



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 12/07 thru 12/13

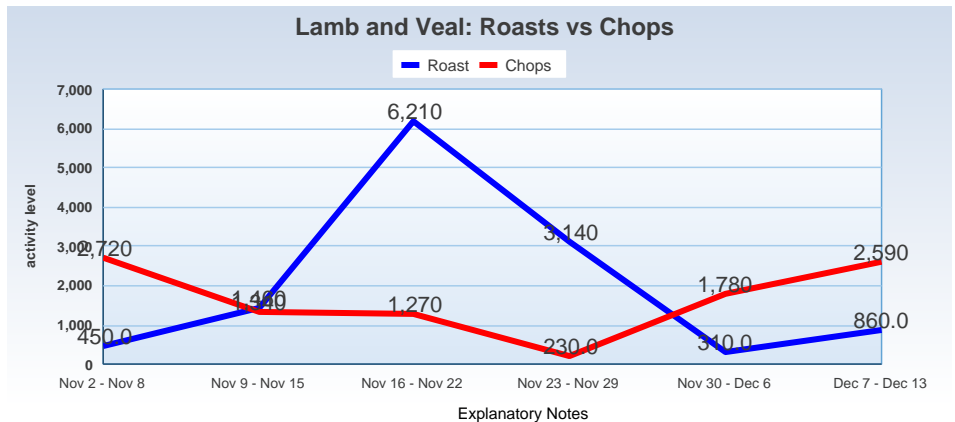
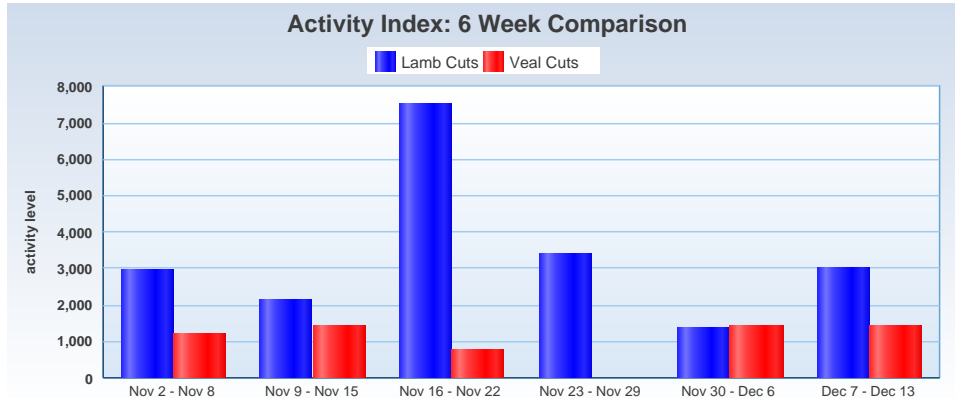
(prices in dollars per pound)

Fri. Dec 7, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	8.7%		6.9%		9.8%	
Special Rate (2/)	0.0%		0.7%		0.1%	
Activity Index (3/)	4,450		2,810		4,550	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	50	8.99			50	4.57
LB Shldr Blade Chops	570	7.90	810	5.42	310	5.22
LB Shldr Rnd Bone Chop	170	7.04	40	5.34	130	5.92
LB Breast					20	3.57
LB Rack	450	15.36	10	14.99	470	12.20
LB Ribs			10	3.49		
LB Rib Chops	20	24.99	20	24.99	20	14.99
LB Whole Loin						
LB Loin Chops	890	9.21	230	11.09	1,600	8.14
LB Bone-In Leg					190	6.70
LB Boneless Leg	230	8.17	10	6.99	190	8.96
LB Semi-Bnls Leg	30	5.00			110	6.99
LB Butterflied, Bnls Leg	60	8.99				
LB Leg, Shank/Butt					30	5.20
LB Leg Steaks			10	5.99		
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	50	5.83	20	6.89	20	6.42
LB Shank	140	5.92	20	5.36	70	5.17
LB Stew Meat-Lamb	170	5.57	10	4.99	10	4.99
LB Stew Meat-Mutton	180	3.76	200	3.61	150	3.78
VEAL						
VL Shoulder Roast			20	6.99	10	3.99
VL Shldr Blade Chops	720	5.51	460	4.49	250	4.68
VL Shldr Rnd Bone Chops	20	4.95	160	3.33	20	4.80
VL Breast	50	3.09	270	2.72	310	2.61
VL Rib Rack						
VL Rib Chops			20	18.99		
VL Loin Chops	190	8.61	30	10.99	60	11.19
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	180	11.42	40	10.99	140	10.27
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco	10	10.99				
VL Scallopini	30	21.99	210	10.12	10	7.99
VL Cube Steak						
VL Ground Veal	150	5.06	140	5.07	10	5.99
VL Stew Meat	90	6.11	70	6.14	370	6.69

