



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/22 thru 02/28

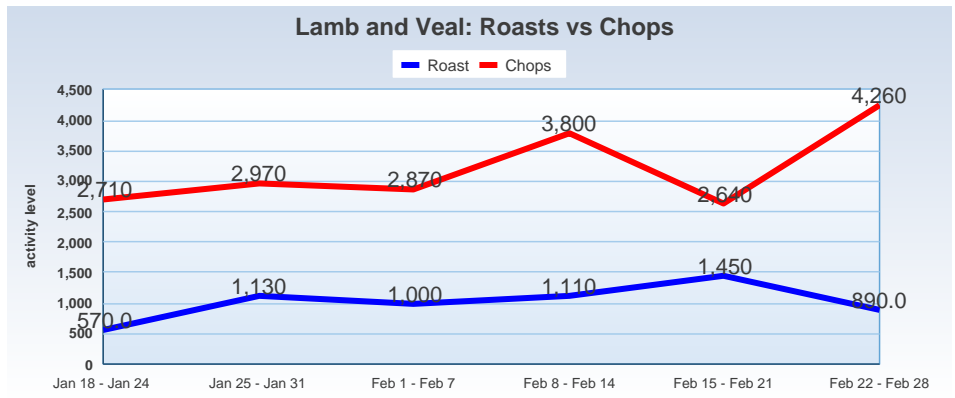
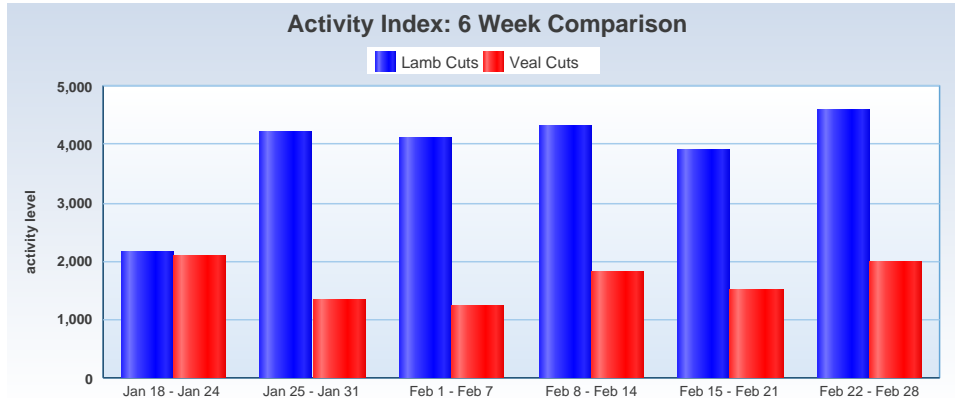
(prices in dollars per pound)

Fri. Feb 22, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	13.4%		11.1%		8.6%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	6,560		5,410		4,020	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	100	4.03			80	3.16
LB Shldr Blade Chops	1,400	6.01	360	5.59	600	5.38
LB Shldr Rnd Bone Chop	390	6.92	600	5.88	100	6.18
LB Breast	70	3.99			10	3.49
LB Rack			440	13.97	10	10.99
LB Ribs						
LB Rib Chops						
LB Whole Loin	60	9.99				
LB Loin Chops	1,360	10.27	1,180	7.97	900	9.79
LB Bone-In Leg					10	4.99
LB Boneless Leg			110	8.19	210	8.41
LB Semi-Bnls Leg					10	8.99
LB Butterflied, Bnls Leg	110	4.99	70	8.99		
LB Leg, Shank/Butt	290	4.99	580	4.49	10	4.99
LB Leg Steaks					10	6.99
LB Top Round Roast	10	10.00				
LB Top Round Steak						
LB Ground Lamb	290	5.99	550	6.32	330	5.07
LB Shank	280	5.75			70	5.78
LB Stew Meat-Lamb	210	5.49	20	4.30	60	5.28
LB Stew Meat-Mutton			10	3.99		
VEAL						
VL Shoulder Roast					20	6.99
VL Shldr Blade Chops	700	4.81	370	4.99	200	4.93
VL Shldr Rnd Bone Chops	20	5.19	10	5.39	120	5.44
VL Breast	240	2.84	250	3.26	30	1.99
VL Rib Rack						
VL Rib Chops	80	21.99				
VL Loin Chops	300	10.64	120	10.99	320	11.73
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	90	9.98	320	9.99	200	10.85
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco			190	7.80		
VL Scallopini					450	11.99
VL Cube Steak						
VL Ground Veal	210	5.05	90	6.43	120	5.08
VL Stew Meat	350	5.88	140	6.07	150	6.70

