



**National Retail Report - Lamb/Veal**

**Advertised Prices for Lamb and Veal at Major Retail Supermarket Outlets ending during the period of 07/20 thru 07/26**

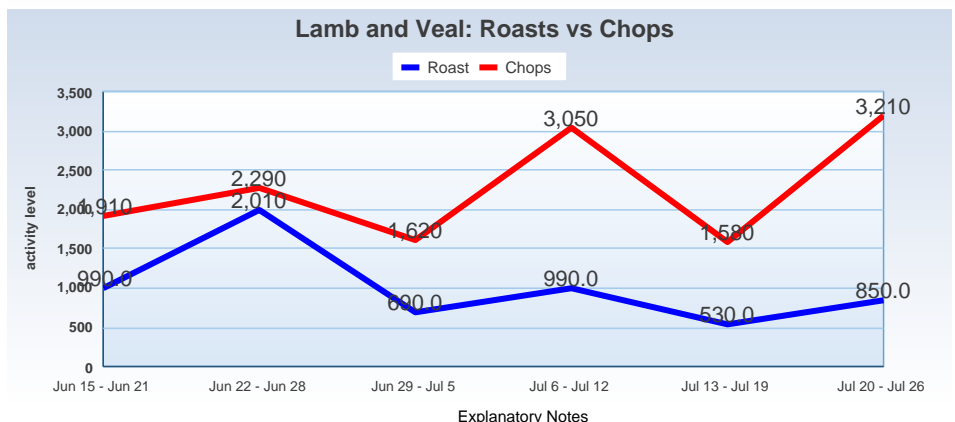
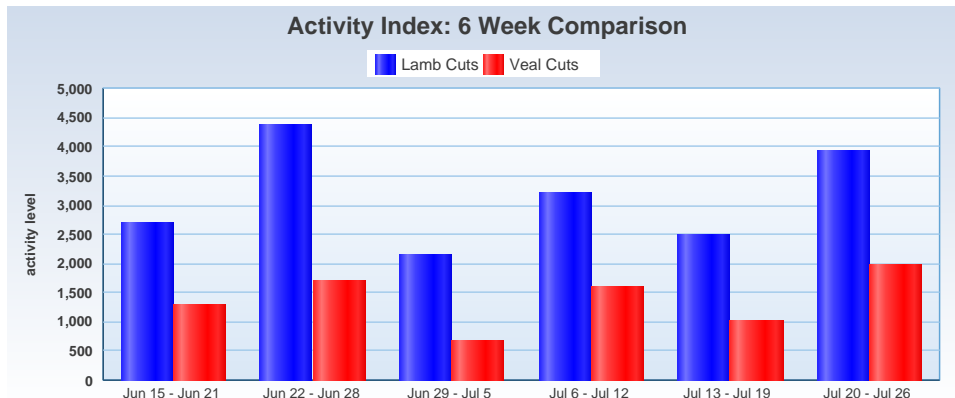
(prices in dollars per pound)

Fri. Jul 20, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,200		29,200		29,200	
Feature Rate (1/)	8.8%		6.0%		8.0%	
Special Rate (2/)	0.1%		0.0%		0.0%	
Activity Index (3/)	5,910		3,550		3,160	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast			20	6.99	40	5.62
LB Shldr Blade Chops	490	6.02	550	6.27	400	5.16
LB Shldr Rnd Bone Chop	60	6.13	210	7.32	170	3.61
LB Breast			60	3.80	60	4.66
LB Rack	370	14.99	10	18.99	420	10.82
LB Ribs						
LB Rib Chops	200	15.99				
LB Whole Loin						
LB Loin Chops	1,410	8.73	310	7.74	660	8.74
LB Bone-In Leg			10	3.99	80	4.16
LB Boneless Leg	410	7.58	30	5.00	50	9.12
LB Semi-Bnls Leg			30	5.00	10	8.99
LB Butterflied, Bnls Leg	60	6.99	300	6.49	10	7.99
LB Leg, Shank/Butt			20	4.99	10	4.99
LB Leg Steaks	210	8.93	10	5.99	10	6.99
LB Top Round Roast			10	9.99		
LB Top Round Steak						
LB Ground Lamb	250	7.59	370	6.62	200	7.35
LB Shank	230	5.91	220	5.86	10	4.99
LB Stew Meat-Lamb	230	7.63	200	5.46	20	4.52
LB Stew Meat-Mutton	20	3.99	170	3.99	200	3.76
<b>VEAL</b>						
VL Shoulder Roast						
VL Shldr Blade Chops	600	4.31	310	4.91	410	4.42
VL Shldr Rnd Bone Chops	120	5.47	140	5.33	20	5.84
VL Breast	10	3.99	40	1.69	30	1.49
VL Rib Rack						
VL Rib Chops					10	15.99
VL Loin Chops	120	10.85	50	12.44	10	9.99
VL T-Bone Steak						
VL Bnls Leg						
VL Leg Cutlets	370	10.26	180	9.77	170	11.00
VL Top Round Steak						
VL Bnls Roast						
VL Bone-In Osso Bucco						
VL Scallopini					60	9.99
VL Cube Steak						
VL Ground Veal	420	5.02	120	5.08	10	5.99
VL Stew Meat	330	5.96	180	5.93	90	5.60

