



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/08 thru 02/14

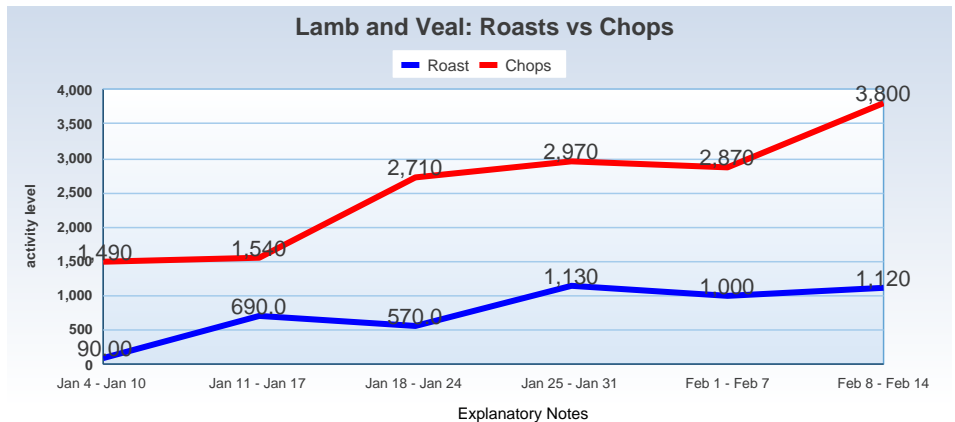
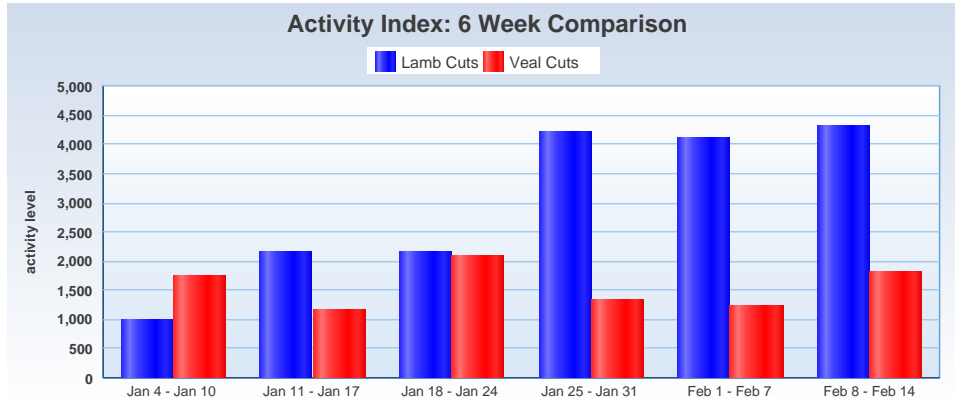
(prices in dollars per pound)

Fri. Feb 8, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	13.6%		6.4%		10.9%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	6,110		5,370		6,180	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	210	8.99	30	6.99	20	3.99
LB Shldr Blade Chops	450	6.20	750	6.38	750	5.18
LB Shldr Rnd Bone Chop	260	6.95	470	7.31	50	5.42
LB Breast	10	3.99	70	3.99	20	3.72
LB Rack	230	16.61	270	18.99	690	10.86
LB Ribs						
LB Rib Chops			370	18.59	10	14.44
LB Whole Loin						
LB Loin Chops	2,260	9.41	830	11.31	1,430	8.95
LB Bone-In Leg					430	5.35
LB Boneless Leg	320	7.94	330	8.99	20	7.66
LB Semi-Bnls Leg					30	5.00
LB Butterflied, Bnls Leg	230	7.32				
LB Leg, Shank/Butt	110	4.49			30	5.60
LB Leg Steaks	100	7.99			10	6.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	10	4.99	280	9.77	340	5.07
LB Shank			120	5.99	30	5.21
LB Stew Meat-Lamb	10	4.99	440	8.02	20	4.95
LB Stew Meat-Mutton	90	3.99	170	3.99		
VEAL						
VL Shoulder Roast					10	5.37
VL Shldr Blade Chops	650	5.20	340	4.90	560	4.31
VL Shldr Rnd Bone Chops	80	5.39	40	4.49	40	5.49
VL Breast			300	2.87	380	1.54
VL Rib Rack						
VL Rib Chops						
VL Loin Chops			70	12.99	310	11.86
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	540	9.91	60	7.99	270	9.95
VL Top Round Steak						
VL Bnls Roast					10	5.99
VL Bone-In Osso Bucco						
VL Scallopini					280	12.05
VL Cube Steak						
VL Ground Veal	190	4.71	310	4.78	120	5.08
VL Stew Meat	360	6.24	120	6.09	320	6.36