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased nationwide by 21.3% this week. Lamb and Veal features increased by 2.3%, while the special rate remained steady. The lamb retail activity index showed an increase of 17.1%, while veal retail features also rose by 32.7%. The product mix between roasts and chops for both species complexes displayed a 38.6% decrease in the number of roasts featured, while the number of chops showcased rose by 62% in comparison. 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 mostly steady to firm. In the Veal complex, Loin Chops, Shoulder Blade Chops, and Stew Meat were the most commonly advertised items while the general price trend was mostly steady to weak.



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 (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)						
	5500				7400				6100						
Feature Rate (1/)	26.6%				3.4%				11.9%						
Special Rate (2/)	0.0%				0.0%				0.0%						
Activity Index (3/)	3,540				515				1,040						
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
LAMB															
LB Shoulder Roast	-	-	-	-	-	-	-	-	6.99	-	6.99	30	6.99		
LB Shldr Blade Chops	4.79	-	6.99	300	6.52	6.99	-	6.99	40	6.99	4.99	-	7.99	270	6.62
LB Shldr Rnd Bone Chop	7.49	-	7.49	170	7.49	7.49	-	7.49	40	7.49	4.99	-	6.49	170	6.37
LB Breast	3.99	-	3.99	70	3.99	-	-	-	-	-	-	-	-	-	-
LB Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	9.99	-	9.99	60	9.99	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	5.99	-	14.99	190	9.66	7.99	-	12.99	170	11.49	7.99	-	14.99	420	12.41
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Boneless Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	4.99	-	4.99	110	4.99	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	4.99	-	4.99	290	4.99	-	-	-	-	-	-	-	-	-	-
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	10.00	-	10.00	10	10.00	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	5.99	-	5.99	290	5.99	-	-	-	-	-	-	-	-	-	-
LB Shank	4.99	-	5.99	230	5.70	5.99	-	5.99	40	5.99	-	-	-	-	-
LB Stew Meat-Lamb	5.49	-	5.49	170	5.49	5.49	-	5.49	40	5.49	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VEAL															
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	3.79	-	4.99	590	4.86	3.99	-	4.99	90	4.52	3.99	-	4.99	20	4.49
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	4.99	-	5.39	20	5.19
VL Breast	2.69	-	2.99	240	2.84	-	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	21.99	-	21.99	80	21.99	-	-	-	-	-	-	-	-	-	-
VL Loin Chops	9.99	-	9.99	210	9.99	-	-	-	-	-	10.99	-	13.99	90	12.20
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	9.98	-	9.98	90	9.98	-	-	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	4.99	-	4.99	190	4.99	4.99	-	4.99	5	4.99	5.99	-	5.99	10	5.99
VL Stew Meat	4.99	-	5.99	250	5.79	4.99	-	5.99	90	5.97	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/)	11.2%				4.4%				54.5%						
Special Rate (2/)	0.0%				0.4%				0.0%						
Activity Index (3/)	555				170				730						
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
LAMB															
LB Shoulder Roast	-	-			2.99	-	2.99	80	2.99	-	-				
LB Shldr Blade Chops	7.99	-	7.99	5	7.99	5.99	-	5.99	90	5.99	4.99	-	5.49	700	5.48
LB Shldr Rnd Bone Chop	-	-			-	-			-	-	4.99	-	4.99	20	4.99
LB Breast	-	-			-	-			-	-	-	-	-	-	-
LB Rack	-	-			-	-			-	-	-	-	-	-	-
LB Ribs	-	-			-	-			-	-	-	-	-	-	-
LB Rib Chops	-	-			-	-			-	-	-	-	-	-	-
LB Whole Loin	-	-			-	-			-	-	-	-	-	-	-
LB Loin Chops	7.99	-	14.99	550	8.48	-	-			11.99	-	11.99	10	11.99	
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	-	-			-	-			-	-	-	-	-	-	-



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 (prices in dollars per pound)

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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	-			-		