










Sales Market Insights

Week of March 2, 2026












CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 Beef (Commodity)	Steady →	Available - Mixed	<p>Beef markets are recalibrating harvest levels following the permanent closure of Tyson Fresh Meats in Lexington, NE. Reduced national harvest capacity will further tighten beef supplies and limit any meaningful price correction. We should anticipate higher prices and continued product availability challenges in the weeks ahead. Buyers remain largely on the sidelines, and while demand is steady, it lacks meaningful momentum. The next seasonal price advance is expected with the onset of warmer spring weather nationwide, approximately 4–6 weeks out.</p>
 Pork (Commodity)	Mixed ↕	Available - Steady	<p>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.</p>
 Pork (Value-Added)	Increasing ↑↑↑	Available - Steady	<p>The belly price is on the rise now through the end of February, so bacon prices will follow. Now would be a good time to buy in extra bacon as the belly should be 30% higher by the end of February than it is now...so bacon pricing should follow the same trend.</p>
 Poultry (Chicken)	Steady →	Available - Steady	<p>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 Super Bowl and March Madness. Expect availability on wings to be short of demand. The back half of the bird remains steady and supply is broadly available.</p>
 Poultry (Turkey)	Increasing ↑↑↑	Short – Strong	<p>Pricing on breast meat has remained steady, 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.</p>
 Seafood	Mixed ↕	Available - Steady	<p>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.</p>
 Butter	Increasing ↑↑↑	Available - Steady	<p>Butter markets were described as generally steady-to-firm on demand, with export interest steady-to-strong nationwide, as butter makers faced strong cream production but tighter spot cream availability in parts of the West and ran busy, often seven-day churn schedules; 80% butterfat spot load availability was mostly stable though fresher-date loads were noted as tighter, and 82% butterfat spot loads were tight. In the East, butter production was strong on ample cream and good milk supplies, and demand for consumer-size packaged butter was reported as good with strong retail movement (with some inventory-building for later seasons also noted). In the Central region, cream production and spot cream volumes were strong/available, bulk butter demand was strengthening, and retail and food service sales were steady. In the West, contractual cream needs were met but some areas saw tighter spot cream loads and mixed spot cream demand from butter producers, butter production remained busy, and domestic demand was steady while export demand was keeping 82% butterfat butter loads tight.</p>
 Cheese	Increasing ↑↑↑	Available - Steady	<p>U.S. cheese markets are generally balanced, with strong production across regions supported by ample milk, and demand patterns that keep inventories stable to well-managed. In the East, plants are running six to seven days a week on mostly contracted milk with some spot loads, retail demand for cheddar and certain specialty cheeses is steady, and some manufacturers are slowing consumer-size packaging while using exports to clear excess, implying stable foodservice pull rather than rapid growth. In the Central region, seasonally strong milk supports active cheese output, barrel demand is strong, and retail and foodservice cheese demand are steady, with competitive U.S. cheese encouraging strong export interest and spot cheese loads available to meet current needs. In the West, cheese production is strong with committed milk volumes covered, domestic retail demand steady, domestic food service demand moderate, and export demand ranging from steady to strong, while foreign-type cheese markets show strong retail demand and steady foodservice demand abroad, along with strong international buying interest that can influence U.S. trade flows.</p>
 Fluid Dairy	Class I - Decreasing Class II - Steady	Class I - Available - Steady Class II - Available - Steady	<p>Class I: March, expecting a decrease on whole milk & 2%, skim steady. Creams & Cultured mostly steady. Class II: March,</p>