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 58.4% this reporting period. Lamb and Veal features rose by 1.8%, while the special rate decreased by 0.7%. The lamb retail activity index showed a 117.4% increase this week as the number of veal retail features rose by 2.1%. There were more than twice as many roasts featured for both species complexes this reporting period, while the number of chops showcased rose by 47.2% as well. Shoulder Blade Chops, Racks, and Loin Chops were the most widely advertised items among the lamb features as the general price trend this period was steady to higher. In the Veal complex, Shoulder Blade Chops, Loin Chops, and Leg Cutlets were the most commonly advertised items as prices were steady to higher.



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/)	22.3%			1.7%			6.6%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,530			165			860		
	5400			7400			6100		
LAMB									
LB Shoulder Roast	8.99 - 8.99	50	8.99	-			-		
LB Shldr Blade Chops	4.99 - 6.99	290	5.95	-			4.99 - 10.99	220	10.09
LB Shldr Rnd Bone Chop	7.49 - 7.49	140	7.49	-			4.49 - 6.39	40	5.27
LB Breast	-			-			-		
LB Rack	14.99 - 19.99	50	18.16	14.99 - 14.99	100	14.99	14.99 - 14.99	210	14.99
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	7.99 - 14.99	400	10.63	11.99 - 11.99	20	11.99	7.99 - 9.99	20	9.15
LB Bone-In Leg	-			-			-		
LB Boneless Leg	8.99 - 8.99	40	8.99	7.99 - 7.99	5	7.99	-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	8.99 - 8.99	60	8.99	-			-		
LB Leg, Shank/Butt	-			-			-		
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	-			-			4.99 - 4.99	10	4.99
LB Shank	5.99 - 5.99	140	5.99	-			3.99 - 3.99	10	3.99
LB Stew Meat-Lamb	5.49 - 5.49	140	5.49	-			3.99 - 9.99	30	5.96
LB Stew Meat-Mutton	3.99 - 3.99	140	3.99	-			-		
VEAL									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 5.99	580	5.68	-			3.99 - 4.99	140	4.82
VL Shldr Rnd Bone Chops	-			-			4.49 - 5.49	20	4.95
VL Breast	3.99 - 3.99	10	3.99	2.69 - 2.99	40	2.84	-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	7.99 - 12.99	170	8.31	-			10.99 - 10.99	20	10.99
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	7.99 - 21.99	180	11.42	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			10.99 - 10.99	10	10.99
VL Scallopini	21.99 - 21.99	30	21.99	-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	30	4.99	-			4.99 - 5.99	120	5.08
VL Stew Meat	5.99 - 5.99	80	5.99	-			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/)	4.9%				12.5%				0.8%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	270				485				10			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
LAMB												
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	10.99	- 10.99	40	10.99	-	-	-	-	-	-	-	-
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	-	-	-	-
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-
LB Rack	14.99	- 14.99	50	14.99	14.99	- 14.99	5	14.99	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	24.99	- 24.99	20	24.99	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	-	-	-	-	7.99	- 7.99	420	7.99	-	-	-	-
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Boneless Leg	7.99	- 7.99	180	7.99	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	8.99	- 8.99	10	8.99
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	2.99	- 2.99	40	2.99	-	-	-	-
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/)	120			30		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	5.99 - 5.99	30	5.99	-		
LB Shldr Rnd Bone Chop	-			-		
LB Breast	-			-		
LB Rack	-			14.99 - 14.99	30	14.99
LB Ribs	-			-		
LB Rib Chops	-			-		
LB Whole Loin	-			-		
LB Loin Chops	5.00 - 5.00	30	5.00	-		
LB Bone-In Leg	-			-		
LB Boneless Leg	-			-		
LB Semi-Bnls Leg	5.00 - 5.00	30	5.00	-		
LB Butterflied, Bnls Leg	-			-		
LB Leg, Shank/Butt	-			-		
LB Leg Steaks	-			-		
LB Top Round Roast	-			-		
LB Top Round Steak	-			-		
LB Ground Lamb	5.00 - 5.00	30	5.00	-		
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	-			-		