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

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate increased by 1.2 percent and the Activity Index sharply increased. Compared to last week items from the leg and shoulder sections showed an increase in ad space while items from the loin and ground sections showed less.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	603	325	
Feature Rate (%)	2.4%	1.2%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	422	13.84	72	11.99		
Loin	Per lb	Loin Chops, Regular	Conventional	Fresh			17	7.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	51	9.29				
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			17	8.39		
Ground	Per lb	Ground Veal, 1-2 Lbs	Antibiotic Free	Fresh			219	5.99		
		Ground Veal, 1-2 Lbs	Conventional	Fresh	130	9.99				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	600
Feature Rate (%)	12.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	422	12.99 - 15.99	13.84
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	48	9.29 - 9.29	9.29
Ground		Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh	130	9.99 - 9.99	9.99

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
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	3	9.29 - 9.29	9.29

**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.