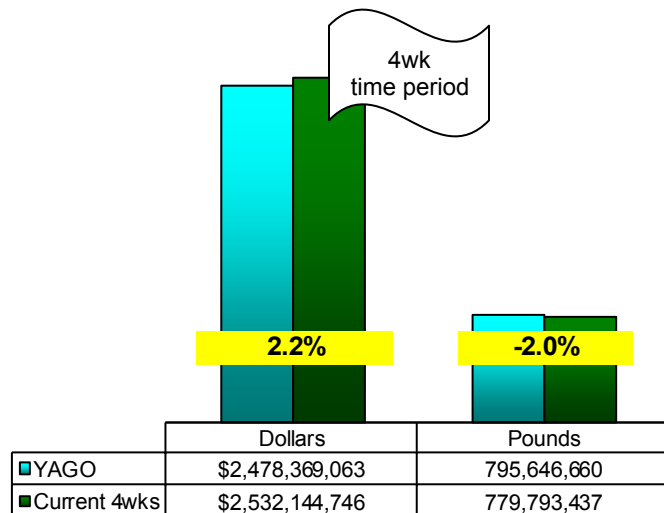


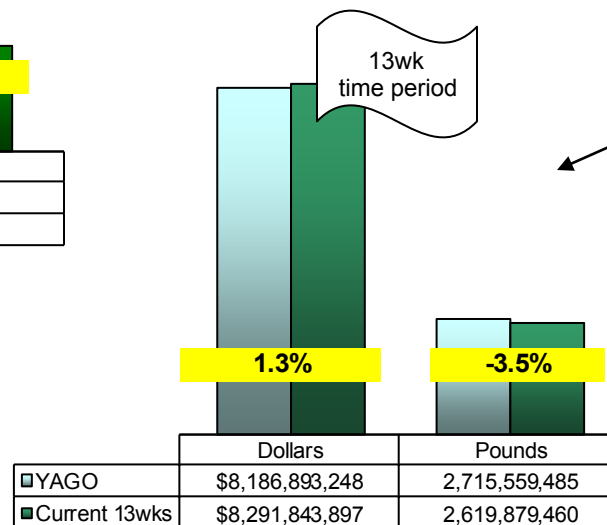
American Lamb Board Review

FreshLook Marketing (FLM)
Data Ending 5/20/2012

Total Fresh Meat

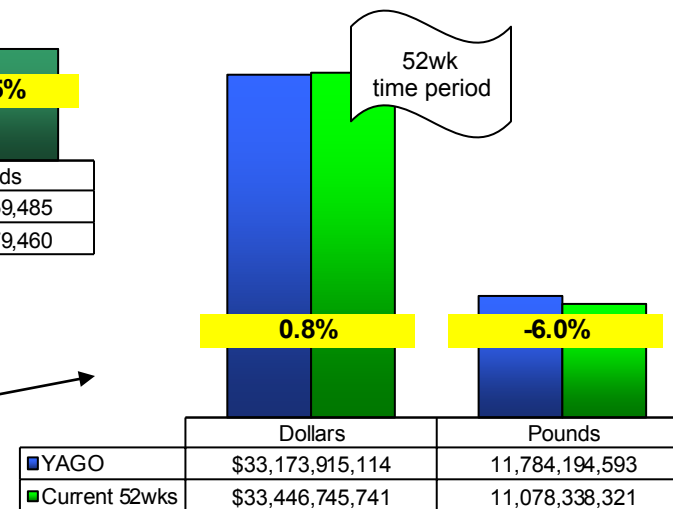


In the latest 4wk time period, Fresh Meat dollars were up +2.2% vs. the previous year – pounds were down -2%:



In the latest 13wks, Fresh Meat dollars increased and pounds declined:

In the latest 52wk period, dollars grew +0.8%, pounds declined -6%:

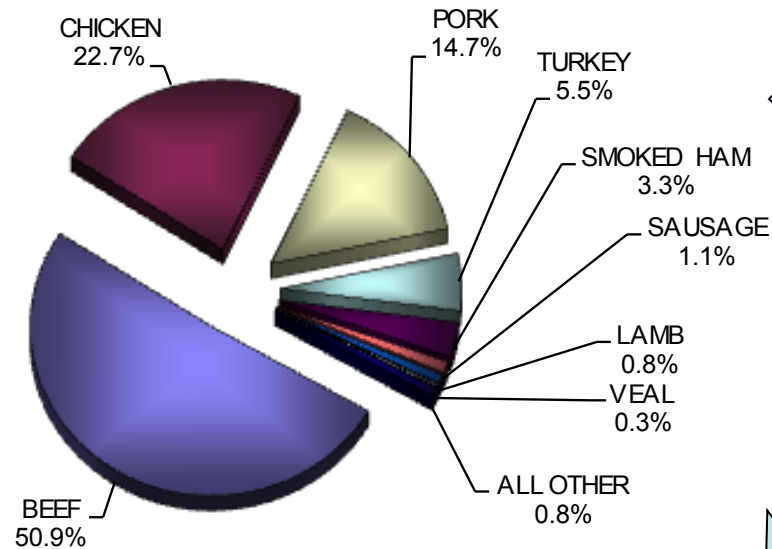


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Total US – 4, 13, 52 week trends, Total Fresh Meat



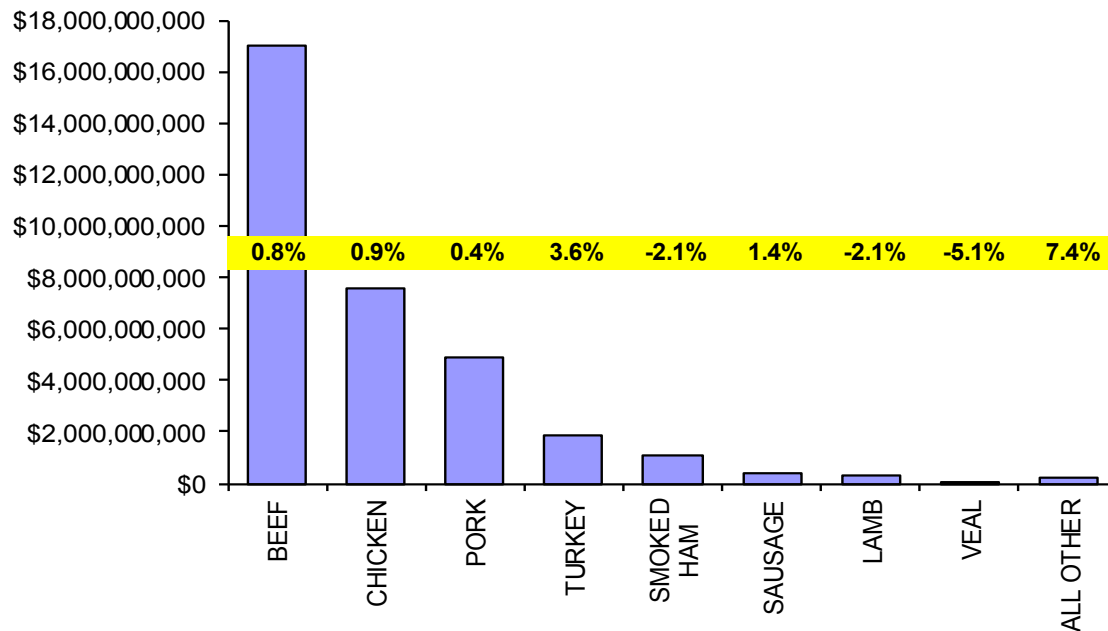
Fresh Meat – % of Dollar Sales



TOTAL US - DOLLARS

The Beef variety accounts for **50.9%** of Total Fresh Meat dollar sales:

And Beef saw a **+0.8%** increase in dollars vs. the previous year:



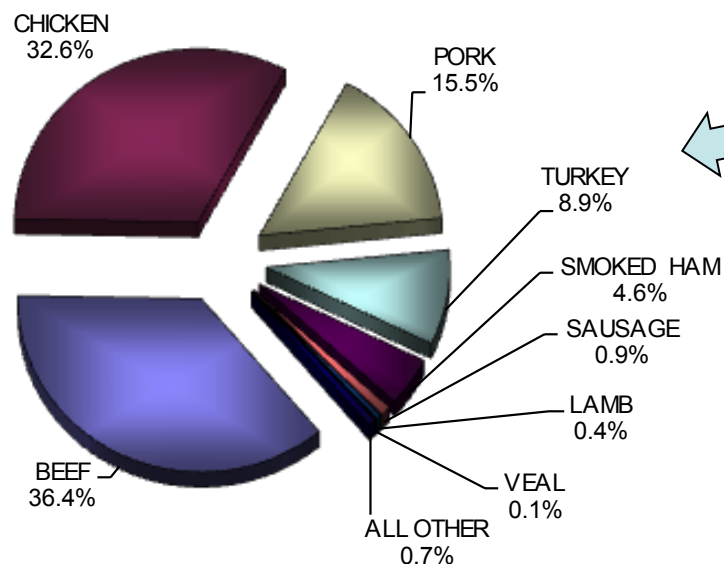
Dollars	Current 52wks	% Change
BEEF	\$17,025,737,886	0.8%
CHICKEN	\$7,607,946,765	0.9%
PORK	\$4,903,580,063	0.4%
TURKEY	\$1,829,476,971	3.6%
SMOKED HAM	\$1,090,246,802	-2.1%
SAUSAGE	\$367,056,687	1.4%
LAMB	\$279,784,473	-2.1%
VEAL	\$85,750,758	-5.1%
ALL OTHER	\$257,165,335	7.4%
Total Fresh Meat	\$33,446,745,741	0.8%

52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Fresh Meat Categories - Dollars



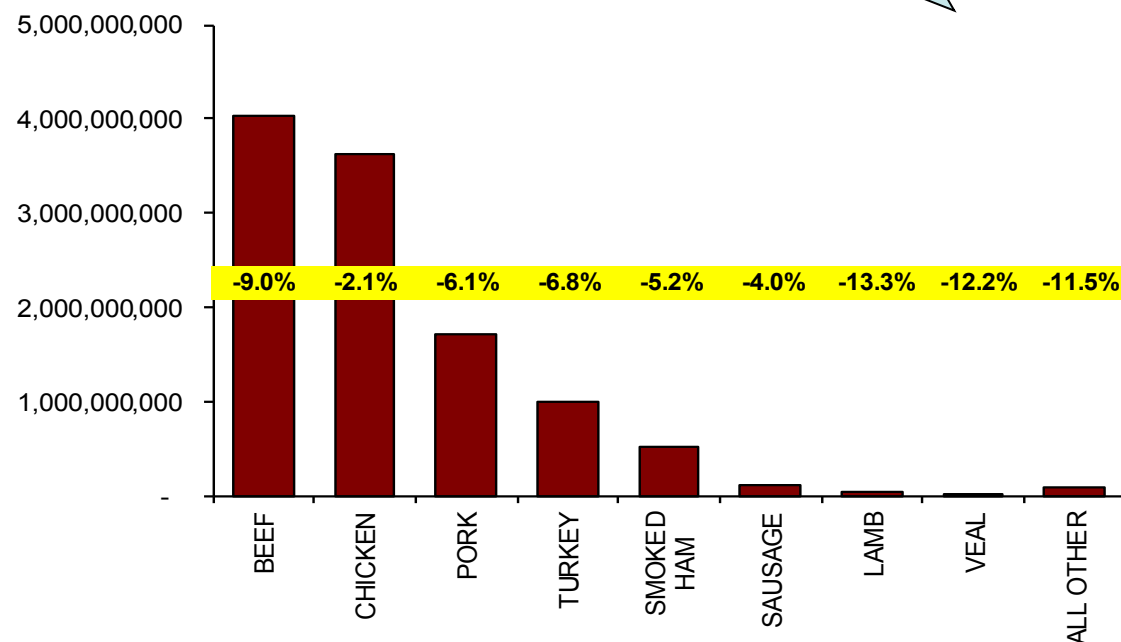
Fresh Meat – % of Pounds Sales



TOTAL US - POUNDS

The Beef variety accounts for 36.4% of Total Fresh Meat pound sales:

And Beef saw a -9% decrease in pounds vs. the previous year:



Pounds	Current 52wks	% Change
BEEF	4,032,064,127	-9.0%
CHICKEN	3,613,414,244	-2.1%
PORK	1,716,282,544	-6.1%
TURKEY	981,297,264	-6.8%
SMOKED HAM	506,408,452	-5.2%
SAUSAGE	104,506,195	-4.0%
LAMB	38,983,354	-13.3%
VEAL	12,367,235	-12.2%
ALL OTHER	73,014,905	-11.5%
Total Fresh Meat	11,078,338,321	-6.0%

52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

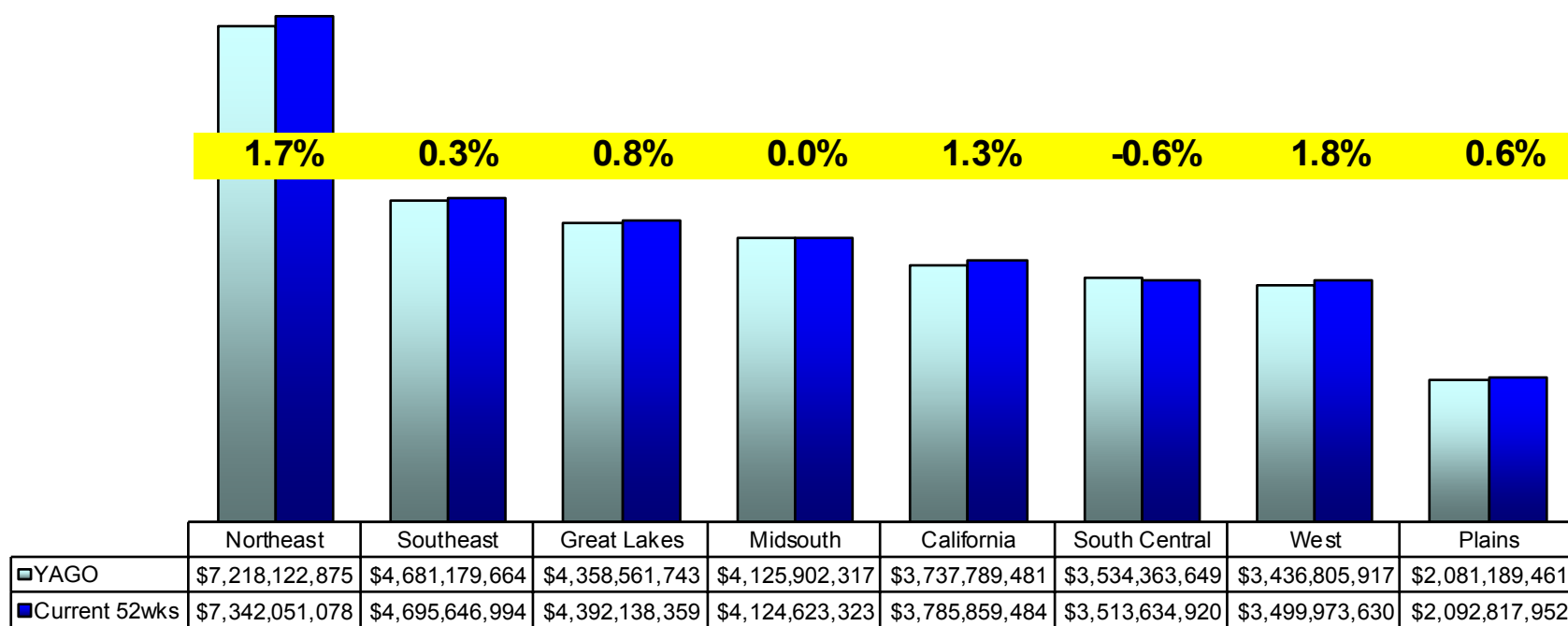
Fresh Meat Categories - Pounds



The Northeast region accounts for 22% of the US Fresh Meat dollar sales with a +1.7% increase vs. a year ago:

Total US Dollar Sales by Region – Fresh Meat

Total US
0.8%

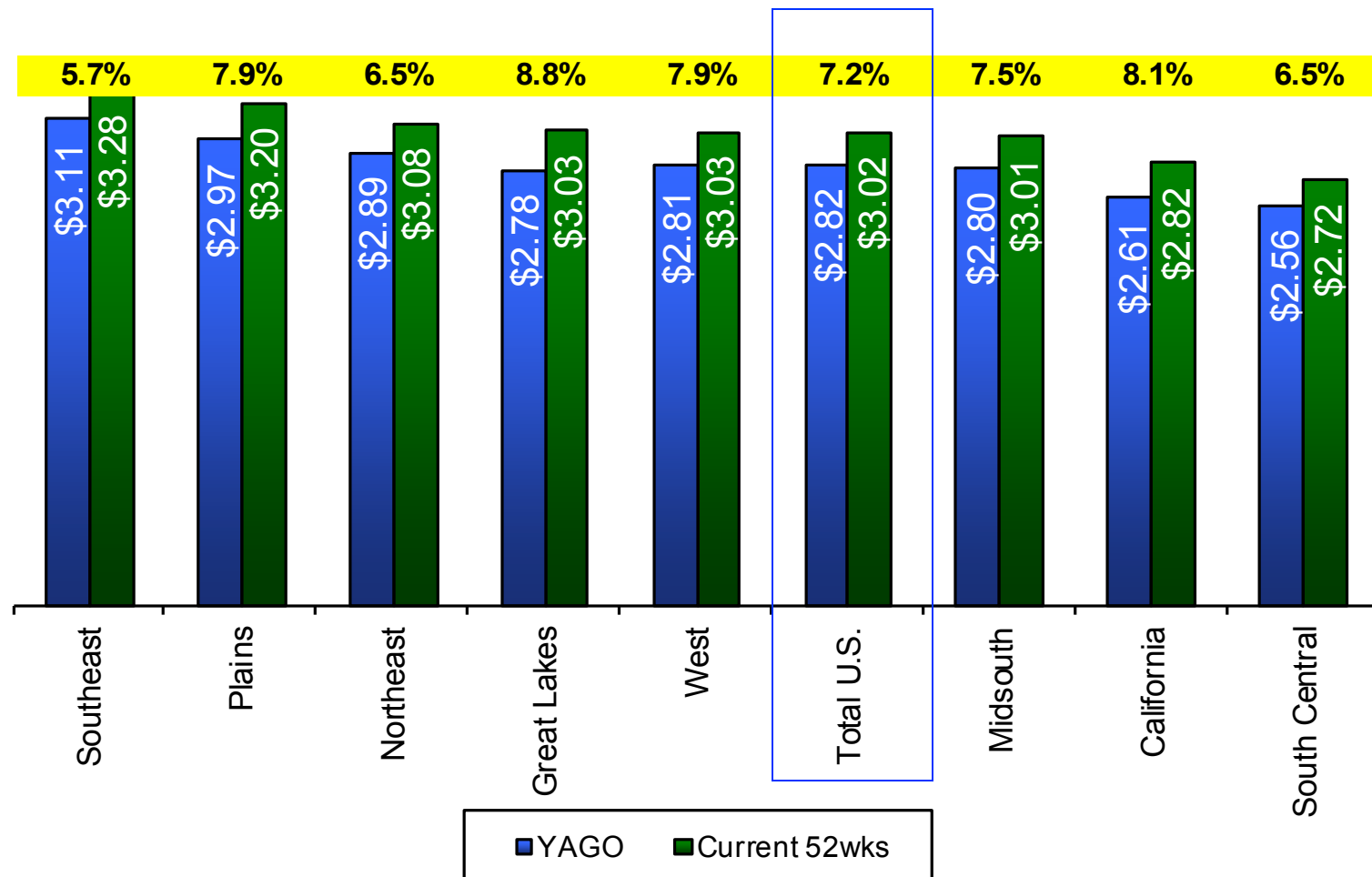


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Total Fresh Meat Trends by US Regions - Dollars



Fresh Meat's average price/Lb increased +7.2% in the US – each of the regions saw an increase in price:

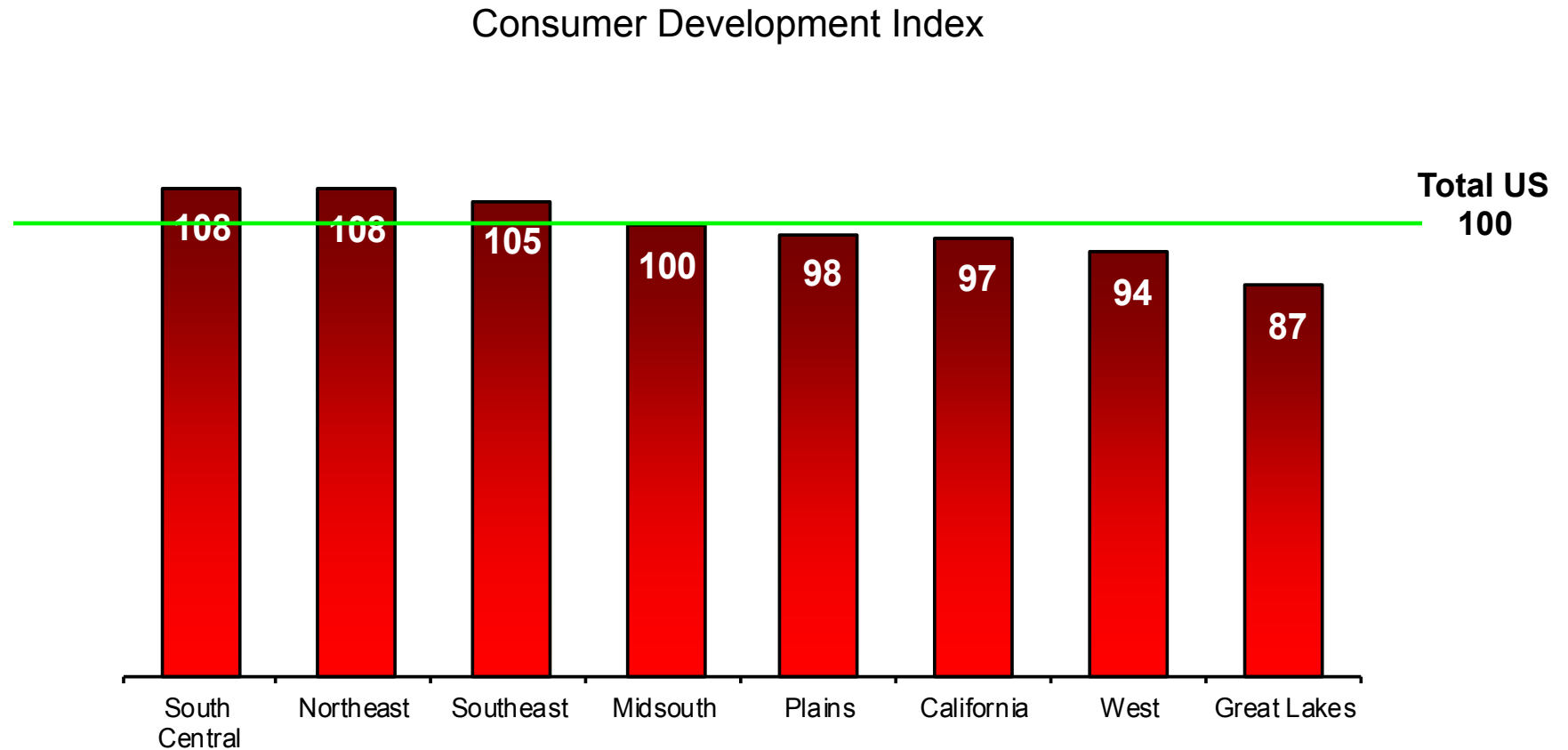


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Average Price/Lb by Region – Total Fresh Meat



Among the US regions, the South Central & Northeast regions have the highest Consumer Development Index level (sales rate vs. Total US) for Total Fresh Meat:

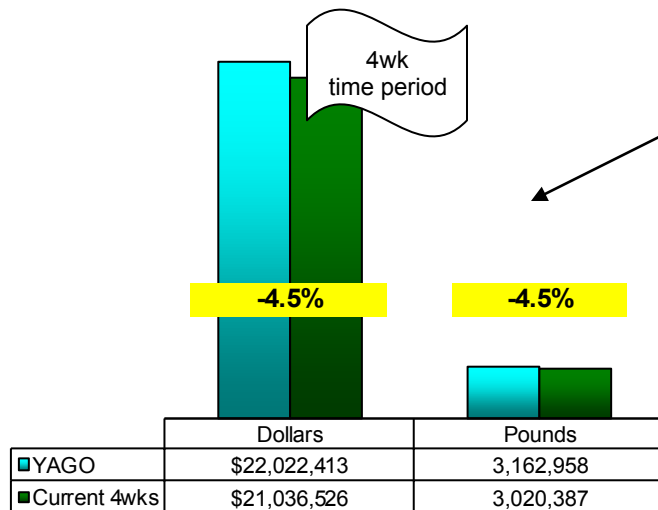


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

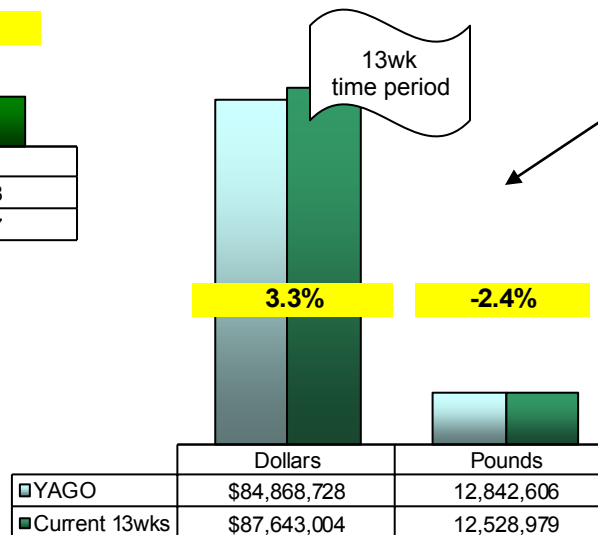
Consumer Development Index (CDI) – Total Fresh Meat



Total U.S. Lamb

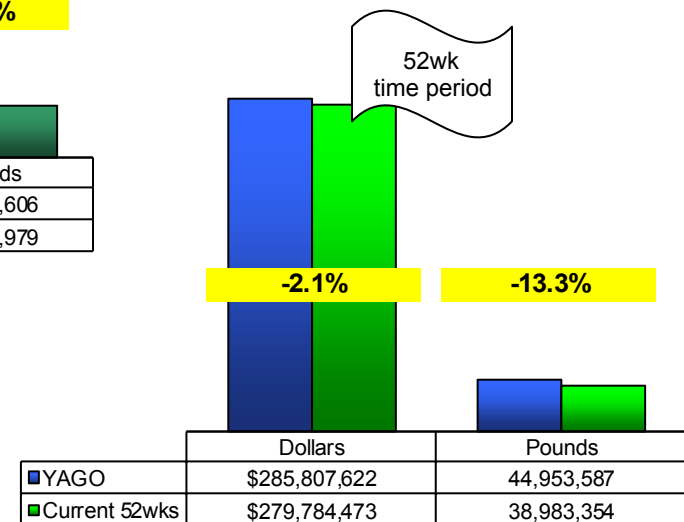


In the latest 4wks, Lamb dollar sales were down -4.5% vs. the previous year – pounds were down -4.5%:



In the latest 13wks, Lamb dollar sales increased and pounds declined:

In the latest 52wk time period, dollar trends decreased -2.1%, pounds declined -13.3%:

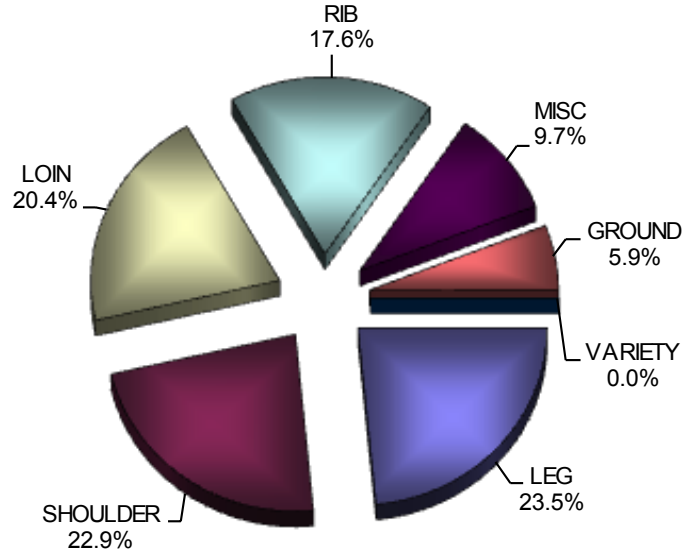


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Total US – 4, 13, 52 week trends, Lamb



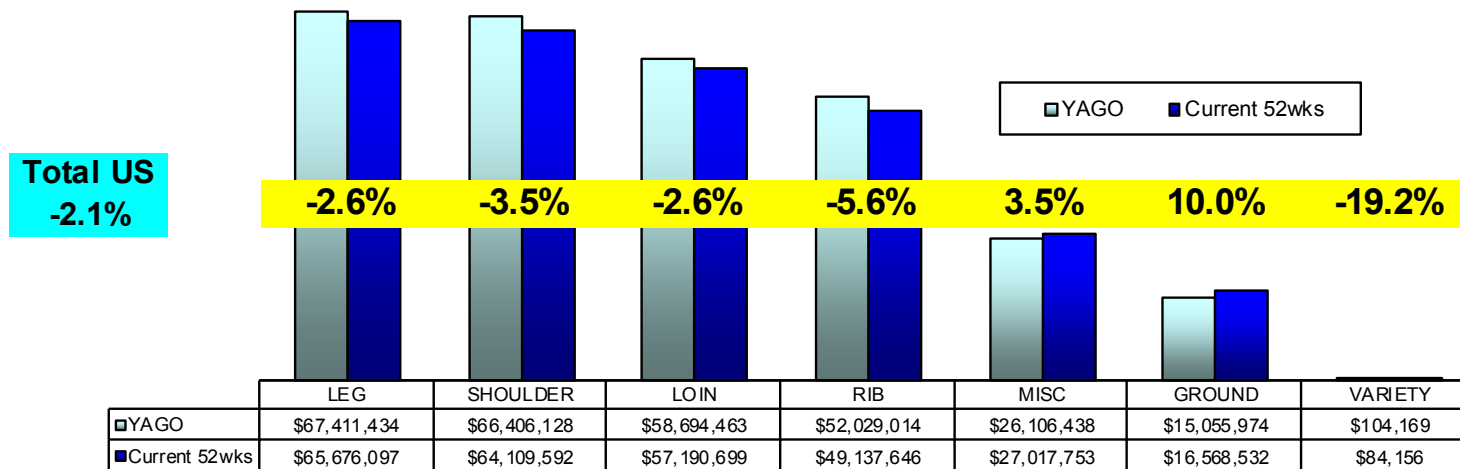
Lamb – % of Dollar Sales



TOTAL US - DOLLARS

The Leg variety accounts for 23.5% of Lamb dollar sales:

And Leg saw a -2.6% decrease in dollars vs. the previous year:

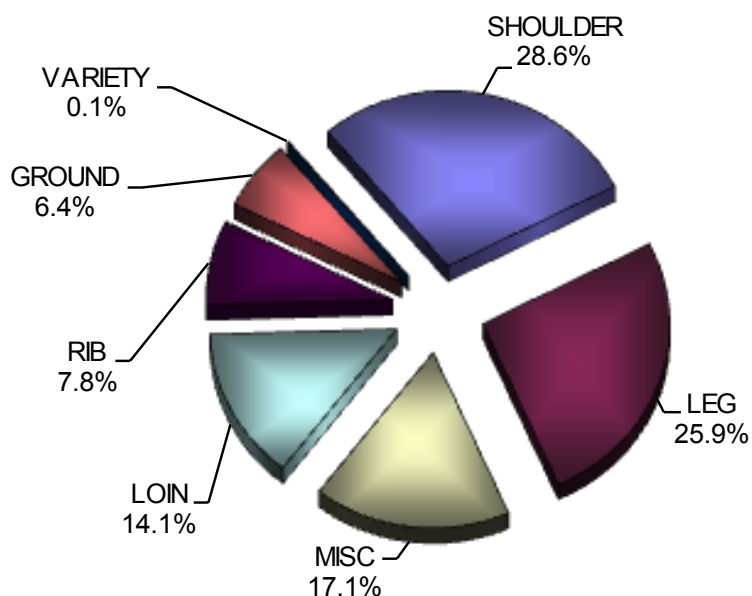


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Lamb Categories - Dollars



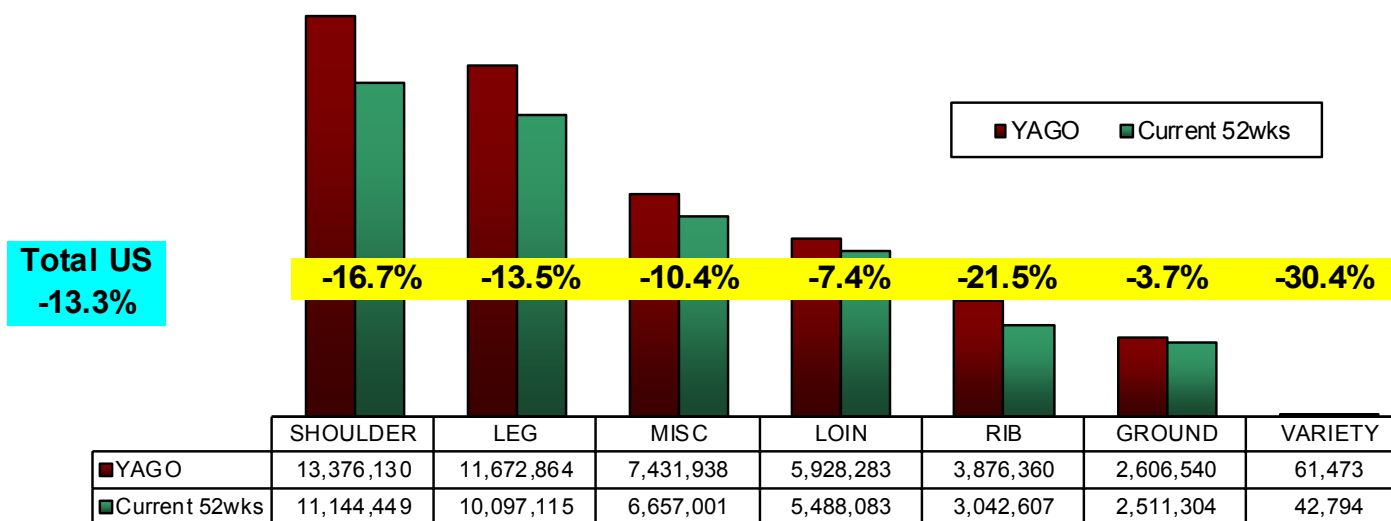
Lamb – % of Pounds Sales



TOTAL US - POUNDS

The Shoulder variety accounts for 28.6% of Lamb pound sales:

