Volume 48, NO. 42 Market Memo October 16, 2025

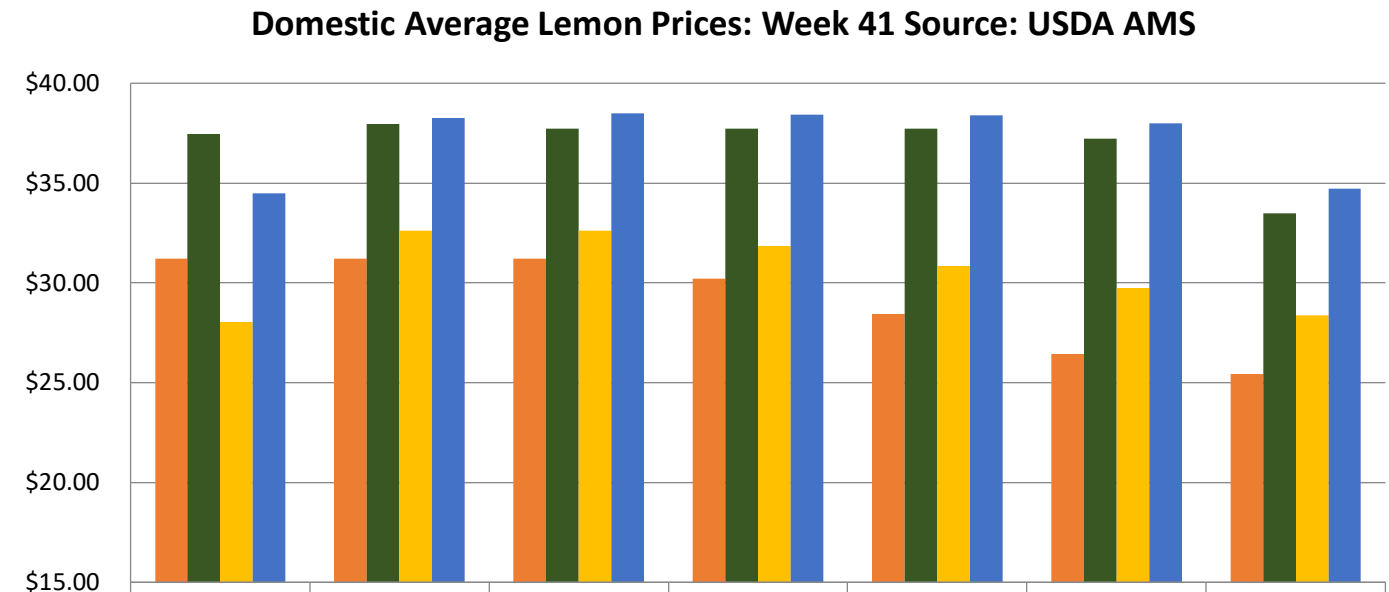
Disclaimer: *The navel prices listed below are reported to CCM from various industry representatives each week. The lemon and grapefruit prices are pulled from USDA and reflect the spot market price. Both data sets represent a range of prices that are then calculated into an average. Growers should consult their packing houses if they have specific questions about the price their fruit is receiving.*

This Week's Market Memo is Sponsored By:

Lemons – D2 lemon harvest has mostly concluded and is expected to ramp back up in November. The crop was well-sized, and we benefited from a smaller supply of imports towards the tail end of the season. D3 harvest is now underway, but we are still in the early stages of the season. D1 lemon harvesting will pick up in the coming weeks. Overall, the lemon supply in D3 and D1 is expected to align similarly to that of last season.

**Please note that these lemon prices are from the USDA and include other costs. The prices are used to evaluate trends. They do not reflect the returns growers receive but rather voluntary prices reported to the USDA.*

Lemon Average Prices by Week						
Week #:	41		40		***Change in Price***	
Week Ending:	10/11/2025		10/4/2025			
Size	Fancy	Choice	Fancy	Choice	***Fancy***	***Choice***
75	39.33	29.65	39.53	29.65	**-1%**	**0%**
95	42.35	34.15	40.35	34.30	**5%**	**0%**
115	42.35	34.65	41.35	34.65	**2%**	**0%**
140	40.85	36.03	40.35	35.00	**1%**	**3%**
165	39.98	36.80	40.35	36.80	**-1%**	**0%**
200	39.35	36.65	39.35	36.65	**0%**	**0%**
235	37.48	31.98	36.80	31.98	**2%**	**0%**



	75	95	115	140	165	200	235
2021-22	$31.20	$31.20	$31.20	$30.20	$28.45	$26.45	$25.45
2022-23	$37.45	$37.96	$37.72	$37.72	$37.74	$37.24	$33.50
2023-24	$28.05	$32.63	$32.63	$31.84	$30.84	$29.73	$28.38
2024-25	$34.49	$38.25	$38.50	$38.44	$38.39	$38.00	$34.73

Orange Juice

- Futures price as of October 10, 2025, is down from last week at 204 or $2.04 per pound solid.
- Futures price at the start of the Valencia season, on April 15, 2025, was 306 or $3.06 per pound solid.

