



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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Atwater, CA: Sunny 65-100
Coachella, CA: Sunny 80-115
Fresno, CA: Sunny 72-99
Livingston, CA: Sunny 64-101
Oxnard, CA: Sunny 59-72
Salinas, CA: Sunny 53-69
Santa Maria, CA: Sunny 51-70
San Diego, CA: Sunny 65-75
Irapuato, MX: Mostly Cloudy 59-76
Baja CA, MX: Sunny with Mixed Clouds 69-86
San Quintin (North Baja CA, MX): Sunny 60-75

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 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 MODERATE. MARKET STEADY. 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 18.00 occasional lower.

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

---STRAWBERRIES: DEMAND CONVENTIONAL LIGHT, ORGANIC FAIRLY LIGHT. MARKET CONVENTIONAL SLIGHTLY LOWER, ORGANIC ABOUT STEADY. Includes palletizing and cooling.

flats 8 1-lb containers with lids
medium 10.00-14.00 mostly 11.00-12.00 occasional higher.

ORGANIC

flats 8 1-lb containers with lids
medium 14.00-18.00 mostly 16.00 occasional higher.

SANTA MARIA CALIFORNIA

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

---STRAWBERRIES: DEMAND CONVENTIONAL LIGHT, ORGANIC FAIRLY LIGHT. MARKET CONVENTIONAL SLIGHTLY LOWER, ORGANIC ABOUT STEADY. Includes palletizing and cooling. Some berries being diverted to freezer and/or processor.

flats 8 1-lb containers with lids
medium 10.00-14.00 mostly 10.00-12.00 occasional lower.

ORGANIC

flats 8 1-lb containers with lids
small-medium 14.00-18.00 mostly 16.00 occasional higher.

SOUTH AND CENTRAL DISTRICT CALIFORNIA

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

---BLACKBERRIES: DEMAND FAIRLY LIGHT. Includes palletizing and cooling. Many present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 14.00-18.00 mostly 14.00-16.00 few 12.00, occasional higher. FIRST REPORT.

---RASPBERRIES: DEMAND LIGHT. Includes palletizing and cooling. Wide range in quality.

flats 12 6-oz cups with lids 10.00-14.00 mostly 12.00 occasional higher, FIRST REPORT.

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



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60-64 size 22.95-28.95 mostly 22.95-24.95

cartons 2 layer tray pack

40-42S 26.95-32.95 mostly 28.95-30.95

48-50S 24.95-28.95 mostly 26.95-28.95

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 24.95-26.95

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.

Various White Flesh Varieties

25 lb cartons loose

54-56 size 22.95-28.95 mostly 22.95-24.95

60-64 size 18.95-26.95 mostly 22.95-24.95

cartons 2 layer tray pack

40-42S 28.95-34.95 mostly 31.95-32.95

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 24.95-26.95

60-64 size 18.95-26.95 mostly 22.95-26.95

cartons 2 layer tray pack

40-42S 22.95-32.95 mostly 31.95-32.95

48-50S 18.95-26.95 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 34.95-36.95

40-45 size 32.95-38.95 mostly 32.95-34.95

50-55 size 26.95-32.95 mostly 28.95-30.95

60-65 size 24.95-28.95

VARIOUS RED VARIETIES

28 lb cartons loose

30-35 size 32.95-40.95 mostly 34.95-36.95

40-45 size 30.95-38.95 mostly 32.95-34.95

50-55 size 26.95-32.95 mostly 28.95-30.95

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 GOOD. MARKET STEADY.

Extra services included. Primary White Seedless Type Sweet Globe and Autumn Crisp.

White Seedless Type

18 lb containers bagged

large-extra large 34.95-38.95 mostly 34.95-36.95

MEXICO CROSSINGS THROUGH TEXAS

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

2024 Season

---AVOCADOS: DEMAND 32S - 40S FAIRLY LIGHT, OTHERS FAIRLY GOOD. MARKET CONVENTIONAL 36S LOWER, 70S HIGHER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 51.25-56.25 mostly 52.25-54.25 occasional lower

36s 47.25-53.25 mostly 49.25-51.25 occasional lower

40s 44.25-50.25 mostly 46.25-48.25

48s 42.27-48.25 mostly 45.25-48.25 occasional higher

60s 40.25-46.25 mostly 41.25-43.25

70s 34.25-39.25 mostly 36.25-38.25

84s 25.25-28.25 mostly 26.25-28.25 few higher

ORGANIC

Hass

cartons 2 layer

48s 70.25-72.25 mostly 70.25 occasional higher and lower

60s 58.25-64.25 mostly 62.25-64.25 occasional higher

70s 42.25-50.25 mostly 42.25-44.25 occasional higher

SOUTH DISTRICT CALIFORNIA

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

2025 Season

---AVOCADOS: DEMAND MODERATE. MARKET CONVENTIONAL 60S - 84S LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 58.25-62.25 mostly 58.25-60.25

36s 58.25-62.25 mostly 58.25-60.25

40s 56.25-60.25 mostly 56.25-58.25 occasional lower

48s 56.25-60.25 mostly 56.25-58.25 occasional lower

60s 47.25-51.25 mostly 47.25-49.25

70s 37.25-42.25 mostly 37.25-39.25

84s 27.25-32.25 mostly 27.25-28.25

ORGANIC

Hass



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cartons 2 layer

48s 80.25-82.25 few lower

60s 64.25-68.25 mostly 66.25

70s 44.25-48.25 mostly 46.25 few higher