And Shoulder saw a -16.7% decrease in pounds vs. the previous year:



52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

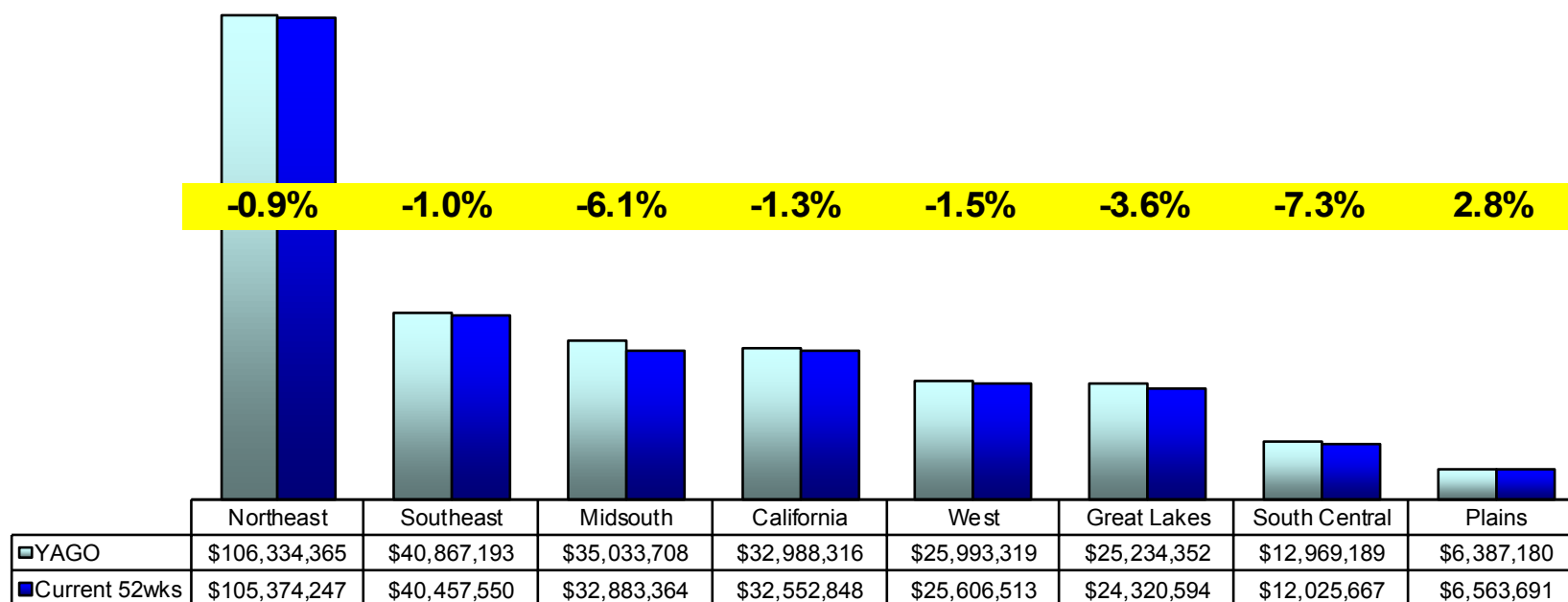
Lamb Categories - Pounds



The Northeast region accounts for 37.7% of the US Lamb dollar sales with a -0.9% decrease vs. a year ago:

Total US Dollar Sales by Region – Lamb

**Total US
-2.1%**

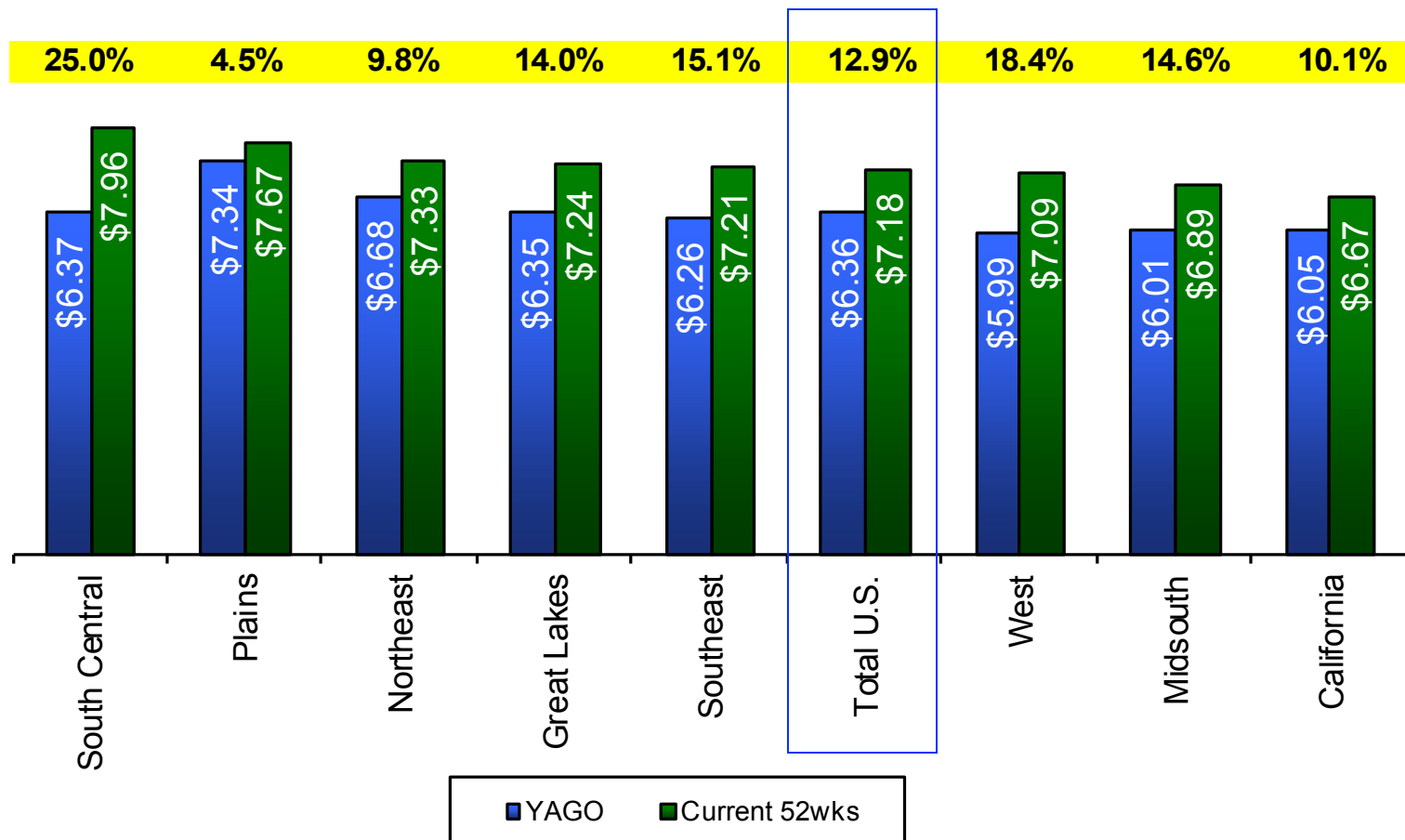


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Lamb Trends by US Regions - Dollars



Lamb's average price/Lb increased +12.9% in the US – each of the regions saw an increase in price:

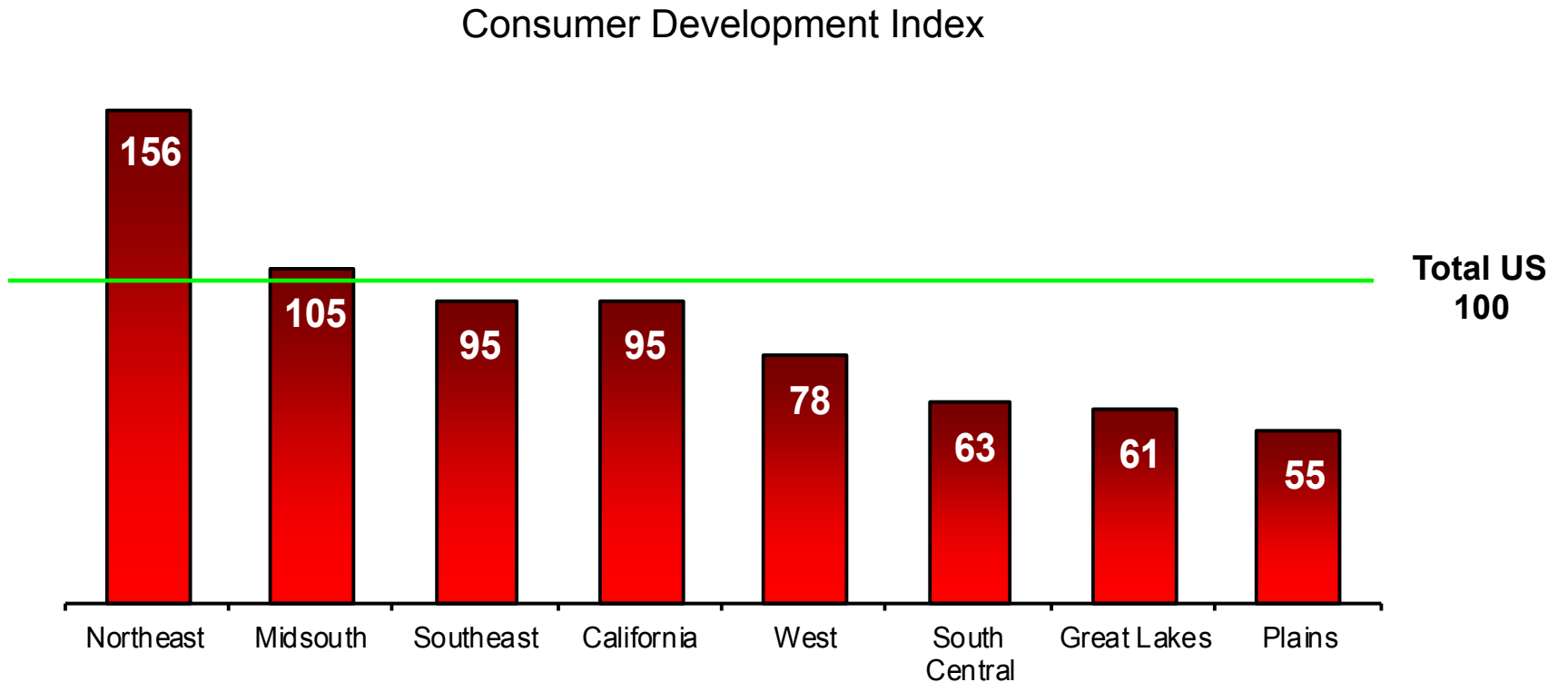


52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Average Price/Lb by Region – Lamb



Across the US Regions, the Northeast region has the highest Consumer Development Index for Lamb (156):



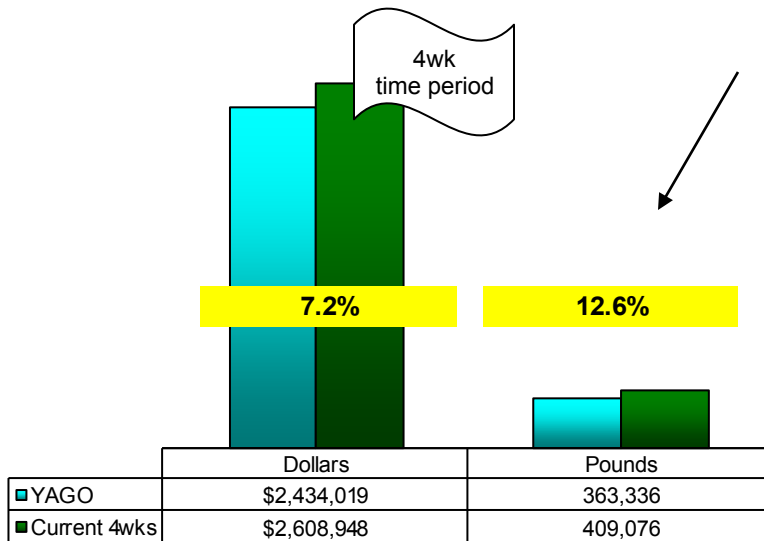
52 Weeks ending 5/20/2012– FreshLook Marketing (FLM)

Consumer Development Index (CDI) – Lamb

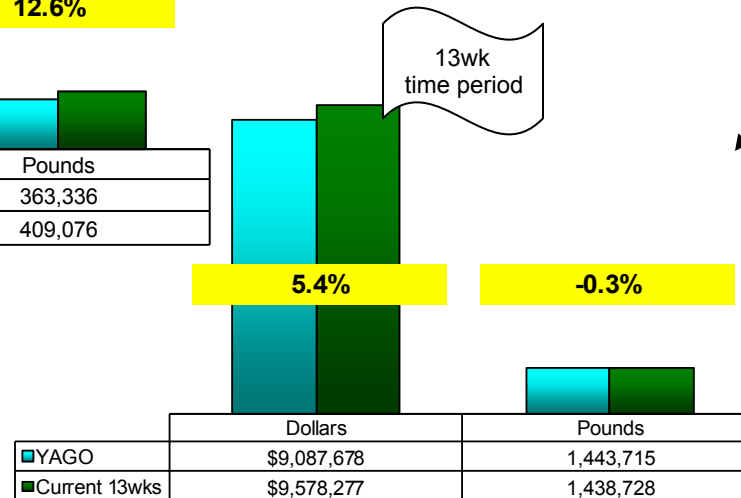


California Lamb

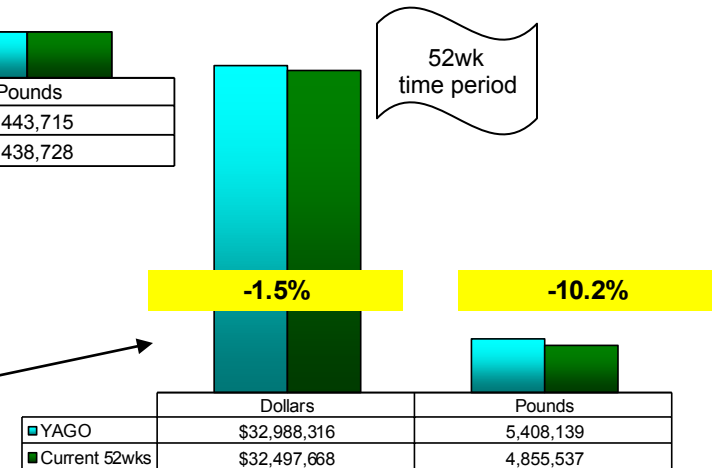
In the latest 4 wks, the California Region Lamb dollars and pounds increased vs. the same period a year ago



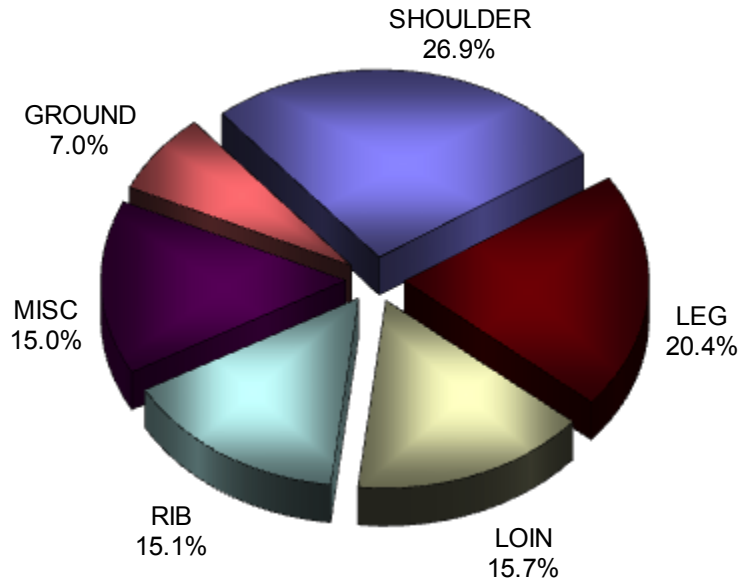
In the latest 13 wks, Lamb dollars increased vs. the same period a year ago



For the year, the California Region decreased by -1.5% in dollars and -10.2% in pounds vs. YAGO



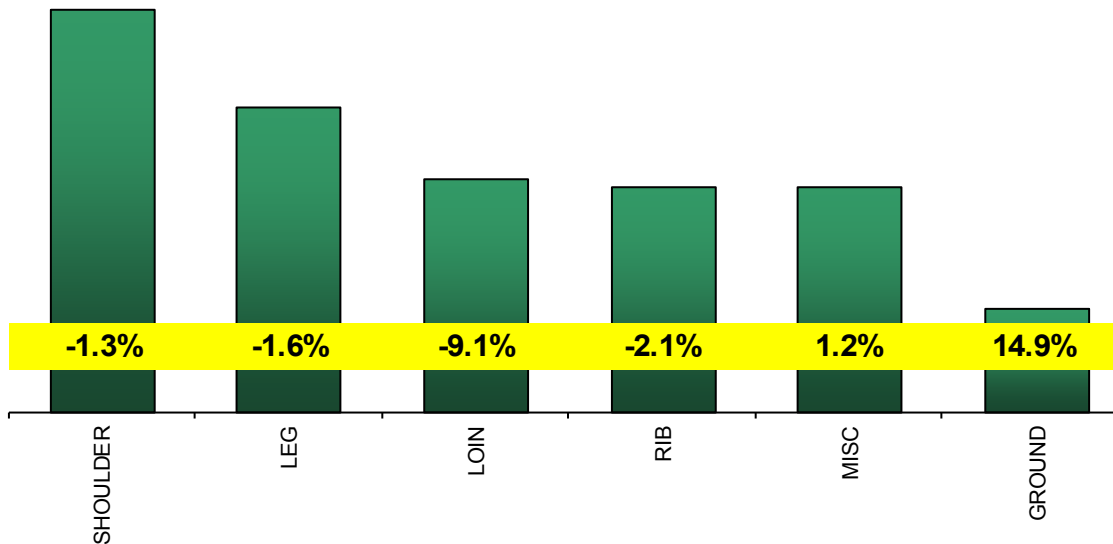
Lamb – % of Dollar Sales



CALIFORNIA – LAMB

Within Lamb, the Shoulder segment accounts for over a quarter of the category dollar sales:

4 of the 6 Lamb segments show decreases when compared to the previous year:

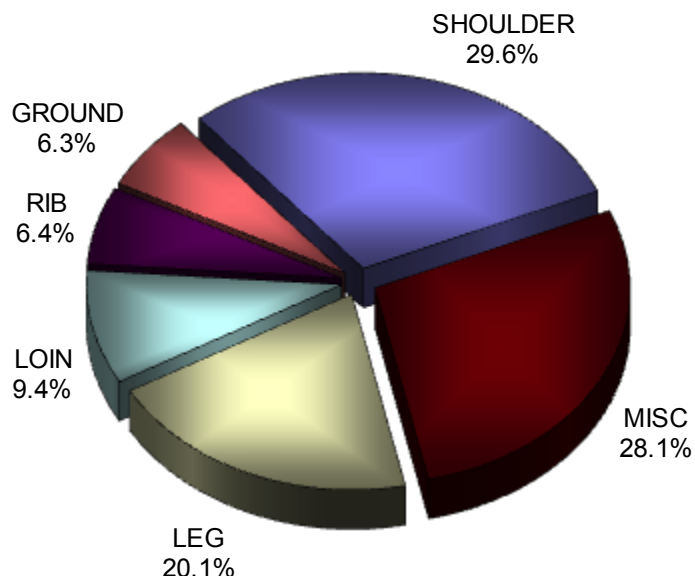


Dollars	Current 52wks	% Change
SHOULDER	\$8,724,420	-1.3%
LEG	\$6,633,475	-1.6%
LOIN	\$5,083,604	-9.1%
RIB	\$4,890,665	-2.1%
MISC	\$4,875,563	1.2%
GROUND	\$2,274,491	14.9%
Total Lamb	\$32,497,668	-1.5%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

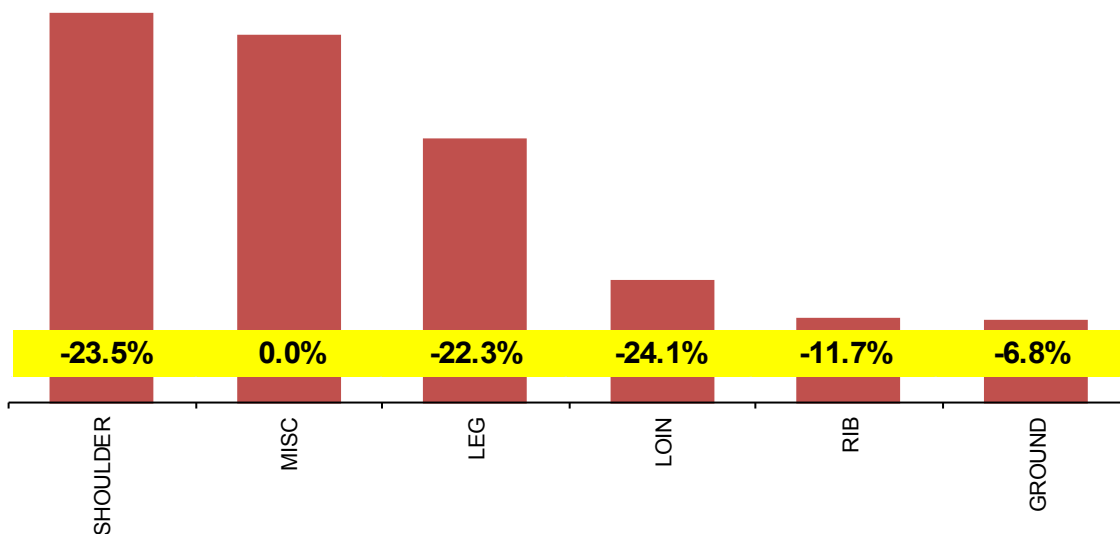
Lamb – % of Pound Sales



CALIFORNIA— LAMB

Within Lamb pounds, the Shoulder and Misc segments account for over half of the category in the California Region:

5 of the 6 Lamb segments show a decline when compared to YAGO, slowing Lamb pound growth:



Pounds	Current 52wks	% Change
SHOULDER	1,438,835	-23.5%
MISC	1,363,516	0.0%
LEG	977,713	-22.3%
LOIN	455,768	-24.1%
RIB	312,230	-11.7%
GROUND	305,742	-6.8%
Total Lamb	4,855,537	-10.2%

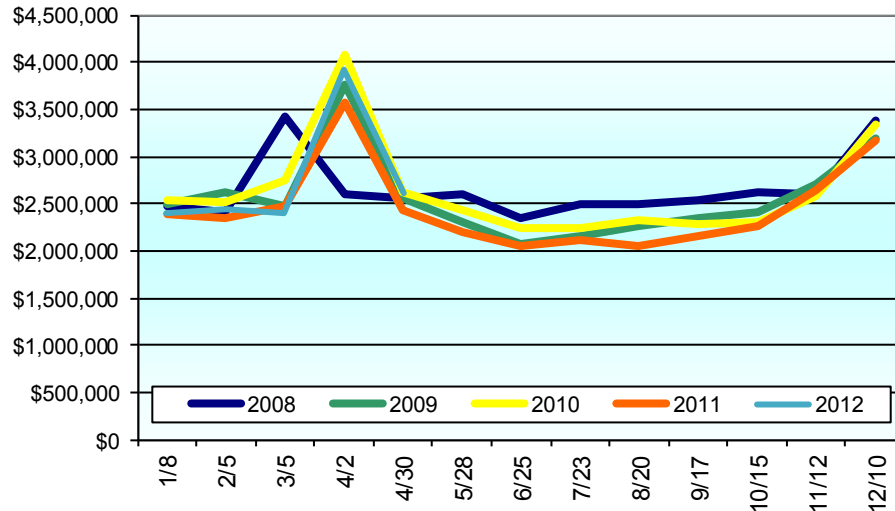
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



California Sales by Year

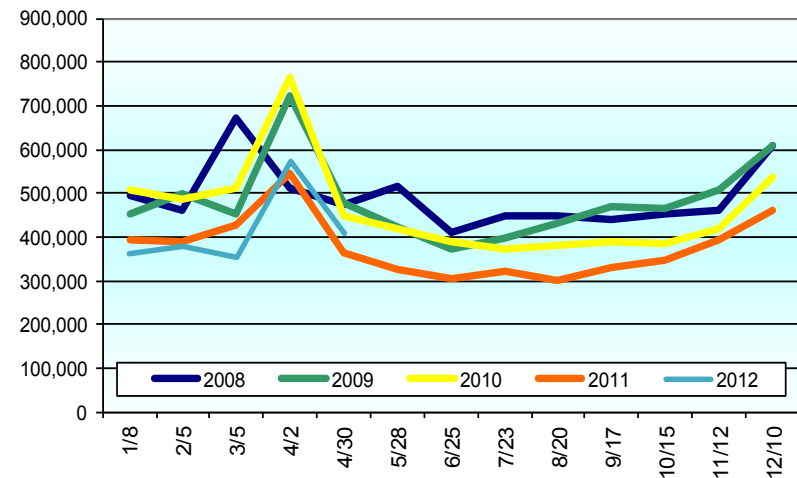
Lamb Dollars Year to Year



2012 Lamb Dollars have spiked higher than 2011:

Lamb Volume shows a similar trend to 2011:

Lamb Pounds Year to Year



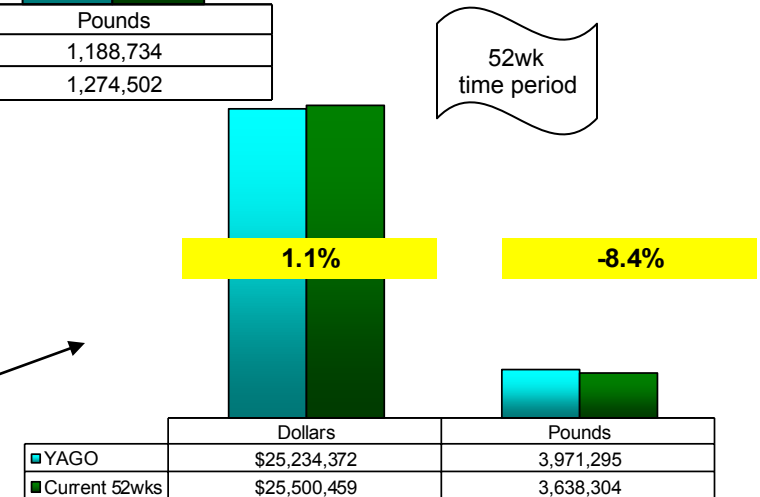
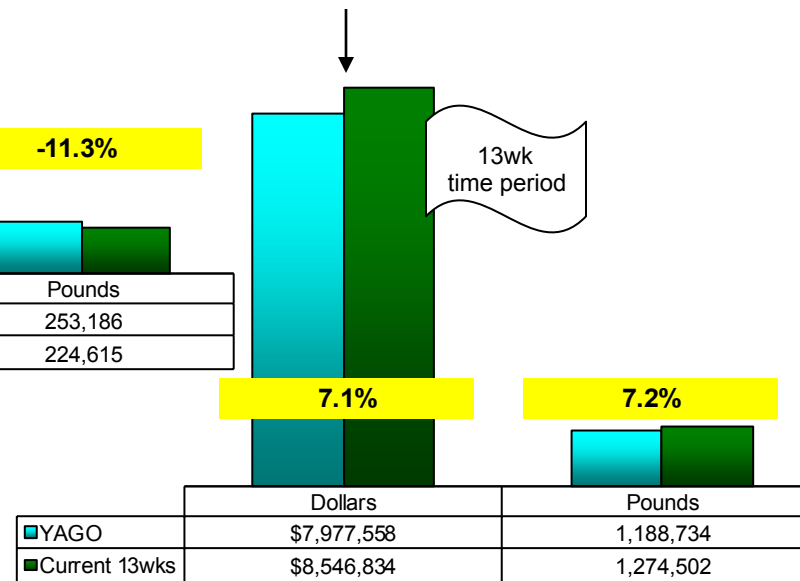
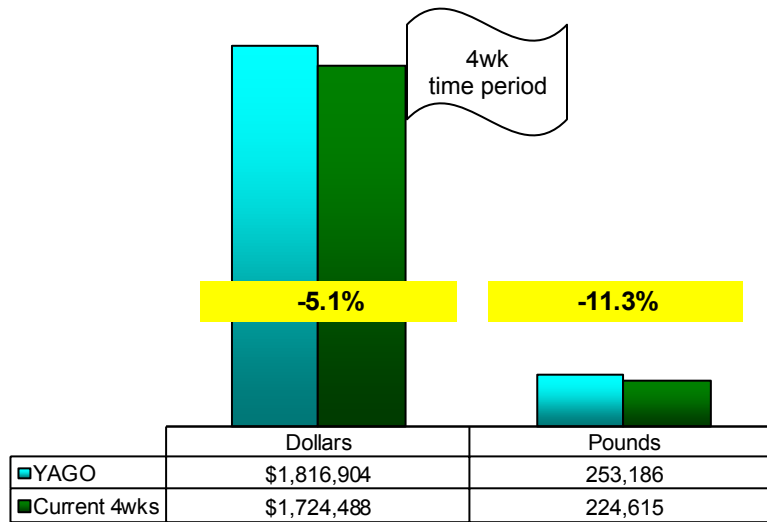
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year



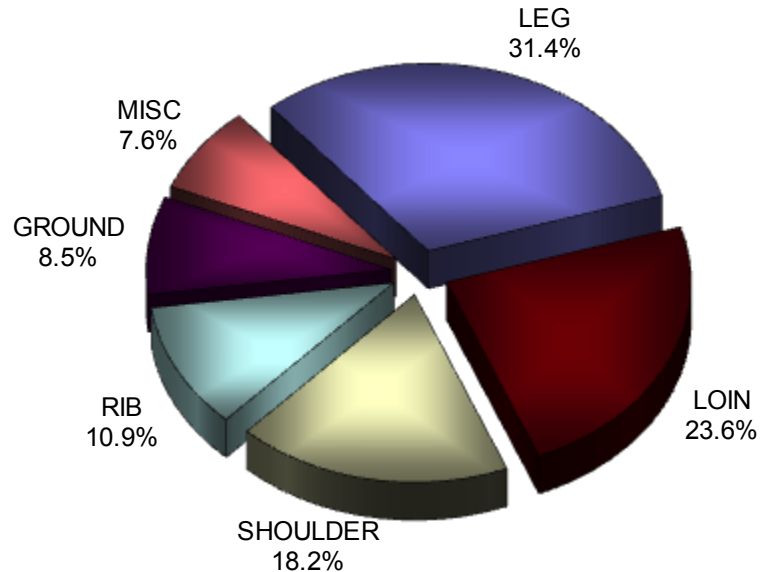
Great Lakes Lamb

In the latest 13 wks, the Great Lakes Region increased in Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Great Lakes Region increased by 1.1% in dollars and declined -8.4% in pounds vs. YAGO:

