



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service
Specialty Crops Market News

Email us with accessibility issues with this report.

February 11, 2025

Fresno, CA: Sunny 42-59
Huron, CA: Sunny 41-61
Oxnard, CA: Sunny 46-60
Salinas, CA: Sunny 43-54
Santa Maria, CA: Sunny 44-57
McAllen, TX: Cloudy 72-86

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 GOOD. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality.
flats 12 6-oz cups with lids 12.00-16.00 mostly 14.00-16.00 occasional higher and lower

---BLUEBERRIES: DEMAND FAIRLY GOOD. 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 GOOD. MARKET ABOUT 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 higher and 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 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 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 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 14.00-18.00 mostly 16.00 occasional 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 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 occasional higher and 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 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 16.00-22.00 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 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



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36s 22.95-24.95

39s 18.95-22.95 mostly 18.95-20.95 occasional lower

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

---AVOCADOS: SUPPLY 32S-36S LIGHT, OTHERS FAIRLY LIGHT. DEMAND FAIRLY GOOD. MARKET CONVENTIONAL 48S-70S HIGHER, OTHERS ABOUT STEADY. Extra services included.

Hass

cartons 2 layer

32s 80.25-86.25 mostly 82.25-84.25 occasional higher

36s 78.25-84.25 mostly 80.25-82.25 occasional higher and lower

40s 66.25-74.25 mostly 67.25-70.25 occasional higher

48s 65.25-70.25 mostly 66.25-68.25 occasional higher

60s 50.25-57.25 mostly 52.25-55.25 occasional higher

70s 30.25-35.25 mostly 30.25-32.25 occasional higher

84s 20.25-26.25 mostly 22.25-23.25 occasional higher

ORGANIC

Hass

cartons 2 layer

48s 78.25-85.25 mostly 78.25-80.25 occasional higher

60s 64.25-70.25 mostly 66.25-68.25 occasional higher