

Here is this week's retail egg market survey. As we get closer to Easter, we are noticing the late surge of orders this week. Even with the 10 cent drop in pricing on Large 12 CT in the MW market, we still see the mass merchandisers continue to hold their retails from 3 weeks ago. Walmart is still at \$4.97 in the twin cities. Aldi & Target are following suite as well, holding their retails in the \$4.97-\$4.99 range. Traditional retailers were across the board. We saw Large 12 CT range from \$5.49 - \$7.29. We noticed the foot traffic at most locations were busier than normal as consumers talked about getting a jump on their Easter supplies. Locations like Aldi, Trader Joes and now Target have signage up limiting quantities through 4/19 as supply has been challenging for everyone.

Target



Trader Joes



Egg Market update:

We are seeing the market improve and retail activity increasing as the week progresses. Historically, this is considered only a fair holiday season, even though we are seeing this late push from retailers. Many grocers have foregone promotional activity due to the recent volatile market, which is the right thing to do. According to the USDA, looking at the last 5 years, we saw an average promotional activity rate of 15%. This year's most recent data shows only a 2% promo activity rate.

Food service demand nationally remains quite. The warmer weather, especially in our northern area, has improved demand for our FS customers that they haven't seen for weeks. Even with the warmer weather and spring travel beginning, we are still seeing a wait and see strategy for many foodservice customers and distributors nationally.

The daily egg decreases have slowly dwindled down to a flat status for today. The market is currently testing while the Easter demand is currently upon us. I'd tell you what the dirty crystal ball says but it has been so wrong as of late, I'm not sure it is worth it. With the market being flat today and testing, I would anticipate another day or so of testing. With the retailers pulling back on promotional activity, it wouldn't surprise me to see the market start to drop (as it does historically) toward the end of next week.

The migration map shows some solid activity this morning, while the birds avoid the system rolling through the east/central part of the country.

