



DSR Market Insights

Week of
January 13, 2025

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	DSR MARKET INSIGHTS COMMENTARY
Beef (Commodity)	Mixed	Short - Mixed	<p><i>Ribeye: Prices are experiencing a significant decline as holiday demand for ribs drops. This downward trend is expected to continue into January, with prices projected to settle lower before stabilizing later in Q1.</i></p> <p><i>Tenderloin: Demand remains seasonally strong, but prices may begin to soften slightly post-holiday as peak seasonal interest wanes.</i></p> <p><i>Ground Beef: Prices are trending upward, supported by tight supplies and seasonal retail interest. This trend is likely to continue through early Q1, particularly for premium grind blends.</i></p> <p><i>Chuck: Prices are increasing, led by strong gains in chuck rolls. The upward momentum is expected to persist into Q1, with some cuts projected to reach new highs in February.</i></p> <p><i>Round: Prices are climbing due to increased Q1 demand for roasts. Further appreciation is anticipated, with several cuts likely to achieve higher price points in January and February.</i></p> <p><i>Brisket: Prices continue to rise and are expected to hit new highs in early 2025, driven by strong demand and limited supply.</i></p>
Pork (Commodity)	Stable	Available - Steady	<p><i>The butt, sparerib, and back rib pricing is expected remain steady the rest of 2024.</i></p>
Pork (Value-Added)	Increasing	Decreasing - Steady	<p><i>Bacon pricing should decline during Christmas/New Year due to reduced demand, but pricing beginning the first week of January should begin to increase due to increased demand and decreased supply.</i></p>
Poultry (Chicken)	Steady	Available - Steady	<p><i>Pricing and availability remain steady across the entire bird.</i></p>
Poultry (Turkey)	Steady	Short - Steady	<p><i>Avian Influenza continues to plague the turkey industry. Pricing has remained steady, but all parts of the bird are well accounted for and hard to uncover. Frozen breast meat is in tighter supply than fresh.</i></p>
Seafood	Shrimp - Steady Lobster - Steady Atl Salmon - Increasing	Shrimp - Steady/Steady Lobster - Steady/Steady Atl Salmon - Short/Steady	<p><i>Farmed Salmon: Prices are expected to remain firm due to tight supply and strong seasonal demand. Limited availability in both whole fish and fillets, coupled with rising raw material costs, continues to exert upward pressure on pricing.</i></p> <p><i>White Shrimp: The market shows stability, with prices holding steady amid balanced supply and demand. However, procurement challenges at the origin and firm overseas replacement costs are likely to maintain upward pressure on prices in the near term, especially for premium categories.</i></p> <p><i>Lobster: Prices are firming, supported by strong holiday demand and constrained availability, particularly in larger sizes. Seasonal fishing restrictions and quality concerns in key producing regions are expected to sustain higher price levels through the holiday season.</i></p> <p><i>Scallops: Prices are steady to firm, particularly for larger sizes, as demand aligns with holiday consumption patterns. Tight availability in some key producing regions continues to limit supply, creating upward price momentum in certain segments.</i></p>
Butter	Steady	Available - Steady	<p><i>For the West region, demand varies from lighter to stronger. For the Central region, demand is steady. For the East region, retail demand is steady, while food service demand varies from light to steady. Cream volumes are plentiful throughout most of the country. However, butter churning schedules are mixed as production facilities managers convey varying amounts of downtime for the holiday week. Stakeholders note healthy butter inventories that are keeping up with or ahead of demand going into end-of-the-year holidays.</i></p> <p><i>Source: USDA AMS as of December 27</i></p>
Cheese	Steady	Available - Strong	<p><i>Cheese manufacturing schedules are mixed throughout the U.S. due to the midweek holiday. In the East region, processors share some slight interruptions in manufacturing due to the holidays. Milk handlers are working to find manufacturing uses for available milk supplies. Cheesemakers in the Central region share variable production schedules for this week and next. Some manufacturers are planning to take advantage of holiday week milk availability and run production schedules in line with recent weeks. In the West region, processors relay varying degrees of plant downtime. Some manufacturers relay spot cheese availability for some varieties remains tight.</i></p> <p><i>Source: USDA AMS as of December 27</i></p>
Fluid Dairy	Class I - Steady Class II - Steady	Class I Available - Steady Class II Short - Strong	<p><i>Fluid milk supplies are adequate to meet demand, with steady production through the holiday season. Retail demand is stable, driven by holiday consumption, while food service demand remains consistent. Prices are steady, reflecting balanced market conditions. The fluid dairy market is expected to remain stable.</i></p>



