This week in Beef Retail

This week in beef retail the Feature rate was 1.1 percent lower, the Special Rate increased by 3.0 percent, and the Activity Index declined by 6.3 percent. With extreme cold and winter weather moving through much of the country, most consumers enjoying meals indoors and focusing on mostly roasting cuts. Cuts from the Chuck and Ground Beef saw the most ad space, while cuts from Rib, Loin, Round, and Brisket saw less. Cattle slaughter under federal inspection was 9.2 percent lower in response to weather complications throughout much of the feeding region.

### National Summary

<table>
<thead>
<tr>
<th></th>
<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>LAST YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outlets</strong></td>
<td>29,200</td>
<td>29,200</td>
<td>29,200</td>
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<tr>
<td><strong>Feature Rate</strong></td>
<td>1.1%</td>
<td>2.2%</td>
<td>2.1%</td>
</tr>
<tr>
<td><strong>Special Rate</strong></td>
<td>3.0%</td>
<td>2.7%</td>
<td>2.2%</td>
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<tr>
<td><strong>Activity Index</strong></td>
<td>300</td>
<td>310</td>
<td>320</td>
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<td><strong>Observations</strong></td>
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**Activity Index: 2 Week Comparison**

- **RIB_ACTIVITY**
- **CHUCK_ACTIVITY**
- **ROUND_ACTIVITY**
- **LOIN_ACTIVITY**
- **BRISKET_ACTIVITY**

**Explanatory Notes**

- **1:** FEATURE RATE: the amount of sampled stores advertising any reported beef 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 beef item (e.g., a retailer with 100 outlets featuring 3 beef 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. 5/: BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch’s Certified Beef programs. 6/: NON-LABLED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA-MGC Certified Programs List: [http://www.ams.usda.gov/AMSv1.0/BeefPrograms](http://www.ams.usda.gov/AMSv1.0/BeefPrograms)
## NORTHEAST

**CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT**

(prices in dollars per pound)

Fri. Feb 19, 2021

| Outlets | 5,500 |

Explanatory Notes

<table>
<thead>
<tr>
<th>Feature Rate (1/)</th>
<th>65.7%</th>
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<tr>
<td>Special Rate (1/)</td>
<td>13.4%</td>
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<tr>
<td>Activity Index (3/)</td>
<td>16,980</td>
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Fri. Feb 19, 2021

<table>
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<th>CHOICE</th>
<th>SELECT</th>
<th>NON LABELED / OTHER (6)</th>
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<tbody>
<tr>
<td><strong>Outlet</strong></td>
<td><strong>Price Range</strong></td>
<td><strong>Stores</strong></td>
<td><strong>Wtd Avg</strong></td>
</tr>
<tr>
<td>Tenderloin</td>
<td>$12.99 - $12.99</td>
<td>10</td>
<td>12.99</td>
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Click here to also view the 'National Retail Report - Local and Organic'  http://www.ams.usda.gov/mnreports/wa_lo100.txt
### Southeast

**Outlets:** 7,400

**Feature Rate (1)**: 64.6%

**Special Rate (2)**: 33.6%

**Activity Index (3)**: 21,300

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**Fri. Feb 19, 2021**

**Outlets**

<table>
<thead>
<tr>
<th>Feature Rate (1)</th>
<th>64.6%</th>
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<tr>
<td>Special Rate (2)</td>
<td>33.6%</td>
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<td>Activity Index (3)</td>
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**BRANDED(5)**

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**NON LABELED / OTHER (6)**

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Click here to also view the 'National Retail Report - Local and Organic'  http://www.ams.usda.gov/mnreports/wa_lo100.txt

Page 3 of 9
### MIDSWEST

*Source: USDA Agricultural Marketing Service, Livestock, Poultry, and Grain Market News – (816) 676-7000  

