



Fresh Lamb Sales Review

October 2008



Fresh Meat Sales

CLASS	October 2008 (9/29/08 - 10/26/08)					
	Dollars	% Chg	Pounds	% Chg	Average Price/Lb	% Chg
TOTAL MEAT	\$ 2,282,010,320	8.0%	798,036,770	7.1%	\$2.86	0.8%
Beef	\$ 1,209,898,024	6.8%	324,312,887	3.5%	\$3.73	3.2%
Chicken	\$ 524,927,503	11.1%	268,092,991	15.2%	\$1.96	-3.6%
Pork	\$ 434,126,133	8.8%	161,701,568	5.4%	\$2.68	3.3%
Turkey	\$ 74,011,550	6.1%	34,557,443	-2.2%	\$2.14	8.5%
Lamb*	\$ 18,016,239	-9.3%	3,077,761	-21.1%	\$5.85	15.0%
Veal	\$ 7,485,906	-6.2%	1,077,555	-12.5%	\$6.95	7.2%
Goat	\$ 169,641	-5.6%	50,218	-5.2%	\$3.38	-0.5%
Other**	\$ 13,375,325	17.7%	5,166,347	10.8%	\$2.59	6.3%

Share		
Class	Dollars	Pounds
Beef	53.0%	40.6%
Chicken	23.0%	33.6%
Pork	19.0%	20.3%
Turkey	3.2%	4.3%
Lamb*	0.8%	0.4%
Veal	0.3%	0.1%
Goat	0.0%	0.0%
Other**	0.6%	0.6%

*Lamb includes Mutton. **Other includes Exotic, Other, Seafood, and Unclassified.

Fresh Lamb Sales

Category	October 2008 (9/29/08 - 10/26/08)					
	Dollars	% Chg	Pounds	% Chg	Avg Price/Lb	% Chg
TOTAL LAMB	\$ 18,016,239	-9.3%	3,077,761	-21.1%	\$5.85	15.0%
Shoulder	\$ 5,460,274	0.0%	1,287,202	-13.1%	\$4.24	15.0%
Loin	\$ 4,255,376	-14.4%	443,497	-23.6%	\$9.60	12.1%
Leg	\$ 3,264,966	-8.1%	598,768	-18.7%	\$5.45	13.0%
Rib	\$ 2,914,964	-5.3%	212,865	-16.2%	\$13.69	13.0%
Other*	\$ 881,972	-5.3%	251,969	-16.5%	\$3.50	13.4%
Ground	\$ 877,591	3.4%	175,815	-3.8%	\$4.99	7.5%
Misc**	\$ 241,877	-0.9%	65,238	9.5%	\$3.71	-9.5%
Mutton	\$ 74,458	34.7%	25,245	31.3%	\$2.95	2.6%
Carcass	\$ 40,657	29.4%	14,733	36.0%	\$2.76	-4.8%
Variety***	\$ 4,104	-99.4%	2,428	-99.1%	\$1.69	-31.3%

Share		
Class	Dollars	Pounds
Shoulder	30.3%	41.8%
Loin	23.6%	14.4%
Leg	18.1%	19.5%
Rib	16.2%	6.9%
Other*	4.9%	8.2%
Ground	4.9%	5.7%
Misc**	1.3%	2.1%
Mutton	0.4%	0.8%
Carcass	0.2%	0.5%
Variety***	0.0%	0.1%

Definitions

- **Other*** includes Bone, Breast, Flank, Foreshank, Head, and Hindshank.
- **Misc**** includes Cubed, Cubes, Cutlet, Kabobs, Stew, and Strips.
- **Variety***** includes Brain, Fries, Heart, Intestines, Kidney, Liver, Melt, Tongue, & Tripe.