CDFA Issues Information Regarding the Citrus Yellow Vein Clearing Virus Quarantine

On October 1, 2025, the California Department of Food and Agriculture (CDFA) established a new quarantine and designated quarantine areas for Citrus Yellow Vein Clearing Virus (CYVCV). CYVCV was first detected in the U.S. in April 2022 on a residential property in Tulare, California, and has since been found only on residential trees in Tulare and Visalia in Tulare County, and Hacienda Heights in Los Angeles County. No commercial citrus groves or nurseries are currently included in the quarantine areas.

The new CYVCV quarantine requirements are designed to prevent the spread of the virus by ensuring citrus fruit and trees are shipped free of CYVCV insect vectors. These regulations closely follow those of the Asian citrus psyllid quarantine to minimize disruption to citrus industry operations.

CYVCV is an emerging disease spread mechanically and by aphids and whiteflies. Symptoms include water-soaked leaves, yellow or clear veins, and wrinkled or distorted foliage. In severe cases, infected trees can die back and produce misshapen fruit. While other countries have reported economic losses from CYVCV, California has not yet seen any economic impacts. Because detections in the U.S. are limited to California, CDFA continues to conduct research and surveys to understand the disease and its effects better.

CCM staff will continue to monitor the situation and keep the industry updated on any developments. If you have questions about the regulations, please contact Keith Okasaki at Keith.Okasaki@cdfa.ca.gov or (916) 274-6300.

For quarantine boundaries and requirements, click here.

Help Prevent Pierce's Disease and Potential Harvest Delays

Similar to HLB for citrus, Pierce's Disease is a death sentence for grapevines. The California Department of Food and Agriculture (CDFA) Pierce's Disease Control Program includes Urban and Grid Trapping (Detection), Residential Treatment, GWSS Nursery & Bulk Citrus Compliance, and Commercial Citrus Treatment Reimbursement. While total GWSS trap detections were down 33% to the same time last year and 83% lower than in 2020, we must continue preventative treatments to avoid crop losses and county infestations.

If trap detections indicate GWSS populations near your citrus acreage, a Treatment Coordinator will contact you to discuss treatment options. While GWSS may not impact citrus quality unless they are in very high numbers, GWSS detections could result in quarantines that would delay harvest. To avoid any interruptions and possible additional costs to harvest, please comply with treatment recommendations.

Following an assessment from a Treatment Coordinator, USDA through CDFA and the County will offer reimbursement funds to commercial citrus growers, on a per-acre basis, if approved GWSS treatment pesticides are applied. Reimbursements will cover both material and application costs to citrus growers.

If you are contacted by a Treatment Coordinator with treatment options, please be a part of the solution and implement treatment recommendations to prevent Pierce's Disease from infecting California grape vineyards.

Sponsorship Opportunities Available for CCM Weather Watch Program

The Weather Watch Program will once again return on November 15, 2025, and run through March 15, 2026. This program provides daily weather forecasts and frost reports for major citrus-growing regions throughout the state. This is one of our most widely used programs, and it is run entirely through the support of generous sponsors.

If you would like to sponsor the 2025/2026 Weather Watch Program, click here.

If you have questions about this program, please contact Jessica Gravitt at jessica@cacitrusmutual.com.

WEATHER WATCH PROGRAM

SPONSORSHIP OPPORTUNITIES

California Citrus Mutual operates the California Citrus Weather Watch Program from November 15 to March 15 each year. Through sponsor support, CCM maintains 34 weather stations and operates the weather program as a service to the citrus industry. **It is the only service of its kind for the industry.**

KEEPING GROWERS UPDATED IN REAL TIME

The program provides updated frost forecasts twice daily. Growers access the forecast on the CCM website. The recorded audio forecast is updated twice daily and streamed on the website. Current temperatures and dew points for the 34 stations located throughout the Central Valley and Desert are displayed on the website in real time. Growers can receive email or text notifications driving them to the website whenever it is updated or there is a special alert.

Last year, our Weather Watch Program received over 30,000 views on the CCM website.

SPONSORSHIP LEVELS

TITLE SPONSOR: $3,000

- Highlighted on every region's Weather Watch page on CCM's website.
- Included periodically in Market Memo, which is emailed to over 1,000 targeted industry members.
- Exclusive sponsor on the written weather report one day a week.
- Named in Text Message and/or Email Messaging.

AREA SPONSOR: $1,500

- Highlighted on the Weather Watch region page of choice (ex., Valley, Desert, or Ventura) on CCM's website.
- Included periodically in Market Memo, which is emailed to over 800 targeted industry members.
- Logo on written weather report once a week.

Please contact Jessica Gravitt at jessica@cacitrusmutual.com or (559) 936-9100 with any questions.

UPCOMING EVENTS

CCM Annual Meeting Less Than Three Weeks Away

We're just under three weeks out from the 2025 Annual Meeting. We hope you'll join us for an evening of fine dining and industry camaraderie in celebration of our 48th year of service to growers and the California citrus industry. Please reserve your tickets ASAP as space is limited!

- **Date:** Wednesday, November 5, 2025
- **Time:** 5:30 PM Cocktail hour | 7 PM Dinner & Program
- **Location:** Visalia Convention Center
- **Cost:** $150 per ticket or $1,500 for a table of 8

REGISTER HERE

If you have questions, please contact Jessica Gravitt at jessica@cacitrusmutual.com or 559-936-9100 or our office at 559-592-3790.

IN THE NEWS

- **Fresh Plaza:** **Better growing conditions this year for California's citrus season**

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