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Oils/Shortening	Steady	Available - Strong	<p>As we begin the new year, we see the pricing on most domestic oilseed products lower than it was last year. Though we have seen some slight volatility, the price of raw materials did slowly and steadily decline through the course of 2024. As we begin this new year we do have a solid supply of raw material available to help maintain stable price levels. Any major volatility would likely come from world politics or extreme weather conditions that would impede the spring planting or summer growing season. Any upcoming tariffs on Canada could impact Canola Oil as most of our supply is imported. Palm Oil did increase to unprecedented levels in 2024. This greatly impacted Margarine and many cube shortenings. We do look for these higher prices to prevail as we move through 2025 based on new domestic policies in Indonesia (the largest source for Palm). Near term pricing on all products will likely be relatively stable and supply is readily available on all products.</p>
Produce	<p>Decreasing - Iceberg, Romaine</p> <p>Steady - Apples, Avocados, Oranges, Lemons, ID Potatoes, Bell Peppers, Broccoli</p> <p>Increasing - Carrots, Strawberries, Onions, Tomatoes</p>	<p>Improving/Steady - Oranges, Avocados, Romaine, Iceberg</p> <p>Good/Steady - Apples, Lemons, Russet Potatoes</p> <p>Short/Strong - Broccoli, Carrots, Tomatoes, Peppers, Onions, Strawberries</p>	<p>Leafy Greens: Supplies of lettuce and other leafy greens are tight, driven by cooler weather and reduced yields in major growing regions. Prices are firm, with a potential for short-term increases as demand remains strong for fresh salads during the holiday season.</p> <p>Berries: Berry markets are mixed. Strawberries are showing steady prices with improved availability from Mexico, while blueberries are firm due to limited supply and steady demand. Raspberries and blackberries are seeing slight upward pressure on prices.</p> <p>Citrus: Citrus fruits are in strong supply, particularly oranges and mandarins, aligning with seasonal demand for fresh fruit and juice. Prices are stable with promotional activity supporting retail movement.</p> <p>Root Vegetables: Potatoes, carrots, and onions are experiencing steady supply and pricing. Inventories remain adequate to meet holiday and foodservice demand.</p> <p>Avocados: Prices are firm as Mexican imports face logistical challenges, with smaller sizes more readily available. Demand remains steady across retail and foodservice sectors.</p> <p>Tomatoes: The market for fresh tomatoes is softening slightly, with increased supply from Mexico easing prior price pressure.</p>
Sugar	Steady	Available - Weak	<p>Sugar pricing did show us some relief as we moved into later 2025 as the fall harvest was better than the prior year and overall demand had lessened. This offered more raw material of both cane and beet, which created a softening in domestic pricing. Pricing levels will likely not see any major changes in the near term with the seasonal slow-down of demand. As Mexico had a weak crop year, imports of sugar will be lesser in 2025. The long term impact of such is unknown at this time. But as there is plenty of domestic raw material available, we do not expect to see any product shortages any time soon.</p>
Shell Eggs	Increasing	Available - Strong	<p>Demand for shell eggs rises through the holiday period to support celebrations marking the new year. Wholesale prices for negotiated trading of loose eggs rise to their highest point of the year even as demand begins to fade into the post-holiday period. Offerings remain light to very light for light to moderate supplies. Trading is mostly moderate. Wholesale prices for formula trading of carton stock continue to post daily advances on moderate to good demand or light to very offerings and light to moderate supplies. Trading is moderate to active. Wholesale breaking stock prices are unchanged on light to moderate demand for limited offerings and light to moderate supplies. Schedules are returning to a normal pace. The preliminary survey of retail outlets indicates limited activity for shell eggs with no average ad price yet established on a very thin test. Source: USDA AMS as of December 26</p> <p>In other news, the Arizona Department of Agriculture has suspended the state's "cage-free requirement" until January 2027.</p> <p>Avian Influenza Update: Eggs America continues to report outbreaks of Highly Pathogenic Avian Influenza (HPAI), with sites in Ohio (1MM birds) and California (181K birds) impacted over the past week. These follow last week's reports from sites in California (cage-free) affecting 1.9MM birds. Preceding these reports over the past nine months, there were HPAI-positive reports that were expected to result in depopulation of 16.47MM birds in Arizona, California, Iowa, Utah, and Washington state.</p>
Wheat (Flour Based Products)	Mixed	Available - Steady	<p>The fall harvest of domestic wheat saw expected yields. This caused a slight softening in prices in the latter part of 2024. Based on continue strong export demand, pricing may see some slight increases as we move into the first weeks of the new year. However based on decent supply, we do not expect any major volatility in the foreseeable future. We will need to pay attention to world supply/demand (based on the conflict in Russia/Ukraine) and any upcoming weather conditions to determine longer term pricing trends in the new year.</p>