



Fresh Lamb Sales Review

September 2008



Fresh Meat Sales

CLASS	September 2008 (8/25/08 - 9/28/08)					
	Dollars	% Chg	Pounds	% Chg	Average Price/Lb	% Chg
TOTAL MEAT	\$ 2,845,069,617	3.1%	951,846,098	1.0%	\$2.99	2.1%
Beef	\$ 1,528,489,839	0.7%	396,200,639	-2.4%	\$3.86	3.2%
Chicken	\$ 658,218,562	7.8%	314,700,214	5.1%	\$2.09	2.6%
Pork	\$ 534,754,430	4.5%	196,226,204	2.3%	\$2.73	2.2%
Turkey	\$ 78,161,343	6.7%	33,500,921	-1.5%	\$2.33	8.3%
Lamb*	\$ 22,294,855	-8.0%	3,783,177	-16.9%	\$5.89	10.7%
Veal	\$ 8,383,993	-8.2%	1,188,097	-16.9%	\$7.06	10.4%
Goat	\$ 191,050	-3.2%	56,225	-5.2%	\$3.40	2.1%
Other**	\$ 14,575,545	15.7%	6,190,619	14.6%	\$2.35	1.0%

Share		
Class	Dollars	Pounds
Beef	53.7%	41.6%
Chicken	23.1%	33.1%
Pork	18.8%	20.6%
Turkey	2.7%	3.5%
Lamb*	0.8%	0.4%
Veal	0.3%	0.1%
Goat	0.0%	0.0%
Other**	0.5%	0.7%

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

Fresh Lamb Sales

Category	September 2008 (8/25/08 - 9/28/08)					
	Dollars	% Chg	Pounds	% Chg	Avg Price/Lb	% Chg
TOTAL LAMB	\$ 22,294,855	-8.0%	3,783,177	-16.9%	\$5.89	10.7%
Shoulder	\$ 6,503,549	-7.5%	1,533,108	-20.1%	\$4.24	15.7%
Loin	\$ 5,764,044	-9.9%	633,113	-12.3%	\$9.10	2.8%
Leg	\$ 3,916,512	-8.5%	720,938	-19.0%	\$5.43	12.9%
Rib	\$ 3,700,578	-8.0%	276,523	-16.2%	\$13.38	9.9%
Ground	\$ 1,017,663	-6.1%	203,227	-13.5%	\$5.01	8.5%
Other*	\$ 965,225	-5.3%	298,238	-14.7%	\$3.24	11.0%
Misc**	\$ 284,990	-0.4%	68,101	1.6%	\$4.18	-2.0%
Mutton	\$ 85,728	37.5%	28,838	32.2%	\$2.97	4.0%
Carcass	\$ 51,977	73.5%	18,069	57.7%	\$2.88	10.0%
Variety***	\$ 4,587	-49.1%	3,022	-41.2%	\$1.52	-13.4%

Share		
Class	Dollars	Pounds
Shoulder	29.2%	40.5%
Loin	25.9%	16.7%
Leg	17.6%	19.1%
Rib	16.6%	7.3%
Ground	4.6%	5.4%
Other*	4.3%	7.9%
Misc**	1.3%	1.8%
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

