



National Retail Report - Lamb/Veal

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

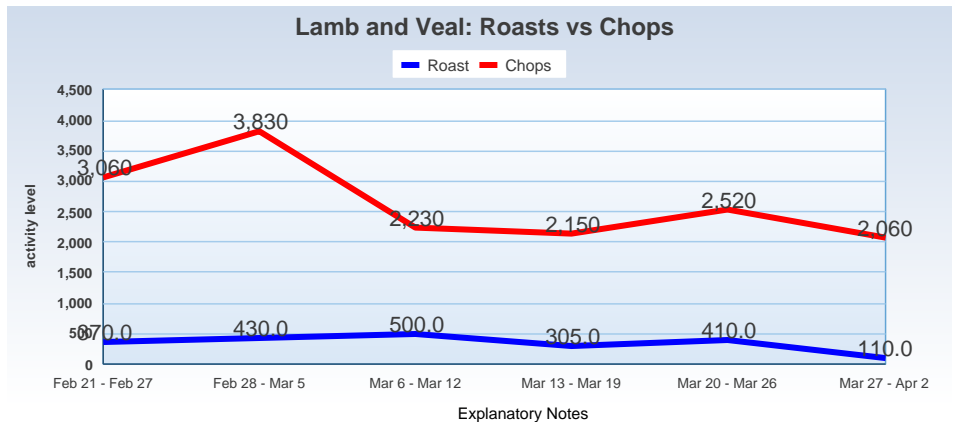
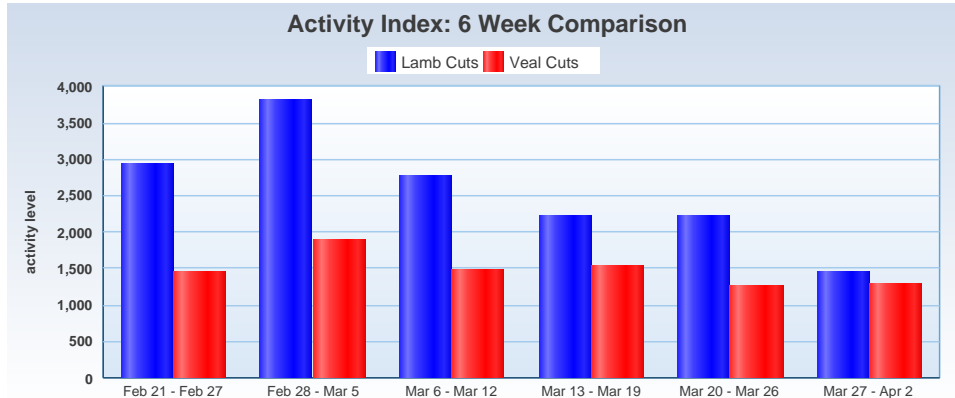
(prices in dollars per pound)

Fri. Mar 27, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	9.0%		9.0%		7.8%	
Special Rate (2/)	0.7%		0.7%		0.0%	
Activity Index (3/)	2,740		3,450		4,190	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
LAMB						
LB Shoulder Roast			110	4.99		
LB Shldr Blade Chops	370	5.81	250	5.91	880	5.36
LB Shldr Rnd Bone Chop	370	6.29	10	6.49	160	5.26
LB Breast			70	3.99	10	3.49
LB Rack	40	10.99	160	13.90		
LB Ribs						
LB Rib Chops						
LB Whole Loin						
LB Loin Chops	550	11.44	1,300	9.64	1,020	8.72
LB Bone-In Leg						
LB Boneless Leg	60	7.99	60	7.99		
LB Semi-Bnls Leg						
LB Butterflied, Bnls Leg						
LB Leg, Shank/Butt						
LB Leg Steaks					70	9.99
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	10	5.99	120	6.89	10	4.99
LB Shank						
LB Stew Meat-Lamb	10	4.99			10	4.99
LB Stew Meat-Mutton	40	3.99	120	4.99	70	3.99
VEAL						
VL Shoulder Roast					30	6.99
VL Shldr Blade Chops	290	7.63	530	5.03	350	5.11
VL Shldr Rnd Bone Chops	10	5.49	80	5.41	30	5.03
VL Breast					110	3.25
VL Rib Rack			10	12.99		
VL Rib Chops	70	14.99			290	16.99
VL Loin Chops	410	10.98	350	10.64	340	12.68
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	130	11.10	110	10.91	180	9.29
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini	340	10.99				
VL Cube Steak			90	6.49		
VL Ground Veal	10	5.99	10	5.99	160	5.07
VL Stew Meat	30	6.48	70	6.18	470	7.22

