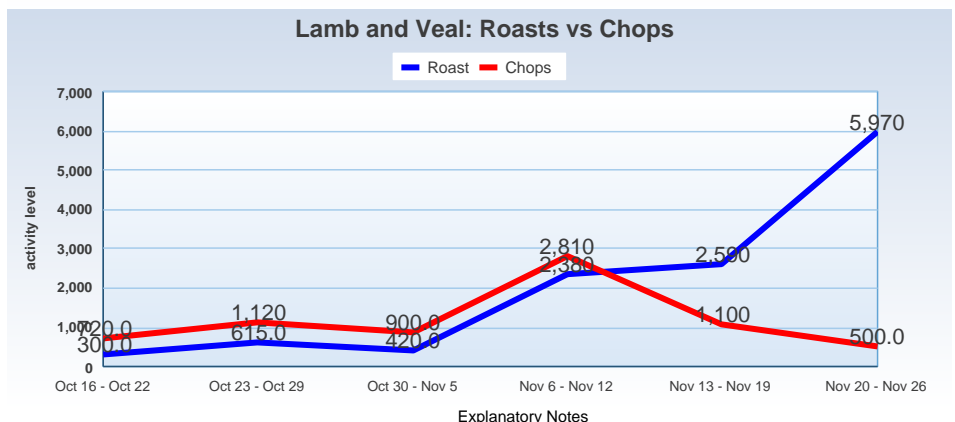
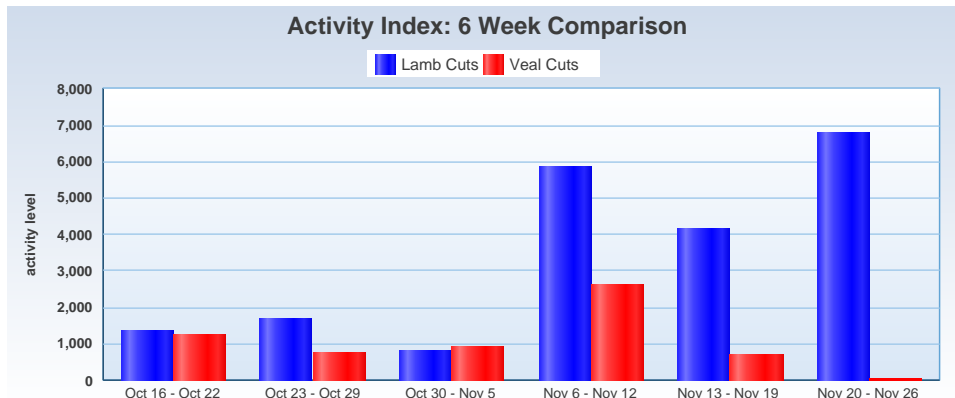




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	18.2%		14.0%		18.7%	
Special Rate (2/)	0.2%		0.2%		0.3%	
Activity Index (3/)	6,820		4,880		7,940	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	40	3.99	40	3.99	30	5.99
LB Shldr Blade Chops	220	6.80	260	7.13	340	6.06
LB Shldr Rnd Bone Chop	120	6.99	210	7.64	70	5.39
LB Breast	110	3.88				
LB Rack	970	13.56	970	10.03	150	11.99
LB Ribs						
LB Rib Chops	40	9.99	40	9.99		
LB Whole Loin						
LB Loin Chops	40	6.99	580	9.49	1,910	6.20
LB Bone-In Leg	1,190	5.77	140	6.70	850	6.10
LB Boneless Leg	1,650	7.12	600	9.36	1,660	6.76
LB Semi-Bnls Leg	560	6.61	180	6.99	1,220	5.17
LB Butterflied, Bnls Leg					70	8.99
LB Leg, Shank/Butt	1,450	5.11	590	5.59	780	5.49
LB Leg Steaks					30	5.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	70	8.07	510	7.80		
LB Shank	40	3.99	60	4.42	10	5.99
LB Stew Meat-Lamb						
LB Stew Meat-Mutton	250	5.18			10	3.49
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops			10	4.99	200	4.99
VL Shldr Rnd Bone Chops						
VL Breast			70	3.99	40	1.69
VL Rib Rack					40	13.99
VL Rib Chops	70	14.99				
VL Loin Chops					230	10.02
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets			360	12.27	130	9.22
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal			240	5.99	40	4.99
VL Stew Meat			20	6.13	130	5.99

