



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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July 28,2025

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Atwater, CA: Sunny 62-94
Coachella, CA: Clear 77-107
Fresno, CA: Mostly Cloudy 66-95
Livingston, CA: Clear with Periodic Clouds 61-94
Salinas, CA: Partly Cloudy 55-68
Santa Maria, CA: Cloudy 54-70
Oxnard, CA: Partly Cloudy 59-68
San Diego, CA: Mostly Cloudy 65-72
Irapuato, MX: Cloudy 58-79
Baja CA, MX: Partly Cloudy 60-76
San Quintin (North Baja CA, MX): Mostly Cloudy 59-73

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

---RASPBERRIES: DEMAND MODERATE. MARKET SLIGHTLY HIGHER. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 10.00-12.00 occasional higher and lower.

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

---BLACKBERRIES: DEMAND FAIRLY GOOD. MARKET STEADY. Includes palletizing and cooling. Most present shipments from prior bookings and/or previous commitments. Wide range in quality and condition.
flats 12 6-oz cups with lids 16.00-20.00 mostly 18.00-20.00 occasional higher.

SALINAS-WATSONVILLE CALIFORNIA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
2025 Season

---STRAWBERRIES: DEMAND VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Few berries being diverted to freezer and/or processor. Wide range in quality. Some sales booked open with price to be established later.

flats 8 1-lb containers with lids
medium 8.00-10.00 mostly 8.00-9.00 few 12.00, occasional higher and lower.

ORGANIC

flats 8 1-lb containers with lids
medium 12.00-14.00 mostly 12.00 occasional higher and lower.

SANTA MARIA CALIFORNIA

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

---STRAWBERRIES: DEMAND VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Some berries being diverted to freezer and/or processor. Wide range in quality and condition. Some sales booked open with price to be established later.

flats 8 1-lb containers with lids
medium 8.00-10.00 mostly 8.00-9.00 few 12.00, occasional higher and lower.

ORGANIC

flats 8 1-lb containers with lids
small-medium 12.00-14.00 mostly 12.00 occasional higher and lower.

SOUTH AND CENTRAL DISTRICT CALIFORNIA

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

---BLACKBERRIES: DEMAND GOOD. MARKET STEADY. Includes palletizing and cooling. Most present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 18.00-20.00 occasional higher and lower.

---RASPBERRIES: DEMAND MODERATE. MARKET SLIGHTLY HIGHER. 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 and lower.

OTHER FRUIT

CENTRAL AND SOUTHERN SAN JOAQUIN VALLEY CALIFORNIA
Sales F.O.B. Shipping Point and/or Delivered Sales, Shipping Point Basis
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---NECTARINES: DEMAND MODERATE. MARKET WHITE FLESH 54-56 SIZE LOWER, OTHERS ABOUT STEADY. Extra services included. Wide range in price.

OTHER WHITE FLESH VARIETIES

25 lb cartons loose

54-56 size 24.95-26.95

60-64 size 22.95-24.95

cartons 2 layer tray pack

40-42S 26.95-30.95 mostly 28.95-30.95

48-50S 24.95-28.95 mostly 26.95-28.95

OTHER YELLOW FLESH VARIETIES

25 lb cartons loose

54-56 size 24.95-30.95 mostly 24.95-26.95

60-64 size 22.95-26.95 mostly 22.95-24.95

cartons 2 layer tray pack

40-42S 26.95-30.95 mostly 28.95-30.95

48-50S 24.95-28.95 mostly 26.95-28.95

---PEACHES: DEMAND MODERATE. MARKET 40-42S TRAY PACK LOWER, OTHERS ABOUT STEADY. Extra services included. Wide range in price.

Various White Flesh Varieties

25 lb cartons loose

54-56 size supplies in too few hands to establish a market

60-64 size supplies in too few hands to establish a market

cartons 2 layer tray pack

40-42S supplies in too few hands to establish a market

48-50S supplies in too few hands to establish a market

Various Yellow Flesh Varieties

25 lb cartons loose

54-56 size 16.95-26.95 mostly 24.95-26.95

60-64 size 22.95-24.95

cartons 2 layer tray pack

40-42S 18.95-28.95 mostly 18.95-22.95

48-50S 18.95-26.95 mostly 18.95-22.95

---PLUMS: DEMAND MODERATE. MARKET ABOUT STEADY. Extra services included. Wide range in price.

VARIOUS BLACK VARIETIES

28 lb cartons loose

30-35 size 26.95-34.95 mostly 32.95-34.95

40-45 size 24.95-32.95 mostly 30.95-32.95

50-55 size 20.95-28.95 mostly 24.95-26.95

60-65 size 18.95-24.95 mostly 20.95-22.95

VARIOUS RED VARIETIES

28 lb cartons loose

30-35 size 26.95-34.95 mostly 32.95-34.95

40-45 size 24.95-32.95 mostly 30.95-32.95

50-55 size 20.95-28.95 mostly 24.95-26.95

60-65 size 18.95-24.95 mostly 20.95-22.95

KERN DISTRICT CALIFORNIA

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

2025 Season

---GRAPES: DEMAND GOOD. MARKET STEADY. Extra services included.

FLAME SEEDLESS

19 lb containers bagged

large-extra large 24.95-28.95 mostly 26.95-28.95

occasional lower

IVORY

19 lb containers bagged

large-extra large 26.95-30.95 mostly 28.95-30.95

occasional lower

medium-large 22.95-26.95 mostly 22.95-24.95

SUGRAONE

19 lb containers bagged

large-extra large 27.95-30.95 mostly 28.95-30.95

occasional lower

MEXICO CROSSINGS THROUGH TEXAS

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

2024 Season

---AVOCADOS: DEMAND LIGHT. MARKET 48S-84S LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 46.25-53.25 mostly 48.25-50.25

36s 45.25-53.25 mostly 45.25-47.25 occasional lower

40s 38.25-42.25 mostly 40.25-42.25

48s 33.25-38.25 mostly 35.25-37.25

60s 33.25-38.25 mostly 33.25-35.25

70s 31.25-36.25 mostly 32.25-34.25

84s 25.25-29.25 mostly 25.25-27.25

ORGANIC

Hass

cartons 2 layer

48s 60.25-70.25 mostly 65.25-68.25 occasional higher and lower

60s 46.25-57.25 mostly 46.25-50.25

70s 39.25-43.25 mostly 39.25-42.25 occasional higher

SAN JOAQUIN VALLEY CALIFORNIA

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---GRAPES: DEMAND GOOD. Extra services included.

FLAME SEEDLESS

19 lb containers bagged

large-extra large 24.25-28.25 mostly 24.25-26.25

medium-large 20.25-22.25 FIRST REPORT

SOUTH DISTRICT CALIFORNIA

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

2025 Season

---AVOCADOS: DEMAND MODERATE. MARKET 84S ABOUT STEADY, OTHERS LOWER. Extra services included.

Hass

cartons 2 layer

32s 50.25-58.25 mostly 50.25-54.25

36s 49.25-57.25 mostly 50.25-54.25

40s 45.25-50.25 mostly 45.25-48.25

48s 44.25-52.25 mostly 44.25-48.25 occasional lower

60s 43.25-51.25 mostly 44.25-48.25

70s 36.25-40.25 mostly 37.25-40.25

84s 26.25-31.25 mostly 26.25-28.25 occasional lower

ORGANIC

Hass

cartons 2 layer

48s 70.25-78.25 mostly 70.25-74.25

60s 60.25-67.25 mostly 60.25-64.25

70s 42.25-50.25 mostly 42.25-46.25 supplies in too few hands to establish a market