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Report for 8/31/2024 - 9/6/2024

MARKET HIGHLIGHTS

The National Weekly Goat Feature Activity Report is a new report. Data from this report is available through My Market News. If you would like to learn more about MARS and My Market News, please contact us at Websupport.lpgmn@ams.usda.gov.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,444		
Activity Index	90		
Feature Rate (%)	0.4%		

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	90	4.65				

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

Metric	Current Week (CW)
Total Outlets	4,791
Activity Index	47
Feature Rate (%)	1.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Fresh	47	5.98 - 5.98	5.98

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	43
Feature Rate (%)	0.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Other/Misc.		Per lb	Stew Meat - Goat	Conventional	Fresh	43	2.98 - 5.98	3.19

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.