

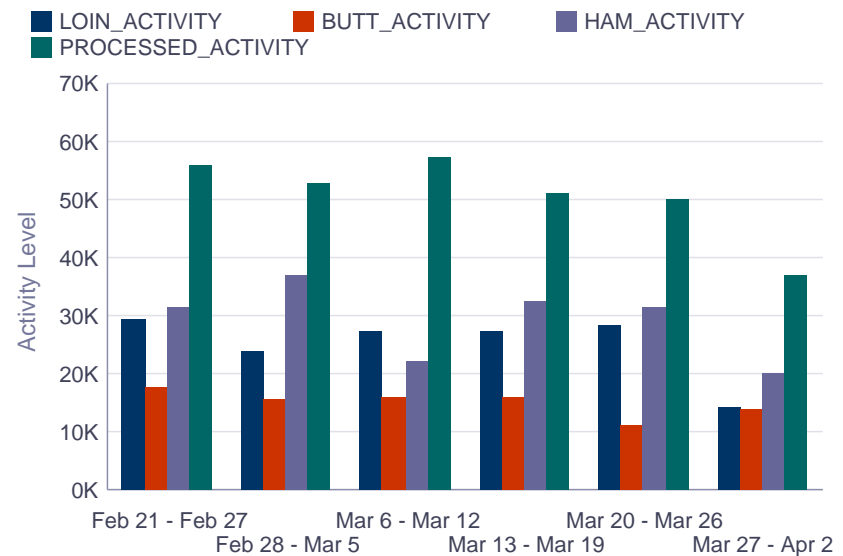


NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	51.4%		61.8%		87.3%	
Special Rate (2/)	16.5%		26.4%		19.1%	
Activity Index (3/)	85,750		123,630		140,990	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Bone-In Loins	80	1.19	180	1.68		
Bone-In Cc Loin	120	1.94			180	1.48
Loin Roast Bnls	1,580	2.10	3,960	1.84	4,330	1.81
Rib End Roast B/In			20	1.99	210	1.29
Sirloin End Roast B/In	70	1.22	320	1.99	530	1.36
Sirloin Roast Bnls	220	2.11	660	1.97	1,210	2.22
Rib End Chops B/In	160	2.17	80	1.91	1,710	2.66
Sirloin Chops B/In	200	1.29	440	1.64	1,120	1.15
Cc Chops B/In	2,270	2.49	4,150	2.70	3,960	2.59
Assorted Chops B/In	1,670	1.62	2,480	1.94	1,970	1.51
Rib Chops Bnls			100	2.65	100	2.67
Sirloin Chops Bnls	850	2.40	1,640	1.86	1,280	2.35
Cc Chops Bnls	2,120	3.01	3,280	3.11	5,830	3.29
Smoked Chops	60	4.49	250	4.69	300	5.79
Tenderloin, Fresh	2,770	4.05	2,280	3.11	2,880	2.97
Tenderloin, Marinated	830	4.42	2,890	5.37	1,250	5.58
Backribs	1,080	3.23	5,580	3.58	5,530	3.06
Picnic Fresh B/In	570	1.41	1,120	1.48	1,680	1.05
Porketta	100	2.42	270	2.60		
Butt Fresh B/In	2,290	1.13	1,860	1.37	2,830	1.28
Butt Roast Bnls	560	1.84	600	2.12	640	1.50
Pork Steak	1,260	1.74	1,280	1.85	1,360	1.70
Country Style Rib B/In	3,630	1.76	2,240	1.74	4,030	1.86
Country Style Ribs Bnls	460	2.21	850	2.40	870	2.23
Spareribs	1,630	2.03	1,870	2.59	4,040	2.07
St. Louis Style Spareribs	3,350	2.34	910	3.39	2,720	2.96
Ham, B/In					60	3.97
Ham, Spiral	1,420	2.35	90	2.99	480	1.72
Ham, B/In Butt	120	1.29	40	2.49	140	1.97
Ham, B/In Shank	340	1.05	90	1.63	280	2.06
Ham, Bnls	270	4.49	420	4.07	1,850	3.28
Ham Steak	1,000	4.24	1,480	4.63	1,820	3.74
Sliced Bacon, 1 Lb Pkg	18,950	5.27	26,180	4.98	16,010	4.79
Pre-Cooked Bacon	1,090	25.36	140	20.53	1,760	24.34
Canadian Bacon			340	7.16	330	6.05
Ground Pork	130	3.50	1,240	2.82	270	3.60
Bkfst Sausage, 1 Lb Roll	3,500	3.14	6,210	3.19	4,810	2.95
Bkfst Sausage, Link/Patty	5,010	3.58	6,490	4.10	6,470	3.85
Pre-Cooked Sausage	1,590	4.84	3,750	5.47	3,140	5.06
Dinner Sausage	2,910	3.98	1,840	3.79	2,870	3.57
Italian Sausage	2,360	3.87	2,900	3.41	7,710	2.78
Chorizo	1,390	3.64	700	2.89	530	3.13
Delii Ham	7,390	6.18	10,380	6.23	11,870	6.06
Pkg/Slcd Ham, 1 Lb/Less	9,550	6.29	18,990	6.02	26,770	5.88
Delii Cooked Pork Roast			140	4.86		
Delii Cooked Spareribs	40	5.55	620	9.65	430	5.06
Delii Cooked Backribs	360	6.34	550	6.06	1,430	7.53
Pulled Pork	110	4.99	1,290	5.58	610	5.72
Feet			120	1.45	220	.82
Neckbones	290	1.30	320	1.34	570	1.34

