

Retail Beef Performance
IRI/Freshlook Marketing and USDA Market News
March 2018 Highlights

1. **Dollar Sales:** March beef dollar sales increased (+9.4%) versus the prior year. Chicken dollar sales increased (+5.8%) while pork dollar sales increased (+24.8%), driven by the April 1st Easter holiday. March total meat category dollar sales increased (+11.4%).
2. **Pound Sales:** March beef pound sales versus a year ago increased (+5.5%) and the total meat category increased (+11.2%). Chicken pound sales increased (+1.6%) versus a year ago and pork pounds increased (+36.8%).
3. **Average Price:** March's average price per pound for beef increased (+3.8%) versus a year ago to \$4.72/lb., down slightly from February's average price of \$4.74/lb. Chicken price increased (+4.1%) whereas pork price decreased (-8.8%). Beef's average price per pound for the latest 52 weeks increased (+1.7%), up from February's 52-week increase (+0.7%).
4. **Feature Activity and Share:** March beef retail feature activity decreased (-6.6%). Ad activity decreased for chicken (-11.8%) and pork (-14.3%) as featuring activity for all meat and poultry declined (-4.6%). Beef ad share decreased (-0.9%) for March, yet it remains the most featured protein (41.3%) across all meat ads compared to chicken (24.9%) and pork (21.0%).
5. **Feature Price:** Average total meat feature price increased (+2.7%) in March. The average feature price for beef increased (+3.3%). It increased for chicken (+4.4%) and for pork (+0.5%). Beef volume sold on feature represented 30.5% of total March beef pound sales, above the 29.8% for the latest 52 weeks.



Funded by the Beef Checkoff.

Total US – Fresh Meat Sales

March 2018

Dollars - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/26/18-04/01/18	% Change	WE 04/01/18	% Change	WE 04/01/18	% Change
TOTAL MEAT	\$5,023,661,714	+ 11.4%	\$12,742,123,016	+ 7.5%	\$50,127,252,183	+ 3.8%
Beef	\$2,563,708,035	+ 9.4%	\$6,499,770,391	+ 7.9%	\$25,149,114,258	+ 4.2%
Chicken	\$1,243,303,363	+ 5.8%	\$3,347,980,321	+ 5.7%	\$12,628,926,812	+ 4.3%
Pork	\$864,944,573	+ 24.8%	\$2,027,190,860	+ 9.3%	\$8,426,653,967	+ 2.8%
Turkey	\$230,914,779	+ 14.2%	\$582,914,096	+ 7.0%	\$2,838,509,203	+ 0.3%
Lamb	\$57,020,626	+ 52.9%	\$116,722,688	+ 22.1%	\$422,933,946	+ 9.4%
Veal	\$6,829,331	+ 1.1%	\$17,838,071	- 1.7%	\$63,703,572	- 6.1%
Other*	\$56,941,007	+ 6.2%	\$149,706,589	+ 5.4%	\$597,410,425	+ 1.9%

Pounds - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/26/18-04/01/18	% Change	WE 04/01/18	% Change	WE 04/01/18	% Change
TOTAL MEAT	1,502,413,987	+ 11.2%	3,785,870,260	+ 5.5%	15,316,840,280	+ 2.4%
Beef	543,175,099	+ 5.5%	1,382,974,724	+ 5.1%	5,196,402,048	+ 2.5%
Chicken	502,654,290	+ 1.6%	1,366,355,498	+ 2.1%	5,243,664,412	+ 0.8%
Pork	352,605,365	+ 36.8%	786,558,647	+ 11.4%	3,281,523,613	+ 4.8%
Turkey	80,684,878	+ 27.6%	193,517,855	+ 12.3%	1,372,955,239	+ 2.9%
Lamb	7,923,514	+ 50.8%	15,956,878	+ 16.4%	57,434,686	+ 4.2%
Veal	980,965	+ 2.1%	2,642,287	+ 2.2%	9,252,888	- 4.7%
Other*	14,389,876	- 0.5%	37,864,370	- 0.6%	155,607,394	- 1.2%

