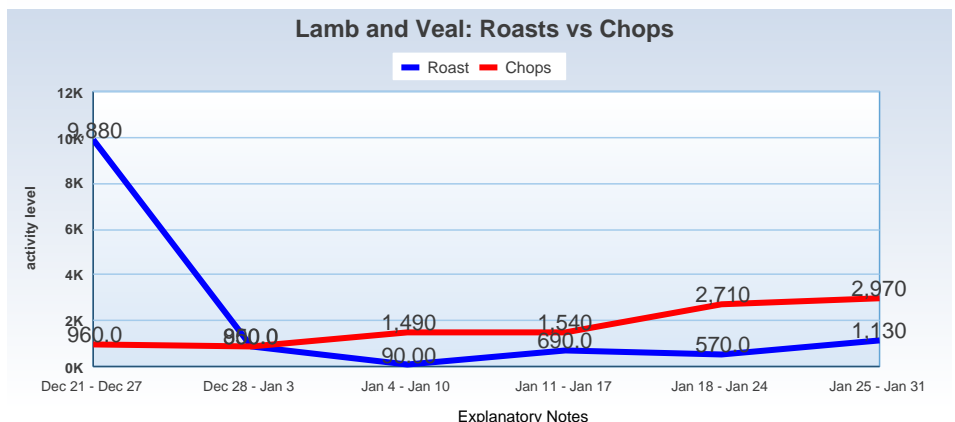
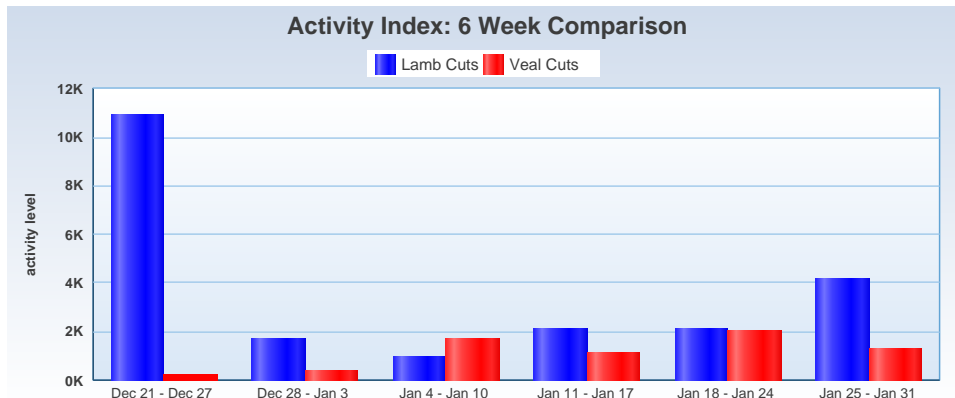




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	10.2%		7.9%		6.0%	
Special Rate (2/)	0.0%		0.0%		0.1%	
Activity Index (3/)	5,530		4,230		2,860	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	240	9.99	220	7.77	10	3.99
LB Shldr Blade Chops	990	5.16	1,080	5.81	230	5.02
LB Shldr Rnd Bone Chop	180	6.30	170	5.54	70	5.24
LB Breast					10	2.99
LB Rack	590	16.77				
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	1,280	7.64	220	8.94	670	8.63
LB Bone-In Leg					20	8.23
LB Boneless Leg	270	8.99	80	8.66	160	8.85
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg			180	6.12		
LB Leg, Shank/Butt						
LB Leg Steaks					10	6.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	280	9.77	70	7.15	320	5.00
LB Shank			30	10.99		
LB Stew Meat-Lamb	280	9.77	10	4.99	10	4.99
LB Stew Meat-Mutton	90	3.99	90	3.99	10	2.89
VEAL						
VL Shoulder Roast	30	6.99				
VL Shldr Blade Chops	440	5.02	560	5.20	460	4.40
VL Shldr Rnd Bone Chops	10	5.39	80	5.39	120	5.47
VL Breast			90	2.99	270	2.84
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	70	14.99	600	11.48	30	9.72
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	580	10.50	350	9.99	190	9.93
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal	70	5.15	160	5.07	120	5.08
VL Stew Meat	130	6.09	240	6.04	150	6.74

