



SUPERIOR

MARKET UPDATES

Meat • Seafood • Produce



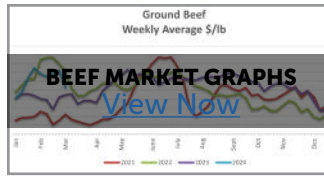
Freshwater Fish Scarcity

Limited landings due to inclement weather conditions

MEAT INSIGHTS

MARKET TRENDS

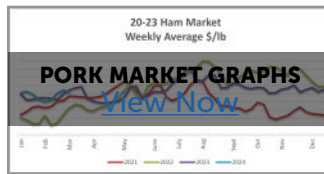
Meat



Beef ▲

The market is demonstrating **robust strength** and an upward trajectory. Last week's total beef production increased by 14.9% compared to the previous week, although it saw a decline of 6.5% when measured against the same week last year. This trend is also reflected in the year-to-date production figures. The headcount for last week stood at 498,000, a decrease from 542,000 during the corresponding week last year. Cumulatively, the year-to-date headcount has hit 273,000, representing a significant drop of 49.7% from the previous year. Suppliers are maintaining strict control over supply as they target a 32-hour production week. While beef demand remains moderate to strong, **loins** are not experiencing a consistent upward trend, caught in a mixed market characterized by average demand and constrained supply. The market dynamics are primarily influenced by supply, although availability varies among different packers.

▲ — ▼		
BEEF		
Grinds	●	■
Loins	●	■
Rounds	●	■
Chucks	●	■
Ribs	●	■

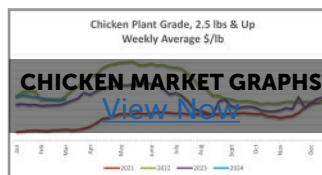


Pork ■

The market is currently showing **stability** with a slight downturn. Over the past week, pork production increased by 11.6% compared to the previous week, although it experienced a decline of 4.3% when measured against the same week last year. Last week's total headcount reached 2,288,000, a decrease from 2,369,000 a year prior. Demand for pork remains robust and consistent. The year has kicked off positively, with December setting record cutout prices that have carried over into 2025. **Bellies** are holding steady to firm, driven by strong demand from both retail and food service sectors, despite elevated prices.

PORK		
Bellies	●	■
Hams	●	■
Loins	●	■
Butts	●	■
Ribs	●	■

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



Chicken ■

As we usher in 2025, the markets are displaying a sense of **stability**, with the total workforce for the week reaching 135,706,000, down from 144,226,000 during the same week last year. The poultry sector has shown remarkable resilience as we wrap up 2024, with Urner Barry's index reflecting a 15% increase over the five-year average. Demand is on the rise, especially as prices for other protein sources remain high. **Tender** cuts are maintaining their position, bolstered by strong demand from the foodservice sector. Supply levels are adequate, effectively satisfying market needs and resulting in only slight variations between jumbo and select products.



SEAFOOD INSIGHTS



Freshwater Fish ▲

Due to the expected harsh weather, including ice, snow, and freezing temperatures, landings for most fish are likely to be **low**. The seasons for white perch and white bass have ended. Walleye landings are still on the horizon, but like other species still in season, they will be irregular and dependent on weather conditions. In general, lake trout availability is fair, but most other species are in short supply.



North American Lobster ■

The North American lobster market remains **stable**, showing little change overall. Notably, imports from Canada to the United States surged by 21.9 percent in September, leading to a 9.2 percent increase for the year. The tails market is steady as well with strong demand but little to no change overall.



Chilean Salmon ■

The markets remain **stable**, with Chilean salmon maintaining its position within set trading ranges. Reports indicate that supplies are sufficient and no major changes are expected for the moment.



White Shrimp ■

The current market is **stable**. Demand for headless shell-on and HOSO categories remains at a moderate level. Quotes show significant variation depending on the origin and the U.S. spot market conditions. Supply from Asia is plentiful across most sizes, and replacement costs have leveled off.



Scallops ■

The market is **steady**, with signs of firmness emerging. Mid-Atlantic scallops are holding strong, influenced by recent upward market trends. Supply remains limited due to fewer landings.



King Crab ▲

The market is **strong**, characterized by limited supply. The removal of Eastern European king crab from circulation, stemming from trade disruptions, has led to a tighter supply situation. Consequently, availability is restricted and prices are stable.



Snow Crab ▲

Overall, the market is showing **strength**, with strong demand noted for every size and origin available. Inconsistencies in inventory are adding to the prevailing firmness. Currently, the quotes being seen are on the higher side.

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		•	





Asparagus ▲

While the market saw a drop after the holidays, it is expected to rise again due to ongoing supply shortages. Colder weather has led to a decline in the production of Mexican products. Additionally, the transition to Peruvian production has **slowed**, adding more strain to the supply chain.



Peppers ▲

Eastern green bell peppers are making strides as supply levels **increase**. The western supply of green peppers has improved, but the market is still lagging. Red and yellow bell peppers, however, are facing shorter supplies. Green peppers are showing great quality with strong demand.



Potatoes ▲

Supplies have been **lightened** due to the holiday demand. The supply situation is expected to rebound as quick as next week. Sizing tends to be larger, as many growers are focusing less on smaller sizes. The quality is satisfactory, and the market is holding steady.



Avocados ▲

Supplies are in short supply, with quality noted as fair to good. Demand is robust across various sizes. As was expected, the market has **increased** due to a dip in production during the holiday season. Fortunately, we should see improvements in the next couple of weeks as supply chains are replenished.



Lettuce ▬

The iceberg lettuce market is **stabilizing**, with good quality and steady supplies expected. Leaf lettuce is showing some **softness** in Boston, green, and red varieties but remains **stable** due to moderate demand and good quality. Romaine lettuce is steady, with good supplies anticipated.



Citrus ▬

The **lemon** market is thriving, with ample supplies and a healthy demand. Meanwhile, **lime** markets are gradually improving as they transition to the new crop, although there are anticipated delays in shipments from Mexico. **Oranges** are well-stocked and of high quality, but demand remains moderate. Overall, the market is projected to stay stable.



Tomatoes ▼

The tomato market has seen a positive shift across all varieties. With increased **availability** from Florida and Mexico, the markets are no longer on high alert. However, the Hothouse Beefsteak tomato segment remains on alert due to demand surpassing supply.



PRODUCE

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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