Fresh Lamb Featuring Review

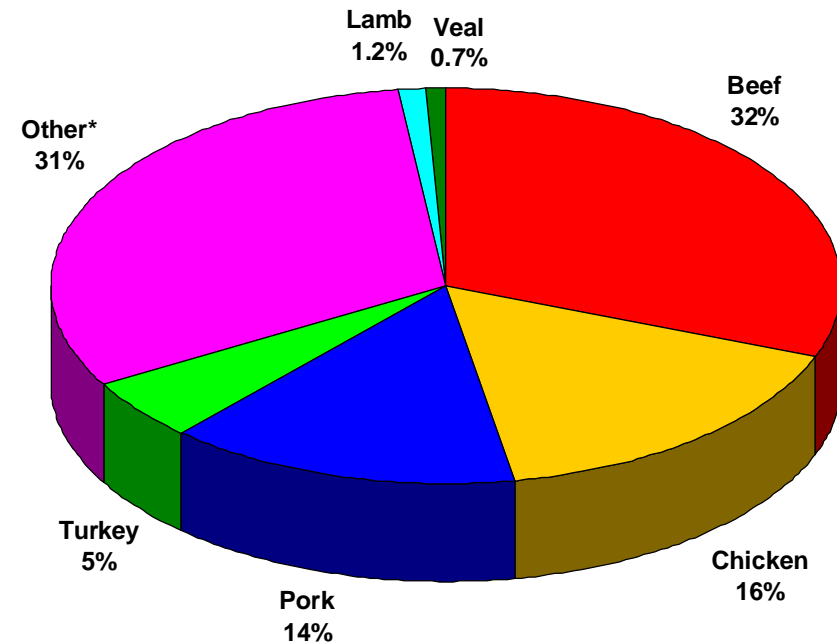
October 2008



Fresh Meat Featuring by Class

All Ads

Region	All Ads			
	October 2008			
	(9/29/08 - 10/26/08)	% of Total	Inc/Dec vs YA	% Change vs YA
TOTAL U.S.	30,706	100.0%	176	1%
Beef	9,430	30.7%	417	5%
Chicken	5,049	16.4%	288	6%
Pork	4,425	14.4%	226	5%
Turkey	1,594	5.2%	149	10%
Other*	9,629	31.4%	(964)	-9%
Lamb	355	1.2%	(19)	-5%
Veal	224	0.7%	79	54%



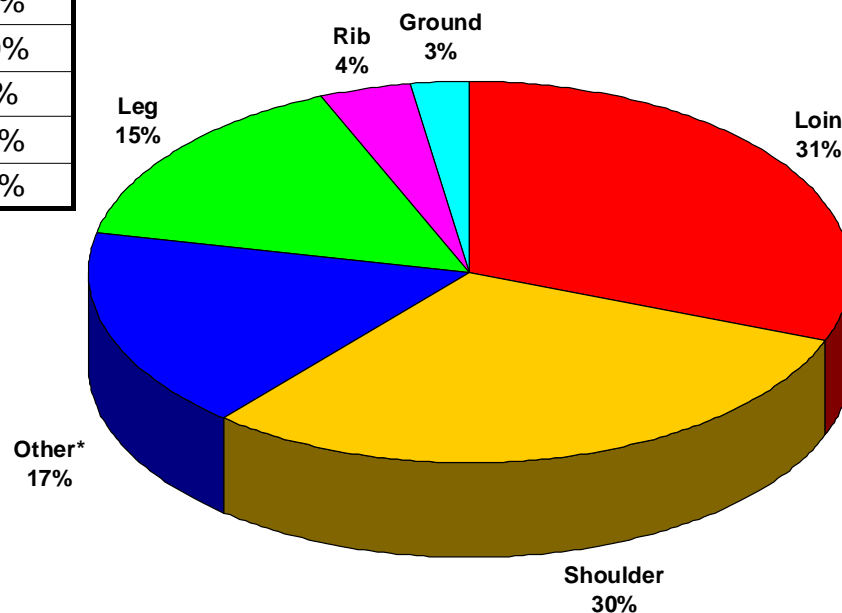
* Other includes Breakfast Sausage, Prepared Meat, Meals & Entrees, Hot Dogs, Ham, Bacon.

Source: Promodata Market Brand Support Report, 9/29/08 - 10/26/08 v. 10/1/07 - 10/28/07.

Lamb Featuring by Category

All Ads

Category	All Ads			
	October 2008			
	(9/29/08 - 10/26/08)	% of Total	Inc/Dec vs YA	% Change vs YA
TOTAL	355	100.0%	(19)	-5%
Loin	109	30.7%	(6)	-5%
Shoulder	108	30.4%	(29)	-21%
Other*	61	17.2%	32	110%
Leg	54	15.2%	(4)	-7%
Rib	14	3.9%	(2)	-13%
Ground	9	2.5%	(10)	-53%



* Other includes Assorted, Breast, Baby Back Ribs, Choice, Chuck, Foreshanks, Riblets, Shank, Shank Half, and Unspecified.