



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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January 15, 2025

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Fresno, CA: Sunny 31-65
Oxnard, CA: Sunny 50-70
Salinas, CA: Sunny 39-68
Santa Maria, CA: Sunny 36-58

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 LIGHT. MARKET STEADY. Includes palletizing and cooling. Wide range in quality.

flats 12 6-oz cups with lids 8.00-10.00 mostly 8.00 few including previous commitments 12.00, occasional higher

---BLUEBERRIES: DEMAND LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality.

flats 12 6-oz cups with lids 8.00-10.00 mostly 8.00 occasional higher

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

flats 12 6-oz cups with lids 16.00-20.00 mostly 16.00-18.00 few 22.00, occasional higher

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

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

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

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

---STRAWBERRIES: DEMAND LIGHT. MARKET STEADY. Includes palletizing and cooling. Wide range in quality.

flats 8 1-lb containers with lids

medium 12.00-16.00 mostly 12.00-14.00 occasional higher

OXNARD DISTRICT CALIFORNIA

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

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

flats 8 1-lb containers with lids

medium 16.00-18.00 mostly 16.00 occasional higher

OTHER FRUIT

CENTRAL SAN JOAQUIN VALLEY CALIFORNIA

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

---KIWIFRUIT: DEMAND FAIRLY GOOD. MARKET STEADY. Extra services included.

Hayward

9 kg (19.8 lb) containers

27s 28.95-30.95 occasional higher

30s 27.95-29.95 occasional higher

33s 26.95-29.95 occasional higher and lower

36s 23.95-25.95 occasional higher

39s 23.95-25.95 occasional higher

42s 23.95-25.95 occasional higher

MEXICO CROSSINGS THROUGH TEXAS

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

---AVOCADOS: SUPPLY VERY LIGHT. DEMAND EXCEEDS SUPPLY. MARKET ABOUT STEADY. Extra services included. Prices represent very few spot market sales.

Hass

cartons 2 layer

32s supplies insufficient to quote

36s supplies insufficient to quote

40s 80.25-85.25 mostly 80.25-82.25

48s 71.25-76.25 mostly 73.25-75.25

60s 62.25-67.25 mostly 63.25-65.25 occasional higher



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70s 38.25-45.25 mostly 40.25-42.25 occasional higher

84s 27.25-34.25 mostly 30.25-32.25

ORGANIC

Hass

cartons 2 layer

48s 78.25-80.25 occasional higher