Sales Market Insights

Week of January 12, 2026

UniPro FOODSERVICE

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
Beef (Commodity)	Decreasing	Available - Mixed	*Sell! Fight for local and regional market share. Help clear, and sell through on-hand warehouse inventory. The holiday selling window for Ribs and Tenderloins will remain open for 10 to 14 days. Anticipate the return of unwelcome market volatility immediately following the New Year. Chucks, Rounds, Thin Meats, and Ground Beef will move higher.*
Pork (Commodity)	Decreasing	Available - Weak	*Focus this time of year is on beef, turkey, and value-added pork (ham). Demand is weak and supply is sufficient, prices across all commodities are unremarkable.*
Pork (Value-Added)	Decreasing	Available - Steady	*Bacon pricing should be at or near the bottom and should settle for the rest of 2026. Long term, expect prices to increase 25% between January 1 and March 1.*
Poultry (Chicken)	Steady	Available - Steady	*The front half of the bird remained steady in price. The back half of the bird remains steady and supply is broadly available.*
Poultry (Turkey)	Increasing	Short – Strong	*Pricing continues to rise across the board for turkey. 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	Increasing	Available - Steady	*On-again/off-again tariffs are creating volatility in seafood markets. Import costs are up, supply chains are inconsistent, and species availability varies. Demand remains steady, but uncertainty on trade policy is keeping buyers cautious and pricing unstable.* *Pasteurized Crab meat, Haddock, and Cod supply is on the decrease so shortages and price increases are expected.*
Butter	Steady	Increasing Supply, Strong Demand	*National butter demand is varied, with robust retail restocking but generally subdued foodservice activity following the holidays. In the East, heavy production continues and excess butter is being frozen for later use, though foodservice demand remains quiet. Central region contacts note lighter end-of-year demand across both retail and foodservice channels, despite strong cream availability and increased interest from export buyers. In the West, processors are operating busier schedules into the new year, while foodservice orders remain inconsistent due to some plant downtime. Overall, butter production is meeting domestic needs, and inventories are expected to build as post-holiday operations stabilize. Source: USDA AMS as of January 2*
Cheese	Decreasing	Increasing Supply, Moderating Demand	*Cheese production remains steady across all U.S. regions, though demand has softened as foodservice and retail buyers enter January with lighter orders and work through existing inventories. In the Central region, Class I Milk usage has been light due to school holidays but is expected to rebound as educational institutions reopen, which may lift foodservice activity. Western producers report steady operations and limited spot milk purchases, with many maintaining contractual volumes while foodservice and retail buyers remain cautious. Eastern markets are also seeing slower ordering as customers manage stock levels, though domestic foodservice demand is anticipated to pick up following the holiday lull. Export demand remains a key support for overall market balance. Source: USDA AMS as of January 2*
Fluid Dairy	Class I - Increasing Class II - Decreasing	Class I - Available - Steady Class II - Available - Steady	*Class I: Expecting a significant decrease in Milk costs for January.* *Class II: Expecting Creams & Cultured costs to decreased slightly for January.*

