



National Retail Report - Lamb/Veal

Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 03/22 thru 03/28

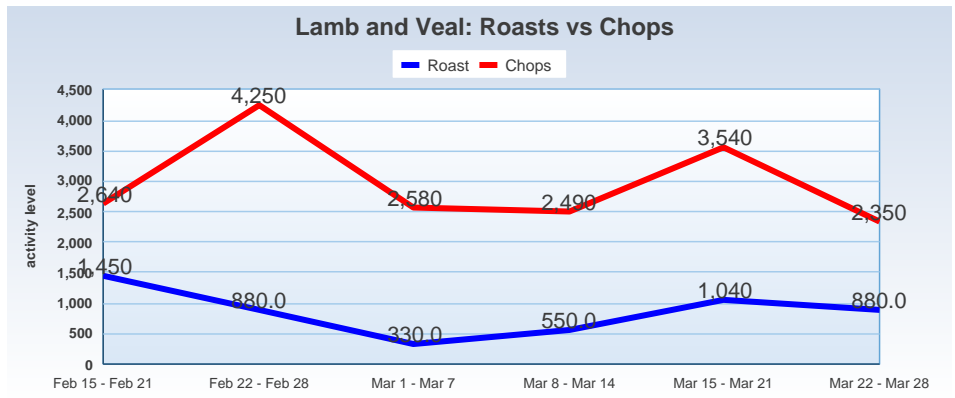
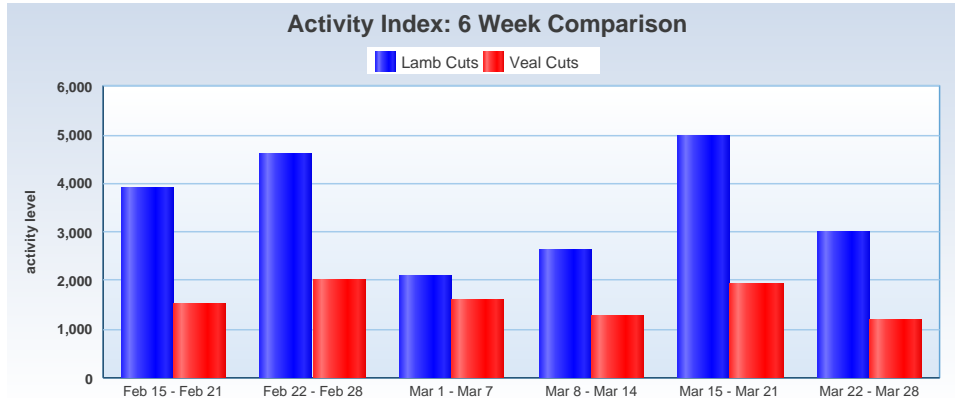
(prices in dollars per pound)

Fri. Mar 22, 2019

| NATIONAL SUMMARY | | | | | | |
|--------------------------|-----------|---------|-----------|---------|-----------|---------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Outlets | 29,200 | | 29,200 | | 29,200 | |
| Feature Rate (1/) | 7.6% | | 10.8% | | 20.2% | |
| Special Rate (2/) | 0.0% | | 0.0% | | 0.1% | |
| Activity Index (3/) | 4,180 | | 6,900 | | 10,640 | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| LAMB | | | | | | |
| LB Shoulder Roast | 320 | 7.36 | | | 20 | 3.99 |
| LB Shldr Blade Chops | 520 | 5.26 | 730 | 6.48 | 510 | 6.02 |
| LB Shldr Rnd Bone Chop | 260 | 6.03 | 310 | 6.81 | 50 | 5.25 |
| LB Breast | | | 150 | 3.99 | | |
| LB Rack | 240 | 14.11 | 270 | 14.99 | 690 | 11.76 |
| LB Ribs | | | | | | |
| LB Rib Chops | 90 | 14.90 | 270 | 14.99 | 20 | 24.99 |
| LB Whole Loin | | | | | | |
| LB Loin Chops | 550 | 9.76 | 1,390 | 6.97 | 620 | 8.26 |
| LB Bone-In Leg | | | 40 | 3.99 | 2,360 | 6.18 |
| LB Boneless Leg | 90 | 6.74 | 270 | 6.72 | 1,810 | 7.45 |
| LB Semi-Bnls Leg | | | | | 1,450 | 4.93 |
| LB Butterflied, Bnls Leg | 130 | 5.30 | 70 | 8.99 | 70 | 8.30 |
| LB Leg, Shank/Butt | | | | | 840 | 4.83 |
| LB Leg Steaks | 90 | 7.49 | | | 370 | 6.39 |
| LB Top Round Roast | | | | | | |
| LB Top Round Steak | | | | | | |
| LB Ground Lamb | 230 | 6.53 | 640 | 6.68 | 310 | 5.02 |
| LB Shank | | | 210 | 6.01 | 80 | 5.91 |
| LB Stew Meat-Lamb | 90 | 7.49 | 490 | 6.58 | | |
| LB Stew Meat-Mutton | 380 | 3.61 | 120 | 3.99 | 50 | 3.60 |
| VEAL | | | | | | |
| VL Shoulder Roast | | | | | 10 | 5.99 |
| VL Shldr Blade Chops | 680 | 5.11 | 520 | 4.99 | 340 | 4.50 |
| VL Shldr Rnd Bone Chops | 80 | 5.39 | 10 | 5.39 | 120 | 5.48 |
| VL Breast | 110 | 1.99 | 240 | 2.84 | | |
| VL Rib Rack | | | | | | |
| VL Rib Chops | | | | | 10 | 15.99 |
| VL Loin Chops | 70 | 14.99 | 310 | 11.88 | 20 | 9.99 |
| VL T-Bone Steak | | | | | | |
| VL Bnls Leg | | | | | 10 | 8.99 |
| VL Leg Cutlets | 60 | 9.99 | 180 | 9.26 | 160 | 9.63 |
| VL Top Round Steak | | | | | | |
| VL Bnls Roast | | | | | | |
| VL Bone-In Osso Bucco | | | | | | |
| VL Scallopini | | | 110 | 9.99 | 300 | 8.99 |
| VL Cube Steak | | | | | | |
| VL Ground Veal | 10 | 5.99 | 210 | 4.99 | 120 | 5.08 |
| VL Stew Meat | 180 | 6.06 | 360 | 6.40 | 300 | 6.38 |

