



SUPERIOR

MARKET UPDATES

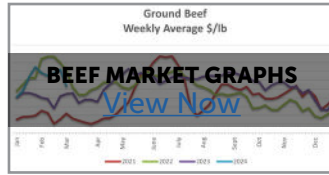
Meat • Seafood • Produce



Lowering Beef Markets

Dips in the market are expected with the peak of the summer season past us.

MEAT INSIGHTS



Beef ▼

Market conditions are showing stability to a slight decline, as production is down by 2.8% from the previous week and 3.2% from the same week last year. Year to date production is also lower compared to the same period last year. The decrease in head count by -78,000 from the same week last year is evident. Various cuts like middle meats and brisket are beginning to face **downward** pressure, while most beef categories remain stable. **Loins** are currently experiencing stable to declining demand, which has diminished over the past few weeks after the July 4th celebrations. This situation has led to an increase in supply availability. The **chucks** market reflects a comparable trend, with demand weakening as expected during this seasonal period. **Ribs** are also following a steady to weaker trend, with demand tapering off, which is normal for this time of year. In general, beef cuts are slowly seeing reduced pressure, and supplies are becoming more abundant.

MARKET TRENDS

Meat



BEEF

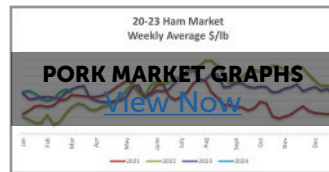
Grinds	●	●
Loins		●
Rounds	●	
Chucks		●
Ribs		●

PORK

Bellies	●	●
Hams	●	
Loins		●
Butts		●
Ribs		●

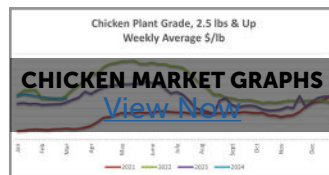
CHICKEN

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



Pork ■

Markets are **stable**, with overall production levels consistent with those of the previous week. Compared to the same week last year, total headcounts have increased by 43,000. Last week's live weights decreased by 2 pounds from the prior week. Market values are stable, albeit with some soft undertones. **Bellies** are showing steady to firm prices. As the season progresses, demand has intensified while supplies remain ample. The **ham** market is experiencing increased strength due to high domestic demand, although supplies are beginning to tighten and are expected to continue in this manner.



Chicken ▼

The market for chicken is showing a trend that ranges from **stable** to **weak**. This week, the total headcount has risen by 2.4 million compared to the same week last year. After several months of limited supply across all cuts, availability is starting to improve. While the hot weather in the southern US is still impacting bird weights, conditions appear to be gradually getting better. The **WOGS** market is holding steady to weaker, with demand beginning to decline as expected during mid to late summer. **Boneless breasts** are following this weaker trend, with supplies generally in good shape. However, there is a tighter availability reported for jumbo meat sizes. **Wings** are currently in a weak market state after a strong summer performance. Supplies are expected to become more readily available as we move into fall. The prevailing market trends are likely to continue over the next few weeks.



SEAFOOD INSIGHTS



Freshwater Fish ▬

With the forecast of rising temperatures, the presence of lake trout is becoming unpredictable. Other species are maintaining a **satisfactory** to good supply status. Walleye, as expected, is still unavailable until cooler water temperatures are reported. The majority of freshwater landings are performing well, with whitefish still widely available. The current trends are expected to continue into next weeks.



Blue Swimming Crab ▼

As demand **slows** down and supplies stay consistent, market pressure is beginning to diminish. The exception lies in mid to small sizing, where suppliers are providing different offerings, leading to some uncertainty.



Snow Crab ▬

The market remains largely **stable**, although there is some uncertainty emerging from Newfoundland due to mixed offerings. Gulf landings have been completed, with all quotas fully utilized, while Newfoundland is nearing completion at 96%.



White Shrimp ▲

The market stands **firm** with no immediate relief on the horizon, as all sectors are witnessing upticks. Availability is limited and ranges from adequate to barely adequate depending on suppliers. Longer transit times for deliveries are exacerbating the market pressure, with no expected changes in the near term.



Chilean Salmon ▲

The overall market remains **firm** with no changes overall. Offers from suppliers are mixed and inconsistent across the board. China and Brazil are large market participants adding to the limitation in supplies to the U.S.



North American Lobster ▬

Landing quotes have generally stayed **stable**, but the market is anticipated to shift in the upcoming weeks due to reported shortages in Maine. It is hoped that Maine landings will increase steadily to meet the current demand.



Sockeye ▼

Throughout the entirety of last week, there was a gradual increase in supplies, resulting in **reduced** market pressure. Nevertheless, there is concern that this surge in arrivals may not be sustained.

MARKET TRENDS

Seafood

SEAFOOD	▲	▬	▼
King Crab		•	
Canadian Snow Crab		•	
Blue Swimming Crab			•
Gulf Shrimp	•		
Canadian Salmon	•		
Chilean Atlantic Salmon	•		
Mahi Mahi		•	
Cod		•	
North American Lobster		•	
Tuna		•	
Tilapia		•	
Halibut	•		
Scallops	•		
Sea Bass		•	
Snapper		•	
Swai		•	
Swordfish		•	
Catfish		•	



PRODUCE INSIGHTS

MARKET TRENDS

Produce



Eggplant ▲

The combination of high Western demand and limited supplies has created a market experiencing significant **upward pressure**. The decrease in supplies can be attributed to the intense heat in California, resulting in crop damage. Reports suggest that Mexican supplies are insufficient to meet demand, leading to concerns about shortages. Meanwhile, Eastern markets are currently stable and are projected to remain so in the coming weeks.



Peppers ▲

There is a **high** demand for all bell peppers, surpassing the current supply. Eastern suppliers are assisting in alleviating the market pressure. Anticipated improvements are expected in the coming weeks, with even greater anticipation for the start of production to fully ease the market pressure.



Avocados ▬

Mexican markets are **stabilizing** as rains affect production. Packers have switched to the "Loca" variety, which is showing signs of uneven ripening. California production is down, with later-season fruit showing more dark fruit and Grade #2 quality.



Citrus ▲

Lemon supplies are limited, especially smaller fruit. **Oranges** are experiencing Re-greening due to high temperatures in California, with robust demand from the juicing industry despite a slow harvest. **Limes** are now plentiful due to increased rainfall.



Strawberry ▼

Lowered market quotes are attributed to the abundance of supplies. The cool temperatures have supported consistent and high production levels, resulting in great product quality. The market is forecasted to remain stable for the next few weeks.



Cucumbers ▬

Western inventory levels are **stable**, but a demand increase is expected next week after Baja's production ends. The Eastern cucumber market is expected to remain strong. The North is facing quality issues due to recent rainfall.



Onions ▼

The availability of yellow, red, and white varieties in New Mexico and California is robust. While demand and quality remain high, the markets are experiencing a **downturn**.



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





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