



SUPERIOR

MARKET UPDATES

Meat • Seafood • Produce

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The Future of Chilean Salmon

AI technology looks to improve efficiency and sustainability of production

MEAT INSIGHTS

MARKET TRENDS

Meat



Beef ▲ ▼

The market has become **firmer** as the market has hit new highs early last week. Futures continue to be strong heading into the summer. Experts are suggesting that the market may be overbought with boneless beef cold storage at its lowest in 10 years. This is impacting fulfillment with some shortages starting to be reported. Add into the mix the uncertainty of tariffs and the beef market is beginning to find itself in an **unsettled** situation. With all this being said, buyers are taking a conservative approach to buying large quantities. This is being seen in the softer demand that was reported during April. With high costs being seen across the board it has reduced the gap in pricing between Select and Choice grades which is providing some value in the higher graded items.

▲ ▼

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



Pork ■

The market is steady to firm with production numbers up both over last week and this time last year. Demand is moderate but is expected to pick up as we head into May based on previous years. It is still a wait and see approach on the impact of tariffs. With 25% of domestic pork product being exported, the market is keeping a close eye on what the market does internationally. The loin, butts, and rib markets are holding steady before the upward pressure that is expected in the coming weeks. Bellies are seeing a tightening supply which has caused the market to rise.

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



Chicken ▲

Market levels have steadied after the early upward pressure seen over the first quarter of this year. As beef has continued to rise in price, chicken has become a value price option for consumers. This has helped produce stable demand for boneless breast and tenderloins but unlike the last three months markets are holding steady with a stable supply. Buyers are still somewhat cautious as the market begins to correct itself. Inventory levels over the next few weeks will really tell the story for how the market will look heading into the summer grilling months. The one outlier in terms of a steady market are chicken wings. Demand continues to waver as higher prices at the beginning of the year have moved wings off of menus. Supply is good and in some cases there is excess.

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



SEAFOOD INSIGHTS

MARKET TRENDS

Seafood

Chilean Salmon ▼

To better align itself with the competitive landscape of the farmed salmon industry, the Chilean Salmon Council is working to optimize technology in order to improve efficiency and sustainability. With exports down through the first quarter of this year and looming tariffs, the significance of developing processes that help compete in the market place are essential. Technological processes and standardizations based around AI look to create consistency in both the processing and farming centers. Once in place the result should be seen at that end product level through price and quality.



Snapper ▼

Price fatigue and the season has put downward pressure on this market with a weak demand. Supply is plentiful which is driving down market prices. Expectations are that this should level out as we head into summer with more restaurants offering Snapper on menus.



North American Lobster ▼

Supplies are in excess in many categories as the market will soon be heading into the new season of production. This has put downward pressure across the board and is being seen in decreased prices.



Sea Bass ▲

The Sea Bass market remains firm with a strong demand and tight supply. With inventory not increasing, sellers are holding firm on sell prices. In addition, uncertainty around tariffs are also holding these prices firm currently.



Scallops ▬

The domestic market on scallops continues to be stable as supply has increased from the new season. This has combined with demand that has not been overwhelming especially with 10/20s.

Opposed to this are the Peru, Japan, and China markets where tariff have put upward pressure on pricing while demand has somewhat subsided with value being seen with US product.



Farmed Shrimp ▬

Amid an unsettled market with the current and looming impact of tariffs, prices have remained relatively firm which has helped bring some stability to the market. Supply is adequate for overseas (Asian) product which is also helping to subside any upward market pressures.



Halibut ▲

Harvesting has continued to be challenging with both weather and the landing limitations playing a role. The market is tight with current prices for 10-20 lbs. trading at upwards of 35% above the five year average.



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



Asparagus ▲

Michigan asparagus season is underway! The supply so far is looking similar to last season as southern regions should be in full season by the beginning of next week. Northern regions will begin closer to that time and continue through mid to late June. Stronger than average demand is already being seen as declining imports are having a direct impact.



Bananas ▲

Imports have been **light** going on four weeks now. Weather and supply challengers are hampering the supply chain. Along with this, demand continues to be extremely high which is putting upward pressure on the market.



Blueberries ▲

Supplies are beginning to rebound from seasonal lows that we have seen over the last several weeks but still **remain low** with light volumes coming from both Mexico and Florida. Inventory levels should begin to feel less pressure by mid-May.



Bok Choy ▲

Light supplies are pushing the market higher. Quality is reported as good.



Limes ▲

An **escalated** market is being seen as supplies are light and expected to remain that way over the next week. Demand increases from Cinco de Mayo weekend have also impacted the already weak inventory which is expected to keep the market high well into the next few weeks.



Cucumbers ■

Both volumes and quality are being reported as **good** which is creating a stable market with consistent pricing.



Green Beans ▲

Volumes continue to be **light** coming out of the Easter holiday. Seasonal crops and Florida and Mexico are winding. Transition to Georgia and California will begin and help steady supplies within the next 2-3 weeks. Quality has varied.



PRODUCE

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





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