



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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July 17,2025

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Atwater, CA: Sunny 61-93
Coachella, CA: Partly Cloudy 79-102
Fresno, CA: Sunny 68-96
Livingston, CA: Sunny 60-93
Oxnard, CA: Sunny 60-69
Salinas, CA: Sunny 56-68
Santa Maria, CA: Partly Cloudy 54-69
San Diego, CA: Partly Cloudy 67-74
Irapuato, MX: Light Thunderstorms 61-73
Baja CA, MX: Sunny with Few Clouds 65-78
San Quintin (North Baja CA, MX): Sunny 62-74

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 MODERATE. MARKET ABOUT 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
occasional higher and lower.

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

---STRAWBERRIES: DEMAND LIGHT. MARKET CONVENTIONAL SLIGHTLY LOWER, ORGANIC 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 14.00 occasional higher.

SANTA MARIA CALIFORNIA

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

---STRAWBERRIES: DEMAND LIGHT. MARKET CONVENTIONAL SLIGHTLY LOWER, ORGANIC 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 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 SLIGHTLY HIGHER. Includes palletizing and cooling. Most present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 15.00-18.00 mostly 16.00-18.00
few 20.00, 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

OTHER FRUIT

CENTRAL AND SOUTHERN SAN JOAQUIN VALLEY CALIFORNIA
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---NECTARINES: DEMAND MODERATE. MARKET 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 28.95-32.95 mostly 28.95-30.95

48-50S 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 26.95-28.95

48-50S 24.95-28.95

---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 22.95-24.95

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 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 26.95-28.95

60-65 size 20.95-24.95 mostly 22.95-24.95

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 24.95-28.95

60-65 size 20.95-26.95 mostly 22.95-24.95

KERN DISTRICT CALIFORNIA

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

2025 Season

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

FLAME SEEDLESS

19 lb containers bagged

large-extra large 26.95-30.95 mostly 28.95-30.95

IVORY

19 lb containers bagged

large-extra large 31.95-34.95 mostly 31.95-32.95

medium-large 28.95-31.95 mostly 28.95-29.95

SUGRAONE

19 lb containers bagged

large-extra large 28.95-32.95 mostly 30.95-32.95

occasional lower

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 LOWER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 48.25-54.25 mostly 48.25-50.25 occasional lower

36s 46.25-51.25 mostly 46.25-48.25 occasional lower

40s 43.25-48.25 mostly 44.25-46.25 occasional higher and lower

48s 38.25-44.25 mostly 40.25-42.25 occasional higher

60s 38.25-42.25 mostly 40.25-42.25 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 70.25-72.25 mostly 70.25 occasional higher and lower

60s 58.25-64.25 mostly 62.25-64.25 occasional higher

70s 42.25-50.25 mostly 42.25-44.25 occasional higher

SOUTH DISTRICT CALIFORNIA

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---AVOCADOS: DEMAND 32S-48S MODERATE, OTHERS FAIRLY GOOD. MARKET CONVENTIONAL 70S HIGHER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 54.25-59.25 mostly 56.25-58.25

36s 54.25-59.25 mostly 56.25-58.25

40s 53.25-57.25 mostly 54.25-56.25

48s 52.25-57.25 mostly 54.25-56.25

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