



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

Email us with accessibility issues with this report.

February 04,2025

Page 1

FR_FV110

Fresno, CA: Partly Cloudy 46-67
Huron, CA: Partly Cloudy 45-68
Oxnard, CA: Sunny 55-61
Salinas, CA: Light Rain 40-64
Santa Maria, CA: Mostly Cloudy 49-66
McAllen, TX: Mostly Cloudy 69-84

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 SLIGHTLY HIGHER. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 14.00-18.00 mostly 16.00
occasional higher and lower

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

---RASPBERRIES: SUPPLY AVAILABLE SUPPLIES LIGHT. 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 28.00-30.00 32.00-36.00
occasional lower

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

---STRAWBERRIES: SUPPLY AVAILABLE SUPPLIES LIGHT. DEMAND FAIRLY GOOD. MARKET SLIGHTLY HIGHER. 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 AVAILABLE SUPPLIES LIGHT. DEMAND FAIRLY GOOD. MARKET SLIGHTLY HIGHER. 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 higher and lower

OXNARD DISTRICT CALIFORNIA

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

---STRAWBERRIES: SUPPLY AVAILABLE SUPPLIES LIGHT. DEMAND FAIRLY 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 16.00-20.00 mostly 18.00-20.00 few 22.00
occasional lower

SANTA MARIA CALIFORNIA

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

---STRAWBERRIES: SUPPLY AVAILABLE SUPPLIES LIGHT. DEMAND FAIRLY 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 16.00-20.00 mostly 18.00-20.00 few 22.00
occasional 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 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



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

[Email us with accessibility issues with this report.](#)

February 04, 2025

Page 2

FR_FV110

36s 22.95-24.95

39s 18.95-22.95 mostly 18.95-20.95 occasional lower

42s supplies insufficient to quote.

MEXICO CROSSINGS THROUGH TEXAS

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

2024 Season

---AVOCADOS: DEMAND FAIRLY LIGHT. MARKET ABOUT STEADY.
Extra services included.

Hass

cartons 2 layer

32s 80.25-85.25 mostly 80.25-82.25 occasional higher and lower

36s 78.25-83.25 mostly 79.25-80.25 occasional higher and lower

40s 67.25-74.25 mostly 69.25-72.25 occasional higher and lower

48s 60.25-66.25 mostly 62.25-64.25 occasional higher

60s 50.25-56.25 mostly 50.25-53.25 occasional higher and lower

70s 28.25-35.25 mostly 28.25-31.25 occasional higher and lower

84s 19.25-24.25 mostly 21.25-23.25 occasional higher and lower

ORGANIC

Hass

cartons 2 layer

48s 76.25-82.25 mostly 78.25-80.25 occasional higher and lower

60s 64.25-69.25 mostly 66.25-68.25 occasional higher