This week in Lamb and Veal Retail

The Lamb and Veal retail activity index decreased nationwide by 20.6% this week. Both Lamb and Veal features as well as the special rate remained steady. The lamb retail activity index declined by 33.9%, while veal retail features increased by 2.4% in contrast. The product mix between roasts and chops for both species complexes showed a 73.8% decrease in the number of roasts featured, while the number of chops showcased declined by 18.3%. Loin Chops, Shoulder Round Bone Chops, and Shoulder Blade Chops were the most widely featured items among the lamb features as prices were generally lower. In the Veal complex, Loin Chops, Shoulder Blade Chops, and Scallopini were the most commonly advertised items as prices were steady to higher.



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)		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
Outlets	5500			7400			6100		
Feature Rate (1/)	29.2%			2.6%			5.3%		
Special Rate (2/)	3.4%			0.2%			0.0%		
Activity Index (3/)	1,840			200			580		
LAMB									
LB Shoulder Roast	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	4.99 - 5.99	360	5.80	-	-	-	5.99 - 5.99	10	5.99
LB Shldr Rnd Bone Chop	5.39 - 6.49	360	6.28	-	-	-	6.49 - 6.49	10	6.49
LB Breast	-	-	-	-	-	-	-	-	-
LB Rack	-	-	-	-	-	-	10.99 - 10.99	40	10.99
LB Ribs	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-
LB Loin Chops	6.99 - 12.99	300	10.24	-	-	-	9.99 - 12.99	210	12.83
LB Bone-In Leg	-	-	-	-	-	-	-	-	-
LB Boneless Leg	7.99 - 7.99	60	7.99	-	-	-	-	-	-
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	-	-	-	-	-	-	5.99 - 5.99	10	5.99
LB Shank	-	-	-	-	-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	-	4.99 - 4.99	10	4.99
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-
VEAL									
VL Shoulder Roast	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	6.99 - 7.99	280	7.74	-	-	-	4.99 - 4.99	10	4.99
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	5.49 - 5.49	10	5.49
VL Breast	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-
VL Rib Chops	14.99 - 14.99	70	14.99	-	-	-	-	-	-
VL Loin Chops	-	-	-	12.99 - 12.99	120	12.99	9.99 - 10.99	250	10.20
VL T-Bone Steak	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	10.99 - 12.00	130	11.10	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-
VL Scallopini	10.99 - 10.99	270	10.99	10.99 - 10.99	80	10.99	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-
VL Ground Veal	-	-	-	-	-	-	5.99 - 5.99	10	5.99
VL Stew Meat	6.00 - 6.00	10	6.00	-	-	-	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/)	1.2%				1.0%				0.0%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	90				40				0			
	Price Range		Stores	Wtd Avg	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	12.99	- 12.99	40	12.99	-	-	-	-	-	-	-	-
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	3.99	- 3.99	10	3.99	3.99	- 3.99	40	3.99	-	-	-	-
VEAL												
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	-	-
VL Breast	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-
VL Loin Chops	9.99	- 9.99	40	9.99	-	-	-	-	-	-	-	-
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	-	-	-	-	-	-	-	-	-	-	-	-



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	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	-			-		