



SUPERIOR

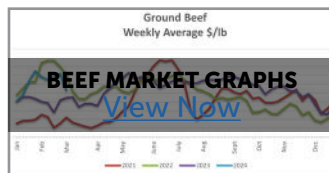
# MARKET UPDATES

*Meat • Seafood • Produce*

## Over Fishing Hits Record Low

*NOAA Removes multiple species from overfishing watch list.*

# MEAT INSIGHTS



## Beef ▲

Beef markets are experiencing an **upward** trend as production is projected to decrease by 2.1% compared to the same period last year. The overall headcount has declined by 4.4% year to date, with a reported number of 11.4 million. Additionally, live weights have decreased by 1lb when compared to the previous week. Reports indicate a moderate demand for beef sales, suggesting a weaning demand. It is anticipated that production will be reduced for the remainder of the month, resulting in high-pressure markets for all beef cuts. It is unlikely that there will be any significant changes in the beef markets in the near future.

**Rounds** are maintaining a steady to firm market trend, while demand is increasing in anticipation of Memorial Day. **Chucks** are following a similar market trend as rounds and the rest of the beef market. Although chucks typically experience low periods during this season, it is expected that this trend will not continue due to limited availability.



## Pork ■

Pork cut reports indicate **firmness, volatility, or mixed** markets. Production decreased this week compared to the previous week, but year-to-date production increased by 1.5%. Live weights were 1lb lower than the same week last year. Pork demand remains strong, being seen as a more cost-effective option than beef by consumers. **Bellies** are currently experiencing uncertainty due to strong demand from retail and food service sectors, expected to continue into the summer. Market supplies are diverse, with different packers reporting varying inventories. **Rib** markets are showing mixed trends, influenced by the start of the BBQ season and fluctuating supplies.



## Chicken ▲

The chicken market stands **firm**, with a decrease of 2.5 million in total headcount compared to the same week last year. The upcoming Memorial Day has sparked a surge in demand across all categories. Some consumers are considering chicken as a substitute for beef and pork, which are currently experiencing high market pressure. The demand for all cuts of chicken witnessed a rise in April, and this upward trend is expected to continue throughout this month. The market for **WOGS** remains stable without any significant changes.

However, supplies of premium sizes are limited. **Boneless breasts** continue to maintain their firm position in the market. Overall, the market is experiencing upward pressure, particularly on larger sizing, due to strong demand that is projected to persist this month.

## MARKET TRENDS

### Meat



#### BEEF

Grinds	●		
Loins	●		
Rounds	●		
Chucks	●		
Ribs	●		

#### PORK

Bellies	●		
Hams	●		
Loins	●		
Butts	●		
Ribs	●		

#### CHICKEN

WOGS	●		
Tenders	●		
Boneless Breast	●		
Leg Quarter	●		
Wings	●		



# SUPERIOR UPDATE

## Over Fishing All-Time Low

The report from NOAA fisheries revealed a historic decline in overfished stocks. Several fish stocks appear to be on the rise in regions like the Gulf of Maine and the Gulf of Mexico. Atlantic mackerel and Coho salmon were among the species removed from the list, raising optimism for the continuation of this positive trend in the years ahead.



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## MARKET TRENDS

### Seafood

## SEAFOOD INSIGHTS



### White Shrimp —

White shrimp market conditions are holding **steady** to robust, thanks to the increased competition in foreign markets which has contributed to the stability of the domestic market. The current supply is meeting the moderate demand.



### Faroe — Atlantic Salmon

The market remains **stable** with strong undertones. Reports indicate that the supply is sufficient, although Holidays and a labor strike are impacting production. It is anticipated that this will have an effect on supplies for the next few weeks.



### Chilean Salmon —

The market is **stable**, but there are anticipated disruptions on the horizon. Current supplies are sufficient to meet the moderate demand. With a combination of varying supplies and upcoming holidays in Chile, next week's market is expected to see some changes.



### Blue — Swimming Crab

The market is reportedly **stable** with little change. Most grades are easily accessible. Colossal and jumbo sizes have adequate to limited supplies. Availability varies based on the supplier and their inventories.



### North American Lobster ▼

The market has seen a **decrease** in pressure due to the availability of Canadian lobster supplies, with reports indicating that most of the landings from Canada have been on the smaller side. It is anticipated that this downward pressure on the market will persist.



### Canadian ▲ Snow Crab

A robust market is observed for 7-8s and 8s, with firmness across all sizes. **Limited** supplies are available for larger sizing, while demand for snow crab is reported as mixed, ranging from moderate to firm.

### SEAFOOD

	▲	—	▼
Pollock	•		
Canadian Snow Crab	•		
Blue Swimming Crab	•		
White Shrimp	•		
Canadian Salmon	•		
Chilean Atlantic Salmon	•		
Mahi Mahi	•		
Cod	•		
North American Lobster			•
Tuna	•		
Lobster Tails			•
Halibut	•		
Scallops	•		
Sea Bass			•
Snapper	•		
Swai			•
Swordfish	•		
Catfish	•		



# PRODUCE INSIGHTS



## Avocados ▲

The market is showing signs of stabilization due to the strong production figures being reported. California is experiencing a bountiful harvest with reports of excellent quality across various sizes. There continues to be a **high demand** for larger sizes, while supplies range from limited to adequate. Conversely, smaller sizing supplies are on the rise. Overall, the market is anticipated to see improvement in the upcoming weeks.



## Lettuce ▬

The market for iceberg lettuce is currently firm, although there are conflicting reports on supplies. While leaf supplies are limited, they remain **stable** due to a **moderate** supply. It is anticipated that supplies will see improvement in the upcoming weeks. In contrast, the romaine market is still high with little sign of improvement, with light supplies and high demand.



## Broccoli ▬

Due to a scarcity of broccoli supplies and a surge in demand, it is projected that the market will witness an upward trend. At present, the supplies **adequately** meet the market's demand requirements.



## Peppers ▬

After experiencing a few weeks of instability, the pepper market has now **stabilized**. The supply of green, red, and yellow bell peppers is limited with good demand. Overall supplies are good and with moderate demand this period of stability is expected to continue.



## Pineapple ▲

The supply of pineapples is currently **constrained**, and while there are no anticipated changes for the upcoming summer, there have been slight improvements. Reports indicate an increase in production volume for 6c/7cts, although the availability of other sizes remains limited.



## Citrus ▲

Lemon availability is more favorable for larger sizes, with **limited** options for smaller sizes. Lime markets are stable for the majority of fruits, except for larger sizes. Orange supplies are also facing a shortage, particularly in smaller sizes. These trends are expected to continue across the majority of citrus fruits.



## Asparagus ▬

The market is anticipated to experience an upward trend as a result of limited supplies and growing demand. Currently, the supplies are **sufficient** to meet the demands of the market. Quality is being reported as good.

## MARKET TRENDS

### Produce

PRODUCE		
Asparagus	•	▲
Broccoli	•	▲
Carrots	•	▲
Cauliflower	•	▲
Corn	•	▲
Cucumbers	•	▲
Lettuce	•	▲
Onions	•	▲
Peppers	•	▲
Potatoes	•	▲
Spinach	•	▲
Tomatoes	•	▲
Apples	•	▲
Avocados	•	▲
Bananas	•	▲
Berries	•	▲
Lemons	•	▲
Limes	•	▲
Oranges	•	▲
Red Grapes	•	▲
Green Grapes	•	▲
Melons	•	▲
Pineapples	•	▲





## ADDITIONAL RESOURCES

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