



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 12/21 thru 12/27

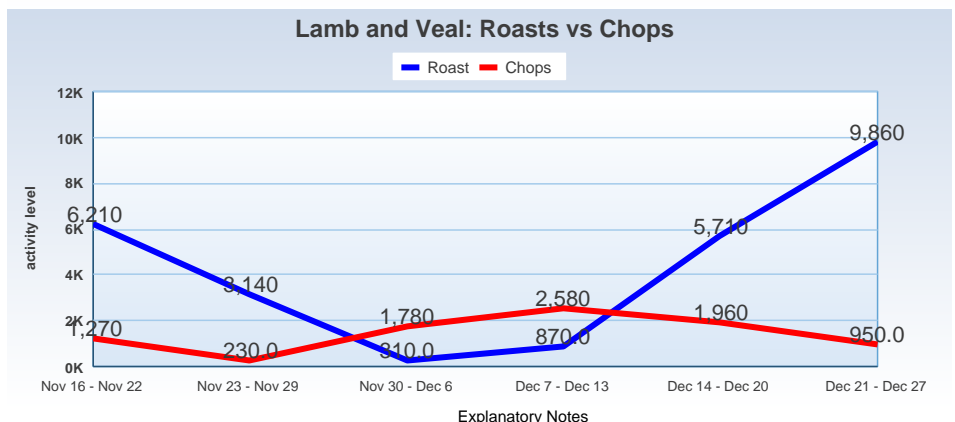
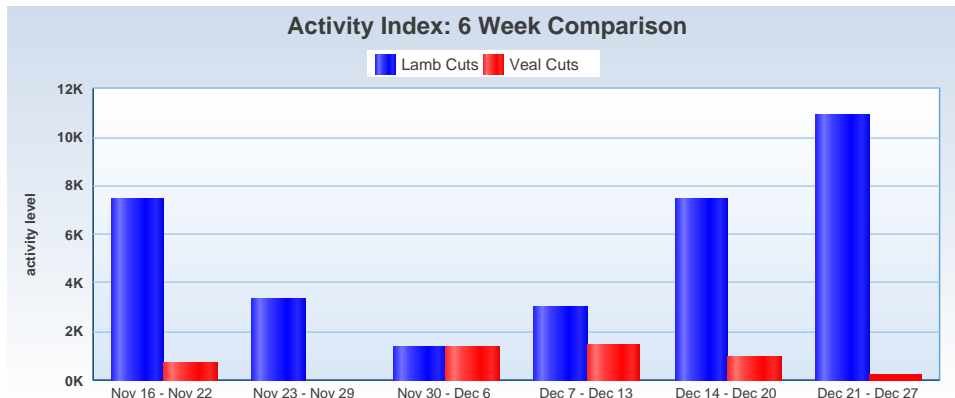
(prices in dollars per pound)

Fri. Dec 21, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	26.8%		17.9%		22.3%	
Special Rate (2/)	0.1%		1.5%		0.0%	
Activity Index (3/)	11,240		8,480		11,380	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	20	4.53	170	8.16	60	9.14
LB Shldr Blade Chops	200	5.17	440	5.23	140	5.66
LB Shldr Rnd Bone Chop	60	5.94	80	6.66	50	5.39
LB Breast			10	3.99	10	3.49
LB Rack	2,020	15.94	870	12.29	2,520	13.05
LB Ribs					10	14.99
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	560	8.07	1,020	7.91	860	8.10
LB Bone-In Leg	2,800	6.59	2,510	6.20	2,580	6.08
LB Boneless Leg	1,500	7.36	810	7.24	1,530	7.05
LB Semi-Bnls Leg	2,760	5.71	890	5.86	1,780	5.91
LB Butterflied, Bnls Leg	60	6.99	60	6.99	160	6.99
LB Leg, Shank/Butt	660	6.00	360	6.23	950	6.63
LB Leg Steaks					10	5.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	40	5.00	20	5.77	40	5.00
LB Shank	40	6.28	60	6.34	60	5.89
LB Stew Meat-Lamb	10	4.99	60	5.40	10	4.99
LB Stew Meat-Mutton	220	3.99	120	3.99	300	3.99
VEAL						
VL Shoulder Roast					10	3.99
VL Shldr Blade Chops	80	4.05	210	4.68	50	5.16
VL Shldr Rnd Bone Chops	20	4.71	20	5.33	20	5.22
VL Breast	30	2.99			10	3.99
VL Rib Rack						
VL Rib Chops	40	19.85	30	21.99		
VL Loin Chops			160	10.99	20	10.25
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	10	9.99	20	7.99	140	10.88
VL Top Round Steak						
VL Bnls Roast	30	21.99	30	21.99		
VL Bone-In Osso Bucco						
VL Scallopini			300	9.99	10	9.99
VL Cube Steak						
VL Ground Veal	10	5.99	10	5.99	10	5.99
VL Stew Meat	70	6.14	220	6.08	40	6.26

