



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 10/11 thru 10/17

(prices in dollars per pound)

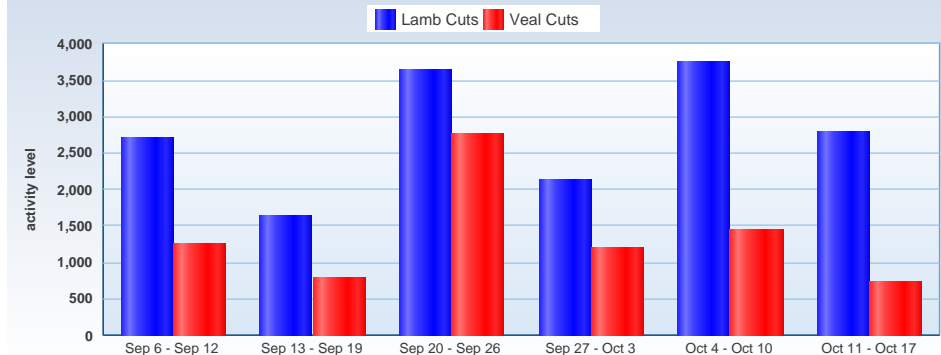
Fri. Oct 11, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	9.7%		13.6%		11.4%	
Special Rate (2/)	0.0%		0.0%		1.9%	
Activity Index (3/)	3,550		5,170		4,730	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast					180	8.99
LB Shldr Blade Chops	1,420	5.84	510	5.43	320	6.79
LB Shldr Rnd Bone Chop	140	6.61	10	4.99	80	5.18
LB Breast			70	3.99	20	3.72
LB Rack	190	14.91	110	10.99	200	13.92
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	450	8.43	2,620	6.32	1,810	8.71
LB Bone-In Leg					10	3.99
LB Boneless Leg	120	8.99			150	5.81
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg	100	8.99	110	4.99		
LB Leg, Shank/Butt			10	4.99	10	7.63
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak	20	10.99				
LB Ground Lamb					240	6.13
LB Shank	110	5.92	50	5.99	10	3.99
LB Stew Meat-Lamb	90	5.73	40	3.69	10	4.99
LB Stew Meat-Mutton	170	3.68	190	3.99	140	3.99
VEAL						
VL Shoulder Roast					20	6.99
VL Shldr Blade Chops	110	6.26	470	4.91	430	4.43
VL Shldr Rnd Bone Chops			70	5.39	160	3.31
VL Breast			40	1.99	120	2.94
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	80	10.83	10	10.00	90	10.22
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	470	9.18	170	9.21	60	9.97
VL Top Round Steak					30	19.99
VL Bnls Roast						
VL Bone-In Osso Bucco			80	12.99	10	9.56
VL Scallopini			210	9.99	330	9.39
VL Cube Steak						
VL Ground Veal	40	4.99	140	4.99	130	5.21
VL Stew Meat	40	5.99	260	5.99	170	6.00

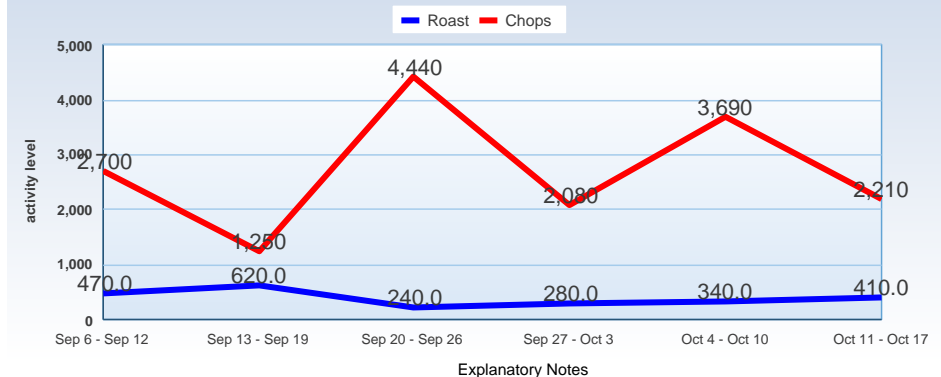
This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased nationwide by 31.3% this week. Lamb and Veal features declined by 3.9%, while the special rate remained steady. The lamb retail activity index showed a decrease of 24.9%, while veal retail features also declined by 50%. The product mix between roasts and chops for both species complexes showed a 20.6% increase in the number of roasts featured, while the number of chops showcased declined by 39.9%. Loin Chops and Shoulder Blade Chops were the most widely featured items among the lamb features as prices were mostly higher. In the Veal complex, Leg Cutlets and Shoulder Blade Chops were the most commonly advertised items as prices remained mostly steady.

