

Here is this week's Retail Egg Market Survey.

On the south side of the twin cities, we see retails on Large 12 CT ranging from \$1.88 - \$2.49. Most traditional retailers were in the \$2.19-\$2.39 range while the mass merchandisers were in at \$1.88 (Walmart) and \$1.99 (Target). We saw Cub with a 3-day sale for 2/\$3 and HyVee had their That's Smart eggs at \$2.08. Everyone looked well stocked, even on the specialty skus.

Egg Market Update:

The market started to make its move on Wednesday this week and went up 1 penny. Thursday it went up 3 cents and today it went up another 4 cents. The dirty crystal is telling me to expect this trend to continue into next week. Strong promotional activity in the South Central market has helped strengthen demand nationally. We saw the spot market strengthen this week as demand for cartoned product grows. As we are 1 week away from the start of the Memorial weekend, we see Foodservice and distributors starting to stock up and try to stay ahead of the rising market.