



# SUPERIOR MARKET UPDATES

*Meat • Seafood • Produce*

CT LATER



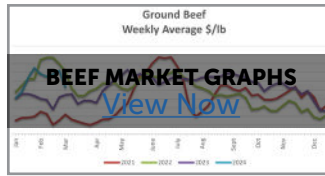
## Strong, Stable Beef Demand

*Robust holiday sales drive consistent demand for beef*

# MEAT INSIGHTS

## MARKET TRENDS

### Meat



### Beef ▲▲

The market is currently reflecting a **blend** of signals. Beef production has dipped by 2% from last week and is down 1.8% in comparison to the same week last year. The total headcount for last week was 606,000, down from 639,000 during the same period last year. Year-to-date headcounts have decreased by 3.7%. However, there's a positive note as live weights have increased by 2 pounds from the previous week and are up 37 pounds compared to the same week last year. Demand for beef remains robust and stable, particularly for choice cuts like **loins**, which are seeing steady interest. Offers are firm yet consistent, while **rib** prices are showing strength relative to the broader market. Retail and food service volumes are healthy, and holiday sales have been quite favorable. Supplies are somewhat limited, and an upward trend is anticipated to continue.

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

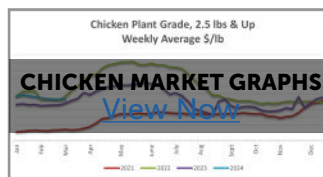


### Pork ■

The market is currently **stable**, though it seems to be losing some of its earlier momentum. In the past week, total production saw a rise of 1.3% from the previous week, but it has dipped by 0.6% compared to the same week last year. The headcount for last week was 2,633,000, a drop from 2,647,000 in the same week last year. Demand remains moderate to strong, particularly for **butts**, which are enjoying consistent interest due to the holiday season. Supply levels vary depending on the packer. The **hams** market is somewhat unpredictable, driven by strong demand and the upcoming holiday features in December. Export concerns persist due to the exchange rate, but supplies are generally in good shape.

	▲	■	▼
<b>PORK</b>			
Bellies	■	■	●
Hams	■	●	■
Loins	■	■	●
Butts	■	●	■
Ribs	■	●	■

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



### Chicken ■

The market is demonstrating a solid level of **stability**, with this week's total headcount reaching 169,932,000, an increase from 166,781,000 during the same week last year. The average weight recorded last week was 6.55 lbs, compared to 6.49 lbs from the same period last year. Demand for chicken has remained strong and consistent for over a month, with supplies keeping up, leading to a favorable balance overall. **Boneless breasts** are stable, with both retail and foodservice demand actively engaged, and supplies are available in all sizes. **Wings** are also showing stability, with foodservice demand robust for the last two months, although supplies are starting to tighten.



# SEAFOOD INSIGHTS



## Freshwater Fish ▼

Cooler lake temperatures suggest that **good** landings are just around the corner, even if there are some outliers. Yellow perch supplies are anticipated to be lower as boats shift their focus to whitefish. Whitefish catches may also be hit or miss as the seasons transition. However, this week, white perch and walleye are expected to perform the best.



## North American Lobster ▼

The market has experienced a slight **decline** and has settled into this lower range, except for live lobsters, which are holding strong. Larger lobsters are showing lighter prices due to an increased supply. However, there are still generally firm trends overall.



## Chilean Salmon ▲

The market has moved **upward** across all categories. Supply levels are mostly adequate, with some regions just meeting the strong demand this week. Inventory reports show a variety of conditions at this point in the week.



## White Shrimp ▬

With a more reliable supply situation, we're experiencing what appears to be temporary **stability**, though there are whispers of firmness in the background. As we get deeper into the holiday season, the market could potentially unravel.



## Scallops ▬

Market conditions are holding **steady** to showing some firmness. Items in the 10 to 20 count range are leaning towards the higher side. Supplies are limited, and there are reports of increased prices for products from Japan and Canada.



