The Shell Egg Demand Indicator for this week is 15.90, up 8.8 points from last week.

This Week:
Consumer demand for shell eggs rises as the holidays finally arrive and consumers cover their last minute shopping needs. Wholesale prices for cartoned eggs continue to post record highs as offerings remain light for light to moderate supplies. Interest is moderate to good and trading is moderate to active. Prices on the loose egg market are firm as the market is focused on the post-holiday season. Offerings remain light to very light for light to moderate supplies. Interest is moderate to good and trading is moderate to active. Wholesale breaking stock prices are steady with light to very light offerings and light to moderate supplies. Demand is light to moderate with schedules slowed for the holidays. Trading is slow to moderate. The preliminary survey of retail outlets indicates virtually no promotional activity again this week as retailers are focused on maintaining a consistent supply to their customers with no need to incentivize buying.