



# National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 11/15 thru 11/21

(prices in dollars per pound)

Fri. Nov 15, 2019

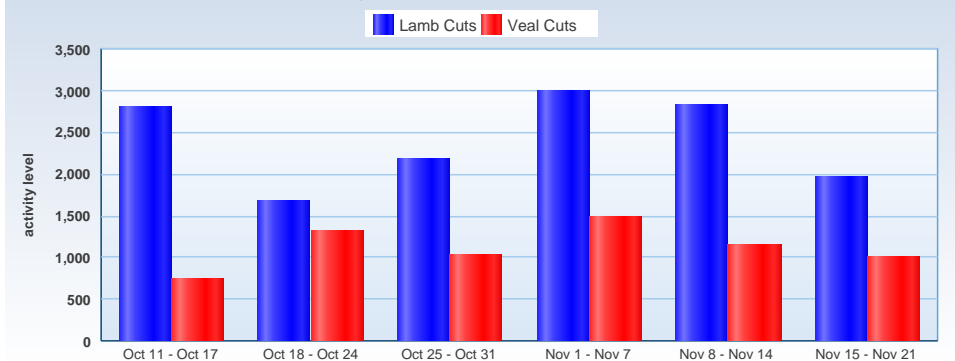
## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	6.5%		7.9%		20.3%	
Special Rate (2/)	0.1%		0.8%		0.1%	
Activity Index (3/)	2,980		3,970		8,290	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	180	7.36			10	3.99
LB Shldr Blade Chops	180	4.68	1,030	5.52	320	5.07
LB Shldr Rnd Bone Chop	60	3.99	310	6.89	170	5.09
LB Breast						
LB Rack	50	11.55	280	14.99	800	13.58
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	290	7.48	410	10.35	410	9.96
LB Bone-In Leg	430	4.97			2,560	6.36
LB Boneless Leg	370	5.75			700	7.33
LB Semi-Bnls Leg	40	6.99			2,010	5.32
LB Butterflied, Bnls Leg			240	5.99		
LB Leg, Shank/Butt	30	5.68	10	4.99	60	5.36
LB Leg Steaks					150	7.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	240	6.99	60	3.97	10	4.99
LB Shank			210	5.99	160	5.07
LB Stew Meat-Lamb			210	5.49	10	4.99
LB Stew Meat-Mutton	90	3.99	60	3.99	130	3.95
<b>VEAL</b>						
VL Shoulder Roast					10	4.49
VL Shldr Blade Chops	130	4.99	140	4.99	50	4.93
VL Shldr Rnd Bone Chops			70	5.39	20	5.84
VL Breast	70	3.99	420	2.84	60	2.89
VL Rib Rack						
VL Rib Chops					10	17.99
VL Loin Chops	190	9.99			140	9.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	370	8.71	510	10.26	10	9.54
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini					300	9.99
VL Cube Steak						
VL Ground Veal	130	4.99			90	5.12
VL Stew Meat	130	5.99	10	5.00	100	6.02

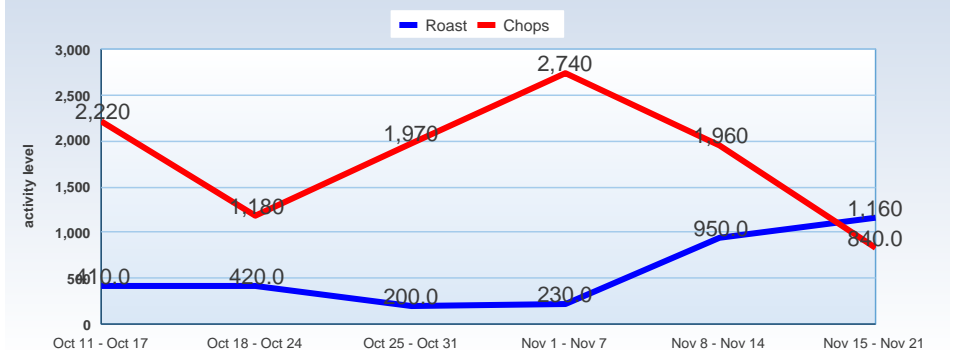
## This week in Lamb and Veal Retail .....

The Lamb and Veal retail activity index decreased nationwide by 24.9% this week. Lamb and Veal features declined by 1.4%, while the special rate declined by 0.7%. The lamb retail activity index showed a decrease of 31.1%, while veal retail features also decreased by 12.9%. The product mix between roasts and chops for both species complexes showed a slight 22.1% increase in the number of roasts featured, while the number of chops showcased declined by 57.4%. Legs, both Bone-In and Boneless, as well as Loin Chops were the most widely featured items among the lamb features as prices were mostly steady to lower. In the Veal complex, Leg Cutlets and Loin Chops were the most commonly advertised items as prices trended steady to slightly higher for the week.

## 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/)	23.2%				0.6%				1.9%			
Special Rate (2/)	0.0%				0.0%				0.7%			
Activity Index (3/)	2,100				40				110			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
LAMB												
LB Shoulder Roast	8.99	- 8.99	120	8.99	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	-	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	-	-	-	-
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-
LB Rack	16.00	- 16.00	10	16.00	-	-	-	-	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	5.99	- 7.99	290	7.48	-	-	-	-	-	-	-	-
LB Bone-In Leg	3.99	- 4.99	420	4.84	-	-	-	-	-	-	-	-
LB Boneless Leg	5.00	- 5.99	150	5.90	-	-	-	-	-	-	-	-
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	6.99	- 6.99	40	6.99
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	5.99	- 6.99	20	6.44
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	6.99	- 6.99	140	6.99	-	-	-	-	6.99	- 6.99	50	6.99
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	3.99	- 3.99	50	3.99	3.99	- 3.99	40	3.99	-	-	-	-
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	4.99	- 4.99	130	4.99	-	-	-	-	-	-	-	-
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	-	-
VL Breast	3.99	- 3.99	70	3.99	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-
VL Loin Chops	9.99	- 9.99	140	9.99	-	-	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99	- 9.99	320	8.83	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopi	-	-	-	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	4.99	- 4.99	130	4.99	-	-	-	-	-	-	-	-
VL Stew Meat	5.99	- 5.99	130	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/)	1.1%			9.8%			1.1%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	205			500			15		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
LB Shoulder Roast	-			3.99 - 3.99	60	3.99	-		
LB Shldr Blade Chops	-			3.99 - 4.99	170	4.65	-		
LB Shldr Rnd Bone Chop	-			3.99 - 3.99	60	3.99	-		
LB Breast	-			-			-		
LB Rack	9.99 - 9.99	5	9.99	9.99 - 9.99	30	9.99	9.99 - 9.99	5	9.99
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	-			-			-		
LB Bone-In Leg	-			-			9.99 - 9.99	10	9.99
LB Boneless Leg	5.99 - 5.99	50	5.99	4.99 - 5.99	170	5.53	-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	-			-			-		
LB Leg, Shank/Butt	-			3.99 - 3.99	10	3.99	-		
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	6.99 - 6.99	50	6.99	-			-		
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	9.99 - 9.99	50	9.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	7.99 - 7.99	50	7.99	-			-		
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/)	15.0%			0.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	20			0		
	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	-			-		
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	-			-		