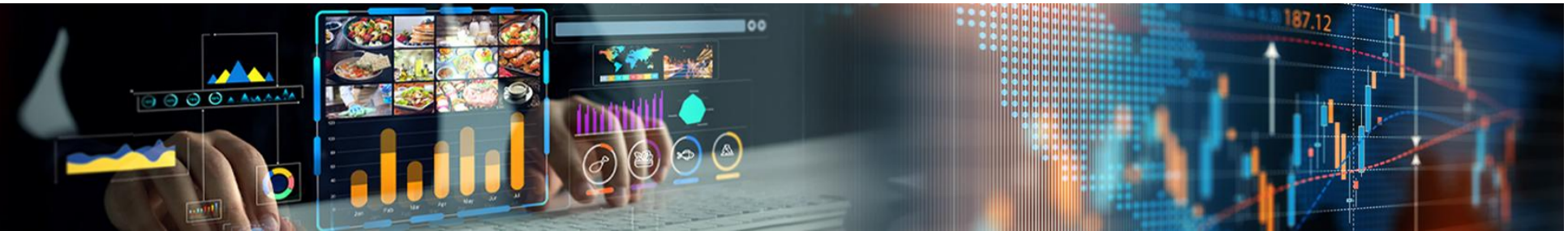











Sales Market Insights

Week of April 6, 2026












CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 Beef (Commodity)	Steady →	Available - Mixed	Market conditions have not changed. Reduced harvest levels continue to further tightened product availability. Shortages are increasing. Packers are expected to maintain this posture through the Spring Grilling season, into Memorial Day weekend, and through the July 4th holiday. As seasonal demand for beef peaks with warmer weather, harvest levels are not expected to increase. Market turbulence lies ahead, reinforcing and strengthening spot market pricing. Spot market trade is dull and flat
 Pork (Commodity)	Mixed ↕	Available - Steady	The pork market this time of year traditionally is unremarkable across all items. Back and Spare ribs are stable, butts are on the decline, and the belly is on the rise (think input cost for bacon). Loins are price risk upward, but not sharply.
 Pork (Value-Added)	Increasing ↑↑	Available - Steady	The belly price is on the rise, so bacon prices will follow. Now would be a good time to buy in extra bacon as the belly should be 30% higher than it is now...so bacon pricing should follow the same trend.
 Poultry (Chicken)	Steady →	Available - Steady	The front half of the bird has remained steady in price. Demand has started to increase on Jumbo and medium wings, typical for this time of year as we head into March Madness. Expect availability on wings to be short of demand. The back half of the bird remains steady and supply is broadly available.
 Poultry (Turkey)	Increasing ↑↑	Short – Strong	Pricing on breast meat has continued to decline, but 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.
 Seafood	Mixed ↕	Available - Steady	Seafood markets remain fragmented by species. Supply-driven strength continues in lobster, cod, and pollock amid tight availability and elevated replacement costs. Farmed salmon remains under pressure on fully adequate supply and muted demand. Shrimp and pasteurized crab are mixed as buyers remain selective. With Lent approaching, early positioning interest is emerging in traditional Lent items, but demand has not yet materially shifted overall market direction.
 Butter	Increasing ↑↑	Available - Steady	Butter markets were firm overall, with strong retail and foodservice demand, busy churn schedules, and ample cream supplies supporting production, while inventories were being built for summer. In the East, cream was seasonally heavy and foodservice demand for butter was strong; Central region foodservice demand was soft even though output was strong and export sales were solid; and in the West, retail demand was strong, foodservice demand was steady, and export demand was strong but a bit lighter due to shipping costs. Source: USDA AMS 3/27/2026
 Cheese	Increasing ↑↑	Available - Steady	Butter markets were firm overall, with strong retail and foodservice demand, busy churn schedules, and ample cream supplies supporting production, while inventories were being built for summer. In the East, cream was seasonally heavy and foodservice demand for butter was strong; Central region foodservice demand was soft even though output was strong and export sales were solid; and in the West, retail demand was strong, foodservice demand was steady, and export demand was strong but a bit lighter due to shipping costs. Source: USDA AMS 3/27/2026
 Fluid Dairy	Class I - Increasing Class II - Increasing	Class I - Available - Steady Class II - Available - Steady	Class I: April, anticipating large increase on Milks. Class II: April, anticipating increase on Creams & Cultured.

