



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/26 thru 03/04

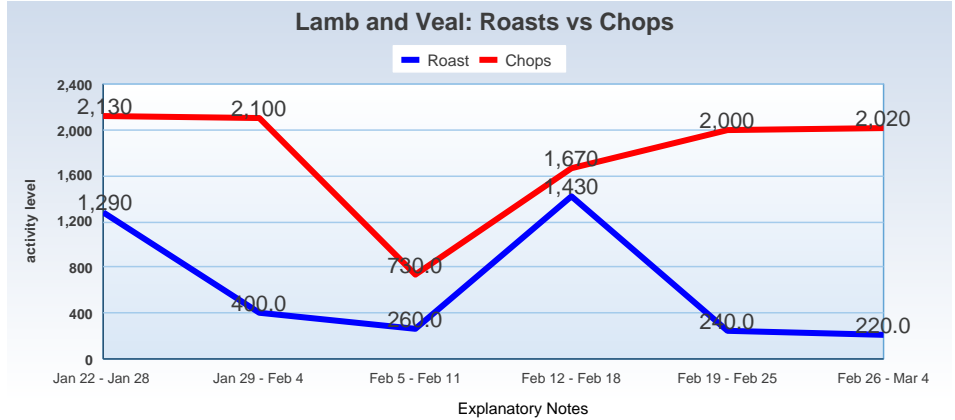
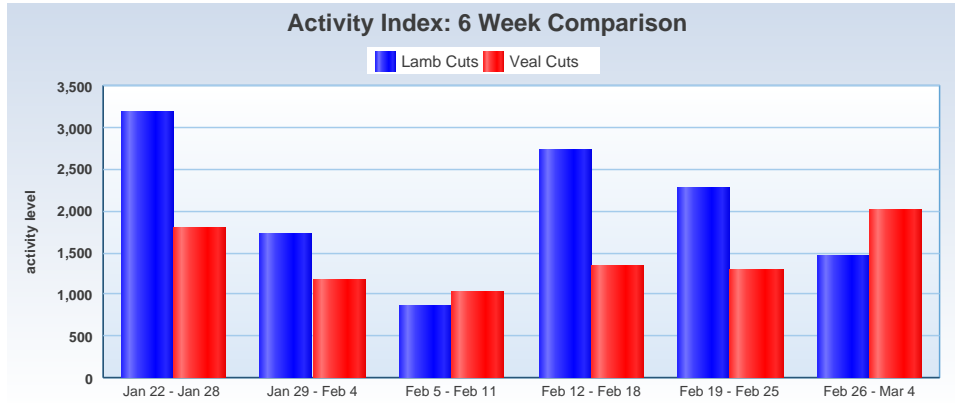
(prices in dollars per pound)

