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Report for 5/31/2025 - 6/6/2025

MARKET HIGHLIGHTS

This week in lamb retail Feature Rate increased by 2.2 percent and the Activity Index increased by 31.7 percent. Compared to last week, items from the breast, rib, shoulder, and ground sections showed an increase in ad space while items from the leg, loin, other/misc., and variety meat sections showed a decrease.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	7,346	5,575	
Feature Rate (%)	22.5%	20.3%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Breast	Per lb	Breast, Regular	Conventional	Fresh	38	8.99	17	6.99		
Leg	Per lb	Leg Shank, Regular	Conventional	Fresh			120	8.99		
		Leg Shank, Regular	Conventional	Frozen	17	5.99	17	5.99		
		Leg Steaks, Regular	Conventional	Fresh			2,458	7.99		
		Leg Steaks, Regular	Halal	Fresh	72	9.99				
		Leg, Boneless, Regular	Conventional	Fresh	269	8.99				
Loin	Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh			464	13.94		
		Loin Chops, Regular	Antibiotic Free	Fresh	189	7.99	1,390	9.99		
		Loin Chops, Regular	Conventional	Frozen			13	6.99		
		Loin Chops, Regular	Halal	Fresh			37	16.99		
		Loin Chops, Value	Antibiotic Free	Fresh			11	10.99		
		Loin Chops, Value	Conventional	Fresh			148	9.99		
Rib	Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
		Rib Chops, Regular	Halal	Fresh			37	27.99		
		Rib Rack, Regular	ABF, Grass Fed	Fresh	311	16.99				
Shoulder	Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	441	10.99				
		Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	1,390	7.99				
		Shoulder Blade Chops, Regular	Conventional	Fresh	2,713	6.64	435	8.18		
		Shoulder Round Bone Chops, Regular	Antibiotic Free	Fresh	1,390	8.29				
		Shoulder Round Bone Chops, Regular	Conventional	Fresh	92	9.69	120	9.99		
Other/Misc.	Per lb	Stew Meat - Mutton	Conventional	Fresh	20	5.99	171	5.99		



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	Antibiotic Free	Fresh	118	7.99				
		Ground Lamb, 1-2 Lbs	Conventional	Fresh	269	8.99				
Variety Meat	Per lb	Neckbones	Conventional	Fresh			120	7.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,418
Feature Rate (%)	27.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	38	8.99 - 8.99	8.99
Leg		Per lb	Leg Steaks, Regular	Halal	Fresh	72	9.99 - 9.99	9.99
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	189	7.99 - 7.99	7.99
Rib		Per lb	Rib Rack, Regular	ABF, Grass Fed	Fresh	311	16.99 - 16.99	16.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	17	10.99 - 10.99	10.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	679	6.49 - 9.99	6.96
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	92	8.39 - 9.99	9.69
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Fresh	20	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	3,588
Feature Rate (%)	33.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	87	10.99 - 10.99	10.99
			Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	1389	7.99 - 7.99	7.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	723	6.49 - 7.99	6.61
			Shoulder Round Bone Chops, Regular	Antibiotic Free	Fresh	1389	8.29 - 8.29	8.29

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

Metric	Current Week (CW)
Total Outlets	4,639



Activity Index	1,429
Feature Rate (%)	24.6%

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, Boneless, Regular	Conventional	Fresh	269	8.99 - 8.99	8.99
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh	1	7.99 - 7.99	7.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	855	6.49 - 6.99	6.50
			Shoulder Round Bone Chops, Regular	Antibiotic Free	Fresh	1	8.29 - 8.29	8.29
Ground		Per lb	Ground Lamb, 1-2 Lbs	Conventional	Fresh	269	8.99 - 8.99	8.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	439
Feature Rate (%)	11.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	116	10.99 - 10.99	10.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	323	6.49 - 6.49	6.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	469
Feature Rate (%)	12.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	218	10.99 - 10.99	10.99
			Shoulder Blade Chops, Regular	Conventional	Fresh	133	4.99 - 6.49	6.34
Ground		Per lb	Ground Lamb, 1-2 Lbs	Antibiotic Free	Fresh	118	7.99 - 7.99	7.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	3
Feature Rate (%)	0.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	3	10.99 - 10.99	10.99

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.