



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 08/10 thru 08/16

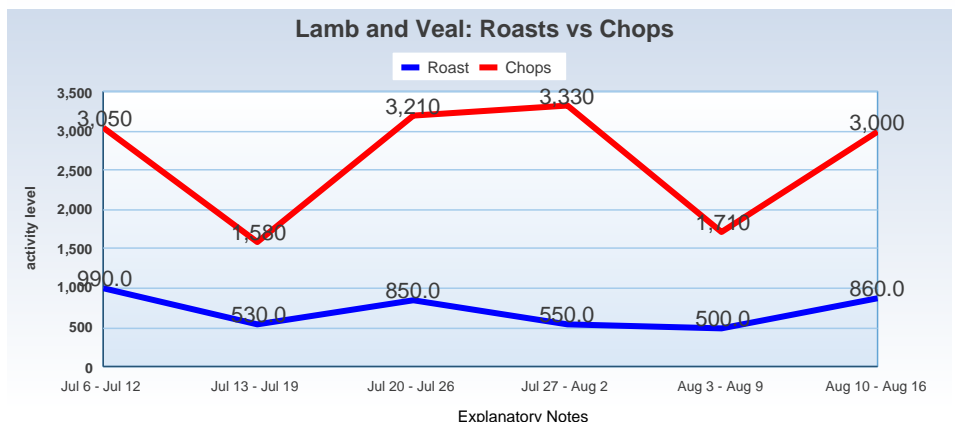
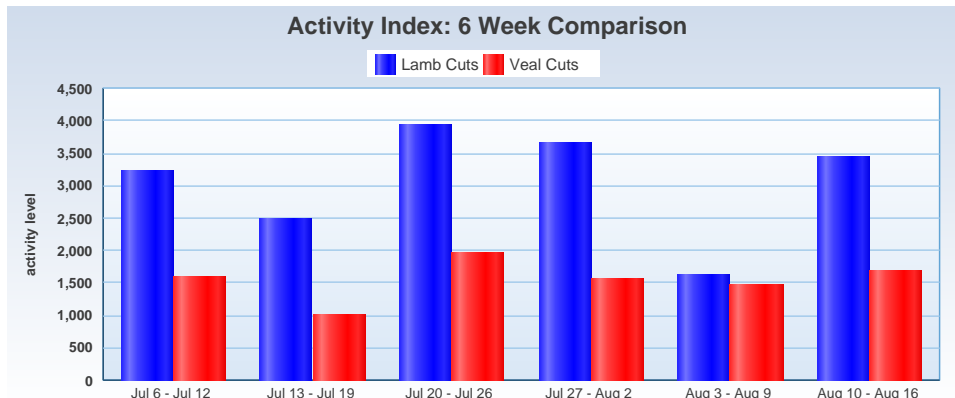
(prices in dollars per pound)

Fri. Aug 10, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	13.7%		7.0%		11.5%	
Special Rate (2/)	0.1%		0.0%		0.0%	
Activity Index (3/)	5,140		3,080		4,310	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			10	3.99		
LB Shldr Blade Chops	350	6.64	410	4.62	740	4.84
LB Shldr Rnd Bone Chop	70	6.84	40	5.86	10	5.39
LB Breast					10	3.99
LB Rack			180	15.06	110	12.99
LB Ribs					10	12.99
LB Rib Chops					10	12.99
LB Whole Loin						
LB Loin Chops	1,860	7.94	540	9.63	1,520	9.09
LB Bone-In Leg	20	4.67	10	4.99	10	4.99
LB Boneless Leg			10	4.49	40	8.99
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg	790	6.70	220	6.99	10	9.99
LB Leg, Shank/Butt	10	4.79	20	6.40	170	7.49
LB Leg Steaks	20	7.15	10	6.99	160	9.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	100	6.46	150	6.84	250	6.88
LB Shank	210	5.90			10	5.99
LB Stew Meat-Lamb			30	4.32	10	3.99
LB Stew Meat-Mutton	20	3.49			150	3.99
VEAL						
VL Shoulder Roast						
VL Shldr Blade Chops	490	4.37	550	5.23	340	4.95
VL Shldr Rnd Bone Chops	140	2.99	130	5.43	110	5.47
VL Breast	40	2.84	50	2.61	70	2.99
VL Rib Rack						
VL Rib Chops	10	18.99	20	4.99		
VL Loin Chops	80	10.94	10	8.99	260	10.04
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	140	9.99	190	9.86	300	10.50
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	520	10.80				
VL Cube Steak						
VL Ground Veal	120	4.99	190	5.05	10	7.99
VL Stew Meat	150	5.86	310	5.93	10	6.99

