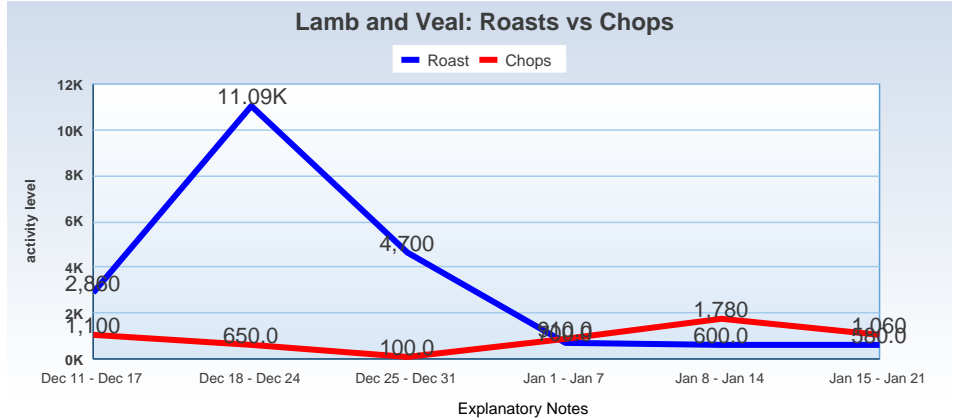
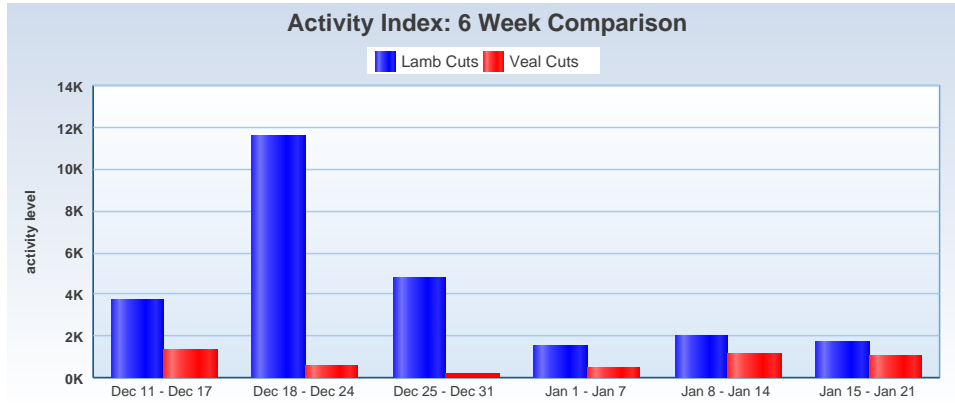




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.2%		9.3%		8.5%	
Special Rate (2/)	0.0%		0.1%		0.0%	
Activity Index (3/)	2,740		3,150		4,080	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast					110	4.99
LB Shldr Blade Chops	530	6.06	980	6.49	860	6.91
LB Shldr Rnd Bone Chop	210	7.04	70	5.39	100	6.05
LB Breast						
LB Rack	100	12.12	310	12.66		
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	320	9.58	220	11.89	1,130	6.91
LB Bone-In Leg	100	7.99	20	5.90		
LB Boneless Leg	250	8.47	80	6.42	100	8.99
LB Semi-Bnls Leg			40	6.99		
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt	60	4.99	40	5.99		
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak					10	11.00
LB Ground Lamb					20	5.95
LB Shank	70	3.99	40	3.99	10	5.99
LB Stew Meat-Lamb			240	8.99	10	4.99
LB Stew Meat-Mutton	60	4.99				
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops			310	5.53	300	4.99
VL Shldr Rnd Bone Chops					320	8.84
VL Breast	70	3.99	110	3.17		
VL Rib Rack						
VL Rib Chops						
VL Loin Chops			200	11.15		
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	570	10.48	60	9.99	470	9.78
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal	290	4.98	140	5.99	250	5.04
VL Stew Meat	110	6.75	290	6.99	390	6.14

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

The Lamb and Veal retail activity index decreased by 0.13% this week, features decreased by 2.1% and the special rate was down 0.1%. The lamb retail activity index decreased by 0.17% this week, as veal retail features decreased by 0.8%. The roasts decreased by 0.3% with chops also decreasing by 0.4%. Loin Chops, Shoulder Blade Chops, and Boneless Leg items were the most widely featured items among the lamb features as prices were mixed. In the Veal complex, Leg Cutlets, Ground Veal, and Stew Meat were the most commonly advertised items as prices were also 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.



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 Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 01/15 thru 01/21  
 (prices in dollars per pound)

Fri. Jan 15, 2021

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/)	19.3%			3.9%			3.3%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	1,660			325			460		
	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	4.99 - 5.99	380	5.75	4.99 - 4.99	10	4.99	6.99 - 6.99	140	6.99
LB Shldr Rnd Bone Chop	5.99 - 5.99	60	5.99	-			7.49 - 7.49	140	7.49
LB Breast	-			-			-		
LB Rack	9.99 - 12.99	90	12.21	9.99 - 9.99	5	9.99	-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	10.00 - 10.00	10	10.00	9.99 - 9.99	30	9.99	6.99 - 6.99	40	6.99
LB Bone-In Leg	7.99 - 7.99	100	7.99	-			-		
LB Boneless Leg	8.99 - 8.99	170	8.99	8.99 - 8.99	40	8.99	5.99 - 5.99	40	5.99
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			-			4.99 - 4.99	60	4.99
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	-			-			-		
LB Shank	-			-			3.99 - 3.99	40	3.99
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	4.99 - 4.99	60	4.99	-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	-			-			-		
VL Shldr Rnd Bone Chops	-			-			-		
VL Breast	3.99 - 3.99	70	3.99	-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	-			-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	9.99 - 10.99	520	10.44	10.99 - 10.99	40	10.99	-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	90	4.99	4.98 - 4.98	200	4.98	-		
VL Stew Meat	5.00 - 6.99	110	6.75	-			-		



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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%			4.0%			1.2%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	90			150			20		
	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	-			-			-		
LB Shldr Rnd Bone Chop	-			-			-		
LB Breast	-			-			-		
LB Rack	-			-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	9.99 - 9.99	90	9.99	9.99 - 9.99	140	9.99	-		
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	-			3.99 - 3.99	10	3.99	3.99 - 3.99	20	3.99
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	-			-			-		
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%			0.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	0			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	-			-		
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	-			-		