



**National Retail Report - Lamb/Veal**

**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 01/04 thru 01/10**

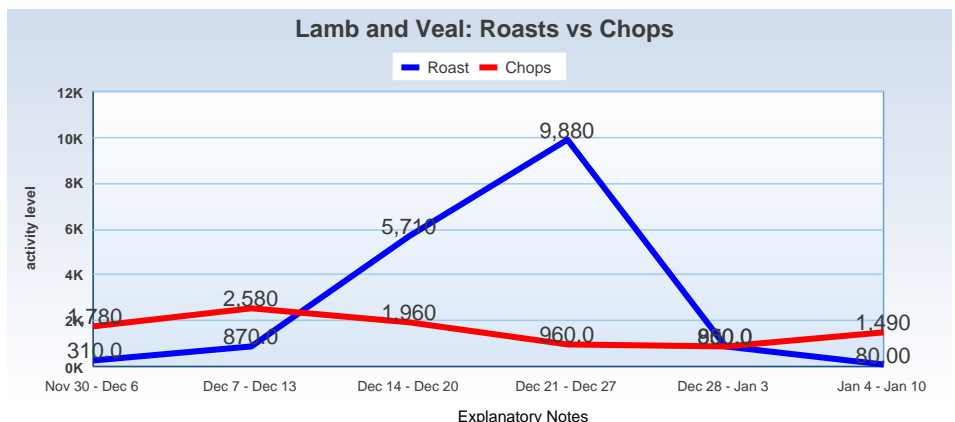
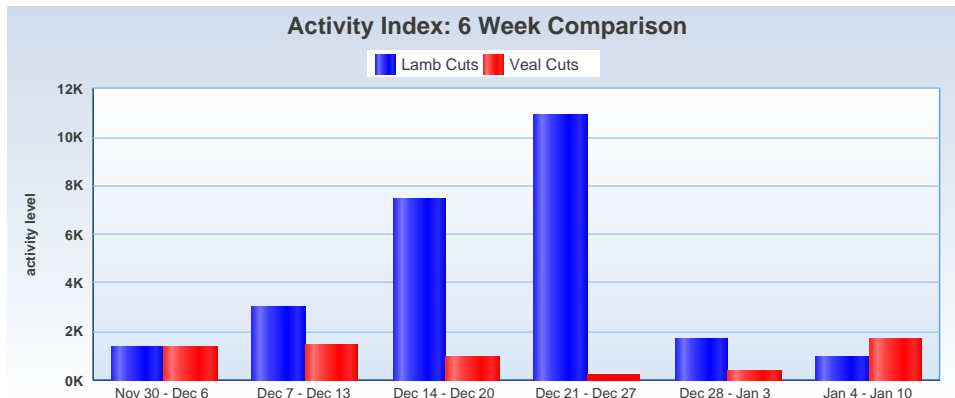
(prices in dollars per pound)

Fri. Jan 4, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	5.6%		4.6%		9.2%	
Special Rate (2/)	0.0%		0.0%		0.0%	
Activity Index (3/)	2,730		2,190		5,340	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	40	4.99			60	4.64
LB Shldr Blade Chops	300	6.47	180	5.75	1,020	5.64
LB Shldr Rnd Bone Chop	80	5.92	40	5.44	310	6.53
LB Breast					10	3.49
LB Rack			220	15.02	580	10.98
LB Ribs						
LB Rib Chops			20	14.99		
LB Whole Loin						
LB Loin Chops	450	7.61	480	9.29	1,150	7.18
LB Bone-In Leg	10	4.99	170	4.03		
LB Boneless Leg	10	8.99	220	7.99	10	9.99
LB Semi-Bnls Leg					310	5.07
LB Butterflied, Bnls Leg					20	7.99
LB Leg, Shank/Butt			150	3.99	70	4.17
LB Leg Steaks						
LB Top Round Roast						
LB Top Round Steak						
LB Ground Lamb	10	4.99	40	5.00	140	6.08
LB Shank	70	6.79	30	6.14	150	5.95
LB Stew Meat-Lamb	20	4.49	20	6.52	160	5.45
LB Stew Meat-Mutton			180	3.91		
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	630	4.97	80	4.85	360	4.17
VL Shldr Rnd Bone Chops	20	4.90	20	5.39	20	5.20
VL Breast	30	3.32	140	2.99	310	2.76
VL Rib Rack						
VL Rib Chops			10	15.99	20	10.65
VL Loin Chops	10	10.99	20	10.99	200	12.01
VL T-Bone Steak					10	10.99
VL Bnls Leg						
VL Leg Cutlets	400	10.50	80	9.48	270	9.96
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco	30	12.99			10	4.99
VL Scallopini	20	10.99	20	10.99	10	10.99
VL Cube Steak						
VL Ground Veal	270	5.03	10	5.99	110	6.25
VL Stew Meat	330	6.00	60	6.18	30	5.72

