

Retail Beef Performance
IRI/Freshlook Marketing and USDA Market News
March 2017 Highlights

1. **Dollar Sales:** March beef dollar sales increased (+1.7%) versus the prior year. Chicken dollar sales increased (+6.2%) while pork dollar sales decreased (-20.3%), likely impacted by a later Easter. March total meat category dollar sales decreased (-2.2%).
2. **Pound Sales:** March beef pound sales versus a year ago increased (+8.4%) while the total meat category decreased (-3.2%). Chicken pound sales increased (+4.8%) versus a year ago while pork pounds decreased (-27.5%).
3. **Average Price:** March's average price per pound for beef decreased (-6.2%) versus a year ago to \$4.54/lb., down from February's average price of \$4.67/lb. Chicken price increased (+1.4%) and pork price increased (+9.9%). Beef's average price per pound for the latest 52 weeks decreased (-7.5%) in line with February's 52-week decrease (-7.5%).
4. **Feature Activity and Share:** March beef retail feature activity increased (+11.1%). Ad activity increased for chicken (+28.2%) as well as for pork (+5.9%). Beef ad share increased (+0.5%) for the latest 52-week period and it remains the most featured protein (40.8%) of all meat ads compared to chicken (25.4%) and pork (23.9%).
5. **Feature Price:** Average total meat feature price decreased (-5.2%) in March. The average feature price decreased for beef (-9.0%), as well as for pork (-4.5%) but increased for chicken (+9.7%). Beef volume sold on feature represented 31.5% of total March beef pound sales, an increase from 31.2% for the latest 52 weeks.



Funded by the Beef Checkoff.

Total US – Fresh Meat Sales

March 2017

Dollars - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/20/17-03/26/17	% Change	WE 03/26/17	% Change	WE 03/26/17	% Change
TOTAL MEAT	\$4,515,257,989	- 2.2%	\$11,868,141,491	- 1.2%	\$48,130,371,675	- 2.6%
Beef	\$2,345,959,914	+ 1.7%	\$6,027,943,292	0.0%	\$24,020,876,523	- 2.8%
Chicken	\$1,177,997,119	+ 6.2%	\$3,139,867,762	+ 4.1%	\$12,074,032,836	+ 2.6%
Pork	\$691,234,333	- 20.3%	\$1,894,829,414	- 11.2%	\$8,174,624,152	- 9.3%
Turkey	\$202,542,819	- 6.4%	\$546,451,066	- 2.8%	\$2,817,507,611	- 1.0%
Lamb	\$37,040,330	- 31.6%	\$97,488,196	- 14.8%	\$388,624,308	- 7.0%
Veal	\$6,855,451	- 4.2%	\$18,128,222	- 6.8%	\$67,160,579	- 7.7%
Other*	\$53,628,022	- 1.3%	\$143,433,539	- 0.5%	\$587,545,667	+ 5.2%

Pounds - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/20/17-03/26/17	% Change	WE 03/26/17	% Change	WE 03/26/17	% Change
TOTAL MEAT	1,352,935,350	- 3.2%	3,591,395,775	- 0.4%	14,844,587,066	+ 0.9%
Beef	517,081,786	+ 8.4%	1,310,811,960	+ 5.0%	5,021,845,797	+ 5.0%
Chicken	495,348,605	+ 4.8%	1,321,321,868	+ 2.5%	5,162,671,284	+ 2.8%
Pork	256,364,557	- 27.5%	726,594,417	- 12.8%	3,111,598,262	- 7.2%
Turkey	63,172,636	- 11.3%	177,151,382	+ 0.1%	1,325,725,238	- 0.6%
Lamb	5,259,001	- 33.7%	13,996,388	- 15.2%	55,051,491	- 5.9%
Veal	988,668	+ 0.2%	2,608,848	- 5.7%	9,674,577	- 5.6%
Other*	14,720,097	+ 2.3%	38,910,911	+ 0.2%	158,020,417	+ 7.7%

Average Price/LB

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/20/17-03/26/17	% Change	WE 03/26/17	% Change	WE 03/26/17	% Change
TOTAL MEAT	\$3.34	+ 1.1%	\$3.30	- 0.8%	\$3.24	- 3.5%
Beef	\$4.54	- 6.2%	\$4.60	- 4.8%	\$4.78	- 7.5%
Chicken	\$2.38	+ 1.4%	\$2.38	+ 1.6%	\$2.34	- 0.2%
Pork	\$2.70	+ 9.9%	\$2.61	+ 1.8%	\$2.63	- 2.2%
Turkey	\$3.21	+ 5.5%	\$3.08	- 2.9%	\$2.13	- 0.4%
Lamb	\$7.04	+ 3.2%	\$6.97	+ 0.4%	\$7.06	- 1.2%
Veal	\$6.93	- 4.4%	\$6.95	- 1.2%	\$6.94	- 2.2%
Other*	\$3.64	- 3.6%	\$3.69	- 0.6%	\$3.72	- 2.3%

*Other includes Exotic, Non Meat and Unknown.

