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Report for 10/5/2024 - 10/11/2024

MARKET HIGHLIGHTS

This week in lamb retail the Feature Rate decreased by 8.7% and the Activity Index decreased by 47.48%. Items from the rib, shoulder, and other/misc. sections increased in ad space with items from the shoulder increasing most significantly. Items from the leg and loin decreased in ad space with items from the leg decreasing most significantly, driving the decrease in the activity index overall.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	2,032	3,869	
Feature Rate (%)	6.3%	15.0%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Leg	Per lb	Leg Shank, Regular	Antibiotic Free	Fresh			2,356	5.99		
		Leg Shank, Regular	Conventional	Fresh	120	7.99	44	7.99		
		Leg Shank, Regular	Conventional	Frozen	17	5.99	17	5.99		
		Leg Steaks, Regular	Antibiotic Free	Fresh			10	12.99		
		Leg Steaks, Regular	Conventional	Fresh			73	8.99		
		Leg Steaks, Regular	Halal	Fresh			187	9.99		
		Leg, Boneless, Regular	Conventional	Fresh	174	6.99				
		Leg, Boneless, Regular	Conventional	Frozen	11	7.99				
		Leg, Semi-Boneless, Regular	Conventional	Frozen	17	5.99	17	5.99		
Loin	Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	16	21.99	414	13.99		
		Loin Chops, Regular	Antibiotic Free	Fresh			11	5.49		
		Loin Chops, Regular	Conventional	Fresh	231	10.70	160	9.99		
		Loin Chops, Regular	Conventional	Frozen	13	6.99				
		Loin Chops, Regular	Halal	Fresh	328	8.20	230	9.69		
		Loin Chops, Value	Conventional	Fresh	148	8.99	148	8.99		
Rib	Per lb	Rib Chops, Regular	Conventional	Fresh	28	34.99				
		Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
		Rib Rack, Regular	Conventional	Fresh	28	34.99				
		Rib Rack, Regular	USDA Organic, Grass Fed	Fresh	14	29.99				
Shoulder	Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	414	9.99				
		Shoulder Blade Chops, Regular	Conventional	Fresh	152	7.81	44	7.49		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shoulder	Per lb	Shoulder Round Bone Chops, Regular	Conventional	Fresh	152	8.20	44	7.99		
Other/Misc.	Per lb	Stew Meat - Lamb	Conventional	Fresh	120	6.99	44	6.99		
		Stew Meat - Mutton	Conventional	Fresh	32	4.79				
		Stew Meat - Mutton	Conventional	Frozen			32	4.79		
Ground	Per lb	Ground Lamb, 1-2 Lbs	Halal			21	6.99			

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,219
Feature Rate (%)	16.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Shank, Regular	Conventional	Fresh	120	7.99 - 7.99	7.99
			Leg, Boneless, Regular	Conventional	Fresh	85	6.99 - 6.99	6.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	231	7.99 - 12.99	10.70
			Loin Chops, Regular	Halal	Fresh	316	6.99 - 8.99	8.17
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	11	9.99 - 9.99	9.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	152	7.49 - 8.99	7.81
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	152	7.99 - 8.99	8.20
Other/Misc.		Per lb	Stew Meat - Lamb	Conventional	Fresh	120	6.99 - 6.99	6.99
			Stew Meat - Mutton	Conventional	Fresh	32	4.79 - 4.79	4.79

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	181
Feature Rate (%)	2.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg, Boneless, Regular	Conventional	Fresh	89	6.99 - 6.99	6.99
Loin		Per lb	Loin Chops, Regular	Halal	Fresh	12	8.99 - 8.99	8.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	80	9.99 - 9.99	9.99

MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)



Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	51
Feature Rate (%)	0.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Shank, Regular	Conventional	Frozen	17	5.99 - 5.99	5.99
			Leg, Semi-Boneless, Regular	Conventional	Frozen	17	5.99 - 5.99	5.99
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	112
Feature Rate (%)	3.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	112	9.99 - 9.99	9.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	455
Feature Rate (%)	12.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	16	21.99 - 21.99	21.99
			Loin Chops, Regular	Conventional	Frozen	13	6.99 - 6.99	6.99
			Loin Chops, Value	Conventional	Fresh	148	8.99 - 8.99	8.99
Rib		Per lb	Rib Chops, Regular	Conventional	Fresh	28	34.99 - 34.99	34.99
			Rib Rack, Regular	Conventional	Fresh	28	34.99 - 34.99	34.99
			Rib Rack, Regular	USDA Organic, Grass Fed	Fresh	14	29.99 - 29.99	29.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	208	9.99 - 9.99	9.99

NORTHWEST REGION (ID, MT, OR, WA, WY)

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	3



Feature Rate (%) 0.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	3	9.99 - 9.99	9.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	11
Feature Rate (%)	12.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg, Boneless, Regular	Conventional	Frozen	11	7.99 - 7.99	7.99

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.