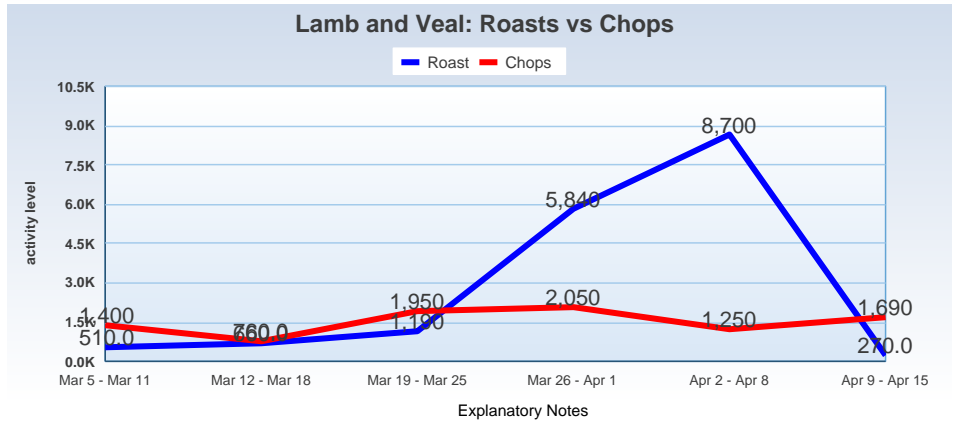
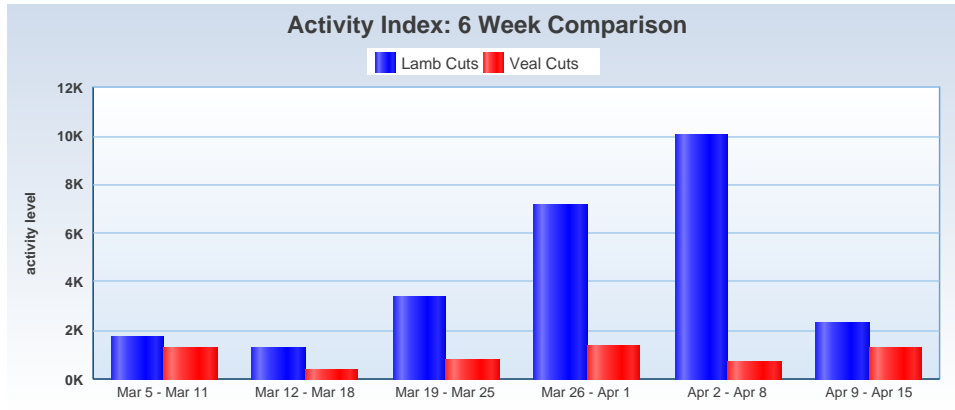




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	9.7%		22.7%		18.3%	
Special Rate (2/)	0.0%		0.4%		0.3%	
Activity Index (3/)	3,610		10,700		6,570	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	40	3.99	60	3.99	120	5.90
LB Shldr Blade Chops	550	6.36	400	6.95		
LB Shldr Rnd Bone Chop	130	6.63	210	7.99		
LB Breast	70	4.39			70	4.39
LB Rack			1,630	13.19	310	15.15
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	770	11.26	200	12.77	590	9.45
LB Bone-In Leg			2,030	5.63	1,160	5.97
LB Boneless Leg	40	4.99	2,240	7.28	2,190	7.10
LB Semi-Bnls Leg			990	5.97	1,660	5.45
LB Butterflied, Bnls Leg			370	8.35	30	6.99
LB Leg, Shank/Butt	120	8.77	970	6.57	290	8.02
LB Leg Steaks			140	8.99		
LB Top Round Roast						
LB Top Round Steak			100	9.99		
LB Ground Lamb	320	7.67	320	8.03		
LB Shank			90	6.95	70	7.99
LB Stew Meat-Lamb	240	8.99	120	5.99		
LB Stew Meat-Mutton			100	4.99		
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	170	5.81	70	6.99		
VL Shldr Rnd Bone Chops						
VL Breast			290	3.47		
VL Rib Rack			60	3.99		
VL Rib Chops						
VL Loin Chops	70	10.99	30	9.99	70	10.99
VL T-Bone Steak			100	9.99		
VL Bnls Leg			60	5.99		
VL Leg Cutlets	440	9.99	120	10.99	10	11.00
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak	140	4.99				
VL Ground Veal	140	4.99				
VL Stew Meat	370	6.95				

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased by 66.2% this week, features decreased by 13.0% and the special rate was lower at 0.0%. The lamb retail activity index decreased by 77.1% this week, as veal retail features increased by 45.5%. The roasts decreased by 98.9% while chops increased by 35.2%. Loin Chops and Stew Meat were the most widely featured items among the lamb features as prices were mixed. In the Veal complex, Blade Chops and Leg Cutlets, were the most commonly advertised items as prices were mixed.



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 04/09 thru 04/15
 (prices in dollars per pound)

Fri. Apr 9, 2021

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/)	26.1%			3.9%			8.3%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,050			370			870		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			3.99 - 3.99	40	3.99
LB Shldr Blade Chops	4.99 - 7.99	490	6.25	-			6.99 - 7.99	70	7.20
LB Shldr Rnd Bone Chop	5.39 - 7.99	130	6.63	-			-		
LB Breast	4.39 - 4.39	70	4.39	-			-		
LB Rack	-			-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	7.99 - 14.99	370	11.29	7.99 - 14.99	90	12.36	8.99 - 9.99	50	9.19
LB Bone-In Leg	-			-			-		
LB Boneless Leg	-			-			4.99 - 4.99	40	4.99
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	7.00 - 8.99	120	8.77	-			-		
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	7.99 - 7.99	60	7.99	7.48 - 7.48	200	7.48	7.99 - 7.99	50	7.99
LB Shank	-			-			-		
LB Stew Meat-Lamb	-			-			8.99 - 8.99	200	8.99
LB Stew Meat-Mutton	-			-			-		
VEAL									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 6.49	120	5.57	6.49 - 6.49	40	6.49	-		
VL Shldr Rnd Bone Chops	-			-			-		
VL Breast	-			-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	10.99 - 10.99	70	10.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	9.99 - 9.99	440	9.99	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	-			-			-		
VL Cube Steak	-			-			4.99 - 4.99	140	4.99
VL Ground Veal	-			-			4.99 - 4.99	140	4.99
VL Stew Meat	6.00 - 6.99	180	6.92	6.99 - 6.99	40	6.99	6.99 - 6.99	140	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			3800			1300		
Feature Rate (1/)	3.7%			3.7%			0.8%		
Special Rate (2/)	0.0%			0.3%			0.0%		
Activity Index (3/)	140			140			10		
	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	-			-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	10.99 - 10.99	100	10.99	10.99 - 10.99	140	10.99	16.99 - 16.99	10	16.99
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	8.99 - 8.99	40	8.99	-			-		
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	200			100		
Feature Rate (1/)	0.0%			0.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	0			0		
	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	-			-		
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	-			-		