Fri. Feb 26, 2021

| NATIONAL SUMMARY         |           |         |           |         |           |         |
|--------------------------|-----------|---------|-----------|---------|-----------|---------|
|                          | THIS WEEK |         | LAST WEEK |         | LAST YEAR |         |
| Outlets                  | 29,200    |         | 29,200    |         | 29,200    |         |
| Feature Rate (1/)        | 10.8%     |         | 7.9%      |         | 14.2%     |         |
| Special Rate (2/)        | 0.0%      |         | 0.0%      |         | 0.0%      |         |
| Activity Index (3/)      | 3,500     |         | 3,540     |         | 5,670     |         |
|                          | Stores    | Wtd Avg | Stores    | Wtd Avg | Stores    | Wtd Avg |
| <b>LAMB</b>              |           |         |           |         |           |         |
| LB Shoulder Roast        |           |         | 40        | 3.99    | 110       | 4.99    |
| LB Shldr Blade Chops     | 270       | 7.99    | 750       | 6.30    | 810       | 5.79    |
| LB Shldr Rnd Bone Chop   |           |         | 210       | 6.74    |           |         |
| LB Breast                |           |         |           |         | 70        | 2.99    |
| LB Rack                  | 210       | 11.99   |           |         |           |         |
| LB Ribs                  |           |         |           |         |           |         |
| LB Rib Chops             |           |         | 40        | 9.99    |           |         |
| LB Whole Loin            |           |         |           |         |           |         |
| LB Loin Chops            | 640       | 10.39   | 570       | 11.01   | 2,290     | 6.78    |
| LB Bone-In Leg           |           |         | 40        | 3.99    |           |         |
| LB Boneless Leg          |           |         | 40        | 4.99    | 140       | 9.04    |
| LB Semi-Bnls Leg         |           |         |           |         |           |         |
| LB Butterflied, Bnls Leg |           |         |           |         |           |         |
| LB Leg, Shank/Butt       | 10        | 6.99    | 50        | 6.99    |           |         |
| LB Leg Steaks            |           |         | 100       | 8.99    |           |         |
| LB Top Round Roast       |           |         |           |         | 10        | 10.00   |
| LB Top Round Steak       |           |         |           |         |           |         |
| LB Ground Lamb           |           |         | 300       | 7.99    |           |         |
| LB Shank                 | 240       | 9.99    | 40        | 3.99    | 30        | 5.39    |
| LB Stew Meat-Lamb        |           |         |           |         | 250       | 9.09    |
| LB Stew Meat-Mutton      | 90        | 5.99    | 60        | 4.99    | 90        | 4.99    |
| <b>VEAL</b>              |           |         |           |         |           |         |
| VL Shoulder Roast        |           |         |           |         |           |         |
| VL Shldr Blade Chops     | 540       | 5.70    | 40        | 4.99    | 450       | 4.99    |
| VL Shldr Rnd Bone Chops  |           |         |           |         | 70        | 5.39    |
| VL Breast                |           |         | 70        | 3.99    | 100       | 2.79    |
| VL Rib Rack              |           |         |           |         |           |         |
| VL Rib Chops             |           |         |           |         |           |         |
| VL Loin Chops            | 510       | 9.03    | 290       | 12.99   | 70        | 4.99    |
| VL T-Bone Steak          | 70        | 9.99    |           |         |           |         |
| VL Bnls Leg              |           |         |           |         |           |         |
| VL Leg Cutlets           | 10        | 9.99    | 70        | 12.99   | 440       | 9.71    |
| VL Top Round Steak       |           |         |           |         | 140       | 4.99    |
| VL Bnls Roast            |           |         |           |         |           |         |
| VL Bone-In Osso Bucco    |           |         | 110       | 7.99    |           |         |
| VL Scallopini            | 200       | 10.98   | 200       | 9.43    | 120       | 19.99   |
| VL Cube Steak            |           |         |           |         |           |         |
| VL Ground Veal           | 340       | 5.43    | 380       | 5.99    | 140       | 4.99    |
| VL Stew Meat             | 370       | 6.99    | 140       | 6.99    | 340       | 6.12    |

**This week in Lamb and Veal Retail** .....

The Lamb and Veal retail activity index was steady this week, features increased by 2.9% and the special rate was steady. The lamb retail activity index decreased by 36.0% this week, as veal retail features increased by 55.4%. The roasts decreased by 12.0% with chops steady. Loin Chops, Shoulder Blade Chops, Rack and Shank items were the most widely featured items among the lamb features as prices were mixed. In the Veal complex, Loin Chops, Shoulder Blade Chops, Ground Veal and Stew Meat were the most commonly advertised items as prices were mixed.



**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.



National Retail Report - Lamb/Veal  
 Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/26 thru 03/04  
 (prices in dollars per pound)