**This week in Lamb and Veal Retail** .....

The Lamb and Veal retail activity index increased by 24.7% this reporting period. Lamb and Veal features rose by 1%, while the special rate remained steady. The lamb retail activity index showed a 44% decrease this week as the number of veal retail features sharply rose by 287% in contrast. There were 91.2% fewer roasts featured for both species complexes this reporting period, while the number of chops showcased increased by 75.3%. Shoulder Blade Chops and Loin 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, Shoulder Blade Chops, Stew Meat, and Leg Cutlets were the most commonly advertised items as prices were 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.



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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)		
	5400			7400			6100		
Feature Rate (1/)	15.6%			0.6%			3.5%		
Special Rate (2/)	0.0%			0.0%			0.0%		
Activity Index (3/)	1,670			65			450		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>									
LB Shoulder Roast	-			-			-		
LB Shldr Blade Chops	4.79 - 5.99	140	5.75	-			3.99 - 6.99	60	5.53
LB Shldr Rnd Bone Chop	5.39 - 6.49	60	6.28	-			3.99 - 6.29	20	5.04
LB Breast	-			-			-		
LB Rack	-			-			-		
LB Ribs	-			-			-		
LB Rib Chops	-			-			-		
LB Whole Loin	-			-			-		
LB Loin Chops	10.99 - 10.99	20	10.99	-			9.99 - 12.99	40	12.10
LB Bone-In Leg	-			-			4.99 - 4.99	10	4.99
LB Boneless Leg	8.99 - 8.99	10	8.99	-			-		
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	-			-			4.99 - 4.99	10	4.99
LB Shank	5.49 - 5.49	50	5.49	-			4.99 - 4.99	10	4.99
LB Stew Meat-Lamb	-			-			3.99 - 4.99	20	4.49
LB Stew Meat-Mutton	-			-			-		
<b>VEAL</b>									
VL Shoulder Roast	-			-			-		
VL Shldr Blade Chops	4.99 - 4.99	480	4.99	4.99 - 4.99	20	4.99	3.99 - 4.99	130	4.89
VL Shldr Rnd Bone Chops	-			-			4.49 - 5.39	20	4.90
VL Breast	3.99 - 3.99	10	3.99	2.99 - 2.99	20	2.99	-		
VL Rib Rack	-			-			-		
VL Rib Chops	-			-			-		
VL Loin Chops	10.99 - 10.99	10	10.99	-			-		
VL T-Bone Steak	-			-			-		
VL Bnls Leg	-			-			-		
VL Leg Cutlets	6.99 - 13.99	400	10.50	-			-		
VL Top Round Steak	-			-			-		
VL Bnls Roast	-			-			-		
VL Bone-In Osso Bucco	12.99 - 12.99	30	12.99	-			-		
VL Scallopini	10.99 - 10.99	20	10.99	-			-		
VL Cube Steak	-			-			-		
VL Ground Veal	4.99 - 4.99	150	4.99	4.99 - 4.99	5	4.99	4.99 - 5.99	120	5.08
VL Stew Meat	4.99 - 5.99	290	5.97	5.99 - 5.99	20	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				3900				1300			
Feature Rate (1/)	0.1%				9.1%				7.0%			
Special Rate (2/)	0.0%				0.0%				0.0%			
Activity Index (3/)	5				350				95			
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
<b>LAMB</b>												
LB Shoulder Roast	4.99 - 4.99	5	4.99	4.99 - 4.99	30	4.99	4.99 - 4.99	5	4.99			
LB Shldr Blade Chops	-			5.99 - 5.99	60	5.99	-					
LB Shldr Rnd Bone Chop	-			-			-					
LB Breast	-			-			-					
LB Rack	-			-			-					
LB Ribs	-			-			-					
LB Rib Chops	-			-			-					
LB Whole Loin	-			-			-					
LB Loin Chops	-			5.99 - 5.99	240	5.99	8.49 - 8.49	90	8.49			
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	-			10.99 - 10.99	20	10.99	-					
LB Stew Meat-Lamb	-			-			-					
LB Stew Meat-Mutton	-			-			-					
<b>VEAL</b>												
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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	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	100			100		
Feature Rate (1/)	29.0%			54.0%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	30			60		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	-			11.99 - 11.99	30	11.99
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	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	-			-		
<b>VEAL</b>						
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	-			-		