



# Fresh Lamb Sales Trends

**2<sup>nd</sup> Quarter 2009**





# Total Fresh Meat Sales

## Total U.S. 2<sup>nd</sup> Quarter 2009 Top Line Report

Total Fresh Lamb dollar sales accounted for 1.1% of Total Fresh Meat dollar sales and 0.6% of Total Fresh Meat pound volume in the 2<sup>nd</sup> Quarter 2009. The strength of Lamb numbers in 2<sup>nd</sup> Quarter 2009 versus year ago is driven by the occurrence of Easter during the 2<sup>nd</sup> Quarter in 2009, while it occurred during the 1<sup>st</sup> Quarter in 2008.

	2nd Quarter 2009									
	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>7,585,199,640</b>	<b>4.7%</b>			<b>2,725,841,364</b>	<b>7.5%</b>			<b>\$ 2.78</b>	<b>-2.6%</b>
Beef	4,035,551,665	2.5%	53.2%	-1.2	1,111,861,611	3.0%	40.8%	-1.8	\$ 3.63	-0.5%
Chicken	1,675,993,986	2.2%	22.1%	-0.5	837,327,507	3.1%	30.7%	-1.3	\$ 2.00	-0.8%
Pork	1,523,428,325	11.7%	20.1%	1.3	645,471,040	20.4%	23.7%	2.5	\$ 2.36	-7.2%
Turkey	211,190,698	19.0%	2.8%	0.3	96,564,166	27.1%	3.5%	0.5	\$ 2.19	-6.4%
Lamb*	80,560,288	23.7%	1.1%	0.2	15,440,755	24.6%	0.6%	0.1	\$ 5.22	-0.7%
Veal	20,181,559	-3.3%	0.3%	0.0	2,933,370	-0.5%	0.1%	0.0	\$ 6.88	-2.9%
Goat	521,387	-3.2%	0.0%	0.0	148,530	-6.1%	0.0%	0.0	\$ 3.51	3.0%
Other**	37,771,732	1.5%	0.5%	0.0	16,094,384	1.7%	0.6%	0.0	\$ 2.35	-0.2%

\*Lamb includes Mutton.

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

Source: FreshLook Marketing period ending 06/28/09.



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<b>Total U.S. Lamb<sup>1</sup></b>	<b>80,560,288</b>	<b>23.7%</b>	<b>1.1%</b>	<b>0.2%</b>	<b>15,440,755</b>	<b>24.6%</b>	<b>0.6%</b>	<b>0.1%</b>	<b>\$ 5.22</b>	<b>-0.7%</b>
Leg	26,307,703	106.9%	32.7%	13.1%	6,155,019	125.5%	39.9%	17.8%	\$ 4.27	-8.3%
Loin	17,849,818	7.7%	22.2%	-3.3%	2,230,802	11.9%	14.4%	-1.6%	\$ 8.00	-3.8%
Shoulder	17,607,970	-4.2%	21.9%	-6.3%	4,333,000	-13.1%	28.1%	-12.2%	\$ 4.06	10.3%
Rib	11,978,535	9.3%	14.9%	-2.0%	932,624	3.8%	6.0%	-1.2%	\$ 12.84	5.3%
Other*	3,146,385	8.4%	3.9%	-0.5%	957,867	-2.3%	6.2%	-1.7%	\$ 3.28	11.0%
Ground	2,591,591	1.1%	3.2%	-0.7%	521,751	-1.8%	3.4%	-0.9%	\$ 4.97	2.9%
Miscellaneous**	698,545	-5.7%	0.9%	-0.3%	174,492	6.9%	1.1%	-0.2%	\$ 4.00	-11.8%
Mutton	261,922	57.6%	0.3%	0.1%	86,527	52.9%	0.6%	0.1%	\$ 3.03	3.1%
Carcass	82,338	-22.9%	0.1%	-0.1%	29,223	-15.7%	0.2%	-0.1%	\$ 2.82	-8.6%
Variety-Meats***	35,469	-10.7%	0.0%	0.0%	19,450	-9.8%	0.1%	0.0%	\$ 1.82	-1.0%
Sausage	12	-70.6%	0.0%	0.0%	1	-84.6%	0.0%	0.0%	\$ 8.99	91.0%
<b>Total U.S. Goat</b>	<b>521,387</b>	<b>-3.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>148,530</b>	<b>-6.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>\$ 3.51</b>	<b>3.0%</b>

<sup>1</sup> Lamb includes Mutton.

Source: FreshLook Marketing period ending 06/28/09.

\* Other includes Bone, Breast, Flank, Foreshank, Head, and Hindshank.

\*\* Miscellaneous includes Cubed, Cubes, Cutlet, Kabobs, Stew, and Strips.

\*\*\* Variety-Meats includes Brain, Fries, Heart, Intestines, Kidney, Liver, Melt, Tongue, & Tripe.