



# Fresh Lamb Sales Trends

4<sup>th</sup> Quarter 2008



MIDANMARKETING

# Total Fresh Meat Sales

## Total U.S. 4th Quarter 2008 Top Line Report

Total Fresh Lamb dollar sales accounted for 0.8% of Total Meat dollar sales and 0.4% of Total Meat pound sales in the 4th Quarter 2008.

	4th Quarter 2008									
	Dollars	% Chg vs YA	Share	% Point Chg vs YA	Pounds	% Chg vs YA	Share	% Point Chg vs YA	Avg Price	% Chg vs YA
<b>Total U.S. Meats</b>	<b>7,920,722,525</b>	<b>5.2%</b>			<b>3,107,646,151</b>	<b>3.0%</b>			<b>\$ 2.55</b>	<b>2.1%</b>
Beef	3,845,776,083	5.8%	48.6%	0.3	1,020,918,434	3.2%	32.9%	0.0	\$ 3.77	2.5%
Pork	1,663,404,944	5.0%	21.0%	-0.1	694,165,332	4.8%	22.3%	0.4	\$ 2.40	0.2%
Chicken	1,545,142,978	7.7%	19.5%	0.5	763,524,323	9.4%	24.6%	1.4	\$ 2.02	-1.6%
Turkey	723,146,756	-0.7%	9.1%	-0.5	592,431,656	-5.7%	19.1%	-1.8	\$ 1.22	5.3%
Lamb*	66,223,392	-5.7%	0.8%	-0.1	11,569,518	-15.1%	0.4%	-0.1	\$ 5.72	11.1%
Veal	23,240,769	-12.5%	0.3%	-0.1	3,293,355	-29.1%	0.1%	0.0	\$ 7.06	23.4%
Goat	663,453	-6.0%	0.0%	0.0	185,717	-7.4%	0.0%	0.0	\$ 3.57	1.5%
Other**	53,124,150	12.0%	0.7%	0.0	21,557,815	9.2%	0.7%	0.0	\$ 2.46	2.6%

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

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<b>Total U.S. Meats</b>	<b>7,920,722,525</b>	<b>5.2%</b>			<b>3,107,646,151</b>	<b>3.0%</b>			<b>\$ 2.55</b>	<b>-13.9%</b>
<b>Total U.S. Lamb</b>	<b>66,223,392</b>	<b>-5.7%</b>	<b>0.8%</b>	<b>-0.1%</b>	<b>11,569,518</b>	<b>-15.1%</b>	<b>0.4%</b>	<b>-0.1%</b>	<b>\$ 5.72</b>	<b>11.1%</b>
Leg	18,299,735	-10.0%	27.6%	-1.3%	3,658,814	-20.1%	31.6%	-2.0%	\$ 5.00	12.6%
Shoulder	16,283,498	2.0%	24.6%	1.9%	3,843,914	-10.4%	33.2%	1.7%	\$ 4.24	13.8%
Loin	13,784,541	-4.4%	20.8%	0.3%	1,497,917	-9.9%	12.9%	0.8%	\$ 9.20	6.1%
Rib	10,907,792	-7.9%	16.5%	-0.4%	807,102	-15.6%	7.0%	0.0%	\$ 13.51	9.1%
Other	3,147,271	-4.8%	4.8%	0.0%	893,676	-13.0%	7.7%	0.2%	\$ 3.52	9.4%
Ground	2,659,845	1.3%	4.0%	0.3%	534,089	-4.6%	4.6%	0.5%	\$ 4.98	6.2%
Miscellaneous	810,399	3.5%	1.2%	0.1%	215,983	19.2%	1.9%	0.5%	\$ 3.75	-13.1%
Mutton	207,656	29.0%	0.3%	0.1%	71,079	27.7%	0.6%	0.2%	\$ 2.92	1.0%
Carcass	108,700	1.8%	0.2%	0.0%	37,921	7.5%	0.3%	0.1%	\$ 2.87	-5.3%
Variety-Meats	13,956	-98.0%	0.0%	-1.0%	9,022	-96.8%	0.1%	-2.0%	\$ 1.55	-36.9%
<b>Total U.S. Goat</b>	<b>504,437</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>147,437</b>	<b>-0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>\$ 3.42</b>	<b>3.3%</b>

**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.