



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

Email us with accessibility issues with this report.

July 15, 2025

Atwater, CA: Sunny 59-97
Coachella, CA: Sunny 78-106
Fresno, CA: Sunny 67-101
Livingston, CA: Sunny 58-98
Oxnard, CA: Partly Cloudy 61-69
Salinas, CA: Partly Cloudy 56-64
Santa Maria, CA: Sunny 56-70
San Diego, CA: Sunny 65-71
Irapuato, MX: Partly Cloudy 62-77
Baja CA, MX: Partly Cloudy 58-79
San Quintin (North Baja CA, MX): Partly Cloudy 60-73

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. Quality variable.
flats 12 6-oz cups with lids 10.00-14.00 mostly 10.00-12.00 occasional higher and lower

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

---BLACKBERRIES: DEMAND MODERATE. MARKET ABOUT 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 18.00-20.00 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 LIGHT. MARKET SLIGHTLY LOWER. Includes palletizing and cooling. Quality variable. Few sales booked open with price to be established later.

flats 8 1-lb containers with lids
medium 9.00-12.00 mostly 10.00 occasional higher and lower.

ORGANIC

flats 8 1-lb containers with lids
medium 12.00-16.00 mostly 14.00 occasional higher.

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

---STRAWBERRIES: DEMAND LIGHT. MARKET SLIGHTLY LOWER. Includes palletizing and cooling. Some berries being diverted to freezer and/or processor. Quality and condition variable. Few sales booked open with price to be established later.

flats 8 1-lb containers with lids
medium 9.00-12.00 mostly 10.00 occasional higher and lower.

ORGANIC

flats 8 1-lb containers with lids
small-medium 12.00-16.00 mostly 14.00 occasional higher.

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

---BLACKBERRIES: DEMAND MODERATE. MARKET ABOUT STEADY. Includes palletizing and cooling. Many present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 15.00-18.00 mostly 16.00 occasional higher.

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

flats 12 6-oz cups with lids 10.00-14.00 mostly 10.00-12.00 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.



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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 28.95-32.95 mostly 28.95-30.95
 - 48-50S 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 22.95-26.95 mostly 22.95-24.95
- cartons 2 layer tray pack
 - 40-42S 26.95-30.95 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 18.95-28.95 mostly 22.95-24.95
 - 60-64 size 16.95-26.95 mostly 22.95-24.95
- cartons 2 layer tray pack
 - 40-42S 27.95-32.95 mostly 27.95-30.95
 - 48-50S 25.95-28.95

Various Yellow Flesh Varieties

- 25 lb cartons loose
 - 54-56 size 18.95-26.95 mostly 24.95-26.95
 - 60-64 size 16.95-24.95 mostly 22.95-24.95
- cartons 2 layer tray pack
 - 40-42S 20.95-28.95 mostly 24.95-28.95
 - 48-50S 18.95-26.95 mostly 18.95-22.95

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

VARIOUS BLACK VARIETIES

- 28 lb cartons loose
 - 30-35 size 28.95-34.95 mostly 32.95-34.95
 - 40-45 size 26.95-32.95 mostly 30.95-32.95
 - 50-55 size 22.95-28.95 mostly 26.95-28.95
 - 60-65 size 20.95-24.95 mostly 22.95-24.95

VARIOUS RED VARIETIES

- 28 lb cartons loose
 - 30-35 size 28.95-34.95 mostly 32.95-34.95
 - 40-45 size 26.95-32.95 mostly 30.95-32.95
 - 50-55 size 22.95-28.95 mostly 24.95-28.95
 - 60-65 size 20.95-26.95 mostly 22.95-24.95

KERN DISTRICT CALIFORNIA

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

---GRAPES: DEMAND VERY GOOD. MARKET ABOUT STEADY. Extra services included.

FLAME SEEDLESS

- 19 lb containers bagged
 - large-extra large 26.95-30.95 mostly 28.95-30.95

IVORY

- 19 lb containers bagged
 - large-extra large 31.95-34.95 mostly 31.95-32.95
 - medium-large 28.95-31.95 mostly 28.95-29.95

SUGRAONE

- 19 lb containers bagged
 - large-extra large 28.95-32.95 mostly 30.95-32.95
 - occasional lower

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, 48S MODERATE, OTHERS FAIRLY GOOD. MARKET CONVENTIONAL 32S-36S LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

- cartons 2 layer
 - 32s 48.25-54.25 mostly 50.25-52.25 occasional lower
 - 36s 46.25-53.25 mostly 46.25-48.25 occasional lower
 - 40s 44.25-50.25 mostly 44.25-46.25
 - 48s 42.25-48.25 mostly 42.25-45.25 occasional higher
 - 60s 40.25-46.25 mostly 41.25-43.25
 - 70s 34.25-40.25 mostly 36.25-38.25
 - 84s 26.25-29.25 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 40S AND 48S LOWER, OTHERS ABOUT STEADY. Extra services included.



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Hass

cartons 2 layer

32s 58.25-61.25 mostly 58.25-60.25 occasional lower

36s 56.25-61.25 mostly 58.25-60.25

40s 54.25-60.25 mostly 54.25-56.25 occasional lower

48s 52.25-59.25 mostly 54.25-56.25 occasional lower

60s 47.25-51.25 mostly 47.25-49.25

70s 37.25-42.25 mostly 37.25-39.25

84s 27.25-31.25 mostly 27.25-28.25 occasional lower

ORGANIC

Hass

cartons 2 layer

48s 80.25-82.25 few lower

60s 64.25-68.25 mostly 66.25

70s 46.25-52.25 mostly 46.25 occasional higher