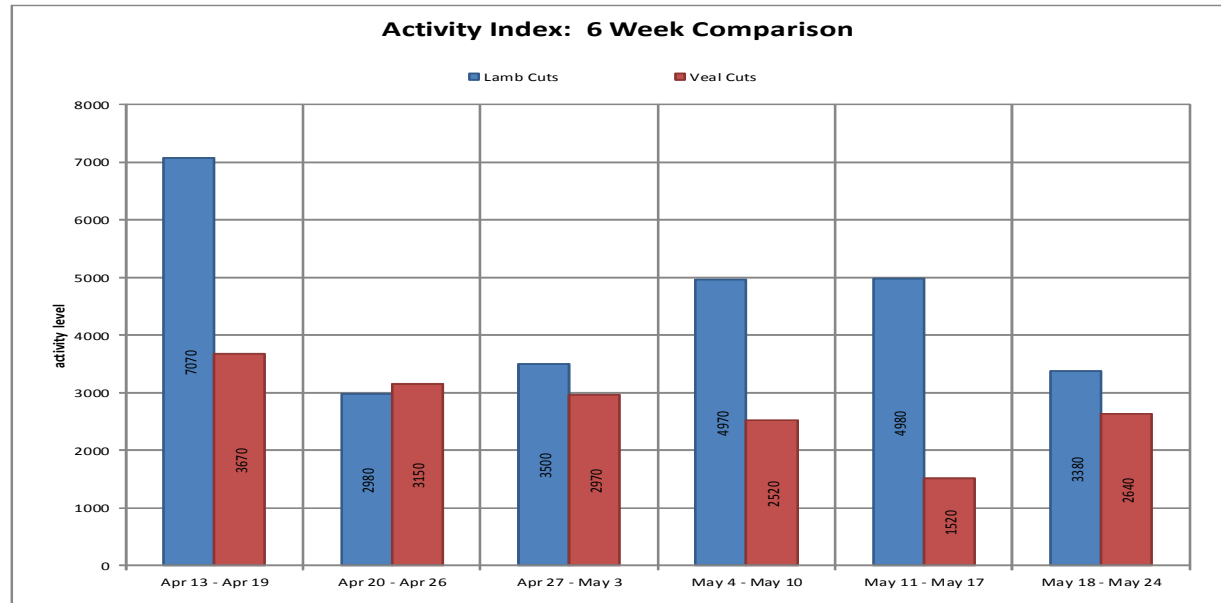




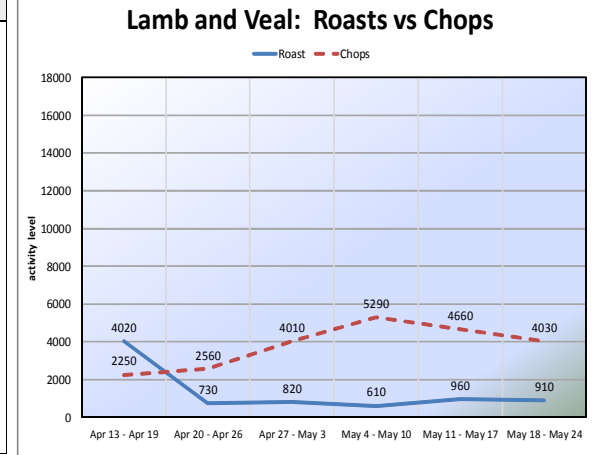
(prices in dollars per pound)

NATIONAL SUMMARY				
	THIS WEEK		LAST WEEK	
Outlets	18,600		18,600	
Feature Rate (1/)	14.7%		18.5%	
Special Rate (2/)	0.0%		0.0%	
Activity Index (3/)	6,020		6,530	
	Stores	Wtd Avg	Stores	Wtd Avg
LAMB				
LB Shoulder Roast	10	4.79	10	4.79
LB Shldr Blade Chops	970	5.36	1,720	5.57
LB Shldr Rnd Bone Chop	50	4.23	290	7.32
LB Breast	180	2.37	160	2.90
LB Rack	10	12.99	260	14.48
LB Ribs				
LB Rib Chops	10	12.99	20	10.96
LB Whole Loin			10	9.99
LB Loin Chops	1,280	8.86	1,610	10.94
LB Bone-In Leg			20	5.99
LB Boneless Leg	170	9.68	30	7.99
LB Semi-Bnls Leg			20	7.64
LB Butterflied, Bnls Leg	320	8.70	260	8.80
LB Leg, Shank/Butt				
LB Leg Steaks				
LB Top Round Roast				
LB Top Round Steak				
LB Ground Lamb	310	6.49	250	4.31
LB Shank	20	5.99	290	4.24
LB Stew Meat-Lamb	10	2.79	20	6.99
LB Stew Meat-Mutton	50	3.49	20	2.58
VEAL				
VL Shoulder Roast	120	5.08	30	5.99
VL Shldr Blade Chops	770	4.29	670	5.41
VL Shldr Rnd Bone Chops	10	5.11	50	4.57
VL Breast	80	2.48	160	2.36
VL Rib Rack			10	14.99
VL Rib Chops	10	15.99	10	16.99
VL Loin Chops	920	8.57	290	8.84
VL T-Bone Steak				
VL Bnls. Leg				
VL Leg Cutlets	10	7.29	10	9.82
VL Top Round Steak				
VL Bnls Roast	30	5.99		
VL Bone-In Osso Bucco				
VL Scallopini	190	11.27	30	12.99
VL Cube Steak				
VL Ground Veal	320	4.48	110	5.99
VL Stew Meat	170	5.91	170	4.47