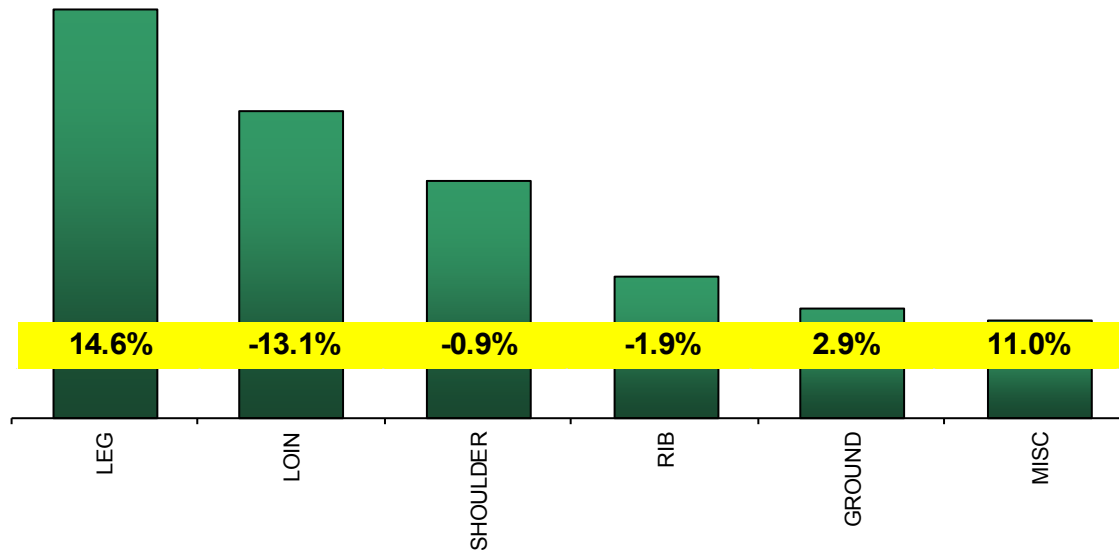
Lamb – % of Dollar Sales



GREAT LAKES – LAMB

Within Lamb, the Leg and Loin segments accounted for over half of the category dollar sales:

3 of the 6 Lamb segments show increases when compared to the previous year:

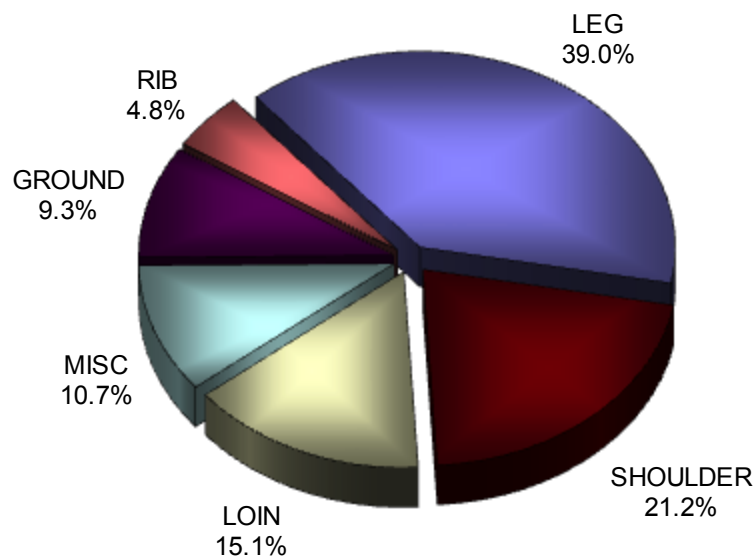


Dollars	Current 52wks	% Change
LEG	\$7,991,464	14.6%
LOIN	\$6,016,572	-13.1%
SHOULDER	\$4,629,736	-0.9%
RIB	\$2,767,831	-1.9%
GROUND	\$2,157,068	2.9%
MISC	\$1,926,988	11.0%
Total Lamb	\$25,500,459	1.1%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

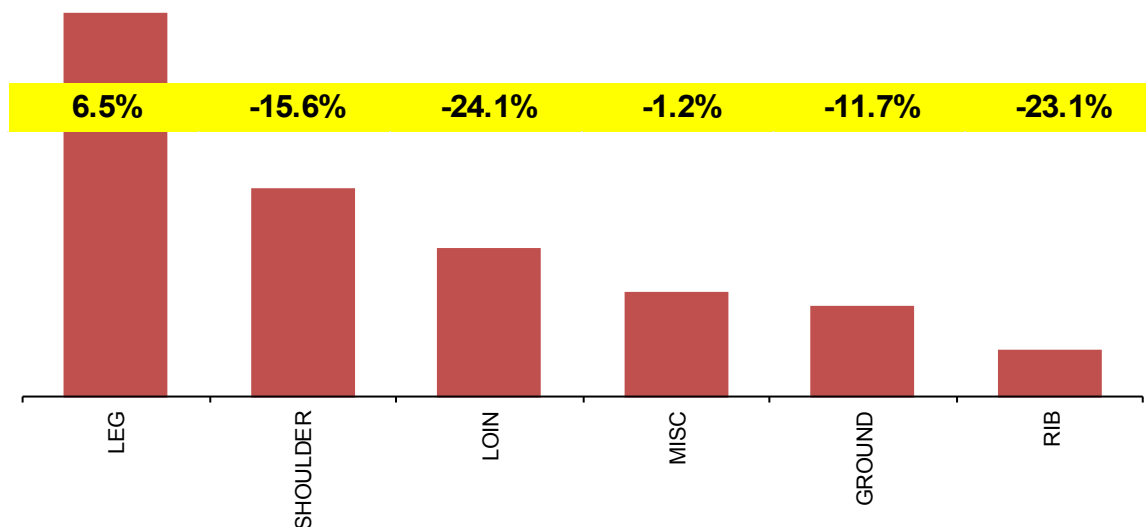
Lamb – % of Pound Sales



GREAT LAKES— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for over half of the category in the Great Lakes Region:

5 of the 6 Lamb segments show a decline when compared to YAGO:



Pounds	Current 52wks	% Change
LEG	1,417,386	6.5%
SHOULDER	768,946	-15.6%
LOIN	547,513	-24.1%
MISC	387,614	-1.2%
GROUND	336,018	-11.7%
RIB	173,887	-23.1%
Total Lamb	3,638,304	-8.4%

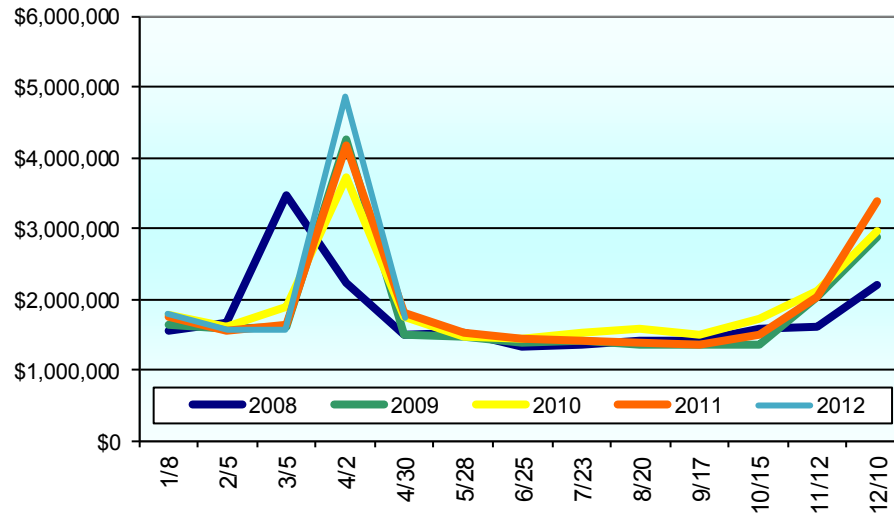
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Great Lakes Sales by Year

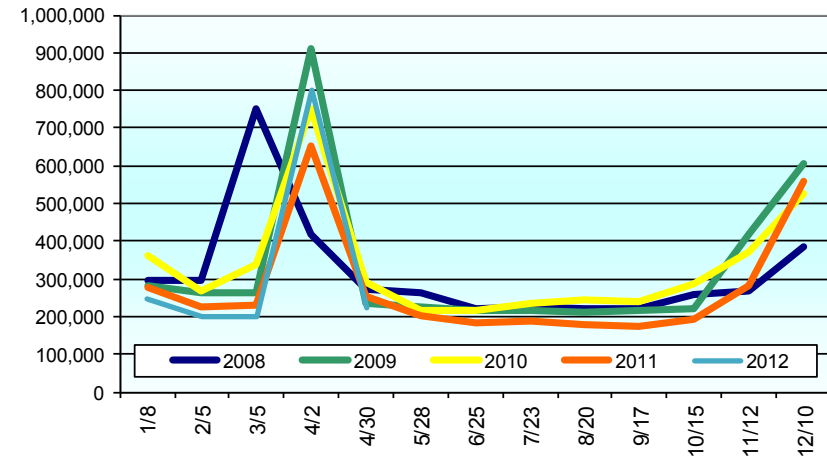
Lamb Dollars Year to Year



2012 Lamb Dollars in the Easter Season spiked higher than any other year:

Lamb Volume shows a more moderate spike:

Lamb Pounds Year to Year



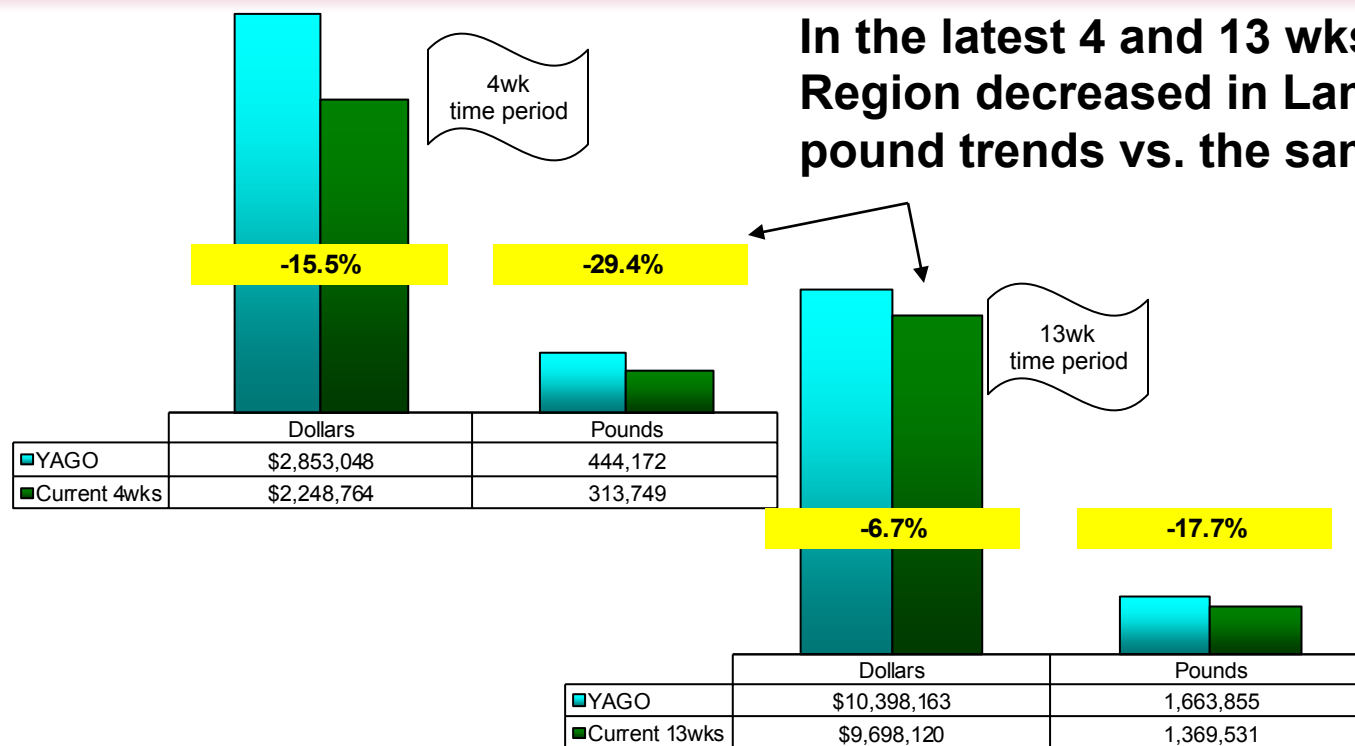
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

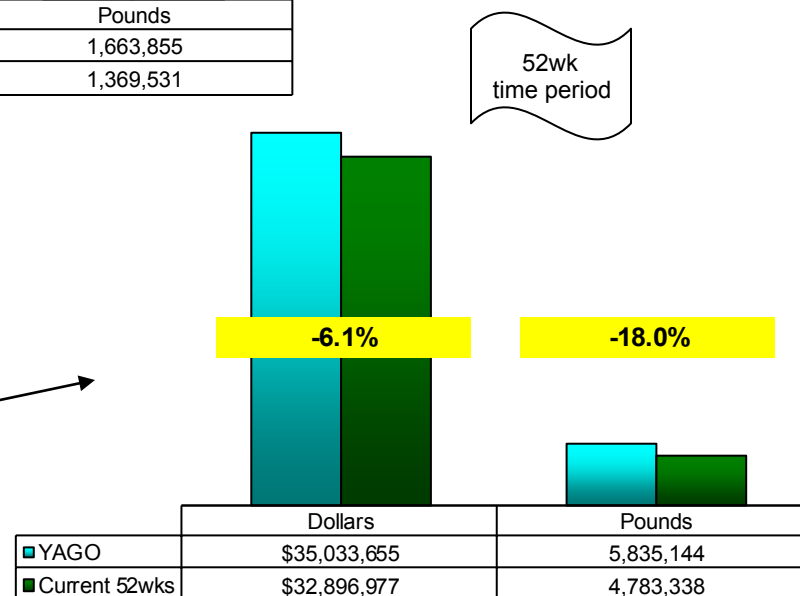


Midsouth Lamb

In the latest 4 and 13 wks, the Midsouth Region decreased in Lamb both dollar and pound trends vs. the same period a year ago:



For the year, the Midsouth Region decreased by -6.1% in dollars and -18.0% in pounds vs. YAGO:

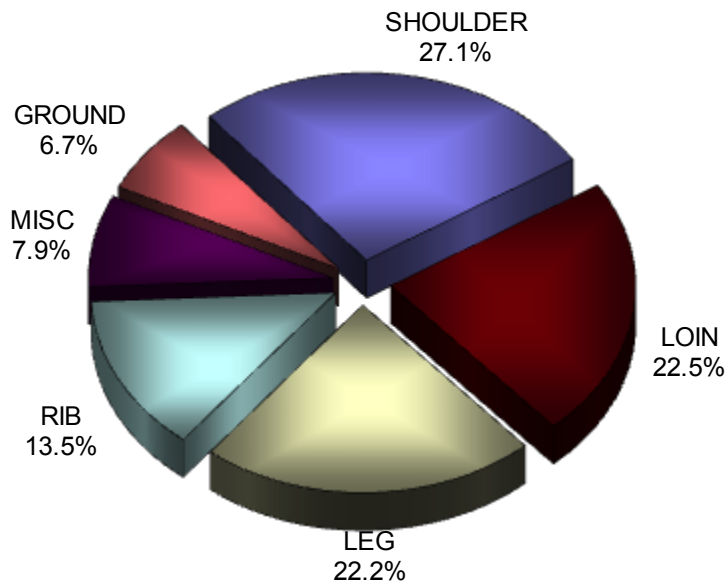


52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb, Midsouth– 4, 13, 52 week trends



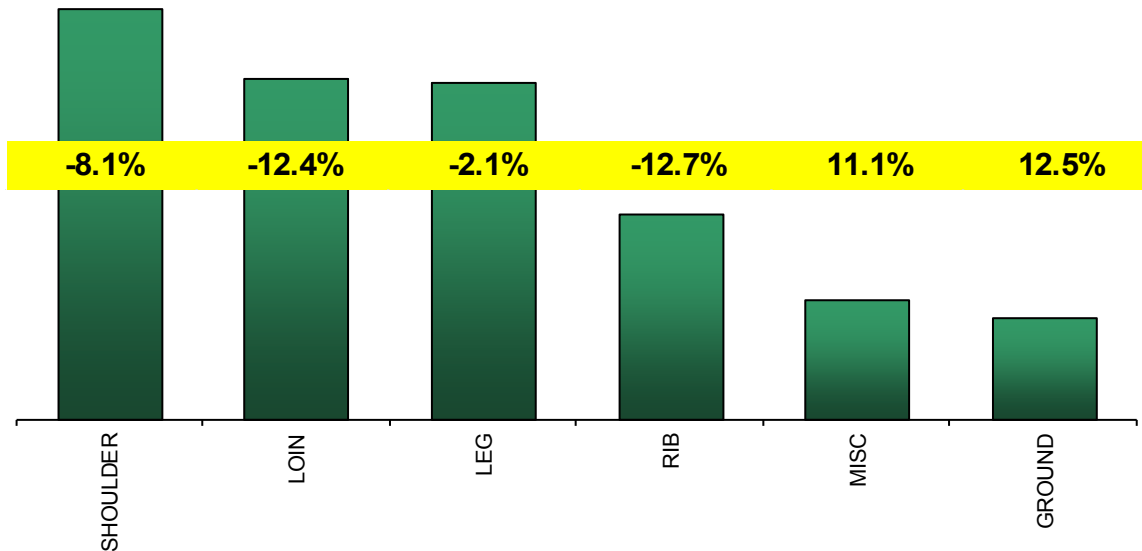
Lamb – % of Dollar Sales



MIDSOUTH – LAMB

Within Lamb, the Shoulder and Loin segments accounted for over half of the category dollar sales:

4 of the 6 Lamb segments show decreases when compared to the previous year:



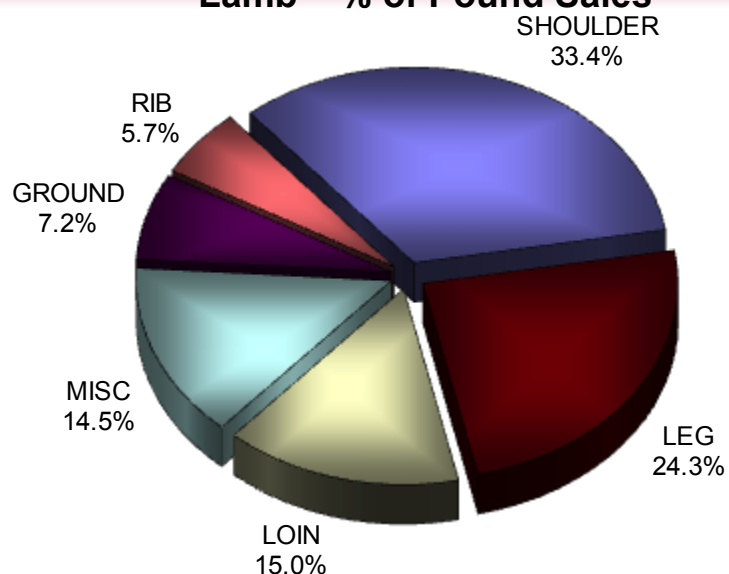
Dollars	Current 52wks	% Change
SHOULDER	\$8,914,864	-8.1%
LOIN	\$7,392,645	-12.4%
LEG	\$7,313,533	-2.1%
RIB	\$4,455,388	-12.7%
MISC	\$2,611,113	11.1%
GROUND	\$2,206,654	12.5%
Total Lamb	\$32,896,977	-6.1%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars



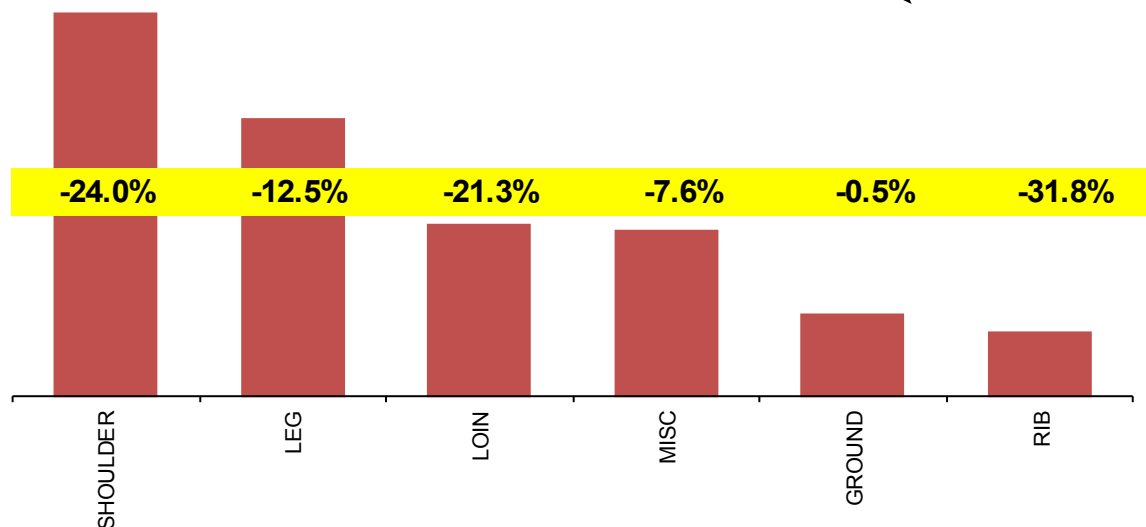
Lamb – % of Pound Sales



MIDSOUTH— LAMB

Within Lamb pounds, the Shoulder and Leg segments account for over half of the category in the Midsouth Region:

All of the 6 Lamb segments show a decrease when compared to YAGO:



Pounds	Current 52wks	% Change
SHOULDER	1,596,756	-24.0%
LEG	1,159,770	-12.5%
LOIN	718,918	-21.3%
MISC	691,674	-7.6%
GROUND	342,995	-0.5%
RIB	271,923	-31.8%
Total Lamb	4,783,338	-18.0%

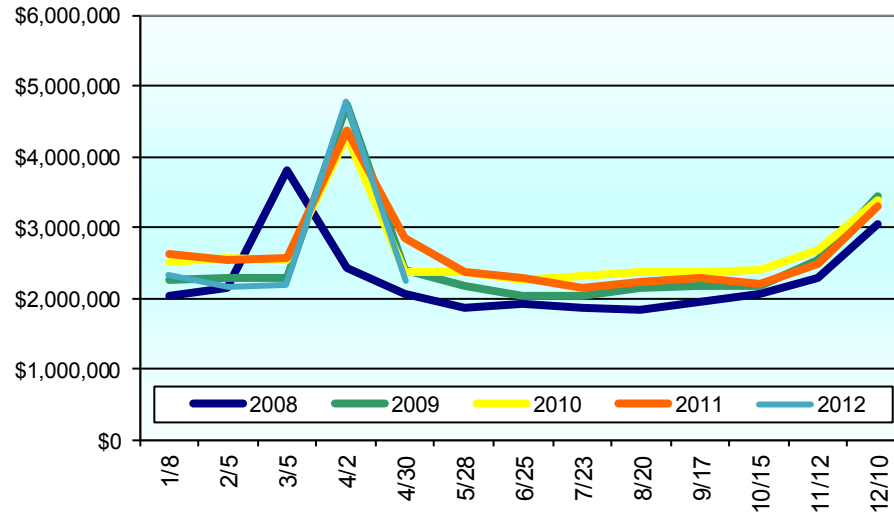
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Midsouth Sales by Year

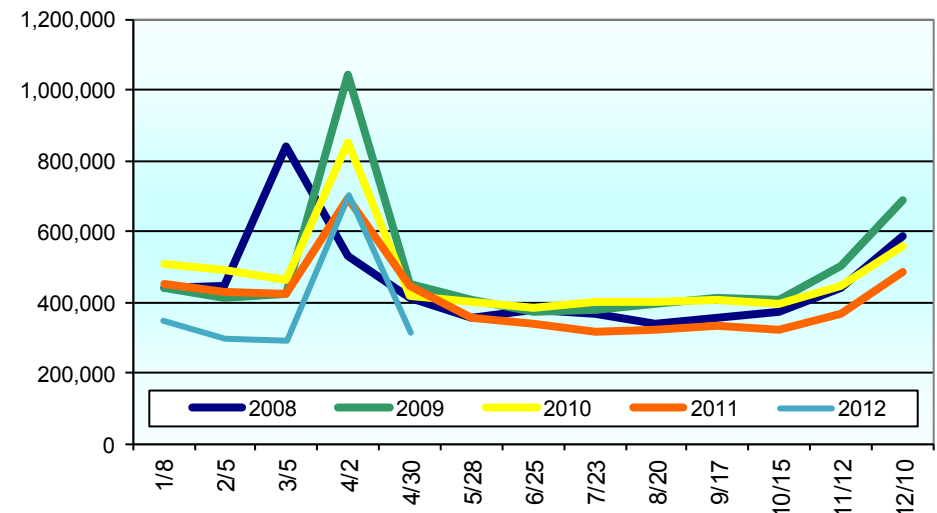
Lamb Dollars Year to Year



2012 Lamb Dollars in the Easter Season spiked as high as 2009:

Lamb Volume shows a more moderate spike:

Lamb Pounds Year to Year



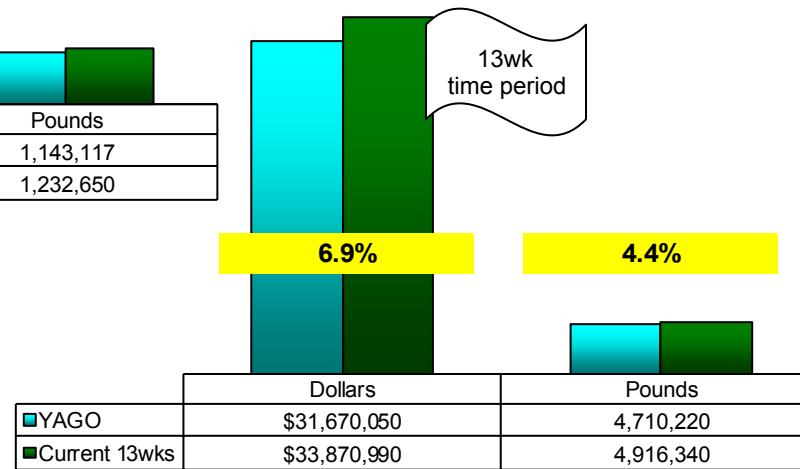
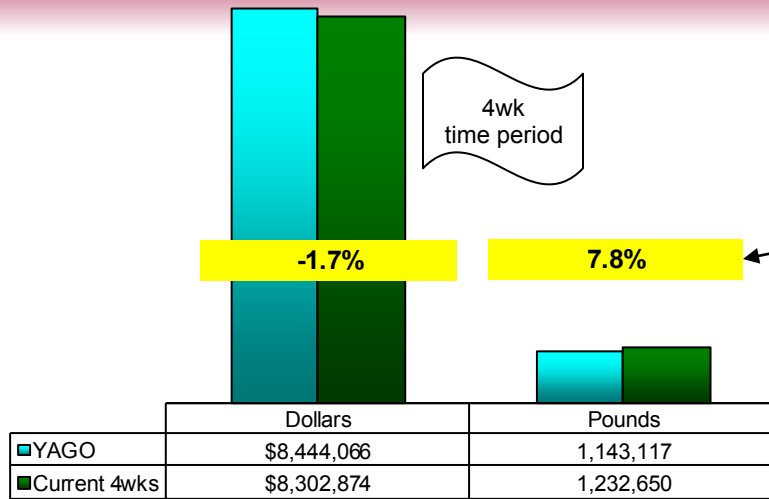
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

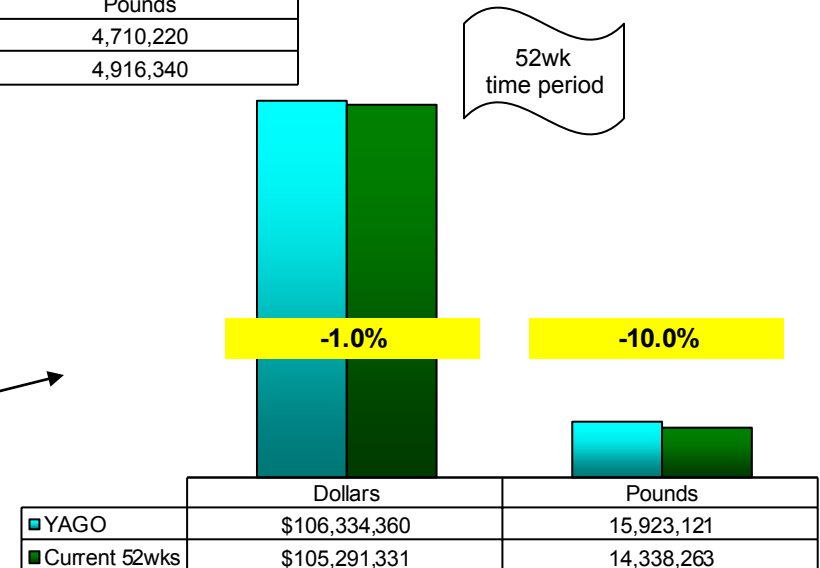


Northeast Lamb

In the latest 4 and 13 wks, the Northeast Region increased in Lamb pound trends vs. the same period a year ago:



For the year, the Northeast Region decreased by -1.0% in dollars and -10.0% in pounds vs. YAGO:

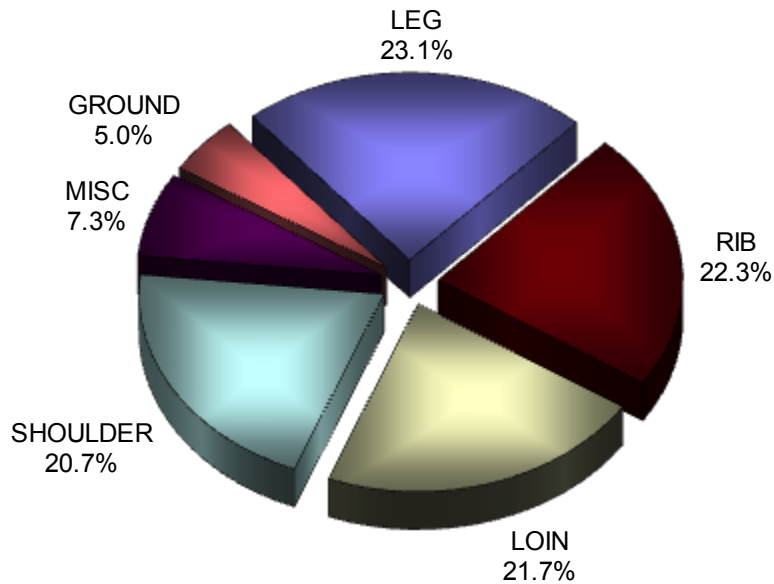


52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb, Northeast– 4, 13, 52 week trends



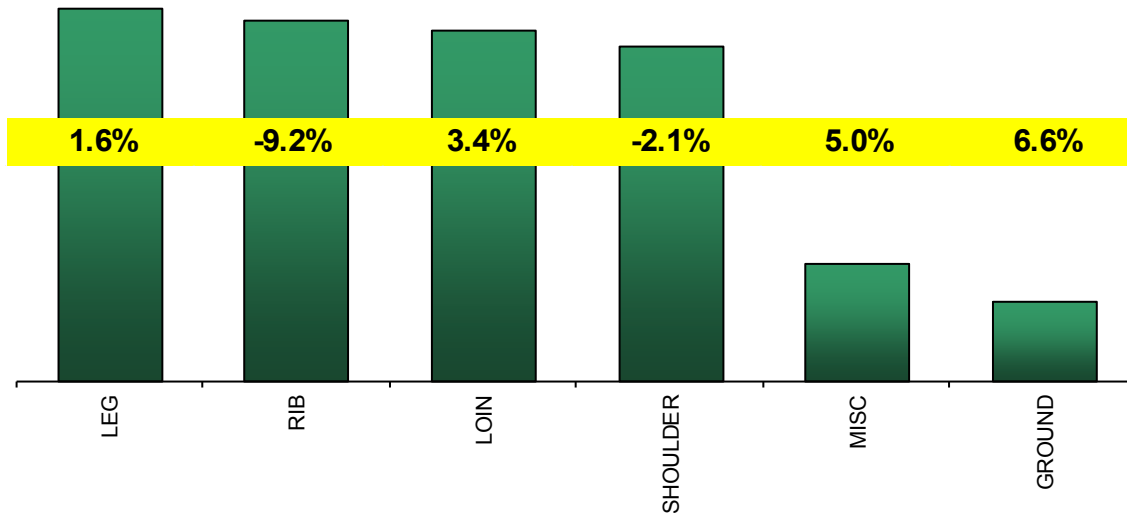
Lamb – % of Dollar Sales



NORTHEAST – LAMB

Within Lamb, the Rib and Leg segments accounted for almost half of the category dollar sales:

4 of the 6 Lamb segments show increases when compared to the previous year:



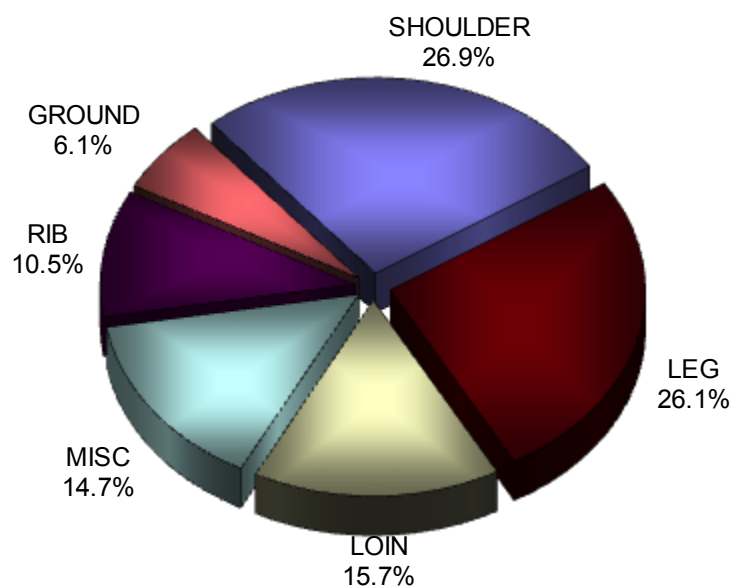
Dollars	Current 52wks	% Change
LEG	\$24,276,709	1.6%
RIB	\$23,442,707	-9.2%
LOIN	\$22,867,940	3.4%
SHOULDER	\$21,790,205	-2.1%
MISC	\$7,630,910	5.0%
GROUND	\$5,238,576	6.6%
Total Lamb	\$105,291,331	-1.0%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars



