



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 12/14 thru 12/20

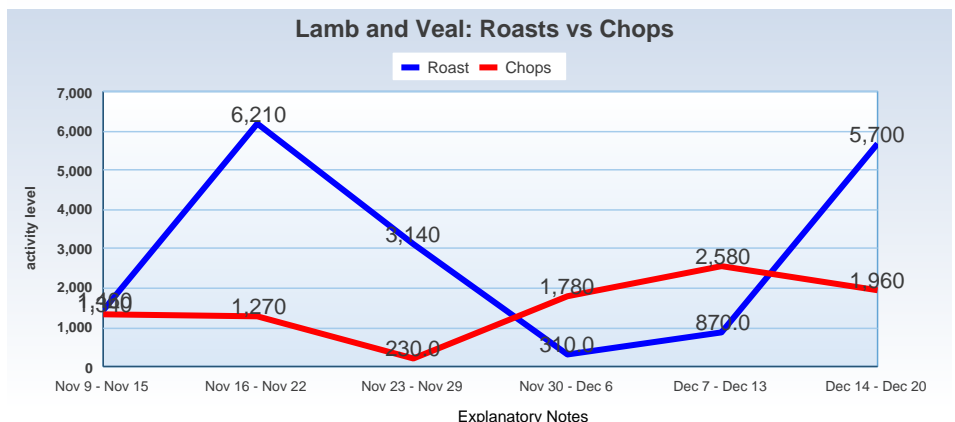
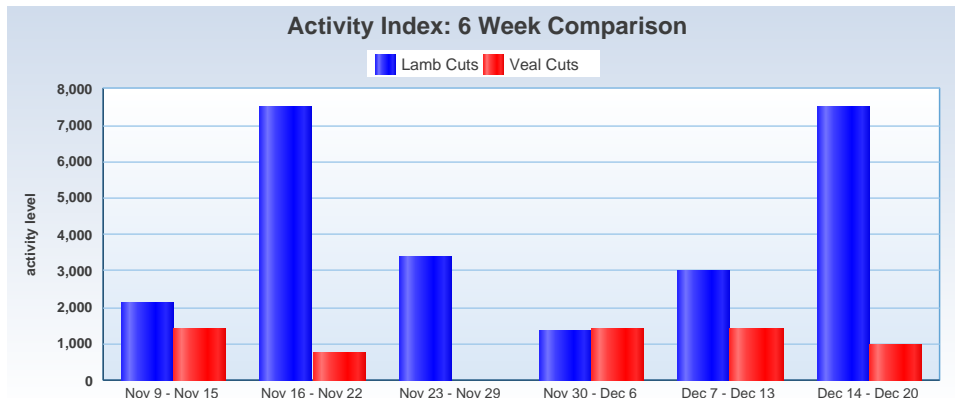
(prices in dollars per pound)

Fri. Dec 14, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	17.9%		8.7%		26.9%	
Special Rate (2/)	1.5%		0.0%		0.0%	
Activity Index (3/)	8,480		4,450		12,340	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	170	8.16	50	8.99	20	3.99
LB Shldr Blade Chops	440	5.23	570	7.90	270	5.91
LB Shldr Rnd Bone Chop	80	6.66	170	7.04	100	6.45
LB Breast	10	3.99			10	3.49
LB Rack	870	12.29	450	15.36	2,300	11.75
LB Ribs					90	12.99
LB Rib Chops			20	24.99	10	12.99
LB Whole Loin						
LB Loin Chops	1,020	7.91	890	9.21	600	8.42
LB Bone-In Leg	2,510	6.20			1,880	6.21
LB Boneless Leg	810	7.24	230	8.17	1,390	6.54
LB Semi-Bnls Leg	890	5.86	30	5.00	3,140	5.31
LB Butterflied, Bnls Leg	60	6.99	60	8.99		
LB Leg, Shank/Butt	360	6.23			1,530	5.83
LB Leg Steaks					10	5.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	20	5.77	50	5.83	10	4.99
LB Shank	60	6.34	140	5.92	220	6.94
LB Stew Meat-Lamb	60	5.40	170	5.57	10	4.99
LB Stew Meat-Mutton	120	3.99	180	3.76	100	3.17
VEAL						
VL Shoulder Roast					20	6.99
VL Shldr Blade Chops	210	4.68	720	5.51	120	5.27
VL Shldr Rnd Bone Chops	20	5.33	20	4.95	20	5.22
VL Breast			50	3.09	110	3.17
VL Rib Rack						
VL Rib Chops	30	21.99				
VL Loin Chops	160	10.99	190	8.61	10	9.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	20	7.99	180	11.42	10	11.99
VL Top Round Steak						
VL Bnls Roast	30	21.99				
VL Bone-In Osso Bucco			10	10.99		
VL Scallopini	300	9.99	30	21.99	310	9.99
VL Cube Steak						
VL Ground Veal	10	5.99	150	5.06	10	5.99
VL Stew Meat	220	6.08	90	6.11	40	5.99

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 90.6% this reporting period. Lamb and Veal features increased by 9.2%, while the special rate also rose by 1.5%. The lamb retail activity index more than doubled this week, taking up ad space from a 31.3% decline in veal features. There was a sharp increase in roasts featured for both species complexes this reporting period, accompanied by a 24.3% decline in the amount of chops showcased. Loin Chops and Bone-In Legs were the most widely advertised items among the lamb features by far this period as the general price trend was lower. In the Veal complex, Scallopini, Stew Meat, and Shoulder Blade Chops were the most commonly advertised items as prices were unevenly steady.