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 32.5% this reporting period. Lamb and Veal features increased by 8.9%, while the special rate declined by 1.4%. The lamb retail activity index increased 46.1% this week, with ad space in a 71.7% decline in veal features. There was a 73.0% increase in roasts featured for both species complexes this reporting period, accompanied by a 51.5% decline in the amount of chops showcased. Racks and Leg items were the most widely advertised items among the lamb features by far this period as the general price trend was higher. In the Veal complex, Stew Meat, and Shoulder Blade Chops were the most commonly advertised items as prices were unevenly 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			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)		
	5400			7400			6100		
Feature Rate (1/)	42.2%			27.9%			16.8%		
Special Rate (2/)	0.0%			0.0%			0.3%		
Activity Index (3/)	3,490			2,120			1,720		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			3.69 - 4.99	20	4.53
LB Shldr Blade Chops	4.99 - 4.99	120	4.99	4.99 - 6.99	40	5.92	3.99 - 5.99	40	4.90
LB Shldr Rnd Bone Chop	-			7.49 - 7.49	20	7.49	3.99 - 6.39	40	5.18
LB Breast	-			-			-		
LB Rack	14.99 - 19.99	700	16.68	19.99 - 19.99	100	19.99	14.99 - 19.99	220	15.58
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	6.99 - 6.99	140	6.99	-			6.99 - 13.99	60	10.37
LB Bone-In Leg	3.99 - 6.99	490	6.38	5.99 - 6.99	420	6.50	4.79 - 6.99	500	5.94
LB Boneless Leg	5.99 - 8.99	490	6.40	-			5.49 - 7.99	290	7.43
LB Semi-Bnls Leg	4.99 - 4.99	810	4.99	4.99 - 6.99	1,500	5.65	4.99 - 7.99	90	6.97
LB Butterflied, Bnls Leg	6.99 - 6.99	60	6.99	-			-		
LB Leg, Shank/Butt	3.97 - 8.99	290	6.33	-			4.99 - 6.99	360	5.76
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	-			-			4.99 - 4.99	10	4.99
LB Shank	6.99 - 6.99	10	6.99	5.99 - 5.99	20	5.99	5.99 - 5.99	10	5.99
LB Stew Meat-Lamb	-			-			4.99 - 4.99	10	4.99
LB Stew Meat-Mutton	3.99 - 3.99	160	3.99	3.99 - 3.99	20	3.99	-		
VEAL									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	3.99 - 3.99	60	3.99	-			2.99 - 4.99	20	4.28
VL Shldr Rnd Bone Chops	-			-			3.29 - 5.49	20	4.71
VL Breast	2.99 - 2.99	30	2.99	-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	14.99 - 21.99	40	19.85	-			-		
VL Loin Chops	-			-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	-			-			9.99 - 9.99	10	9.99
VL Top Round Steak	-			-			-		
VL Bnls Roast	21.99 - 21.99	30	21.99	-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	-			-			5.99 - 5.99	10	5.99
VL Stew Meat	5.99 - 5.99	60	5.99	-			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					3900					1300				
Feature Rate (1/)	14.8%					31.4%					33.2%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	910					1,880					900				
	Price Range		Stores	Wtd Avg		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	14.99	-	19.99	160	16.09	12.99	-	22.99	430	14.83	14.99	-	14.99	370	14.99
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	-	-	-	-	-	7.99	-	7.99	240	7.99	7.99	-	7.99	90	7.99
LB Bone-In Leg	5.99	-	5.99	90	5.99	6.99	-	6.99	1,010	6.99	6.99	-	6.99	280	6.99
LB Boneless Leg	6.99	-	8.99	480	8.57	5.99	-	5.99	170	5.99	7.98	-	8.99	60	8.81
LB Semi-Bnls Leg	6.99	-	7.99	180	7.27	-	-	-	-	-	6.99	-	6.99	90	6.99
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	4.99	-	4.99	10	4.99
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	-	3.99	-	3.99	30	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Stew Meat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	100				100			
Feature Rate (1/)	31.2%				54.0%			
Special Rate (2/)	0.0%				0.0%			
Activity Index (3/)	125				60			
	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	13.99	17.99	30	14.27	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-
LB Loin Chops	-	-	-	-	8.99	8.99	30	8.99
LB Bone-In Leg	6.99	6.99	5	6.99	-	-	-	-
LB Boneless Leg	7.99	7.99	5	7.99	-	-	-	-
LB Semi-Bnls Leg	5.00	6.99	50	6.00	9.99	9.99	30	9.99
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-
LB Leg Steaks	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-
LB Ground Lamb	5.00	5.00	30	5.00	-	-	-	-
LB Shank	7.99	7.99	5	7.99	-	-	-	-
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	-	-	-	-	-	-	-	-