



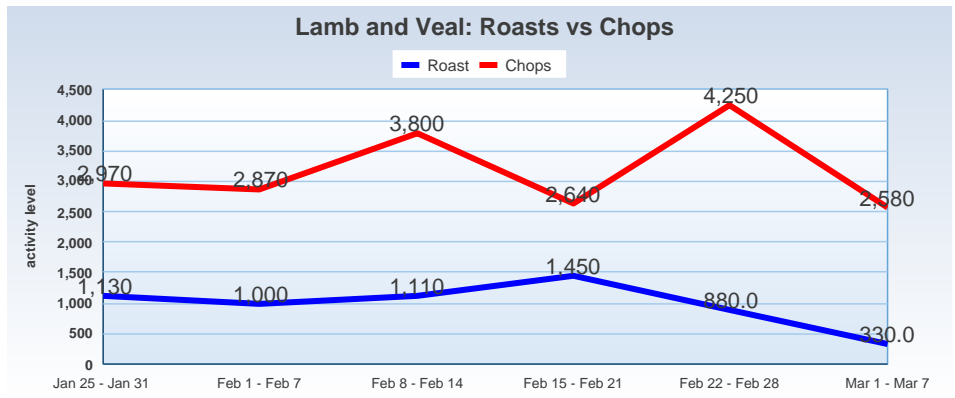
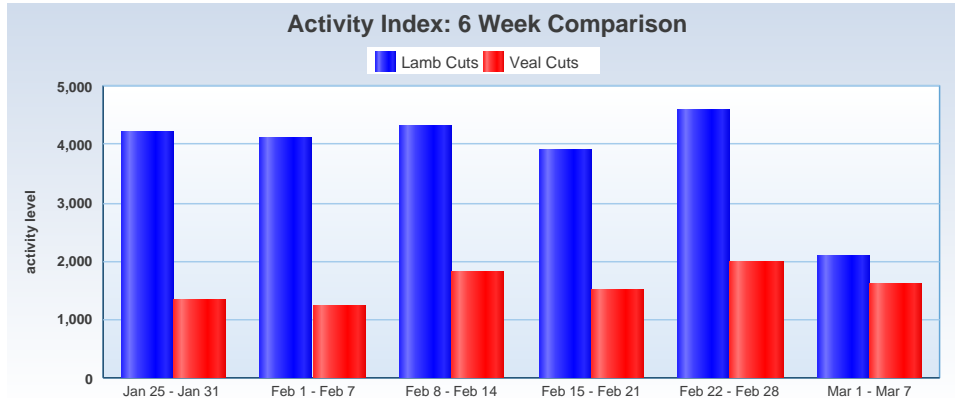
National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/01 thru 03/07
 (prices in dollars per pound)

Fri. Mar 1, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	7.6%		13.4%		7.5%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	3,700		6,560		3,260	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	210	7.99	100	4.03	20	3.52
LB Shldr Blade Chops	270	5.36	1,400	6.01	710	5.26
LB Shldr Rnd Bone Chop	20	5.64	390	6.92	160	5.93
LB Breast	10	3.49	70	3.99	20	3.72
LB Rack						
LB Ribs						
LB Rib Chops						
LB Whole Loin			60	9.99		
LB Loin Chops	1,290	10.65	1,360	10.27	520	10.99
LB Bone-In Leg					20	4.99
LB Boneless Leg	70	8.99			10	9.99
LB Semi-Bnls Leg					10	8.99
LB Butterflied, Bnls Leg			110	4.99	70	5.99
LB Leg, Shank/Butt			290	4.99	30	5.35
LB Leg Steaks	100	7.99			20	9.90
LB Top Round Roast			10	10.00		
LB Top Round Steak						
LB Ground Lamb	10	4.99	290	5.99	150	7.02
LB Shank			280	5.75	20	5.75
LB Stew Meat-Lamb	10	3.99	210	5.49	20	6.59
LB Stew Meat-Mutton	90	3.99				
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	700	4.99	700	4.81	250	4.53
VL Shldr Rnd Bone Chops	200	5.15	20	5.19	40	5.42
VL Breast	40	2.39	240	2.84	50	2.20
VL Rib Rack						
VL Rib Chops			80	21.99	10	15.99
VL Loin Chops			300	10.64	120	8.11
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	220	9.11	90	9.98	520	11.85
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini						
VL Cube Steak						
VL Ground Veal	190	5.24	210	5.05	30	7.64
VL Stew Meat	270	6.56	350	5.88	220	6.08