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 39.8% this week, while features increased by 4.2% and the special rate was steady. The lamb retail activity index increased by 61.7% this week, as veal retail features decreased by 90.0%. The product mix between roasts and chops for both species complexes showed an increase in the number of roasts featured by 130.5%, as the number of chops showcased decreased by 54.5%. Lamb Legs and Racks were the most widely featured items among the lamb features as prices were generally lower. In the Veal complex, Rib Chops were the most commonly advertised items as prices trended 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 11/20 thru 11/26
 (prices in dollars per pound)

Fri. Nov 20, 2020

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/)	36.0%			16.8%			12.7%		
Special Rate (2/)	0.0%			0.0%			1.0%		
Activity Index (3/)	3,400			1,365			1,110		
	5500			7400			6100		
LAMB									
LB Shoulder Roast	-	-	-	-	-	-	3.99 - 3.99	40	3.99
LB Shldr Blade Chops	5.99 - 7.99	160	6.79	-	-	-	5.99 - 6.99	60	6.82
LB Shldr Rnd Bone Chop	5.99 - 7.99	120	6.99	-	-	-	-	-	-
LB Breast	2.99 - 4.39	110	3.90	2.99 - 2.99	5	2.99	-	-	-
LB Rack	9.99 - 19.99	540	16.00	9.99 - 9.99	80	9.99	9.99 - 9.99	320	9.99
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	9.99 - 9.99	40	9.99
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	-	-	-	-	-	-	6.99 - 6.99	40	6.99
LB Bone-In Leg	4.99 - 5.99	500	5.44	5.99 - 5.99	80	5.99	5.99 - 5.99	60	5.99
LB Boneless Leg	4.99 - 9.99	990	6.87	4.99 - 9.99	120	6.82	5.99 - 7.99	240	7.64
LB Semi-Bnls Leg	5.99 - 5.99	210	5.99	5.99 - 5.99	80	5.99	6.99 - 7.99	210	7.36
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	4.99 - 6.99	440	5.30	4.99 - 4.99	960	4.99	4.99 - 5.99	60	5.78
LB Leg Steaks	-	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	4.99 - 5.49	200	5.11	5.49 - 5.49	40	5.49	-	-	-
VEAL									
VL Shoulder Roast	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	-	-	-	-	-	-	-	-	-
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-
VL Breast	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-
VL Rib Chops	14.99 - 14.99	70	14.99	-	-	-	-	-	-
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 11/20 thru 11/26
 (prices in dollars per pound)

Fri. Nov 20, 2020

	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/)	12.9%			5.7%			3.2%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	630			220			90		
	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	16.98 - 16.98	20	16.98	-			16.99 - 16.99	20	16.99
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	-			-			-		
LB Bone-In Leg	5.99 - 6.98	530	6.02	-			-		
LB Boneless Leg	7.99 - 7.99	40	7.99	5.99 - 7.99	220	7.17	8.49 - 10.99	40	9.50
LB Semi-Bnls Leg	6.98 - 7.99	40	7.07	-			6.98 - 6.98	20	6.98
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			-			-		
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	-			-			8.49 - 8.49	10	8.49
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	-			-			-		



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

Fri. Nov 20, 2020

	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	200			100		
Feature Rate (1/)	2.0%			19.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	5			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	-			-		
LB Bone-In Leg	5.99 - 5.99	5	5.99	5.99 - 5.99	20	5.99
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	-			-		