The Shell Egg Demand Indicator for this week is -5.90, down 2.2 points from last week.

This Week:
Consumer demand for shell eggs weakened in the past week even as the Thanksgiving retail marketing season got underway. Wholesale prices for cartoned eggs are advancing on moderate offerings and sufficient supplies as marketers are working to maintain their supply levels. Interest and the pace of trading is moderate. Prices on the loose egg market are firm on moderate offerings and adequate supplies. Movement is slow, and demand is moderating as much of the supplies to support increased retail activity are now in the pipeline. Wholesale breaking stock prices are higher on moderate offerings but decreasing supplies. Interest is improving as breakers work to maintain schedules full-time. The preliminary survey of retail outlets indicates a sharp decrease in promotional activity as the Thanksgiving marketing season in now well underway. The average ad price is up slightly.