Sourced from FreshLook data, categorized by the VMMEAT® System
Five Weeks Ending 03/26/17



Total US - Fresh Meat Feature and Promotion

March 2017

Feature Outlet Count - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/20/17 - 3/26/17	% Change	WE 3/26/17	% Change	WE 3/26/17	% Change
TOTAL MEAT	1,229,298	8.1%	3,206,919	10.6%	12,693,691	4.2%
Beef	515,760	11.1%	1,326,490	10.6%	5,180,975	5.5%
Chicken	344,546	28.2%	874,311	20.6%	3,228,150	6.1%
Lamb	16,000	-62.7%	44,260	-44.6%	224,550	-22.0%
Pork	280,040	5.9%	762,660	7.9%	3,029,760	2.3%
Turkey	65,982	-28.7%	179,418	2.7%	968,536	4.3%
Veal	6,970	46.1%	19,780	48.3%	61,720	11.1%

Feature Outlet Share - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/20/17 - 3/26/17	% Change	WE 3/26/17	% Change	WE 3/26/17	% Change
TOTAL MEAT	100.0%		100.0%		100.0%	
Beef	42.0%	1.2%	41.4%	0.0%	40.8%	0.5%
Chicken	28.0%	4.4%	27.3%	2.3%	25.4%	0.5%
Lamb	1.3%	-2.5%	1.4%	-1.4%	1.8%	-0.6%
Pork	22.8%	-0.5%	23.8%	-0.6%	23.9%	-0.4%
Turkey	5.4%	-2.8%	5.6%	-0.4%	7.6%	0.0%
Veal	0.6%	0.1%	0.6%	0.2%	0.5%	0.0%

Feature Average Price

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/20/17 - 3/26/17	% Change	WE 3/26/17	% Change	WE 3/26/17	% Change
TOTAL MEAT	\$ 3.73	-5.2%	\$ 3.74	-5.4%	\$ 3.84	-5.5%
Beef	\$ 5.13	-9.0%	\$ 5.15	-7.0%	\$ 5.40	-8.0%
Chicken	\$ 2.59	9.7%	\$ 2.57	-0.2%	\$ 2.59	0.4%
Lamb	\$ 6.75	3.5%	\$ 7.12	6.5%	\$ 6.91	-0.8%
Pork	\$ 2.41	-4.5%	\$ 2.46	-2.1%	\$ 2.58	-4.3%
Turkey	\$ 3.31	25.9%	\$ 3.19	6.9%	\$ 2.73	2.4%
Veal	\$ 7.09	-12.4%	\$ 7.30	-9.4%	\$ 7.37	-12.8%

Promotion - Percent on Sale and Weighted Sale Price

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/20/17 - 3/26/17		WE 3/26/17		WE 3/26/17	
TOTAL MEAT	28.6%	\$ 2.89	28.9%	\$ 2.90	29.1%	\$ 2.82
Beef	31.5%	\$ 3.96	31.3%	\$ 4.15	31.2%	\$ 4.44
Chicken	23.4%	\$ 1.91	23.6%	\$ 1.89	23.1%	\$ 1.89
Lamb	30.4%	\$ 2.18	32.2%	\$ 2.20	31.8%	\$ 2.27
Pork	22.2%	\$ 2.59	24.4%	\$ 2.41	31.6%	\$ 1.39
Turkey	20.1%	\$ 6.02	20.5%	\$ 5.95	20.1%	\$ 5.92
Veal	16.1%	\$ 5.74	15.2%	\$ 6.35	16.6%	\$ 6.41

Class - Fresh meat cuts, ground meat and poultry parts. Excludes ham, bacon, franks, sausage, lunch meats, prepared products and offal

Feature Outlet Count - Total of sample stores with ad

Feature Outlet Share - Outlets with ad as a percent to the total ad outlets

Feature Average Price - Total outlets with ad times the ad price divided by the ad count

Promotion Percent on Sale - Feature sales as a percent to total sales

Promotion Weighted Sale Price - Feature sales divided by feature pounds

Sourced by USDA Market News and FreshLook Marketing, categorized by the VMMEAT® System

