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

**MARKET HIGHLIGHTS**

Goat meat continues to be lightly tested with stew meat being the primary item featured.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	24	123	
Feature Rate (%)	0.1%	0.5%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Other/Misc.	Per lb	Stew Meat - Goat	Conventional	Fresh			51	5.99		
		Stew Meat - Goat	Conventional	Frozen	24	4.99	72	3.81		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	21
Feature Rate (%)	0.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Frozen	21	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	3
Feature Rate (%)	0.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Frozen	3	4.99 - 4.99	4.99



**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.