



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

Email us with accessibility issues with this report.

February 14,2025

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No reports will be issued on Monday, February 17, 2025 in observance of the Washington's Birthday holiday. The Market News office will be closed. The next report will be issued on Tuesday, February 18, 2025.

Atwater, CA: Partly Cloudy 41-58
Coachella, CA: Partly Cloudy 53-69
Fresno, CA: Light Rain 42-56
Livingston, CA: Partly Cloudy 41-59
Oxnard, CA: Sunny 45-60
San Diego, CA: Partly Cloudy 51-62
Irapuato, MX: Cloudy 51-81
Baja CA, MX: Partly Cloudy 46-56

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: SUPPLY VERY LIGHT. HARVEST CURTAILED DUE TO HEAVY RAINS AND WET FIELDS. DEMAND MODERATE. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality.

flats 12 6-oz cups with lids 12.00-16.00 mostly 14.00 few 10.00 occasional higher

---BLUEBERRIES: SUPPLY VERY LIGHT. HARVEST CURTAILED DUE TO HEAVY RAINS AND WET FIELDS. DEMAND MODERATE. MARKET STEADY. Includes palletizing and cooling. Wide range in quality.

flats 12 6-oz cups with lids 14.00-18.00 occasional higher

---RASPBERRIES: SUPPLY VERY LIGHT. HARVEST CURTAILED DUE TO HEAVY RAINS AND WET FIELDS. 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 higher and lower

MEXICO CROSSINGS THROUGH OTAY MESA 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. 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: 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 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



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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 STEADY. Extra
services included.

Hayward

9 kg (19.8 lb) containers

27s 24.95-28.95 mostly 24.95-26.95 occasional lower

30s 26.95-28.95 occasional lower

33s 26.95-28.95 occasional lower

36s 22.95-24.95

39s 18.95-22.95 mostly 18.95-20.95 occasional lower

MEXICO CROSSINGS THROUGH TEXAS

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

---AVOCADOS: SUPPLY 32S-36S LIGHT, OTHERS FAIRLY LIGHT.
DEMAND MODERATE. MARKET CONVENTIONAL 40S-48S AND 70S
HIGHER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 82.25-88.25 mostly 82.25-84.25 occasional higher

36s 80.25-86.25 mostly 80.25-82.25 occasional higher

40s 70.25-77.25 mostly 72.25-74.25 occasional higher

48s 70.25-76.25 mostly 72.25-74.25 occasional higher

60s 56.25-63.25 mostly 56.25-58.25

70s 32.25-38.25 mostly 33.25-35.25 occasional higher

84s 21.25-25.25 mostly 22.25-23.25 occasional higher and
lower

ORGANIC

Hass

cartons 2 layer

48s 78.25-85.25 mostly 78.25-80.25 occasional higher

60s 64.25-70.25 mostly 66.25-68.25 occasional higher