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Week of January 12, 2026

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
Oils/Shortening/Margarine	Mixed	Available - Steady	*We do not expect to see much fluctuation in pricing on most oilseed products as we move through the first half of January. As there is yet to be any news on the final biofuel policy, trading levels have been relatively stable in recent days. Soy oil Products will likely remain the same. Canola and Peanut Oils are trading at higher levels than preferred due to demand outpacing supply to a small degree, but will likely maintain similar pricing levels to those seen recently as we move through the month. Palm Oil pricing (Cube Shortening and Margarine) will remain similar to slightly lower in a few markets as we move into Mid-Month.* *Tallow prices will remain steady (albeit very high) as well. We do expect high prices and tight supply on tallow for the long-term.*
Produce	Lower - Iceberg, Romaine, Strawberries, Lemons Steady - Avocados, Bell Peppers, Broccoli, Onions, Tomatoes, Idaho Russets Higher - Apples, Oranges	Improving/Steady - Strawberries Good/Steady - Avocados, Tomatoes, Iceberg, Romaine, Lemons, Broccoli, Bell Peppers, Onions, Idaho Russets Short/Strong - Small Apples, Small Oranges	*Apples, WA volumes are well below earlier projections, pushing the market up. Reduced supplies of small foodservice 125/138ct apples.* *Avocados, MX market steady at low costs. Peaking on 48/60ct sizes.* *Bell Peppers, FL & MX good supplies. Reds are elevated.* *Broccoli, supplies snug, but market steady. Good quality.* *Iceberg, supplies promotable! Weights 39-43 lbs. Good quality.* *Romaine, Yuma 24ct & Hearts ample supplies. Above avg. quality.* *Tomatoes, FL good supplies of Rounds & Romas. Market steady.* *Strawberries, plentiful from all areas. Good quality* *Oranges, Rains resulted in large fruit. Navel sizing, peak on 56-88ct.* *Lemons, new area harvest starting, costs easing.* *Onions, WA/ID/OR sound quality. Yellow & Red steady. White higher.* *ID Potato Russets 100/110/120 tight. Market steady. Top quality.*
Sugar	Steady	Available - Steady	*Domestic Sugar prices on both beet and cane did show some decreases as we moved through 2025. The new crop harvest will wrap up in the coming weeks (January). The harvested tonnage appears to offer expected yields. Based on such, look for pricing to remain near current levels as we move into 2026 on both cane and beet products.* *Based on the solid supply levels of domestic raw materials, it is likely that imports from Mexico will remail low as we move into 2026 and through the first quarter of the year. The domestic crop will nicely supply our Foodservice demand at competitive prices.*
Shell Eggs	Decreasing	Increasing Supply, Decreasing Demand	*Shell egg demand has weakened following the holidays, with foodservice and retail movement slowing as supplies remain moderate to heavy. Foodservice channels continue to report light to moderate buying activity, reflecting cautious replenishment and a weaker undertone across loose, cartoned, and processed egg categories. Within the processing sector, liquid and frozen egg products used by restaurants and institutional buyers face very light demand, leading to slower trading and reduced production schedules. Breaking and processing operations, key for foodservice supply, were down significantly for the week as firms managed larger inventories. Despite recent avian influenza outbreaks affecting both caged and cage-free flocks, cage-free and free-range types continue to dominate retailer and foodservice interest going into the new year. Source: USDA AMS as of January 7*
Wheat (Flour Based Products)	Steady	Available - Steady	*Domestic wheat supply is in solid position and demand is as expected for early in the year. Concerns over limited supply coming out of Ukraine have pushed up International trading levels on wheat. This is now impacting pricing on domestic flour and other wheat based products. We will likely see some slight price increases in such pricing as we move later into the month. The duration of this situation is yet unknown.*

Sales Market Insights

Week of January 5, 2026

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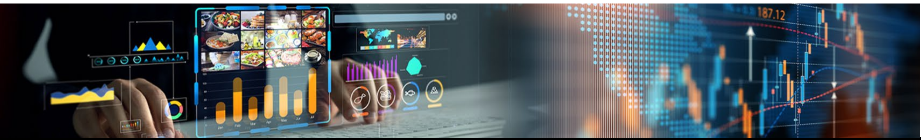

