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Report for 6/21/2025 - 6/27/2025

MARKET HIGHLIGHTS

Due to the July 4th holiday, the next report will be published Thursday, July 3rd.

This week in lamb retail the Feature Rate decreased by 2.2 percent and the Activity Index decreased by 28.2 percent. Compared to last week, items from the breast, leg, loin, and rib showed an increase in ad space while items from the shoulder, other/misc., and ground sections showed a decrease.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	3,046	4,244	
Feature Rate (%)	11.8%	14.0%	

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	Butterflied Leg, Boneless, Regular	Antibiotic Free	Fresh			189	7.99		
		Butterflied Leg, Boneless, Regular	Conventional	Fresh	364	6.99				
		Butterflied Leg, Boneless, Regular	Halal	Fresh	130	8.99				
		Leg Shank, Regular	Conventional	Fresh			137	9.49		
		Leg Shank, Regular	Conventional	Frozen	17	5.99				
		Leg, Boneless, Regular	Conventional	Fresh	120	11.99				
Loin	Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	28	7.99	311	11.99		
		Loin Chops, Regular	Antibiotic Free	Fresh	1,390	9.99				
		Loin Chops, Regular	Conventional	Fresh	381	6.83	1,117	10.84		
		Loin Chops, Regular	Halal	Fresh	37	16.99				
Rib	Per lb	Rib Chops, Regular	ABF, Grass Fed	Fresh			63	11.99		
		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	23	8.99				
		Shoulder Blade Chops, Regular	Conventional	Fresh	89	8.17	195	8.79		
		Shoulder Blade Chops, Value	Conventional	Fresh			167	7.49		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shoulder	Per lb	Shoulder Round Bone Chops, Regular	Conventional	Fresh	17	8.39	157	9.99		
Other/Misc.	Per lb	Stew Meat - Lamb	Antibiotic Free	Fresh			1,390	3.99		
		Stew Meat - Lamb	Conventional	Fresh			120	7.99		
		Stew Meat - Mutton	Conventional	Fresh	20	5.99	38	5.99		
Ground	Per lb	Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh	27	8.55	311	9.49		
		Ground Lamb, 1-2 Lbs	Conventional	Fresh			15	8.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,277
Feature Rate (%)	24.4%

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	Butterflied Leg, Boneless, Regular	Conventional	Fresh	364	6.99 - 6.99	6.99
			Butterflied Leg, Boneless, Regular	Halal	Fresh	130	8.99 - 8.99	8.99
			Leg, Boneless, Regular	Conventional	Fresh	120	11.99 - 11.99	11.99
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	148	6.97 - 6.97	6.97
			Loin Chops, Regular	Halal	Fresh	37	16.99 - 16.99	16.99
Rib		Per lb	Rib Chops, Regular	Halal	Fresh	37	27.99 - 27.99	27.99
			Rib Rack, Regular	ABF, Grass Fed	Fresh	311	16.99 - 16.99	16.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	55	7.99 - 9.99	9.37
			Shoulder Round Bone Chops, Regular	Conventional	Fresh	17	8.39 - 8.39	8.39
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	1,389
Feature Rate (%)	21.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	1389	9.99 - 9.99	9.99



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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	289
Feature Rate (%)	5.9%

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
Loin		Per lb	Loin Chops, Regular	Antibiotic Free	Fresh	1	9.99 - 9.99	9.99
			Loin Chops, Regular	Conventional	Fresh	233	5.99 - 9.99	6.75
Rib		Per lb	Rib Chops, Regular	Conventional	Frozen	17	15.99 - 15.99	15.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	21	6.99 - 6.99	6.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	41
Feature Rate (%)	1.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	ABF, Grass Fed	Fresh	28	7.99 - 7.99	7.99
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	13	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	50
Feature Rate (%)	4.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	ABF, Grass Fed	Fresh	23	8.99 - 8.99	8.99
Ground		Per lb	Ground Lamb, 1-2 Lbs	ABF, Grass Fed	Fresh	27	7.99 - 8.99	8.55

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.