Sales Market Insights

Week of April 6, 2026



CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 <p>Oils/Shortening/Margarine</p>	<p>Increasing </p>	<p>Available - Steady</p>	<p>The trading markets continue their volatility based speculation regarding world politics and expected announcement of the domestic biofuel policy. All that any one knows for certain is that oil prices are at the highest levels that we have seen in some time and the likelihood of any large price decrease is very minimal. Look for commodity Soy Oil products to remain priced at similar high levels in the Foodservice Market Place. Canola and other oilseed products will also follow this trend. There is no expected relief in the near term.</p> <p>Palm Oil prices have remained at relatively steady levels in recent days. Though Palm Oil does follow world market commodity trends, markets have remained less volatile than competing oilseed products. We do expected Margarine and cube Shortine pricing to remain relatively steady in the near term.</p> <p>We have seen little change in the pricing of Lard or Tallow in recent days. Demand is still heavy and production is still struggling to keep up. Pricing on these products does remain high relative to Oilseed products.</p>
 <p>Produce</p>	<p>Decreasing - N/A Steady - Avocados, Iceberg, Romaine, Broccoli, large Oranges Increasing - Small Apples, Small Oranges, Lemons, Strawberries, Tomatoes, Bell Peppers</p>	<p>Increasing/Steady - Iceberg, Romaine Available/Steady - Avocados, Large Oranges, Broccoli, Onions, Idaho Russets Decreasing/Strong - Small Apples, Small Oranges, Lemons, Strawberries, Tomatoes, Bell Peppers</p>	<p>Apples, WA 100 & smaller very limited until fall, steadily rising market. Avocados, MX market steady & low. Peak size 48ct. Excellent eating. Bell Peppers, FL & MX very ltd. No relief until late-April. Broccoli, supplies improved. Market steady. Iceberg, Yuma, heat sized up heads, 39-44lbs. Salinas starts in 2 wks. Romaine, high volume, above avg. quality, Heavy wt. Salinas starting. Tomatoes, critically short following freeze! Relief in early May. Strawberries, now shortage due to excessive heat. Fair quality. Oranges, Navels 113/138 very ltd. until mid-April when Vals start. Lemons, 165/200 higher as peaking on 95/115. Markets rising. Onions, storage quality average. New crop TX & MX starting. ID Potato Russets 90/100/120sz tight. Market on floor. Nice quality. FUEL SURCHARGES jumped freight \$1-\$2/case on most produce.</p>
 <p>Sugar</p>	<p>Increasing </p>	<p>Available - Steady</p>	<p>Both world and domestic markets on bulk sugar have seen overall price increases in recent days. This is primarily due to the overall increase in trading levels of all agricultural products. The markets are also impacted by the fact that the sugar content of the 2025 beet crop has declined and will result in a little less beet sugar than originally thought. Though, we have no expectations of shortages, this still does weigh on domestic pricing. Overall it is expected that we will see some slight firming in the domestic price of sugar in the coming weeks from various suppliers.</p>
 <p>Shell Eggs</p>	<p>Mixed </p>	<p>Available - Steady</p>	<p>Demand strengthened as the Easter/Passover marketing season moved into its final stretch, with holiday needs largely covered, carton-stock needs being filled, and grocery featuring of conventional caged eggs surging while the average ad price fell; breaking-stock demand stayed very light and trading slow. Retail demand remained good but was easing after much of the holiday business was completed, with foodservice demand still notable only where full-time processing schedules and ongoing product movement rather than a major direct foodservice pull. It also notes current market activity shifted toward grocery promotions, especially conventional caged, cage-free, free-range, and nutritionally enhanced eggs, while inventories were building in several categories even as breaking stock stayed light. On HPAI, three new commercial table-egg outbreaks in Indiana and Pennsylvania for the week ending March 20, bringing 2026 losses to 15.1 million birds across 22 outbreaks in five states, and APHIS says detections are often higher in fall and spring because of wild-bird spread and continues to emphasize biosecurity and surveillance. Source: USDA AMS 4/1/2026</p>
 <p>Wheat (Flour Based Products)</p>	<p>Decreasing </p>	<p>Available - Mixed</p>	<p>World Supply of wheat appears to be solid based on increased acreage from various other countries. This has impacted demand for US Wheat exports in recent days. As we are currently in a solid stock position and winter wheat crops appear to be progressing fairly well, we are likely to continue to see localized softening in the pricing of various types of flour in the short term. At this time, the Iran situation has had minimal impact on flour pricing levels.</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.