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Report for 12/7/2024 - 12/13/2024

MARKET HIGHLIGHTS

Goat meat continues to be lightly tested with stew meat being the primary item featured.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	100	22	
Feature Rate (%)	0.4%	0.1%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Other/Misc.	Per lb	Stew Meat - Goat	Conventional	Fresh	38	5.99				
		Stew Meat - Goat	Conventional	Frozen	62	3.89	22	4.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	20
Feature Rate (%)	0.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Frozen	20	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	80
Feature Rate (%)	1.2%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Fresh	38	5.99 - 5.99	5.99
			Stew Meat - Goat	Conventional	Frozen	42	3.28 - 4.99	3.36

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.