












SALES MARKET INSIGHTS - Week of December 29, 2025

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
Beef (Commodity)	Decreasing	Available - Mixed	<i>Sell! Fight for local and regional market share. Help clear, and sell through on-hand warehouse inventory. The holiday selling window for Ribs and Tenderloins will remain open for 10 to 14 days. Anticipate the return of unwelcome market volatility immediately following the New Year. Chucks, Rounds, Thin Meats, and Ground Beef will move higher.</i>
Pork (Commodity)	Decreasing	Available - Weak	<i>Focus this time of year is on beef, turkey, and value-added pork (ham). Demand is weak and supply is sufficient, prices across all commodities are unremarkable.</i>
Pork (Value-Added)	Decreasing	Available - Steady	<i>Bacon pricing should be at or near the bottom and should settle for the rest of 2026. Long term, expect prices to increase 25% between January 1 and March 1.</i>
Poultry (Chicken)	Decreasing	Available - Steady	<i>The front half of the bird remained steady in price. The back half of the bird remains steady and supply is broadly available.</i>
Poultry (Turkey)	Increasing	Short – Strong	<i>Pricing continues to rise across the board for turkey. Availability is short of demand by far. This is expected to continue near term. Avian Influenza has begun to strike in various areas, likely to continue near term which further affects supply.</i>
Seafood	Increasing	Available - Steady	<i>On-again/off-again tariffs are creating volatility in seafood markets. Import costs are up, supply chains are inconsistent, and species availability varies. Demand remains steady, but uncertainty on trade policy is keeping buyers cautious and pricing unstable. Pasteurized Crab meat, Haddock, and Cod supply is on the decrease so shortages and price increases are expected.</i>
Butter	Decreasing	Increasing Supply, Strong Demand	<i>U.S. butter production remains strong across all regions with ample cream supplies, although manufacturers report mixed cream demand. Domestic retail sales are robust, but food service butter demand is flat to tepid, with only steady to light activity reported in the East and Central regions. Many producers are prioritizing export and international orders, especially for higher butterfat products, which is tightening supplies of certain types of bulk butter. In the East, strong retail sales are prompting some churns to focus on retail packaging over food service channels. Overall, domestic demand is solid heading into year-end, though food service activity remains subdued relative to retail and export markets. Source: USDA AMS as of December 12</i>
Cheese	Decreasing	Increasing Supply, Moderating Demand	<i>U.S. butter production remains strong across all regions with ample cream supplies, although manufacturers report mixed cream demand. Domestic retail sales are robust, but food service butter demand is flat to tepid, with only steady to light activity reported in the East and Central regions. Many producers are prioritizing export and international orders, especially for higher butterfat products, which is tightening supplies of certain types of bulk butter. In the East, strong retail sales are prompting some churns to focus on retail packaging over food service channels. Overall, domestic demand is solid heading into year-end, though food service activity remains subdued relative to retail and export markets. Source: USDA AMS as of December 12</i>
Fluid Dairy	Class I - Increasing Class II - Decreasing	Class I - Available - Steady Class II - Available - Steady	<i>Class I: Milk costs are set to take a significant jump in December. will decrease slightly in December.</i> <i>Class II: Creams & Cultured costs</i>