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

Compared to last report: Lamb retail feature volume was 1600 features lower this week. Loin chops comprised the largest amount of promotional space this week. Shoulder blade chops were the second highest promoted item, but with 750 less features than last week. Boneless butterflied leg rounded out the top three highest featured cuts this week with 320 features. Lamb retail features were lackluster this week with most of the ads featured below the fold or as fillers. Veal features were higher this week with 1,120 more features than last week. Loin chops were the highest featured item this week followed by shoulder blade chops and ground veal, respectively. Combined retail features of lamb and veal activity decreased by 510 features, with lamb making up 56% and veal making up 44% of the total features.



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 percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each ad 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.



USDA Weekly Retail Lamb and Veal Feature Activity

Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets ending during the 05/18 thru 05/24

(prices in dollars per pound)

Fri. May 18, 2012

Outlets	EASTERN U.S. (AL, CT, DE, FL, GA, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA, VT, WV)				CENTRAL U.S. (AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, ND, NE, NM, OH, OK, SD, TX, WI)				WESTERN U.S. (AZ, CA, NV, UT, ID, MT, OR, WA, WY)				
	8,900				5,700				4,000				
Feature Rate (1/)	19.0%				8.8%				13.3%				
Special Rate (2/)	0.0%				0.0%				0.0%				
Activity Index (3/)	4,050				1,100				900				
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
LAMB													
LB Shoulder Roast	-	-	-	-	4.79	-	4.79	10	4.79	-	-	-	
LB Shldr Blade Chops	3.89	-	6.99	910	5.33	2.99	-	4.99	20	4.06	6.99	-	6.99
LB Shldr Rnd Bone Chop	3.99	-	5.99	50	4.34	3.49	-	3.49	10	3.49	-	-	
LB Breast	2.99	-	3.69	60	3.12	-	-	-	-	-	1.99	-	1.99
LB Rack	-	-	-	-	-	12.99	-	12.99	10	12.99	-	-	
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	
LB Rib Chops	12.99	-	12.99	10	12.99	-	-	-	-	-	-	-	
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	
LB Loin Chops	5.99	-	11.99	720	7.93	7.99	-	14.99	190	10.04	9.99	-	15.99
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	
LB Boneless Leg	7.99	-	9.99	170	9.68	-	-	-	-	-	-	-	
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	
LB Butterflied, Bnls Leg	7.99	-	8.99	320	8.70	-	-	-	-	-	-	-	
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	-	-	
LB Leg Steaks	-	-	-	-	-	-	-	-	-	-	-	-	
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	
LB Ground Lamb	-	-	-	-	-	6.49	-	6.49	130	6.49	6.49	-	6.49
LB Shank	-	-	-	-	-	5.99	-	5.99	20	5.99	-	-	
LB Stew Meat-Lamb	2.79	-	2.79	10	2.79	-	-	-	-	-	-	-	
LB Stew Meat-Mutton	3.49	-	3.49	50	3.49	-	-	-	-	-	-	-	
VEAL													
VL Shoulder Roast	-	-	-	-	-	4.00	-	5.99	120	5.08	-	-	
VL Shldr Blade Chops	3.99	-	4.49	650	4.17	3.95	-	4.99	120	4.92	-	-	
VL Shldr Rnd Bone Chops	4.99	-	4.99	10	4.99	5.29	-	5.29	10	5.29	-	-	
VL Breast	2.39	-	2.69	70	2.48	2.49	-	2.49	10	2.49	-	-	
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	
VL Rib Chops	15.99	-	15.99	10	15.99	-	-	-	-	-	-	-	
VL Loin Chops	7.99	-	9.99	620	9.25	5.29	-	9.99	300	7.14	-	-	
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	
VL Bnls. Leg	-	-	-	-	-	-	-	-	-	-	-	-	
VL Leg Cutlets	7.29	-	7.29	10	7.29	-	-	-	-	-	-	-	
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	
VL Bnls Roast	5.99	-	5.99	30	5.99	-	-	-	-	-	-	-	
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	
VL Scallopini	10.99	-	12.99	190	11.27	-	-	-	-	-	-	-	
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	
VL Ground Veal	3.99	-	3.99	10	3.99	4.49	-	4.49	130	4.49	4.49	-	4.69
VL Stew Meat	5.99	-	5.99	150	5.99	4.99	-	5.99	20	5.40	-	-	