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 30.4% this reporting period. Lamb and Veal features rose by 2.3%, while the special rate remained steady. The lamb retail activity index showed a 94.4% increase this week as the number of veal retail features declined by 35.7%. There were almost twice as many roasts featured for both species complexes this reporting period, while the number of chops showcased also rose by 9.6%. Shoulder Blade Chops, Racks, and Loin Chops were the most widely advertised items among the lamb features as the general price trend this period was steady to higher. In the Veal complex, Leg Cutlets, Shoulder Blade Chops, and Stew Meat were the most commonly advertised items on a mostly steady price trend.



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.



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 01/25 thru 01/31
 (prices in dollars per pound)

Fri. Jan 25, 2019

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)		
	5500			7400			6100		
Feature Rate (1/)	22.1%			2.5%			9.7%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,140			380			860		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			9.99 - 9.99	200	9.99
LB Shldr Blade Chops	4.99 - 6.99	510	5.43	3.99 - 3.99	30	3.99	4.99 - 5.99	220	5.94
LB Shldr Rnd Bone Chop	5.49 - 5.49	10	5.49	-			4.99 - 6.49	170	6.37
LB Breast	-			-			-		
LB Rack	14.99 - 14.99	210	14.99	14.99 - 18.99	150	15.81	-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	5.99 - 7.97	180	6.71	12.99 - 12.99	30	12.99	10.99 - 11.99	140	11.42
LB Bone-In Leg	-			-			-		
LB Boneless Leg	-			8.99 - 8.99	30	8.99	-		
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	-			9.99 - 9.99	30	9.99	4.99 - 4.99	10	4.99
LB Shank	-			-			-		
LB Stew Meat-Lamb	-			9.99 - 9.99	30	9.99	4.99 - 4.99	10	4.99
LB Stew Meat-Mutton	3.99 - 3.99	90	3.99	-			-		
VEAL									
VL Shoulder Roast	-			-			6.99 - 6.99	30	6.99
VL Shldr Blade Chops	4.99 - 4.99	350	4.99	3.99 - 3.99	40	3.99	4.99 - 6.99	50	6.09
VL Shldr Rnd Bone Chops	-			-			5.39 - 5.39	10	5.39
VL Breast	-			-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	14.99 - 14.99	70	14.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	7.97 - 11.99	580	10.50	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	60	4.99	-			5.99 - 5.99	10	5.99
VL Stew Meat	5.99 - 6.00	80	5.99	5.99 - 5.99	40	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			3800			1300		
Feature Rate (1/)	2.7%			3.7%			52.5%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	590			840			680		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	9.99 - 9.99	40	9.99	-	-	-	-	-	-
LB Shldr Blade Chops	3.99 - 3.99	90	3.99	3.99 - 3.99	140	3.99	-	-	-
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	-
LB Breast	-	-	-	-	-	-	-	-	-
LB Rack	18.99 - 18.99	90	18.99	18.99 - 18.99	140	18.99	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	10.99 - 12.99	100	12.93	12.99 - 12.99	140	12.99	5.00 - 5.00	680	5.00
LB Bone-In Leg	-	-	-	-	-	-	-	-	-
LB Boneless Leg	8.99 - 8.99	90	8.99	8.99 - 8.99	140	8.99	-	-	-
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	9.99 - 9.99	90	9.99	9.99 - 9.99	140	9.99	-	-	-
LB Shank	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	9.99 - 9.99	90	9.99	9.99 - 9.99	140	9.99	-	-	-
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	-	-	-	-	-	-	-	-	-



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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	-			8.99 - 8.99	20	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	-			-		
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	-			-		