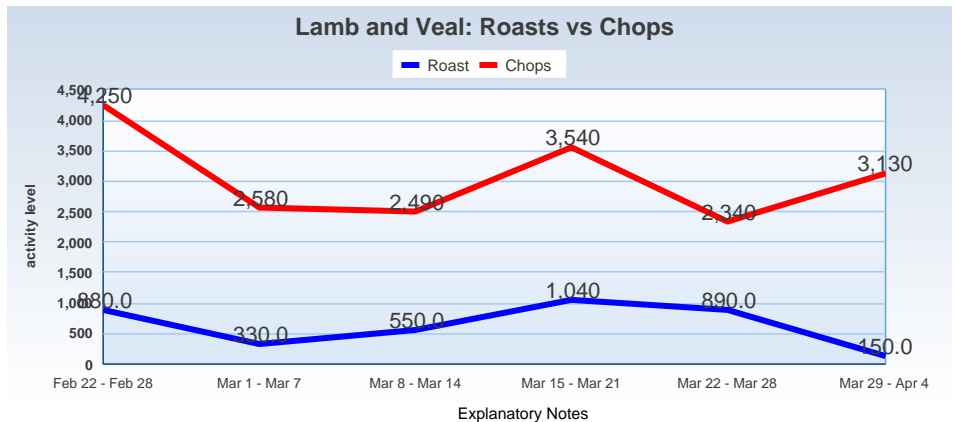
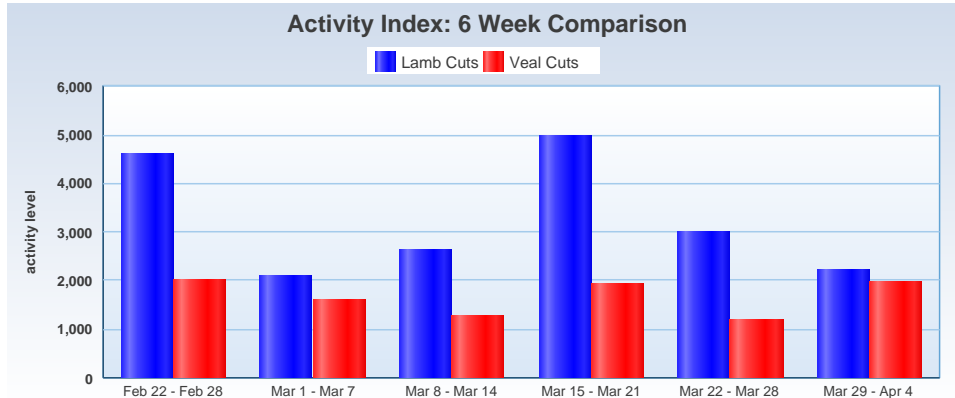




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.8%		7.6%		44.1%	
Special Rate (2/)	0.0%		0.0%		1.4%	
Activity Index (3/)	4,190		4,180		19,900	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			320	7.36	50	3.99
LB Shldr Blade Chops	880	5.36	520	5.26	460	6.30
LB Shldr Rnd Bone Chop	160	5.26	260	6.03	70	6.63
LB Breast	10	3.49			30	3.65
LB Rack			240	14.11	3,720	11.26
LB Ribs						
LB Rib Chops			90	14.90	20	24.99
LB Whole Loin						
LB Loin Chops	1,020	8.72	550	9.76	920	10.40
LB Bone-In Leg					4,970	6.00
LB Boneless Leg			90	6.74	2,760	7.04
LB Semi-Bnls Leg					3,380	5.48
LB Butterflied, Bnls Leg			130	5.30	10	5.99
LB Leg, Shank/Butt					1,750	6.49
LB Leg Steaks	70	9.99	90	7.49	200	7.94
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	10	4.99	230	6.53	10	6.74
LB Shank					50	5.46
LB Stew Meat-Lamb	10	4.99	90	7.49	200	7.99
LB Stew Meat-Mutton	70	3.99	380	3.61	300	3.99
VEAL						
VL Shoulder Roast	30	6.99				
VL Shldr Blade Chops	350	5.11	680	5.11	460	6.67
VL Shldr Rnd Bone Chops	30	5.03	80	5.39	10	5.39
VL Breast	110	3.25	110	1.99	280	2.84
VL Rib Rack						
VL Rib Chops	290	16.99				
VL Loin Chops	340	12.68	70	14.99	50	10.88
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	180	9.29	60	9.99	30	8.27
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini					170	10.99
VL Cube Steak						
VL Ground Veal	160	5.07	10	5.99		
VL Stew Meat	470	7.22	180	6.06		