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased nationwide by 39.4 % this week. Lamb and Veal features decreased by 3.2%, while the special rate remained steady. The lamb retail activity index showed a decrease of 39.7%, with veal retail features also decreasing by 37.8%. The product mix between roasts and chops for both species complexes displayed a 15.4% decrease in the number of roasts featured, while the number of chops showcased decreased by 33.6% in comparison. Loin Chop, Should Blade Chops and Mutton Stew Meat were the most widely advertised items among the lamb features, as the general price trend this period was lower. In the Veal complex, Shoulder Blade Chops, and Stew Meat were the most commonly advertised items while the general price trend was mostly steady.



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 03/22 thru 03/28
 (prices in dollars per pound)

Fri. Mar 22, 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/) | 23.3% | | | 3.4% | | | 4.5% | | |
| Special Rate (2/) | 0.0% | | | 0.0% | | | 0.0% | | |
| Activity Index (3/) | 2,180 | | | 330 | | | 500 | | |
| | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg |
| LAMB | | | | | | | | | |
| LB Shoulder Roast | 8.99 - 8.99 | 170 | 8.99 | 8.99 - 8.99 | 40 | 8.99 | 3.99 - 3.99 | 10 | 3.99 |
| LB Shldr Blade Chops | 4.49 - 4.49 | 110 | 4.49 | - | | | 3.99 - 5.99 | 210 | 5.49 |
| LB Shldr Rnd Bone Chop | - | | | - | | | 4.49 - 6.49 | 170 | 6.33 |
| LB Breast | - | | | - | | | - | | |
| LB Rack | 9.99 - 9.99 | 20 | 9.99 | 9.99 - 14.99 | 120 | 14.82 | - | | |
| LB Ribs | - | | | - | | | - | | |
| LB Rib Chops | - | | | - | | | - | | |
| LB Whole Loin | - | | | - | | | - | | |
| LB Loin Chops | 8.99 - 12.99 | 340 | 9.87 | 9.99 - 9.99 | 50 | 9.99 | 12.99 - 14.99 | 60 | 13.85 |
| LB Bone-In Leg | - | | | - | | | - | | |
| LB Boneless Leg | - | | | - | | | - | | |
| LB Semi-Bnls Leg | - | | | - | | | - | | |
| LB Butterflied, Bnls Leg | 4.99 - 7.99 | 130 | 5.30 | - | | | - | | |
| LB Leg, Shank/Butt | - | | | - | | | - | | |
| LB Leg Steaks | - | | | - | | | - | | |
| LB Top Round Roast | - | | | - | | | - | | |
| LB Top Round Steak | - | | | - | | | - | | |
| LB Ground Lamb | - | | | - | | | 4.99 - 4.99 | 10 | 4.99 |
| LB Shank | - | | | - | | | - | | |
| LB Stew Meat-Lamb | - | | | - | | | - | | |
| LB Stew Meat-Mutton | 3.49 - 3.99 | 340 | 3.56 | 3.99 - 3.99 | 40 | 3.99 | - | | |
| VEAL | | | | | | | | | |
| VL Shoulder Roast | - | | | - | | | - | | |
| VL Shldr Blade Chops | 3.97 - 6.99 | 630 | 5.18 | 3.99 - 3.99 | 40 | 3.99 | 4.99 - 4.99 | 10 | 4.99 |
| VL Shldr Rnd Bone Chops | 5.39 - 5.39 | 70 | 5.39 | - | | | 5.39 - 5.39 | 10 | 5.39 |
| VL Breast | 1.99 - 1.99 | 110 | 1.99 | - | | | - | | |
| VL Rib Rack | - | | | - | | | - | | |
| VL Rib Chops | - | | | - | | | - | | |
| VL Loin Chops | 14.99 - 14.99 | 70 | 14.99 | - | | | - | | |
| VL T-Bone Steak | - | | | - | | | - | | |
| VL Bnls Leg | - | | | - | | | - | | |
| VL Leg Cutlets | 9.99 - 9.99 | 60 | 9.99 | - | | | - | | |
| VL Top Round Steak | - | | | - | | | - | | |
| VL Bnls Roast | - | | | - | | | - | | |
| VL Bone-In Osso Bucco | - | | | - | | | - | | |
| VL Scallopi | - | | | - | | | - | | |
| VL Cube Steak | - | | | - | | | - | | |
| VL Ground Veal | - | | | - | | | 5.99 - 5.99 | 10 | 5.99 |
| VL Stew Meat | 5.99 - 5.99 | 130 | 5.99 | 5.99 - 5.99 | 40 | 5.99 | 6.99 - 6.99 | 10 | 6.99 |



