



Email us with accessibility issues with this report.

Report for 3/1/2025 - 3/7/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate decreased by 1.2 percent and the Activity Index decreased by 49.9 percent. Items from the leg, loin, and ground sections showed a decrease in ad space while items from the shoulder showed an increase.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	302	603	
Feature Rate (%)	1.2%	2.4%	

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		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	302	7.99	51	9.29		
Ground	Per lb	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	302
Feature Rate (%)	6.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shoulder		Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh	302	7.99 - 7.99	7.99

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.

