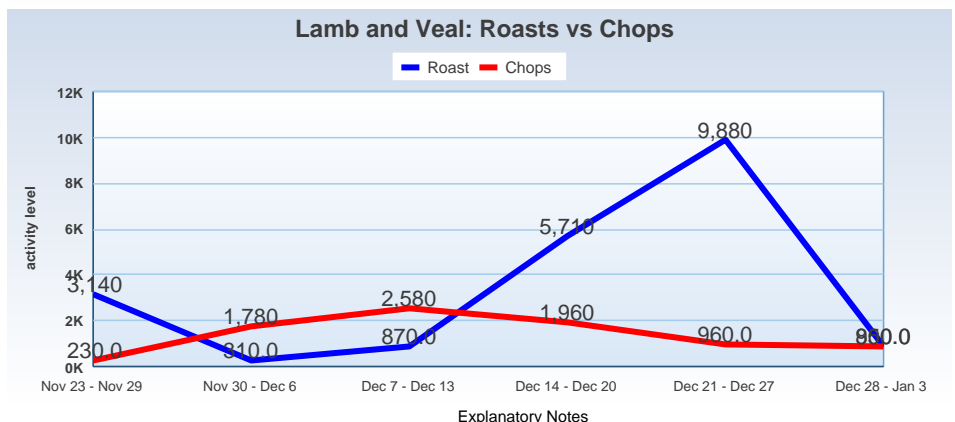
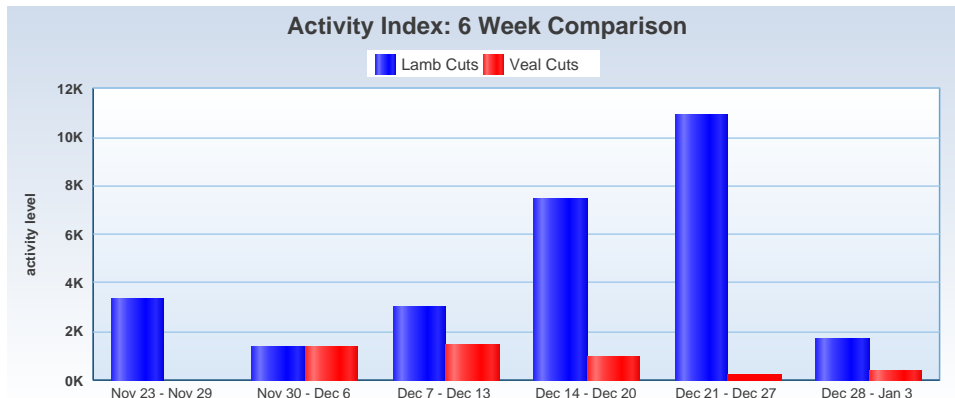




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	4.6%		26.8%		10.9%	
Special Rate (2/)	0.0%		0.1%		0.0%	
Activity Index (3/)	2,190		11,240		4,200	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			20	4.53	70	4.49
LB Shldr Blade Chops	180	5.75	200	5.17	160	5.66
LB Shldr Rnd Bone Chop	40	5.44	60	5.94	20	5.63
LB Breast					10	1.99
LB Rack	220	15.02	2,020	15.94	710	12.72
LB Ribs						
LB Rib Chops	20	14.99			10	15.99
LB Whole Loin						
LB Loin Chops	480	9.29	560	8.07	530	9.91
LB Bone-In Leg	170	4.03	2,800	6.59	100	4.13
LB Boneless Leg	220	7.99	1,500	7.36	80	5.99
LB Semi-Bnls Leg			2,760	5.71	1,190	5.02
LB Butterflied, Bnls Leg			60	6.99	20	6.99
LB Leg, Shank/Butt	150	3.99	660	6.00	20	6.24
LB Leg Steaks					20	9.99
LB Top Round Roast					30	14.99
LB Top Round Steak						
LB Ground Lamb	40	5.00	40	5.00	20	6.42
LB Shank	30	6.14	40	6.28	30	5.94
LB Stew Meat-Lamb	20	6.52	10	4.99	10	4.99
LB Stew Meat-Mutton	180	3.91	220	3.99	20	1.99
VEAL						
VL Shoulder Roast					440	4.67
VL Shldr Blade Chops	80	4.85	80	4.05	130	5.42
VL Shldr Rnd Bone Chops	20	5.39	20	4.71	10	1.99
VL Breast	140	2.99	30	2.99	10	13.99
VL Rib Rack					10	15.99
VL Rib Chops	10	15.99	40	19.85	70	11.23
VL Loin Chops	20	10.99				
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	80	9.48	10	9.99	30	11.76
VL Top Round Steak						
VL Bnls Roast			30	21.99		
VL Bone-In Osso Bucco						
VL Scallopini	20	10.99			230	12.09
VL Cube Steak						
VL Ground Veal	10	5.99	10	5.99	10	5.99
VL Stew Meat	60	6.18	70	6.14	210	6.03

This week in Lamb and Veal Retail

The Lamb and Veal activity index sharply decreased by 80.5% the week after the Christmas Holiday. Lamb and veal features decreased by 22.2%, while the special rate also declined by 0.1%. The lamb activity index declined by 84% this week, while veal features increased by 60.7%. The number of roasts featured for both species showed a decline of 90.9% this reporting period, while the number of chops showcased also decreased by 10.5%. Loin Chops, Boneless Legs, and Racks were the most widely advertised items among the lamb features as the price trend this period was unevenly steady. In the Veal complex, Shoulder Blade Chops, Breasts, and Leg Cutlets were the most commonly advertised items on a mostly steady price trend.



