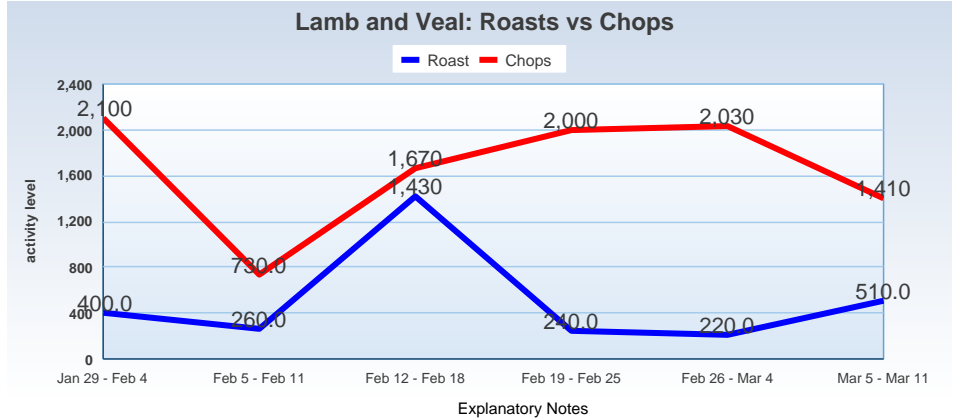
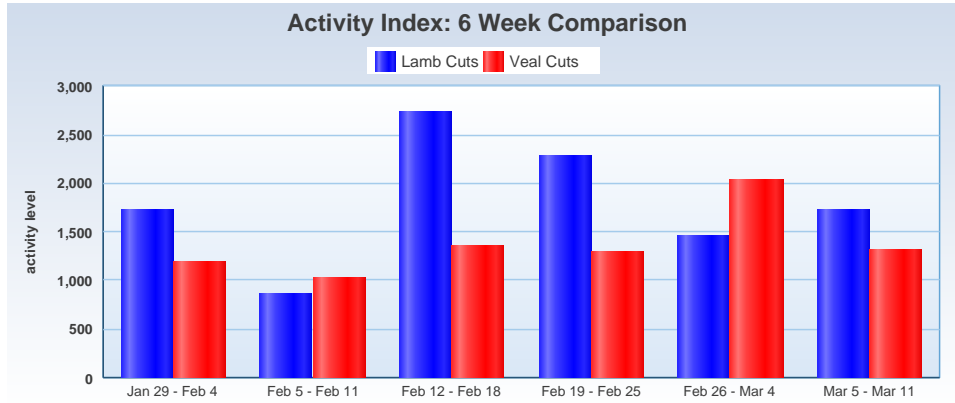




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	8.2%		10.8%		10.2%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	3,030		3,500		4,220	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	40	3.99				
LB Shldr Blade Chops	150	7.51	270	7.99	610	6.35
LB Shldr Rnd Bone Chop	60	7.99			210	6.66
LB Breast						
LB Rack	120	14.99	210	11.99	120	16.99
LB Ribs						
LB Rib Chops	40	9.99				
LB Whole Loin						
LB Loin Chops	590	8.84	640	10.39	780	5.76
LB Bone-In Leg						
LB Boneless Leg	250	9.12			60	7.99
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt	60	4.79	10	6.99		
LB Leg Steaks	100	8.99			100	7.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	60	7.99			730	6.64
LB Shank	40	3.99	240	9.99	120	5.99
LB Stew Meat-Lamb	200	8.99			10	4.99
LB Stew Meat-Mutton			90	5.99		
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	60	4.99	540	5.70	310	4.99
VL Shldr Rnd Bone Chops					80	5.10
VL Breast	40	2.99			320	2.90
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	260	7.81	510	9.03	70	10.99
VL T-Bone Steak	140	5.99	70	9.99	70	12.99
VL Bnls Leg						
VL Leg Cutlets	390	10.82	10	9.99	240	9.11
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini			200	10.98		
VL Cube Steak						
VL Ground Veal	210	5.69	340	5.43	360	5.84
VL Stew Meat	220	6.99	370	6.99	30	6.48

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased by 13.4% this week, features decreased by 2.6% and the special rate was steady. The lamb retail activity index increased by 17.8% this week, as veal retail features decreased by 35.1%. The roasts more than doubled while chops increased by 69.8%. Loin Chops, Boneless Legs, and Stew Meat items were the most widely featured items among the lamb features as prices were mostly lower. In the Veal complex, Leg Cutlets, Loin Chops, and Stew Meat were the most commonly advertised items as prices were steady to weak.



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 03/05 thru 03/11
 (prices in dollars per pound)

Fri. Mar 5, 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/)	20.4%			2.8%			7.6%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	1,490			275			990		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			3.99 - 3.99	40	3.99
LB Shldr Blade Chops	6.99 - 7.99	130	7.46	-			7.99 - 7.99	10	7.99
LB Shldr Rnd Bone Chop	7.99 - 7.99	60	7.99	-			-		
LB Breast	-			-			-		
LB Rack	-			14.99 - 14.99	120	14.99	-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			9.99 - 9.99	40	9.99
LB Whole Loin	-			-			-		
LB Loin Chops	6.99 - 12.00	200	7.31	6.99 - 9.99	50	8.90	6.99 - 10.99	110	9.16
LB Bone-In Leg	-			-			-		
LB Boneless Leg	9.99 - 9.99	170	9.99	9.99 - 9.99	40	9.99	4.99 - 4.99	40	4.99
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			-			3.99 - 3.99	40	3.99
LB Leg Steaks	8.99 - 8.99	100	8.99	-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	7.99 - 7.99	60	7.99	-			-		
LB Shank	-			-			3.99 - 3.99	40	3.99
LB Stew Meat-Lamb	-			-			8.99 - 8.99	200	8.99
LB Stew Meat-Mutton	-			-			-		
VEAL									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 4.99	60	4.99	-			-		
VL Shldr Rnd Bone Chops	-			-			-		
VL Breast	2.99 - 2.99	40	2.99	2.99 - 2.99	5	2.99	-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	6.99 - 6.99	190	6.99	6.99 - 6.99	20	6.99	10.99 - 10.99	50	10.99
VL T-Bone Steak	-			-			5.99 - 5.99	140	5.99
VL Bnls Leg	-			-			-		
VL Leg Cutlets	9.99 - 10.99	340	10.80	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	60	4.99	-			5.99 - 5.99	140	5.99
VL Stew Meat	6.99 - 7.00	80	6.99	-			6.99 - 6.99	140	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%			0.8%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	90			140			10		
	Price Range	Stores	Wtd Avg	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	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	-			-			7.99 - 7.99	10	7.99
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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	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	-			-		