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Report for 7/19/2025 - 7/25/2025

**MARKET HIGHLIGHTS**

This week in lamb retail the Feature Rate increased by 3.8 percent and the Activity Index sharply increased. Compared to last week items from the breast, leg, loin, shoulder, and other/misc. sections showed an increase in ad space while items from the rib and ground sections showed a decrease in ad space.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	2,880	1,882	
Feature Rate (%)	11.1%	7.3%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Breast	Per lb	Breast, Regular	Conventional	Fresh	38	8.99				
Leg	Per lb	Butterflied Leg, Boneless, Regular	Antibiotic Free	Fresh	189	7.99				
Loin	Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	13	24.99	469	13.63		
		Loin Chops, Regular	Antibiotic Free	Fresh	1,390	8.99	189	7.99		
		Loin Chops, Regular	Conventional	Fresh	570	13.78	311	11.99		
		Loin Chops, Regular	Conventional	Frozen	17	9.99	17	9.99		
		Loin Chops, Regular	Halal	Fresh			37	16.99		
		Loin Chops, Value	Conventional	Fresh	148	6.99				
Rib	Per lb	Rib Chops, Regular	Conventional	Fresh	51	20.99	51	20.99		
		Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
		Rib Chops, Regular	Halal	Fresh			37	27.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	130	5.99				
		Shoulder Blade Chops, Regular	Conventional	Fresh	136	8.63	49	7.79		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh	77	8.17	17	8.39		
Other/Misc.	Per lb	Stew Meat - Mutton	Conventional	Fresh			20	5.99		
		Stew Meat - Mutton	Conventional	Frozen	104	4.55	44	5.99		
Ground	Per lb	Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh			542	8.80		
		Ground Lamb, 1-2 Lbs	Halal	Fresh			82	6.99		



**NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)**

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,113
Feature Rate (%)	21.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	38	8.99 - 8.99	8.99
Leg		Per lb	Butterflied Leg, Boneless, Regular	Antibiotic Free	Fresh	189	7.99 - 7.99	7.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	552	10.99 - 15.99	14.00
Rib		Per lb	Rib Chops, Regular	Conventional	Fresh	48	20.99 - 20.99	20.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	130	5.99 - 5.99	5.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	75	9.99 - 10.99	10.50
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	37	9.99 - 9.99	9.99
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Frozen	44	5.99 - 5.99	5.99

**SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)**

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	1,532
Feature Rate (%)	22.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	1389	8.99 - 8.99	8.99
Rib		Per lb	Rib Chops, Regular	Conventional	Fresh	3	20.99 - 20.99	20.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	40	5.99 - 5.99	5.99
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	40	6.49 - 6.49	6.49
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Frozen	60	3.49 - 3.49	3.49

**MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)**

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	74
Feature Rate (%)	1.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	1	8.99 - 8.99	8.99
			Loin Chops, Regular	Conventional	Fresh	18	6.99 - 6.99	6.99
			Loin Chops, Regular	Conventional	Frozen	17	9.99 - 9.99	9.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	21	6.99 - 6.99	6.99

**SOUTHWEST REGION (AZ, CA, NV, UT)**

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	161
Feature Rate (%)	4.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	13	24.99 - 24.99	24.99
			Loin Chops, Value	Conventional	Fresh	148	6.99 - 6.99	6.99

**Explanatory Notes:**

**FEATURE RATE:** the amount of sampled stores advertising any reported item during the current week, expressed as a percentage of the total sample.

**ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**STORES/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.