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Report for 2/1/2025 - 2/7/2025

MARKET HIGHLIGHTS

This week in lamb retail the Feature Rate decreased by 4.2 percent and the Activity Index decreased by 63.3 percent. Compared to last week, items from the leg, shoulder, and other/misc. sections showed a decrease in ad space while items from the loin, rib, and ground sections showed an increase in ad space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	2,091	5,707	
Feature Rate (%)	8.1%	12.3%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Leg	Per lb	Leg Shank, Regular	ABF, Grass Fed	Fresh			21	9.99		
		Leg Shank, Regular	Conventional	Frozen	17	5.99	17	5.99		
		Leg Steaks, Regular	ABF, Grass Fed	Fresh			441	12.99		
Loin	Per lb	Leg, Boneless, Regular	Conventional	Fresh	38	10.99				
		Loin Chops, Regular	ABF, Grass Fed	Fresh	13	24.99				
		Loin Chops, Regular	Antibiotic Free	Fresh			11	10.99		
		Loin Chops, Regular	Conventional	Fresh	176	6.66	159	7.99		
		Loin Chops, Regular	Halal	Fresh	37	16.99				
Rib	Per lb	Loin Chops, Value	Conventional	Fresh	189	6.99	148	8.99		
		Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
		Rib Chops, Regular	Halal	Fresh	37	27.99				
Shoulder	Per lb	Rib Rack, Regular	Conventional	Fresh	20	19.99				
		Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh			441	9.99		
		Shoulder Blade Chops, Regular	Antibiotic Free	Fresh			1,390	6.49		
		Shoulder Blade Chops, Regular	Conventional	Fresh			520	6.61		
		Shoulder Round Bone Chops, Regular	Antibiotic Free	Fresh			1,390	6.69		
Other/Misc.	Per lb	Shoulder Round Bone Chops, Regular	Conventional	Fresh			339	7.32		
		Stew Meat - Lamb	Conventional	Fresh			130	4.99		
		Stew Meat - Mutton	Conventional	Fresh	120	4.99	387	4.82		
Ground	Per lb	Stew Meat - Mutton	Conventional	Frozen	37	4.79	77	3.95		
		Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh	1,390	8.49				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Ground	Per lb	Ground Lamb, 1-2 Lbs	Halal	Fresh			219	6.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	437
Feature Rate (%)	7.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg, Boneless, Regular	Conventional	Fresh	38	10.99 - 10.99	10.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	148	6.97 - 6.97	6.97
			Loin Chops, Regular	Halal	Fresh	37	16.99 - 16.99	16.99
Rib		Per lb	Rib Chops, Regular	Halal	Fresh	37	27.99 - 27.99	27.99
			Rib Rack, Regular	Conventional	Fresh	20	19.99 - 19.99	19.99
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Fresh	120	4.99 - 4.99	4.99
			Stew Meat - Mutton	Conventional	Frozen	37	4.79 - 4.79	4.79

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	1,389
Feature Rate (%)	21.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh	1389	8.49 - 8.49	8.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	224
Feature Rate (%)	4.5%

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
Loin		Per lb	Loin Chops, Value	Conventional	Fresh	189	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99
Ground		Per lb	Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh	1	8.49 - 8.49	8.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	41
Feature Rate (%)	1.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	13	24.99 - 24.99	24.99
			Loin Chops, Regular	Conventional	Fresh	28	5.00 - 5.00	5.00

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.