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Report for 7/19/2025 - 7/25/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate remained steady and the Activity Index was mostly steady. Compared to last week, items from the breast showed an increase in ad space while items from the shoulder showed a decrease.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	122	93	
Feature Rate (%)	0.2%	0.2%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Breast	Per lb	Breast, Regular	Conventional	Fresh	88	7.24	17	5.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	17	7.99	38	10.99		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh	17	8.39				
Other/Misc.	Per lb	Stew Meat - Veal, Regular	Conventional	Fresh			38	9.99		

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	122
Feature Rate (%)	1.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	88	6.99 - 7.49	7.24
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	17	7.99 - 7.99	7.99
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	17	8.39 - 8.39	8.39



**Explanatory Notes:**

**FEATURE RATE:** the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

**ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**STORES/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.