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased nationwide by 43.6 % this week. Lamb and Veal features decreased by 5.8%, while the special rate remained steady. The lamb retail activity index showed a decrease of 54.4%, while veal retail features also decreased by 19.1%. The product mix between roasts and chops for both species complexes displayed a 62.9% decrease in the number of roasts featured, while the number of chops showcased rose by 39.4% 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 to weak. In the Veal complex, Shoulder Blade Chops, and Stew Meat 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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	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)			
Outlets	5500				7400				6100			
Feature Rate (1/)	26.3%				1.1%				9.3%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	2,490				80				1,010			
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
LAMB												
LB Shoulder Roast	7.99 - 7.99	170	7.99	7.99 - 7.99	40	7.99	-	-	-			
LB Shldr Blade Chops	4.99 - 4.99	90	4.99	-	-	-	4.49 - 5.99	180	5.56			
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	4.99 - 6.29	20	5.64			
LB Breast	-	-	-	-	-	-	3.49 - 3.49	10	3.49			
LB Rack	-	-	-	-	-	-	-	-	-			
LB Ribs	-	-	-	-	-	-	-	-	-			
LB Rib Chops	-	-	-	-	-	-	-	-	-			
LB Whole Loin	-	-	-	-	-	-	-	-	-			
LB Loin Chops	5.99 - 11.99	900	10.05	-	-	-	4.99 - 14.99	270	12.86			
LB Bone-In Leg	-	-	-	-	-	-	-	-	-			
LB Boneless Leg	8.99 - 8.99	70	8.99	-	-	-	-	-	-			
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-			
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-			
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-			
LB Leg Steaks	7.99 - 7.99	100	7.99	-	-	-	-	-	-			
LB Top Round Roast	-	-	-	-	-	-	-	-	-			
LB Top Round Steak	-	-	-	-	-	-	-	-	-			
LB Ground Lamb	-	-	-	-	-	-	4.99 - 4.99	10	4.99			
LB Shank	-	-	-	-	-	-	-	-	-			
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-			
LB Stew Meat-Mutton	3.99 - 3.99	90	3.99	-	-	-	-	-	-			
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	-			
VL Shldr Blade Chops	4.99 - 4.99	540	4.99	-	-	-	4.99 - 4.99	160	4.99			
VL Shldr Rnd Bone Chops	4.99 - 5.39	190	5.14	-	-	-	5.39 - 5.39	10	5.39			
VL Breast	-	-	-	2.39 - 2.39	40	2.39	-	-	-			
VL Rib Rack	-	-	-	-	-	-	-	-	-			
VL Rib Chops	-	-	-	-	-	-	-	-	-			
VL Loin Chops	-	-	-	-	-	-	-	-	-			
VL T-Bone Steak	-	-	-	-	-	-	-	-	-			
VL Bnls Leg	-	-	-	-	-	-	-	-	-			
VL Leg Cutlets	7.99 - 9.98	220	9.11	-	-	-	-	-	-			
VL Top Round Steak	-	-	-	-	-	-	-	-	-			
VL Bnls Roast	-	-	-	-	-	-	-	-	-			
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-			
VL Scallopini	-	-	-	-	-	-	-	-	-			
VL Cube Steak	-	-	-	-	-	-	-	-	-			
VL Ground Veal	-	-	-	-	-	-	4.99 - 5.99	190	5.24			
VL Stew Meat	5.99 - 5.99	120	5.99	-	-	-	6.99 - 6.99	160	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/)	2.3%				0.3%			0.0%				
Special Rate (2/)	0.0%				0.0%			0.0%				
Activity Index (3/)	120				10			0				
	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	7.99	14.99	120	10.30	-	-	-	-	-	-	-	-
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	-	-	-	-	3.99	3.99	10	3.99	-	-	-	-
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	-			-		