



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

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July 21, 2025

Atwater, CA: Sunny 56-89
Coachella, CA: Sunny 75-102
Fresno, CA: Sunny 63-93
Livingston, CA: Sunny 55-90
Oxnard, CA: Cloudy 61-69
Salinas, CA: Cloudy 58-66
Santa Maria, CA: Cloudy 56-68
San Diego, CA: Cloudy 64-71
Irapuato, MX: Mostly Cloudy 59-78
Baja CA, MX: Sunny with Mixed Clouds 62-71
San Quintin (North Baja CA, MX): Mostly Cloudy 61-72

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 LIGHT. MARKET STEADY. Includes palletizing and cooling. Quality variable.
flats 12 6-oz cups with lids 10.00-12.00 mostly 10.00
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 LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Quality variable. Some sales booked open with price to be established later.
flats 8 1-lb containers with lids
medium 8.00-12.00 mostly 8.00-10.00 occasional higher and lower.
ORGANIC
flats 8 1-lb containers with lids
medium 12.00-16.00 mostly 12.00-14.00 occasional higher and lower.

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

---STRAWBERRIES: DEMAND LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Some berries being diverted to freezer and/or processor. Quality and condition variable. Some sales booked open with price to be established later.
flats 8 1-lb containers with lids
medium 8.00-12.00 mostly 8.00-10.00 occasional higher and lower.
ORGANIC
flats 8 1-lb containers with lids
small-medium 12.00-16.00 mostly 12.00-14.00 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 FAIRLY GOOD. MARKET STEADY. Includes palletizing and cooling. Most 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
occasional higher.

---RASPBERRIES: DEMAND LIGHT. MARKET STEADY. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 10.00-14.00 mostly 10.00-12.00
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 2025 Season



---NECTARINES: DEMAND MODERATE. MARKET YELLOW TRAY PACK HIGHER, OTHERS ABOUT STEADY. Extra services included. Wide range in price.

OTHER WHITE FLESH VARIETIES

- 25 lb cartons loose
 - 54-56 size 24.95-30.95 mostly 24.95-28.95
 - 60-64 size 22.95-28.95 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

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 STEADY. Extra services included. Wide range in price.

Various White Flesh Varieties

- 25 lb cartons loose
 - 54-56 size 18.95-28.95 mostly 24.95-26.95
 - 60-64 size 16.95-26.95 mostly 22.95-24.95
- cartons 2 layer tray pack
 - 40-42S 27.95-32.95 mostly 27.95-30.95
 - 48-50S 25.95-28.95

Various Yellow Flesh Varieties

- 25 lb cartons loose
 - 54-56 size 18.95-26.95 mostly 24.95-26.95
 - 60-64 size 16.95-24.95 mostly 22.95-24.95
- cartons 2 layer tray pack
 - 40-42S 20.95-28.95 mostly 24.95-28.95
 - 48-50S 18.95-26.95 mostly 18.95-22.95

---PLUMS: DEMAND MODERATE. MARKET 50-55 SIZE AND 60-65 SIZE LOWER, OTHERS ABOUT STEADY. Extra services included.

Wide range in price.

VARIOUS BLACK VARIETIES

- 28 lb cartons loose
 - 30-35 size 28.95-34.95 mostly 32.95-34.95
 - 40-45 size 26.95-32.95 mostly 30.95-32.95
 - 50-55 size 22.95-28.95 mostly 24.95-26.95
 - 60-65 size 20.95-24.95 mostly 20.95-22.95

VARIOUS RED VARIETIES

- 28 lb cartons loose
 - 30-35 size 28.95-34.95 mostly 32.95-34.95
 - 40-45 size 26.95-32.95 mostly 30.95-32.95
 - 50-55 size 22.95-28.95 mostly 24.95-26.95

60-65 size 20.95-24.95 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 AT LOWER PRICES. MARKET LOWER. Extra services included.

FLAME SEEDLESS

- 19 lb containers bagged
 - large-extra large 24.95-28.95 mostly 26.95-28.95

IVORY

- 19 lb containers bagged
 - large-extra large 26.95-30.95 mostly 28.95-30.95
 - 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

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

---AVOCADOS: DEMAND 32S-40S FAIRLY LIGHT, 48-60S MODERATE, OTHERS FAIRLY GOOD. MARKET CONVENTIONAL 48S-60S AND ORGANIC LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

- cartons 2 layer
 - 32s 46.25-50.25 mostly 48.25-50.25 occasional higher
 - 36s 46.25-50.25 mostly 47.25-49.25 occasional higher
 - 40s 42.25-48.25 mostly 44.25-46.25 occasional higher and lower
 - 48s 36.25-41.25 mostly 39.25-41.25 occasional higher
 - 60s 36.25-41.25 mostly 39.25-41.25 occasional higher
 - 70s 35.25-40.25 mostly 36.25-38.25
 - 84s 26.25-29.25 mostly 26.25-28.25

ORGANIC

Hass

- cartons 2 layer
 - 48s 68.25-72.25 mostly 68.25-70.25 occasional higher and lower
 - 60s 50.25-58.25 mostly 56.25-58.25 occasional higher
 - 70s 39.25-43.25 mostly 40.25-42.25 occasional higher

SOUTH DISTRICT CALIFORNIA
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---AVOCADOS: DEMAND 32S-48S MODERATE, OTHERS FAIRLY GOOD. MARKET 32S-48S LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 54.25-59.25 mostly 55.25-57.25

36s 54.25-59.25 mostly 55.25-57.25

40s 53.25-57.25 mostly 54.25-55.25

48s 52.25-56.25 mostly 52.25-54.25

60s 47.25-51.25 mostly 47.25-49.25

70s 38.25-44.25 mostly 38.25-40.25

84s 25.25-31.25 mostly 27.25-28.25 occasional lower

ORGANIC

Hass

cartons 2 layer

48s 80.25-82.25 few lower

60s 64.25-68.25 mostly 66.25

70s 46.25-52.25 mostly 46.25 occasional higher