



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/15 thru 02/21

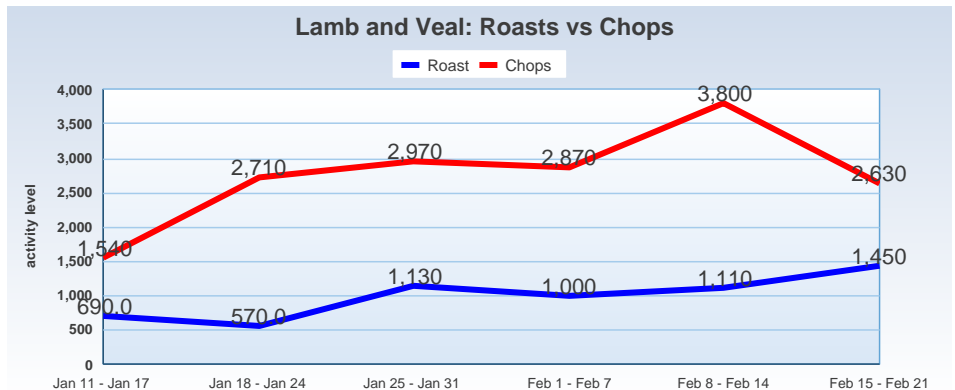
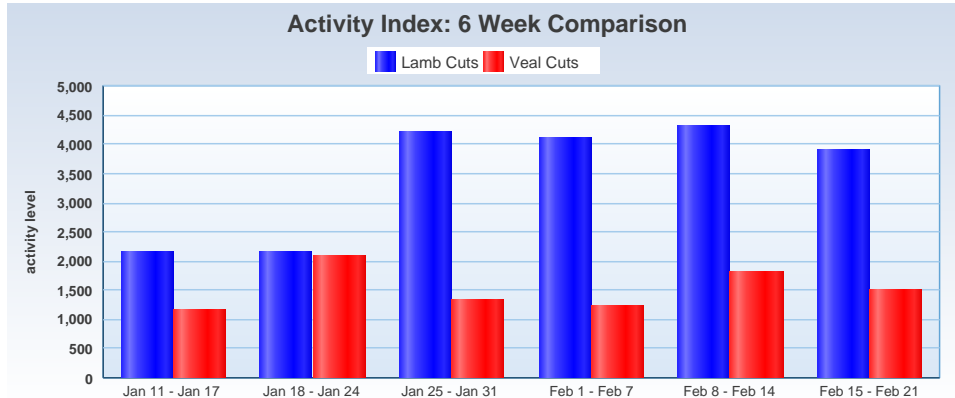
(prices in dollars per pound)

Fri. Feb 15, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	11.1%		13.6%		5.6%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	5,410		6,110		3,400	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			210	8.99		
LB Shldr Blade Chops	360	5.59	450	6.20	580	5.59
LB Shldr Rnd Bone Chop	600	5.88	260	6.95	310	6.48
LB Breast			10	3.99		
LB Rack	440	13.97	230	16.61		
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	1,180	7.97	2,260	9.41	530	8.95
LB Bone-In Leg					160	4.03
LB Boneless Leg	110	8.19	320	7.94	310	8.02
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg	70	8.99	230	7.32		
LB Leg, Shank/Butt	580	4.49	110	4.49	300	3.99
LB Leg Steaks			100	7.99		
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	550	6.32	10	4.99	130	6.69
LB Shank					140	5.94
LB Stew Meat-Lamb	20	4.30	10	4.99	150	5.45
LB Stew Meat-Mutton	10	3.99	90	3.99	80	3.99
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	370	4.99	650	5.20	60	5.12
VL Shldr Rnd Bone Chops	10	5.39	80	5.39	10	5.29
VL Breast	250	3.26			370	2.84
VL Rib Rack						
VL Rib Chops					10	15.99
VL Loin Chops	120	10.99			60	10.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	320	9.99	540	9.91	90	8.40
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco	190	7.80				
VL Scallopini					10	6.99
VL Cube Steak						
VL Ground Veal	90	6.43	190	4.71	90	5.11
VL Stew Meat	140	6.07	360	6.24	10	6.99

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased nationwide by 11.5% this week. Lamb and Veal features decreased by 2.5%, while the special rate remained steady. The lamb retail activity index showed decrease of 9.3%, while veal retail features declined by 17.6%. The product mix between roasts and chops for both species complexes displayed a 29.5% increase in the number of roasts featured, as well as a 30.8% decline in chops showcased. Loin Chops, Shoulder Round Bone Chops, and Leg Shanks were the most widely advertised items among the lamb features, as the general price trend this period was steady to lower. In the Veal complex, Leg Cutlets and Shoulder Blade Chops were the most commonly advertised items while the general price trend was mostly steady.



