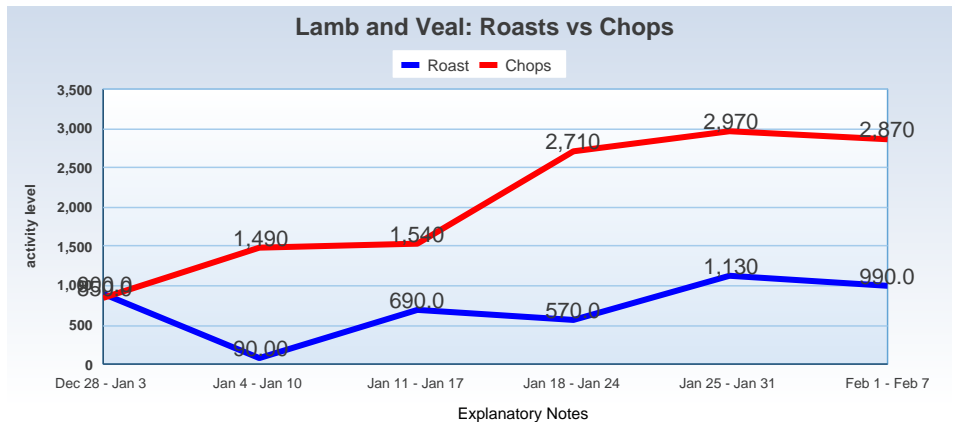
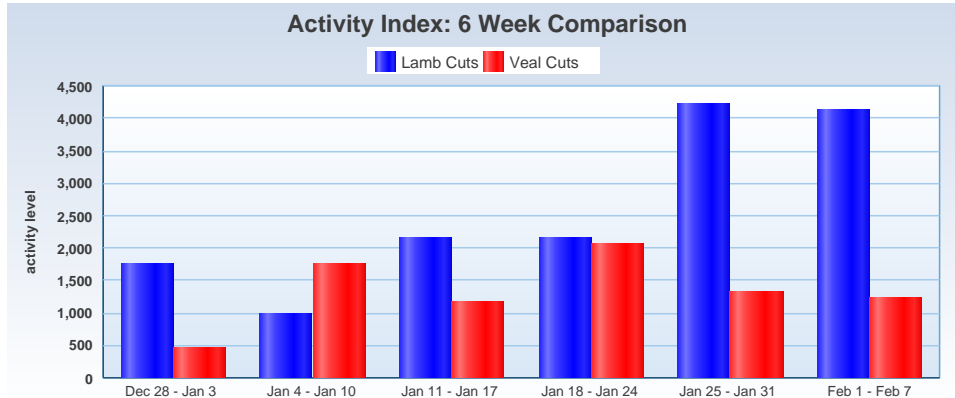




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	6.4%		10.2%		5.7%	
Special Rate (2/)	0.0%		0.0%		0.7%	
Activity Index (3/)	5,370		5,530		2,530	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	30	6.99	240	9.99	10	3.99
LB Shldr Blade Chops	750	6.38	990	5.16	190	5.86
LB Shldr Rnd Bone Chop	470	7.31	180	6.30	180	6.34
LB Breast	70	3.99			10	3.99
LB Rack	270	18.99	590	16.77		
LB Ribs						
LB Rib Chops	370	18.59				
LB Whole Loin						
LB Loin Chops	830	11.31	1,280	7.64	270	8.18
LB Bone-In Leg					10	4.99
LB Boneless Leg	330	8.99	270	8.99	60	8.64
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg					70	4.99
LB Leg, Shank/Butt					370	7.07
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	280	9.77	280	9.77	10	4.99
LB Shank	120	5.99			60	5.77
LB Stew Meat-Lamb	440	8.02	280	9.77	280	8.24
LB Stew Meat-Mutton	170	3.99	90	3.99	180	3.99
VEAL						
VL Shoulder Roast			30	6.99		
VL Shldr Blade Chops	340	4.90	440	5.02	390	4.92
VL Shldr Rnd Bone Chops	40	4.49	10	5.39	30	5.43
VL Breast	300	2.87			10	2.49
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	70	12.99	70	14.99	190	11.55
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	60	7.99	580	10.50	150	10.02
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini					10	14.99
VL Cube Steak						
VL Ground Veal	310	4.78	70	5.15	10	5.99
VL Stew Meat	120	6.09	130	6.09	40	6.26