Fri. Feb 26, 2021

|                          | NORTHEAST                                    |        |         | SOUTHEAST                            |        |         | MIDWEST                                      |        |         |
|--------------------------|--|--------|---------|--------------------------------------|--------|---------|--|--------|---------|
|                          | (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT) |        |         | (AL, FL, GA, MS, NC, SC, TN, VA, WV) |        |         | (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI) |        |         |
| Outlets                  | 5500   |        |         | 7400                                 |        |         | 6100   |        |         |
| Feature Rate (1/)        | 24.3%  |        |         | 3.9%                                 |        |         | 4.2%   |        |         |
| Special Rate (2/)        | 0.0%   |        |         | 0.0%                                 |        |         | 0.0%   |        |         |
| Activity Index (3/)      | 1,770  |        |         | 370                                  |        |         | 500  |        |         |
|                          | Price Range                                  | Stores | Wtd Avg | Price Range                          | Stores | Wtd Avg | Price Range                                  | Stores | Wtd Avg |
| <b>LAMB</b>              |  |        |         |                                      |        |         |  |        |         |
| LB Shoulder Roast        | -  |        |         | -                                    |        |         | -  |        |         |
| LB Shldr Blade Chops     | -  |        |         | 7.99 - 7.99                          | 30     | 7.99    | -  |        |         |
| LB Shldr Rnd Bone Chop   | -  |        |         | -                                    |        |         | -  |        |         |
| LB Breast                | -  |        |         | -                                    |        |         | -  |        |         |
| LB Rack                  | 11.99 - 11.99                                | 190    | 11.99   | 11.99 - 11.99                        | 20     | 11.99   | -  |        |         |
| LB Ribs                  | -  |        |         | -                                    |        |         | -  |        |         |
| LB Rib Chops             | -  |        |         | -                                    |        |         | -  |        |         |
| LB Whole Loin            | -  |        |         | -                                    |        |         | -  |        |         |
| LB Loin Chops            | 9.99 - 12.99                                 | 80     | 12.61   | -                                    |        |         | 10.99 - 10.99                                | 50     | 10.99   |
| 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           | -  |        |         | -                                    |        |         | -  |        |         |
| LB Shank                 | -  |        |         | -                                    |        |         | 9.99 - 9.99                                  | 200    | 9.99    |
| LB Stew Meat-Lamb        | -  |        |         | -                                    |        |         | -  |        |         |
| LB Stew Meat-Mutton      | 5.99 - 5.99                                  | 50     | 5.99    | 5.99 - 5.99                          | 40     | 5.99    | -  |        |         |
| <b>VEAL</b>              |  |        |         |                                      |        |         |  |        |         |
| VL Shoulder Roast        | -  |        |         | -                                    |        |         | -  |        |         |
| VL Shldr Blade Chops     | 4.99 - 5.99                                  | 490    | 5.67    | 5.99 - 5.99                          | 40     | 5.99    | -  |        |         |
| VL Shldr Rnd Bone Chops  | -  |        |         | -                                    |        |         | -  |        |         |
| VL Breast                | -  |        |         | -                                    |        |         | -  |        |         |
| VL Rib Rack              | -  |        |         | -                                    |        |         | -  |        |         |
| VL Rib Chops             | -  |        |         | -                                    |        |         | -  |        |         |
| VL Loin Chops            | 6.99 - 7.99                                  | 220    | 7.47    | -                                    |        |         | 9.99 - 10.99                                 | 250    | 10.20   |
| VL T-Bone Steak          | 9.99 - 9.99                                  | 70     | 9.99    | -                                    |        |         | -  |        |         |
| VL Bnls Leg              | -  |        |         | -                                    |        |         | -  |        |         |
| VL Leg Cutlets           | 9.99 - 9.99                                  | 10     | 9.99    | -                                    |        |         | -  |        |         |
| VL Top Round Steak       | -  |        |         | -                                    |        |         | -  |        |         |
| VL Bnls Roast            | -  |        |         | -                                    |        |         | -  |        |         |
| VL Bone-In Osso Bucco    | -  |        |         | -                                    |        |         | -  |        |         |
| VL Scallopini            | -  |        |         | 10.98 - 10.98                        | 200    | 10.98   | -  |        |         |
| VL Cube Steak            | -  |        |         | -                                    |        |         | -  |        |         |
| VL Ground Veal           | 4.99 - 5.99                                  | 340    | 5.43    | -                                    |        |         | -  |        |         |
| VL Stew Meat             | 6.99 - 6.99                                  | 320    | 6.99    | 6.99 - 6.99                          | 40     | 6.99    | -  |        |         |



**National Retail Report - Lamb/Veal**  
**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/26 thru 03/04**  
 (prices in dollars per pound)

