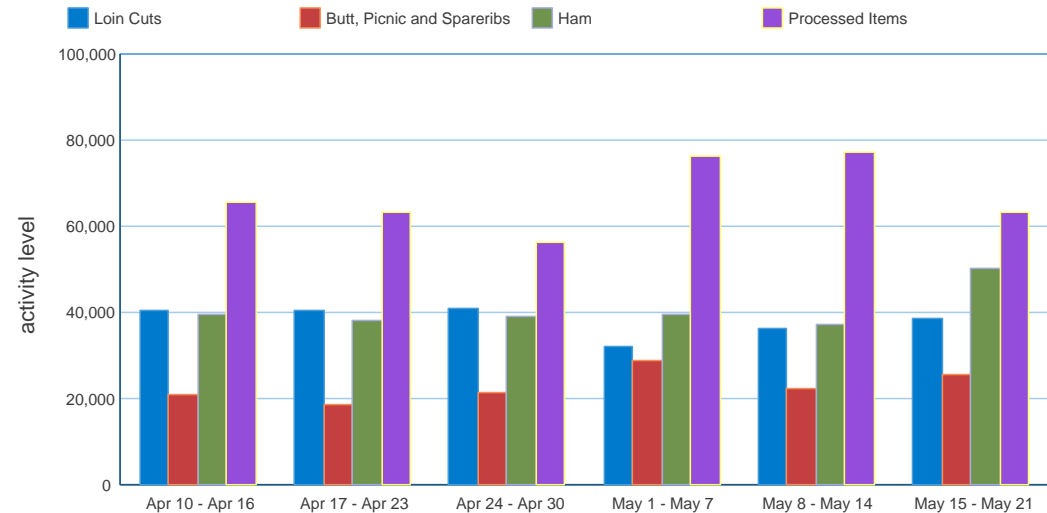




NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Outlets	29,100		29,100		20,500	
Feature Rate (1/)	97.3%		78.7%		98.3%	
Special Rate (2/)	23.1%		21.4%		26.2%	
Activity Index (3/)	181,920		174,980		141,170	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Bone-In Loins	120	2.20	100	1.62		
Bone-In Cc Loin	130	2.81	30	2.99	260	2.55
Loin Roast Bnls	3,720	2.35	3,460	2.28	4,740	3.26
Rib End Roast B/In	600	1.84	280	2.73	140	2.52
Sirloin End Roast B/In	610	1.41	220	1.67	260	2.37
Sirloin Roast Bnls	860	2.31	330	2.56	550	2.57
Rib End Chops B/In	1,430	3.14	290	1.93	780	2.58
Sirloin Chops B/In	1,950	1.85	990	1.78	1,020	1.92
Cc Chops B/In	5,350	3.00	5,030	2.85	4,980	3.68
Assorted Chops B/In	3,870	2.15	3,020	2.14	3,330	2.93
Rib Chops Bnls	40	3.23	570	3.34	150	3.37
Sirloin Chops Bnls	1,530	2.55	520	2.83	1,510	3.07
Cc Chops Bnls	5,760	3.30	10,060	3.36	6,430	3.66
Smoked Chops	280	4.89	370	4.89	240	4.33
Tenderloin, Fresh	3,320	4.28	5,470	3.81	2,230	4.22
Tenderloin, Marinated	820	5.31	920	4.85	740	5.37
Backribs	8,050	3.56	4,440	3.40	6,640	3.68
Picnic Fresh B/In	1,310	1.41	3,610	1.08	700	1.66
Porketta	100	3.25	40	2.66	160	2.79
Butt Fresh B/In	2,950	1.65	3,210	1.70	2,560	2.34
Butt Roast Bnls	550	2.02	550	1.77	280	3.02
Pork Steak	2,960	1.88	1,330	2.13	2,280	2.86
Country Style Rib B/In	5,480	1.79	3,120	2.25	5,490	2.66
Country Style Ribs Bnls	1,850	2.60	1,500	2.65	2,080	2.82
Spareribs	7,670	2.36	5,700	3.05	6,350	2.32
St. Louis Style Spareribs	2,880	3.13	3,260	2.90	5,330	3.21
Ham, B/In	290	3.28	540	1.51	530	1.73
Ham, Spiral	730	2.82	570	1.63	810	1.90
Ham, B/In Butt	530	1.53	850	1.39	370	1.61
Ham, B/In Shank	2,610	1.09	1,400	1.19	910	1.25
Ham, Bnls	1,250	3.72	1,840	3.14	1,280	3.14
Ham Steak	3,010	4.14	1,020	4.26	3,130	4.12
Sliced Bacon, 1 Lb Pkg	27,010	4.12	32,640	4.53	23,290	5.51
Pre-Cooked Bacon	1,420	21.13	1,160	21.66	1,410	24.17
Canadian Bacon	220	7.88	350	9.33	80	6.56
Ground Pork	1,070	3.52	800	3.04	290	2.96
Bkfst Sausage, 1 Lb Roll	5,740	2.44	9,340	3.16	5,390	3.32
Bkfst Sausage, Link/Patty	9,430	4.16	12,160	4.07	5,650	4.03
Pre-Cooked Sausage	2,520	3.68	4,930	4.08	1,800	4.61
Dinner Sausage	9,640	3.56	7,720	3.40	1,180	3.56
Italian Sausage	5,690	3.33	7,120	3.38	5,270	3.31
Chorizo	640	3.59	1,030	2.41	300	2.75
Deli Ham	12,170	6.08	12,770	6.16	13,310	6.48
Pkg/Slcd Ham, 1 Lb/Less	29,650	6.57	18,040	6.07	11,920	5.32
Deli Cooked Pork Roast			10	4.99	160	6.99
Deli Cooked Spareribs	120	6.96	80	5.53	20	8.99
Deli Cooked Backribs	2,510	6.24	590	6.28	3,230	6.41
Pulled Pork	910	5.76	500	4.63	980	5.35
Feet	80	1.68	370	1.27	220	1.40
Neckbones	490	1.34	730	1.27	410	1.35

