



SUPERIOR

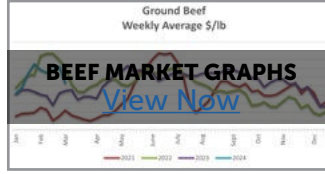
# MARKET UPDATES

*Meat • Seafood • Produce*

## Unsettled Mexican Avocado Market

*Imports from Peru and Columbia are on the rise even as tariffs on Mexico are suspended*

# MEAT INSIGHTS



## MARKET TRENDS

### Meat

#### Beef ▼

The beef market is currently navigating a phase of stability to **decline**, as total production last week fell by 0.4% compared to the previous week and decreased by 0.8% from the same week last year. Year-to-date production has seen a 3.2% drop relative to the same timeframe last year. The total headcount for the year stands at 4.95 million, reflecting a 7.5% reduction from the previous year. Supply remains tight, with some packers choosing to implement four-day work weeks. Demand for beef during the first week of March has been moderate, aligning with the Lenten season. The loin market is currently experiencing fluctuations, driven by increased demand from both retail and foodservice sectors, although supply levels vary among suppliers. With prices surging by 28% since the beginning of 2024, consumers are encountering difficulties with beef **grinds**, and overall demand has slowed, contributing to a steady to weaker market.



#### Pork ▬

The markets are demonstrating a sense of **stability**, with total pork production rising by 0.6% last week compared to the prior week and showing a 0.3% increase from the same week last year. Live weights held steady at 0 lbs. from the previous week, yet they are up by 2 lbs. compared to the same week last year. Overall demand remains robust, even as we approach the Lenten season. Retail demand across the board has been strong enough to keep supplies flowing. The hams market is showing a steady to slightly declining trend, but domestic demand remains solid as preparations for the Easter holiday intensify. Supplies are abundant and easily accessible. The loins market is experiencing a firmer stance, fueled by strong interest in bone-in products, while boneless **loins** are seeing mixed demand. Supplies are sufficient and are expected to continue meeting demand.



#### Chicken ▲

The market is demonstrating notable **strength**, with total headcounts for the week of March 1 reaching 168,978,000, an increase from 163,239,000 during the same week last year. Last week's average weight was 6.59 lbs, up from 6.45 lbs the previous year. Chicken continues to be in high demand, as rising prices for other proteins make it a favored choice for retailers and food service providers. However, the demand for **wings** during March Madness has started off sluggish, with only a minor adjustment noted. Although supplies are beginning to improve, they still fall short of meeting demand. Currently, the wing market is the weakest segment, as demand has not lived up to expectations, resulting in an oversupply across all sizes and a daily drop in market prices.



BEEF		
Grinds	●	●
Loins	●	●
Rounds	●	●
Chucks	●	●
Ribs	●	●

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

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



# SEAFOOD INSIGHTS

## MARKET TRENDS

### Seafood



#### Freshwater Fish ▲

As the temperatures begin to climb, there's a sense of hope for **improved landing** conditions on the horizon. Yet, this week is expected to bring some challenging weather, featuring wind and rain that could disrupt landings. Moreover, the arrival of algae blooms will pose additional challenges for fishing activities. Although walleye, whitefish, and yellow perch appear to be plentiful, lake trout are encountering more difficulties.



#### Cod ▲

As we enter the Lenten season, the market is becoming more **competitive**. Demand is on the rise, yet supply is managing to meet it for now. This pattern is likely to persist over the coming month.



#### Red Swimming Crab ▲

The market is **firm** as supplies are light with a moderate to active demand. With a new tariff rate (45%) on China beginning on March 4, this market will be watched closely over the next week to see what repercussions are seen.



#### Snapper ▲

Demand has increased again and is currently **outpacing** the available supply. The suspended tariffs on Mexico will help limit further upward pressure felt in the short term.



#### Snow Crab ▲

We are already seeing an **unsettled** market from the potential tariffs on Canadian seafood coming into the United States. Norwegian and other regions have seen more demand as a result. Newfoundland supply is extremely limited until the new season in the spring.



#### Scallops ▲

Price **increases** are being seen yet again with domestic product. This is particularly being seen with dry U/10s and 10/20s. In addition, some Japanese product is become tight, as well. Supply is adequate but barely keeping up with the ongoing active demand especially with larger sizes.



#### Chilean Salmon ▲

The market has **tightened** over the last week with supply waning. Overall the market is unsettled as demand and availability are mixed. Lent promotions are keeping prices steady.



#### SEAFOOD

King Crab	•		
Canadian Snow Crab	•		
Red Swimming Crab	•		
White Shrimp	•		
Canadian Salmon	•		
Chilean Atlantic Salmon	•		
Snapper	•		
Cod	•		
North American Lobster	•		
Tuna	•		
Tilapia	•		
Halibut	•		
Scallops	•		
Walleye	•		
Whitefish	•		
Yellow Perch	•		
Lake Trout	•		
Rainbow Trout	•		



# PRODUCE INSIGHTS

## MARKET TRENDS

### Produce



#### Strawberries ▲

Overall, volume is **down** across all regions. Florida's volume is dropping as rain approaches, affecting quality. In Mexico, the season is winding down, but Driscoll will pack until April, with improving quality. Oxnard, CA, expects rain next week. Markets are rising in California and Florida, while remaining steady in Mexico.



#### Peppers ▬

**Green bell peppers** are readily available and experiencing healthy demand, keeping the market stable. In contrast, **red and yellow bell peppers** are facing tighter supplies, although their quality remains high. Demand for these varieties is robust, contributing to a steady market.



#### Avocados ▲

At present, Mexican markets are holding **firm**. It is anticipated that growers will slow down production to avert falling prices. Demand is expected to plateau, indicating a mostly stable environment as we approach next week.



#### Citrus ▬

**Lemons** have a steady market with demand showing fair to good. Supplies are showing as healthy and plentiful. **Limes** are in good quality and seeing higher demand. Their market is running higher. **Orange** supplies are good and with excellent quality. The market is overall steady.



#### Lettuce ▬

Enhanced harvesting conditions have led to a decrease in the **iceberg** lettuce market, with the new harvest praised for its quality. The **leaf** and **romaine** lettuce markets are stable, with supply meeting demand. These trends are expected to last into next week.



#### Onions ▬

Demand remains **consistent**, with reports indicating that both quality and sizing are satisfactory. Supplies are looking promising, particularly in the Northwest region. Although some shippers are trying to wrap up their operations early, which has led to a slight dip in the markets, the overall situation remains stable.



#### Tomatoes ▬

All types of tomatoes, with the exception of round tomatoes, are currently **stable**. Roma, Cherry, and grape tomatoes are in excellent condition, showing promising availability and quality. While round tomatoes do have some stable availability, there are concerns as a slight market increase is anticipated soon.



#### PRODUCE

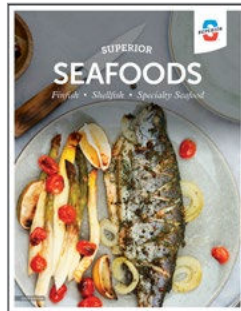
Asparagus	•		
Broccoli	•		
Carrots	•		
Cauliflower	•		
Corn	•		
Cucumbers	•		
Eggplant	•		
Onions	•		
Peppers	•		
Potatoes	•		
Spinach	•		
Tomatoes	•		
Apples	•		
Avocados	•		
Bananas	•		
Berries	•		
Lemons	•		
Limes	•		
Oranges	•		
Red Grapes	•		
Green Grapes	•		
Melons	•		
Pineapples	•		





## ADDITIONAL RESOURCES

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