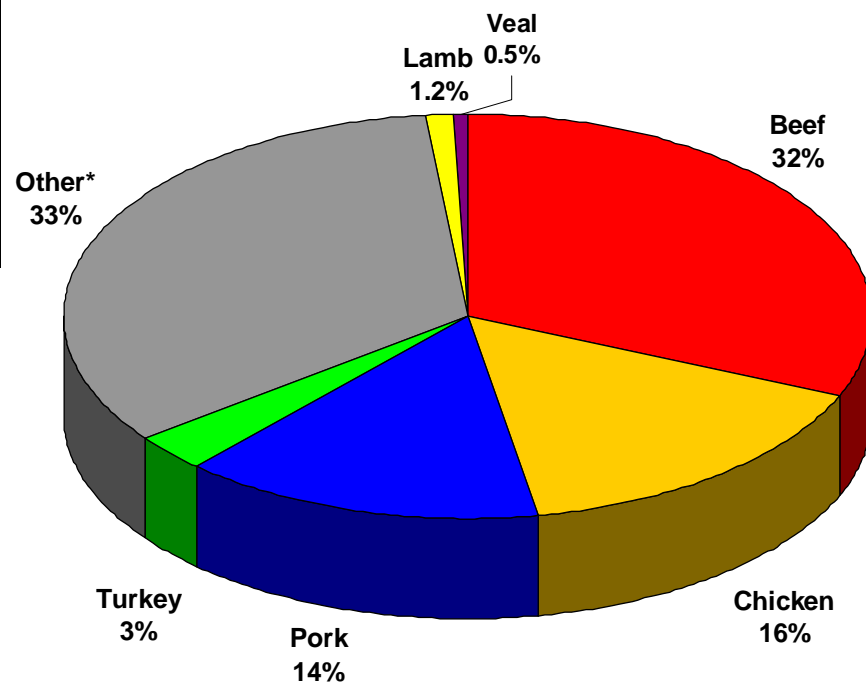
September 2008



Fresh Meat Featuring by Class

All Ads

Region	All Ads			
	September 2008			
	(8/25/08 - 9/28/08)	Share	Inc/Dec vs YA	% Change vs YA
TOTAL U.S.	38,268	100.0%	(452)	-1%
Beef	12,058	31.5%	331	3%
Chicken	6,046	15.8%	155	3%
Pork	5,448	14.2%	(29)	-1%
Turkey	1,240	3.2%	(54)	-4%
Other*	12,830	33.5%	(821)	-6%
Lamb	448	1.2%	(41)	-8%
Veal	198	0.5%	7	4%



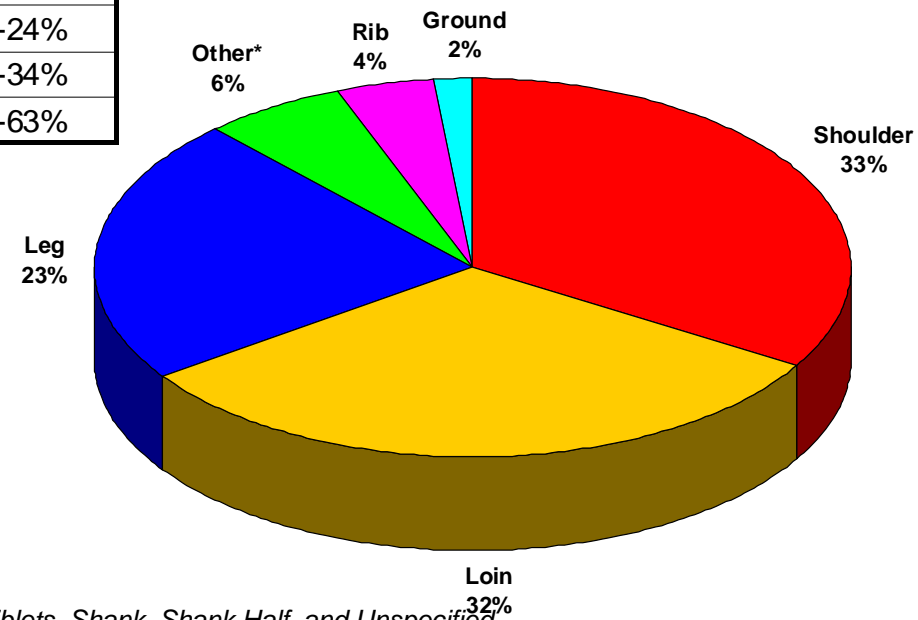
* Other includes Breakfast Sausage, Prepared Meat, Meals & Entrees, Hot Dogs, Ham, Bacon.

Source: Promodata Market Brand Support Report, 8/25/08 - 9/28/08 v. 8/27/07 - 9/30/07.

Lamb Featuring by Category

All Ads

Category	All Ads			
	September 2008			
	(8/25/08 - 9/28/08)	Share	Inc/Dec vs YA	% Change vs YA
TOTAL	448	100.0%	(41)	-8%
Shoulder	150	33.5%	(10)	-6%
Loin	142	31.7%	13	10%
Leg	102	22.8%	(13)	-11%
Other*	28	6.3%	(9)	-24%
Rib	19	4.2%	(10)	-34%
Ground	7	1.6%	(12)	-63%



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