Average Price/LB

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	02/26/18-04/01/18	% Change	WE 04/01/18	% Change	WE 04/01/18	% Change
TOTAL MEAT	\$3.34	+ 0.2%	\$3.37	+ 1.9%	\$3.27	+ 1.3%
Beef	\$4.72	+ 3.8%	\$4.70	+ 2.6%	\$4.84	+ 1.7%
Chicken	\$2.47	+ 4.1%	\$2.45	+ 3.5%	\$2.41	+ 3.5%
Pork	\$2.45	- 8.8%	\$2.58	- 1.9%	\$2.57	- 2.0%
Turkey	\$2.86	- 10.5%	\$3.01	- 4.8%	\$2.07	- 2.5%
Lamb	\$7.20	+ 1.4%	\$7.31	+ 4.8%	\$7.36	+ 5.0%
Veal	\$6.96	- 0.9%	\$6.75	- 3.9%	\$6.88	- 1.5%
Other*	\$3.96	+ 6.7%	\$3.95	+ 5.9%	\$3.84	+ 3.1%

*Other includes Exotic, Non Meat and Unknown.

Sourced from IRI/FreshLook data, categorized by the VMMEAT® System
Five Weeks Ending 04/01/18



Total US - Fresh Meat Feature and Promotion

March 2018

Feature Outlet Count - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/26/18 - 4/1/18	% Change	WE 4/1/18	% Change	WE 4/1/18	% Change
TOTAL MEAT	1,174,914	-4.6%	3,016,808	-5.4%	12,525,448	-1.5%
Beef	485,120	-6.6%	1,238,440	-6.5%	5,028,075	-3.1%
Chicken	292,912	-11.8%	804,461	-7.7%	3,324,829	2.8%
Lamb	35,480	116.3%	55,780	27.4%	205,175	-8.3%
Pork	246,990	-14.3%	685,500	-8.5%	2,811,995	-7.2%
Turkey	108,492	60.5%	215,562	20.4%	1,091,969	12.2%
Veal	5,920	-20.4%	17,065	-16.7%	63,405	0.6%

Feature Outlet Share - Total

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/26/18 - 4/1/18	% Change	WE 4/1/18	% Change	WE 4/1/18	% Change
TOTAL MEAT	100.0%		100.0%		100.0%	
Beef	41.3%	-0.9%	41.1%	-0.5%	40.1%	-0.7%
Chicken	24.9%	-2.1%	26.7%	-0.7%	26.5%	1.1%
Lamb	3.0%	1.7%	1.8%	0.5%	1.6%	-0.1%
Pork	21.0%	-2.4%	22.7%	-0.8%	22.5%	-1.4%
Turkey	9.2%	3.7%	7.1%	1.5%	8.7%	1.1%
Veal	0.5%	-0.1%	0.6%	-0.1%	0.5%	0.0%

Feature Average Price

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/26/18 - 4/1/18	% Change	WE 4/1/18	% Change	WE 4/1/18	% Change
TOTAL MEAT	\$ 3.87	2.7%	\$ 3.84	2.7%	\$ 3.85	0.3%
Beef	\$ 5.34	3.3%	\$ 5.27	2.6%	\$ 5.45	1.0%
Chicken	\$ 2.68	4.4%	\$ 2.75	7.9%	\$ 2.73	5.2%
Lamb	\$ 7.10	5.7%	\$ 7.10	2.1%	\$ 7.15	3.2%
Pork	\$ 2.47	0.5%	\$ 2.47	0.1%	\$ 2.53	-1.9%
Turkey	\$ 2.47	-26.6%	\$ 2.94	-10.0%	\$ 2.54	-7.3%
Veal	\$ 6.76	-7.5%	\$ 7.06	-6.3%	\$ 7.26	-2.2%

Promotion - Percent on Sale and Weighted Sale Price

Class	5 WEEKS		13 WEEKS		52 WEEKS	
	2/26/18 - 4/1/18		WE 4/1/18		WE 4/1/18	
TOTAL MEAT	27.3%	\$ 3.03	27.4%	\$ 2.96	27.7%	\$ 2.83
Beef	30.5%	\$ 4.21	29.8%	\$ 4.23	29.8%	\$ 4.44
Chicken	21.6%	\$ 1.96	22.8%	\$ 1.91	22.1%	\$ 1.94
Lamb	28.0%	\$ 2.28	30.1%	\$ 2.27	30.1%	\$ 2.24
Pork	21.6%	\$ 2.09	21.3%	\$ 2.31	30.9%	\$ 1.33
Turkey	26.8%	\$ 5.61	22.6%	\$ 5.73	19.5%	\$ 5.86
Veal	14.7%	\$ 6.25	15.6%	\$ 5.60	14.5%	\$ 5.77

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

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 IRI/FreshLook Marketing, categorized by the VMMEAT® System



Funded by Beef Farmers and Ranchers