Activity Index: 6 Week Comparison



Lamb and Veal: Roasts vs Chops



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/)	21.7%					3.3%					5.6%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	1,750					430					340				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
LAMB															
LB Shoulder Roast		-					-					-			
LB Shldr Blade Chops	4.99	- 6.99	260	5.36		4.99	- 6.99	120	5.94		4.99	- 9.99	290	7.60	
LB Shldr Rnd Bone Chop	7.49	- 7.49	50	7.49		4.99	- 7.49	90	6.16			-			
LB Breast		-					-				-				
LB Rack	14.99	- 14.99	70	14.99		14.99	- 14.99	120	14.99			-			
LB Ribs		-					-				-				
LB Rib Chops		-					-				-				
LB Whole Loin		-					-				-				
LB Loin Chops	6.99	- 10.00	190	8.19			-				10.99	- 10.99	50	10.99	
LB Bone-In Leg		-					-				-				
LB Boneless Leg	8.99	- 8.99	120	8.99			-				-				
LB Semi-Bnls Leg		-					-				-				
LB Butterflied, Bnls Leg	8.99	- 8.99	100	8.99			-				-				
LB Leg, Shank/Butt		-					-				-				
LB Leg Steaks		-					-				-				
LB Top Round Roast		-					-				-				
LB Top Round Steak		-					-				-				
LB Ground Lamb		-					-				-				
LB Shank	5.99	- 5.99	50	5.99		5.99	- 5.99	40	5.99			-			
LB Stew Meat-Lamb	5.49	- 5.49	50	5.49		5.99	- 5.99	40	5.99			-			
LB Stew Meat-Mutton	3.99	- 3.99	120	3.99			-				-				
VEAL															
VL Shoulder Roast		-					-				-				
VL Shldr Blade Chops	4.99	- 6.99	110	6.29		4.99	- 4.99	5	4.99			-			
VL Shldr Rnd Bone Chops		-					-				-				
VL Breast		-					-				-				
VL Rib Rack		-					-				-				
VL Rib Chops		-					-				-				
VL Loin Chops	10.00	- 10.99	80	10.83			-				-				
VL T-Bone Steak		-					-				-				
VL Bnls Leg		-					-				-				
VL Leg Cutlets	8.49	- 10.00	470	9.17		9.99	- 9.99	5	9.99			-			
VL Top Round Steak		-					-				-				
VL Bnls Roast		-					-				-				
VL Bone-In Osso Bucco		-					-				-				
VL Scallopini		-					-				-				
VL Cube Steak		-					-				-				
VL Ground Veal	4.99	- 4.99	40	4.99		4.99	- 4.99	5	4.99			-			
VL Stew Meat	5.99	- 5.99	40	5.99		5.99	- 5.99	5	5.99			-			



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	SOUTH CENTRAL					SOUTHWEST					NORTHWEST				
	(AR, CO, KS, LA, MO, NM, OK, TX)					(AZ, CA, NV, UT)					(ID, MT, OR, WA, WY)				
Outlets	4900					3800					1300				
Feature Rate (1/)	13.9%					8.0%					2.6%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	680					300					45				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
LAMB															
LB Shoulder Roast		-					-					-			
LB Shldr Blade Chops	4.99	- 5.99	600	5.14		5.99	- 5.99	140	5.99			-			
LB Shldr Rnd Bone Chop		-					-					-			
LB Breast		-					-					-			
LB Rack		-					-				9.99	- 9.99	5	9.99	
LB Ribs		-					-					-			
LB Rib Chops		-					-					-			
LB Whole Loin		-					-					-			
LB Loin Chops	7.99	- 7.99	80	7.99		7.99	- 7.99	110	7.99			-			
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		-					-				10.99	- 10.99	20	10.99	
LB Ground Lamb		-					-					-			
LB Shank		-					-				5.49	- 5.49	20	5.49	
LB Stew Meat-Lamb		-					-					-			
LB Stew Meat-Mutton		-				2.99	- 2.99	50	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	200			100		
Feature Rate (1/)	2.0%			19.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	5			20		
	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 - 7.99	20	7.99
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	5.99 - 5.99	5	5.99	-		
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	-			-		