



**National Retail Report - Lamb/Veal**

**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/08 thru 03/14**

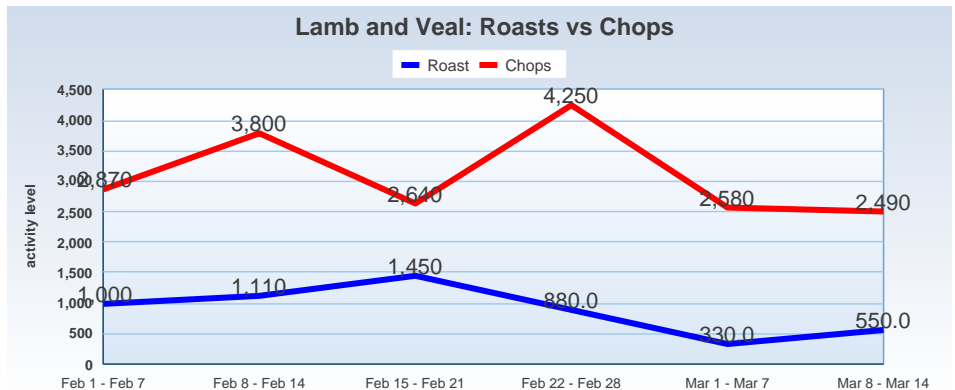
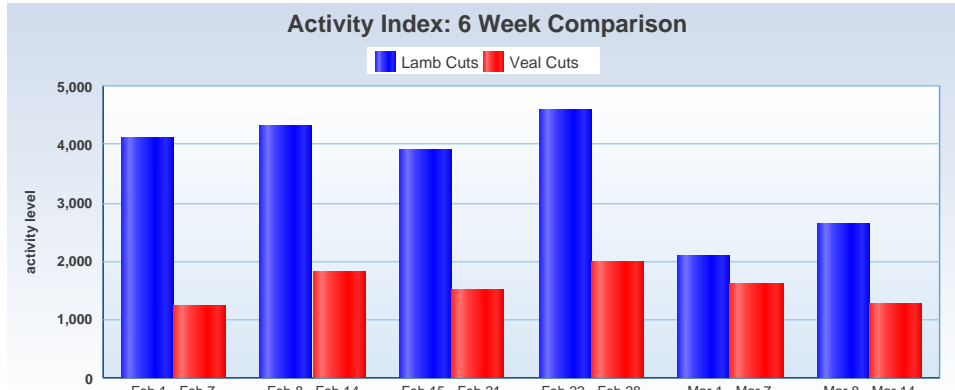
(prices in dollars per pound)

Fri. Mar 8, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.9%		7.6%		6.4%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	3,910		3,700		3,490	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	30	6.99	210	7.99	40	5.71
LB Shldr Blade Chops	820	5.62	270	5.36	780	6.01
LB Shldr Rnd Bone Chop	300	5.85	20	5.64	220	6.61
LB Breast			10	3.49		
LB Rack	120	14.99				
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	890	10.51	1,290	10.65	560	9.06
LB Bone-In Leg			30	7.26		
LB Boneless Leg			70	8.99	30	9.99
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt	110	4.49			10	4.99
LB Leg Steaks			100	7.99		
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	280	7.86	10	4.99	10	4.99
LB Shank	40	3.99			180	5.71
LB Stew Meat-Lamb	10	4.99	10	3.99	200	6.02
LB Stew Meat-Mutton	40	3.49	90	3.99	70	3.99
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	450	5.25	700	4.99	440	4.30
VL Shldr Rnd Bone Chops	20	4.59	200	5.15	130	5.35
VL Breast	290	3.13	40	2.39	420	2.87
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	10	5.99			30	10.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	410	9.68	220	9.11	10	8.81
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal	10	5.99	190	5.24	120	5.08
VL Stew Meat	80	7.84	270	6.56	210	6.96

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

The Lamb and Veal retail activity index increased nationwide by 5.7 % this week. Lamb and Veal features increased by .3%, while the special rate remained steady. The lamb retail activity index showed an increase of 25.8%, while veal retail features decreased by 21.1%. The product mix between roasts and chops for both species complexes displayed a 66.6% increase in the number of roasts featured, while the number of chops showcased decreased by 3.5% in comparison. Shoulder Blade Chops and Loin Chops were the most widely advertised items among the lamb features, as the general price trend this period was mostly steady. In the Veal complex, Shoulder Blade Chops, and Leg Cutlets were the most commonly advertised items while the general price trend was mostly steady to firm.



**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)		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
Outlets	5500			7400			6100		
Feature Rate (1/)	25.6%			3.1%			4.9%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,580			320			620		
<b>LAMB</b>									
LB Shoulder Roast	-	-	-	-	-	-	6.99 - 6.99	30	6.99
LB Shldr Blade Chops	4.79 - 6.99	540	5.46	-	-	-	4.99 - 6.99	260	6.01
LB Shldr Rnd Bone Chop	4.99 - 5.39	130	5.20	-	-	-	4.99 - 6.49	170	6.37
LB Breast	-	-	-	-	-	-	-	-	-
LB Rack	-	-	-	14.99 - 14.99	120	14.99	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	5.99 - 14.99	700	10.72	9.99 - 9.99	40	9.99	7.99 - 14.99	80	10.44
LB Bone-In Leg	-	-	-	-	-	-	-	-	-
LB Boneless Leg	-	-	-	-	-	-	-	-	-
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	4.49 - 4.49	110	4.49	-	-	-	-	-	-
LB Leg Steaks	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	7.99 - 7.99	30	7.99	4.99 - 4.99	10	4.99
LB Shank	-	-	-	3.99 - 3.99	40	3.99	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	4.99 - 4.99	10	4.99
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-
<b>VEAL</b>									
VL Shoulder Roast	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	4.99 - 6.99	420	5.31	-	-	-	3.49 - 4.99	20	4.24
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	3.79 - 5.39	20	4.59
VL Breast	2.69 - 3.99	200	3.26	2.69 - 2.99	90	2.84	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-
VL Loin Chops	-	-	-	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99 - 10.00	410	9.68	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	5.99 - 5.99	10	5.99
VL Stew Meat	7.99 - 7.99	70	7.99	-	-	-	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			3800			1300		
Feature Rate (1/)	2.1%			5.1%			0.0%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	100			200			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	9.99 - 9.99	10	9.99	5.99 - 5.99	10	5.99	-		
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	7.99 - 7.99	90	7.99	7.99 - 7.99	140	7.99	-		
LB Shank	-			-			-		
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	-			3.49 - 3.49	40	3.49	-		
<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	-			5.99 - 5.99	10	5.99	-		
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/)	37.0%				21.9%				
Special Rate (2/)	0.0%				0.0%				
Activity Index (3/)	40				20				
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
<b>LAMB</b>									
LB Shoulder Roast	-	-			-	-			
LB Shldr Blade Chops	-	-			4.99	-	4.99	20	4.99
LB Shldr Rnd Bone Chop	-	-			-	-			
LB Breast	-	-			-	-			
LB Rack	-	-			-	-			
LB Ribs	-	-			-	-			
LB Rib Chops	-	-			-	-			
LB Whole Loin	-	-			-	-			
LB Loin Chops	8.99	-	8.99	40	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	-	-			-	-			
<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	-	-			-	-			