SALES MARKET INSIGHTS - Week of December 29, 2025

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 Oils/Shortening/Margarine	Mixed 	Available - Steady	<p>Pricing levels on commodity oilseed products are trending in similar levels to those we have seen throughout December. As we start the new year, we are not expecting any major changes in street pricing on most oil products. Supply is adequate to cover domestic demand and there has been no other major news that has impacted pricing in recent days. We do move into the new year with pricing levels on most commodity oils about 20% higher than they were in January of 2025. That is due to the expectation of higher oilseed use in biofuels in the coming months. However, until we do finally receive the final ruling on what those requirements are, we will likely see trade levels remain relatively steady.</p> <p>Palm Oil Markets did remain steady during the holiday season and imports are moving at the expected rate. Thus, Margarine and cube shortening products will likely maintain similar price levels on the street in the coming days.</p> <p>Prices on Tallow remain at historic high levels and will maintain such for the foreseeable future. Demand still heavily outweighs supply based on the ongoing 'trend' to use meat fats for some cooking applications. Olive, Palm and Avocado oils do continue to offer lesser expensive alternatives for operators who want offer options in addition to oilseed cooking mediums.</p>
 Produce	Lower - Avocados, Lemons Steady - Apples, Avocados, Iceberg, Romaine, Value-Added Lettuces, Onions, Oranges, Idaho Russets Higher - Broccoli, Bell Peppers, Tomatoes, Strawberries	Improving/Steady - Lemons, Oranges, Good/Steady - Apples, Avocados, Onions, Idaho Russets Short/Strong - Broccoli, Iceberg, Romaine, Value-Added Lettuces, Strawberries, Bell Peppers, Tomatoes,	<p>Apples, no change, tight supplies of smaller 125 & 138ct Apples Avocados, MX market soft as ample fruit on trees + low demand. Bell Peppers, FL supplies tight. MX volume to pick up in mid-Dec. Broccoli, Salinas recent rains tightened supply, market firming. Iceberg, Yuma supplies starting to improve. Demand still exceeds. Romaine, Yuma supplies starting to improve. Light wts. Market high. weather slowed east coast production. MX Romas are tight. Markt active. temps have limited supplies. Fair quality.</p> <p>Value-Added remains Tomatoes, ongoing cool Strawberries, rains & cool Oranges, Navel in full swing</p> <p>escalated. Market exceptionally high. following rains. 113/88ct are peak sizes. Lemons, new area harvest starting.165/200ct limited. Onions, WA/ID/OR storage quality is good. ID Potato Bumper crop! Norkotah & Burbank avail. Market on floor.</p>
 Sugar	Steady 	Available - Steady	<p>Domestic Sugar prices on both beet and cane did show some decreases as we moved through 2025. The new crop harvest will wrap up in the coming weeks (January). The harvested tonnage appears to offer expected yields. Based on such, look for pricing to remain near current levels as we move into 2026 on both cane and beet products.</p> <p>Based on the solid supply levels of domestic raw materials, it is likely that imports from Mexico will remain low as we move into 2026 and through the first quarter of the year. The domestic crop will nicely supply our Foodservice demand at competitive prices.</p>
 Shell Eggs	Decreasing 	Increasing Supply, Decreasing Demand	<p>Egg demand continues to soften as supplies remain more than ample, leading to slow trading across shell and processed egg markets. Foodservice interest is light to moderate, particularly for liquid and frozen egg products, which are seeing weak undertones and reduced movement despite adequate supply. Processing activity increased sharply, with egg breaking up over 18% week-over-week and foodservice-oriented liquid whole egg production up 21%, while demand from distributors remains subdued. Retail activity has shifted toward cage-free and nutritionally enhanced eggs, but these trends are having limited effect on overall wholesale movement. No new HPAI outbreaks were reported, though flock losses for the year remain significant, continuing to affect both caged and cage-free production capacity. Source: USDA AMS as of December 17</p>
 Wheat (Flour Based Products)	Steady 	Available - Steady	<p>Domestic Wheat Supply remains healthy and demand will likely show seasonal lows as we move into the new year. Thus, we do not expect many price changes domestically as we march into the new year. World Wheat prices have increased in recent days based on the fact that Russia has started bombing the grain shipping ports of Ukraine. This has caused the Ukraine wheat exports to decline. This will create shortages in certain parts of the world. If this situation does continue as such, it may impact US prices in the longer term.</p>

All UniPro Foodservice Sales Market Insights information is based on domestic US market data only, unless indicated otherwise. The UniPro Foodservice Market Sales Insights update is not a recommendation to buy or sell a commodity. While this update is based on sources we believe to be reliable and accurate, UniPro Foodservice does not guarantee the accuracy of the information presented.