## Blue Swimming Crab ▬

While the market remains **stable**, there are persistent concerns regarding quotes and product availability. The wide discrepancies in inventory among various sellers are driving the core problems in the market.



## Snow Crab ▲

The market experienced an **upward** trend across all sources. Supply levels are generally sufficient, though some areas are just managing to meet demand, which remains robust this week. Reports indicate that inventory levels are varied at this point in the week.

## MARKET TRENDS

### Seafood

SEAFOOD	▲	▬	▼
King Crab	•		
Canadian Snow Crab	•		
Blue Swimming Crab		•	
White Shrimp		•	
Canadian Salmon	•		
Chilean Atlantic Salmon	•		
Mahi Mahi		•	
Cod		•	
North American Lobster			•
Tuna		•	
Tilapia		•	
Halibut		•	
Scallops		•	
Walleye			•
Whitefish		•	
Yellow Perch		•	
Lake Trout		•	
Rainbow Trout		•	





### Strawberries ▲

With shorter days, cooler weather, and rain affecting Southern California, supply issues are likely to arise. Florida and Mexico have started their production, but it's been a modest beginning. The market is anticipated to stay **elevated** until these areas increase their volume.



### Peppers ▲

Supply challenges for green bell peppers arise from decreased stock, creating a **strong** market atmosphere. Red and yellow peppers are even more limited, with demand far outpacing supply, especially for larger sizes. Arizona is slow to start, but optimism for supply improvement exists.



### Avocados ▲

The market is **strong** and gaining momentum. Limited supplies are likely to continue through December. There are notable supply challenges, particularly with larger fruits. Quality reports are varied, with some spotting concerns noted.



### Citrus —

**Limes** are doing quite well in the citrus category, with good quality and decent supplies, although there is a slow decline in availability. **Lemons** are reported to be of great quality, with a strong and stable demand that is being met by current supplies. **Oranges** are stable but seeing a slight decrease, thanks to a robust supply.



### Asparagus —

There is a **steady** flow of Peruvian supplies with good volume, but the market is experiencing higher prices driven by holiday demand. In contrast, Mexican volumes are lighter, particularly for larger products, mainly due to the drop in temperatures.



### Lettuce —

Iceberg markets are elevated but are trending downward thanks to the harvesting in Yuma. The leaf market is under lower pressure, with reports of good quality. Romaine remains firm but is also starting to decrease as Yuma's steady supplies come in. Overall, the market is exhibiting a **stable** condition.



### Tomatoes ▲

Currently, the tomato market is struggling with severely **diminished** supplies. Unfavorable weather in Florida, along with shortages from California and Mexico, are exacerbating the issue. It seems that a recovery in the market won't be seen until late January.



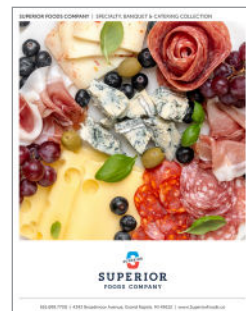
PRODUCE	▲	—	▼
Asparagus	•		
Broccoli		•	
Carrots		•	
Cauliflower	•		
Corn	•		
Cucumbers			•
Eggplant			•
Onions	•		
Peppers	•		
Potatoes		•	
Spinach		•	
Tomatoes	•		
Apples		•	
Avocados	•		
Bananas		•	
Berries	•		
Lemons	•		
Limes		•	
Oranges	•		
Red Grapes	•		
Green Grapes	•		
Melons	•		
Pineapples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





## ADDITIONAL RESOURCES

*Click the image to view*



## CONNECT WITH US



4243 Broadmoor Ave. SE, Grand Rapids, MI 49512 • [www.SuperiorFoods.co](http://www.SuperiorFoods.co) • (616) 698-7700

To learn more about these updates, contact your Superior Sales Representative