



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

Email us with accessibility issues with this report.

February 21, 2025

Page 1

FR_FV110

Fresno, CA: Mostly Cloudy 45-67
Huron, CA: Mostly Cloudy 41-70
Oxnard, CA: Sunny 49-71
Salinas, CA: Cloudy 43-69
Santa Maria, CA: Partly Cloudy 45-70
McAllen, TX: Cloudy 36-41

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 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. 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: 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 MODERATE. MARKET LOWER.
Includes palletizing and cooling. Wide range in quality. Some
present shipments from prior bookings and/or previous
commitments.
flats 8 1-lb containers with lids
medium 12.00-15.00 occasional low as 8.00

MEXICO CROSSINGS THROUGH TEXAS

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

---STRAWBERRIES: DEMAND MODERATE. MARKET LOWER.
Includes palletizing and cooling. Wide range in quality. Some
present shipments from prior bookings and/or previous
commitments.

flats 8 1-lb containers with lids
medium 12.00-15.00 few low as 8.00. Some previous
commitments higher.

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 STEADY. Extra
services included.

Hayward
9 kg (19.8 lb) containers
27s 22.95-24.95 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 21, 2025

Page 2

FR_FV110

30s 24.95-26.95 occasional lower

33s 24.95-26.95 occasional lower

36s 22.95-24.95

MEXICO CROSSINGS THROUGH TEXAS

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

2024 Season

---AVOCADOS: SUPPLY FAIRLY LIGHT. DEMAND MODERATE.

MARKET 40S - 60S AND 84S LOWER, OTHERS ABOUT STEADY.

Extra services included.

Hass

cartons 2 layer

32s 82.25-88.25 mostly 83.25-85.25 occasional higher

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

40s 72.25-77.25 mostly 73.25-75.25 occasional higher

48s 72.25-77.25 mostly 73.25-75.25 occasional higher

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

70s 34.25-40.25 mostly 34.25-36.25

84s 20.25-25.25 mostly 23.25-25.25

ORGANIC

Hass

cartons 2 layer

48s 80.25-85.25 mostly 80.25-82.25 occasional higher

60s 66.25-72.25 mostly 66.25-68.25 occasional higher