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.
 1/: FEATURE RATE: the amount of sampled stores advertising any reported lamb/veal item during the current week, expressed as a percentage of the total sample. 2/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free etc.). 3/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised lamb/veal item (e.g., a retailer with 100 outlets featuring 3 lamb/veal items has an activity index of 300). 4/: STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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Outlets	NORTHEAST (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)					SOUTHEAST (AL, FL, GA, MS, NC, SC, TN, VA, WV)					MIDWEST (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)				
	5500					7400					6100				
Feature Rate (1/)	25.2%					4.2%					6.7%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	3,270					390					590				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
LAMB															
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	4.78	5.99	260	5.18	-	-	-	-	5.99	5.99	4.99	5.99	20	5.49	
LB Shldr Rnd Bone Chop	4.98	6.99	310	5.81	5.99	5.99	30	5.99	4.99	6.29	4.99	6.29	20	5.64	
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rack	10.99	14.99	320	13.61	14.99	14.99	120	14.99	-	-	-	-	-	-	
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Loin Chops	9.99	9.99	120	9.99	8.99	8.99	40	8.99	5.99	14.99	5.99	14.99	300	12.95	
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Boneless Leg	8.99	8.99	70	8.99	-	-	-	-	6.99	6.99	6.99	6.99	40	6.99	
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Butterflied, Bnls Leg	8.99	8.99	70	8.99	-	-	-	-	-	-	-	-	-	-	
LB Leg, Shank/Butt	3.99	4.99	580	4.49	-	-	-	-	-	-	-	-	-	-	
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Ground Lamb	5.99	7.99	350	6.34	6.49	6.49	80	6.49	2.98	6.49	2.98	6.49	100	5.96	
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	3.48	4.99	3.48	4.99	20	4.30	
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VEAL															
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Shldr Blade Chops	4.99	4.99	350	4.99	-	-	-	-	4.99	4.99	4.99	4.99	10	4.99	
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	5.39	5.39	5.39	5.39	10	5.39	
VL Breast	2.99	3.99	210	3.32	2.99	2.99	40	2.99	-	-	-	-	-	-	
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Loin Chops	10.99	10.99	70	10.99	-	-	-	-	10.99	10.99	10.99	10.99	50	10.99	
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Leg Cutlets	9.99	9.99	320	9.99	-	-	-	-	-	-	-	-	-	-	
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Bone-In Osso Bucco	6.99	6.99	110	6.99	-	-	-	-	-	-	-	-	-	-	
VL Scallopini	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
VL Ground Veal	-	-	-	-	6.49	6.49	80	6.49	5.99	5.99	5.99	5.99	10	5.99	
VL Stew Meat	5.99	6.00	130	5.99	-	-	-	-	6.99	6.99	6.99	6.99	10	6.99	



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	SOUTH CENTRAL (AR, CO, KS, LA, MO, NM, OK, TX)				SOUTHWEST (AZ, CA, NV, UT)				NORTHWEST (ID, MT, OR, WA, WY)			
Outlets	4900				3800				1300			
Feature Rate (1/)	4.4%				5.9%				52.5%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	225				230				680			
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
LAMB												
LB Shoulder Roast	-			-			-					
LB Shldr Blade Chops	-			6.99 - 6.99	80	6.99	-					
LB Shldr Rnd Bone Chop	5.99 - 5.99	90	5.99	5.99 - 5.99	140	5.99	-					
LB Breast	-			-			-					
LB Rack	-			-			-					
LB Ribs	-			-			-					
LB Rib Chops	-			-			-					
LB Whole Loin	-			-			-					
LB Loin Chops	14.99 - 14.99	40	14.99	-			5.00 - 5.00	680	5.00			
LB Bone-In Leg	-			-			-					
LB Boneless Leg	-			-			-					
LB Semi-Bnls Leg	-			-			-					
LB Butterflied, Bnls Leg	-			-			-					
LB Leg, Shank/Butt	-			-			-					
LB Leg Steaks	-			-			-					
LB Top Round Roast	-			-			-					
LB Top Round Steak	-			-			-					
LB Ground Lamb	6.49 - 6.49	5	6.49	-			-					
LB Shank	-			-			-					
LB Stew Meat-Lamb	-			-			-					
LB Stew Meat-Mutton	3.99 - 3.99	10	3.99	3.99 - 3.99	10	3.99	-					
VEAL												
VL Shoulder Roast	-			-			-					
VL Shldr Blade Chops	-			-			-					
VL Shldr Rnd Bone Chops	-			-			-					
VL Breast	-			-			-					
VL Rib Rack	-			-			-					
VL Rib Chops	-			-			-					
VL Loin Chops	-			-			-					
VL T-Bone Steak	-			-			-					
VL Bnls Leg	-			-			-					
VL Leg Cutlets	-			-			-					
VL Top Round Steak	-			-			-					
VL Bnls Roast	-			-			-					
VL Bone-In Osso Bucco	8.99 - 8.99	80	8.99	-			-					
VL Scallopini	-			-			-					
VL Cube Steak	-			-			-					
VL Ground Veal	-			-			-					
VL Stew Meat	-			-			-					



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	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	200			100		
Feature Rate (1/)	0.0%			19.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	0			20		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	-			-		
LB Shldr Rnd Bone Chop	-			-		
LB Breast	-			-		
LB Rack	-			-		
LB Ribs	-			-		
LB Rib Chops	-			-		
LB Whole Loin	-			-		
LB Loin Chops	-			-		
LB Bone-In Leg	-			-		
LB Boneless Leg	-			-		
LB Semi-Bnls Leg	-			-		
LB Butterflied, Bnls Leg	-			-		
LB Leg, Shank/Butt	-			-		
LB Leg Steaks	-			-		
LB Top Round Roast	-			-		
LB Top Round Steak	-			-		
LB Ground Lamb	-			6.99 - 6.99	20	6.99
LB Shank	-			-		
LB Stew Meat-Lamb	-			-		
LB Stew Meat-Mutton	-			-		
VEAL						
VL Shoulder Roast	-			-		
VL Shldr Blade Chops	-			-		
VL Shldr Rnd Bone Chops	-			-		
VL Breast	-			-		
VL Rib Rack	-			-		
VL Rib Chops	-			-		
VL Loin Chops	-			-		
VL T-Bone Steak	-			-		
VL Bnls Leg	-			-		
VL Leg Cutlets	-			-		
VL Top Round Steak	-			-		
VL Bnls Roast	-			-		
VL Bone-In Osso Bucco	-			-		
VL Scallopini	-			-		
VL Cube Steak	-			-		
VL Ground Veal	-			-		
VL Stew Meat	-			-		