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.



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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/)	39.7%				0.7%				14.7%							
Special Rate (2/)	7.3%				0.0%				0.0%							
Activity Index (3/)	4,410				65				1,540							
	Price Range			Stores	Wtd Avg	Price Range			Stores	Wtd Avg	Price Range			Stores	Wtd Avg	
LAMB																
LB Shoulder Roast	8.99	-	8.99	140	8.99	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	4.99	-	6.99	180	5.53	4.99	-	4.99	5	4.99	4.99	-	5.99	20	5.45	
LB Shldr Rnd Bone Chop	5.39	-	7.49	60	7.09	-	-	-	-	-	-	4.99	-	6.39	20	5.63
LB Breast	3.99	-	3.99	10	3.99	-	-	-	-	-	-	-	-	-	-	-
LB Rack	9.99	-	19.99	800	12.18	-	-	-	-	-	-	17.99	-	17.99	10	17.99
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	6.99	-	10.99	300	9.17	-	-	-	-	-	-	7.99	-	9.99	130	9.82
LB Bone-In Leg	3.97	-	5.99	810	5.31	5.99	-	5.99	50	5.99	4.79	-	6.49	400	5.94	
LB Boneless Leg	5.99	-	7.99	340	7.25	6.99	-	6.99	5	6.99	5.99	-	7.99	240	6.95	
LB Semi-Bnls Leg	4.99	-	4.99	400	4.99	-	-	-	-	-	-	5.99	-	6.99	400	6.46
LB Butterflied, Bnls Leg	6.99	-	6.99	60	6.99	-	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	3.99	-	3.99	140	3.99	-	-	-	-	-	-	4.99	-	7.99	230	7.58
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	-	-	-	-	-	-	-	-	4.99	-	6.49	20	5.77
LB Shank	5.99	-	5.99	50	5.99	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	5.49	-	5.49	50	5.49	-	-	-	-	-	-	4.99	-	4.99	10	4.99
LB Stew Meat-Mutton	3.99	-	3.99	120	3.99	3.99	-	3.99	5	3.99	-	-	-	-	-	
VEAL																
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	3.99	-	4.99	200	4.69	-	-	-	-	-	-	3.99	-	4.99	20	4.68
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	-	4.99	-	5.49	20	5.33
VL Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	21.99	-	21.99	30	21.99	-	-	-	-	-	-	-	-	-	-	-
VL Loin Chops	10.99	-	10.99	160	10.99	-	-	-	-	-	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99	-	7.99	20	7.99	-	-	-	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	21.99	-	21.99	30	21.99	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	9.99	-	9.99	300	9.99	-	-	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	-	-	-	-	-	5.99	-	5.99	10	5.99
VL Stew Meat	5.99	-	6.99	210	6.03	-	-	-	-	-	-	6.99	-	6.99	10	6.99



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	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/)	12.1%				26.8%				32.1%			
Special Rate (2/)	0.4%				0.4%				0.0%			
Activity Index (3/)	685				1,340				435			
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
LAMB												
LB Shoulder Roast	4.99 - 4.99	5	4.99	4.99 - 4.99	30	4.99	4.99 - 4.99	5	4.99			
LB Shldr Blade Chops	-			4.99 - 4.99	240	4.99	-					
LB Shldr Rnd Bone Chop	-			-			-					
LB Breast	-			-			-					
LB Rack	-			12.99 - 12.99	60	12.99	-					
LB Ribs	-			-			-					
LB Rib Chops	-			-			-					
LB Whole Loin	-			-			-					
LB Loin Chops	7.99 - 7.99	110	7.99	5.00 - 7.99	420	6.26	-					
LB Bone-In Leg	5.99 - 8.99	430	8.11	5.99 - 6.99	530	6.31	5.99 - 5.99	290	5.99			
LB Boneless Leg	6.99 - 7.99	140	7.80	5.99 - 5.99	60	5.99	8.99 - 8.99	40	8.99			
LB Semi-Bnls Leg	-			-			6.99 - 6.99	90	6.99			
LB Butterflied, Bnls Leg	-			-			-					
LB Leg, Shank/Butt	-			-			-					
LB Leg Steaks	-			-			-					
LB Top Round Roast	-			-			-					
LB Top Round Steak	-			-			-					
LB Ground Lamb	-			-			-					
LB Shank	-			-			7.99 - 7.99	10	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	-			-			-					



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	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	100				100			
Feature Rate (1/)	29.0%				23.9%			
Special Rate (2/)	0.0%				0.0%			
Activity Index (3/)	30				30			
	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	30	8.99	8.99	8.99	30	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	-	-	-	-	-	-	-	-