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

The Lamb and Veal retail activity index increased by 66.5.7% this reporting period. Lamb and Veal features increased by 2.8%, while the special rate increased by 0.1%. The lamb retail activity index showed a 57.2% increase this week as veal retail features also increased by 93.1%. There were 66.7% more roasts featured for both species complexes this reporting period, as well as 103.2% more chops showcased. Loin Chops were the most widely advertised items among the lamb features as the general price trend this period was mostly higher. In the Veal complex, Shoulder Blade Chops, Stew Meat, Ground Veal and Leg Cutlets were the most commonly advertised items as prices were generally steady to firm.



**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 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 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.



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Outlets	NORTHEAST (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)					SOUTHEAST (AL, FL, GA, MS, NC, SC, TN, VA, WV)					MIDWEST (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)				
	5400					7400					6100				
Feature Rate (1/)	33.3%					1.8%					3.7%				
Special Rate (2/)	0.0%					0.0%					0.0%				
Activity Index (3/)	2,760					305					570				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
<b>LAMB</b>															
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Shldr Blade Chops	3.99	- 6.99	90	6.02		5.99	- 6.99	30	6.73		4.49	- 5.99	50	5.40	
LB Shldr Rnd Bone Chop	5.39	- 5.39	10	5.39		7.49	- 7.49	20	7.49		4.99	- 6.39	30	5.50	
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Rack	14.99	- 14.99	20	14.99		14.99	- 14.99	110	14.99		14.99	- 14.99	30	14.99	
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Rib Chops	-	-	-	-	-	15.99	- 15.99	10	15.99		-	-	-	-	-
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Loin Chops	4.88	- 12.99	990	7.98		5.99	- 14.99	10	10.49		9.99	- 9.99	20	9.99	
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Boneless Leg	10.99	- 10.99	10	10.99		6.99	- 7.99	10	7.49		-	-	-	-	-
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Butterflied, Bnls Leg	6.99	- 6.99	60	6.99		-	-	-	-	-	-	-	-	-	-
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Leg Steaks	6.99	- 6.99	10	6.99		8.99	- 8.99	10	8.99		-	-	-	-	-
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LB Ground Lamb	-	-	-	-	-	7.99	- 7.99	10	7.99		4.99	- 5.99	30	5.42	
LB Shank	-	-	-	-	-	5.99	- 5.99	30	5.99		-	-	-	-	-
LB Stew Meat-Lamb	-	-	-	-	-	5.49	- 7.99	30	6.14		4.99	- 4.99	10	4.99	
LB Stew Meat-Mutton	-	-	-	-	-	3.99	- 3.99	20	3.99		-	-	-	-	-
<b>VEAL</b>															
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Shldr Blade Chops	2.99	- 5.99	480	4.14		4.99	- 4.99	5	4.99		4.99	- 4.99	120	4.99	
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	5.29	- 5.49	120	5.47	
VL Breast	3.99	- 3.99	10	3.99		-	-	-	-	-	-	-	-	-	-
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Loin Chops	9.99	- 12.99	90	10.81		-	-	-	-	-	10.99	- 10.99	30	10.99	
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Leg Cutlets	8.99	- 10.99	370	10.26		-	-	-	-	-	-	-	-	-	-
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Scallopini	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VL Ground Veal	4.99	- 4.99	300	4.99		4.99	- 4.99	5	4.99		4.99	- 5.99	120	5.08	
VL Stew Meat	5.99	- 5.99	320	5.99		5.99	- 5.99	5	5.99		4.99	- 4.99	10	4.99	



