



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 09/21 thru 09/27

(prices in dollars per pound)

Fri. Sep 21, 2018

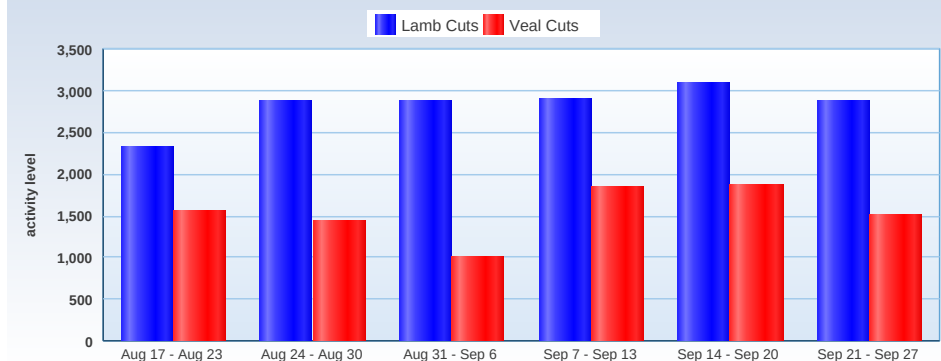
NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	10.4%		13.1%		8.0%	
Special Rate (2/)	0.0%		0.1%		0.0%	
Activity Index (3/)	4,410		4,970		3,360	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	190	8.82	10	3.79	20	4.67
LB Shldr Blade Chops	560	5.54	1,960	5.13	870	4.90
LB Shldr Rnd Bone Chop	70	5.25	60	6.06	170	5.53
LB Breast	20	3.68	20	3.99	20	3.99
LB Rack					70	14.74
LB Ribs						
LB Rib Chops	20	19.99	20	19.99	60	14.82
LB Whole Loin						
LB Loin Chops	1,320	8.30	800	9.06	680	7.99
LB Bone-In Leg	10	3.99	20	6.05		
LB Boneless Leg	40	8.99			110	6.20
LB Semi-Bnls Leg					10	8.99
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt			10	5.34		
LB Leg Steaks			10	6.99		
LB Top Round Roast	20	19.99				
LB Top Round Steak						
LB Ground Lamb	440	6.95	10	4.99	40	5.94
LB Shank	30	4.55	30	5.90	10	5.99
LB Stew Meat-Lamb	160	4.07	30	4.32		
LB Stew Meat-Mutton	10	2.58	120	3.99	20	2.59
VEAL						
VL Shoulder Roast	20	6.99			20	5.99
VL Shldr Blade Chops	470	4.48	280	4.97	290	4.76
VL Shldr Rnd Bone Chops	150	3.16	10	5.29	110	5.49
VL Breast	50	2.87	90	2.84	90	2.84
VL Rib Rack						
VL Rib Chops	20	15.57				
VL Loin Chops	20	11.49	180	12.90	540	11.14
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	220	9.79	80	8.39	150	10.02
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco			210	11.99		
VL Scallopini	150	9.99	510	10.18	30	11.99
VL Cube Steak						
VL Ground Veal	260	5.11	130	5.21	10	6.99
VL Stew Meat	160	6.16	380	6.40	40	6.26