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.



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 12/28 thru 01/03
 (prices in dollars per pound)

Fri. Dec 28, 2018

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)			
	5400				7400				6100			
Feature Rate (1/)	12.0%				0.3%				4.0%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	1,160				20				550			
	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	- 6.99	60	5.88	-	-	-	-	3.99	- 5.99	40	4.93
LB Shldr Rnd Bone Chop	5.99	- 5.99	20	5.99	-	-	-	-	3.99	- 6.29	20	5.04
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-
LB Rack	-	-	-	-	-	-	-	-	14.99	- 14.99	180	14.99
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	14.99	- 14.99	20	14.99	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	7.99	- 12.99	220	10.87	-	-	-	-	6.99	- 7.99	30	7.65
LB Bone-In Leg	3.99	- 3.99	170	3.99	-	-	-	-	-	-	-	-
LB Boneless Leg	-	-	-	-	-	-	-	-	7.99	- 7.99	180	7.99
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	3.99	- 3.99	150	3.99	-	-	-	-	-	-	-	-
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	-	-	-	-	-	4.99	- 4.99	10	4.99
LB Shank	5.99	- 5.99	30	5.99	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	3.99	- 9.99	20	6.52
LB Stew Meat-Mutton	3.99	- 3.99	140	3.99	-	-	-	-	-	-	-	-
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	4.99	- 4.99	60	4.99	-	-	-	-	3.99	- 4.99	20	4.49
VL Shldr Rnd Bone Chops	5.39	- 5.39	10	5.39	-	-	-	-	5.39	- 5.39	10	5.39
VL Breast	2.99	- 2.99	120	2.99	2.99	- 2.99	20	2.99	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	15.99	- 15.99	10	15.99	-	-	-	-	-	-	-	-
VL Loin Chops	-	-	-	-	-	-	-	-	10.99	- 10.99	20	10.99
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99	- 9.99	80	9.48	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	10.99	- 10.99	20	10.99	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	-	-	5.99	- 5.99	10	5.99
VL Stew Meat	5.99	- 5.99	50	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 12/28 thru 01/03
 (prices in dollars per pound)

Fri. Dec 28, 2018

	SOUTH CENTRAL (AR, CO, KS, LA, MO, NM, OK, TX)			SOUTHWEST (AZ, CA, NV, UT)			NORTHWEST (ID, MT, OR, WA, WY)		
Outlets	4900			3900			1300		
Feature Rate (1/)	1.9%			7.3%			0.0%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	130			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	-			5.99 - 5.99	60	5.99	-		
LB Shldr Rnd Bone Chop	-			-			-		
LB Breast	-			-			-		
LB Rack	14.99 - 14.99	40	14.99	-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	7.99 - 7.99	50	7.99	7.99 - 7.99	180	7.99	-		
LB Bone-In Leg	-			-			-		
LB Boneless Leg	7.99 - 7.99	40	7.99	-			-		
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	-			2.99 - 3.99	40	3.65	-		
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
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 12/28 thru 01/03
 (prices in dollars per pound)

Fri. Dec 28, 2018

	ALASKA				HAWAII				
	(AK)				(HI)				
Outlets	100				100				
Feature Rate (1/)	31.2%				23.9%				
Special Rate (2/)	0.0%				0.0%				
Activity Index (3/)	50				30				
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
LAMB									
LB Shoulder Roast	-	-	-	-	-	-	-	-	
LB Shldr Blade Chops	-	-	-	-	5.99	-	5.99	30	5.99
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	
LB Breast	-	-	-	-	-	-	-	-	
LB Rack	17.99	-	17.99	5	17.99	-	-	-	
LB Ribs	-	-	-	-	-	-	-	-	
LB Rib Chops	-	-	-	-	-	-	-	-	
LB Whole Loin	-	-	-	-	-	-	-	-	
LB Loin Chops	-	-	-	-	-	-	-	-	
LB Bone-In Leg	6.99	-	6.99	5	6.99	-	-	-	
LB Boneless Leg	7.99	-	7.99	5	7.99	-	-	-	
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	5.00	-	5.00	30	5.00	-	-	-	
LB Shank	7.99	-	7.99	5	7.99	-	-	-	
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	-	-	-	-	-	-	-	-	