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Report for 11/9/2024 - 11/15/2024

**MARKET HIGHLIGHTS**

This week in lamb retail the Feature Rate increased by 3.1 percent and the Activity Index decreased by 13.4 percent. Compared to last week, items from the leg, loin, shoulder, and other/misc. sections showed less ad space. As the holiday approaches rib cuts showed the most significant increase with rib racks being the largest contributor to the increase in ad space this week. Ground lamb items also showed a slight increase in ad space this week.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	6,898	7,968	
Feature Rate (%)	26.8%	23.7%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Leg	Per lb	Butterflied Leg, Boneless, Regular	Halal	Fresh	80	9.99				
		Leg Shank, Regular	Antibiotic Free	Fresh			2,356	5.99		
		Leg Shank, Regular	Conventional	Fresh			120	7.99		
		Leg Shank, Regular	Conventional	Frozen	17	5.99	17	5.99		
		Leg Shank, Regular	Halal	Fresh			187	4.99		
		Leg Steaks, Regular	ABF, Grass Fed	Fresh			414	12.99		
		Leg, Bone-In, Regular	Antibiotic Free	Fresh	1,364	7.99				
		Leg, Bone-In, Regular	Conventional	Fresh	436	6.30	53	7.39		
		Leg, Bone-In, Regular	Conventional	Frozen	39	5.99				
		Leg, Boneless, Regular	Conventional	Fresh	160	6.99	21	10.99		
		Leg, Boneless, Regular	Conventional	Frozen	21	7.99				
		Leg, Semi-Boneless, Regular	ABF, Grass Fed	Fresh			314	6.99		
		Leg, Semi-Boneless, Regular	Conventional	Fresh	1,330	6.11				
		Leg, Semi-Boneless, Regular	Conventional	Frozen	21	6.99	17	5.99		
Loin	Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	12	12.99	10	20.99		
		Loin Chops, Regular	Conventional	Fresh			513	14.21		
		Loin Chops, Regular	Halal	Fresh	32	13.99	32	13.99		
		Loin Chops, Value	ABF, Grass Fed	Fresh			11	10.99		
Rib	Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
		Rib Chops, Regular	Halal	Fresh	32	26.99	32	26.99		
		Rib Rack, Regular	Conventional	Fresh	2,481	10.17				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Rib	Per lb	Rib Rack, Regular	Halal	Fresh	70	13.99				
Shoulder	Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	414	9.99	1,364	6.49		
		Shoulder Blade Chops, Regular	Conventional	Fresh	21	5.99	438	7.78		
		Shoulder Blade Chops, Regular	Conventional	Frozen	13	3.99				
		Shoulder Round Bone Chops, Regular	Antibiotic Free	Fresh			1,364	6.69		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			422	7.99		
Other/Misc.	Per lb	Stew Meat - Lamb	Conventional	Fresh			120	6.99		
		Stew Meat - Mutton	Conventional	Fresh	137	4.13	114	4.43		
		Stew Meat - Mutton	Conventional	Frozen	71	3.99	32	4.79		
Ground	Per lb	Ground Lamb, 1-2 Lbs	Halal	Fresh	130	6.99				

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,636
Feature Rate (%)	27.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg	Per lb	Leg, Bone-In, Regular	Conventional	Fresh	407	5.99 - 6.99	6.25	
		Leg, Boneless, Regular	Conventional	Fresh	160	6.99 - 6.99	6.99	
		Leg, Boneless, Regular	Conventional	Frozen	21	7.99 - 7.99	7.99	
		Leg, Semi-Boneless, Regular	Conventional	Fresh	236	5.99 - 6.99	6.67	
		Leg, Semi-Boneless, Regular	Conventional	Frozen	21	6.99 - 6.99	6.99	
Loin	Per lb	Loin Chops, Regular	Halal	Fresh	32	13.99 - 13.99	13.99	
Rib	Per lb	Rib Chops, Regular	Halal	Fresh	32	26.99 - 26.99	26.99	
		Rib Rack, Regular	Conventional	Fresh	564	9.99 - 15.99	10.77	
		Rib Rack, Regular	Halal	Fresh	3	13.99 - 13.99	13.99	
Shoulder	Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	11	9.99 - 9.99	9.99	
Other/Misc.	Per lb	Stew Meat - Mutton	Conventional	Fresh	19	4.99 - 4.99	4.99	
Ground	Per lb	Ground Lamb, 1-2 Lbs	Halal	Fresh	130	6.99 - 6.99	6.99	

**SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)**

Metric	Current Week (CW)
Total Outlets	6,506



Activity Index	3,256
Feature Rate (%)	50.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Butterflied Leg, Boneless, Regular	Halal	Fresh	80	9.99 - 9.99	9.99
			Leg, Bone-In, Regular	Antibiotic Free	Fresh	1363	7.99 - 7.99	7.99
			Leg, Bone-In, Regular	Conventional	Fresh	1	6.99 - 6.99	6.99
			Leg, Semi-Boneless, Regular	Conventional	Fresh	1094	5.99 - 5.99	5.99
Rib		Per lb	Rib Rack, Regular	Conventional	Fresh	638	9.99 - 9.99	9.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	80	9.99 - 9.99	9.99

**MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)**

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	958
Feature Rate (%)	20.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Shank, Regular	Conventional	Frozen	17	5.99 - 5.99	5.99
			Leg, Bone-In, Regular	Antibiotic Free	Fresh	1	7.99 - 7.99	7.99
			Leg, Bone-In, Regular	Conventional	Frozen	39	5.99 - 5.99	5.99
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99
			Rib Rack, Regular	Conventional	Fresh	802	9.99 - 9.99	9.99
			Rib Rack, Regular	Halal	Fresh	61	13.99 - 13.99	13.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	21	5.99 - 5.99	5.99

**SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)**

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	509
Feature Rate (%)	13.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg, Bone-In, Regular	Conventional	Fresh	28	6.99 - 6.99	6.99
Rib		Per lb	Rib Rack, Regular	Conventional	Fresh	363	9.99 - 9.99	9.99
			Rib Rack, Regular	Halal	Fresh	6	13.99 - 13.99	13.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	112	9.99 - 9.99	9.99

**SOUTHWEST REGION (AZ, CA, NV, UT)**

Metric	Current Week (CW)
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Total Outlets	3,507
Activity Index	524
Feature Rate (%)	14.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Rib		Per lb	Rib Rack, Regular	Conventional	Fresh	114	9.99 - 9.99	9.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	208	9.99 - 9.99	9.99
			Shoulder Blade Chops, Regular	Conventional	Frozen	13	3.99 - 3.99	3.99
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Fresh	118	3.99 - 3.99	3.99
			Stew Meat - Mutton	Conventional	Frozen	71	3.99 - 3.99	3.99

**NORTHWEST REGION (ID, MT, OR, WA, WY)**

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	15
Feature Rate (%)	1.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	12	12.99 - 12.99	12.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	3	9.99 - 9.99	9.99

**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.