This week in Pork Retail

Feature activity is drastically lower as many locations have suspended retail ads. While some grilling items and spiral hams were featured more frequently, most cut areas experienced a decrease in retail feature advertisement. Individual item prices tested the full range when compared to the previous week and were mostly steady to firm when compared to the previous year. Wholesale pork prices were sharply higher, with sharply higher loin, butt, picnic, and rib primal values.

Activity Index: 4 Week Comparison



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 pork 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 pork item (e.g., a retailer with 100 outlets featuring 3 pork 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 - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 03/27 thru 04/02

(prices in dollars per pound)

Fri. Mar 27, 2020

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)						
	5500				7400				6100						
Feature Rate (1/)	51.3%				58.3%				51.3%						
Special Rate (2/)	5.6%				27.8%				20.6%						
Activity Index (3/)	16,950				26,060				18,020						
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
Whole Bone-In Loins	-	-	-	-	1.19	-	1.19	80	1.19	-	-	-	-		
Bone-In Cc Loins	1.00	-	1.27	70	1.22	-	-	-	-	2.99	-	2.99	50	2.99	
Loins Roast Bnls	1.47	-	2.99	730	1.98	1.49	-	2.48	180	2.27	1.69	-	2.99	440	2.08
Rib End Roast B/In	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sirloin End Roast B/In	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sirloin Roast Bnls	-	-	-	-	-	-	-	-	-	-	1.69	-	1.99	110	1.88
Rib End Chops B/In	1.67	-	2.67	120	2.17	-	-	-	-	-	2.19	-	2.19	30	2.19
Sirloin Chops B/In	-	-	-	-	-	.98	-	.98	70	.98	-	-	-	-	-
Cc Chops B/In	1.27	-	3.79	990	2.21	1.28	-	2.98	300	2.16	1.99	-	3.99	570	2.93
Assorted Chops B/In	1.49	-	1.49	40	1.49	.98	-	2.78	280	1.71	1.28	-	2.29	600	1.87
Rib Chops Bnls	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sirloin Chops Bnls	1.99	-	2.49	240	2.02	1.99	-	2.49	50	2.09	1.79	-	3.32	370	2.87
Cc Chops Bnls	1.99	-	3.99	890	3.07	2.00	-	3.99	380	3.15	2.00	-	3.99	500	2.69
Smoked Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tenderloin, Fresh	2.49	-	4.99	830	3.58	2.99	-	4.99	1,290	4.75	2.49	-	3.99	460	3.33
Tenderloin, Marinated	4.34	-	4.58	250	4.40	3.35	-	5.69	300	4.41	4.11	-	6.08	230	4.53
Backribs	2.49	-	4.49	420	2.93	2.59	-	3.59	110	3.46	2.99	-	3.99	190	3.38
Picnic Fresh B/In	.99	-	1.89	230	1.39	1.09	-	1.39	300	1.27	-	-	-	-	-