#### Price Range Stores Wtd Avg

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<tr>
<th>BRANDED(5)</th>
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<th>NON LABELED / OTHER (6)</th>
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<tr>
<td><strong>Sirloin Roast</strong></td>
<td>-</td>
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<tr>
<td><strong>Sirloin Steak</strong></td>
<td>5.99 - 6.98</td>
<td>250</td>
<td>6.77</td>
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<td><strong>Bnls Sirloin Roast</strong></td>
<td>3.88 - 3.88</td>
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<td><strong>Bnls Sirloin Steak</strong></td>
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<tr>
<td><strong>Bnls Top Sirloin Roast</strong></td>
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<tr>
<td><strong>Bnls Top Sirloin Steak</strong></td>
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<tr>
<td><strong>Top Round Roast</strong></td>
<td>3.99 - 5.99</td>
<td>60</td>
<td>5.41</td>
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<tr>
<td><strong>Top Round Steak</strong></td>
<td>3.00 - 5.99</td>
<td>60</td>
<td>5.41</td>
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<tr>
<td><strong>Bottom Round Roast</strong></td>
<td>2.99 - 4.99</td>
<td>560</td>
<td>4.39</td>
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<tr>
<td><strong>Bottom Round Steak</strong></td>
<td>3.99 - 4.99</td>
<td>130</td>
<td>4.49</td>
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<tr>
<td><strong>Eye Of Round Roast</strong></td>
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<tr>
<td><strong>Eye Of Round Steak</strong></td>
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<td><strong>Rump Steak</strong></td>
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<td><strong>Chuck/Shldr/Arm Roast</strong></td>
<td>2.99 - 4.99</td>
<td>370</td>
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<td><strong>London Broil</strong></td>
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<td>40</td>
<td>4.59</td>
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<td><strong>Brisket, Flat</strong></td>
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<td>40</td>
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<tr>
<td><strong>Corned Beef Brisket</strong></td>
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<tr>
<td><strong>Corned Beef Flat</strong></td>
<td>2.99 - 2.99</td>
<td>40</td>
<td>2.99</td>
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<tr>
<td><strong>Flat Iron Steak</strong></td>
<td>4.99 - 6.99</td>
<td>120</td>
<td>5.72</td>
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<tr>
<td><strong>Mirlion/Beef Backribs</strong></td>
<td>3.99 - 5.99</td>
<td>580</td>
<td>5.38</td>
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<tr>
<td><strong>Stew Meat</strong></td>
<td>4.29 - 5.99</td>
<td>940</td>
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<td><strong>Ground Chuck</strong></td>
<td>2.99 - 4.49</td>
<td>660</td>
<td>4.03</td>
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<td><strong>Ground Beef 80-89%</strong></td>
<td>2.99 - 4.99</td>
<td>110</td>
<td>3.97</td>
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<tr>
<td><strong>Ground Beef 70-79%</strong></td>
<td>2.49 - 2.49</td>
<td>10</td>
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<tr>
<td><strong>Bee Patties</strong></td>
<td>4.49 - 4.49</td>
<td>240</td>
<td>4.49</td>
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<tr>
<td><strong>Ski Steak</strong></td>
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</tbody>
</table>

**Explanatory Notes:**
- **Feature Rate (1/):** Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs.
- **NON LABELED/OTHER:** Beef cuts advertised without a USDA Quality Grade.
### SOUTH CENTRAL
(Ar, CO, KS, LA, MO, NM, OK, TX)
(prices in dollars per pound)

Fri. Feb 19, 2021

| Outlets | 4,900 |

**Source:** USDA Agricultural Marketing Service, Livestock, Poultry, and Grain Market News -- (816) 676-7000  
website: https://www.marketnews.usda.gov/mnp/ls-home

**Explanatory Notes**
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<table>
<thead>
<tr>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
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</thead>
<tbody>
<tr>
<td><strong>BRANDED(5)</strong></td>
<td><strong>CHOICE</strong></td>
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<tr>
<td><strong>NON LABELED / OTHER (6)</strong></td>
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<table>
<thead>
<tr>
<th>Beef</th>
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</tbody>
</table>

| Feature Rate (1/5) | 54.6% |
| Special Rate (1/6) | 31.5% |
| Activity Index (3/4) | 10.55% |

| Bone-In Ribeye Roast | - | 10.98 |
| Bone-In Ribeye Steak | - | 10.98 |
| Bnls Ribeye Roast | - | 10.98 |
| Bnls Ribeye Steak | - | 10.98 |

**Fri. Feb 19, 2021**

| Outlets | 4,900 |

**Source:** USDA Agricultural Marketing Service, Livestock, Poultry, and Grain Market News -- (816) 676-7000  
website: https://www.marketnews.usda.gov/mnp/ls-home

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**Page 5 of 9**
<table>
<thead>
<tr>
<th>Outlets</th>
<th>3,800</th>
<th>Explanatory Notes</th>
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<tbody>
<tr>
<td>Feature Rate (1)</td>
<td>59.6%</td>
<td>Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch’s Certified Beef Programs.</td>
</tr>
<tr>
<td>Special Rate (1)</td>
<td>36.3%</td>
<td>NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.</td>
</tr>
<tr>
<td>Activity Index (3)</td>
<td>7,730</td>
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**SOUTHWEST (AZ, CA, NV, UT)**

*prices in dollars per pound*

**Fri. Feb 19, 2021**

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<tr>
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<th>Stores</th>
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Click here to also view the ‘National Retail Report - Local and Organic’ [http://www.ams.usda.gov/mnreports/wa_lo100.txt](http://www.ams.usda.gov/mnreports/wa_lo100.txt)
## NORTHWEST
(ID, MT, OR, WA, WY)
(prices in dollars per pound)

Fri. Feb 19, 2021

### Explanatory Notes

1/ Special Rate: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs.
2/ Non-Labeled/Other: Beef cuts advertised without a USDA Quality Grade.

### Activity Index (3/)

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Click here to also view the 'National Retail Report - Local and Organic' http://www.ams.usda.gov/mnreports/wa_lo100.txt
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Explanatory Notes:

5: BRANDED: Includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading and Certification Branch's Certified Beef Programs.

6: NON LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.
**HAWAII**

**(HI)**

(prices in dollars per pound)

**Fri. Feb 19, 2021**

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**Click here to also view the 'National Retail Report - Local and Organic'** [http://www.ams.usda.gov/nnreports/wa_lo100.txt](http://www.ams.usda.gov/nnreports/wa_lo100.txt)

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**Activity Index (3/)** 255