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased by 2.9% this reporting period. Lamb and Veal features declined by 3.8%, while the special rate remained steady. The lamb retail activity index showed a 2.1% decrease this week as the number of veal retail features declined by 6.8%. There were 12.4% fewer roasts featured for both species complexes this reporting period, while the number of chops showcased also declined by 3.4%. Shoulder Blade Chops, Loin Chops, and Shoulder Round Bone 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, Shoulder Blade Chops, Ground Veal, and Breasts were the most commonly advertised items on a lower price trend.



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 02/01 thru 02/07
 (prices in dollars per pound)

Fri. Feb 1, 2019

Outlets	NORTHEAST (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)			SOUTHEAST (AL, FL, GA, MS, NC, SC, TN, VA, WV)			MIDWEST (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
Feature Rate (1/)	23.9%			0.4%			4.7%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,620			240			620		
	5500			7400			6100		
LAMB									
LB Shoulder Roast	-	-	-	-	-	-	6.99 - 6.99	30	6.99
LB Shldr Blade Chops	4.77 - 6.99	390	5.55	7.99 - 7.99	30	7.99	3.99 - 6.99	90	5.34
LB Shldr Rnd Bone Chop	4.97 - 7.49	180	6.60	7.99 - 7.99	30	7.99	3.99 - 6.29	20	5.14
LB Breast	3.99 - 3.99	70	3.99	-	-	-	-	-	-
LB Rack	-	-	-	18.99 - 18.99	30	18.99	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	14.99 - 14.99	100	14.99	19.99 - 19.99	30	19.99	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	9.99 - 12.99	520	10.39	12.99 - 12.99	30	12.99	8.99 - 12.99	50	12.05
LB Bone-In Leg	-	-	-	-	-	-	-	-	-
LB Boneless Leg	8.99 - 8.99	70	8.99	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	5.99 - 5.99	120	5.99	-	-	-	-	-	-
LB Stew Meat-Lamb	5.49 - 5.49	120	5.49	9.99 - 9.99	30	9.99	3.69 - 4.99	60	3.97
LB Stew Meat-Mutton	3.99 - 3.99	170	3.99	-	-	-	-	-	-
VEAL									
VL Shoulder Roast	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	4.00 - 4.99	170	4.92	-	-	-	3.49 - 4.99	170	4.88
VL Shldr Rnd Bone Chops	4.39 - 4.39	10	4.39	-	-	-	3.69 - 5.39	20	4.54
VL Breast	2.69 - 2.99	300	2.87	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-
VL Loin Chops	12.99 - 12.99	70	12.99	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99 - 7.99	60	7.99	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-
VL Ground Veal	3.77 - 4.99	160	4.49	-	-	-	4.99 - 5.99	160	5.07
VL Stew Meat	5.99 - 6.00	110	5.99	-	-	-	6.99 - 6.99	10	6.99



National Retail Report - Lamb/Veal
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 (prices in dollars per pound)

Fri. Feb 1, 2019

	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/)	1.9%			3.7%			0.0%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	720			1,120			0		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
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	7.99 - 7.99	90	7.99	7.99 - 7.99	140	7.99	-		
LB Breast	-			-			-		
LB Rack	18.99 - 18.99	90	18.99	18.99 - 18.99	140	18.99	-		
LB Ribs	-			-			-		
LB Rib Chops	19.99 - 19.99	90	19.99	19.99 - 19.99	140	19.99	-		
LB Whole Loin	-			-			-		
LB Loin Chops	12.99 - 12.99	90	12.99	12.99 - 12.99	140	12.99	-		
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	-			-			-		



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/01 thru 02/07
 (prices in dollars per pound)

Fri. Feb 1, 2019

	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
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	-			-		
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	-			-		