Porketta	-	-	-	-	-	-	-	-	-	-	1.99	-	1.99	60	1.99
Butt Fresh B/In	.99	-	.99	100	.99	.99	-	1.49	1,450	1.00	.99	-	1.99	450	1.39
Butt Roast Bnls	1.99	-	1.99	110	1.99	.98	-	1.59	240	1.38	1.66	-	2.49	150	2.17
Pork Steak	-	-	-	-	-	1.49	-	2.00	710	1.66	1.69	-	2.39	410	1.87
Country Style Rib B/In	1.29	-	2.48	310	1.86	1.29	-	2.49	1,690	1.83	.99	-	1.99	410	1.40
Country Style Ribs Bnls	2.99	-	2.99	60	2.99	1.79	-	1.79	130	1.79	2.99	-	2.99	40	2.99
Spareribs	2.49	-	2.99	480	2.53	1.59	-	2.99	190	2.35	1.79	-	2.49	180	2.18
St. Louis Style Spareribs	1.79	-	3.00	270	2.22	1.79	-	2.99	1,160	1.84	1.99	-	3.99	650	3.04
Ham, B/In	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ham, Spiral	1.79	-	1.79	100	1.79	1.99	-	2.49	1,170	2.47	1.69	-	2.29	160	1.74
Ham, B/In Butt	1.19	-	1.19	100	1.19	-	-	-	-	-	-	-	-	-	-
Ham, B/In Shank	.99	-	.99	100	.99	-	-	-	-	-	.79	-	1.49	240	1.08
Ham, Bnls	1.99	-	1.99	10	1.99	1.99	-	1.99	10	1.99	3.99	-	5.95	150	4.90
Ham Steak	2.98	-	5.32	820	4.20	2.99	-	3.59	40	3.25	5.00	-	5.00	40	5.00
Sliced Bacon, 1 Lb Pkg	2.99	-	10.65	3,120	5.12	3.33	-	6.67	5,210	5.02	2.00	-	7.98	2,950	4.33
Pre-Cooked Bacon	25.07	-	26.59	130	26.40	25.07	-	25.54	170	25.51	22.78	-	22.78	110	22.78
Canadian Bacon	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ground Pork	4.49	-	4.49	60	4.49	-	-	-	-	-	1.99	-	1.99	10	1.99
Bkfst Sausage, 1 Lb Roll	2.99	-	4.00	560	3.48	2.99	-	3.50	1,330	3.41	1.99	-	4.00	790	2.85
Bkfst Sausage, Link/Patty	3.00	-	4.00	630	3.61	2.30	-	4.44	870	3.54	2.50	-	4.98	1,490	3.74
Pre-Cooked Sausage	4.55	-	6.37	220	5.46	3.13	-	7.00	100	5.46	3.13	-	7.00	440	5.39
Dinner Sausage	2.50	-	2.99	390	2.59	2.52	-	4.69	1,290	3.95	3.49	-	4.00	190	3.80
Italian Sausage	3.49	-	4.49	210	3.83	3.00	-	3.36	160	3.17	2.29	-	2.89	260	2.49
Chorizo	-	-	-	-	-	3.99	-	3.99	1,130	3.99	2.89	-	2.89	10	2.89
Deli Ham	2.99	-	10.99	3,220	6.63	2.98	-	8.99	1,400	7.10	3.48	-	9.99	1,540	6.36
Pkg/Sld Ham, 1 Lb/Less	3.99	-	9.12	810	6.41	1.98	-	10.64	3,980	6.39	2.99	-	10.18	3,570	6.24
Deli Cooked Pork Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Deli Cooked Spareribs	2.99	-	2.99	20	2.99	2.99	-	2.99	10	2.99	-	-	-	-	-
Deli Cooked Backribs	6.00	-	6.66	200	6.37	-	-	-	-	-	3.99	-	7.99	160	6.31
Pulled Pork	4.99	-	4.99	110	4.99	-	-	-	-	-	-	-	-	-	-
Feet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neckbones	-	-	-	-	-	.99	-	1.89	280	1.31	.99	-	.99	10	.99



National Retail Report - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 03/27 thru 04/02

(prices in dollars per pound)

