



**USDA Weekly Retail Lamb and Veal Feature Activity**

Fri. Oct 03, 2008

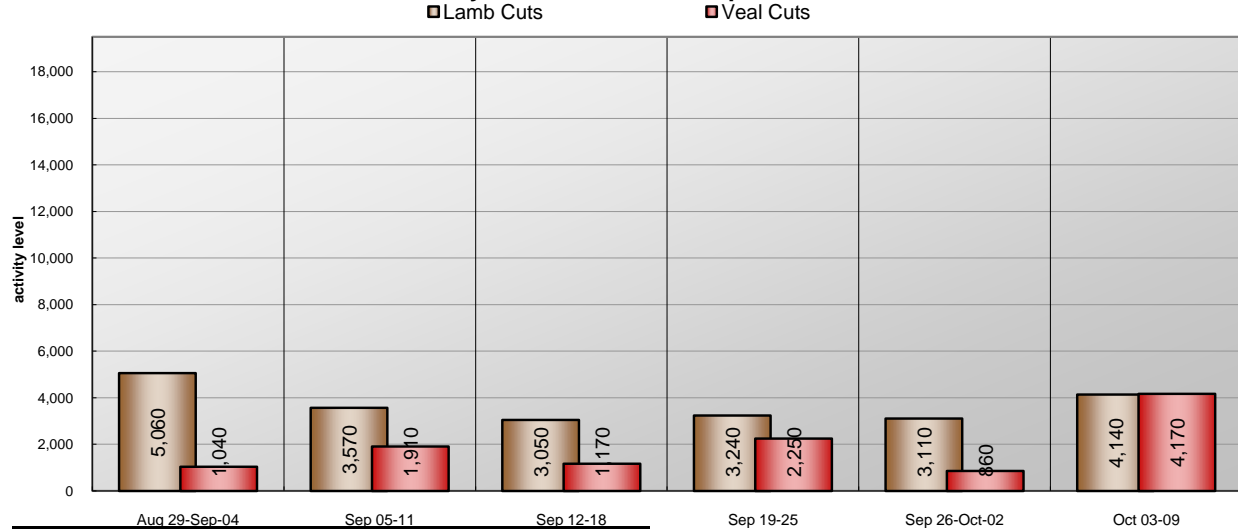
Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.

(prices in dollars per pound)

**NATIONAL SUMMARY**

	THIS WEEK		LAST WEEK	
Feature Rate 1/	23.7% of 17,700 outlets		17.1% of 17,700 outlets	
Special Rate 2/	0.0%		0.0%	
Activity Index 3/	8,310		3,970	
	Stores	Wtd Avg	Stores	Wtd Avg
<b>LAMB</b>				
LB Shoulder Roast			30	4.07
LB Shldr Blade Chops	1,560	4.00	650	3.77
LB Shldr Rnd Bone Chop	70	4.56	30	5.51
LB Breast				
LB Rack	40	12.62		
LB Ribs			10	1.89
LB Rib Chops	20	16.99	10	16.98
LB Whole Loin	10	9.49	60	3.49
LB Loin Chops	1,480	8.84	1,250	7.99
LB Bone-In Leg	70	4.27	80	4.36
LB Boneless Leg	40	6.24	370	4.95
LB Semi-Bnls Leg	540	5.23	380	3.99
LB Butterflied, Bnls Leg				
LB Leg, Shank/Butt				
LB Leg Steaks	160	7.49	10	7.89
LB Top Round Roast				
LB Top Round Steak				
LB Ground Lamb	10	4.98	30	4.77
LB Shank	140	4.06	180	4.09
LB Stew Meat-Lamb			20	4.34
LB Stew Meat-Mutton				
<b>VEAL</b>				
VL Shoulder Roast	40	3.98	10	6.98
VL Shldr Blade Chops	1,040 #	3.71	160	3.20
VL Shldr Rnd Bone Chops	530	4.00		
VL Breast	220	1.06	110	2.14
VL Rib Rack				
VL Rib Chops			10	7.98
VL Loin Chops	810	10.77	30	8.99
VL T-Bone Steak				
VL Bnls. Leg				
VL Leg Cutlets	280	9.48	320	9.31
VL Top Round Steak	10	11.98		
VL Bnls Roast				
VL Bone-In Osso Bucco	10	14.99	10	9.99
VL Scallopini	430	10.04	150	10.32
VL Cube Steak			10	4.99
VL Ground Veal	380	4.36	20	3.34
VL Stew Meat	420	5.10	30	5.70