CATEGORY	NEAR-TERM MARKET PRICING TREND	SUPPLY vs. DEMAND	MARKET INSIGHTS COMMENTARY
Beef (Commodity)	**Decreasing**	**Available - Mixed**	***Sell! Fight for local and regional market share. Help clear, and sell through on-hand warehouse inventory. The holiday selling window for Ribs and Tenderloins will remain open for 10 to 14 days. Anticipate the return of unwelcome market volatility immediately following the New Year. Chucks, Rounds, Thin Meats, and Ground Beef will move higher.***
Pork (Commodity)	**Decreasing**	**Available - Weak**	***Focus this time of year is on beef, turkey, and value-added pork (ham). Demand is weak and supply is sufficient, prices across all commodities are unremarkable.***
Pork (Value-Added)	**Decreasing**	**Available - Steady**	***Bacon pricing should be at or near the bottom and should settle for the rest of 2026. Long term, expect prices to increase 25% between January 1 and March 1.***
Poultry (Chicken)	**Decreasing**	**Available - Steady**	***The front half of the bird remained steady in price. The back half of the bird remains steady and supply is broadly available.***
Poultry (Turkey)	**Increasing**	**Short – Strong**	***Pricing continues to rise across the board for turkey. 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	**Increasing**	**Available - Steady**	***On-again/off-again tariffs are creating volatility in seafood markets. Import costs are up, supply chains are inconsistent, and species availability varies. Demand remains steady, but uncertainty on trade policy is keeping buyers cautious and pricing unstable. Pasteurized Crab meat, Haddock, and Cod supply is on the decrease so shortages and price increases are expected.***
Butter	**Decreasing**	**Increasing Supply, Strong Demand**	***U.S. butter production remains strong across all regions with ample cream supplies, although manufacturers report mixed cream demand. Domestic retail sales are robust, but food service butter demand is flat to tepid, with only steady to light activity reported in the East and Central regions. Many producers are prioritizing export and international orders, especially for higher butterfat products, which is tightening supplies of certain types of bulk butter. In the East, strong retail sales are prompting some churns to focus on retail packaging over food service channels. Overall, domestic demand is solid heading into year-end, though food service activity remains subdued relative to retail and export markets. Source: USDA AMS as of December 12***
Cheese	**Decreasing**	**Increasing Supply, Moderating Demand**	***U.S. butter production remains strong across all regions with ample cream supplies, although manufacturers report mixed cream demand. Domestic retail sales are robust, but food service butter demand is flat to tepid, with only steady to light activity reported in the East and Central regions. Many producers are prioritizing export and international orders, especially for higher butterfat products, which is tightening supplies of certain types of bulk butter. In the East, strong retail sales are prompting some churns to focus on retail packaging over food service channels. Overall, domestic demand is solid heading into year-end, though food service activity remains subdued relative to retail and export markets. Source: USDA AMS as of December 12***
Fluid Dairy	**Class I - Increasing Class II - Decreasing**	**Class I - Available - Steady Class II - Available - Steady**	***Class I: Milk costs are set to take a significant jump in December. Class II: Creams & Cultured costs will decrease slightly in December.***

