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

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate increased by 0.1 percent and the Activity Index decreased by 9.2 percent. Veal was too lightly tested to report a trend.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	839	924	
Feature Rate (%)	3.3%	3.2%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	730	10.75	157	12.47		
		Leg, Boneless, Regular	Conventional	Fresh	21	8.99				
Loin	Per lb	Loin Chops, Regular	Conventional	Fresh			302	14.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	44	7.99				
Other/Misc.	Per lb	Scallopini, Regular	Conventional	Fresh			314	9.49		
		Stew Meat - Veal	Conventional	Fresh			130	12.99		
		Stew Meat - Veal, Regular	Conventional	Fresh	44	8.99				
Ground	Per lb	Ground Veal, 1-2 Lbs	Antibiotic Free	Fresh			21	8.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	839
Feature Rate (%)	16.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	730	8.99 - 14.99	10.75	
		Leg, Boneless, Regular	Conventional	Fresh	21	8.99 - 8.99	8.99	
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	44	7.99 - 7.99	7.99	
Other/Misc.	Per lb	Stew Meat - Veal, Regular	Conventional	Fresh	44	8.99 - 8.99	8.99	



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.