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased nationwide by 13.8% as Valentine's Day specials flooded retail ads this week. Lamb and Veal features increased 7.2%, while the special rate remained steady. The lamb retail activity index showed an increase of 4.9%, while veal retail features rose by 46.8%. The product mix between roasts and chops for both species complexes displayed a 13.1% increase in the number of roasts featured, as well as a 32.4% rise in chops showcased. Loin Chops and Shoulder Blade 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, Leg Cutlets, Shoulder Blade Chops, and Stew Meat were the most commonly advertised items while the general price trend was mostly higher.



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 02/08 thru 02/14
 (prices in dollars per pound)

Fri. Feb 8, 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
Outlets	5500			7400			6100		
Feature Rate (1/)	26.8%			2.9%			11.3%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,560			290			1,130		
LAMB									
LB Shoulder Roast	8.99 - 8.99	170	8.99	8.99 - 8.99	40	8.99	-	-	-
LB Shldr Blade Chops	4.99 - 6.99	160	5.83	-	-	-	4.99 - 7.99	270	6.49
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	4.99 - 6.49	170	6.37
LB Breast	-	-	-	-	-	-	3.99 - 3.99	10	3.99
LB Rack	-	-	-	14.99 - 14.99	120	14.99	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	6.49 - 8.99	400	7.73	8.99 - 8.99	50	8.99	8.99 - 14.99	420	12.50
LB Bone-In Leg	-	-	-	-	-	-	-	-	-
LB Boneless Leg	-	-	-	-	-	-	7.99 - 7.99	200	7.99
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	8.99 - 8.99	100	8.99	-	-	-	-	-	-
LB Leg, Shank/Butt	4.49 - 4.49	110	4.49	-	-	-	-	-	-
LB Leg Steaks	7.99 - 7.99	100	7.99	-	-	-	-	-	-
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	90	3.99	-	-	-	-	-	-
VEAL									
VL Shoulder Roast	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	4.99 - 6.99	590	5.22	4.99 - 4.99	40	4.99	4.99 - 4.99	10	4.99
VL Shldr Rnd Bone Chops	5.39 - 5.39	70	5.39	-	-	-	5.39 - 5.39	10	5.39
VL Breast	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-
VL Loin Chops	-	-	-	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99 - 9.99	410	9.68	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-
VL Ground Veal	3.99 - 4.99	180	4.63	-	-	-	5.99 - 5.99	10	5.99
VL Stew Meat	4.99 - 5.99	180	5.93	5.99 - 5.99	40	5.99	6.99 - 6.99	10	6.99



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/08 thru 02/14
 (prices in dollars per pound)

Fri. Feb 8, 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/)	14.9%			3.4%			54.8%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	955			390			710		
	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	5	7.99	-			-		
LB Shldr Rnd Bone Chop	7.99 - 7.99	90	7.99	-			-		
LB Breast	-			-			-		
LB Rack	18.99 - 18.99	90	18.99	-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	6.99 - 14.99	650	9.07	-			7.99 - 10.99	710	9.01
LB Bone-In Leg	-			-			-		
LB Boneless Leg	7.99 - 7.99	120	7.99	-			-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			5.99 - 5.99	130	5.99	-		
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	-			10.65 - 10.65	130	10.65	-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	-			-			-		
VL Stew Meat	-			6.67 - 6.67	130	6.67	-		



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 02/08 thru 02/14
 (prices in dollars per pound)

Fri. Feb 8, 2019

	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	200			100		
Feature Rate (1/)	7.0%			19.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	10			60		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	-			5.00 - 5.00	20	5.00
LB Shldr Rnd Bone Chop	-			-		
LB Breast	-			-		
LB Rack	-			14.99 - 14.99	20	14.99
LB Ribs	-			-		
LB Rib Chops	-			-		
LB Whole Loin	-			-		
LB Loin Chops	-			5.00 - 5.00	20	5.00
LB Bone-In Leg	-			-		
LB Boneless Leg	5.59 - 5.59	10	5.59	-		
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	-			-		