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Report for 4/19/2025 - 4/25/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate decreased by 0.6 percent and the Activity Index decreased by 35.6 percent.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	341	530	
Feature Rate (%)	1.4%	2.0%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Breast	Per lb	Breast, Regular	Conventional	Fresh	17	5.99	38	5.99		
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	13	24.99	158	16.51		
Other/Misc.	Per lb	Scallopini, Regular	Conventional	Fresh	311	10.99	334	10.92		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	328
Feature Rate (%)	6.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	17	5.99 - 5.99	5.99
Other/Misc.		Per lb	Scallopini, Regular	Conventional	Fresh	311	10.99 - 10.99	10.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	13
Feature Rate (%)	0.4%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	13	24.99 - 24.99	24.99

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.