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Oils/Shortening/Margarine	Mixed	Available - Steady	*Pricing levels on commodity oilseed produts are trending in similar levels to those we have seen throughout December. As we start the new year, we are not expecting any major changes in street pricing on most oil products. Supply is adequate to cover domestic demand and there has been no other major news that has impacted pricing in recent days. We do move into the new year with pricing levels on most commodity oils about 20% higher than they were in January of 2025. That is due to the expectation of higher oilseed use in boifuels in the coming months. However, until we do finally receive the final ruling on what those requirements are, we will likely see trade levels remain relatively steady.* *Palm Oil Markets did remain steady during the holiday season and imports are moving at the expected rate. Thus, Margarine an cube shorteing products will likley maintain similar price levels on the street in the coming days.* *Prices on Tallow remain at historic high levels and will maintain such for the foreseeable future. Demand still heavily outweighs supply based on the onoging 'trend' to use meat fats for some cooking applications. Olive, Palm and Avacodo oils do continue to offer lesser expensive alternatives for operators who want offer options in addition to oilseed cooking mediums.*
Produce	Lower - Avocados, Lemons Steady - Apples, Avocados, Iceberg, Romaine, Value-Added Lettuces, Onions, Oranges, Idaho Russets Higher - Broccoli, Bell Peppers, Tomatoes, Strawberries	Improving/Steady - Lemons, Oranges, Good/Steady - Apples, Avocados, Onions, Idaho Russets Short/Strong - Broccoli, Iceberg, Romaine, Value-Added Lettuces, Strawberries, Bell Peppers, Tomatoes,	*Apples, no change, tight supplies of smaller 125 & 138ct Apples* *Avocados, MX market soft as ample fruit on trees + low demand.* *Bell Peppers, FL supplies tight. MX volume to pick up in mid-Dec.* *Broccoli, Salinas recent rains tightened supply, market firming.* *Iceberg, Yuma supplies starting to improve. Demand still exceeds. Value-Added remains escalated. Market exceptionally high.* *Romaine, Yuma supplies starting to improve. Light wts. Market high. Tomatoes, ongoing cool weather slowed east coast production. MX Romas are tight. Markt active.* *Strawberries, rains & cool temps have limited supplies. Fair quality.* *Oranges, Navel in full swing following rains. 113/88ct are peak sizes.* *Lemons, new area harvest starting.165/200ct limited.* *Onions, WA/ID/OR storage quality is good.* *ID Potato Bumper crop! Norkotah & Burbank avail. Market on floor.*
Sugar	Steady	Available - Steady	*Domestic Sugar prices on both beet and cane did show some dereases as we moved through 2025. The new crop harvest will wrap up in the coming weeks (January). The harvested tonnage appears to offer expected yields. Based on such, look for pricing to remain near current levels as we move into 2026 on both cane and beet products.* *Based on the solid supply levels of domestic raw materials, it is likley that imports from Mexico will remail low as we move into 2026 and through the first quarter of the year. The domestic crop will nicely supply our Foodservice demand at competitive prices.*
Shell Eggs	Decreasing	Increasing Supply, Decreasing Demand	*Egg demand continues to soften as supplies remain more than ample, leading to slow trading across shell and processed egg markets. Foodservice interest is light to moderate, particularly for liquid and frozen egg products, which are seeing weak undertones and reduced movement despite adequate supply. Processing activity increased sharply, with egg breaking up over 18% week-over-week and foodservice-oriented liquid whole egg production up 21%, while demand from distributors remains subdued. Retail activity has shifted toward cage-free and nutritionally enhanced eggs, but these trends are having limited effect on overall wholesale movement. No new HPAI outbreaks were reported, though flock losses for the year remain significant, continuing to affect both caged and cage-free production capacity. Source: USDA AMS as of December 17*
Wheat (Flour Based Products)	Steady	Available - Steady	*Domestic Wheat Supply remains healthy and demand will likley show seasonal lows as we move into the new year. Thus, we do not expect many price changes domestically as we march into the new year. World Wheat prices have increased in recent days based on the fact that Russia has started bombing the graom shipping ports of Ukraine. This has caused the Ukraine wheat exports to decline. This will create shortages in certain parts of the world. If this situation does continue as such, it may impact US prices in the longer term.*

Sales Market Insights

Week of December 29, 2025

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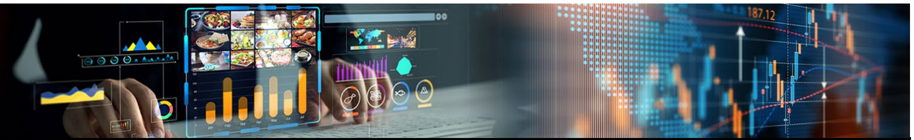

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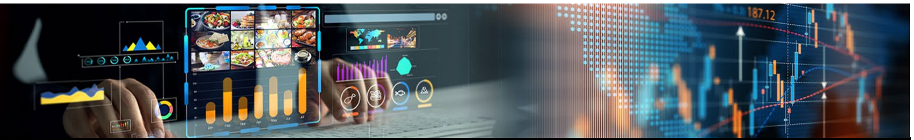

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