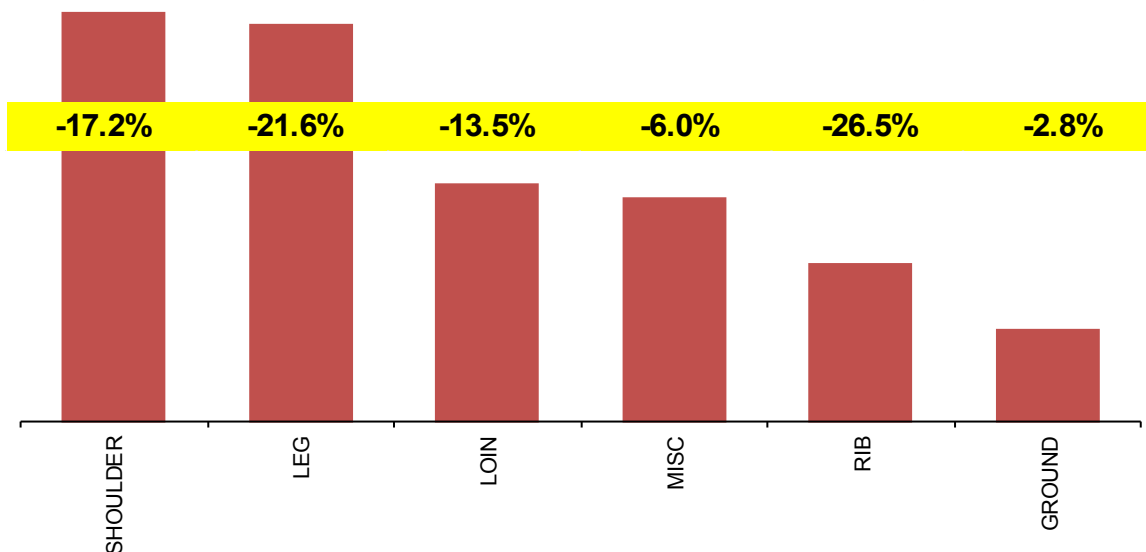
Lamb – % of Pound Sales



NORTHEAST— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for over half of the category in the Northeast Region:

All Lamb segments decreased when compared to YAGO:



Pounds	Current 52wks	% Change
SHOULDER	3,788,170	-17.2%
LEG	3,674,124	-21.6%
LOIN	2,205,266	-13.5%
MISC	2,069,941	-6.0%
RIB	1,474,720	-26.5%
GROUND	853,738	-2.8%
Total Lamb	14,338,263	-10.0%

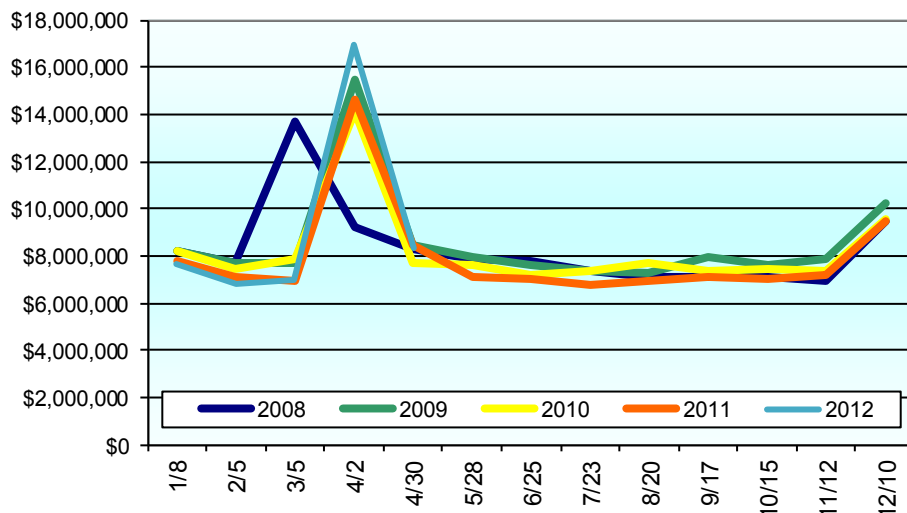
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Northeast Sales by Year

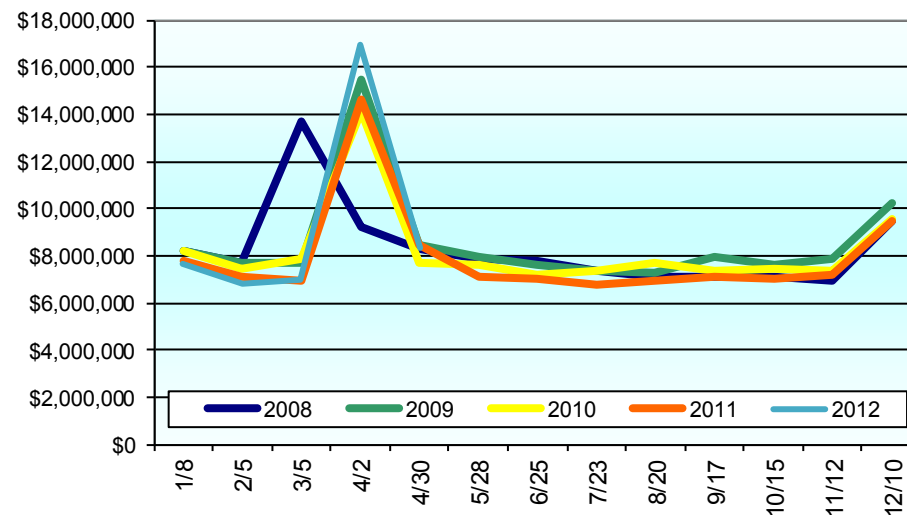
Lamb Dollars Year to Year



2011 Lamb Dollars show a seasonal spike during the Easter Season:

The same is true for volume:

Lamb Pounds Year to Year



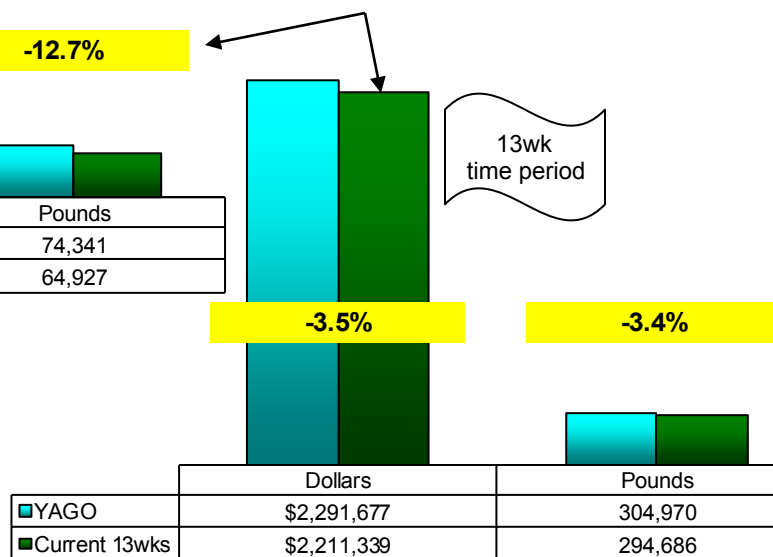
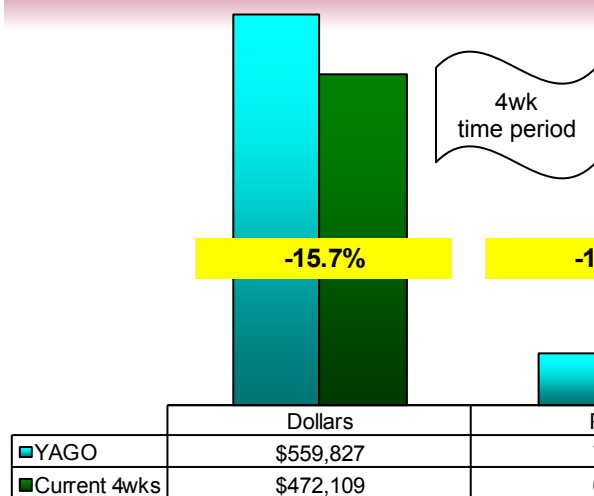
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

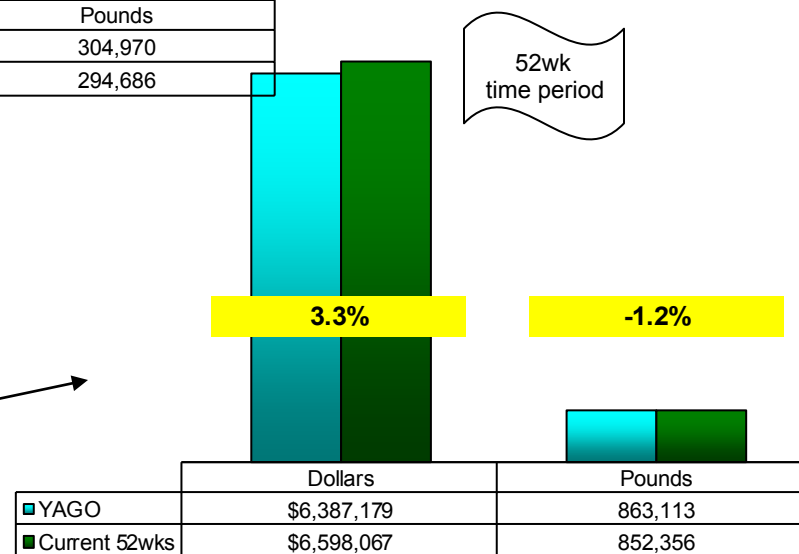


Plains Lamb

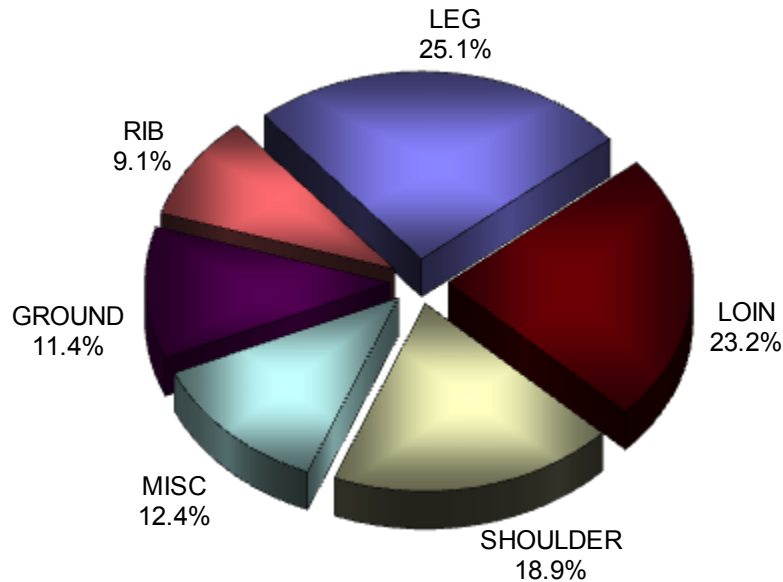
In the latest 4 and 13 wks, the Plains Region decreased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Plains Region increased by 3.3% in dollars and -1.2% in pounds vs. YAGO:



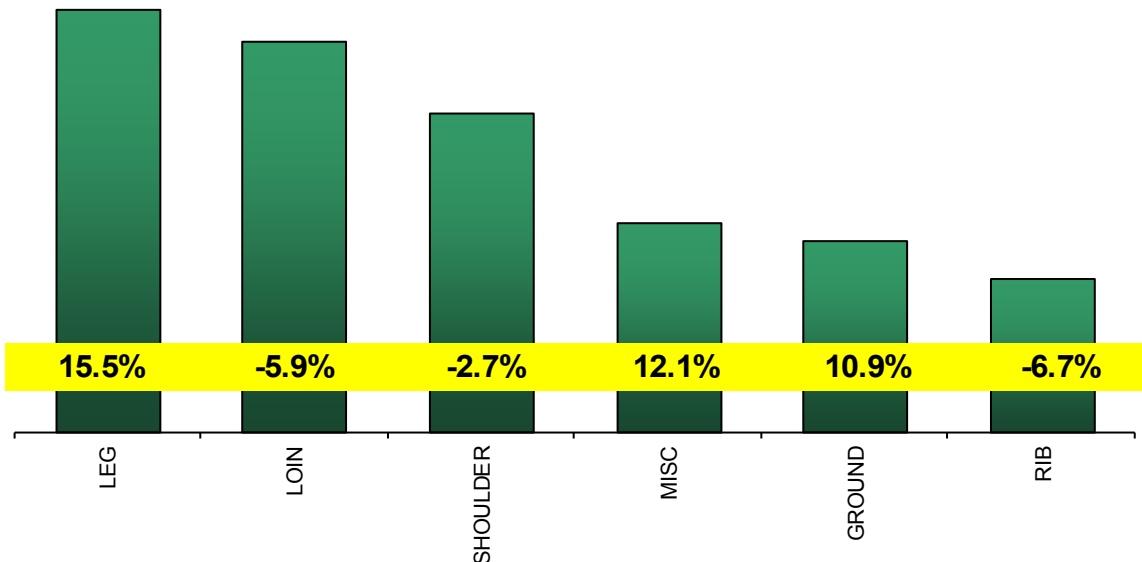
Lamb – % of Dollar Sales



PLAINS – LAMB

Within Lamb, the Loin and Leg segments accounted for almost half of the category dollar sales:

3 of the 6 Lamb segments show increases when compared to the previous year:

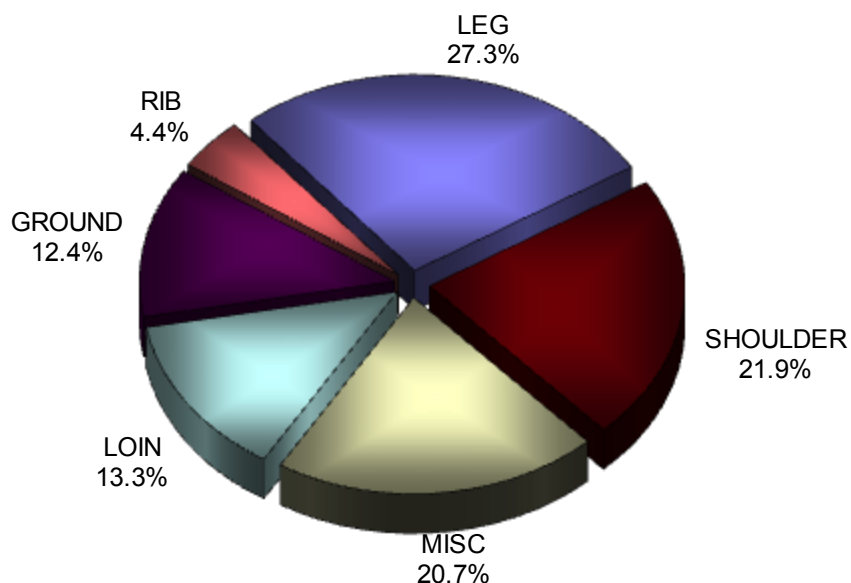


Dollars	Current 52wks	% Change
LEG	\$1,654,838	15.5%
LOIN	\$1,528,153	-5.9%
SHOULDER	\$1,248,457	-2.7%
MISC	\$815,829	12.1%
GROUND	\$752,147	10.9%
RIB	\$598,508	-6.7%
Total Lamb	\$6,598,067	3.3%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

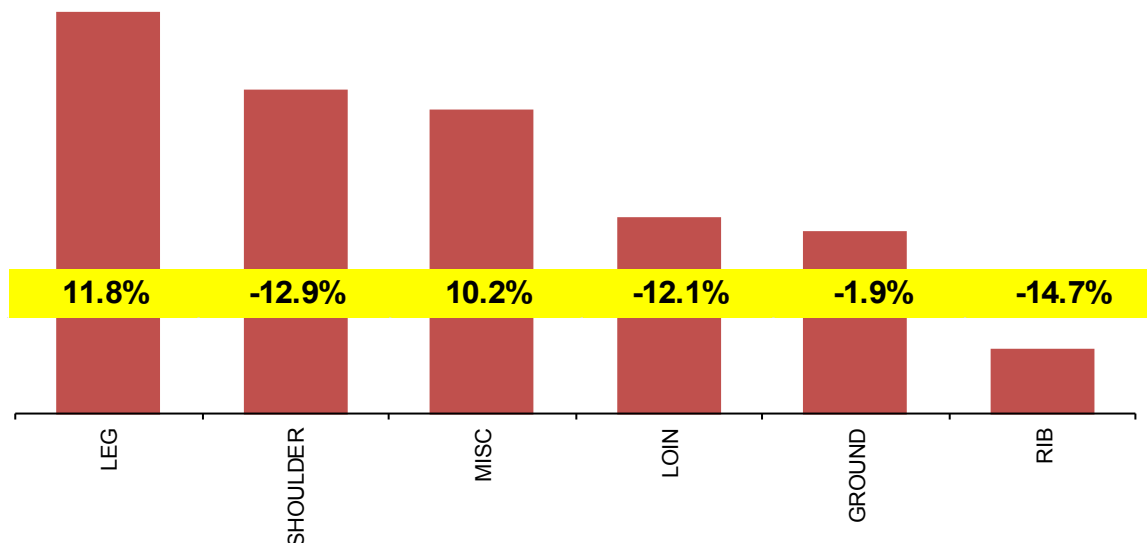
Lamb – % of Pound Sales



PLAINS— LAMB

Within Lamb pounds, the Shoulder and Leg segments account for almost half of the category in the Plains Region:

2 of the 6 Lamb segments increased when compared to YAGO:



Pounds	Current 52wks	% Change
LEG	232,253	11.8%
SHOULDER	187,050	-12.9%
MISC	176,091	10.2%
LOIN	113,671	-12.1%
GROUND	106,006	-1.9%
RIB	37,171	-14.7%
Total Lamb	852,356	-1.2%

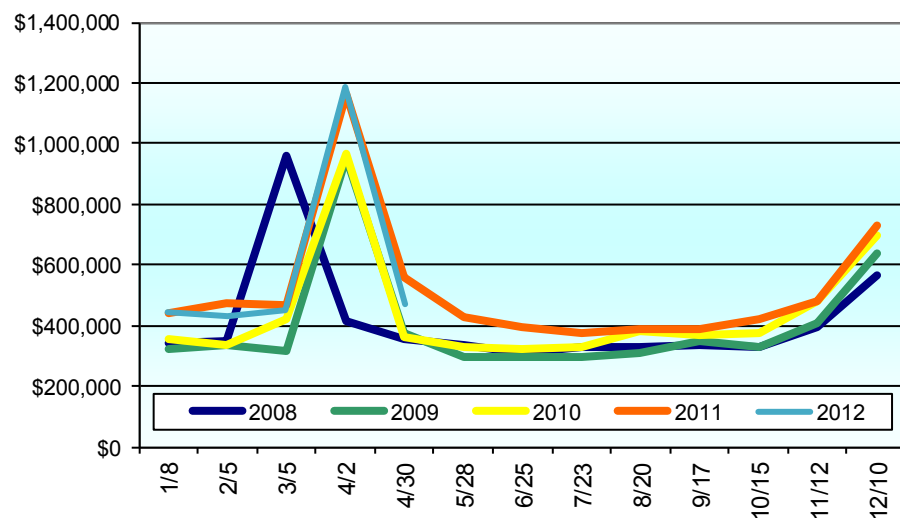
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Plains Sales by Year

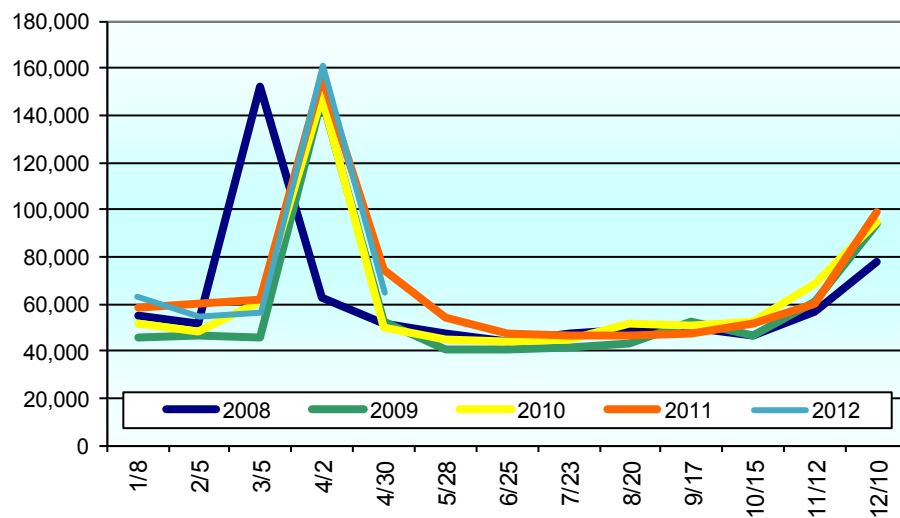
Lamb Dollars Year to Year



Lamb Dollars show a seasonal spike during the Easter Season:

The same is true for volume:

Lamb Pounds Year to Year

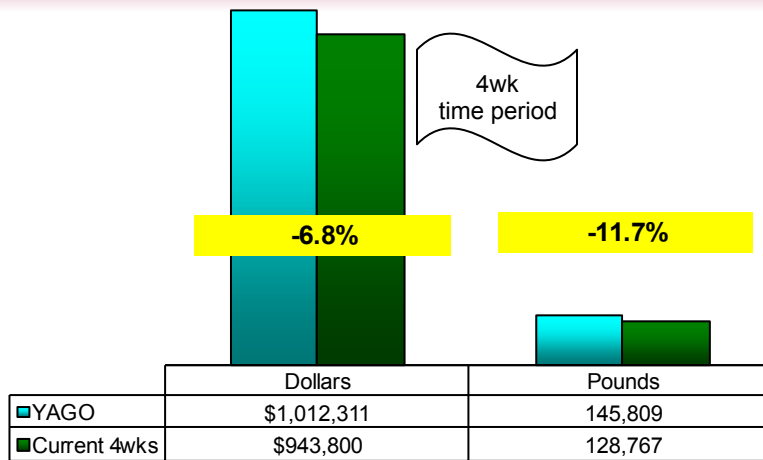


52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

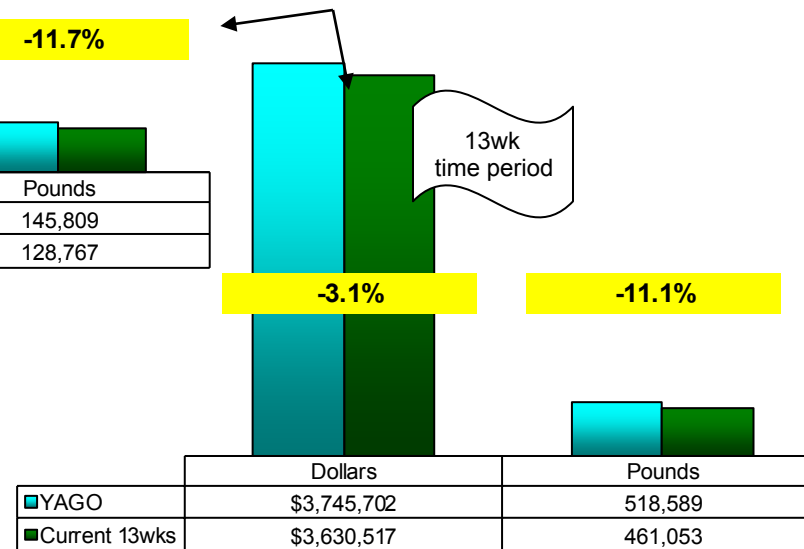
Lamb Performance by Year



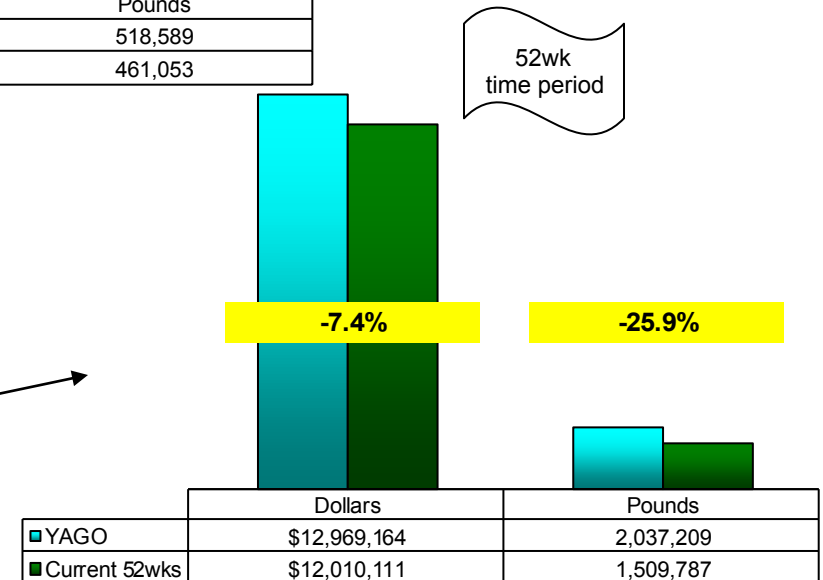
South Central Lamb



In the latest 4 and 13 wks, the South Central Region decreased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the South Central Region decreased by -7.4% in dollars and -25.9% in pounds vs. YAGO:

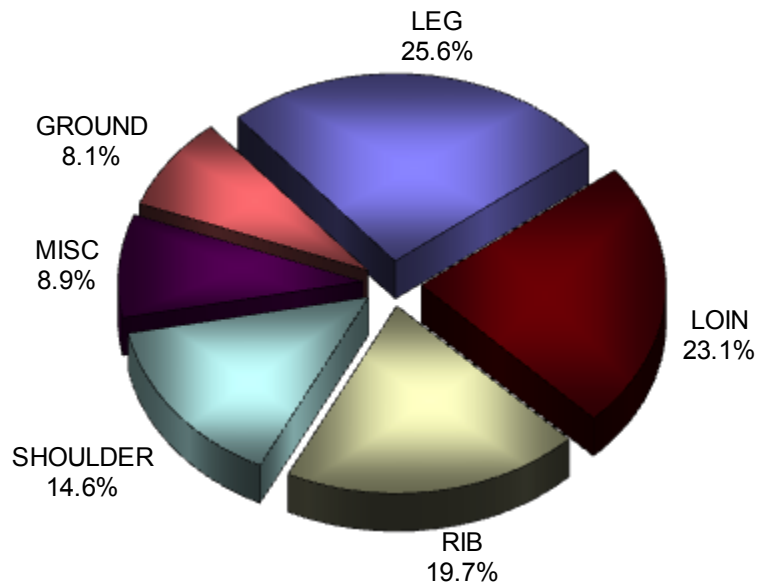


52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb, South Central– 4, 13, 52 week trends



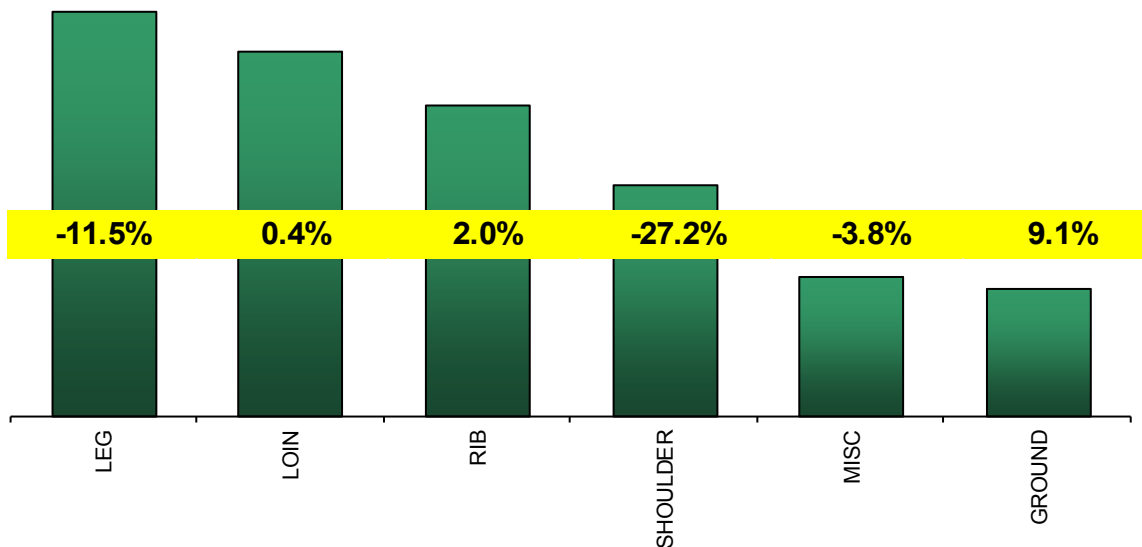
Lamb – % of Dollar Sales



SOUTH CENTRAL – LAMB

Within Lamb, the Leg and Loin segments accounted for almost half of the category dollar sales:

3 of the 6 Lamb segments show increases when compared to the previous year:

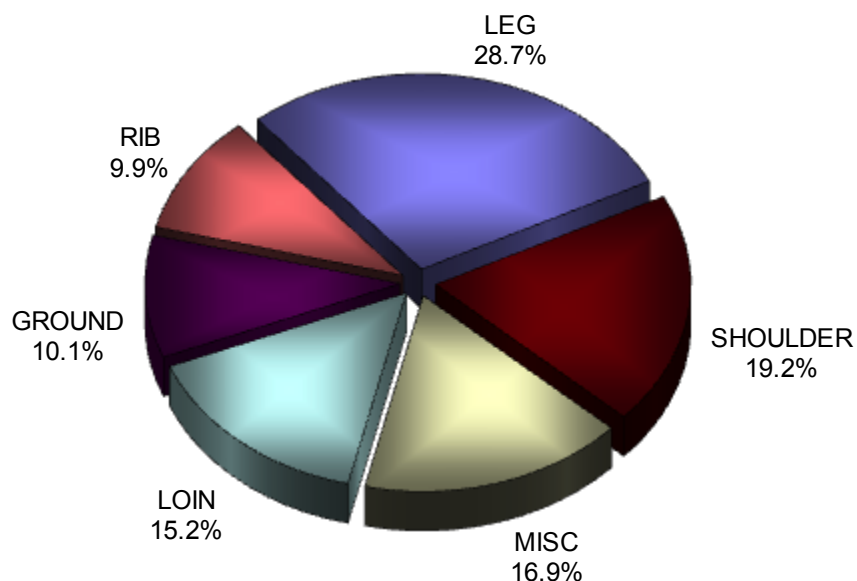


Dollars	Current 52wks	% Change
LEG	\$3,077,442	-11.5%
LOIN	\$2,767,759	0.4%
RIB	\$2,370,354	2.0%
SHOULDER	\$1,752,195	-27.2%
MISC	\$1,068,661	-3.8%
GROUND	\$970,054	9.1%
Total Lamb	\$12,010,111	-7.4%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

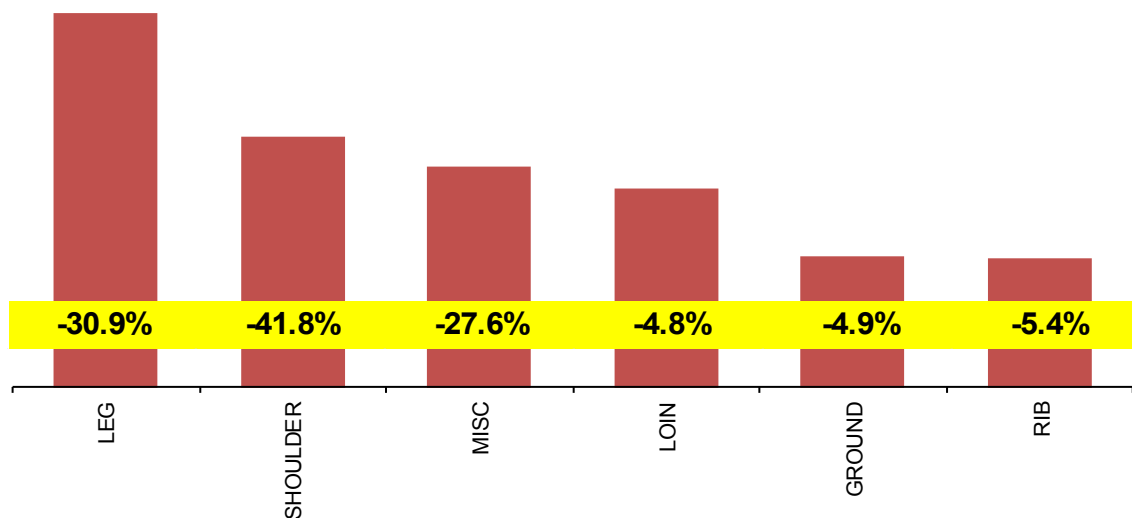
Lamb – % of Pound Sales



SOUTH CENTRAL— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for almost half of the category in the South Central Region:

All of the 6 of the Lamb segments decreased when compared to YAGO:



Pounds	Current 52wks	% Change
LEG	432,626	-30.9%
SHOULDER	290,284	-41.8%
MISC	254,366	-27.6%
LOIN	229,319	-4.8%
GROUND	152,504	-4.9%
RIB	149,412	-5.4%
Total Lamb	1,509,787	-25.9%

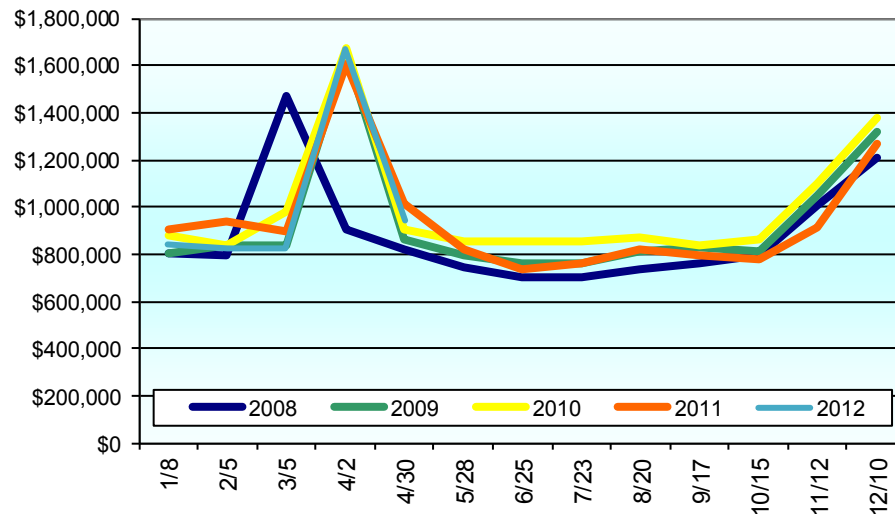
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



South Central Sales by Year

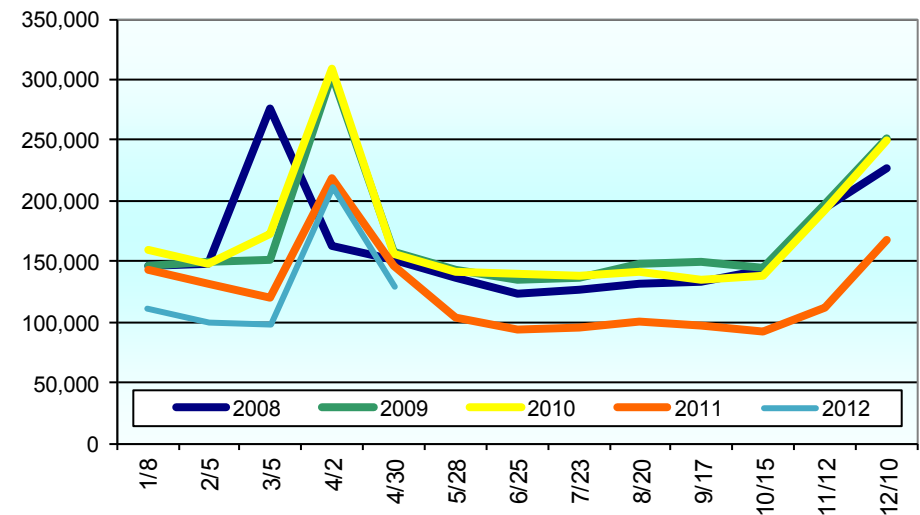
Lamb Dollars Year to Year



Lamb Dollars show a seasonal spike during the Easter Season:

The same is true for volume:

Lamb Pounds Year to Year



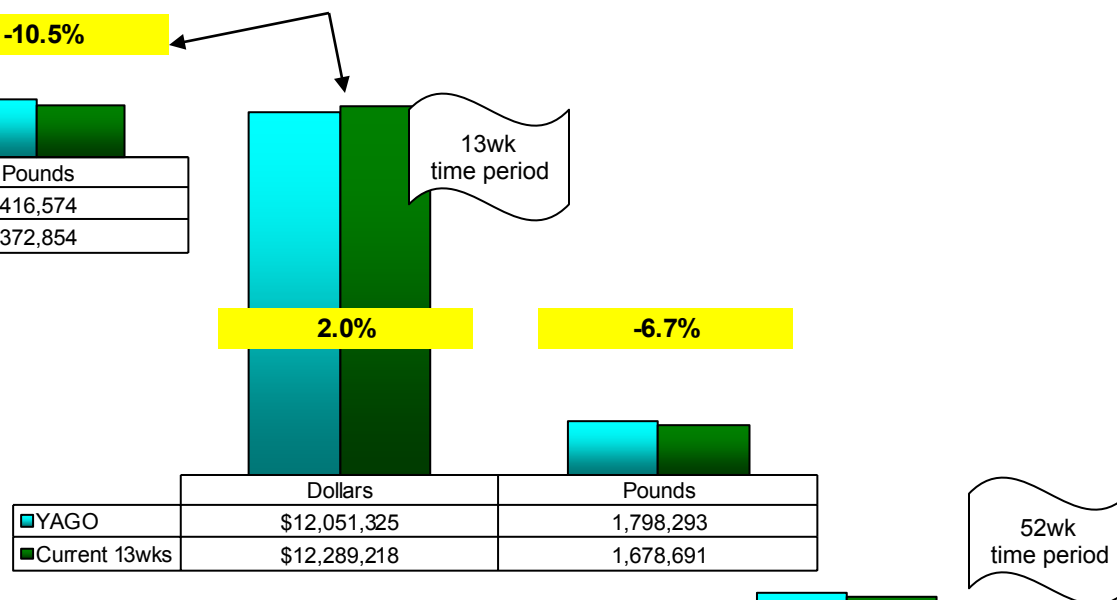
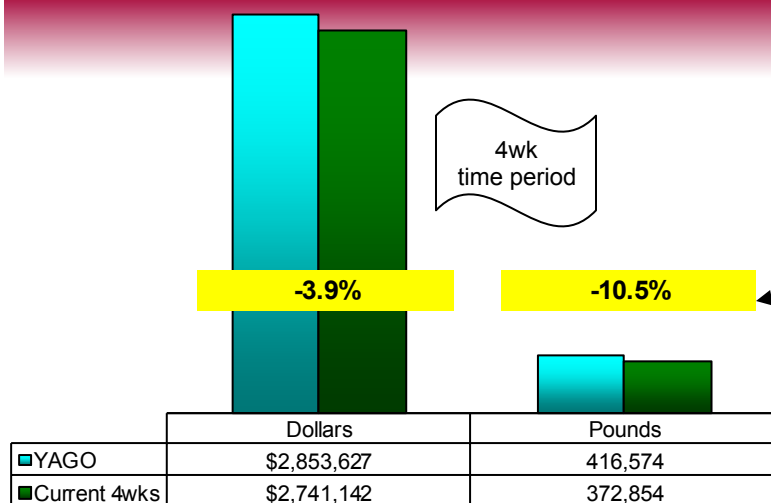
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

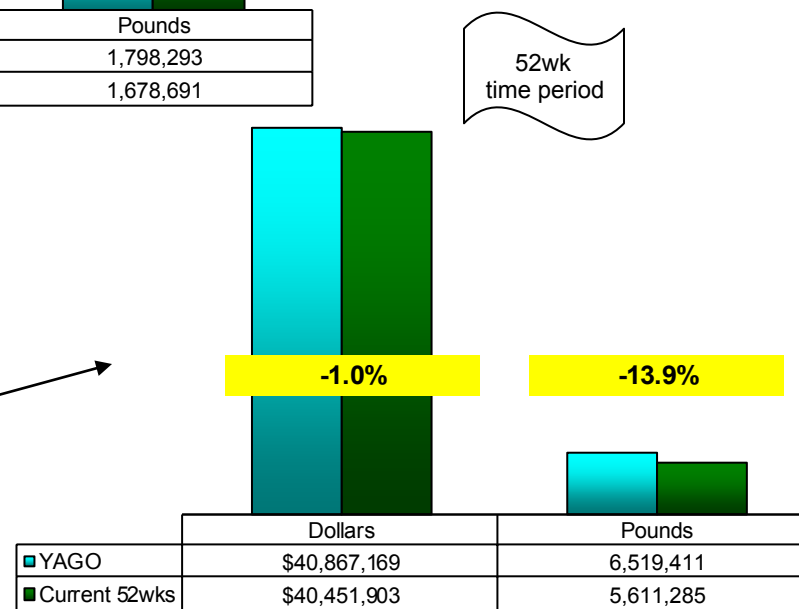


Southeast Lamb

In the latest 4 and 13 wks, the Southeast Region decreased in Lamb pound trends vs. the same period a year ago:



For the year, the Southeast Region decreased by -1.0% in dollars and -13.9% in pounds vs. YAGO:

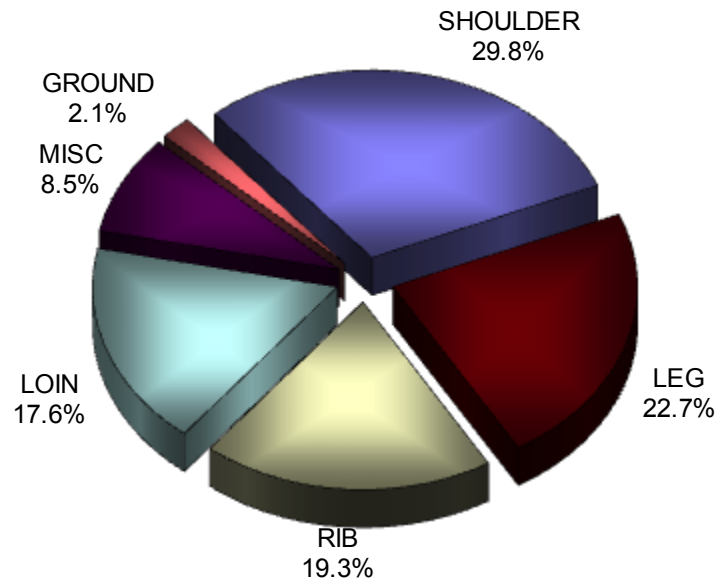


52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb, Southeast– 4, 13, 52 week trends



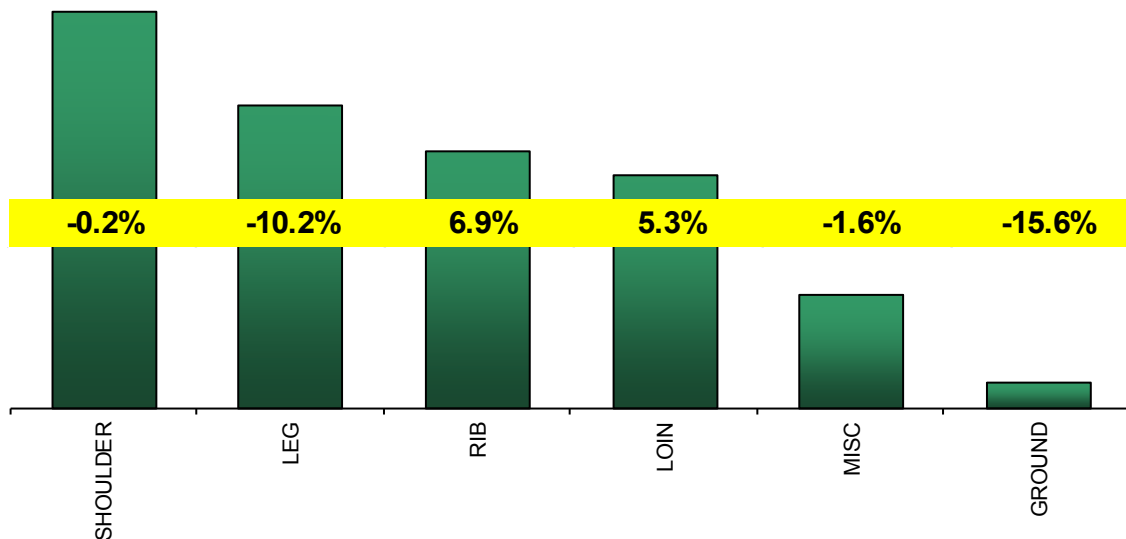
Lamb – % of Dollar Sales



SOUTHEAST – LAMB

Within Lamb, the Shoulder and Leg segments accounted for over half of the category dollar sales:

4 of the 6 Lamb segments show increases when compared to the previous year:

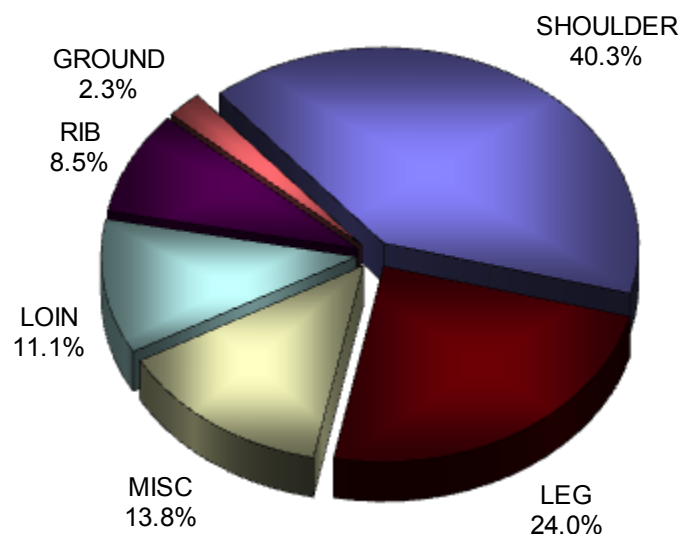


Dollars	Current 52wks	% Change
SHOULDER	\$12,057,927	-0.2%
LEG	\$9,198,021	-10.2%
RIB	\$7,808,922	6.9%
LOIN	\$7,101,023	5.3%
MISC	\$3,451,151	-1.6%
GROUND	\$832,816	-15.6%
Total Lamb	\$40,451,903	-1.0%

52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

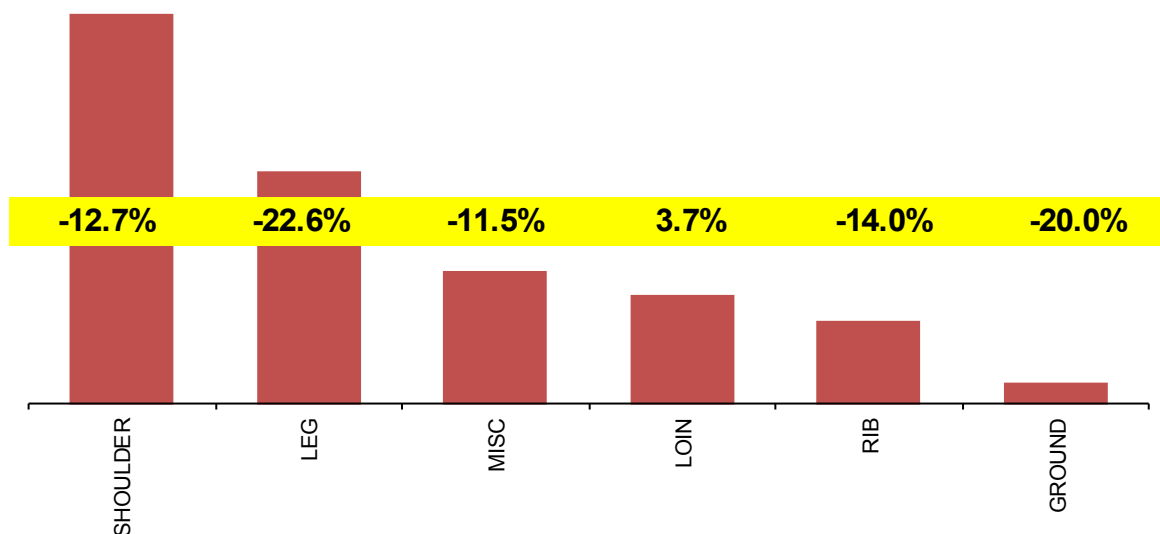
Lamb – % of Pound Sales



SOUTHEAST— LAMB

Within Lamb pounds, the Shoulder and Leg segments account for almost two thirds of the category in the Southeast Region:

5 of the 6 Lamb segments decreased when compared to YAGO:



Pounds	Current 52wks	% Change
SHOULDER	2,258,408	-12.7%
LEG	1,346,198	-22.6%
MISC	774,028	-11.5%
LOIN	625,432	3.7%
RIB	478,197	-14.0%
GROUND	128,029	-20.0%
Total Lamb	5,611,285	-13.9%

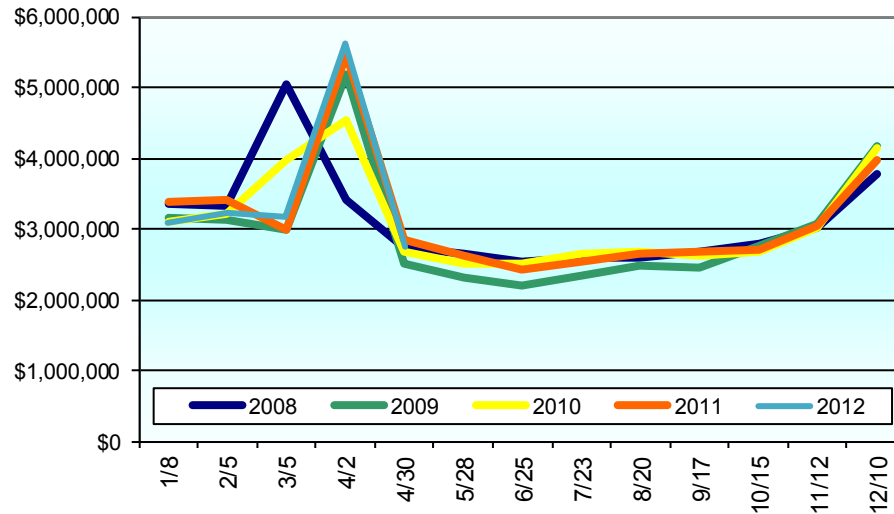
52 Weeks Ending 5/20/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Southeast Sales by Year

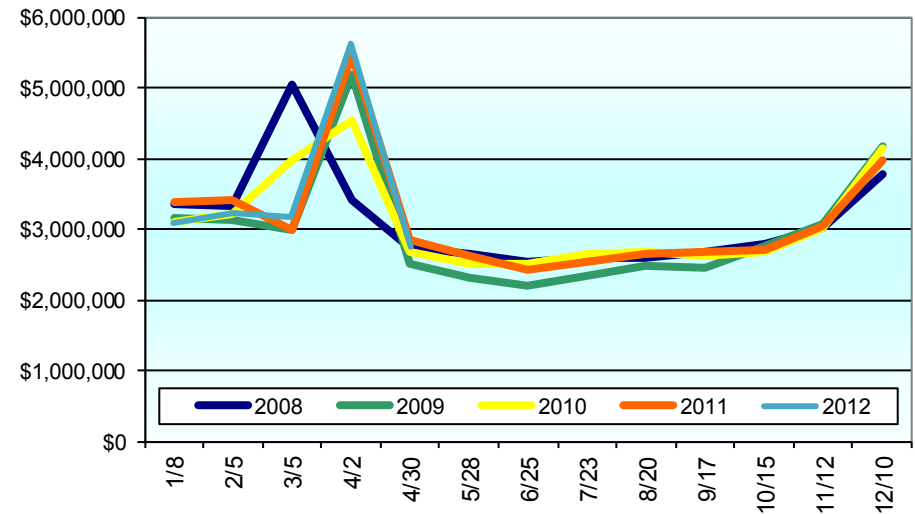
Lamb Dollars Year to Year



Lamb Dollars show a seasonal spike during the Easter Season:

The same is true for volume:

Lamb Pounds Year to Year



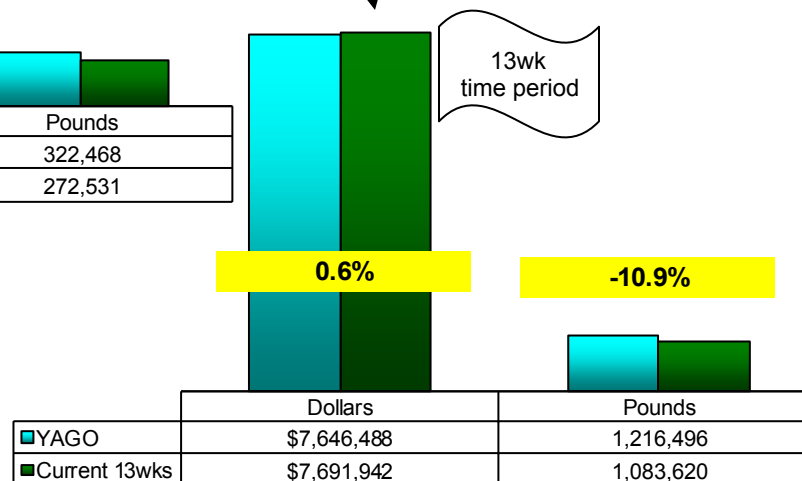
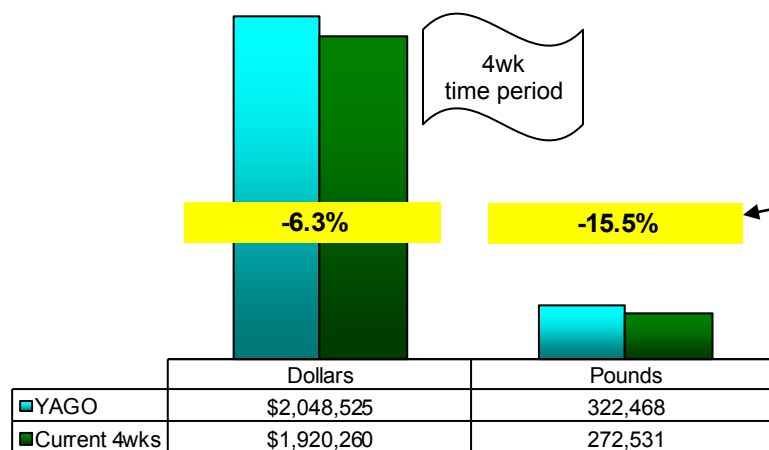
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

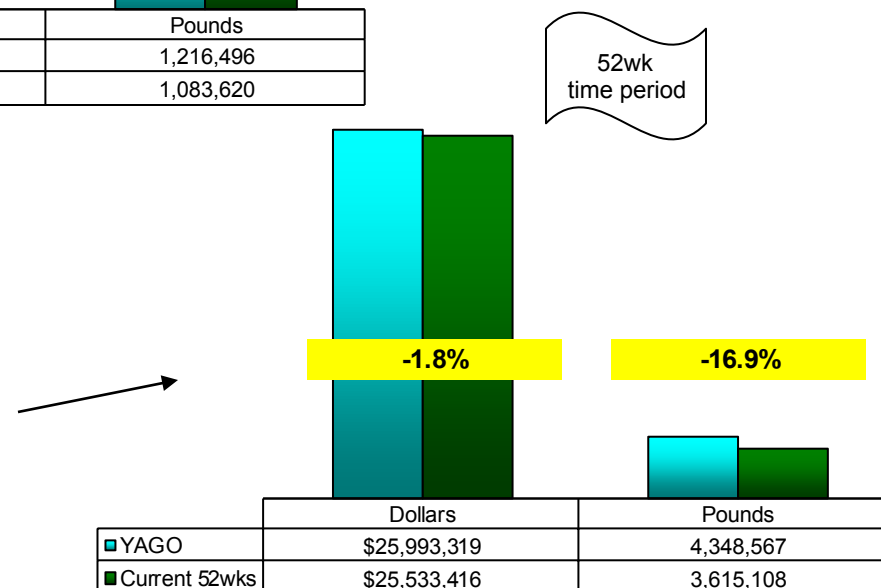


West Lamb

In the latest 4 and 13 wks, the West Region decreased in Lamb pound trends vs. the same period a year ago:



For the year, the West Region decreased by -1.8% in dollars and -16.9% in pounds vs. YAGO:

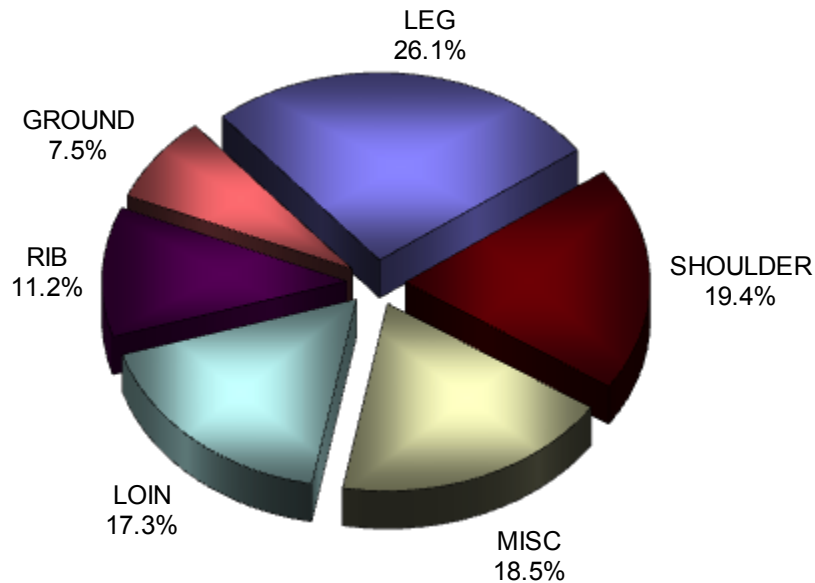


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, West– 4, 13, 52 week trends



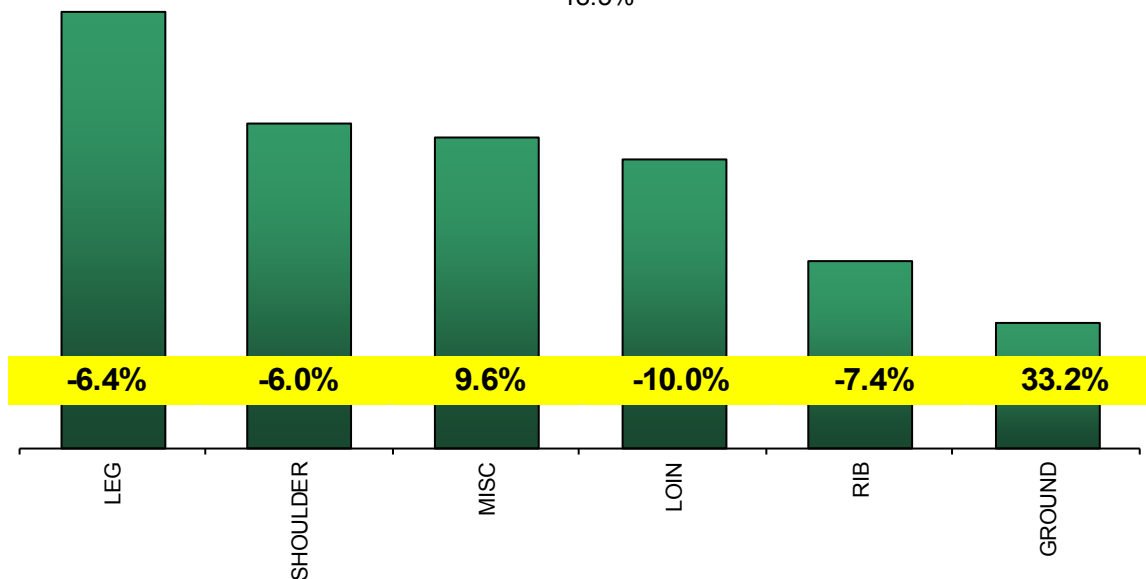
Lamb – % of Dollar Sales



WEST – LAMB

Within Lamb, the Leg and Shoulder segments accounted for almost half of the category dollar sales:

2 of the 6 Lamb segments show increases when compared to the previous year:

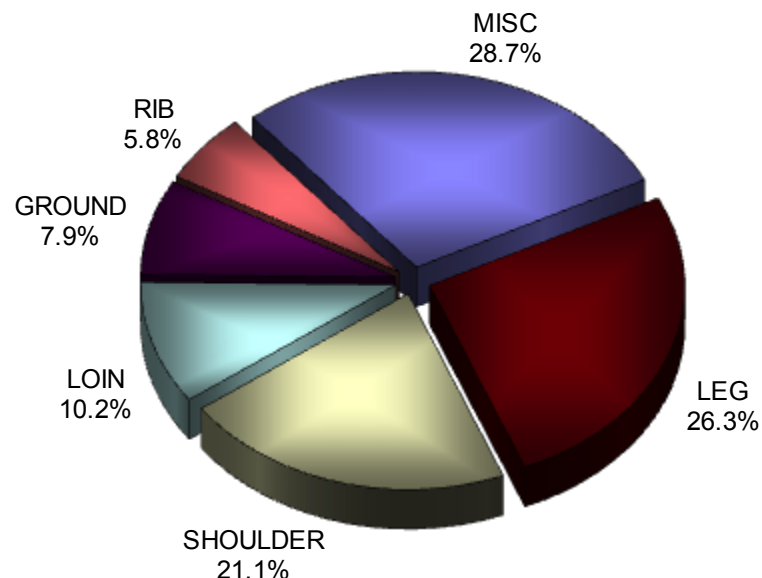


Dollars	Current 52wks	% Change
LEG	\$6,647,702	-6.4%
SHOULDER	\$4,926,871	-6.0%
MISC	\$4,719,493	9.6%
LOIN	\$4,403,491	-10.0%
RIB	\$2,846,935	-7.4%
GROUND	\$1,901,599	33.2%
Total Lamb	\$25,533,416	-1.8%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

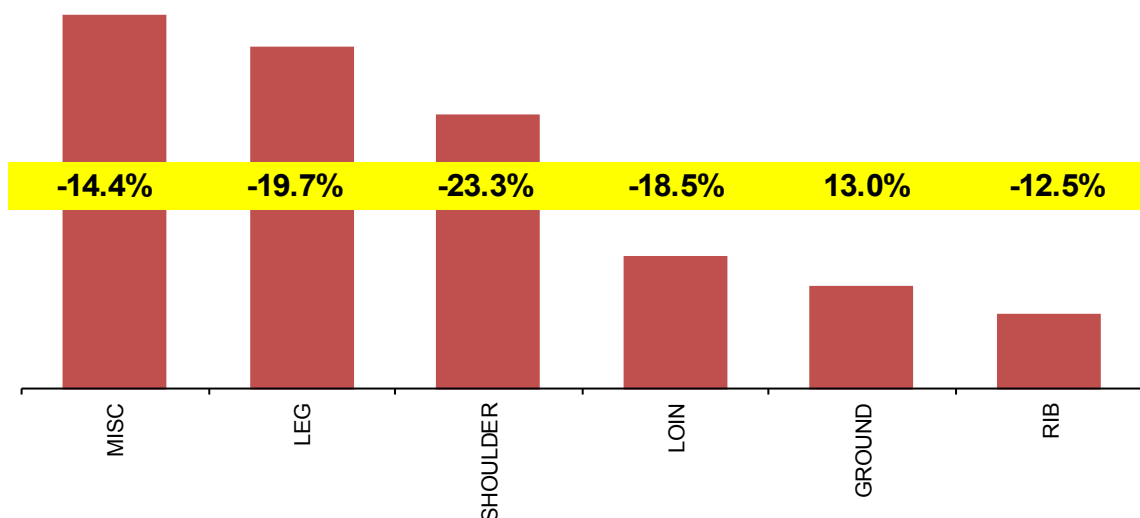
Lamb – % of Pound Sales



WEST— LAMB

Within Lamb pounds, the Leg and Misc segments account for over half of the category in the West Region:

5 of the 6 Lamb segments show a decrease when compared to YAGO:



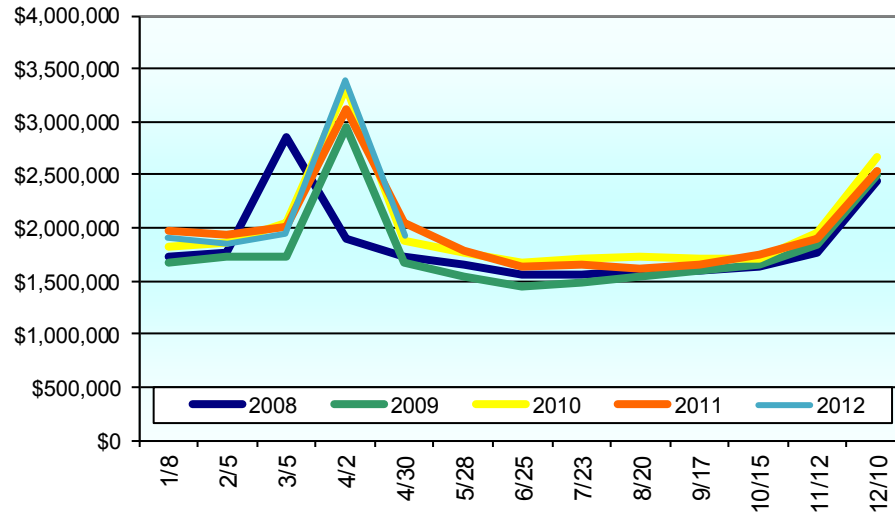
Pounds	Current 52wks	% Change
MISC	1,037,767	-14.4%
LEG	950,267	-19.7%
SHOULDER	762,124	-23.3%
LOIN	367,894	-18.5%
GROUND	285,891	13.0%
RIB	208,537	-12.5%
Total Lamb	3,615,108	-16.9%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