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 <p>Oils/Shortening/Margarine</p>	<p>Increasing </p>	<p>Available - Steady</p>	<p>Soybean Oil prices have surged over 40% in the stock markets in recent weeks. This is based on the expectation of the new biofuel policy agreement to be released in the coming weeks and the expectation of lesser stocks of soybeans moving forward. This has caused pressure on manufacturers and is translating to higher prices on soybean oil products for distributors. This is also impacting the price of canola and other oil feedstocks. We do expect that supply will be available with no issue for distribution, but prices will remain at current to higher levels in the near term for most domestic oilseed products.</p> <p>Palm Oil markets have remained relatively steady in recent days and imports of raw palm are steady. However overall market volatility in the trading markets is causing domestic foodservice prices to remain at current or slightly higher levels. This may translate into small price increases in Margarine and cube shortening in the coming days.</p>
 <p>Produce</p>	<p>Decreasing - Lemons Steady - Avocados, large Oranges, Strawberries, Onions, Idaho Russets Increasing - Small Apples, Bell Peppers, Romaine, Iceberg, Value Added Iceberg & Broccoli, Tomatoes, Broccoli, Small Oranges</p>	<p>Increasing/Steady - Lemons, Strawberries Available/Steady - Avocados, Romaine, large Oranges, Onions, Idaho Russets Decreasing/Strong - Small Apples, Small Oranges, Broccoli, Iceberg, Tomatoes, Bell Peppers, Value Added Lettuce & Broccoli</p>	<p>Apples, WA storage heavy to 88s & lgr. 125/138 very limited until fall. Avocados, MX market remains steady and low. Peaking on 40/48ct. Bell Peppers, FL & MX supplies limited. Market higher. Broccoli, supplies continue to tighten. Market higher. Iceberg, Yuma market is easing but elevated. 39-45lbs & avg. quality. Value-Added, 2nd Tier Escalators in place on Iceberg & Broccoli. Romaine, Yuma market easing but elevated. Good quality. Tomatoes, freeze dmg. in FL&MX, light supplies into April. Higher cost. Strawberries, FL rebounding, but CA rains has reduced supplies. Oranges, Navels peak 56/72ct. 113/138 very ltd. until June. Higher. Lemons, new area harvest starting, costs easing. 140/115 peak sizes. Onions, Newest storage quality good. Yellow&Red steady. White high. ID Potato Russets 100/120sz tight. Market on the floor. Nice quality.</p>
 <p>Sugar</p>	<p>Mixed </p>	<p>Available - Steady</p>	<p>Sugar Supply remains adequate to cover domestic needs for both cane and beet. Both Harvests have concluded and yields are mostly as expected so far. Beets are showing weaker sucrose content than originally expected. Thus, that supply may not be as ample as originally thought. Though we will have plenty of supply to get us through Spring/Summer, prices will not decline as originally expected. Imports from Mexico remain weak as our policy is to support US farmers first. As supply remains solid, we do not expect to see any increase in Mexican sugar any time soon.</p>
 <p>Shell Eggs</p>	<p>Decreasing </p>	<p>Available - Steady</p>	<p>Egg demand has softened as post-Super Bowl retail interest shifts away from shell eggs, with overall movement described as light to moderate and trading slow to moderate across channels. Retailers are reducing conventional shell egg promotions to make room for other features, while cage-free and specialty eggs (including free-range and organic) continue to receive notable ad support, particularly for white-shelled and non-organic free-range offerings. Food service-oriented egg products show moderate to good demand in several categories, with certified liquid whole eggs, frozen whole eggs, and dried egg products (especially dried albumen and yolk) all experiencing steady undertones and moderate to active trading, indicating stable use by restaurants and institutional buyers. Winter weather has temporarily disrupted processing schedules, lowering the volume of eggs processed and slightly reducing the share of table egg production moving into breaking, but supplies for further processing remain generally moderate. Highly Pathogenic Avian Influenza has led to the depopulation of about 3.6 million table egg layers so far in 2026, split between conventional and cage-free systems in Colorado and Pennsylvania, representing roughly 1.0 percent of the conventional and 1.5 percent of the non-organic cage-free flocks as of January 1, 2026</p>
 <p>Wheat (Flour Based Products)</p>	<p>Mixed </p>	<p>Available - Steady</p>	<p>Pricing on flour remains steady (albeit high) in most markets. We may see some slight (localized) increases in a few High Gluten Products and potential slight decreases in lower gluten products in the coming days. These changes would be very small in general and based on local production capacity. Demand remains sluggish as we move into February and supply is adequate to convert any foodservice demand.</p>

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