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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 | | | | 3800 | | | | 1300 | | | |
| Feature Rate (1/) | 1.9% | | | | 8.6% | | | | 0.0% | | | |
| Special Rate (2/) | 0.0% | | | | 0.0% | | | | 0.0% | | | |
| Activity Index (3/) | 810 | | | | 330 | | | | 0 | | | |
| | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | | | |
| LAMB | | | | | | | | | | | | |
| LB Shoulder Roast | 4.11 - 4.11 | 90 | 4.11 | - | - | - | - | - | - | | | |
| LB Shldr Blade Chops | - | - | - | 4.99 - 5.99 | 200 | 5.44 | - | - | - | | | |
| LB Shldr Rnd Bone Chop | 5.49 - 5.49 | 90 | 5.49 | - | - | - | - | - | - | | | |
| LB Breast | - | - | - | - | - | - | - | - | - | | | |
| LB Rack | 14.24 - 14.24 | 90 | 14.24 | - | - | - | - | - | - | | | |
| LB Ribs | - | - | - | - | - | - | - | - | - | | | |
| LB Rib Chops | 14.90 - 14.90 | 90 | 14.90 | - | - | - | - | - | - | | | |
| LB Whole Loin | - | - | - | - | - | - | - | - | - | | | |
| LB Loin Chops | 6.49 - 6.49 | 90 | 6.49 | - | - | - | - | - | - | | | |
| LB Bone-In Leg | - | - | - | - | - | - | - | - | - | | | |
| LB Boneless Leg | 6.74 - 6.74 | 90 | 6.74 | - | - | - | - | - | - | | | |
| LB Semi-Bnls Leg | - | - | - | - | - | - | - | - | - | | | |
| LB Butterflied, Bnls Leg | - | - | - | - | - | - | - | - | - | | | |
| LB Leg, Shank/Butt | - | - | - | - | - | - | - | - | - | | | |
| LB Leg Steaks | 7.49 - 7.49 | 90 | 7.49 | - | - | - | - | - | - | | | |
| LB Top Round Roast | - | - | - | - | - | - | - | - | - | | | |
| LB Top Round Steak | - | - | - | - | - | - | - | - | - | | | |
| LB Ground Lamb | 7.49 - 7.49 | 90 | 7.49 | 5.99 - 5.99 | 130 | 5.99 | - | - | - | | | |
| LB Shank | - | - | - | - | - | - | - | - | - | | | |
| LB Stew Meat-Lamb | 7.49 - 7.49 | 90 | 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 | - | - | - | - | - | - | - | - | - | | | |
| 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 | - | - | - | - | - | - | - | - | - | | | |



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 (prices in dollars per pound)

Fri. Mar 22, 2019

| | ALASKA | | | HAWAII | | |
|--------------------------|-------------|--------|---------|-------------|--------|---------|
| | (AK) | | | (HI) | | |
| Outlets | 200 | | | 100 | | |
| Feature Rate (1/) | 0.0% | | | 0.0% | | |
| Special Rate (2/) | 0.0% | | | 0.0% | | |
| Activity Index (3/) | 0 | | | 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 | - | | | - | | |
| 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 | - | | | - | | |