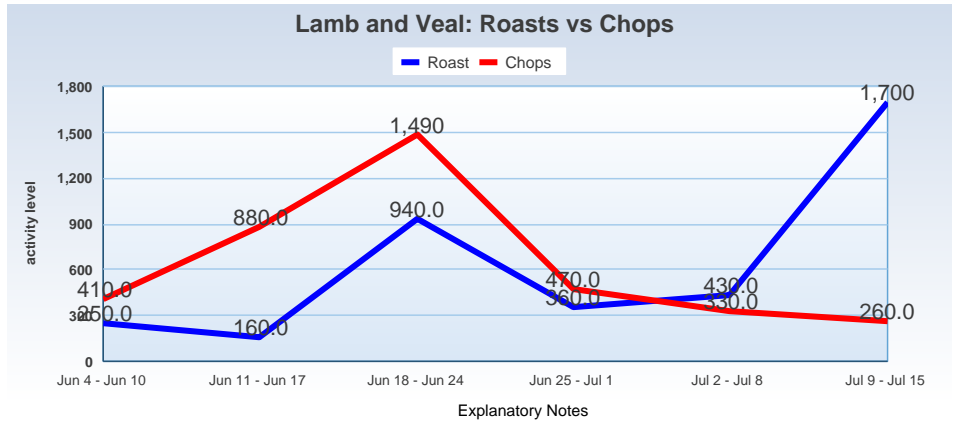
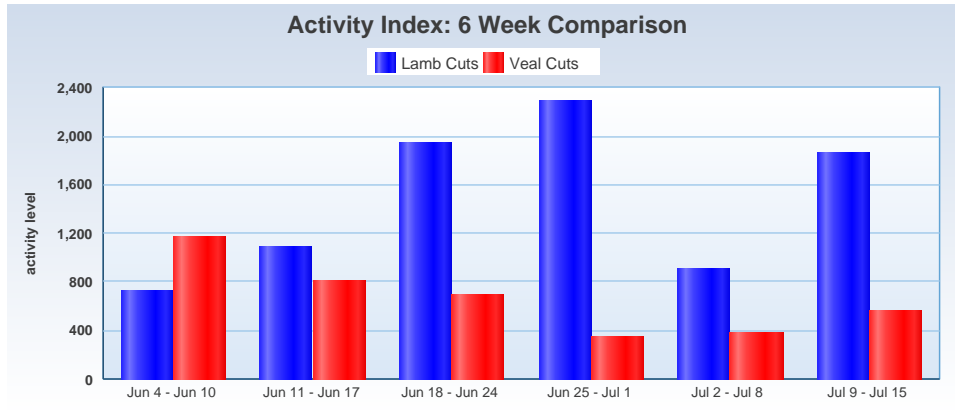




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	9.5%		10.6%		9.7%	
Special Rate (2/)	0.1%		1.1%		0.0%	
Activity Index (3/)	2,410		1,280		2,780	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast			40	2.99		
LB Shldr Blade Chops	30	7.06	80	5.99	790	3.99
LB Shldr Rnd Bone Chop			70	6.39	160	6.96
LB Breast			70	4.39		
LB Rack	10	15.99	280	14.74	1,080	12.89
LB Ribs			40	12.99		
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	20	8.91	70	14.99	50	10.99
LB Bone-In Leg						
LB Boneless Leg	40	4.99	40	4.99		
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg	1,600	6.99				
LB Leg, Shank/Butt	40	3.99	40	3.99		
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	70	8.99	240	8.99	90	7.99
LB Shank	40	4.99	40	4.99	160	5.81
LB Stew Meat-Lamb					40	3.69
LB Stew Meat-Mutton						
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	70	5.99				
VL Shldr Rnd Bone Chops	70	6.39				
VL Breast			70	4.59	240	3.74
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	70	12.99	70	12.99		
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	210	12.99			60	9.99
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	70	12.99				
VL Cube Steak						
VL Ground Veal	70	6.99	240	5.99		
VL Stew Meat						

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

The Lamb and Veal retail activity index was higher at 88.28% this week, features decreased by 1.10% and the special rate decreased by 1.00%. The lamb retail activity index increased by 104.40% this week, as veal retail features increased by 47.40%. The roasts increased by 295.0% while chops decreased by 21.21%. Butterflied Boneless Leg was the most widely featured items among the Lamb features as prices were mixed. In the Veal complex Leg Cutlets were the most advertised item as prices were mixed.



**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.



National Retail Report - Lamb/Veal  
 Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 07/09 thru 07/15  
 (prices in dollars per pound)

Fri. Jul 9, 2021

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/)	16.2%			5.4%			12.1%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	930			400			800		
<b>LAMB</b>									
LB Shoulder Roast	-			-			-		
LB Shldr Blade Chops	-			-			8.99 - 8.99	10	8.99
LB Shldr Rnd Bone Chop	-			-			-		
LB Breast	-			-			-		
LB Rack	-			-			15.99 - 15.99	10	15.99
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	-			-			7.99 - 9.99	20	8.91
LB Bone-In Leg	-			-			-		
LB Boneless Leg	-			-			4.99 - 4.99	40	4.99
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	6.99 - 6.99	340	6.99	6.99 - 6.99	360	6.99	6.99 - 6.99	640	6.99
LB Leg, Shank/Butt	-			-			3.99 - 3.99	40	3.99
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	8.99 - 8.99	70	8.99	-			-		
LB Shank	-			-			4.99 - 4.99	40	4.99
LB Stew Meat-Lamb	-			-			-		
LB Stew Meat-Mutton	-			-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	5.99 - 5.99	70	5.99	-			-		
VL Shldr Rnd Bone Chops	6.39 - 6.39	70	6.39	-			-		
VL Breast	-			-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	12.99 - 12.99	70	12.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	12.99 - 12.99	170	12.99	12.99 - 12.99	40	12.99	-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	12.99 - 12.99	70	12.99	-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	6.99 - 6.99	70	6.99	-			-		
VL Stew Meat	-			-			-		



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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/)	5.5%			1.2%			0.0%		
Special Rate (2/)	0.0%			0.8%			0.2%		
Activity Index (3/)	220			40			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	-			4.99 - 4.99	10	4.99	-		
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	6.99 - 6.99	220	6.99	6.99 - 6.99	30	6.99	-		
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	-			-			-		



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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
<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	-			-		
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	-			-		