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Report for 2/22/2025 - 2/28/2025

MARKET HIGHLIGHTS

This week in lamb retail the Feature Rate increased by 2.9 percent and the Activity Index increased by 49.3 percent. Compared to last week items from the leg, loin, and shoulder sections showed an increase in ad space while items from the other/misc., and ground sections showed less. Items from the rib section remained steady.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	2,382	1,595	
Feature Rate (%)	8.7%	5.8%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Leg	Per lb	Butterflied Leg, Boneless, Regular	Conventional	Frozen	167	9.99				
		Leg Shank, Regular	Conventional	Fresh	61	7.43				
		Leg Shank, Regular	Conventional	Frozen			17	5.99		
		Leg, Boneless, Regular	Conventional	Fresh	278	7.33				
Loin	Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	11	10.99				
		Loin Chops, Regular	Antibiotic Free	Fresh			568	8.99		
		Loin Chops, Regular	Conventional	Fresh	864	11.71				
		Loin Chops, Regular	Halal	Fresh	72	11.99				
		Loin Chops, Value	Conventional	Fresh	33	5.49				
Rib	Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99	17	15.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Antibiotic Free	Fresh			11	8.99		
		Shoulder Blade Chops, Regular	Conventional	Fresh	434	7.06	151	5.27		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh	81	8.90				
Other/Misc.	Per lb	Stew Meat - Lamb	Conventional	Fresh	44	6.99				
		Stew Meat - Mutton	Conventional	Fresh	65	3.99	387	4.82		
		Stew Meat - Mutton	Conventional	Frozen	37	4.79	37	4.79		
Ground	Per lb	Ground Lamb, 1-2 Lbs	Antibiotic Free	Fresh	218	8.00	277	8.00		
		Ground Lamb, 1-2 Lbs	Conventional	Fresh			130	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	1,377
Feature Rate (%)	24.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Butterflied Leg, Boneless, Regular	Conventional	Frozen	108	9.99 - 9.99	9.99
			Leg Shank, Regular	Conventional	Fresh	44	7.99 - 7.99	7.99
			Leg, Boneless, Regular	Conventional	Fresh	93	6.99 - 6.99	6.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	467	8.99 - 12.79	10.89
			Loin Chops, Regular	Halal	Fresh	72	11.99 - 11.99	11.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	431	4.99 - 9.99	7.08
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	81	7.99 - 9.99	8.90
Other/Misc.		Per lb	Stew Meat - Lamb	Conventional	Fresh	44	6.99 - 6.99	6.99
			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	245
Feature Rate (%)	3.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Butterflied Leg, Boneless, Regular	Conventional	Frozen	59	9.99 - 9.99	9.99
			Leg, Boneless, Regular	Conventional	Fresh	90	6.99 - 6.99	6.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	93	12.79 - 12.79	12.79
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	3	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	117
Feature Rate (%)	2.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Shank, Regular	Conventional	Fresh	17	5.99 - 5.99	5.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	83	9.99 - 12.79	12.18
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99



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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	392
Feature Rate (%)	10.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg, Boneless, Regular	Conventional	Fresh	95	7.99 - 7.99	7.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	79	12.79 - 12.79	12.79
Ground		Per lb	Ground Lamb, 1-2 Lbs	Antibiotic Free	Fresh	218	8.00 - 8.00	8.00

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	190
Feature Rate (%)	5.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	114	12.79 - 12.79	12.79
			Loin Chops, Value	Conventional	Fresh	11	5.49 - 5.49	5.49
Other/Misc.		Per lb	Stew Meat - Mutton	Conventional	Fresh	65	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	46
Feature Rate (%)	3.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	24	12.79 - 12.79	12.79
			Loin Chops, Value	Conventional	Fresh	22	5.49 - 5.49	5.49

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	11
Feature Rate (%)	12.1%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	11	10.99 - 10.99	10.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	4
Feature Rate (%)	3.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	4	12.79 - 12.79	12.79

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.