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

**MARKET HIGHLIGHTS**

Goat meat continues to be lightly tested with stew meat being the primary item featured.

**NATIONAL**

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,824             |                    |
| Activity Index   | 61                | 124                |                    |
| Feature Rate (%) | 0.2%              | 0.5%               |                    |

| Section     | Price Unit | Item             | Environment  | Condition | CW     |         | PW     |         | PY     |         |
|-------------|------------|------------------|--------------|-----------|--------|---------|--------|---------|--------|---------|
|             |            |                  |              |           | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Other/Misc. | Per lb     | Stew Meat - Goat | Conventional | Fresh     | 24     | 4.99    | 32     | 4.99    |        |         |
|             |            | Stew Meat - Goat | Conventional | Frozen    | 37     | 5.49    | 92     | 5.49    |        |         |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 58                |
| Feature Rate (%) | 1.2%              |

| Section     | Quality | Price Unit | Item             | Environment  | Condition | Stores | Price Range | Wtd Avg |
|-------------|---------|------------|------------------|--------------|-----------|--------|-------------|---------|
| Other/Misc. |         | Per lb     | Stew Meat - Goat | Conventional | Fresh     | 21     | 4.99 - 4.99 | 4.99    |
|             |         |            | Stew Meat - Goat | Conventional | Frozen    | 37     | 5.49 - 5.49 | 5.49    |

**SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)**

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 6,580             |
| Activity Index   | 3                 |
| Feature Rate (%) | 0.0%              |



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| Section     | Quality | Price Unit | Item             | Environment  | Condition | Stores | Price Range | Wtd Avg |
|-------------|---------|------------|------------------|--------------|-----------|--------|-------------|---------|
| Other/Misc. |         | Per lb     | Stew Meat - Goat | Conventional | Fresh     | 3      | 4.99 - 4.99 | 4.99    |

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**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.