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Report for 8/16/2025 - 8/22/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate and the Activity Index remained steady at very low levels. Not enough feature activity for a trend.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	143	64	
Feature Rate (%)	0.6%	0.1%	

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			17	5.99		
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	13	24.99	13	24.99		
Loin	Per lb	Loin Chops, Regular	Conventional	Fresh	130	16.99				
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh			17	7.99		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			17	8.39		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	130
Feature Rate (%)	2.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Loin		Per lb	Loin Chops, Regular	Conventional	Fresh	130	16.99 - 16.99	16.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	13



Feature Rate (%) 0.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	13	24.99 - 24.99	24.99

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.