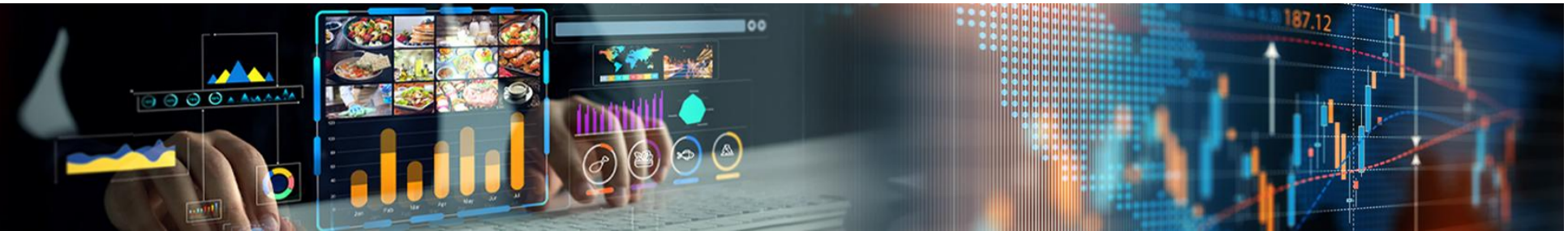











Sales Market Insights

Week of May 4, 2026












CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 Beef (Commodity)	Steady →	Available - Mixed	Demand for beef has stalled over the past two weeks, with packers struggling to clear near-term inventories. Foodservice buyers have largely moved to the sidelines, anticipating price discounting that will help stimulate spot market movement and improve clearance. In contrast, retail is actively focused on building forward inventory positions ahead of Mother's Day and Memorial Day. Harvest levels are expected to remain restricted, as packers continue to manage supply to stabilize the market. It will likely take another two, possibly three weeks before foodservice demand strengthens and a higher level of market engagement returns.
 Pork (Commodity)	Mixed ↑↓	Available - Steady	The pork market this time of year traditionally is unremarkable across all items. Back and Spare ribs are gradually increasing, along with butts and the belly is on the decline a bit (think input cost for bacon). Loins are price increasing little by little week over week.
 Pork (Value-Added)	Decreasing ↓↓	Available - Steady	The belly price is on the decline a bit, so bacon prices will follow. Now would be a good time to get rid of some bacon as the belly should decrease a bit until Mother days where it will pick back up so bacon pricing should follow the same trend.
 Poultry (Chicken)	Steady →	Available - Steady	The market remains mixed and uncertain, with most categories trading quietly and holding steady. Clear downside pressure continues in medium and small wings and medium boneless breast meat due to weak retail demand. Jumbo boneless breast pricing is highly irregular, while whole birds and dark meat remain stable, supported by steady domestic and export movement.
 Poultry (Turkey)	Mixed ↑↓	Short – Strong	The turkey market remains mixed, with well-cleared whole bird and raw material supplies keeping overall activity measured. Parts show divergence, as drums and whole wings face price pressure, while two-joint wings hold steady to firm. Disease impacts continue to widen the gap between market participants, but whole birds, breasts, and most raw materials remain steady, with only thigh meat showing slight weakness.
 Seafood	Mixed ↑↓	Available - Steady	Seafood markets continue to vary amongst all species. Lobster, cod, and pollock supply remains strong with elevated replacement costs. Salmon market trends to continue to be under pressure on fully adequate supply and muted demand. As buyers remain selective on the street, the shrimp and pasteurized crab markets are mixed for the upcoming week.
 Butter	Decreasing ↓↓	Available - Steady	The butter market remained generally well-supplied this week, with contractual cream intakes keeping churns running seven days a week in all three regions and most stakeholders indicating production is keeping pace with demand — though food service demand is notably lagging retail demand across the country. In the East, strong milk and cream volumes in the Northeast supported steady retail butter demand and balanced inventories, with spot cream purchases rare as Class II and III processors absorbed available supply. The Central region saw steady milk output and strong production schedules, but light food service butter sales, softening export interest, and a reliance on contracted cream rather than spot purchases. In the West, domestic butter demand ranged from steady to lighter, with butter manufacturers pulling back on spot cream additions despite available supply, while export buyer interest remained relatively firm, keeping bulk spot load availability somewhat tight. Source: USDA AMS 4/24/2026
 Cheese	Increasing ↑↑	Available - Steady	U.S. cheese production remained active and well-supplied across all domestic regions, supported by abundant spring milk flows, though food service demand lagged noticeably. In the Central region specifically, food service sales as somewhat light. Both in the West and East, demand from retail/non-food service was more robust than food service. In the East, production increased week-over-week despite some unscheduled downtime, with retail demand steady to light but bulk cheese demand on the rise as converters ramped up operations, and premium brands attracting strengthening export interest. The Central region saw steady milk output with strong overall production despite some maintenance downtime, barrel interest robust, and export demand mixed, while the West maintained busy seven-day production schedules for both cheese and cream cheese, though spot loads tightened as some manufacturers were heavy on contractual commitments. On the foreign side, retail and food service demand for foreign-type cheeses was steady with private label and promotional offerings generating strong buyer responses, though global supply chain disruptions continued to complicate procurement planning, and European cheese plants remained on busy production schedules with year-over-year milk output still elevated. Source: USDA AMS 4/24/2026
 Fluid Dairy	Class I - Increasing Class II - Increasing	Class I - Available - Steady Class II - Available - Steady	Class I: Another large cost increase on Milks for May. Class II: Another modest cost increase on Creams & Cultured for May.

