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

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate decreased by 0.5 percent and the Activity Index decreased by 31.1 percent. Compared to last week items from the breast, shoulder, and ground sections showed slight increases in ad space while items from the leg section showed less ad space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	270	392	
Feature Rate (%)	1.1%	1.6%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Breast	Per lb	Breast, Regular	Conventional	Fresh	17	4.99				
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	73	11.99	375	12.80		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	50	8.99				
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			17	8.39		
Ground	Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh	130	7.99				

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	267
Feature Rate (%)	5.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	17	4.99 - 4.99	4.99
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	73	11.99 - 11.99	11.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	47	8.99 - 8.99	8.99
Ground		Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh	130	7.99 - 7.99	7.99

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



Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	3
Feature Rate (%)	0.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	3	8.99 - 8.99	8.99

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.