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Report for 11/16/2024 - 11/22/2024

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate and Activity index remained steady. Compared to last week items from the breast and shoulder sections showed less ad space while items from the leg and ground sections showed increased ad space. Many of this week's feature ads were extended to run at least through Thanksgiving Day.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	268	270	
Feature Rate (%)	1.1%	1.1%	

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	4.99		
Leg	Per lb	Leg Cutlets, Regular	Conventional	Fresh	203	14.55	73	11.99		
Shoulder	Per lb	Shoulder Blade Chops, Regular	Conventional	Fresh			50	8.99		
Ground	Per lb	Ground Veal, 1-2 Lbs	Conventional	Fresh			130	7.99		
		Ground Veal, 1-2 Lbs	Halal	Frozen	65	6.99				

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	203
Feature Rate (%)	4.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Leg		Per lb	Leg Cutlets, Regular	Conventional	Fresh	203	11.99 - 15.99	14.55

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	11



Feature Rate (%) 0.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Veal, 1-2 Lbs	Halal	Frozen	11	6.99 - 6.99	6.99

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	54
Feature Rate (%)	1.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Veal, 1-2 Lbs	Halal	Frozen	54	6.99 - 6.99	6.99

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.