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	SOUTH CENTRAL (AR, CO, KS, LA, MO, NM, OK, TX)						SOUTHWEST (AZ, CA, NV, UT)						NORTHWEST (ID, MT, OR, WA, WY)					
Outlets	4900						3900						1300					
Feature Rate (1/)	2.0%						3.5%						8.9%					
Special Rate (2/)	0.0%						0.4%						0.0%					
Activity Index (3/)	820						1,340						130					
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg						
<b>LAMB</b>																		
LB Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-					
LB Shldr Blade Chops	5.99	-	5.99	70	5.99	5.99	-	5.99	120	5.99	5.49	-	9.49	110	6.17			
LB Shldr Rnd Bone Chop	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Rack	14.99	-	14.99	90	14.99	14.99	-	14.99	120	14.99	-	-	-	-	-			
LB Ribs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Rib Chops	15.99	-	15.99	70	15.99	15.99	-	15.99	120	15.99	-	-	-	-	-			
LB Whole Loin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Loin Chops	5.99	-	14.99	160	10.45	5.99	-	14.99	240	10.49	-	-	-	-	-			
LB Bone-In Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Boneless Leg	6.99	-	7.99	150	7.49	6.99	-	7.99	240	7.49	-	-	-	-	-			
LB Semi-Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Butterflied, Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Leg, Shank/Butt	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Leg Steaks	8.99	-	8.99	70	8.99	8.99	-	8.99	120	8.99	-	-	-	-	-			
LB Top Round Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
LB Ground Lamb	7.99	-	7.99	70	7.99	5.99	-	7.99	130	7.85	7.32	-	7.32	20	7.32			
LB Shank	5.99	-	5.99	70	5.99	2.99	-	5.99	130	5.85	-	-	-	-	-			
LB Stew Meat-Lamb	7.99	-	7.99	70	7.99	7.99	-	7.99	120	7.99	-	-	-	-	-			
LB Stew Meat-Mutton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
<b>VEAL</b>																		
VL Shoulder Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Shldr Blade Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Shldr Rnd Bone Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Breast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Rib Rack	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Rib Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Loin Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL T-Bone Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bnls Leg	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Leg Cutlets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Top Round Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bnls Roast	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Bone-In Osso Bucco	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Scallopini	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Cube Steak	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Ground Veal	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
VL Stew Meat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			



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	ALASKA			HAWAII		
	(AK)			(HI)		
Outlets	100			100		
Feature Rate (1/)	29.0%			2.7%		
Special Rate (2/)	0.0%			0.0%		
Activity Index (3/)	30			5		
	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg
<b>LAMB</b>						
LB Shoulder Roast	-			-		
LB Shldr Blade Chops	5.99 - 5.99	30	5.99	4.99 - 4.99	5	4.99
LB Shldr Rnd Bone Chop	-			-		
LB Breast	-			-		
LB Rack	-			-		
LB Ribs	-			-		
LB Rib Chops	-			-		
LB Whole Loin	-			-		
LB Loin Chops	-			-		
LB Bone-In Leg	-			-		
LB Boneless Leg	-			-		
LB Semi-Bnls Leg	-			-		
LB Butterflied, Bnls Leg	-			-		
LB Leg, Shank/Butt	-			-		
LB Leg Steaks	-			-		
LB Top Round Roast	-			-		
LB Top Round Steak	-			-		
LB Ground Lamb	-			-		
LB Shank	-			-		
LB Stew Meat-Lamb	-			-		
LB Stew Meat-Mutton	-			-		
<b>VEAL</b>						
VL Shoulder Roast	-			-		
VL Shldr Blade Chops	-			-		
VL Shldr Rnd Bone Chops	-			-		
VL Breast	-			-		
VL Rib Rack	-			-		
VL Rib Chops	-			-		
VL Loin Chops	-			-		
VL T-Bone Steak	-			-		
VL Bnls Leg	-			-		
VL Leg Cutlets	-			-		
VL Top Round Steak	-			-		
VL Bnls Roast	-			-		
VL Bone-In Osso Bucco	-			-		
VL Scallopini	-			-		
VL Cube Steak	-			-		
VL Ground Veal	-			-		
VL Stew Meat	-			-		