



**National Retail Report - Lamb/Veal**

**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 10/16 thru 10/22**

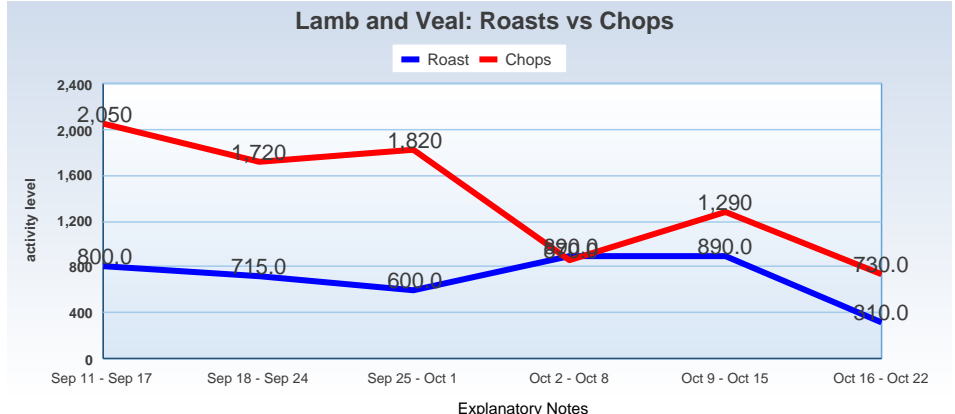
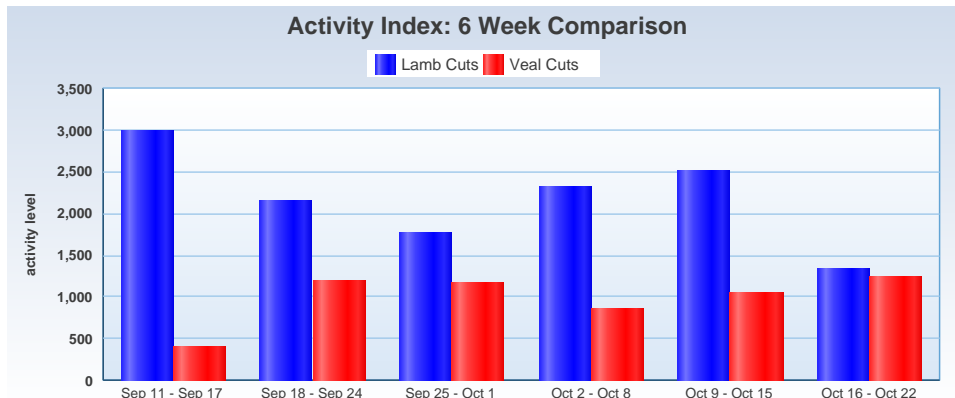
(prices in dollars per pound)

Fri. Oct 16, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.9%		10.0%		5.9%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	2,580		3,530		3,010	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	40	3.99	40	3.99		
LB Shldr Blade Chops	390	6.27	620	5.63	560	6.03
LB Shldr Rnd Bone Chop	130	6.63	180	6.08	250	6.66
LB Breast						
LB Rack	110	9.99	650	13.14	110	11.99
LB Ribs						
LB Rib Chops	40	9.99	170	12.23		
LB Whole Loin	40	7.99	40	7.99		
LB Loin Chops	50	6.62	170	5.94	230	6.94
LB Bone-In Leg						
LB Boneless Leg						
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg					70	8.99
LB Leg, Shank/Butt	40	4.99	40	4.99	80	8.99
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	370	7.99	130	8.51	60	5.98
LB Shank	50	4.08	40	3.99	140	5.99
LB Stew Meat-Lamb			240	7.99		
LB Stew Meat-Mutton	80	4.99	160	4.99	180	3.69
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	110	5.08	70	4.99	140	4.99
VL Shldr Rnd Bone Chops			70	5.39		
VL Breast	70	3.99	120	2.99	160	3.24
VL Rib Rack						
VL Rib Chops						
VL Loin Chops			10	7.99		
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	230	9.99	660	10.12	600	9.37
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	410	10.48	110	9.99		
VL Cube Steak						
VL Ground Veal	300	5.78			260	5.21
VL Stew Meat	120	6.97	10	4.99	170	5.93

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

The Lamb and Veal retail activity index decreased by 26.9% this week, while features decreased by 2.1% and the special rate remained unchanged. The lamb retail activity index decreased by 46% this week, as veal retail features increased by 18.1%. The product mix between roasts and chops for both species complexes showed an increase in the number of roasts featured by 65.6%, as the number of chops showcased increased by 43.4%. Ground Lamb, Shoulder Blade Chops, and Shoulder Round Bone Chops were the most widely featured items among the lamb features as prices were unevenly steady. In the Veal complex, Leg Cutlets, Ground Veal, and Scallopini were the most commonly advertised items as prices also trended 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			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/)	22.6%			3.1%			4.9%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	1,570			240			690		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
LB Shoulder Roast	-			-			3.99 - 3.99	40	3.99
LB Shldr Blade Chops	4.99 - 7.99	340	6.16	-			6.99 - 6.99	50	6.99
LB Shldr Rnd Bone Chop	5.39 - 7.99	130	6.63	-			-		
LB Breast	-			-			-		
LB Rack	9.99 - 9.99	110	9.99	-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			9.99 - 9.99	40	9.99
LB Whole Loin	-			-			7.99 - 7.99	40	7.99
LB Loin Chops	-			4.98 - 4.98	10	4.98	6.99 - 6.99	40	6.99
LB Bone-In Leg	-			-			-		
LB Boneless Leg	-			-			-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			-			4.99 - 4.99	40	4.99
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	7.99 - 7.99	130	7.99	-			7.99 - 7.99	200	7.99
LB Shank	-			-			3.99 - 3.99	40	3.99
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	4.99 - 4.99	80	4.99	-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 5.99	110	5.08	4.99 - 4.99	5	4.99	-		
VL Shldr Rnd Bone Chops	-			-			-		
VL Breast	3.99 - 3.99	70	3.99	-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	-			-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	9.99 - 10.00	230	9.99	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	9.99 - 9.99	190	9.99	9.99 - 10.98	220	10.90	-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	60	4.99	-			5.99 - 5.99	200	5.99
VL Stew Meat	6.00 - 7.99	120	6.97	6.99 - 6.99	5	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/)	1.6%				0.0%			0.0%				
Special Rate (2/)	0.0%				0.0%			0.0%				
Activity Index (3/)	80				0			0				
	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	7.99	-	7.99	40	7.99				-			
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	-				-				-			



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	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	200			100		
Feature Rate (1/)	2.0%			0.0%		
Special Rate (2/)	0.0%			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	-			-		
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	5.99 - 5.99	5	5.99	-		
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	-			-		