



SUPERIOR

# MARKET UPDATES

*Meat • Seafood • Produce*



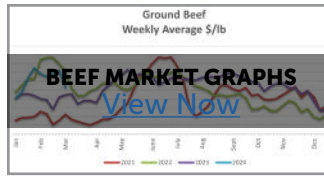
## Seafood Markets Unsettled

*Tariff uncertainty has the seafood market waiting for the impact*

# MEAT INSIGHTS

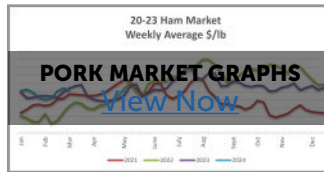
## MARKET TRENDS

### Meat



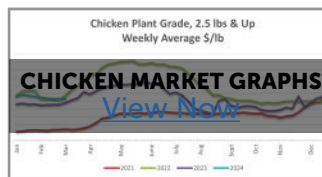
### Beef ▲

The market is showing a steady to slightly **stronger** trend, with a notable emphasis on firmness. Last week, total beef production increased by 8.6% compared to the previous week and rose by 7.3% compared to the same week last year. However, year-to-date production is down by 1.7% from the same time frame last year. Supplies are somewhat limited due to the ongoing 4-day work week, leading to reports of shortages and substitutions. The **loins** segment is experiencing the most substantial market conditions. Since early March, both retail and food service volumes have been steadily improving. Select and choice grades remain in short supply, with market prices anticipated to continue rising.



### Pork ■

The pork market is currently **stable**, but there are some underlying concerns. Last week, pork production saw a 2.5% increase compared to the previous week and a 4.2% rise compared to the same week last year. Demand remains moderate to good, even during the Lenten season. However, the implementation of tariffs has raised concerns among industry players, particularly since the U.S. exports about 25% of its pork. The market for pork **bellies** is experiencing fluctuations, with varying trade prices and moderate retail demand, although quick-service restaurants are boosting this demand. Supply levels are only moderately adequate to meet current needs. The **loin** market is mixed, with steady demand for bone-in products driven by retail promotions and favorable grilling conditions. Supplies are available, but consumers are hesitant due to the looming tariffs.



### Chicken ▲

The chicken market is exhibiting signs of **improvement**. For the week ending March 29, 2025, the total number of chickens reached 166,608,000, an increase from 160,979,000 during the same week last year. Since early February, there has been a steady rise in chicken demand, with each week showing a slight increase. This growth is primarily driven by the escalating costs of alternative protein sources. Production levels indicate a consistent rate of slaughter, although concerns persist regarding low hatchability rates, which have hit record lows. While **WOGS** are an exception in this strengthening market, maintaining a steady supply, the retail deli and fast food sectors are thriving and are expected to see further growth as warmer weather arrives. Although supplies of premium sizes are limited, the overall market remains stable.



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

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

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



# SEAFOOD INSIGHTS



## Freshwater Fish ▼

The recent increase in temperatures and better weather conditions suggest that this week will offer excellent opportunities for catching whitefish, white bass, and white perch. Walleye are also expected to be plentiful after a successful run. However, yellow perch appears to be the only species facing a decline in availability.



## North American Lobster ■

The lobster market is **stable**, thanks to the U.S. imposing tariffs on several exporters while exempting Canada. February brought a surge in warm water tail imports, but there was a slight decrease in volumes from Canada and South Africa. With limited supply and steady prices, the market is ready for Canada's upcoming spring season.



## Chilean Salmon ■

The market for Chilean salmon is full **steady** with sellers pushing offers further in anticipation of tariffs. Buyer interest is present but many are cautious as waiting for the real impact. The market overall looks to be moving upwards as the market adjusts to the current conditions.



## Blue Swimming Crab ✕

Like other sectors in the seafood industry the blue swimming crab market is experiencing **uncertainty** from tariffs, with a significant portion of supply coming from Asia. U.S. supplies are sufficient for now, but stakeholders are remaining alert to possible changes amidst moderate demand.



## Scallops ■

The market is currently **stable**, facing pressure on products from all regions. Among these, Peruvian, Japanese, and Chinese products exhibit the greatest steadiness as buyers weigh their short-term needs against long-term demands. Participants are cautious as tariffs take effect.



## Shrimp ▲

Due to recent tariffs, markets are seeing a **rise** in all categories and origins. Suppliers are managing their inventory in light of the changing trading strategies. The market is currently in a phase of volatility, characterized by structural shifts and the introduction of new pricing, especially concerning Asian products.



## Snow Crab ■

Tariffs are not projected to greatly impact the snow crab market, as only Norwegian imports are affected by the 10% rate. The market is holding **steady**, although Alaska is beginning to show signs of limited supply amid strong demand.

## 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		•	



# PRODUCE INSIGHTS

## MARKET TRENDS

### Produce



#### Cucumbers ▲

Cucumbers are currently in high demand, particularly as supplies from the east are quite limited. Western supplies are also **scarce**, as production has struggled to keep pace with market needs. Overall, demand remains robust, and with quality product and reduced availability, prices are expected to rise. With warmer months approaching, some relief for existing supply challenges may be on the horizon.



#### Tomatoes ▲

The demand for all types of tomatoes is currently **strong**, influenced by shifts in harvesting locations. However, the quality of the produce varies significantly among different growers. As we move into early to mid-April, market conditions are anticipated to enhance.



#### Avocados ▬

Avocado supplies from California are increasing, driven by **positive** market conditions for growers. On the other hand, Mexican supplies are restricted at 32, 36, and 70 cts, with the 40 to 60 cts range being the most available. This trend is supported by a harvest that is largely concentrated on the 48-60 cts sizes.



#### Citrus ▬

**Lemons** are thriving, with a healthy balance of supply and demand, and the quality is reported to be excellent. **Limes** are stable, with good quality and a strong demand, though larger sizes appear to be limited. **Oranges** are also performing well, with excellent quality and strong demand, along with sufficient supplies.



#### Asparagus ▲

High temperatures in Mexico and a delayed start in Peru have led to a **shortage** of supplies. While all sizes are experiencing limitations, the extra-large and jumbo sizes are facing the most significant shortages.



#### Broccoli & Cauliflower ▬

Broccoli prices have dipped slightly, but a successful field transition is anticipated alongside the beginning of the Salinas harvest. Cauliflower has also seen a minor decrease, yet demand continues to be strong, despite some fluctuations in supply due to the ongoing crop transition. There is stability overall.



#### Onions ▬

Supplies from Northwestern states like Idaho and Washington are in **good** shape. However, Texas is facing a significant decline in supplies due to recent severe flooding. The full impact of the damage is still under assessment and won't be clear until the area dries out.



#### 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	•		





## ADDITIONAL RESOURCES

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