



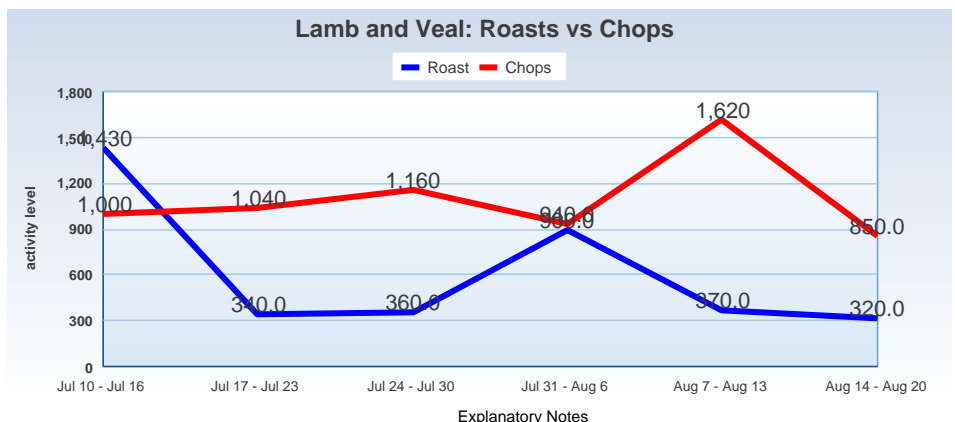
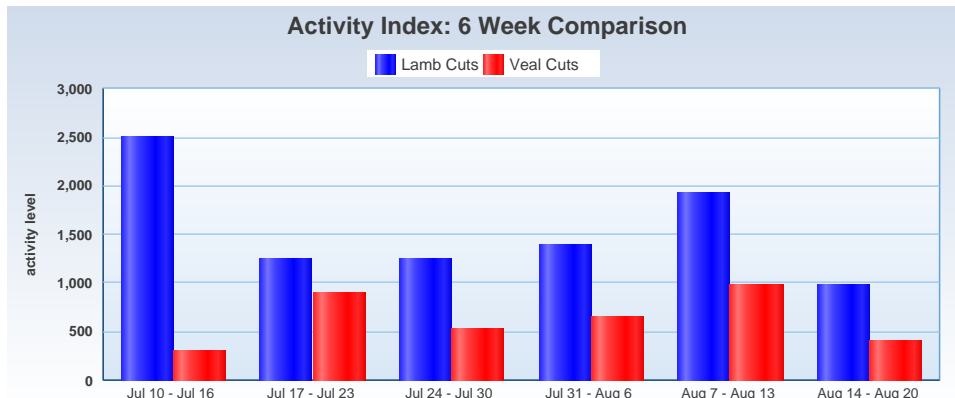
**National Retail Report - Lamb/Veal**  
**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 08/14 thru 08/20**  
 (prices in dollars per pound)

Fri. Aug 14, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	5.5%		7.0%		11.6%	
Special Rate (2/)	0.0%		0.1%		1.7%	
Activity Index (3/)	1,400		2,900		4,380	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	40	3.49	40	3.49		
LB Shldr Blade Chops	270	6.38	680	5.91	550	5.40
LB Shldr Rnd Bone Chop	70	5.39	120	7.49	150	4.89
LB Breast			70	4.39	70	3.99
LB Rack	160	13.62	210	9.73	270	13.19
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	280	8.07	230	10.35	1,620	7.49
LB Bone-In Leg			40	3.99		
LB Boneless Leg	120	8.99				
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg					350	5.99
LB Leg, Shank/Butt			10	4.99		
LB Leg Steaks			100	7.99		
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb			290	7.43	90	7.99
LB Shank	40	3.99	120	6.49		
LB Stew Meat-Lamb						
LB Stew Meat-Mutton						
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	120	6.49	130	5.94	260	5.01
VL Shldr Rnd Bone Chops			70	5.39	10	5.49
VL Breast						
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	110	6.99	290	12.99	40	15.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	60	9.99	120	10.99	470	9.72
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal			300	5.99	390	5.36
VL Stew Meat	130	6.89	80	7.65	110	5.99

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

The Lamb and Veal retail activity index decreased nationwide by 51.7% this week, features decreased by 1.5%. The lamb retail activity index decreased by 49%, and veal retail features also decreased by 57.1%. The product mix between roasts and chops for both species complexes showed a 15.8% decline in the number of roasts featured, while the number of chops showcased also decreased by 47.5% in comparison. Loin Chops, Shoulder Blade Chops, and Racks were the most widely featured items among the lamb features as prices were unevenly steady. In the Veal complex, Loin Chops, Shoulder Blade Chops, and Leg Cutlets were the most commonly advertised items as prices also trended 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)		
	5500			7400			6100		
Feature Rate (1/)	16.2%			1.6%			1.8%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	1,080			125			190		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
LB Shoulder Roast	-			-			3.49 - 3.49	40	3.49
LB Shldr Blade Chops	4.99 - 6.99	260	6.38	5.99 - 5.99	5	5.99	-		
LB Shldr Rnd Bone Chop	5.39 - 5.39	70	5.39	-			-		
LB Breast	-			-			-		
LB Rack	-			14.99 - 14.99	120	14.99	9.99 - 9.99	40	9.99
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	7.99 - 7.99	210	7.99	-			6.99 - 10.99	70	8.30
LB Bone-In Leg	-			-			-		
LB Boneless Leg	8.99 - 8.99	120	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	-			-			-		
LB Shank	-			-			3.99 - 3.99	40	3.99
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	-			-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	6.49 - 6.49	120	6.49	-			-		
VL Shldr Rnd Bone Chops	-			-			-		
VL Breast	-			-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	6.99 - 6.99	110	6.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	9.99 - 9.99	60	9.99	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	-			-			-		
VL Stew Meat	6.00 - 6.99	130	6.89	-			-		



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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/)	0.8%			0.0%			0.0%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	0			0			0		
	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	-			-			-		
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	-			-			-		



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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	-			-		