



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/19 thru 03/25

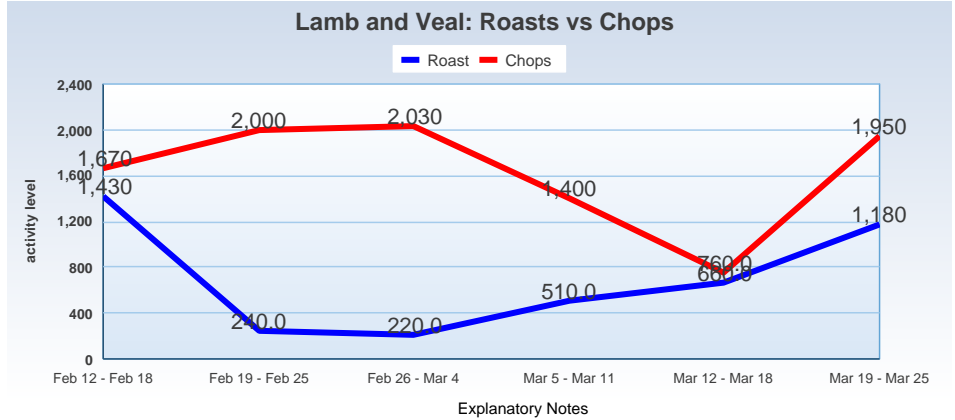
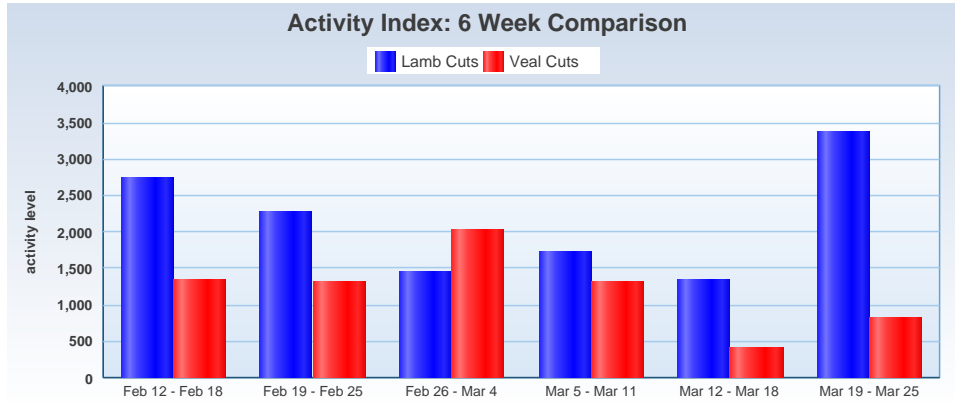
(prices in dollars per pound)

Fri. Mar 19, 2021

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	10.9%		8.1%		9.0%	
Special Rate (2/)	0.7%		0.7%		0.7%	
Activity Index (3/)	4,170		1,750		3,450	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	40	3.99			110	4.99
LB Shldr Blade Chops	1,010	7.43	450	6.26	250	5.91
LB Shldr Rnd Bone Chop	140	7.49	60	7.99	10	6.49
LB Breast			70	4.39	70	3.99
LB Rack	440	12.76	310	14.29	160	13.90
LB Ribs						
LB Rib Chops	40	9.99	40	9.99		
LB Whole Loin						
LB Loin Chops	600	13.08	70	11.99	1,300	9.64
LB Bone-In Leg	190	5.42				
LB Boneless Leg	440	7.23	50	5.08	60	7.99
LB Semi-Bnls Leg	80	8.99				
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt			100	5.32		
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	380	7.29	60	7.99	120	6.89
LB Shank			70	4.99		
LB Stew Meat-Lamb			10	9.99		
LB Stew Meat-Mutton			60	4.99	120	4.99
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	90	6.99	70	4.99	530	5.03
VL Shldr Rnd Bone Chops			70	5.39	80	5.41
VL Breast			130	2.99		
VL Rib Rack					10	12.99
VL Rib Chops						
VL Loin Chops	70	10.99			350	10.64
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	180	10.65	120	10.99	110	10.91
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	240	9.99				
VL Cube Steak					90	6.49
VL Ground Veal	20	6.99			10	5.99
VL Stew Meat	210	7.49	10	4.99	70	6.18

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 138.3% this week, features increased by 2.8% and the special rate was steady at 0.7%. The lamb retail activity index increased by 150.0% this week, as veal retail features increased by 102.5%. The roasts increased by 81.5% while chops increased by 156.6%. Shoulder Blade Chops, Racks, Loin Chops and Boneless Legs were the most widely featured items among the lamb features as prices were mixed. In the Veal complex, Leg Cutlets, Stew Meat and Scallopini were the most commonly advertised items as prices were mostly 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.



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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)								
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg						
Feature Rate (1/)	30.1%			6.6%			6.5%								
Special Rate (2/)	3.4%			0.2%			0.0%								
Activity Index (3/)	2,310			610			650								
	5500			7400			6100								
LAMB															
LB Shoulder Roast	-	-	-	-	-	-	3.99	-	3.99	40	3.99				
LB Shldr Blade Chops	5.99	-	8.99	750	7.66	5.99	-	8.99	100	6.52	5.99	-	6.99	150	6.92
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	7.49	-	7.49	140	7.49	-	-	-	
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rack	9.99	-	12.99	300	11.87	12.99	-	14.99	130	14.74	-	-	-	-	
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rib Chops	-	-	-	-	-	-	9.99	-	9.99	40	9.99	-	-	-	
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Loin Chops	7.99	-	13.99	340	11.81	13.99	-	14.98	240	14.80	-	-	-	-	
LB Bone-In Leg	4.99	-	5.99	130	5.51	4.99	-	5.99	30	6.99	3.99	-	3.99	40	3.99
LB Boneless Leg	7.99	-	8.99	130	8.47	6.99	-	6.99	30	6.99	4.99	-	4.99	40	4.99
LB Semi-Bnls Leg	8.99	-	8.99	80	8.99	-	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	7.99	-	7.99	110	7.99	6.99	-	6.99	30	6.99	-	-	-	-	-
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VEAL															
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	6.99	-	6.99	50	6.99	6.99	-	6.99	40	6.99	-	-	-	-	-
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	-	10.99	180	10.65	-	-	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-	-	9.99	-	9.99	200	9.99
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Stew Meat	7.49	-	7.49	170	7.49	7.49	-	7.49	40	7.49	-	-	-	-	-



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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/)	3.5%			3.7%			2.1%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	220			280			50		
	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	-			-			13.99 -	13.99	20 13.99
LB Bone-In Leg	-			-			9.99 -	9.99	10 9.99
LB Boneless Leg	6.99 - 6.99	90	6.99	6.99 - 6.99	140	6.99	-		
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	6.99 - 6.99	90	6.99	6.99 - 6.99	140	6.99	-		
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	9.99 - 9.99	40	9.99	-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	-			-			6.99 -	6.99	20 6.99
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	-			-		