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased by 66.9% this reporting period. Lamb and Veal features increased by 6.7%, while the special rate rose by 0.1%. The lamb retail activity index more than doubled this week as veal retail features also rose by 14.3%. There were 72% more roasts featured for both species complexes this reporting period, as well as a 74.4% increase in chops showcased. Loin Chops, Butterflied Legs and Shoulder Blade Chops were the most widely advertised items among the lamb features as the general price trend this period was unevenly steady. In the Veal complex, Scallopini and Shoulder Blade Chops were the most commonly advertised items as prices were unevenly steady.



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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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)			
	5400				7400				6100			
Feature Rate (1/)	39.9%				2.0%				4.8%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	3,110				175				445			
	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	- 6.99	210	6.82	-	-	-	-	4.49	- 5.99	80	5.12
LB Shldr Rnd Bone Chop	5.39	- 7.49	60	7.09	-	-	-	-	4.99	- 4.99	10	4.99
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-
LB Rack	-	-	-	-	-	-	-	-	-	-	-	-
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	7.69	- 12.99	590	8.21	7.69	- 7.99	40	7.98	7.69	- 7.99	190	7.99
LB Bone-In Leg	-	-	-	-	-	-	-	-	4.99	- 4.99	10	4.99
LB Boneless Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	5.99	- 7.99	730	6.67	6.99	- 7.99	60	7.02	7.99	- 7.99	5	7.99
LB Leg, Shank/Butt	4.79	- 4.79	10	4.79	-	-	-	-	-	-	-	-
LB Leg Steaks	6.99	- 6.99	10	6.99	-	-	-	-	5.99	- 5.99	10	5.99
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	-	-	-	-	-	4.49	- 8.99	30	6.15
LB Shank	5.99	- 5.99	180	5.99	-	-	-	-	4.99	- 5.99	30	5.27
LB Stew Meat-Lamb	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Mutton	-	-	-	-	3.49	- 3.49	20	3.49	-	-	-	-
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	2.99	- 4.99	460	4.36	4.99	- 4.99	5	4.99	3.99	- 4.99	20	4.49
VL Shldr Rnd Bone Chops	2.99	- 2.99	140	2.99	-	-	-	-	-	-	-	-
VL Breast	-	-	-	-	2.69	- 2.99	40	2.84	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	18.99	- 18.99	10	18.99
VL Loin Chops	3.99	- 11.99	30	9.88	-	-	-	-	10.99	- 10.99	20	10.99
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	9.99	- 9.99	140	9.99	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	9.99	- 9.99	300	9.99	-	-	-	-	10.99	- 10.99	10	10.99
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	4.99	- 4.99	120	4.99	4.99	- 4.99	5	4.99	-	-	-	-
VL Stew Meat	4.99	- 5.99	130	5.86	5.99	- 5.99	5	5.99	4.99	- 6.99	20	5.83



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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			3900			1300		
Feature Rate (1/)	2.6%			22.3%			25.8%		
Special Rate (2/)	0.0%			0.4%			0.0%		
Activity Index (3/)	130			870			350		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			-		
LB Shldr Blade Chops	-			7.99 - 7.99	60	7.99	-		
LB Shldr Rnd Bone Chop	-			-			-		
LB Breast	-			-			-		
LB Rack	-			-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	7.99 - 7.99	120	7.99	6.99 - 7.99	600	7.59	7.99 - 7.99	290	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	-			7.99 - 7.99	10	7.99	-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	4.99 - 4.99	10	4.99	6.99 - 6.99	10	6.99	5.98 - 6.99	60	6.67
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	-			11.99 - 11.99	180	11.99	-		
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%				26.5%			
Special Rate (2/)	0.0%				0.0%			
Activity Index (3/)	30				65			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
LAMB								
LB Shoulder Roast	-	-			-	-		
LB Shldr Blade Chops	-	-			4.99	-	4.99	5
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	-	-			11.99	-	11.99	30
VL T-Bone Steak	-	-			-	-		
VL Bnls Leg	-	-			-	-		
VL Leg Cutlets	-	-			-	-		
VL Top Round Steak	-	-			-	-		
VL Bnls Roast	-	-			-	-		
VL Bone-In Osso Bucco	-	-			-	-		
VL Scallopinini	-	-			11.99	-	11.99	30
VL Cube Steak	-	-			-	-		
VL Ground Veal	-	-			-	-		
VL Stew Meat	-	-			-	-		