This week in Pork Retail
 The retail pork feature activity index was slightly higher this session. The single biggest ad gainer was packaged/sliced ham, which more than compensated for sliced bacon seeing less features for the second straight week. Rib items also gathered more ad space in conjunction with seasonally warming temperatures. Pricing trended steady to firm on fresh product and steady to weak on processed items.

Activity Index: 5 Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported pork item during the current week, expressed as a percentage of the total sample. 2/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free etc.). 3/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised pork item (e.g., a retailer with 100 outlets featuring 3 pork items has an activity index of 300). 4/: **STORES/AVG**: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.



National Retail Report - Pork
Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 05/15 thru 05/21
 (prices in dollars per pound)

Fri. May 15, 2015

Outlets	NORTHEAST				SOUTHEAST				MIDWEST						
	(CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)				(AL, FL, GA, MS, NC, SC, TN, VA, WV)				(IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)						
	5500				7400				6100						
Feature Rate (1/)	97.2%				98.0%				99.3%						
Special Rate (2/)	20.3%				37.2%				23.7%						
Activity Index (3/)	42,260				44,990				38,750						
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
Whole Bone-In Loins					1.74	-	2.49	40	1.92	1.99	-	2.99	60	2.60	
Bone-In Cc Loins	2.99	-	3.99	30	3.75					2.29	-	3.49	60	3.10	
Loins Roast Bnls	1.79	-	4.99	640	2.34	1.49	-	2.99	770	2.10	1.39	-	4.29	980	2.14
Rib End Roast B/In	1.59	-	2.49	240	2.37					1.49	-	1.49	40	1.49	
Sirloin End Roast B/In						1.28	-	2.97	80	1.81	.98	-	2.97	30	1.82
Sirloin Roast Bnls	1.49	-	2.39	210	1.62	1.49	-	1.89	80	1.83	1.48	-	3.99	250	3.00
Rib End Chops B/In	1.87	-	2.37	170	2.02	1.79	-	3.49	1,150	3.39	1.79	-	2.49	70	2.00
Sirloin Chops B/In	1.89	-	2.99	810	2.25	1.00	-	2.97	200	1.56	1.39	-	2.99	70	2.08
Cc Chops B/In	1.79	-	3.99	1,290	2.74	1.89	-	3.79	1,550	3.48	1.79	-	3.69	990	2.77
Assorted Chops B/In	1.49	-	3.99	630	2.13	1.49	-	2.49	660	2.07	1.38	-	2.99	1,270	2.28
Rib Chops Bnls										2.29	-	2.69	20	2.49	
Sirloin Chops Bnls	1.69	-	3.99	460	2.54	1.88	-	2.99	140	2.53	1.48	-	3.99	310	2.98
Cc Chops Bnls	1.79	-	4.99	1,830	3.05	2.29	-	3.99	1,260	3.20	1.99	-	5.99	810	3.04
Smoked Chops	6.11	-	7.64	80	6.88	3.99	-	5.31	60	4.56	2.29	-	5.31	40	3.11
Tenderloin, Fresh	2.99	-	6.99	1,080	4.30	2.98	-	5.99	380	4.07	2.98	-	4.99	270	3.91
