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Report for 1/25/2025 - 1/31/2025

**MARKET HIGHLIGHTS**

This week in veal retail the Feature Rate increased by 1.8 percent and the Activity Index sharply increased. Compared to last week items from the breast and leg showed an increase in ad space while items from the shoulder showed less ad space.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	683	271	
Feature Rate (%)	2.8%	1.0%	

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	Antibiotic Free	Fresh	364	12.99				
		Leg Cutlets, Regular	Conventional	Fresh	302	12.99	237	13.03		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh			17	7.99		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			17	8.39		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	683
Feature Rate (%)	14.1%

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	Antibiotic Free	Fresh	364	12.99 - 12.99	12.99
			Leg Cutlets, Regular	Conventional	Fresh	302	12.99 - 12.99	12.99



**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.