Fri. Mar 27, 2020

Outlets	SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
	(AR, CO, KS, LA, MO, NM, OK, TX)			(AZ, CA, NV, UT)			(ID, MT, OR, WA, WY)		
	4900			3800			1300		
Feature Rate (1/)	40.3%			35.8%			71.5%		
Special Rate (2/)	11.0%			17.3%			0.0%		
Activity Index (3/)	10,160			4,680			9,360		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
Whole Bone-In Loins	-			-			-		
Bone-In Cc Loins	-			-			-		
Loins Roast Bnls	-			2.49 - 2.99	160	2.52	1.89 - 1.99	50	1.98
Rib End Roast B/In	-			-			-		
Sirloin End Roast B/In	1.18 - 1.29	20	1.21	.99 - 1.29	40	1.03	1.98 - 1.98	10	1.98
Sirloin Roast Bnls	1.58 - 1.99	70	1.89	-			1.69 - 1.69	5	1.69
Rib End Chops B/In	-			-			2.19 - 2.19	5	2.19
Sirloin Chops B/In	.98 - 1.29	20	1.07	.99 - 1.79	100	1.46	1.98 - 1.98	10	1.98
Cc Chops B/In	1.99 - 3.89	80	3.07	2.29 - 2.99	240	2.81	2.49 - 2.99	60	2.63
Assorted Chops B/In	1.28 - 2.29	660	1.38	-			1.49 - 1.79	60	1.56
Rib Chops Bnls	-			-			-		
Sirloin Chops Bnls	1.78 - 1.79	160	1.79	-			-		
Cc Chops Bnls	1.99 - 2.99	160	2.42	2.49 - 3.99	70	2.73	3.99 - 4.49	110	4.42
Smoked Chops	-			4.49 - 4.49	60	4.49	-		
Tenderloin, Fresh	2.49 - 3.99	120	3.04	-			2.98 - 2.99	60	2.99
Tenderloin, Marinated	-			-			4.11 - 4.11	40	4.11
Backribs	2.19 - 3.99	150	2.62	4.99 - 4.99	90	4.99	3.49 - 3.49	100	3.49
Picnic Fresh B/In	-			2.59 - 2.59	10	2.59	2.49 - 2.59	30	2.54
Porketta	-			-			2.99 - 2.99	40	2.99
Butt Fresh B/In	.99 - 1.88	130	1.57	.97 - .97	120	.97	1.99 - 1.99	40	1.99
Butt Roast Bnls	-			1.79 - 1.79	10	1.79	1.98 - 4.99	30	3.25
Pork Steak	1.49 - 1.89	110	1.73	-			1.95 - 2.28	30	2.14
Country Style Rib B/In	.99 - 2.19	270	1.75	1.29 - 2.79	180	1.50	1.75 - 2.79	770	1.81
Country Style Ribs Bnls	1.78 - 2.19	180	2.10	-			1.78 - 1.78	20	1.78
Spareribs	1.99 - 1.99	60	1.99	1.29 - 1.29	650	1.29	2.48 - 2.49	20	2.48
St. Louis Style Spareribs	1.99 - 3.49	590	3.33	-			1.69 - 1.69	680	1.69
Ham, B/In	-			-			-		
Ham, Spiral	-			-			-		
Ham, B/In Butt	-			-			-		
Ham, B/In Shank	-			-			-		
Ham, Bnls	2.69 - 2.69	20	2.69	-			3.99 - 5.49	90	4.74
Ham Steak	3.49 - 5.32	70	4.99	3.99 - 3.99	10	3.99	3.99 - 3.99	20	3.99
Sliced Bacon, 1 Lb Pkg	2.65 - 6.65	2,710	4.69	3.99 - 9.32	1,330	4.87	3.33 - 10.65	3,520	7.13
Pre-Cooked Bacon	-			-			25.54 - 25.54	680	25.54
Canadian Bacon	-			-			-		
Ground Pork	1.98 - 1.98	20	1.98	-			2.99 - 2.99	40	2.99
Bkfst Sausage, 1 Lb Roll	1.69 - 3.99	690	2.55	3.99 - 3.99	120	3.99	-		
Bkfst Sausage, Link/Patty	3.11 - 4.25	610	3.20	-			3.49 - 5.98	1,420	3.58
Pre-Cooked Sausage	1.96 - 2.78	30	2.30	6.65 - 6.65	120	6.65	3.99 - 3.99	680	3.99
Dinner Sausage	3.78 - 4.99	1,030	4.59	-			-		
Italian Sausage	3.49 - 4.99	1,070	4.54	3.50 - 3.50	650	3.50	-		
Chorizo	1.76 - 1.76	70	1.76	1.56 - 2.49	170	1.88	6.99 - 6.99	10	6.99
Deli Ham	3.00 - 9.99	290	5.34	1.89 - 2.99	240	2.19	3.49 - 6.99	690	3.51
Pkg/Sld Ham, 1 Lb/Less	2.99 - 9.33	770	5.49	4.44 - 10.26	310	6.92	4.48 - 9.12	20	5.74
Deli Cooked Pork Roast	-			-			-		
Deli Cooked Spareribs	-			-			9.98 - 9.98	20	9.98
Deli Cooked Backribs	-			-			-		
Pulled Pork	-			-			-		
Feet	-			-			-		
Neckbones	-			-			-		