Tenderloin, Marinated	3.99	-	6.21	560	5.54	3.99	-	3.99	30	3.99	3.88	-	4.99	130	4.06
Backribs	2.95	-	4.99	1,950	3.88	2.99	-	4.99	2,130	3.30	2.39	-	7.99	2,150	3.42
Picnic Fresh B/In	.99	-	3.99	280	1.18	.78	-	1.29	220	1.12	.98	-	2.77	230	2.58
Porketta	2.99	-	3.99	90	3.22						3.49	-	3.49	10	3.49
Butt Fresh B/In	1.29	-	1.88	300	1.63	1.19	-	1.68	1,370	1.34	1.28	-	1.99	90	1.79
Butt Roast Bnls	1.98	-	3.49	30	2.64	1.28	-	1.49	50	1.36	1.49	-	2.59	150	2.33
Pork Steak	1.59	-	2.29	240	1.65	1.38	-	2.49	710	1.67	1.38	-	2.99	960	1.88
Country Style Rib B/In	1.39	-	3.99	1,430	2.21	1.12	-	2.49	1,960	1.54	1.38	-	2.99	1,070	1.62
Country Style Ribs Bnls	1.89	-	3.49	850	2.71	1.99	-	3.49	120	3.15	1.49	-	4.29	350	2.52
Spareribs	1.67	-	3.99	2,260	2.74	1.33	-	3.29	1,610	2.09	1.49	-	3.29	1,270	2.13
St. Louis Style Spareribs	2.99	-	3.99	700	3.45	2.69	-	3.99	1,600	3.01	2.29	-	4.49	170	3.18
Ham, B/In	1.99	-	1.99	10	1.99	.99	-	1.99	60	1.08	1.29	-	4.99	50	2.07
Ham, Spiral	1.49	-	6.99	270	2.18	1.49	-	3.99	230	3.88	.99	-	3.59	60	2.63
Ham, B/In Butt	.99	-	1.69	400	1.56	.99	-	.99	40	.99	.99	-	1.99	50	1.82
Ham, B/In Shank	.89	-	1.49	750	1.25	.79	-	1.39	680	1.00	.99	-	3.49	860	1.06
Ham, Bnls	2.99	-	6.99	400	4.68	1.99	-	4.99	80	3.79	1.99	-	4.79	450	2.43
Ham Steak	1.29	-	7.99	1,740	4.22	1.29	-	4.00	240	3.39	3.29	-	5.98	390	4.06
Sliced Bacon, 1 Lb Pkg	2.00	-	7.38	5,660	4.35	1.69	-	8.99	7,290	4.33	1.98	-	7.98	5,520	3.73
Pre-Cooked Bacon	18.97	-	26.59	610	21.54	19.05	-	19.14	60	19.08	18.50	-	22.86	410	20.27
Canadian Bacon						5.71	-	5.71	20	5.71	2.99	-	5.71	50	4.74
Ground Pork	1.98	-	4.00	330	3.58	2.99	-	4.00	220	3.97	1.98	-	3.99	260	3.54
Bkfst Sausage, 1 Lb Roll	1.32	-	3.99	540	2.73	1.25	-	5.00	1,610	2.06	1.32	-	6.22	1,960	2.48
Bkfst Sausage, Link/Patty	2.67	-	9.57	1,500	4.69	1.67	-	7.43	1,150	3.58	1.48	-	5.99	2,520	3.87
Pre-Cooked Sausage	3.41	-	4.55	80	3.50	2.00	-	5.00	320	2.43	1.31	-	5.82	1,030	3.48
Dinner Sausage	2.22	-	5.49	1,670	3.82	2.22	-	5.32	2,550	3.34	2.00	-	7.32	3,470	3.50
Italian Sausage	2.49	-	4.99	1,770	3.61	2.50	-	4.35	640	3.04	1.99	-	4.65	1,730	3.09
Chorizo	3.99	-	6.03	180	4.68	2.29	-	6.99	60	6.07	2.49	-	5.99	60	3.32
Deli Ham	2.99	-	14.99	4,870	6.38	1.99	-	9.99	2,160	5.46	2.49	-	10.99	2,100	5.73
Pkg/Sld Ham, 1 Lb/Less	3.50	-	16.00	3,210	6.40	2.29	-	10.64	#####	6.96	2.49	-	10.32	5,380	5.68
Deli Cooked Pork Roast															
Deli Cooked Spareribs	6.08	-	6.85	50	6.18										
Deli Cooked Backribs	5.00	-	7.99	1,550	6.60	5.00	-	6.99	280	6.31	4.99	-	6.49	340	5.84
Pulled Pork	3.00	-	7.49	130	6.81	3.00	-	4.79	270	4.41	3.00	-	4.99	150	3.31
Feet						1.39	-	1.39	50	1.39					
Neckbones	1.19	-	1.69	260	1.60	.79	-	1.69	70	.85	.99	-	1.69	20	1.34



