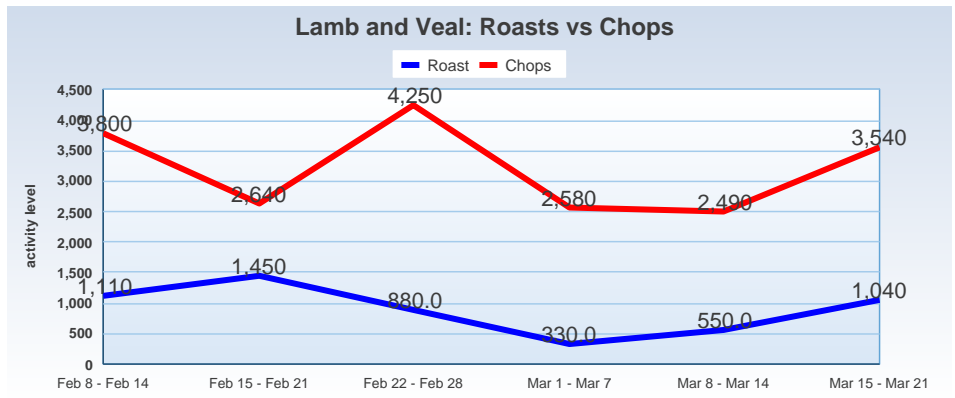
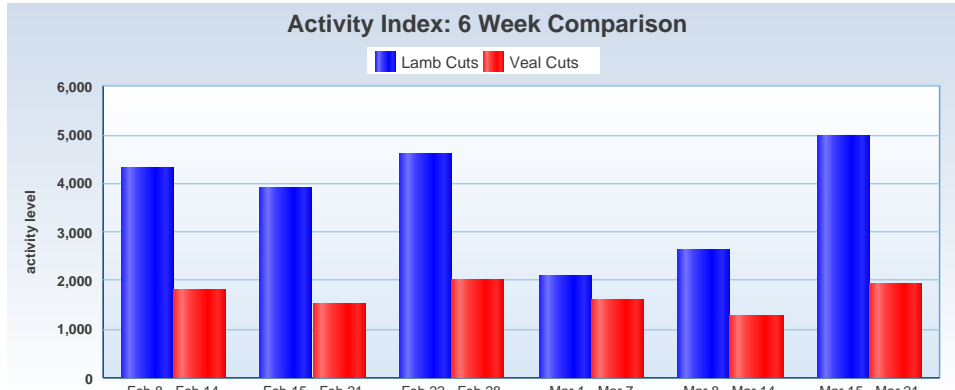




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	10.8%		7.9%		10.2%	
Special Rate (2/)	0.0%		0.0%		0.1%	
Activity Index (3/)	6,900		3,910		4,360	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			30	6.99	10	3.99
LB Shldr Blade Chops	730	6.48	820	5.62	800	5.18
LB Shldr Rnd Bone Chop	310	6.81	300	5.85	140	5.90
LB Breast	150	3.99				
LB Rack	270	14.99	120	14.99	170	9.99
LB Ribs						
LB Rib Chops	270	14.99			10	12.99
LB Whole Loin						
LB Loin Chops	1,390	6.97	890	10.51	800	7.90
LB Bone-In Leg	40	3.99			110	4.99
LB Boneless Leg	270	6.72			570	7.74
LB Semi-Bnls Leg					10	4.99
LB Butterflied, Bnls Leg	70	8.99				
LB Leg, Shank/Butt			110	4.49	220	7.99
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	640	6.68	280	7.86	40	7.40
LB Shank	210	6.01	40	3.99	120	5.09
LB Stew Meat-Lamb	490	6.58	10	4.99	190	8.76
LB Stew Meat-Mutton	120	3.99	40	3.49	240	3.91
VEAL						
VL Shoulder Roast					20	6.99
VL Shldr Blade Chops	520	4.99	450	5.25	90	5.39
VL Shldr Rnd Bone Chops	10	5.39	20	4.59	20	5.14
VL Breast	240	2.84	290	3.13	120	2.99
VL Rib Rack						
VL Rib Chops						
VL Loin Chops	310	11.88	10	5.99	20	13.64
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	180	9.26	410	9.68	380	9.89
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	110	9.99			170	9.99
VL Cube Steak						
VL Ground Veal	210	4.99	10	5.99	90	5.12
VL Stew Meat	360	6.40	80	7.84	20	6.21

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index increased nationwide by 76.4 % this week. Lamb and Veal features increased by 2.9%, while the special rate remained steady. The lamb retail activity index showed an increase of 88.6%, while veal retail features increased by 52.0%. The product mix between roasts and chops for both species complexes displayed a 89.0% increase in the number of roasts featured, while the number of chops showcased increased by 42.2% in comparison. Shoulder Blade Chops, Loin Chops and Ground Lamb were the most widely advertised items among the lamb features, as the general price trend this period was unevenly steady. In the Veal complex, Shoulder Blade Chops, Loin Chops and Stew Meat were the most commonly advertised items while the general price trend was mostly steady to firm.