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased nationwide by 0.2% this week. Lamb and Veal features rose by 0.2%, while the special rate remained steady. The lamb retail activity index showed a decrease of 25.4%, while veal retail features increased by 62.5%. The product mix between roasts and chops for both species complexes displayed an 83% decrease in the number of roasts featured, while the number of chops showcased rose by 33.2% in contrast. Shoulder Blade Chops and Loin Chops were the most widely advertised items among the lamb features, as the general price trend this period was steady to lower. In the Veal complex, Loin Chops, Shoulder Blade Chops, and Stew Meat were the most commonly advertised items while the general price trend was unevenly steady.



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 03/29 thru 04/04
 (prices in dollars per pound)

Fri. Mar 29, 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)				
	5500					7400					6100				
Feature Rate (1/)	23.0%					3.3%					6.2%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	2,650					280					860				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
LAMB															
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	4.79	5.99	760	5.06	7.99	7.99	80	7.99	4.99	5.99	40	5.67			
LB Shldr Rnd Bone Chop	4.99	5.39	130	5.20	-	-	-	-	4.99	6.29	20	5.64			
LB Breast	-	-	-	-	-	-	-	-	3.49	3.49	10	3.49			
LB Rack	-	-	-	-	-	-	-	-	-	-	-	-			
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-			
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-			
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-			
LB Loin Chops	5.99	12.99	390	8.82	8.99	8.99	80	8.99	7.99	9.99	180	9.27			
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-			
LB Boneless Leg	-	-	-	-	-	-	-	-	-	-	-	-			
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-			
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-			
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	-	-			
LB Leg Steaks	9.99	9.99	70	9.99	-	-	-	-	-	-	-	-			
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-			
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-			
LB Ground Lamb	-	-	-	-	-	-	-	-	4.99	4.99	10	4.99			
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-			
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	4.99	4.99	10	4.99			
LB Stew Meat-Mutton	3.99	3.99	60	3.99	-	-	-	-	-	-	-	-			
VEAL															
VL Shoulder Roast	-	-	-	-	-	-	-	-	6.99	6.99	30	6.99			
VL Shldr Blade Chops	4.19	4.99	130	4.91	4.99	4.99	40	4.99	4.99	6.99	180	5.29			
VL Shldr Rnd Bone Chops	4.69	4.69	10	4.69	-	-	-	-	5.39	5.39	10	5.39			
VL Breast	3.99	3.99	70	3.99	1.99	1.99	40	1.99	-	-	-	-			
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-			
VL Rib Chops	16.99	16.99	290	16.99	-	-	-	-	-	-	-	-			
VL Loin Chops	12.99	12.99	290	12.99	-	-	-	-	10.99	10.99	50	10.99			
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-			
VL Leg Cutlets	7.99	9.99	180	9.29	-	-	-	-	-	-	-	-			
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-			
VL Scallopi	-	-	-	-	-	-	-	-	-	-	-	-			
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-			
VL Ground Veal	-	-	-	-	-	-	-	-	4.99	5.99	160	5.07			
VL Stew Meat	5.99	7.99	270	7.54	5.99	5.99	40	5.99	6.99	6.99	160	6.99			



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Fri. Mar 29, 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/)	2.0%			7.3%			0.0%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	100			280			0		
	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	8.99 - 8.99	90	8.99	6.99 - 8.99	270	8.04	-		
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	3.99 - 3.99	10	3.99	3.99 - 3.99	10	3.99	-		
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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Fri. Mar 29, 2019

	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	200				100			
Feature Rate (1/)	2.0%				0.0%			
Special Rate (2/)	0.0%				0.0%			
Activity Index (3/)	5				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	8.99	8.99	5	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	-	-			-	-		