Sales Market Insights

Week of May 4, 2026



CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
 <p>Oils/Shortening/Margarine</p>	<p>Mixed</p> 	<p>Available - Steady</p>	<p>The stock markets have seen soy oil contracts trading higher the past few days. Trading levels have climbed back up to the higher pricing that was persistent a couple of weeks ago. This may impact Soy Oil JIB pricing to a small degree in some markets based on purchase trends. Overall, commodity Soy Oil products will remain priced at high levels as we close out the month. Pricing on Canola will remain in a similar pattern.</p> <p>Palm Oil Markets are slightly lower based on stronger harvest in Malaysia/Indonesia. This may translate into slightly lower prices on Margarine and Cube Shortening Products in the coming days.</p> <p>Supply on High Oleic Soybean Oil is very weak and many products will no longer ship for this pack year. All other products are in adequate supply to cover all needs until fall harvest season.</p>
 <p>Produce</p>	<p>Decreasing - N/A Steady - Apples, Avocados, Bell Peppers, Idaho Russets, large Oranges Increasing - Strawberries, Romaine, Broccoli, Lemons, Tomatoes, small Oranges, Iceberg, Onions</p>	<p>Increasing/Steady - N/A Available/Steady - Avocados, large Oranges, Idaho Russets Decreasing/Strong - small Apples, small Oranges, Strawberries, Lemons, Tomatoes, Bell Peppers, Iceberg, Romaine, Broccoli, Onions,</p>	<p>Apples, WA small sizes very limited until fall. Steady market. Avocados, MX market steady & low. Peak size 48ct. Excellent eating. Bell Peppers, FL volume improving. Quality issues due to recent rains. Broccoli, supplies continue to tighten following heat, market higher. Iceberg, record early heat now rains had demand far exceeding supplies. Elevated markets through early May. High Lettuce markets have escalated Value-Added Lettuce costs. Romaine, rains reduced supplies, but ok availability. Market higher. Tomatoes, remain extremely tight following freeze! Relief in May? Strawberries, market high, limited supply due to rains. Turn inv. fast. Oranges, Navels peak sz. 56/72. Valencias started, small sizes tight. Lemons, peaking on 95/140. Markets rising due to seasonal demand Onions, New crop TX ltd due to rains. CA now primary source. ID Potato Russets deals on 40/50ct & #2s. Market below "floor". FUEL SURCHARGES jumped freight another \$1/cs 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>Shell egg demand softened further this week as retail movement remains slow and preliminary grocery survey data shows continued decline in feature activity. In the food service and egg products channel, breaking stock (for liquid and frozen further-processed eggs) demand remains light to very light with processing schedules running full to extended. At retail, grocers are aggressively capitalizing on the favorable wholesale environment with very active shell egg feature campaigns dominated by cage-free and free-range types, drawing national shell egg inventories down nearly 4.5%.. On the HPAI front, as of April 24 no new outbreaks had been reported in commercial table egg layer flocks for five consecutive weeks, with 2026 year-to-date losses standing at approximately 15.2 million birds across 24 confirmed outbreaks in five states (CO, IN, NC, PA, and WI); however, new HPAI detections in commercial turkey and breeder hen flocks were confirmed in late April in North Dakota, South Dakota, and Minnesota, signaling renewed viral pressure across the Northern Plains during the spring wild bird migration period. Source: USDA AMS 4/29/2026</p>
 <p>Wheat (Flour Based Products)</p>	<p>Increasing</p> 	<p>Available - Mixed</p>	<p>Wheat Trading levels have shown increases in recent days based on concerns over diminished world supply. That is starting to impact the price of bulk flour in some markets. We do expect to see minimal to moderate price increases at the local level in the coming weeks. That stronger pricing will likely remain through the spring planting season. Product is in solid supply but localized shipping delays are a possibility based on strong demand pushing production facilities beyond capacity.</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.