National Retail Report - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 03/27 thru 04/02

(prices in dollars per pound)

Fri. Mar 27, 2020

	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	200				100			
Feature Rate (1/)	80.0%				46.7%			
Special Rate (2/)	0.0%				0.0%			
Activity Index (3/)	275				340			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
Whole Bone-In Loins	-	-	-	-	-	-	-	-
Bone-In Cc Loins	-	-	-	-	-	-	-	-
Loins Roast Bnls	1.98	2.39	20	2.28	-	-	-	-
Rib End Roast B/In	-	-	-	-	-	-	-	-
Sirloin End Roast B/In	-	-	-	-	-	-	-	-
Sirloin Roast Bnls	2.19	2.19	10	2.19	3.99	3.99	20	3.99
Rib End Chops B/In	-	-	-	-	-	-	-	-
Sirloin Chops B/In	-	-	-	-	-	-	-	-
Cc Chops B/In	2.69	2.69	10	2.69	1.99	1.99	20	1.99
Assorted Chops B/In	-	-	-	-	.99	2.99	30	1.45
Rib Chops Bnls	-	-	-	-	-	-	-	-
Sirloin Chops Bnls	-	-	-	-	3.99	3.99	20	3.99
Cc Chops Bnls	3.98	4.49	20	4.35	-	-	-	-
Smoked Chops	-	-	-	-	-	-	-	-
Tenderloin, Fresh	2.99	2.99	5	2.99	3.99	3.99	20	3.99
Tenderloin, Marinated	-	-	-	-	-	-	-	-
Backribs	2.98	3.49	20	3.35	1.99	1.99	20	1.99
Picnic Fresh B/In	-	-	-	-	-	-	-	-
Porketta	-	-	-	-	-	-	-	-
Butt Fresh B/In	1.99	1.99	5	1.99	-	-	-	-
Butt Roast Bnls	-	-	-	-	2.29	2.29	20	2.29
Pork Steak	1.99	1.99	5	1.99	-	-	-	-
Country Style Rib B/In	1.99	2.28	10	2.18	-	-	-	-
Country Style Ribs Bnls	-	-	-	-	2.29	2.29	20	2.29
Spareribs	2.99	4.49	50	4.15	3.79	3.79	20	3.79
St. Louis Style Spareribs	-	-	-	-	-	-	-	-
Ham, B/In	-	-	-	-	-	-	-	-
Ham, Spiral	-	-	-	-	-	-	-	-
Ham, B/In Butt	-	-	-	-	1.79	1.79	20	1.79
Ham, B/In Shank	-	-	-	-	-	-	-	-
Ham, Bnls	-	-	-	-	-	-	-	-
Ham Steak	-	-	-	-	-	-	-	-
Sliced Bacon, 1 Lb Pkg	3.43	7.49	70	4.88	4.65	4.99	40	4.81
Pre-Cooked Bacon	-	-	-	-	-	-	-	-
Canadian Bacon	-	-	-	-	-	-	-	-
Ground Pork	-	-	-	-	-	-	-	-
Bkfst Sausage, 1 Lb Roll	-	-	-	-	-	-	-	-
Bkfst Sausage, Link/Patty	-	-	-	-	-	-	-	-
Pre-Cooked Sausage	-	-	-	-	-	-	-	-
Dinner Sausage	3.50	3.50	10	3.50	-	-	-	-
Italian Sausage	3.50	3.50	10	3.50	-	-	-	-
Chorizo	-	-	-	-	-	-	-	-
Deli Ham	6.49	6.49	10	6.49	5.99	5.99	20	5.99
Pkg/Sld Ham, 1 Lb/Less	7.09	10.26	20	8.95	6.00	8.00	70	6.76
Deli Cooked Pork Roast	-	-	-	-	-	-	-	-
Deli Cooked Spareribs	-	-	-	-	-	-	-	-
Deli Cooked Backribs	-	-	-	-	-	-	-	-
Pulled Pork	-	-	-	-	-	-	-	-
Feet	-	-	-	-	-	-	-	-
Neckbones	-	-	-	-	-	-	-	-



National Retail Report - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 03/27 thru 04/02

(prices in dollars per pound)

Fri. Mar 27, 2020
