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

MARKET HIGHLIGHTS

Goat meat continues to be lightly tested with stew meat being the primary item featured. The carcass showed ad space this week as well.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	223	40	
Feature Rate (%)	0.7%	0.2%	

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	147	4.42	40	3.49		
		Stew Meat - Goat	Conventional	Frozen	28	4.98				
Carcass	Per lb	Whole	Conventional	Fresh	24	5.99				
		Whole	Conventional	Frozen	24	5.99				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	111
Feature Rate (%)	1.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Fresh	69	4.99 - 4.99	4.99
Carcass		Per lb	Whole	Conventional	Fresh	21	5.99 - 5.99	5.99
			Whole	Conventional	Frozen	21	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	112



Feature Rate (%) 1.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Fresh	78	3.69 - 4.99	3.91
			Stew Meat - Goat	Conventional	Frozen	28	4.98 - 4.98	4.98
Carcass		Per lb	Whole	Conventional	Fresh	3	5.99 - 5.99	5.99
			Whole	Conventional	Frozen	3	5.99 - 5.99	5.99

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.