National Retail Report - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 05/15 thru 05/21

(prices in dollars per pound)

Fri. May 15, 2015

Outlets	SOUTH CENTRAL (AR, CO, KS, LA, MO, NM, OK, TX)				SOUTHWEST (AZ, CA, NV, UT)				NORTHWEST (ID, MT, OR, WA, WY)			
	4900				3800				1300			
Feature Rate (1/)	97.9%				91.1%				97.0%			
Special Rate (2/)	18.4%				10.3%				6.2%			
Activity Index (3/)	25,260				19,935				9,990			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
Whole Bone-In Loins	1.39	- 1.69	20	1.54	-	-	-	-	1.48	- 1.48	40	1.48
Bone-In Cc Loins	-	-	-	-	-	-	-	-	-	-	-	-
Loins Roast Bnls	1.49	- 2.99	510	2.25	1.49	- 3.99	800	2.92	1.99	- 1.99	40	1.99
Rib End Roast B/In	-	-	-	-	-	-	-	-	1.49	- 1.49	320	1.49
Sirloin End Roast B/In	.98	- 1.49	330	1.12	.99	- 1.59	10	1.52	1.09	- 1.79	170	1.70
Sirloin Roast Bnls	1.19	- 2.29	90	1.83	1.99	- 1.99	140	1.99	1.29	- 1.99	30	1.81
Rib End Chops B/In	2.77	- 2.99	40	2.83	-	-	-	-	-	-	-	-
Sirloin Chops B/In	.98	- 2.99	510	1.49	.98	- 1.77	150	1.23	1.38	- 3.99	210	1.83
Cc Chops B/In	1.79	- 3.49	800	2.73	1.99	- 3.99	530	3.16	1.79	- 3.49	150	2.70
Assorted Chops B/In	.97	- 3.98	840	2.00	1.37	- 3.49	230	2.22	1.38	- 1.99	200	1.87
Rib Chops Bnls	-	-	-	-	-	-	-	-	-	-	-	-
Sirloin Chops Bnls	1.29	- 2.29	170	2.00	1.99	- 2.99	270	2.30	1.99	- 2.99	150	2.53
Cc Chops Bnls	2.29	- 3.99	690	3.07	2.99	- 4.99	920	4.15	1.99	- 3.98	210	3.59
Smoked Chops	3.05	- 5.64	80	4.34	2.99	- 3.49	20	3.21	-	-	-	-
Tenderloin, Fresh	2.88	- 6.08	430	3.84	2.99	- 6.99	720	4.56	3.99	- 4.99	440	4.65
Tenderloin, Marinated	3.99	- 6.08	40	5.02	5.99	- 6.95	20	6.59	6.95	- 6.95	30	6.95
Backribs	2.49	- 4.99	720	3.28	2.99	- 3.99	640	3.92	2.49	- 3.99	420	3.93
Picnic Fresh B/In	.88	- 2.77	130	1.69	.79	- 2.59	410	.99	1.19	- 1.38	40	1.36
Porketta	-	-	-	-	-	-	-	-	-	-	-	-
Butt Fresh B/In	1.19	- 2.49	410	2.02	.89	- 1.99	470	1.62	1.48	- 2.59	240	2.46
Butt Roast Bnls	1.15	- 2.59	190	1.87	1.29	- 1.99	70	1.59	1.99	- 1.99	30	1.99
Pork Steak	1.33	- 2.49	640	1.81	1.59	- 2.99	330	2.52	1.59	- 2.29	80	2.01
Country Style Rib B/In	.79	- 2.99	610	1.80	.97	- 2.49	230	1.67	1.39	- 2.79	180	2.34
