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Report for 3/8/2025 - 3/14/2025

MARKET HIGHLIGHTS

This week in veal retail the Feature Rate decreased by 0.2 percent and the Activity Index decreased by 7.9 percent. Compared to last week items from the leg and other/misc. sections showed an increase in ad space while items from the shoulder section showed a decrease.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,824             |                    |
| Activity Index   | 278               | 302                |                    |
| Feature Rate (%) | 1.0%              | 1.2%               |                    |

| Section     | Price Unit | Item                          | Environment  | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-------------|------------|-------------------------------|--------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Leg         | Per lb     | Leg Cutlets, Regular          | Conventional | Fresh     | 202          | 12.63         | 302          | 7.99          |              |               |
| Shoulder    | Per lb     | Shoulder Blade Chops, Regular | Conventional | Fresh     | 38           | 10.99         |              |               |              |               |
| Other/Misc. | Per lb     | Stew Meat - Veal              | Conventional | Fresh     | 38           | 11.99         |              |               |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 278               |
| Feature Rate (%) | 4.9%              |

| Section     | Quality | Price Unit | Item                          | Environment  | Condition | Stores | Price Range   | Wtd Avg |
|-------------|---------|------------|-------------------------------|--------------|-----------|--------|---------------|---------|
| Leg         |         | Per lb     | Leg Cutlets, Regular          | Conventional | Fresh     | 202    | 11.99 - 12.99 | 12.63   |
| Shoulder    |         | Per lb     | Shoulder Blade Chops, Regular | Conventional | Fresh     | 38     | 10.99 - 10.99 | 10.99   |
| Other/Misc. |         | Per lb     | Stew Meat - Veal              | Conventional | Fresh     | 38     | 11.99 - 11.99 | 11.99   |



**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.