



SUPERIOR

# MARKET UPDATES

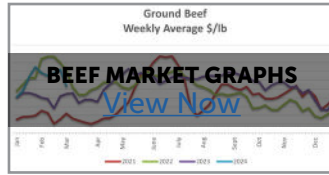
*Meat • Seafood • Produce*

## Avocado Harvest Strengthening

*Northern California harvest are reporting good harvests.*



# MEAT INSIGHTS



## Beef ▲

The market remains **robust** overall, with the exception of loins, which are experiencing a decline. Total beef production has decreased compared to the previous week, showing only a 0.6% increase from the same week last year. Headcounts have dropped by 12,000 compared to the same period last year. As we approach the final week of purchasing before the Labor Day holiday, demand remains strong, and suppliers are actively building their inventories. However, lower slaughter levels are exerting additional pressure on the market. The **loins** segment stands out as the weakest performer, with sluggish demand for both loins and strips. In contrast, the **rounds** market is stable, exhibiting firmer trends despite significant fluctuations in recent weeks.

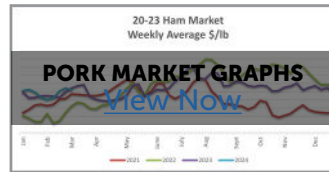
## MARKET TRENDS

### Meat

	▲	■	▼
<b>BEEF</b>			
Grinds	●		
Loins			●
Rounds		●	
Chucks	●		
Ribs	●		

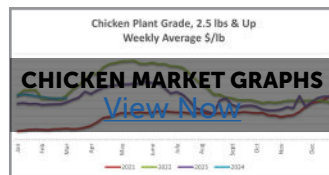
<b>PORK</b>			
Bellies			●
Hams		●	
Loins		●	
Butts		●	
Ribs			●

<b>CHICKEN</b>			
WOGS		●	
Tenders		●	
Boneless Breast		●	
Leg Quarter		●	
Wings			●



## Pork ■

The market is holding **steady** without any notable changes. In the last week, total pork production saw a 3.5% decrease from the week before. Conversely, the total headcount increased by 4,000 over last year at this time. There are indications of a weakening market for bellies and ribs. Despite an active **belly** market, it seems to be slowing down, with ample supplies available. The **rib** market reflects a similar trend, with a minor increase in demand due to Labor Day. Supply consistency varies across suppliers.



## Chicken ■

The chicken market remains **stable**, with total headcounts for the previous week increasing by 876,000 compared to the same week last year. Average bird weights have also risen from 6.34 to 6.45 when compared to the same period last year. Strong demand due in part to the upcoming Labor Day weekend has contributed to a tight overall supply, with no immediate improvements anticipated. The **wog** market is mixed, exhibiting moderate volume, and supplies are available across most sizes, although some higher inventories have been noted. Demand is increasing as the school year begins, which is typical for this time of year. Conversely, the **wings** market is experiencing weakness, with signs of further decline. Demand has slowed following a peak in early July, although overall supplies remain adequate, particularly for jumbo wings.

# SEAFOOD INSIGHTS



## Freshwater Fish ▲

Elevated temperatures in recent weeks are influencing supply availability, although earlier cooler weeks helped sustain earlier inventory levels. As anticipated, higher market pressures in the walleye sector persist. Whitefish landings have been volatile due to the heat wave over the past few weeks. Conversely, the markets for Yellow Perch and Lake Trout remain steady. Rainbow Trout supplies are strong and readily available to meet existing demand.



## North American Lobster ▲

The market is **strong**. Supply levels are just adequate, with some areas experiencing shortages. As supplies continue to wane, sellers are taking steps to safeguard their on-hand inventory.



## Black Tiger Shrimp ▬

The Black Tiger Shrimp market is holding **steady**, although there are signs of instability emerging. Demand is moderate, and supply levels are currently constrained, with replacement options becoming limited and hard to find.



## Blue Swimming Crab ▼

The market has shown a sustained **decrease**, continuing its overall downward trend. There is a significant supply of smaller grades, though this varies from one supplier to another. Larger grades, however, present a diverse inventory situation. Overall demand remains weak.



## Snow Crab ▲

The market is currently under pressure, a situation that is expected to persist. This pressure is primarily driven by the wide-ranging inventory variations among suppliers. The combination of these unsettled dynamics and the ongoing strong demand is creating an overall sense of **instability** in the market.



## Scallops ▲

Scallops continue to maintain their firmness in a **robust** market. However, there are indications that the market may experience some weakening. Recent reports indicate a high volume of landings, yet summer demand has significantly outpaced supply, leading to an anticipated slow recovery.



## Chilean Salmon ▬

The market is relatively **stable**, though there are some signs of instability. Supplies are adequate, and demand remains moderate. Various offers have been reported, and it is anticipated that the market will improve in the following weeks.

## 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	•	
Walleye	•	
Whitefish	•	
Yellow Perch	•	
Lake Trout	•	
Rainbow Trout		•



# PRODUCE INSIGHTS

## MARKET TRENDS

### Produce



#### Lettuce ▬

Overall, the market is **stable**, although leaf lettuce stands out as an exception. The iceberg lettuce market is showing moderate strength due to reports of sizing challenges in some crops. Supplies are generally adequate to satisfy current demand. Leaf lettuce is experiencing a downturn, with green leaf being the weakest segment. Red leaf lettuce, however, is maintaining a more consistent trend. Romaine lettuce remains steady, backed by good to fair supplies and moderate demand.



#### Peppers ▲

Green bell pepper supplies are **limited**, but the quality is satisfactory. Demand is looking positive and is on an upward trend. Meanwhile, the supply of red and yellow peppers is strong, although there still is upward pressure on this market from elevated demand.



#### Berries ▬

There is a plentiful supply of raspberries, blackberries, and blueberries available. The market conditions are **stable**, and quality reports suggest that all types of berries are in excellent condition. An increase in raspberry supplies is expected as the harvest from Mexico begins.



#### Avocados ▲

Avocado supply is still restricted, and the market remains **strong**. Currently, the most commonly available sizes are 60 and 70 counts. The Southern California harvest has wrapped up, and Northern California is reporting favorable harvest numbers. Northern California is expected to maintain its harvest for a few additional weeks.



#### Tomatoes ▼

Round and Roma tomatoes are seeing an uptick in supply, which is helping stabilize the market. Concurrently, Grape and Cherry tomatoes remain stable, with indications of **downward pressure** on the market.



#### Citrus ▲

The **lemon** market is currently strong, with ample supply. There are indications that imports are starting to alleviate some market deficiencies. However, **lime** supplies remain low, contributing to elevated prices. Conversely, **oranges** from Chile are arriving in robust amounts, and the quality is reportedly very high.



#### Apples & Pears ▬

Supplies are **stable**, with new Red Delicious and Granny Smith apples ready by early next month and Bartlett pears available soon. Demand is strong, but current supplies are sufficient.



#### 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	•	





## ADDITIONAL RESOURCES

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