Country Style Ribs Bnls	1.89	- 2.49	120	2.21	1.99	- 2.88	230	2.54	1.48	- 2.79	160	2.14
Spareribs	1.79	- 3.49	1,450	2.20	1.97	- 3.99	780	2.48	1.97	- 2.99	190	2.16
St. Louis Style Spareribs	2.69	- 3.99	150	3.11	2.77	- 3.99	160	3.11	2.77	- 2.99	100	2.84
Ham, B/In	1.99	- 4.99	150	4.57	-	-	-	-	1.29	- 4.99	20	3.24
Ham, Spiral	-	-	-	-	2.49	- 2.49	180	2.49	-	-	-	-
Ham, B/In Butt	.98	- 1.69	20	1.42	-	-	-	-	1.49	- 1.69	20	1.59
Ham, B/In Shank	.78	- 1.49	300	.96	.99	- .99	10	.99	.99	- 1.49	10	1.37
Ham, Bnls	1.75	- 5.39	250	4.19	-	-	-	-	2.99	- 4.99	70	4.84
Ham Steak	2.99	- 5.70	240	3.60	3.33	- 4.98	160	3.67	3.49	- 5.49	200	4.90
Sliced Bacon, 1 Lb Pkg	1.72	- 5.33	4,260	3.52	2.65	- 6.65	2,460	4.36	2.65	- 6.65	1,650	4.85
Pre-Cooked Bacon	19.14	- 22.86	150	20.97	22.86	- 22.86	5	22.86	19.14	- 22.86	190	22.38
Canadian Bacon	-	-	-	-	5.69	- 5.69	30	5.69	5.69	- 10.64	130	9.75
Ground Pork	2.99	- 3.99	110	3.35	1.59	- 2.99	140	2.78	-	-	-	-
Bkfst Sausage, 1 Lb Roll	1.25	- 5.32	1,330	2.52	1.32	- 3.50	260	3.38	1.32	- 3.49	40	3.10
Bkfst Sausage, Link/Patty	1.98	- 6.38	1,120	4.09	1.89	- 7.98	2,080	4.32	2.58	- 5.32	1,060	4.48
Pre-Cooked Sausage	1.77	- 5.00	410	3.36	2.50	- 5.83	500	4.62	1.77	- 6.15	150	5.46
Dinner Sausage	1.92	- 5.32	1,540	3.64	2.29	- 5.32	320	4.08	2.29	- 5.32	90	3.87
Italian Sausage	2.99	- 4.20	570	3.23	2.99	- 4.20	750	3.34	2.99	- 5.29	220	3.98
Chorizo	1.59	- 2.72	180	2.40	1.72	- 3.69	160	2.85	-	-	-	-
Deli Ham	2.89	- 8.99	800	5.56	1.97	- 12.99	1,610	6.54	3.29	- 8.99	590	6.44
Pkg/Sld Ham, 1 Lb/Less	1.99	- 16.00	4,690	5.88	1.89	- 9.31	3,430	7.22	2.99	- 9.58	1,970	7.36
Deli Cooked Pork Roast	-	-	-	-	-	-	-	-	-	-	-	-
Deli Cooked Spareribs	-	-	-	-	-	-	-	-	5.32	- 5.47	50	5.36
Deli Cooked Backribs	-	-	-	-	4.70	- 5.65	270	5.18	3.63	- 3.63	60	3.63
Pulled Pork	4.99	- 7.40	50	5.68	3.55	- 8.99	290	7.98	3.84	- 3.84	20	3.84
Feet	-	-	-	-	.99	- .99	10	.99	-	-	-	-
Neckbones	.49	- .99	70	.83	.89	- 1.69	70	1.40	-	-	-	-



National Retail Report - Pork

Advertised Prices for Pork at Major Retail Supermarket Outlets ending during the period of 05/15 thru 05/21

