



Fresno Shipping Point Fruit Prices (FR_FV110)

Agricultural Marketing Service

Specialty Crops Market News

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February 28, 2025

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FR_FV110

Fresno, CA: Mostly Cloudy 50-77
Huron, CA: Cloudy 47-78
Oxnard, CA: Sunny 52-64
Salinas, CA: Cloudy 48-69
Santa Maria, CA: Mostly Cloudy 49-64
McAllen, TX: Cloudy 62-81

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 VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality. Some present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 8.00-10.00 few 6.00, some commitments higher

---BLUEBERRIES: DEMAND LIGHT. 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 MODERATE. MARKET SLIGHTLY LOWER. Includes palletizing and cooling. Many present shipments from prior bookings and/or previous commitments.

flats 12 6-oz cups with lids 20.00-26.00 mostly 22.00-24.00 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 LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality. Some present sales booked open with price to be established later.

flats 8 1-lb containers with lids

medium 6.00-10.00 some commitments higher

ORGANIC

flats 8 1-lb containers with lids

medium 14.00-18.00 occasional higher and lower

MEXICO CROSSINGS THROUGH TEXAS

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

---STRAWBERRIES: DEMAND VERY LIGHT. MARKET ABOUT STEADY. Includes palletizing and cooling. Wide range in quality. Many present sales booked open with price to be established later.

flats 8 1-lb containers with lids

medium 4.00-8.00 Some previous commitments higher.

OXNARD DISTRICT CALIFORNIA

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

---STRAWBERRIES: DEMAND LIGHT. 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 12.00-16.00 few 18.00 occasional 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. Wide range in quality. Many present shipments from prior bookings and/or previous commitments.

flats 8 1-lb containers with lids

medium 12.00-16.00 few 18.00 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: Extra services included.

Hayward

9 kg (19.8 lb) containers

27s supplies in too few hands to establish market.

30s supplies in too few hands to establish market.

33s supplies in too few hands to establish market.



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36s supplies in too few hands to establish market. LAST REPORT.

MEXICO CROSSINGS THROUGH TEXAS

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

---AVOCADOS: DEMAND MODERATE. MARKET ABOUT STEADY.
Extra services included.

Hass

cartons 2 layer

32s 82.25-86.25 mostly 83.25-86.25

36s 80.25-86.25 mostly 81.25-83.25 occasional lower

40s 70.25-77.25 mostly 72.25-74.25 occasional lower

48s 68.25-74.25 mostly 68.25-71.25 occasional higher and lower

60s 51.25-58.25 mostly 54.25-56.25 occasional higher and lower

70s 32.25-37.25 mostly 34.25-35.25 occasional higher

84s 20.25-25.25 mostly 21.25-23.25 occasional higher

ORGANIC

Hass

cartons 2 layer

48s 80.25-85.25 mostly 82.25-84.25 occasional higher

60s 66.25-72.25 mostly 66.25-68.25 occasional higher