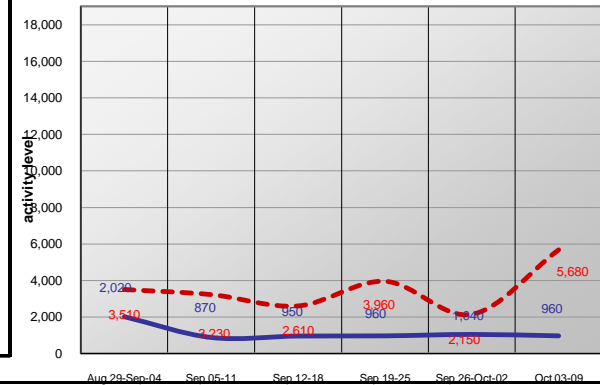
**Activity Index: 6 Week Comparison**



**Lamb and Veal Featuring - 10/03 thru 10/09**

Compared to last week: Lamb featuring this week was active. Lamb cuts most widely featured were shoulder blade chops, loin chops and leg roasts at higher average prices. Veal features for the week was very active in comparison to last week. The most widely featured cuts were shoulder blade chops, shoulder round bone chops, loin chops, scallopini, and ground veal. Feature prices for shoulder blade chops and scallopini remained steady, while loin chops, and ground veal rose higher. Feature veal and lamb combined sales equated for the week to 50% lamb cuts and 50% veal cuts. Total features for lamb and veal combined was up 6.6% this week.

**Lamb and Veal: Roasts vs Chops**



**Explanatory Notes**

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 and 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 and veal item (e.g., a retailer with 100 outlets featuring 3 lamb and veal items has an activity index of 300).
- 4/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



**USDA Weekly Retail Lamb and Veal Feature Activity**

Advertised Prices for Lamb and Veal to Consumers at Major Retail Supermarket Outlets during the period of 10/03 thru 10/09.

(prices in dollars per pound)

	EASTERN U.S. (AL, CT, DE, FL, GA, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VA, VT, WV)			CENTRAL U.S. (AR, CO, IA, IL, IN, KS, KY, LA, MI, MN, MO, ND, NE, NM, OH, OK, SD, TX, WI)			WESTERN U.S. (AZ, CA, ID, MT, NV, OR, UT, WA, WY)			
	Feature Rate 1/ Special Rate 2/ Activity Index 3/	33.5% of 8,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,110	8.4% of 5,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 940	22.6% of 3,600 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,260	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/
<b>LAMB</b>										
LB Shoulder Roast										
LB Shldr Blade Chops	2.49 - 3.99	990	3.56	3.99 - 6.99	50	5.46	2.79 - 4.99	520	4.71	
LB Shldr Rnd Bone Chop	3.99	60	3.99	7.99	10	7.99				
LB Breast										
LB Rack	6.88 - 15.99	40	12.62							
LB Ribs										
LB Rib Chops	16.99	10	16.99	16.98	10	16.98				
LB Whole Loin	9.49	10	9.49							
LB Loin Chops	6.88 - 10.99	1,040	8.39	6.99 - 15.98	290	9.97	6.98 - 11.99	150	9.77	
LB Bone-In Leg	3.99	60	3.99	5.98	10	5.98				
LB Boneless Leg				4.99	20	4.99	5.99 - 8.99	20	7.49	
LB Semi-Bnls Leg	5.99	120	5.99	5.99	10	5.99	4.99	410	4.99	
LB Butterflied, Bnls Leg										
LB Leg, Shank/Butt										
LB Leg Steaks	7.49	160	7.49							
LB Top Round Roast										
LB Top Round Steak										
LB Ground Lamb				4.98	10	4.98				
LB Shank				4.99	10	4.99	3.99	130	3.99	
LB Stew Meat-Lamb										
LB Stew Meat-Mutton										
<b>VEAL</b>										
VAL Shoulder Roast				3.98	40	3.98				
VAL Shod Blade Chops	2.69 - 3.99	930	3.61	3.98 - 6.59	110	4.50				
VL Rnd Bone Shldr Chops	3.99 - 4.49	480	4.00	3.99	50	3.99				
VL Breast	0.99 - 1.69	210	1.02				1.79	10	1.79	
VL Rib Rack										
VL Rib Chops										
VL Loin Chops	9.49 - 11.99	660	10.68	10.99 - 12.99	130	11.07	11.49 - 11.99	20	11.67	
VL T-Bone Steak										
VL Bnls. Leg										
VL Leg Cutlets	8.99 - 9.99	270	9.46	9.99	10	9.99				
VL Top Round Steak				11.98	10	11.98				
VL Bnls Roast										
VL Bone-In Osso Bucco				14.99	10	14.99				
VL Scallopini	8.99 - 10.99	310	9.67	10.99	120	10.99				
VL Cube Steak										
VL Ground Veal	3.49 - 5.49	370	4.39	3.49	10	3.49				
VL Stew Meat	3.99 - 7.99	390	5.09	3.69 - 5.99	30	5.25				