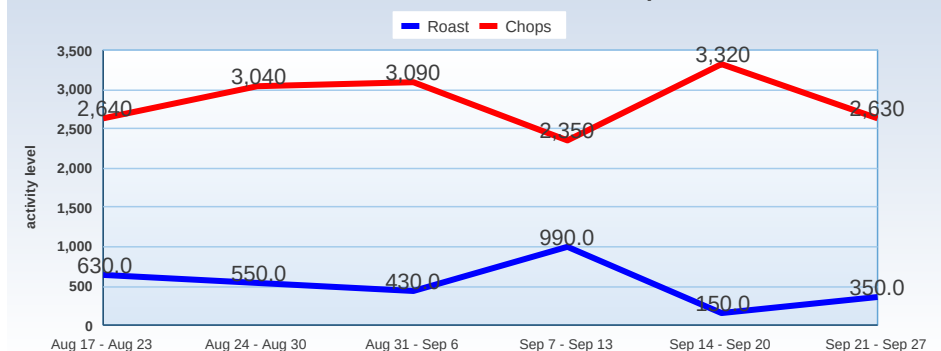
This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased by 11.3% this reporting period. Lamb and Veal features declined by 2.7%, while the special rate decreased by 0.1%. The lamb retail activity index showed a 6.8% decrease this week, as the number of veal retail features also declined by 18.8%. The number of roasts featured for both species complexes more than doubled compared to the limited amount the previous week, while the number of chops showcased declined by 20.8%. Loin Chops, Ground Lamb, and Shoulder Blade Chops were the most widely advertised items among the lamb features as the general price trend this period was steady to lower. In the Veal complex, Shoulder Blade Chops, Leg Cutlets, and Ground Veal were the most commonly advertised items as prices were 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	5400				7400				6100			
Feature Rate (1/)	24.4%				1.1%				3.6%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	2,250				145				500			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
LAMB												
LB Shoulder Roast	8.99	- 8.99	180	8.99	-	-	-	-	4.79	- 4.79	10	4.79
LB Shldr Blade Chops	3.99	- 5.99	180	5.07	-	-	-	-	4.49	- 5.99	50	5.24
LB Shldr Rnd Bone Chop	5.99	- 5.99	10	5.99	-	-	-	-	4.79	- 6.39	30	5.45
LB Breast	3.99	- 3.99	10	3.99	-	-	-	-	2.99	- 2.99	10	2.99
LB Rack	-	-	-	-	-	-	-	-	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	4.99	- 10.99	200	9.30	8.99	- 11.99	60	9.96	6.99	- 7.99	30	7.76
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Boneless Leg	8.99	- 8.99	40	8.99	-	-	-	-	-	-	-	-
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	6.99	- 6.99	400	6.99	-	-	-	-	4.99	- 6.49	20	5.77
LB Shank	3.99	- 3.99	20	3.99	-	-	-	-	5.99	- 5.99	10	5.99
LB Stew Meat-Lamb	3.99	- 3.99	150	3.99	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-	-	-	-
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	6.99	- 6.99	20	6.99
VL Shldr Blade Chops	2.99	- 4.99	290	4.07	4.99	- 4.99	20	4.99	3.99	- 6.99	150	5.21
VL Shldr Rnd Bone Chops	2.99	- 2.99	140	2.99	-	-	-	-	5.29	- 5.29	10	5.29
VL Breast	-	-	-	-	2.69	- 2.99	40	2.84	2.99	- 2.99	10	2.99
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	15.99	- 15.99	10	15.99	-	-	-	-	-	-	-	-
VL Loin Chops	10.99	- 12.99	20	11.49	-	-	-	-	-	-	-	-
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	7.99	- 10.99	210	9.78	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	9.99	- 9.99	150	9.99	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	4.99	- 4.99	120	4.99	4.99	- 4.99	5	4.99	4.99	- 5.99	140	5.22
VL Stew Meat	4.99	- 5.99	120	5.94	5.99	- 6.99	20	6.95	6.99	- 6.99	10	6.99



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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					3900					1300				
Feature Rate (1/)	4.7%					19.8%					29.1%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	270					820					400				
	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	-	4.99	40	4.99	2.99	-	6.99	300	5.95	-				
LB Shldr Rnd Bone Chop	4.99	-	4.99	40	4.99	-					-				
LB Breast		-				-					-				
LB Rack		-				-					-				
LB Ribs		-				-					-				
LB Rib Chops		-				19.99	-	19.99	20	19.99	-				
LB Whole Loin		-				-					-				
LB Loin Chops	7.99	-	7.99	190	7.99	7.99	-	7.99	420	7.99	7.99	-	7.99	390	7.99
LB Bone-In Leg		-				3.99	-	3.99	10	3.99	-				
LB Boneless Leg		-				-					-				
LB Semi-Bnls Leg		-				-					-				
LB Butterflied, Bnls Leg		-				-					-				
LB Leg, Shank/Butt		-				-					-				
LB Leg Steaks		-				-					-				
LB Top Round Roast		-				19.99	-	19.99	20	19.99	-				
LB Top Round Steak		-				-					-				
LB Ground Lamb		-				6.99	-	6.99	10	6.99	7.99	-	7.99	10	7.99
LB Shank		-				-					-				
LB Stew Meat-Lamb		-				5.39	-	5.39	10	5.39	-				
LB Stew Meat-Mutton		-				2.58	-	2.58	10	2.58	-				
VEAL															
VL Shoulder Roast		-				-					-				
VL Shldr Blade Chops		-				-					-				
VL Shldr Rnd Bone Chops		-				-					-				
VL Breast		-				-					-				
VL Rib Rack		-				-					-				
VL Rib Chops		-				14.99	-	14.99	10	14.99	-				
VL Loin Chops		-				-					-				
VL T-Bone Steak		-				-					-				
VL Bnls Leg		-				-					-				
VL Leg Cutlets		-				9.99	-	9.99	10	9.99	-				
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	100			100		
Feature Rate (1/)	29.0%			0.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	30			0		
	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	8.99 - 8.99	30	8.99	-		
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	-			-		
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	-			-		