Fri. Feb 26, 2021

|                          | SOUTH CENTRAL<br>(AR, CO, KS, LA, MO, NM, OK, TX) |        |         | SOUTHWEST<br>(AZ, CA, NV, UT) |        |         | NORTHWEST<br>(ID, MT, OR, WA, WY) |        |         |
|--------------------------|---|--------|---------|-------------------------------|--------|---------|-----------------------------------|--------|---------|
| Outlets                  | 4900  |        |         | 3800                          |        |         | 1300                              |        |         |
| Feature Rate (1/)        | 13.9%   |        |         | 3.7%                          |        |         | 0.8%                              |        |         |
| Special Rate (2/)        | 0.0%  |        |         | 0.0%                          |        |         | 0.0%                              |        |         |
| Activity Index (3/)      | 680   |        |         | 140                           |        |         | 10                                |        |         |
|                          | Price Range                                       | Stores | Wtd Avg | Price Range                   | Stores | Wtd Avg | Price Range                       | Stores | Wtd Avg |
| <b>LAMB</b>              |   |        |         |                               |        |         |                                   |        |         |
| LB Shoulder Roast        | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Shldr Blade Chops     | 7.99 - 7.99                                       | 90     | 7.99    | 7.99 - 7.99                   | 140    | 7.99    | -                                 | -      | -       |
| LB Shldr Rnd Bone Chop   | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Breast                | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Rack                  | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Ribs                  | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Rib Chops             | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Whole Loin            | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Loin Chops            | 9.99 - 9.99                                       | 510    | 9.99    | -                             | -      | -       | -                                 | -      | -       |
| LB Bone-In Leg           | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Boneless Leg          | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Semi-Bnls Leg         | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Butterflied, Bnls Leg | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Leg, Shank/Butt       | -   | -      | -       | -                             | -      | -       | 6.99 - 6.99                       | 10     | 6.99    |
| LB Leg Steaks            | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Top Round Roast       | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Top Round Steak       | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Ground Lamb           | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Shank                 | 9.99 - 9.99                                       | 40     | 9.99    | -                             | -      | -       | -                                 | -      | -       |
| LB Stew Meat-Lamb        | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| LB Stew Meat-Mutton      | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| <b>VEAL</b>              |   |        |         |                               |        |         |                                   |        |         |
| VL Shoulder Roast        | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Shldr Blade Chops     | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Shldr Rnd Bone Chops  | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Breast                | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Rib Rack              | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Rib Chops             | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |
| VL Loin Chops            | 9.99 - 9.99                                       | 40     | 9.99    | -                             | -      | -       | -                                 | -      | -       |
| 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             | -   | -      | -       | -                             | -      | -       | -                                 | -      | -       |



**National Retail Report - Lamb/Veal**  
**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/26 thru 03/04**  
 (prices in dollars per pound)

Fri. Feb 26, 2021

|                          | ALASKA      |      |        |         | HAWAII      |   |        |         |
|--------------------------|-------------|------|--------|---------|-------------|---|--------|---------|
|                          | (AK)        |      |        |         | (HI)        |   |        |         |
| Outlets                  | 200         |      |        |         | 100         |   |        |         |
| Feature Rate (1/)        | 2.0%        |      |        |         | 0.0%        |   |        |         |
| Special Rate (2/)        | 0.0%        |      |        |         | 0.0%        |   |        |         |
| Activity Index (3/)      | 5           |      |        |         | 0           |   |        |         |
|                          | Price Range |      | Stores | Wtd Avg | Price Range |   | Stores | Wtd Avg |
| <b>LAMB</b>              |             |      |        |         |             |   |        |         |
| 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            | 8.99        | 8.99 | 5      | 8.99    | -           | - | -      | -       |
| 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           | -           | -    | -      | -       | -           | - | -      | -       |
| LB Shank                 | -           | -    | -      | -       | -           | - | -      | -       |
| LB Stew Meat-Lamb        | -           | -    | -      | -       | -           | - | -      | -       |
| LB Stew Meat-Mutton      | -           | -    | -      | -       | -           | - | -      | -       |
| <b>VEAL</b>              |             |      |        |         |             |   |        |         |
| 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             | -           | -    | -      | -       | -           | - | -      | -       |