



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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July 02, 2025

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FR_FV110

Atwater, CA: Sunny 63-98
Coachella, CA: Sunny 75-107
Fresno, CA: Sunny 72-99
Livingston, CA: Sunny 63-99
Oxnard, CA: Sunny 59-66
Salinas, CA: Partly Cloudy 53-64
Santa Maria, CA: Partly Cloudy 52-67
San Diego, CA: Sunny 62-70
Irapuato, MX: Mostly Cloudy 62-78
Baja CA, MX: Sunny 58-81
San Quintin, Baja CA, MX: Sunny 58-70
La Paz, MX: Mostly Cloudy 78-90

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
2024 Season

---RASPBERRIES: DEMAND FAIRLY LIGHT. MARKET STEADY.
Includes palletizing and cooling.
flats 12 6-oz cups with lids 10.00-14.00 mostly 10.00-12.00 occasional higher.

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

---BLACKBERRIES: DEMAND FAIRLY GOOD. MARKET SLIGHTLY HIGHER. Includes palletizing and cooling. Most present shipments from prior bookings and/or previous commitments. Wide range in quality and condition.
flats 12 6-oz cups with lids 16.00-20.00 mostly 16.00-18.00 occasional lower.

SALINAS-WATSONVILLE 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 12.00-16.00 mostly 12.00-14.00 occasional lower.

ORGANIC
flats 8 1-lb containers with lids
medium 14.00-16.00 few 18.00, occasional higher.

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. Some berries being diverted to freezer and/or processor.
flats 8 1-lb containers with lids
medium 12.00-16.00 mostly 12.00-14.00 occasional lower.

ORGANIC
flats 8 1-lb containers with lids
medium 14.00-16.00 few 18.00, occasional 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

---NECTARINES: DEMAND MODERATE. MARKET STEADY. Extra services included. Wide range in price.
OTHER WHITE FLESH VARIETIES

25 lb cartons loose
54-56 size 24.95-30.95 mostly 24.95-28.95
60-64 size 22.95-28.95 mostly 22.95-24.95
cartons 2 layer tray pack
40-42S 26.95-32.95 mostly 26.95-30.95
48-50S 24.95-28.95

OTHER YELLOW FLESH VARIETIES
25 lb cartons loose
54-56 size 24.95-30.95 mostly 24.95-26.95
60-64 size 22.95-28.95 mostly 23.95-26.95
cartons 2 layer tray pack
40-42S 26.95-32.95 mostly 26.95-28.95
48-50S 24.95-28.95

---PEACHES: DEMAND MODERATE. MARKET STEADY. Extra services included. Wide range in price.



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Various White Flesh Varieties

- 25 lb cartons loose
 - 54-56 size 22.95-28.95 mostly 22.95-26.95
 - 60-64 size 18.95-26.95 mostly 20.95-24.95
- cartons 2 layer tray pack
 - 40-42S 28.95-34.95 mostly 28.95-32.95
 - 48-50S 26.95-32.95 mostly 26.95-28.95

Various Yellow Flesh Varieties

- 25 lb cartons loose
 - 54-56 size 19.95-28.95 mostly 24.95-28.95
 - 60-64 size 18.95-26.95 mostly 22.95-26.95
- cartons 2 layer tray pack
 - 40-42S 22.95-32.95 mostly 22.95-26.95
 - 48-50S 18.95-28.95 mostly 18.95-24.95

---PLUMS: DEMAND MODERATE. MARKET STEADY. Extra services included. Wide range in price.

VARIOUS BLACK VARIETIES

- 28 lb cartons loose
 - 30-35 size 34.95-40.95 mostly 34.95-38.95
 - 40-45 size 32.95-38.95 mostly 32.95-36.95
 - 50-55 size 26.95-32.95 mostly 26.95-30.95
 - 60-65 size 24.95-28.95

VARIOUS RED VARIETIES

- 28 lb cartons loose
 - 30-35 size 32.95-40.95 mostly 34.95-38.95
 - 40-45 size 30.95-38.95 mostly 32.95-36.95
 - 50-55 size 26.95-32.95 mostly 26.95-30.95
 - 60-65 size 24.95-28.95

COACHELLA VALLEY CALIFORNIA

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

---GRAPES: SUPPLY LIGHT. DEMAND VERY GOOD. MARKET STEADY. Extra services included. Wide range in price. Primary Red Seedless variety Ruby Rush. Primary White Seedless Type Sweet Globe.

Red Seedless

- U.S. One
 - 18 lb containers bagged
 - large-extra large 36.95-42.95 mostly 36.95-40.95

White Seedless Type

- 18 lb containers bagged
 - large-extra large 38.95-44.95 mostly 38.95-42.95

MEXICO CROSSINGS THROUGH TEXAS

Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2024 Season

---AVOCADOS: DEMAND CONVENTIONAL 32S - 48S LIGHT, OTHERS MODERATE. MARKET ABOUT STEADY. Extra services included.

Hass

- cartons 2 layer
 - 32s 54.25-60.25 mostly 55.25-57.25 occasional lower
 - 36s 50.25-58.25 mostly 52.25-54.25 occasional lower
 - 40s 44.25-50.25 mostly 48.25-50.25 occasional higher and lower
 - 48s 43.25-50.25 mostly 46.25-48.25 occasional higher and lower
 - 60s 38.25-42.25 mostly 40.25-42.25 occasional higher
 - 70s 33.25-38.25 mostly 34.25-35.25 occasional higher
 - 84s 24.25-28.25 mostly 25.25-27.25

ORGANIC

Hass

- cartons 2 layer
 - 48s 68.25-75.25 mostly 68.25-70.25 occasional lower
 - 60s 58.25-65.25 mostly 62.25-64.25
 - 70s 42.25-48.25 mostly 42.25-45.25 occasional higher

SOUTH DISTRICT CALIFORNIA

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

---AVOCADOS: DEMAND MODERATE. MARKET ABOUT STEADY. Extra services included.

Hass

- cartons 2 layer
 - 32s 59.25-64.25 mostly 60.25-62.25
 - 36s 59.25-64.25 mostly 60.25-62.25
 - 40s 56.25-60.25 mostly 58.25-60.25
 - 48s 56.25-60.25 mostly 58.25-60.25
 - 60s 44.25-50.25 mostly 45.25-47.25 occasional higher
 - 70s 36.25-40.25 mostly 36.25-38.25
 - 84s 24.25-28.25 mostly 25.25-26.25 occasional higher

ORGANIC

Hass

- cartons 2 layer
 - 48s 80.25-84.25 mostly 80.25-83.25 occasional lower
 - 60s 64.25-70.25 mostly 66.25-68.25 occasional higher
 - 70s 46.25-52.25 mostly 48.25-50.25