



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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September 24, 2025

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FR_FV110

Atwater, CA: Cloudy 65-87
Coachella, CA: Sunny 77-102
Fresno, CA: Partly Cloudy 67-89
Livingston, CA: Cloudy 65-87
Oxnard, CA: Partly Cloudy 65-73
San Diego, CA: Mostly Sunny 67-76
Irapuato, MX: Partly Cloudy 62-85
Baja CA, MX: Sunny 68-98
San Quintin (North Baja CA, MX): Mostly Sunny 65-79

Prices represent open (spot) market sales by first handlers on product of generally good quality and condition unless otherwise stated and may include promotional allowances or other incentives. No consideration is given to after-sale adjustments unless otherwise stated. Brokerage fees paid by the shipper are included in the price reported. Delivered Sales, Shipping Point Basis excludes all charges for freight.

BERRIES

MEXICO CROSSINGS THROUGH ARIZONA, CALIFORNIA AND TEXAS Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---BLACKBERRIES: DEMAND VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Few sales booked open with price to be established later.

flats 12 6-oz cups with lids 7.00-10.00 (wide range in prices)
occasional higher

---RASPBERRIES: DEMAND LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling.

flats 12 6-oz cups with lids 8.00-12.00 (wide range in prices)
occasional lower. Previous commitments higher.

OXNARD DISTRICT CALIFORNIA Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---STRAWBERRIES: DEMAND MODERATE. MARKET ABOUT STEADY. Includes palletizing and cooling.

flats 8 1-lb containers with lids
medium 14.00-16.00 occasional higher and lower.

SALINAS-WATSONVILLE CALIFORNIA Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---STRAWBERRIES: DEMAND FAIRLY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling.

flats 8 1-lb containers with lids
medium 8.00-14.00 (wide range in prices), few
commitments higher, occasional higher (16.00)

ORGANIC

flats 8 1-lb containers with lids
medium 18.00-22.00 (wide range in prices) occasional
lower.

SANTA MARIA CALIFORNIA Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---STRAWBERRIES: DEMAND MODERATE. MARKET ABOUT STEADY. Includes palletizing and cooling.

flats 8 1-lb containers with lids
medium 10.00-16.00 mostly 12.00-14.00 (wide range in prices), occasional lower

ORGANIC

flats 8 1-lb containers with lids
medium 18.00-22.00 occasional higher and lower.

SOUTH AND CENTRAL DISTRICT CALIFORNIA Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---BLACKBERRIES: DEMAND VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Few sales booked open with price to be established later.

flats 12 6-oz cups with lids 10.00-14.00 (wide range in prices)
occasional higher and lower

ORGANIC

flats 12 6-oz cups with lids 16.00-20.00 (wide range in prices)
previous commitments higher.

---RASPBERRIES: DEMAND LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling.

flats 12 6-oz cups with lids 10.00-14.00 (wide range in prices), occasional higher (16.00). Previous commitments higher.

OTHER FRUIT

CENTRAL AND SOUTHERN SAN JOAQUIN VALLEY CALIFORNIA Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis 2025 Season

---PLUMS: SUPPLY LIGHT. DEMAND MODERATE. MARKET STEADY. Extra services included.
VARIOUS BLACK VARIETIES



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28 lb cartons loose
30-35 size 32.95-36.95 mostly 34.95-36.95
40-45 size 30.95-32.95
50-55 size 28.95
60-65 size 24.95-26.95

VARIOUS RED VARIETIES

28 lb cartons loose
30-35 size 30.95-34.95 mostly 32.95-34.95
40-45 size 28.95-32.95 mostly 30.95-32.95
50-55 size 26.95-28.95
60-65 size 24.95-26.95

KERN DISTRICT CALIFORNIA

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---GRAPES: SUPPLY FAIRLY HEAVY. DEMAND MODERATE. MARKET ABOUT STEADY. Extra services included. Primary Red Seedless Variety Krissy and Timco. Primary White Seedless Type Sweet Globe and Great Green.

IVORY

19 lb containers bagged
large-extra large 22.95-24.95
medium-large 18.95-20.95

Red Seedless

19 lb containers bagged
large-extra large 22.95-26.95 mostly 24.95-26.95
medium-large 20.95-24.95 mostly 20.95-22.95

SUMMER ROYAL

19 lb containers bagged
large-extra large 24.95-28.95 mostly 24.95-26.95

White Seedless Type

19 lb containers bagged
large-extra large 24.95-28.95 mostly 24.95-26.95
medium-large 20.95-24.95 mostly 20.95-22.95

MEXICO CROSSINGS THROUGH TEXAS

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---AVOCADOS: DEMAND FAIRLY LIGHT. MARKET ABOUT STEADY. Extra services included. Wide range in price.

Hass

cartons 2 layer
32s 42.25-49.25 mostly 46.25-48.25 occasional lower
36s 35.25-42.25 mostly 36.25-37.25 occasional lower
40s 23.25-29.25 mostly 26.25-28.25 occasional higher
48s 23.25-27.25 mostly 23.25-24.25 occasional higher
60s 22.25-26.25 mostly 22.25-23.25 occasional higher

70s 22.25-26.25 mostly 22.25-23.25 occasional higher

84s 22.25-25.25 mostly 22.25-23.25 occasional higher

ORGANIC

Hass

cartons 2 layer

48s 38.25-46.25 mostly 38.25-40.25 occasional higher

60s 37.25-42.25 mostly 37.25-40.25 occasional higher and lower

70s 35.25-38.25 occasional higher and lower

SAN JOAQUIN VALLEY CALIFORNIA

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---GRAPES: DEMAND MODERATE. MARKET ABOUT STEADY. Extra services included. Primary Red Seedless Variety Krissy.

IVORY

19 lb containers bagged

large-extra large 22.95-24.95

medium-large 18.95-20.95

Red Seedless

19 lb containers bagged

large-extra large 22.95-26.95 mostly 24.95-25.95

SOUTH DISTRICT CALIFORNIA

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---AVOCADOS: DEMAND FAIRLY LIGHT. MARKET ABOUT STEADY. Extra services included. Wide range in prices.

Hass

cartons 2 layer

32s 42.25-48.25 mostly 46.25-48.25 occasional higher and lower

36s 40.25-45.25 mostly 40.25-42.25 occasional higher

40s 35.25-38.25 mostly 35.25-36.25 occasional lower

48s 30.25-36.25 mostly 30.25-35.25

60s 30.25-34.25 mostly 30.25-32.25 occasional lower

70s 24.25-30.25 mostly 26.25-30.25

84s 22.25-29.25 mostly 24.25-27.25