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Report for 4/12/2025 - 4/18/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate increased by 1.3 percent and the Activity Index sharply increased. Compared to last week items from the breast, leg, and other/misc. showed an increase in ad space while the shoulder 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	530	311	
Feature Rate (%)	2.0%	0.7%	

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	5.99				
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	158	16.51	130	15.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh			51	8.99		
Other/Misc.	Per lb	Scallopini, Regular	Conventional	Fresh	334	10.92				
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	530
Feature Rate (%)	10.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Breast		Per lb	Breast, Regular	Conventional	Fresh	38	5.99 - 5.99	5.99
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	158	14.99 - 16.99	16.51
Other/Misc.		Per lb	Scallopini, Regular	Conventional	Fresh	334	9.99 - 10.99	10.92



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.