



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 08/07 thru 08/13

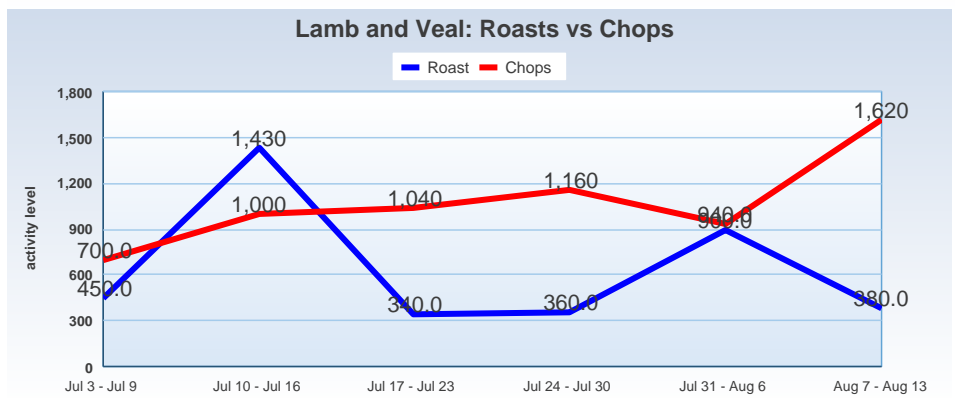
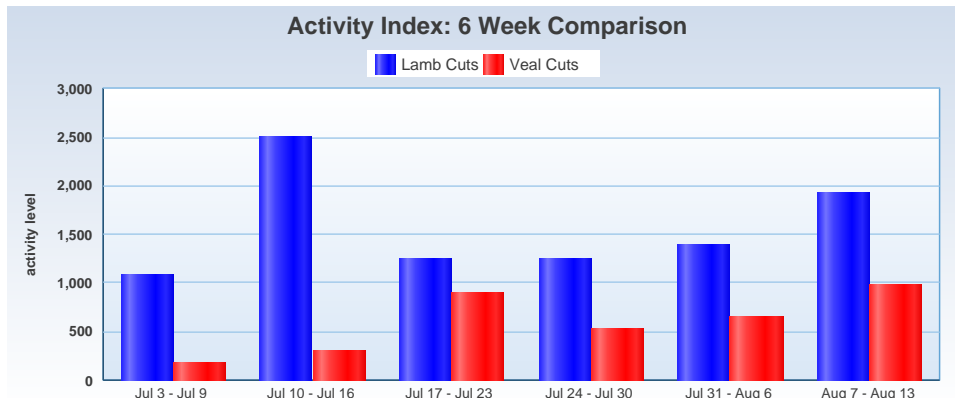
(prices in dollars per pound)

Fri. Aug 7, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.0%		7.8%		9.6%	
Special Rate (2/)	0.1%		0.0%		0.0%	
Activity Index (3/)	2,900		2,050		3,260	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	40	3.49	40	3.49		
LB Shldr Blade Chops	680	5.91	300	6.52	250	5.35
LB Shldr Rnd Bone Chop	120	7.49			230	6.90
LB Breast	70	4.39				
LB Rack	210	9.73	160	13.62	40	13.99
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	230	10.35	370	8.00	1,620	6.27
LB Bone-In Leg	40	3.99				
LB Boneless Leg			210	7.98	90	8.99
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg			210	7.99	10	8.00
LB Leg, Shank/Butt	10	4.99				
LB Leg Steaks	100	7.99			100	7.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	290	7.43			70	7.99
LB Shank	120	6.49	40	3.99		
LB Stew Meat-Lamb						
LB Stew Meat-Mutton			60	4.99	40	3.99
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	130	5.94			470	4.96
VL Shldr Rnd Bone Chops	70	5.39			80	4.99
VL Breast			280	3.12	40	2.49
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	290	12.99	270	9.73	70	10.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	120	10.99	110	9.99	40	8.99
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal	300	5.99				
VL Stew Meat	80	7.65			110	5.87

**This week in Lamb and Veal Retail** .....

The Lamb and Veal retail activity index increased nationwide by 41.5% this week, features rose by 0.8% and the special rate remained unchanged. The lamb retail activity index increased by 38.1%, while veal retail features also rose by 48.5%. The product mix between roasts and chops for both species complexes showed a 57.8% decline in the number of roasts featured, while the number of chops showcased increased by 72.3% in comparison. Loin Chops, Shoulder Blade Chops, and Racks were the most widely featured items among the lamb features as prices were unevenly steady. In the Veal complex, Loin Chops and Leg Cutlets were the most commonly advertised items as prices trended higher.



**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 08/07 thru 08/13**  
 (prices in dollars per pound)

Fri. Aug 7, 2020

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/)	20.6%			0.0%			5.1%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,110			5			660		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
LB Shoulder Roast	-			-			3.49 - 3.49	40	3.49
LB Shldr Blade Chops	4.99 - 6.99	660	5.85	5.99 - 5.99	5	5.99	6.99 - 7.99	30	7.53
LB Shldr Rnd Bone Chop	7.49 - 7.49	120	7.49	-			-		
LB Breast	4.39 - 4.39	70	4.39	-			-		
LB Rack	9.99 - 9.99	110	9.99	-			8.99 - 9.99	100	9.43
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	9.99 - 10.99	180	10.93	-			7.99 - 7.99	40	7.99
LB Bone-In Leg	-			-			3.99 - 3.99	40	3.99
LB Boneless Leg	-			-			-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			-			4.99 - 4.99	10	4.99
LB Leg Steaks	7.99 - 7.99	100	7.99	-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	-			-			7.99 - 7.99	200	7.99
LB Shank	6.49 - 6.49	120	6.49	-			-		
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	-			-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 6.99	130	5.94	-			-		
VL Shldr Rnd Bone Chops	5.39 - 5.39	70	5.39	-			-		
VL Breast	-			-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	12.99 - 12.99	290	12.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	10.99 - 10.99	120	10.99	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	5.99 - 5.99	60	5.99	-			5.99 - 5.99	200	5.99
VL Stew Meat	6.00 - 7.99	80	7.65	-			-		



**National Retail Report - Lamb/Veal**  
**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 08/07 thru 08/13**  
 (prices in dollars per pound)

Fri. Aug 7, 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/)	2.4%			0.0%			1.2%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	120			0			20		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
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	4.98 - 7.99	80	6.47	-			4.98 - 4.98	20	4.98
LB Shank	-			-			-		
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	-			-			-		
<b>VEAL</b>									
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	5.99 - 5.99	40	5.99	-			-		
VL Stew Meat	-			-			-		



**National Retail Report - Lamb/Veal**  
**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 08/07 thru 08/13**  
 (prices in dollars per pound)

Fri. Aug 7, 2020

	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	200				100			
Feature Rate (1/)	17.0%				0.0%			
Special Rate (2/)	15.0%				0.0%			
Activity Index (3/)	5				0			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
<b>LAMB</b>								
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	7.99	7.99	5	7.99	-	-	-	-
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	-	-	-	-	-	-	-	-
<b>VEAL</b>								
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	-	-	-	-	-	-	-	-