The Shell Egg Demand Indicator for this week is 0.70, up 3.3 points from last week.

This Week:
Consumer demand for shell eggs improves headed into the Independence Day holiday preparation period. Wholesale prices for negotiated trading of loose eggs are reported as steady to weak with moderate demand for light spot market offerings. Supplies are light to moderate and trading is slow to moderate. Wholesale breaking stock prices are steady falling a sharp decline late last week. Demand and offerings remain light with light to moderate supplies. Trading is slow to moderate while schedules vary due to anticipated holiday disruptions. The preliminary survey of retail outlets indicates a slight decrease in activity from the last ad cycle with a slight decline in the average ad price.