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.



National Retail Report - Lamb/Veal
 Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/15 thru 03/21
 (prices in dollars per pound)

Fri. Mar 15, 2019

Outlets	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)		
	5500			7400			6100		
Feature Rate (1/)	27.7%			3.1%			4.6%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	2,950			670			730		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB									
LB Shoulder Roast	-			-			-		
LB Shldr Blade Chops	4.79 - 6.99	310	6.26	5.99 - 7.99	110	7.08	5.49 - 5.99	20	5.74
LB Shldr Rnd Bone Chop	4.99 - 7.49	240	6.75	7.49 - 7.49	40	7.49	5.99 - 6.29	20	6.14
LB Breast	3.99 - 3.99	70	3.99	3.99 - 3.99	40	3.99	3.99 - 3.99	40	3.99
LB Rack	-			14.99 - 14.99	30	14.99	-		
LB Ribs	-			-			-		
LB Rib Chops	-			14.99 - 14.99	30	14.99	-		
LB Whole Loin	-			-			-		
LB Loin Chops	4.99 - 4.99	70	4.99	9.74 - 12.99	150	12.33	5.99 - 10.99	120	7.55
LB Bone-In Leg	-			-			3.99 - 3.99	40	3.99
LB Boneless Leg	-			6.74 - 6.74	30	6.74	-		
LB Semi-Bnls Leg	-			-			-		
LB Butterflied, Bnls Leg	8.99 - 8.99	70	8.99	-			-		
LB Leg, Shank/Butt	-			-			-		
LB Leg Steaks	-			-			-		
LB Top Round Roast	-			-			-		
LB Top Round Steak	-			-			-		
LB Ground Lamb	5.99 - 5.99	360	5.99	7.69 - 7.69	30	7.69	4.99 - 4.99	10	4.99
LB Shank	5.99 - 5.99	170	5.99	5.99 - 5.99	40	5.99	-		
LB Stew Meat-Lamb	5.49 - 5.49	170	5.49	5.49 - 7.49	70	6.30	4.99 - 4.99	10	4.99
LB Stew Meat-Mutton	3.99 - 3.99	120	3.99	-			-		
VEAL									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 4.99	320	4.99	4.99 - 4.99	50	4.99	4.99 - 4.99	160	4.99
VL Shldr Rnd Bone Chops	-			-			5.39 - 5.39	10	5.39
VL Breast	2.69 - 2.99	240	2.84	-			-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	10.00 - 12.99	300	12.14	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	7.99 - 9.99	180	9.26	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	-			-			-		
VL Scallopini	9.99 - 9.99	110	9.99	-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	60	4.99	-			4.99 - 4.99	140	4.99
VL Stew Meat	4.99 - 5.99	160	5.93	5.99 - 5.99	50	5.99	6.99 - 6.99	160	6.99



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 (prices in dollars per pound)

Fri. Mar 15, 2019

	SOUTH CENTRAL (AR, CO, KS, LA, MO, NM, OK, TX)					SOUTHWEST (AZ, CA, NV, UT)					NORTHWEST (ID, MT, OR, WA, WY)				
Outlets	4900					3800					1300				
Feature Rate (1/)	1.9%					7.5%					52.5%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	630					1,130					680				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
LAMB															
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Shldr Blade Chops	5.99	-	5.99	90	5.99	5.99	-	5.99	140	5.99	-	-	-	-	
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rack	14.99	-	14.99	90	14.99	14.99	-	14.99	140	14.99	-	-	-	-	
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rib Chops	14.99	-	14.99	90	14.99	14.99	-	14.99	140	14.99	-	-	-	-	
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LB Loin Chops	9.74	-	9.74	90	9.74	5.99	-	9.74	280	8.32	5.00	-	5.00	680	5.00
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Boneless Leg	6.74	-	6.74	90	6.74	6.74	-	6.74	140	6.74	-	-	-	-	-
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	7.69	-	7.69	90	7.69	7.69	-	7.69	140	7.69	-	-	-	-	-
LB Shank	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	7.49	-	7.49	90	7.49	7.49	-	7.49	140	7.49	-	-	-	-	-
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	-	-	-	-	-	5.99	-	5.99	10	5.99	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



National Retail Report - Lamb/Veal
Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/15 thru 03/21
 (prices in dollars per pound)

Fri. Mar 15, 2019

	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	200			100		
Feature Rate (1/)	9.0%			47.6%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	20			50		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
LAMB						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	-			4.99 - 11.99	50	9.19
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	5.99 - 5.99	10	5.99	-		
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	-			-		
LB Shank	7.99 - 7.99	5	7.99	-		
LB Stew Meat-Lamb	10.99 - 10.99	5	10.99	-		
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	-			-		