



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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February 19, 2025

Page 1

FR_FV110

Fresno, CA: Mostly Cloudy 49-67
Huron, CA: Mostly Cloudy 47-71
Oxnard, CA: Mostly Cloudy 48-64
Salinas, CA: Cloudy 45-62
Santa Maria, CA: Partly Cloudy 50-67
McAllen, TX: Cloudy 36-46

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

---BLACKBERRIES: DEMAND MODERATE. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 10.00-14.00 mostly 12.00-14.00 occasional higher

---BLUEBERRIES: DEMAND MODERATE. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 14.00-18.00 occasional higher

---RASPBERRIES: DEMAND GOOD. MARKET STEADY. Includes palletizing and cooling. Many present shipments from prior bookings and/or previous commitments.
flats 12 6-oz cups with lids 24.00-30.00 mostly 26.00-28.00 occasional lower

MEXICO CROSSINGS THROUGH OTAY MESA CALIFORNIA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2024 Season

---STRAWBERRIES: DEMAND GOOD. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality. Many present shipments from prior bookings and/or previous commitments.
flats 8 1-lb containers with lids
medium 14.00-18.00 mostly 16.00 occasional higher and lower

MEXICO CROSSINGS THROUGH TEXAS

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

---STRAWBERRIES: DEMAND GOOD. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality. Most present shipments from prior bookings and/or previous commitments.

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

OXNARD DISTRICT CALIFORNIA

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

---STRAWBERRIES: SUPPLY VERY LIGHT. HARVEST CURTAILED DUE TO HEAVY RAINS AND WET FIELDS. DEMAND GOOD. MARKET STEADY. Includes palletizing and cooling. Wide range in quality. Most present shipments from prior bookings and/or previous commitments.

flats 8 1-lb containers with lids
medium 16.00-20.00 mostly 18.00-20.00 occasional higher and lower

SANTA MARIA CALIFORNIA

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

---STRAWBERRIES: SUPPLY VERY LIGHT. HARVEST CURTAILED DUE TO HEAVY RAINS AND WET FIELDS. DEMAND GOOD. MARKET STEADY. Includes palletizing and cooling. Wide range in quality. Many present shipments from prior bookings and/or previous commitments.

flats 8 1-lb containers with lids
medium 16.00-22.00 mostly 18.00-20.00 occasional higher and lower

OTHER FRUIT

CENTRAL SAN JOAQUIN VALLEY CALIFORNIA

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

---KIWIFRUIT: DEMAND MODERATE. MARKET LOWER. Extra services included.
Hayward

9 kg (19.8 lb) containers
27s 22.95-24.95 occasional lower
30s 24.95-26.95 occasional lower



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Page 2

FR_FV110

33s 24.95-26.95 occasional lower

36s 22.95-24.95

39s Supplies insufficient to quote

MEXICO CROSSINGS THROUGH TEXAS

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

2024 Season

---AVOCADOS: SUPPLY 32S-40S VERY LIGHT, OTHERS LIGHT.

DEMAND FAIRLY LIGHT. MARKET ABOUT STEADY. Extra services included. Prices represent few spot market sales.

Hass

cartons 2 layer

32s 83.25-88.25 mostly 83.25-85.25 occasional higher

36s 82.25-88.25 mostly 83.25-85.25 occasional higher and lower

40s 74.25-78.25 mostly 74.25-76.25 occasional higher

48s 72.25-78.25 mostly 74.25-76.25 occasional higher

60s 56.25-63.25 mostly 58.25-61.25 occasional higher and lower

70s 34.25-40.25 mostly 34.25-36.25

84s 21.25-26.25 mostly 24.25-26.25

ORGANIC

Hass

cartons 2 layer

48s 79.25-85.25 mostly 80.25-82.25 occasional higher

60s 66.25-72.25 mostly 66.25-68.25 occasional higher