(prices in dollars per pound)

Fri. May 15, 2015

	ALASKA				HAWAII			
	(AK)				(HI)			
Outlets	100				100			
Feature Rate (1/)	54.8%				100.0%			
Special Rate (2/)	22.6%				23.9%			
Activity Index (3/)	295				900			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
Whole Bone-In Loins	-	-	-	-	-	-	-	-
Bone-In Cc LoIn	-	-	-	-	-	-	-	-
LoIn Roast Bnls	-	-	-	-	-	-	-	-
Rib End Roast B/In	-	-	-	-	-	-	-	-
Sirloin End Roast B/In	-	-	-	-	-	-	-	-
Sirloin Roast Bnls	-	-	-	-	3.99	4.49	60	4.28
Rib End Chops B/In	-	-	-	-	-	-	-	-
Sirloin Chops B/In	-	-	-	-	-	-	-	-
Cc Chops B/In	2.69	3.49	10	2.82	3.79	3.79	30	3.79
Assorted Chops B/In	1.99	1.99	10	1.99	3.99	3.99	30	3.99
Rib Chops Bnls	-	-	-	-	3.79	3.79	20	3.79
Sirloin Chops Bnls	2.49	2.49	5	2.49	3.99	3.99	20	3.99
Cc Chops Bnls	4.98	4.98	10	4.98	5.99	5.99	30	5.99
Smoked Chops	-	-	-	-	-	-	-	-
Tenderloin, Fresh	3.99	3.99	5	3.99	-	-	-	-
Tenderloin, Marinated	-	-	-	-	-	-	-	-
Backribs	-	-	-	-	4.99	5.89	30	5.15
Picnic Fresh B/In	-	-	-	-	-	-	-	-
Porketta	-	-	-	-	-	-	-	-
Butt Fresh B/In	1.88	1.88	5	1.88	1.59	3.99	60	3.00
Butt Roast Bnls	-	-	-	-	2.79	2.99	30	2.97
Pork Steak	1.98	1.98	5	1.98	2.79	3.99	10	3.59
Country Style Rib B/In	-	-	-	-	-	-	-	-
Country Style Ribs Bnls	1.99	1.99	5	1.99	2.79	2.79	20	2.79
Spareribs	1.97	2.98	30	2.08	1.97	3.90	70	3.49
St. Louis Style Spareribs	-	-	-	-	-	-	-	-
Ham, B/In	-	-	-	-	-	-	-	-
Ham, Spiral	-	-	-	-	-	-	-	-
Ham, B/In Butt	-	-	-	-	-	-	-	-
Ham, B/In Shank	-	-	-	-	-	-	-	-
Ham, Bnls	2.99	4.99	10	3.68	-	-	-	-
Ham Steak	-	-	-	-	7.59	7.59	30	7.59
Sliced Bacon, 1 Lb Pkg	2.98	6.65	40	5.57	3.33	7.59	150	4.95
Pre-Cooked Bacon	19.14	25.07	10	24.08	-	-	-	-
Canadian Bacon	-	-	-	-	-	-	-	-
Ground Pork	2.98	2.98	5	2.98	-	-	-	-
Bkfst Sausage, 1 Lb Roll	2.49	3.48	10	2.86	-	-	-	-
Bkfst Sausage, Link/Patty	4.67	4.67	5	4.67	-	-	-	-
Pre-Cooked Sausage	-	-	-	-	4.36	4.36	30	4.36
Dinner Sausage	4.86	5.30	10	5.08	4.44	4.44	5	4.44
Italian Sausage	4.86	5.30	10	5.08	-	-	-	-
Chorizo	-	-	-	-	-	-	-	-
Deli Ham	7.99	7.99	5	7.99	6.99	8.99	30	8.63
Pkg/Sld Ham, 1 Lb/Less	3.59	11.97	80	8.47	3.29	11.97	160	8.30
Deli Cooked Pork Roast	-	-	-	-	-	-	-	-
Deli Cooked Spareribs	12.46	12.46	20	12.46	-	-	-	-
Deli Cooked Backribs	3.63	3.63	5	3.63	-	-	-	-
Pulled Pork	-	-	-	-	-	-	-	-
Feet	-	-	-	-	2.49	2.49	20	2.49
Neckbones	-	-	-	-	-	-	-	-