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Report for 5/3/2025 - 5/9/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate decreased by 1.8 percent and the Activity Index sharply decreased. Compared to last week items from the breast, shoulder, other/misc., and ground sections showed a decrease in ad space while items from the leg showed an increase.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	298	887	
Feature Rate (%)	0.7%	2.5%	

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	130	15.99	13	24.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh			449	9.44		
		Shoulder Round Bone Chops, Regular	Conventional	Fresh			17	8.39		
Other/Misc.	Per lb	Scallopini, Regular	Conventional	Fresh	38	5.99				
		Stew Meat - Veal	Conventional	Fresh			120	9.99		
Ground	Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh	130	9.99	250	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	298
Feature Rate (%)	3.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	130	15.99 - 15.99	15.99
Other/Misc.		Per lb	Scallopini, Regular	Conventional	Fresh	38	5.99 - 5.99	5.99
Ground		Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh	130	9.99 - 9.99	9.99



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.