West Sales by Year

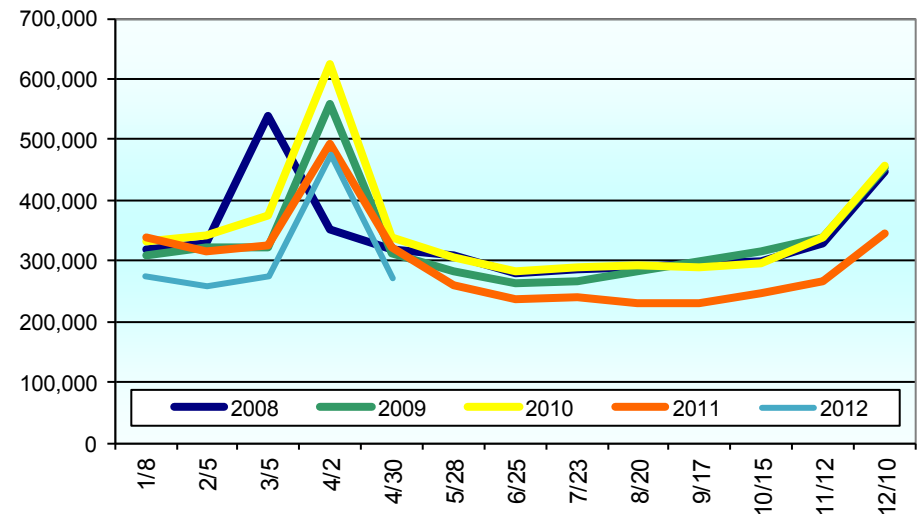
Lamb Dollars Year to Year



Lamb Dollars show a consistent trend from year to year:

The same is true for volume:

Lamb Pounds Year to Year



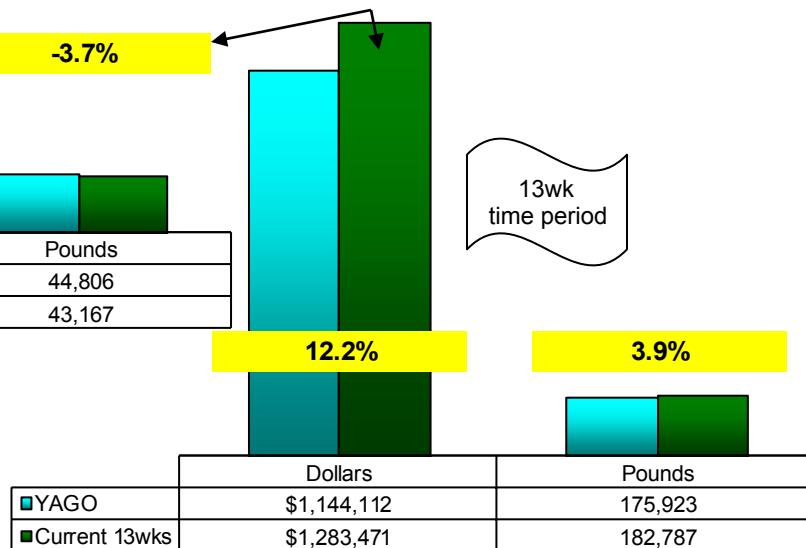
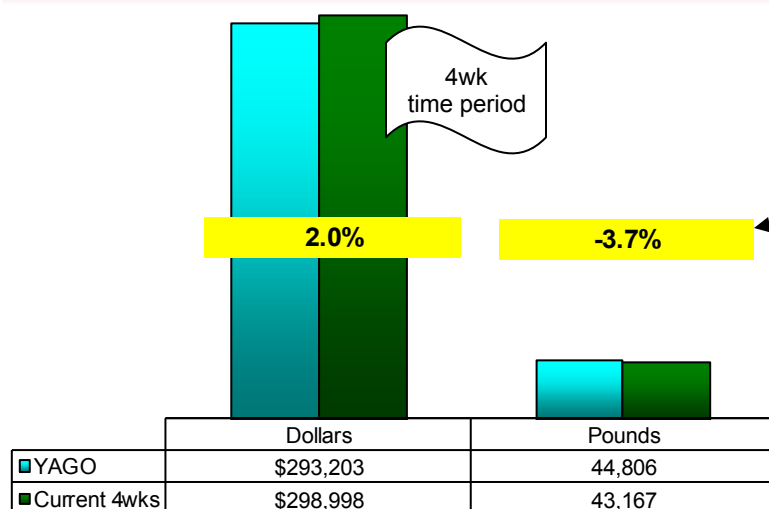
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

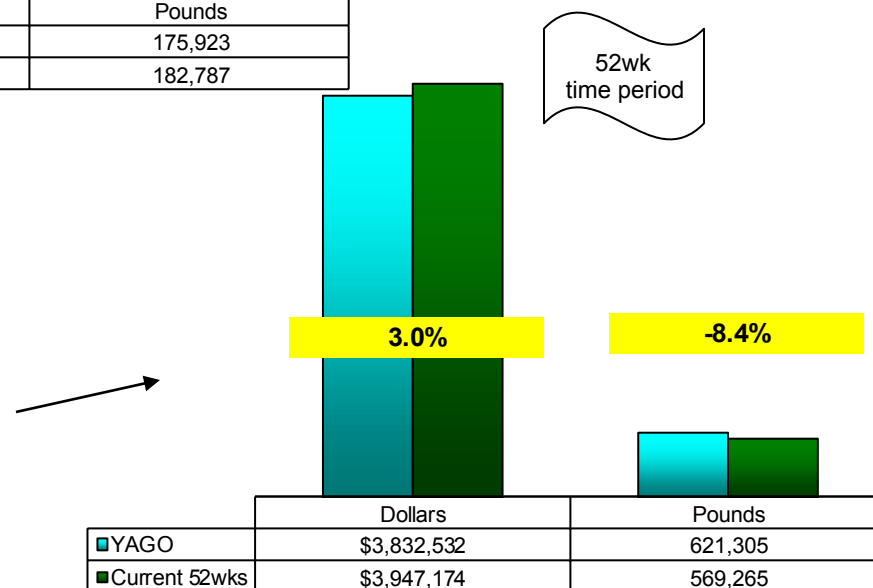


Atlanta Lamb

In the latest 4 and 13 wks, the Atlanta Market increased in Lamb dollar trends vs. the same period a year ago:



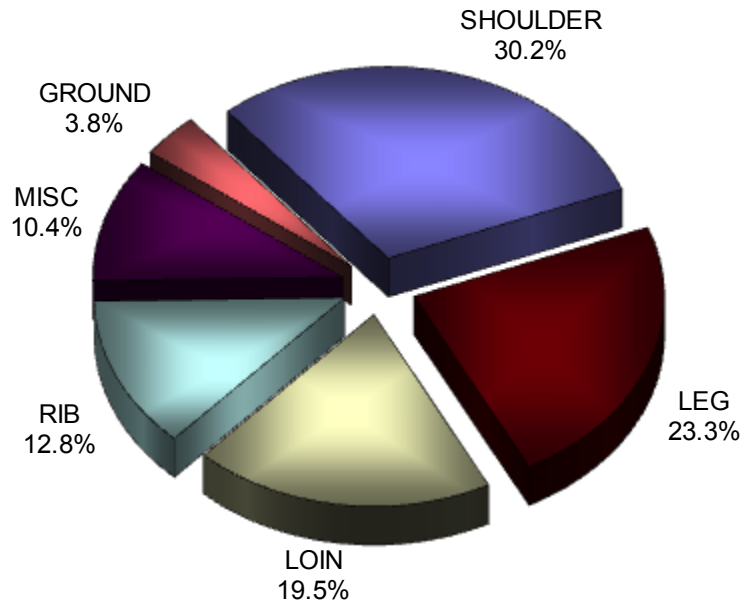
For the year, the Atlanta Market increased by 3.0% in dollars and decreased -8.4% in pounds vs. YAGO:



52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Atlanta– 4, 13, 52 week trends

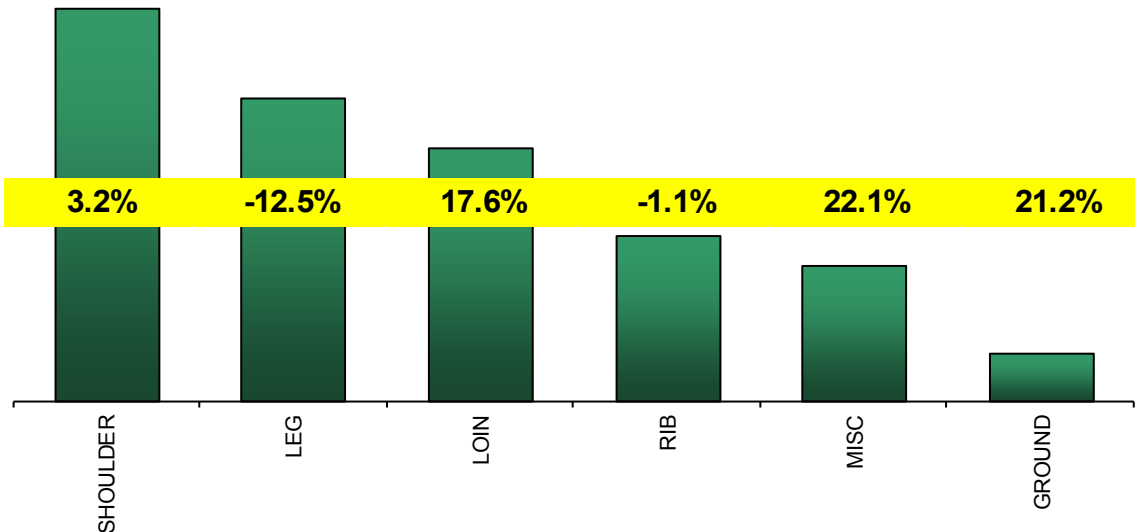
Lamb – % of Dollar Sales



ATLANTA – LAMB

Within Lamb, the Shoulder and Leg segments account for over half of the category dollar sales:

4 of the 6 Lamb segments show increases when compared to the previous year:

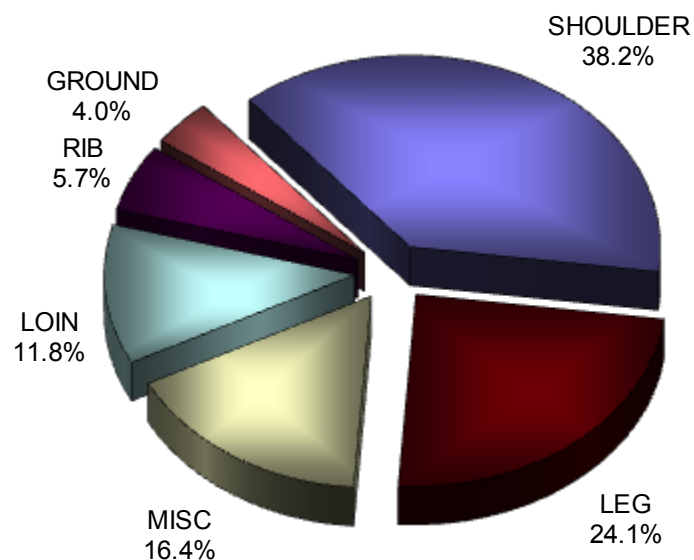


Dollars	Current 52wks	% Change
SHOULDER	\$1,193,956	3.2%
LEG	\$919,314	-12.5%
LOIN	\$768,327	17.6%
RIB	\$505,846	-1.1%
MISC	\$411,337	22.1%
GROUND	\$148,363	21.2%
Total Lamb	\$3,947,174	3.0%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

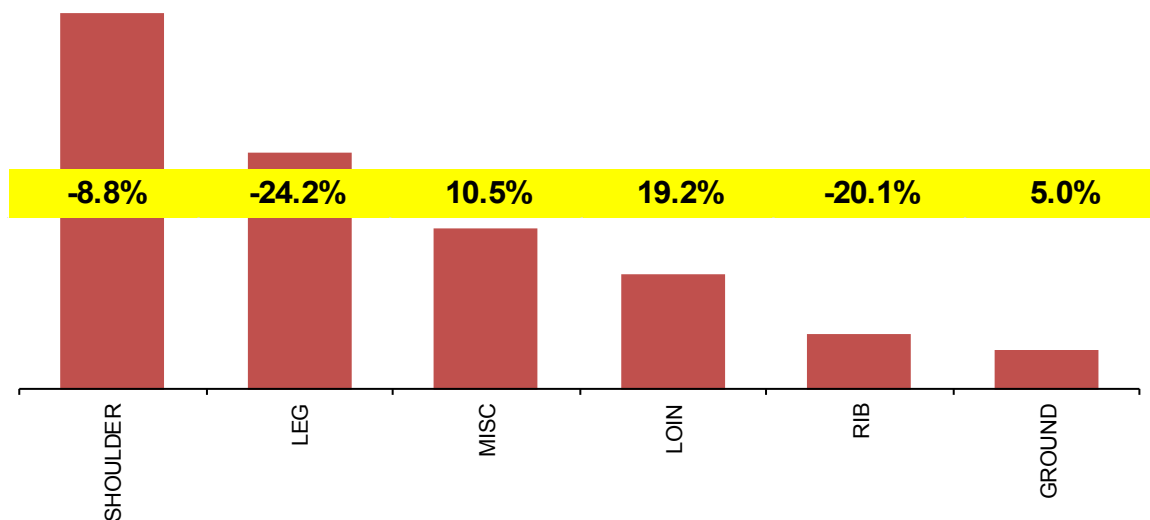
Lamb – % of Pound Sales



ATLANTA— LAMB

Within Lamb pounds, the Shoulder and Leg segments account for almost two thirds of the category in Atlanta Market:

The Misc segment increased by 10.5% when compared to YAGO:



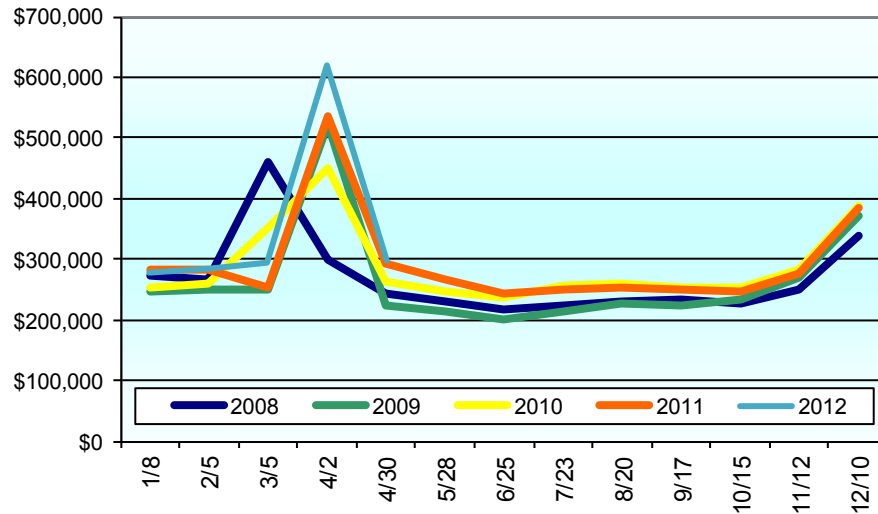
Pounds	Current 52wks	% Change
SHOULDER	217,313	-8.8%
LEG	136,922	-24.2%
MISC	93,098	10.5%
LOIN	67,013	19.2%
RIB	32,231	-20.1%
GROUND	22,672	5.0%
Total Lamb	569,265	-8.4%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

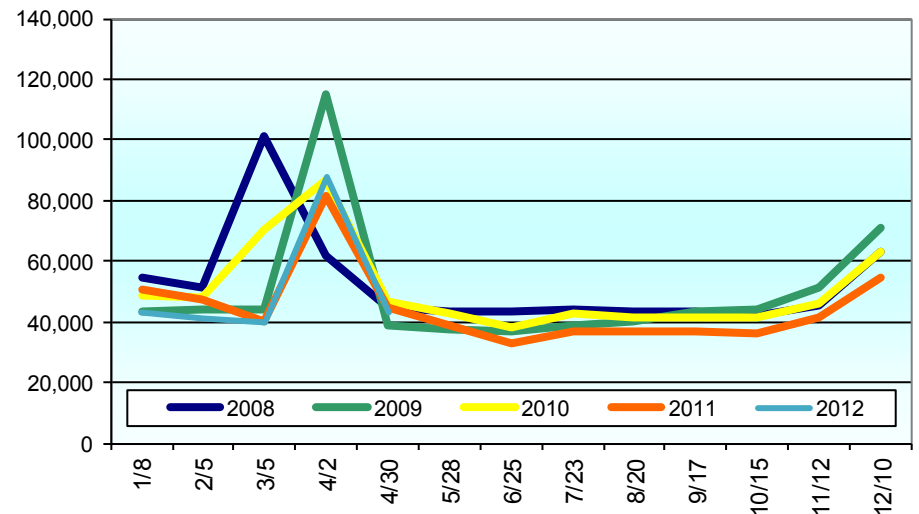
Atlanta Sales by Year

Lamb Dollars Year to Year



Volume shows a more moderate trend:

Lamb Pounds Year to Year



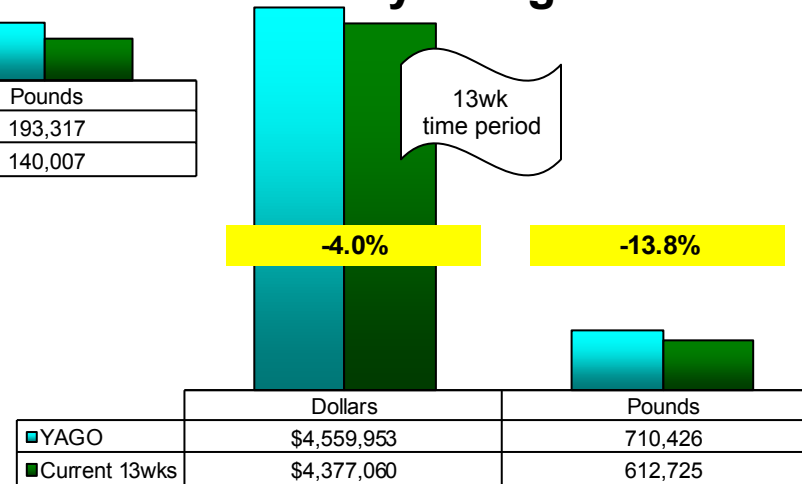
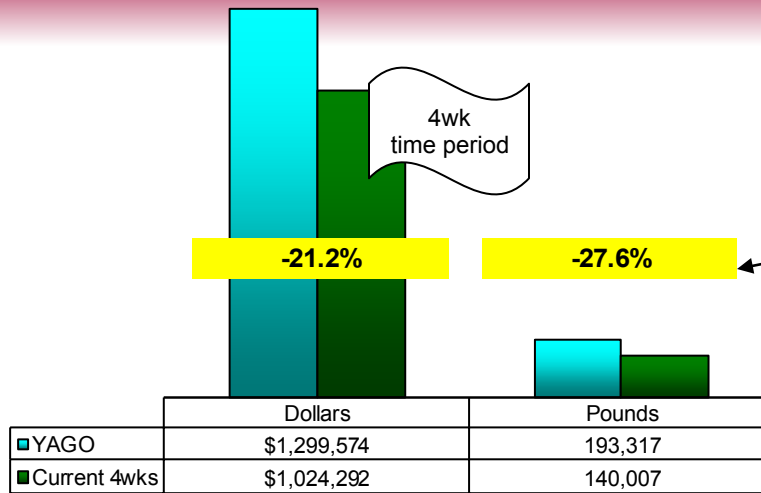
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

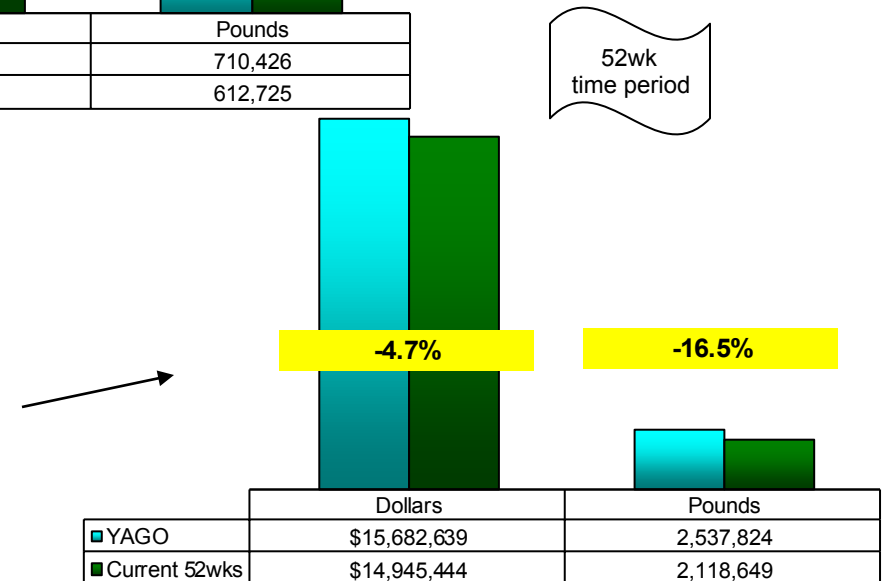


Baltimore/Washington Lamb

In the latest 4 and 13 wks, the Baltimore/Washington Market decreased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Baltimore/Washington Market decreased by -4.7% in dollars and -16.5% in pounds vs. YAGO:

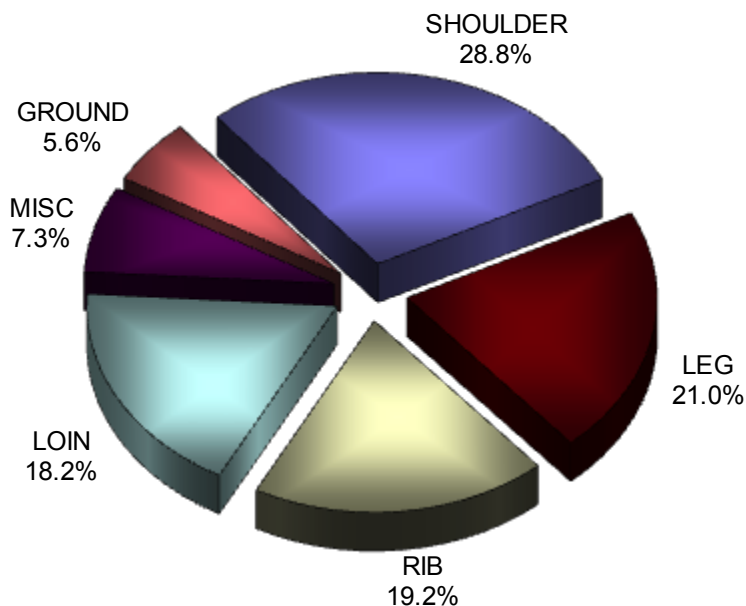


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Baltimore/Washington – 4, 13, 52 week trends



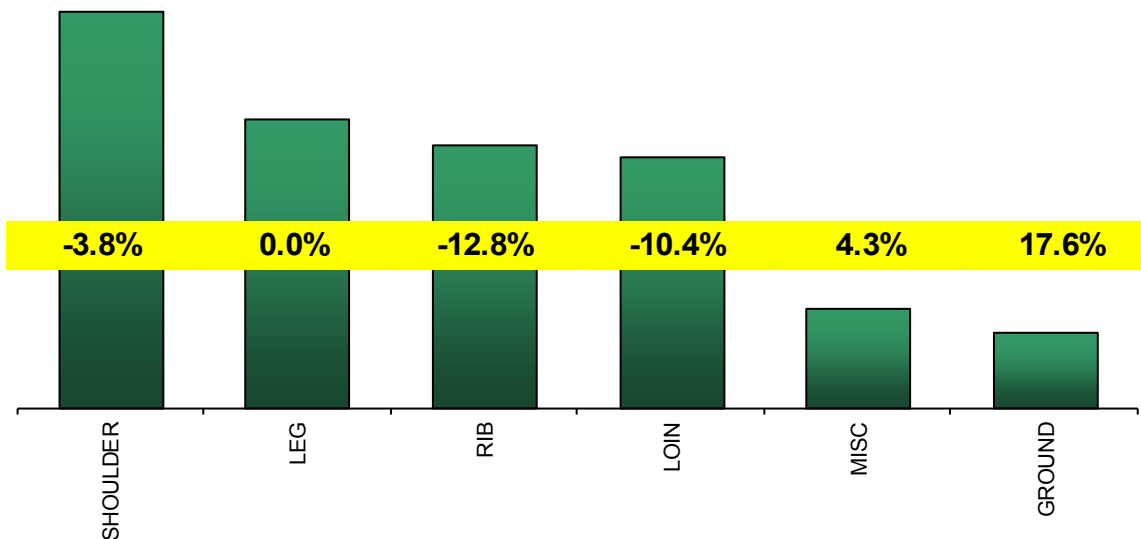
Lamb – % of Dollar Sales



BALTIMORE/WASHINGTON – LAMB

Within Lamb, the Shoulder segment accounts for over one quarter of the category dollar sales:

3 of the 6 Lamb segments show increases when compared to the previous year:

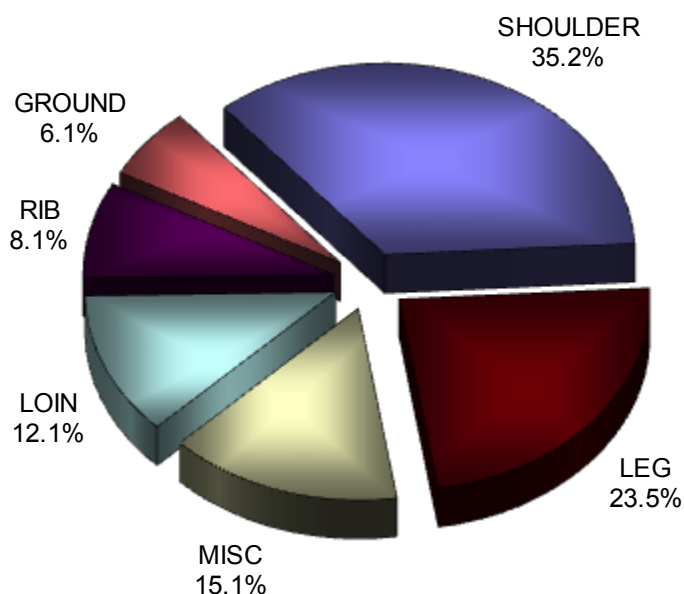


Dollars	Current 52wks	% Change
SHOULDER	\$4,304,459	-3.8%
LEG	\$3,132,506	0.0%
RIB	\$2,862,167	-12.8%
LOIN	\$2,719,475	-10.4%
MISC	\$1,090,672	4.3%
GROUND	\$836,105	17.6%
Total Lamb	\$14,945,444	-4.7%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

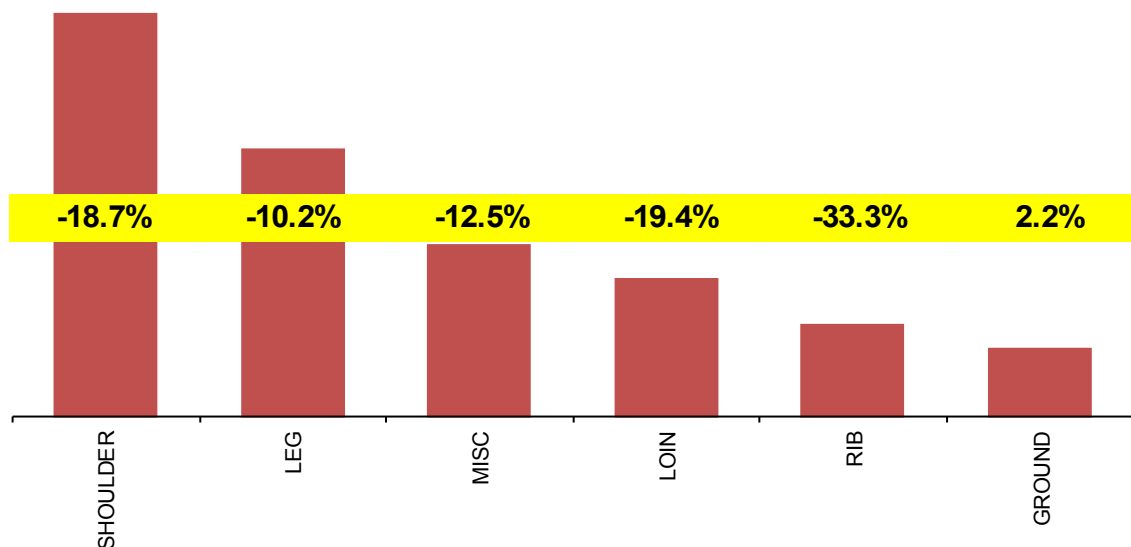
Lamb – % of Pound Sales



BALTIMORE/WASHINGTON – LAMB

Within Lamb pounds, the Shoulder and Leg segments account for over half of the category:

The top 5 segments decreased when compared to the previous year, slowing Lamb pound growth:



Pounds	Current 52wks	% Change
SHOULDER	745,312	-18.7%
LEG	496,892	-10.2%
MISC	319,579	-12.5%
LOIN	255,896	-19.4%
RIB	172,370	-33.3%
GROUND	128,569	2%
Total Lamb	2,118,649	-16.5%

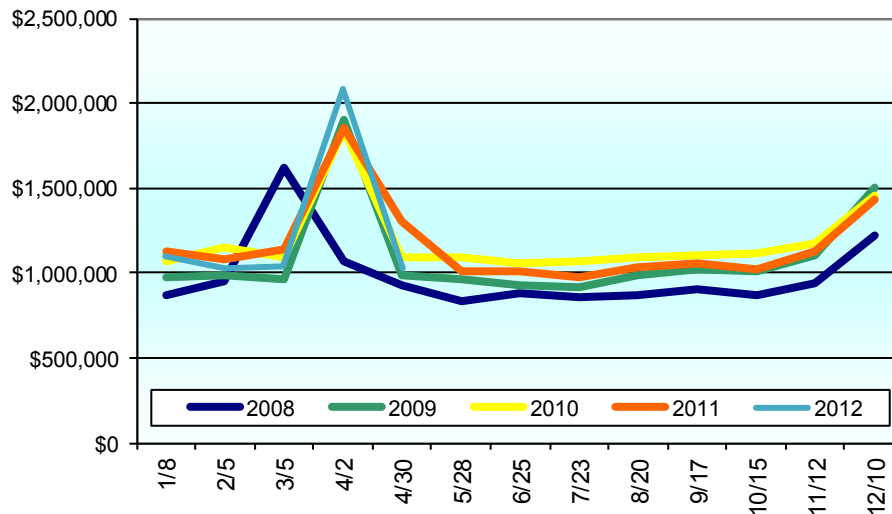
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Baltimore/Washington Sales by Year

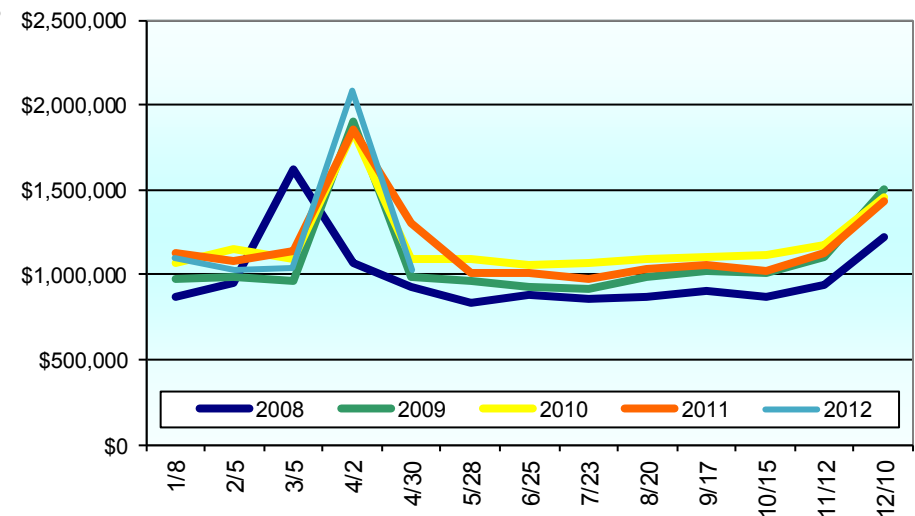
Lamb Dollars Year to Year



2012 Easter Dollar sales finished higher than the 2009 dollar trends:

Volume also shows this increase:

Lamb Pounds Year to Year



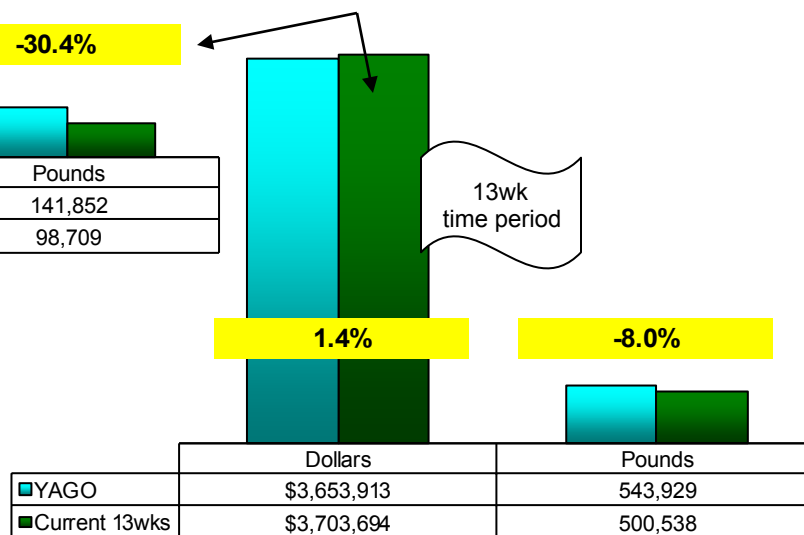
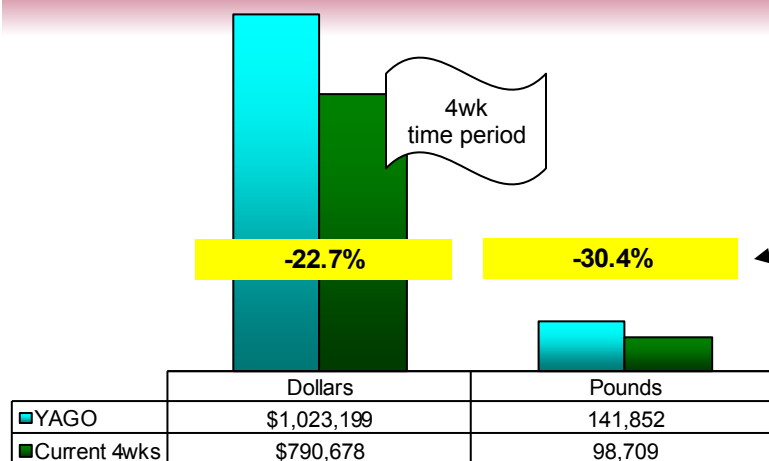
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

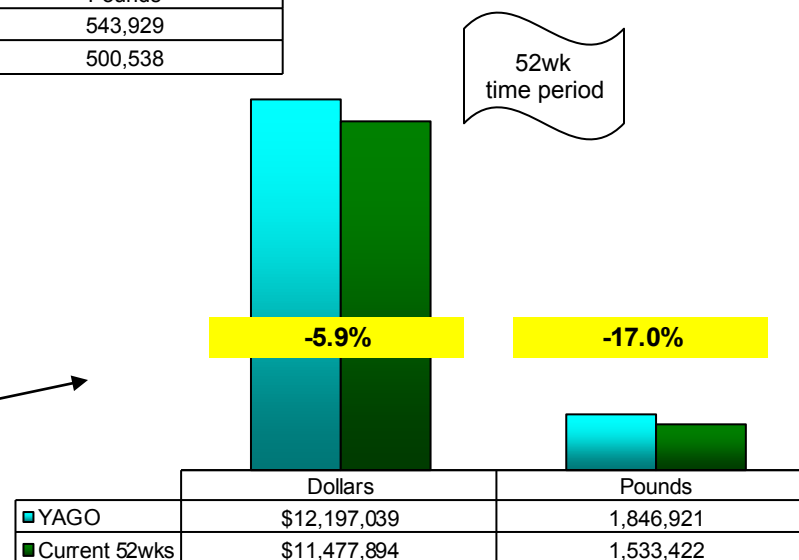


Boston Lamb

In the latest 4 and 13 wks, the Boston Market decreased in Lamb pound trends vs. the same period a year ago:



For the year, Boston decreased by -5.9% in dollars and -17.0% in pounds vs. YAGO:

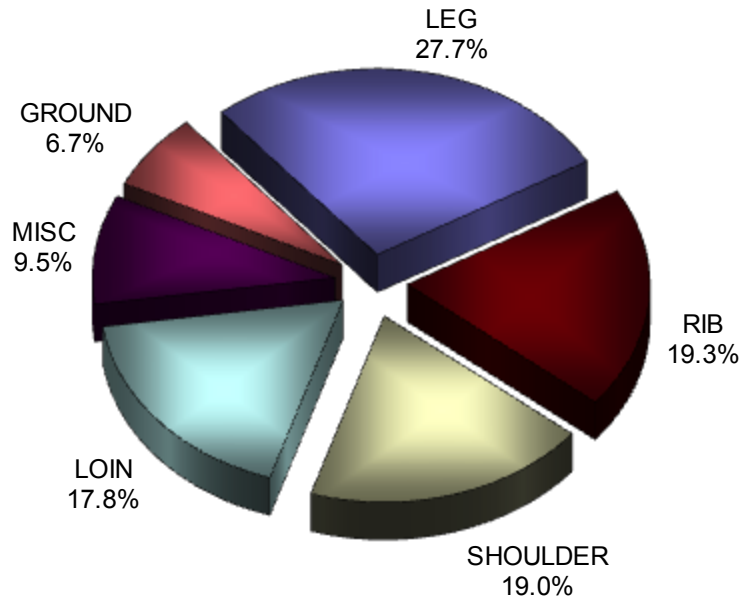


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Boston– 4, 13, 52 week trends



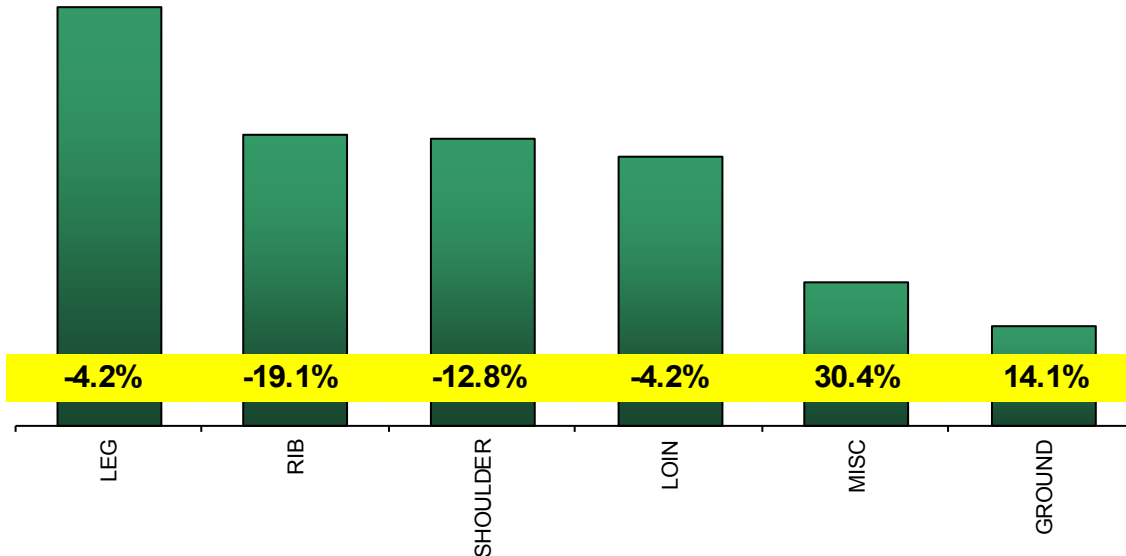
Lamb – % of Dollar Sales



BOSTON – LAMB

Within Lamb, the Leg and Rib segments account for almost half of the category dollar sales:

4 of the 6 Lamb segments show decreases when compared to the previous year:

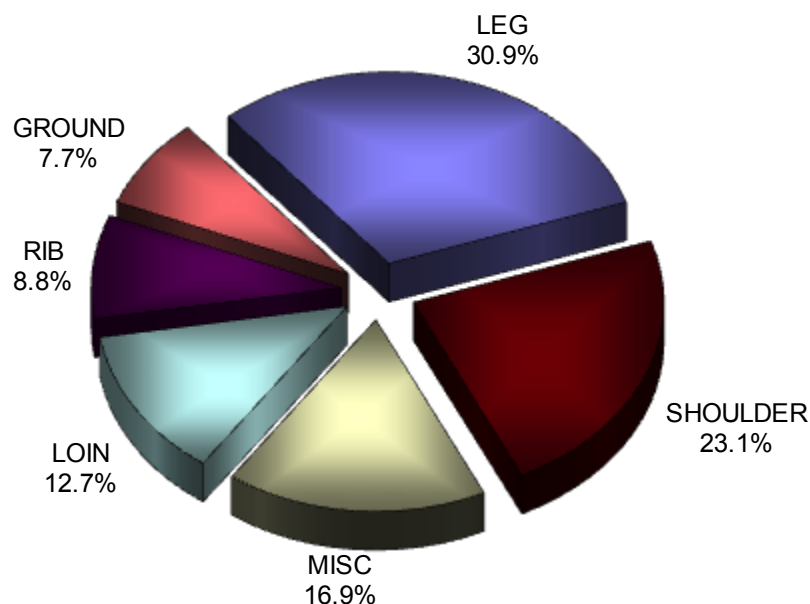


Dollars	Current 52wks	% Change
LEG	\$3,178,781	-4.2%
RIB	\$2,209,150	-19.1%
SHOULDER	\$2,175,280	-12.8%
LOIN	\$2,045,250	-4.2%
MISC	\$1,087,642	30.4%
GROUND	\$764,308	14.1%
Total Lamb	\$11,477,894	-5.9%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

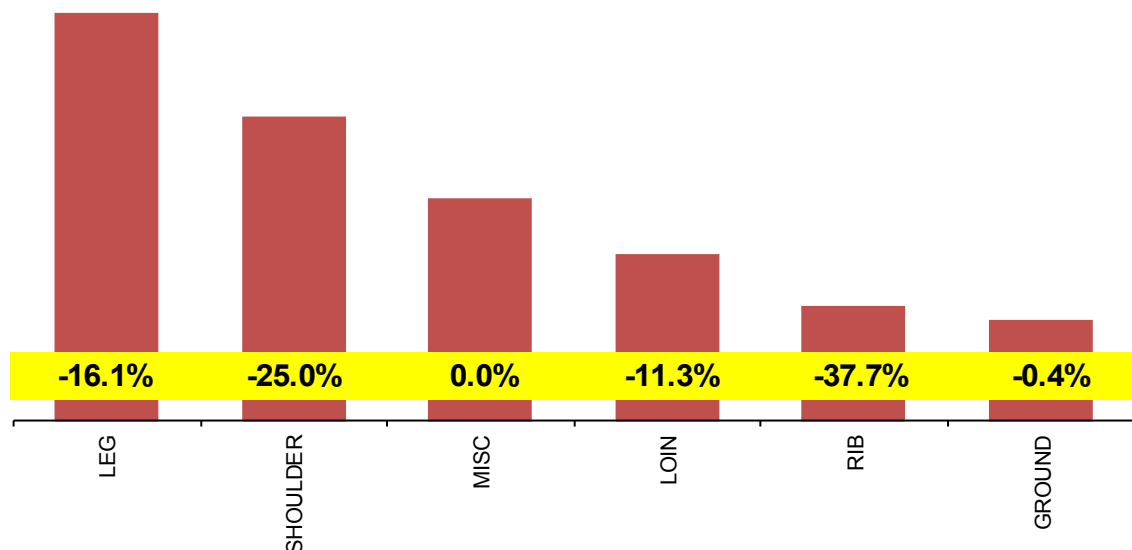
Lamb – % of Pound Sales



BOSTON— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for over half of the category in the Boston Market:

The Shoulder segment declined more than -20% vs. the previous year, slowing Lamb pound growth:



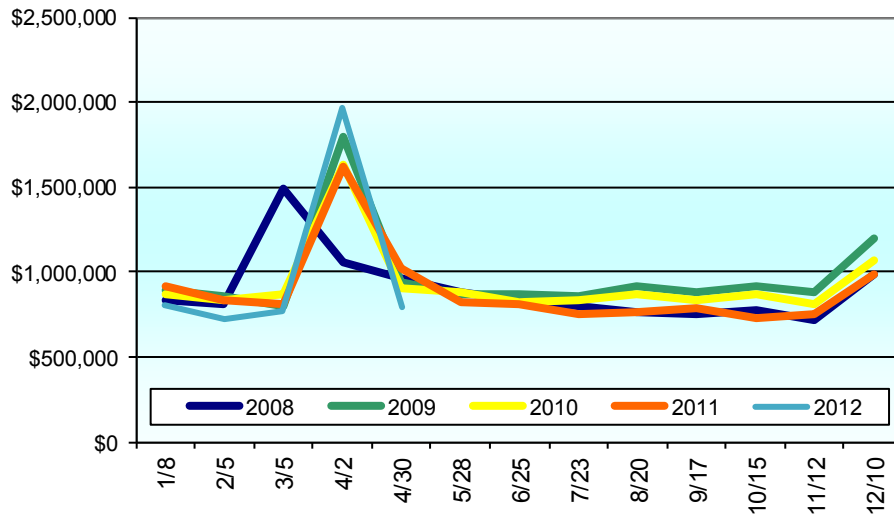
Pounds	Current 52wks	% Change
LEG	471,788	-16.1%
SHOULDER	352,205	-25.0%
MISC	257,287	0.0%
LOIN	193,037	-11.3%
RIB	133,582	-37.7%
GROUND	117,931	-0.4%
Total Lamb	1,533,422	-17.0%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

Boston Sales by Year

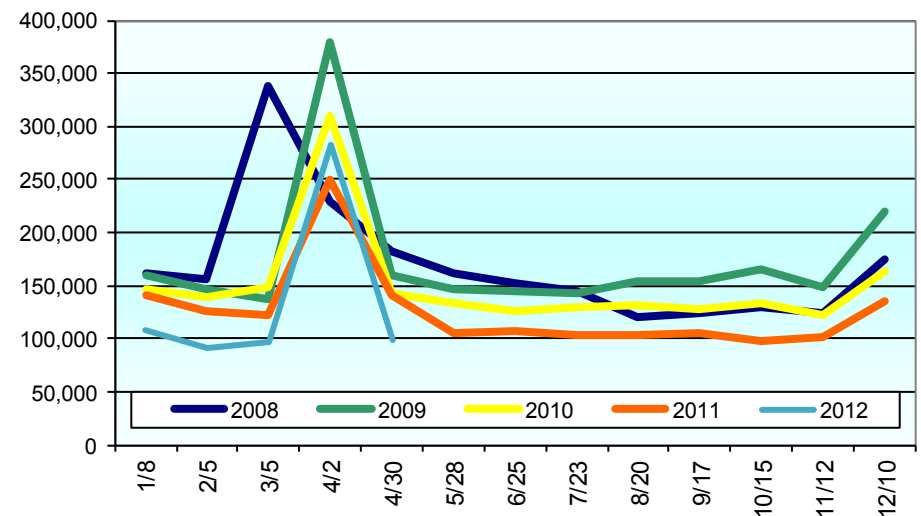
Lamb Dollars Year to Year



Volume shows a more moderate trend:

2012 Lamb Dollars exceeded 2009 Dollar sales:

Lamb Pounds Year to Year

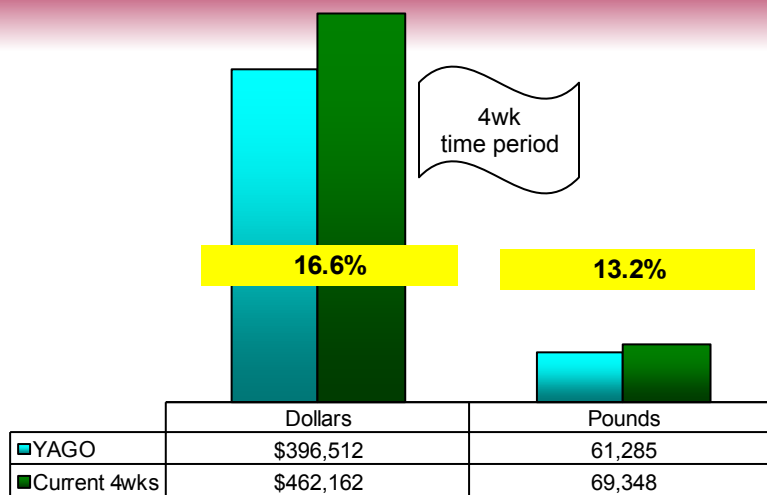


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

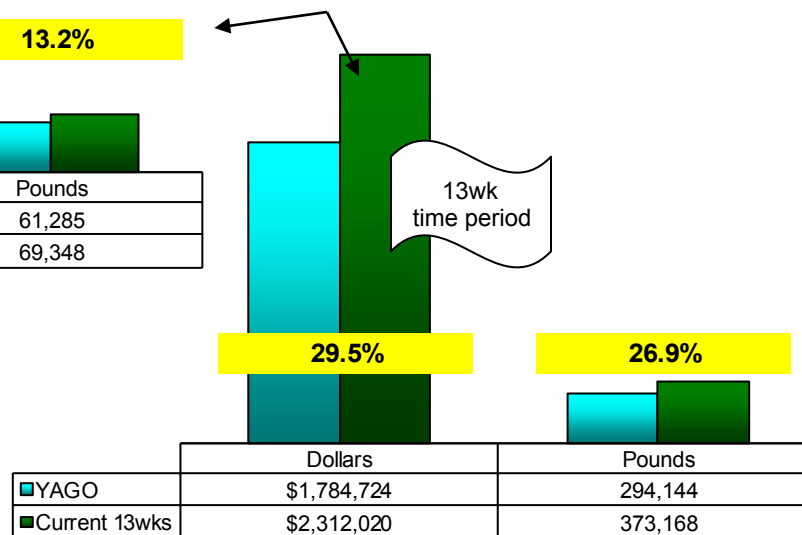
Lamb Performance by Year



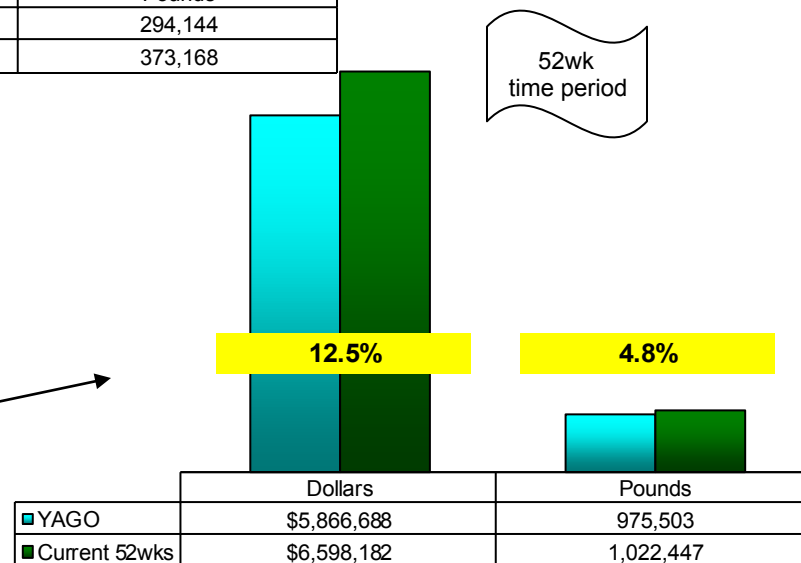
Chicago Lamb



In the latest 4 and 13 wks, the Chicago Market increased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Chicago Market increased by 12.5% in dollars and 4.8% in pounds vs. YAGO:

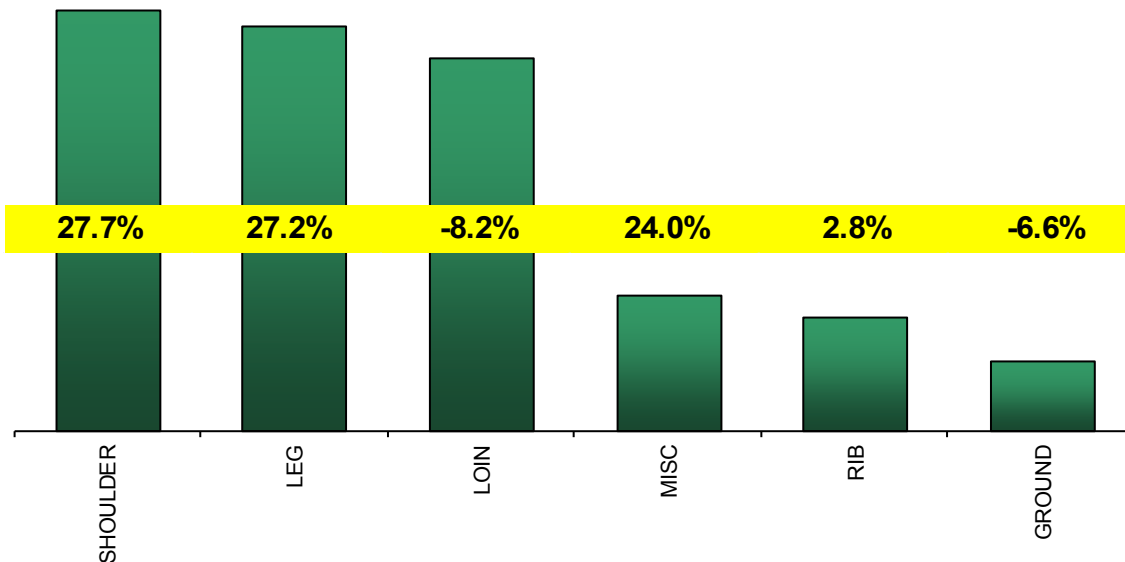
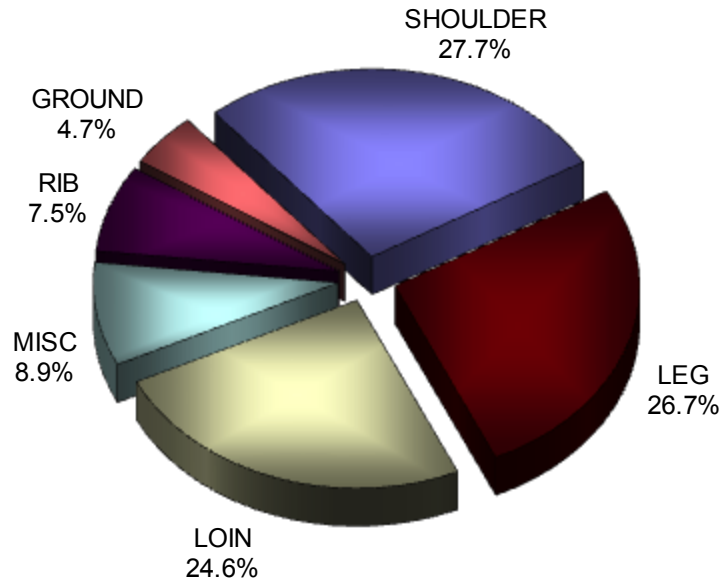


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Chicago– 4, 13, 52 week trends



Lamb – % of Dollar Sales



CHICAGO – LAMB

Within Lamb, the Shoulder segment accounts for over a quarter of the category dollar sales:

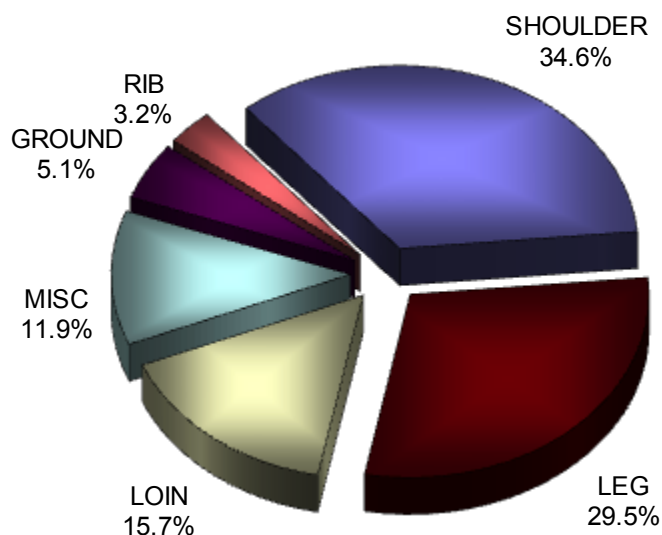
The Shoulder segment increased by 27.7% vs. the previous year:

Dollars	Current 52wks	% Change
SHOULDER	\$1,827,872	27.7%
LEG	\$1,759,052	27.2%
LOIN	\$1,622,540	-8.2%
MISC	\$586,854	24.0%
RIB	\$492,573	2.8%
GROUND	\$309,265	-6.6%
Total Lamb	\$6,598,182	12.5%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

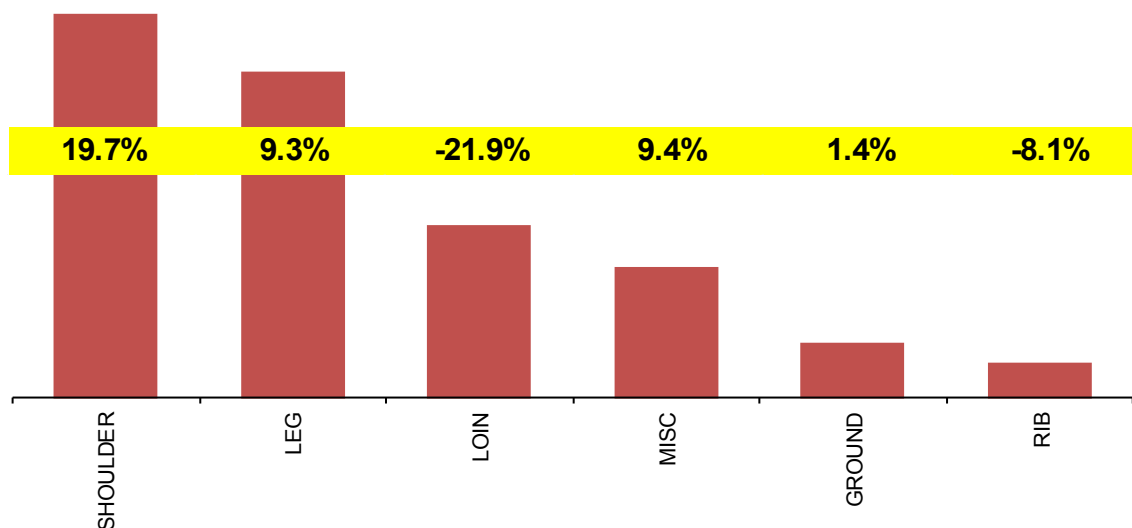
Lamb – % of Pound Sales



CHICAGO— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for almost two thirds of the category in the Chicago Market:

2 of the top 3 segments increased when compared to the previous year:



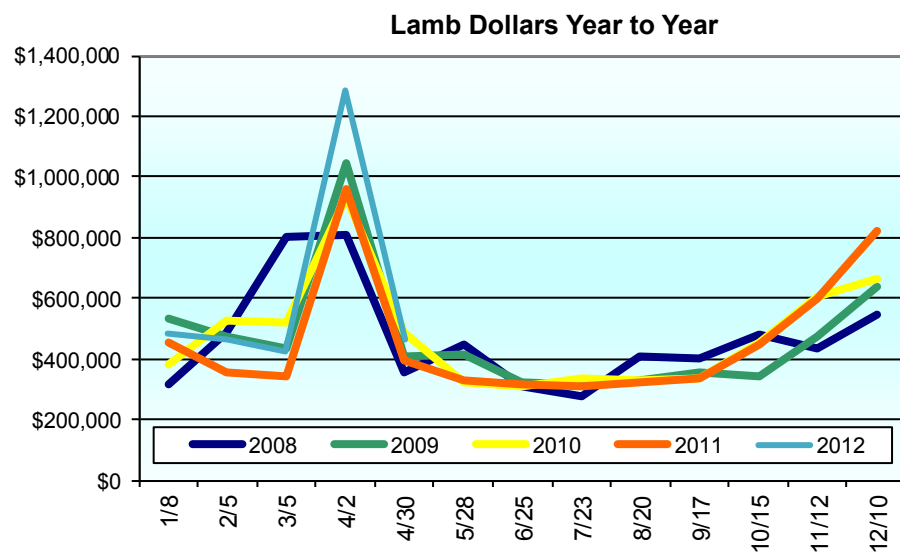
Pounds	Current 52wks	% Change
SHOULDER	354,103	19.7%
LEG	301,931	9.3%
LOIN	160,655	-21.9%
MISC	121,323	9.4%
GROUND	51,887	1.4%
RIB	32,537	-8.1%
Total Lamb	1,022,447	4.8%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

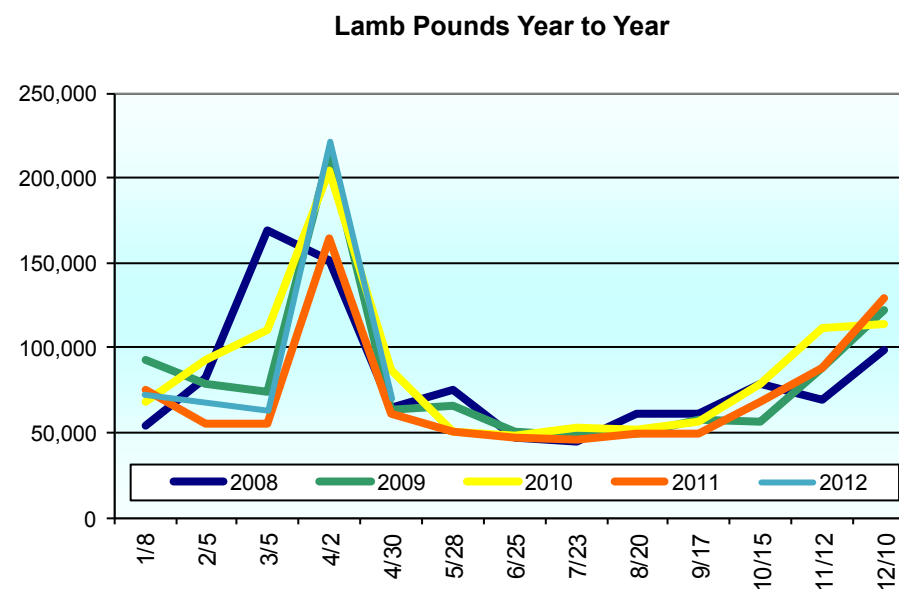


Chicago Sales by Year



Easter Lamb sales out gained the 2010 and 2009 levels:

The same is true for volume:

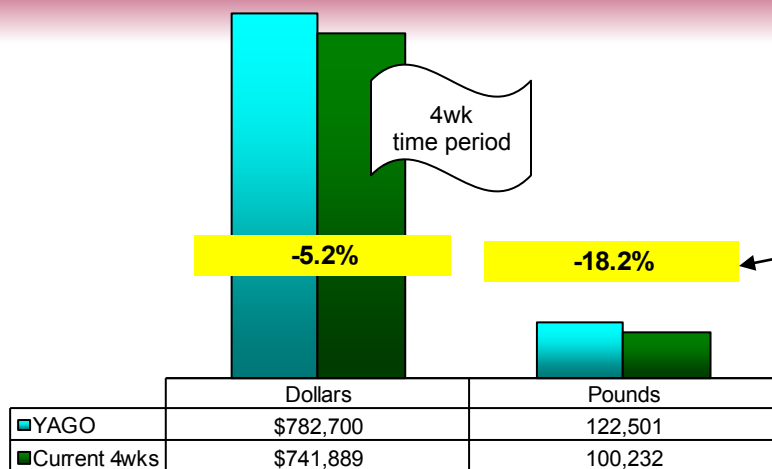


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

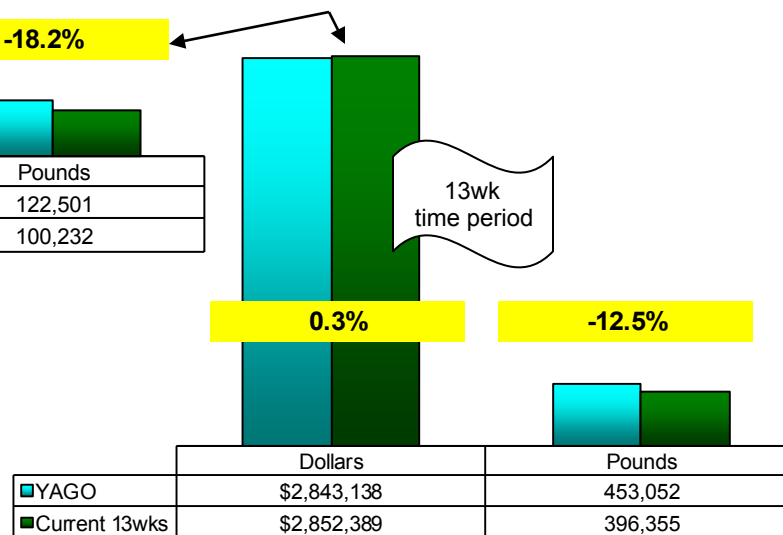
Lamb Performance by Year



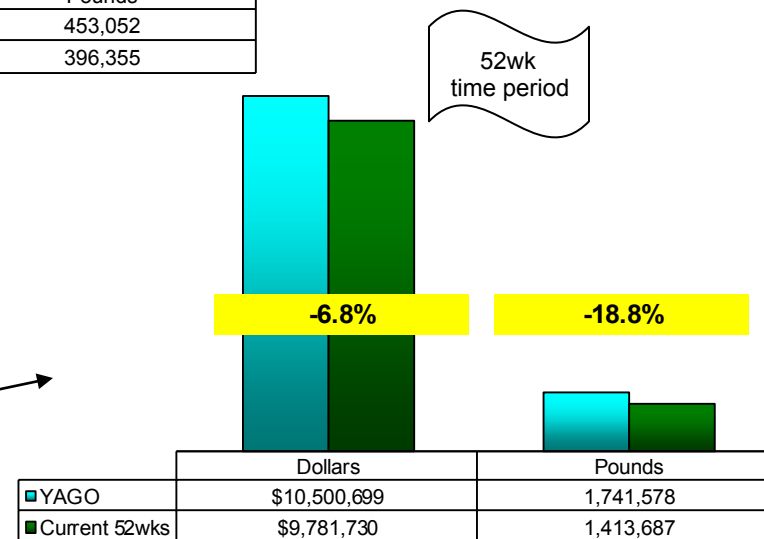
Los Angeles Lamb



In the latest 4 and 13 wks, the Los Angeles Market decreased in Lamb dollar trends vs. the same period a year ago:



For the year, the Los Angeles Market decreased by -6.8% in dollars and -18.8% in pounds vs. YAGO:

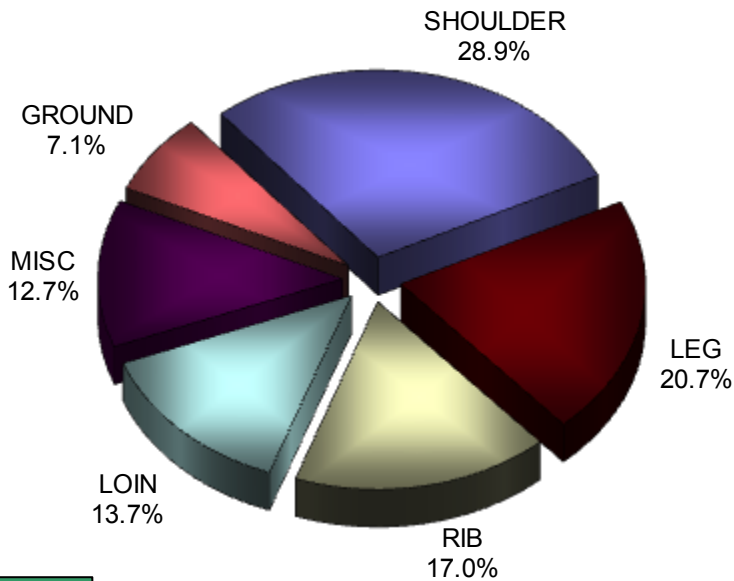


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, The Los Angeles Market– 4, 13, 52 week trends



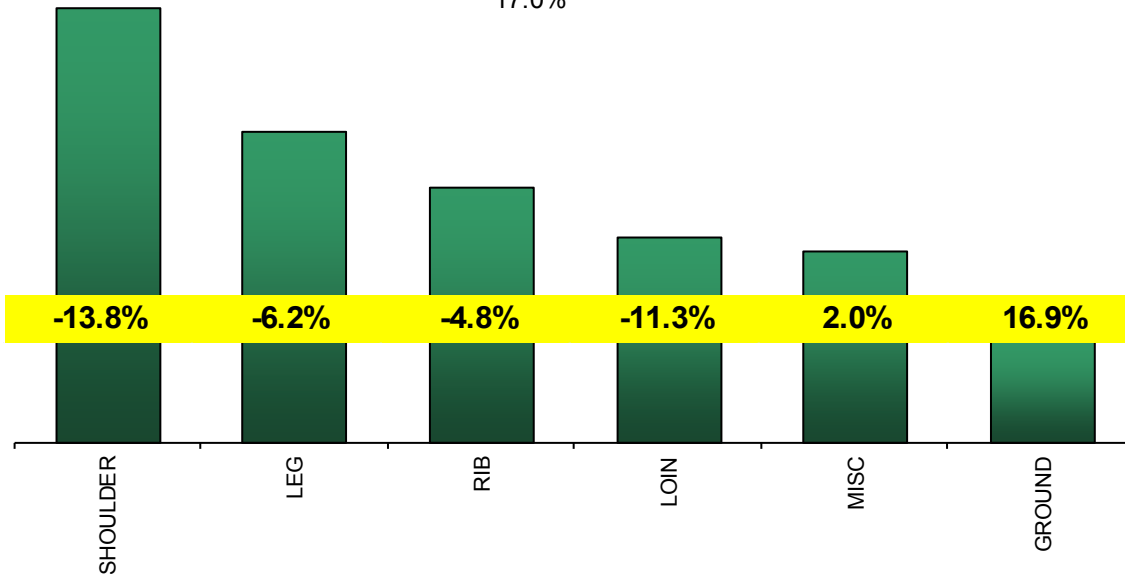
Lamb – % of Dollar Sales



LOS ANGELES – LAMB

Within Lamb, the Shoulder and Leg segments accounted for over half of the category dollar sales:

4 of the 6 Lamb segments show decreases when compared to the previous year:

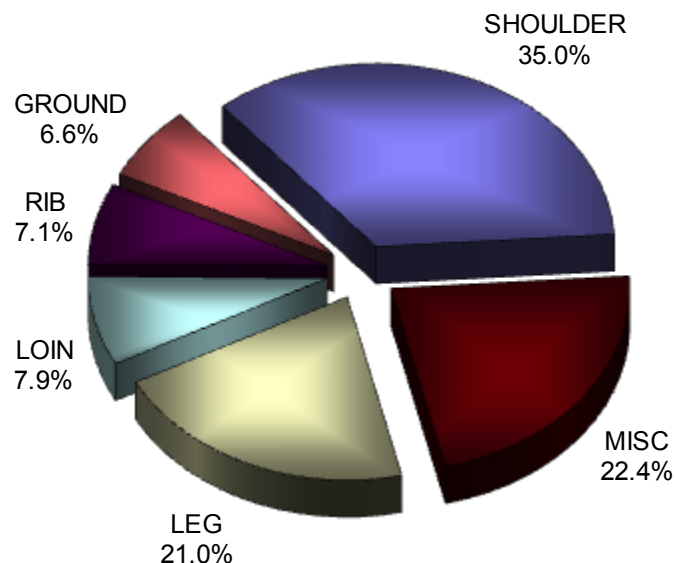


Dollars	Current 52wks	% Change
SHOULDER	\$2,826,685	-13.8%
LEG	\$2,019,929	-6.2%
RIB	\$1,663,320	-4.8%
LOIN	\$1,336,936	-11.3%
MISC	\$1,242,053	2.0%
GROUND	\$692,097	16.9%
Total Lamb	\$9,781,730	-6.8%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

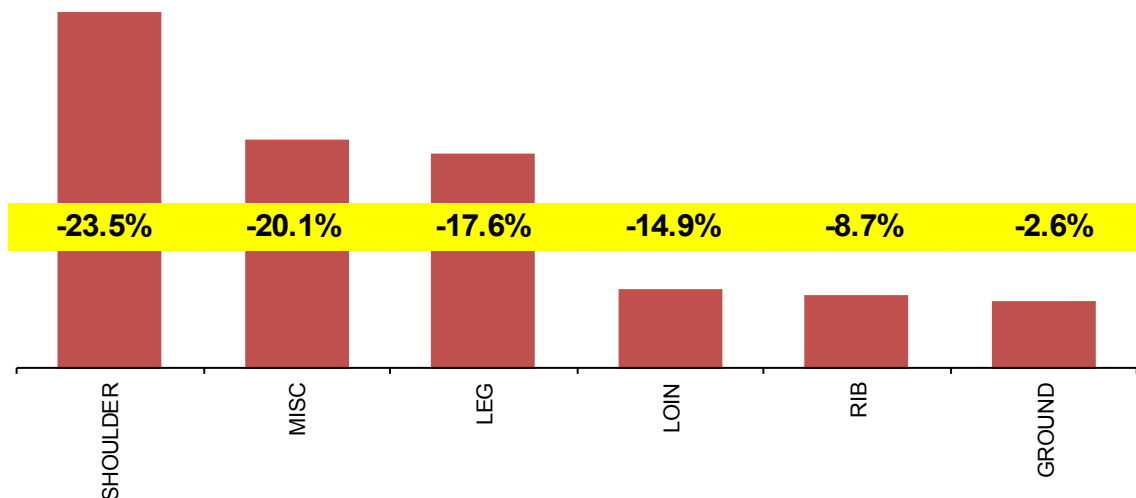
Lamb – % of Pound Sales



LOS ANGELES— LAMB

Within Lamb pounds, the Shoulder and Misc segments account for over half of the category in the Los Angeles Market:

The Shoulder segment decreased by -23.5% vs. the previous year:

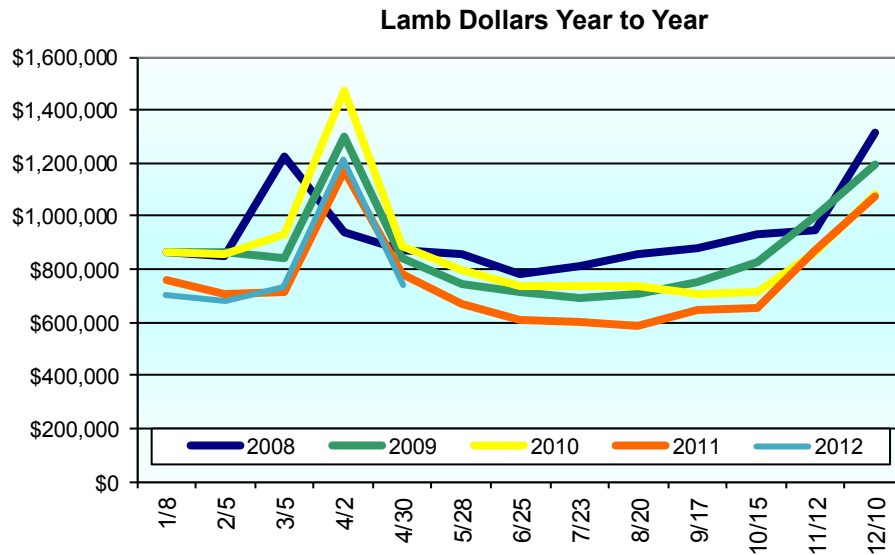


Pounds	Current 52wks	% Change
SHOULDER	495,119	-23.5%
MISC	316,595	-20.1%
LEG	296,342	-17.6%
LOIN	111,208	-14.9%
RIB	100,927	-8.7%
GROUND	93,110	-3%
Total Lamb	1,413,687	-18.8%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

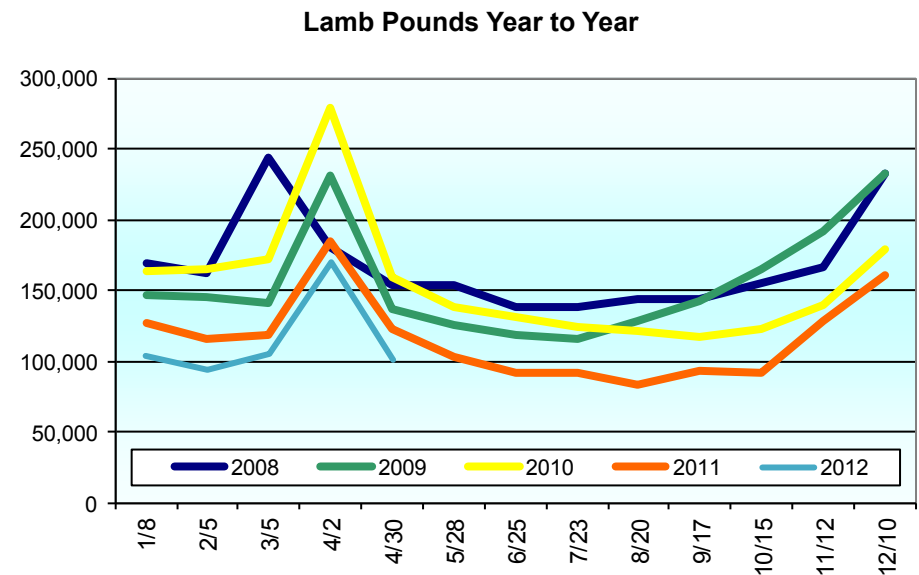
Lamb - Pounds

The Los Angeles Market Sales by Year



Lamb Dollars have a seasonal spike during the Easter and Winter Seasons:

The same is true for volume:



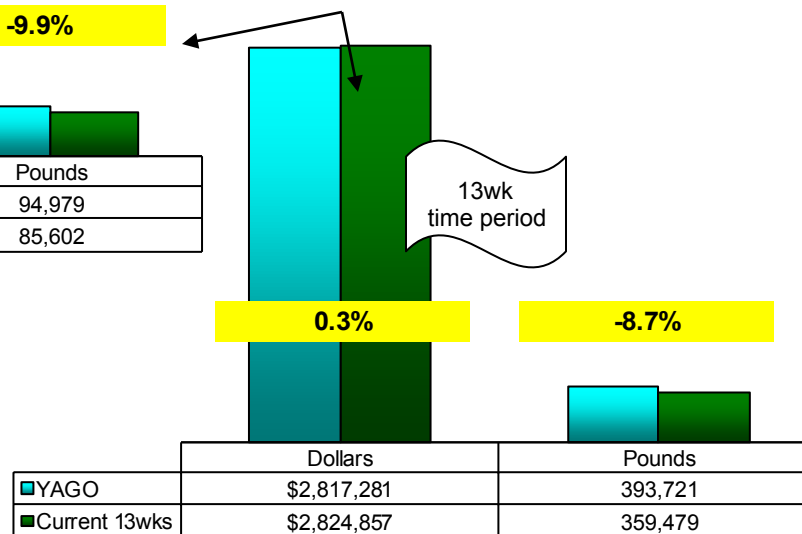
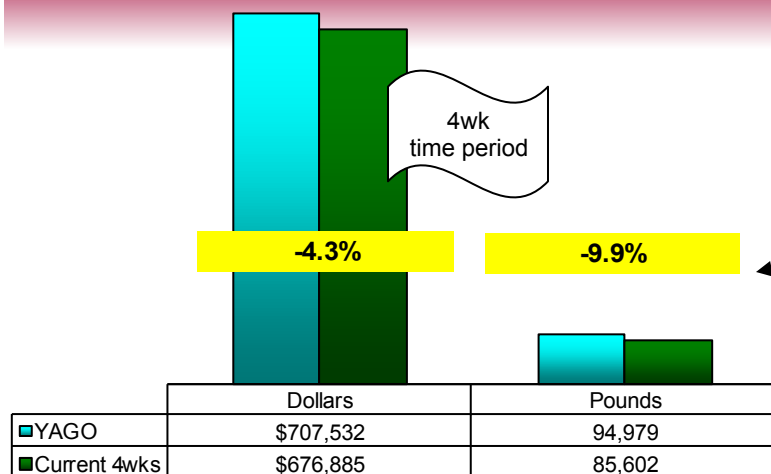
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

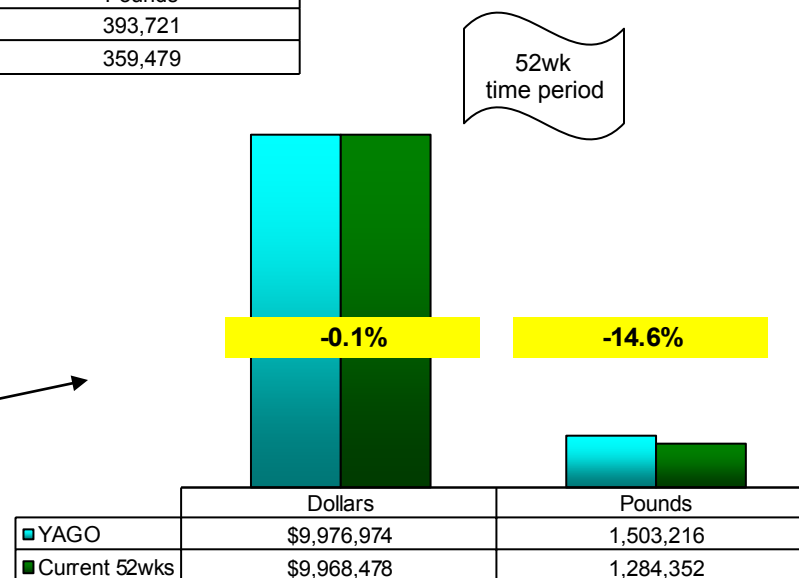


Miami/Ft. Lauderdale Lamb

In the latest 4 and 13 wks, Miami/Ft. Lauderdale Lamb pounds trends decreased vs. the same period a year ago:



For the year, Miami/Ft. Lauderdale decreased by -0.1% in dollars and -14.6% in pounds vs. YAGO:

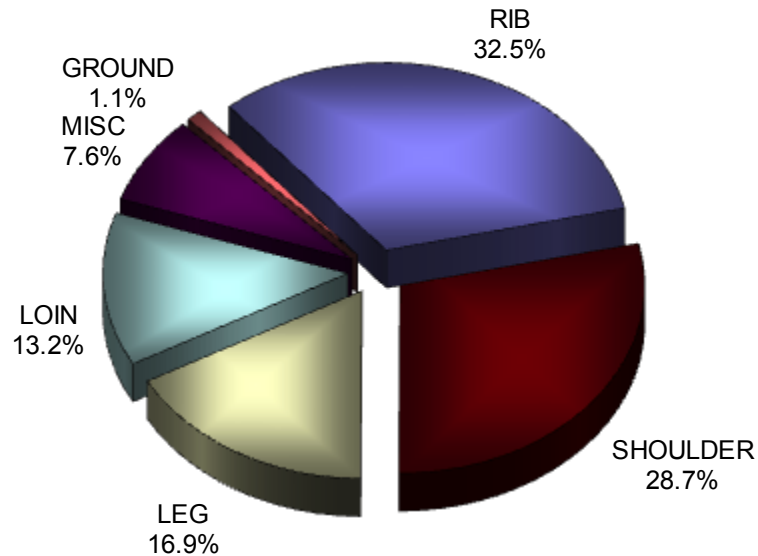


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Miami/Ft. Lauderdale– 4, 13, 52 week trends



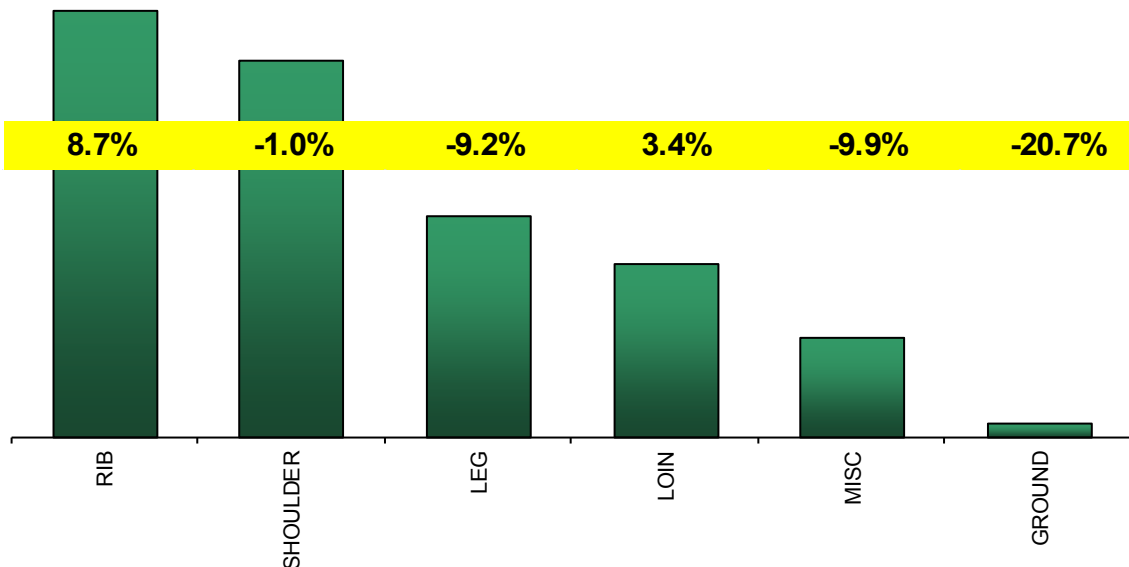
Lamb – % of Dollar Sales



MIAMI/FT. LAUDERDALE – LAMB

Within Lamb, the Rib and Shoulder segments account for over half of the category dollar sales:

2 of the 6 Lamb segments show increases when compared to the previous year:

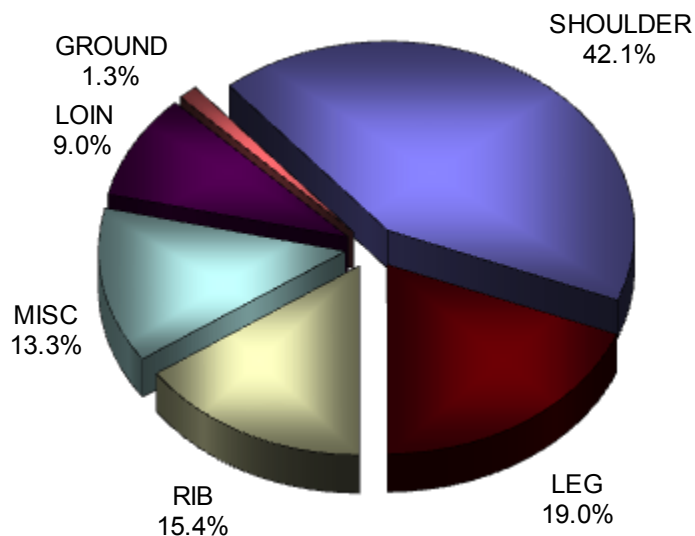


Dollars	Current 52wks	% Change
RIB	\$3,239,791	8.7%
SHOULDER	\$2,859,868	-1.0%
LEG	\$1,686,828	-9.2%
LOIN	\$1,318,142	3.4%
MISC	\$757,222	-9.9%
GROUND	\$106,396	-20.7%
Total Lamb	\$9,968,478	-0.1%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

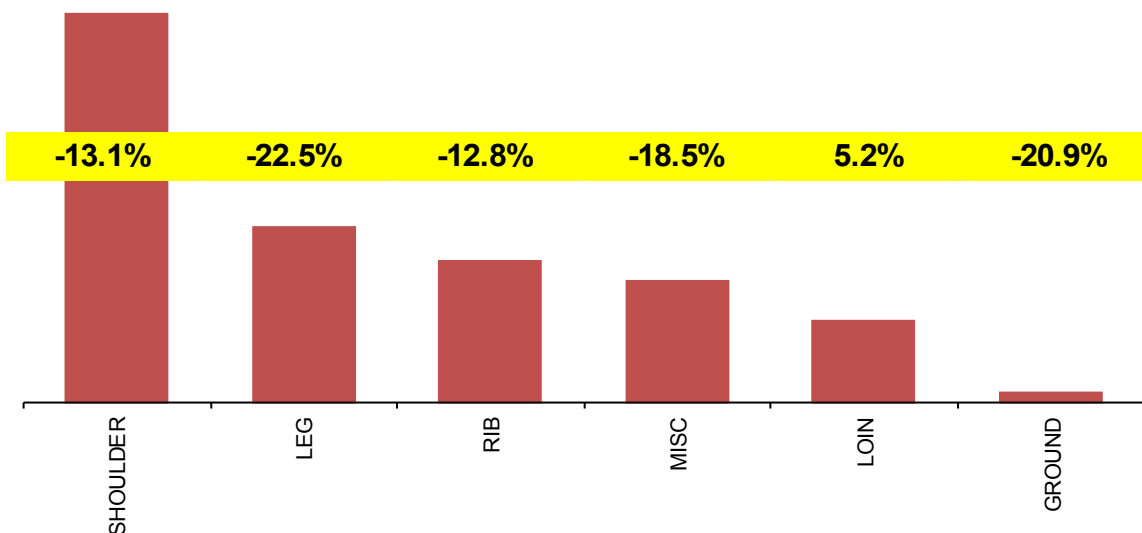
Lamb – % of Pound Sales



MIAMI/FT. LAUDERDALE— LAMB

Within Lamb pounds, the Shoulder segment accounts for almost half of the category in the Miami/Ft. Lauderdale Market:

The Shoulder segment decreased by -13.1% vs. the previous year:



Pounds	Current 52wks	% Change
SHOULDER	540,849	-13.1%
LEG	243,888	-22.5%
RIB	197,278	-12.8%
MISC	170,821	-18.5%
LOIN	115,058	5.2%
GROUND	16,341	-20.9%
Total Lamb	1,284,352	-14.6%

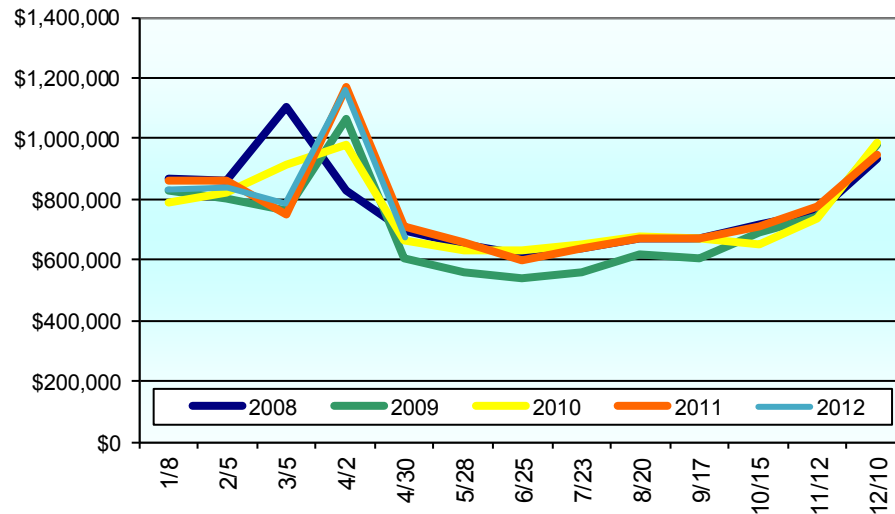
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



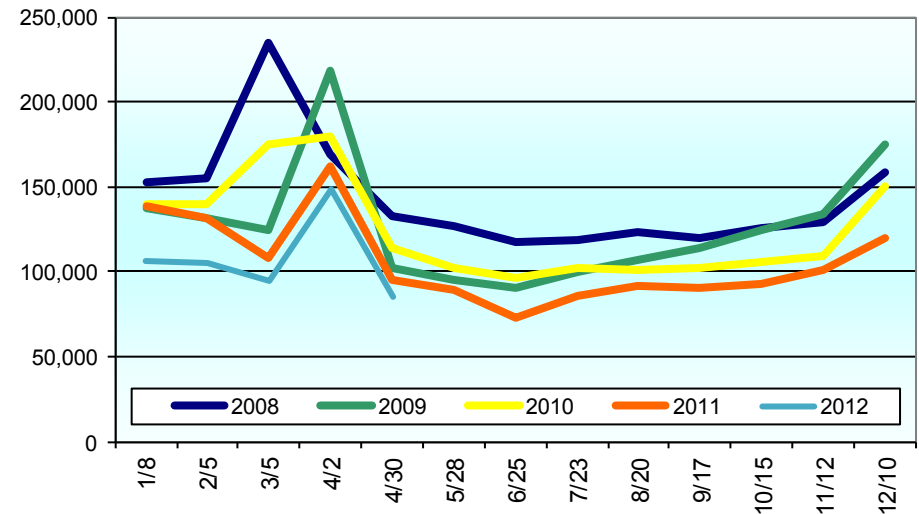
Miami/Ft. Lauderdale Sales by Year

Lamb Dollars Year to Year



2011 Lamb pounds finished the year at an all time low:

Lamb Pounds Year to Year

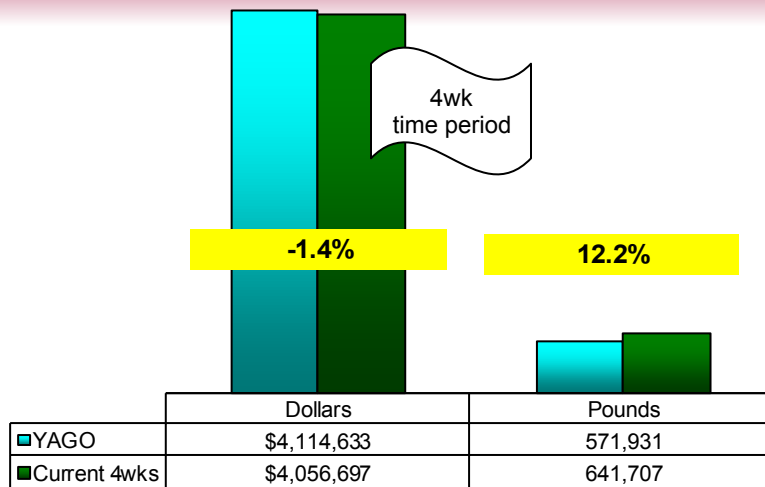


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

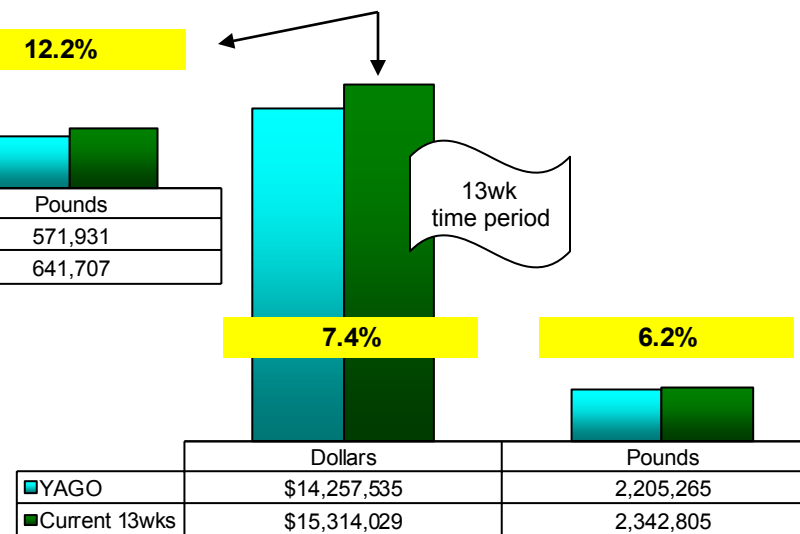
Lamb Performance by Year



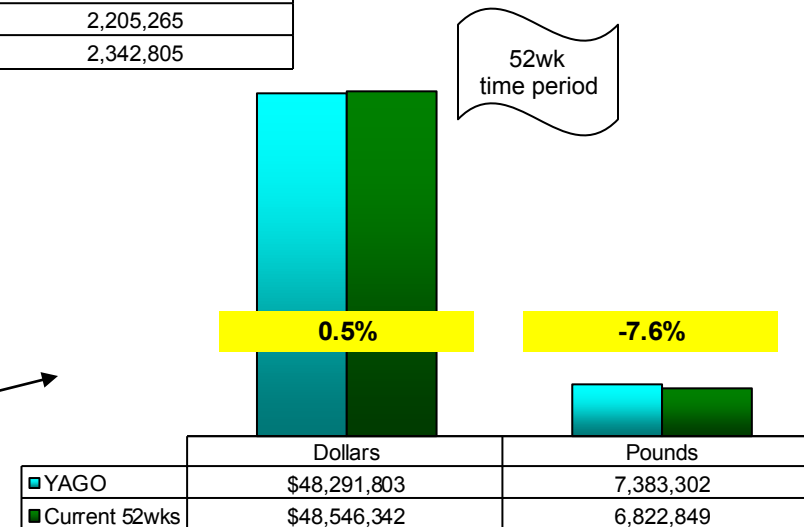
New York Market Lamb



In the latest 4 and 13 wks, the New York Market increased in Lamb pound trends vs. the same period a year ago:



For the year, the New York Market increased by 0.5% in dollars and declined by -7.6% in pounds vs. YAGO:

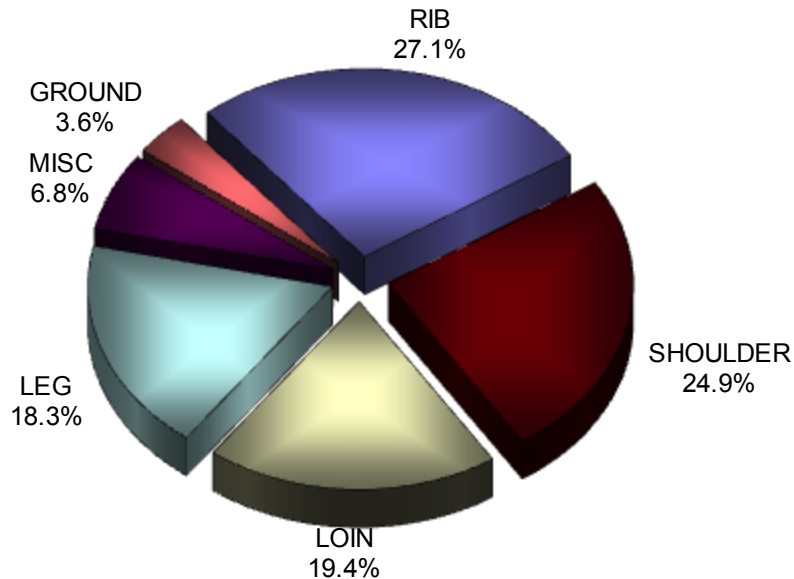


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, New York Market– 4, 13, 52 week trends



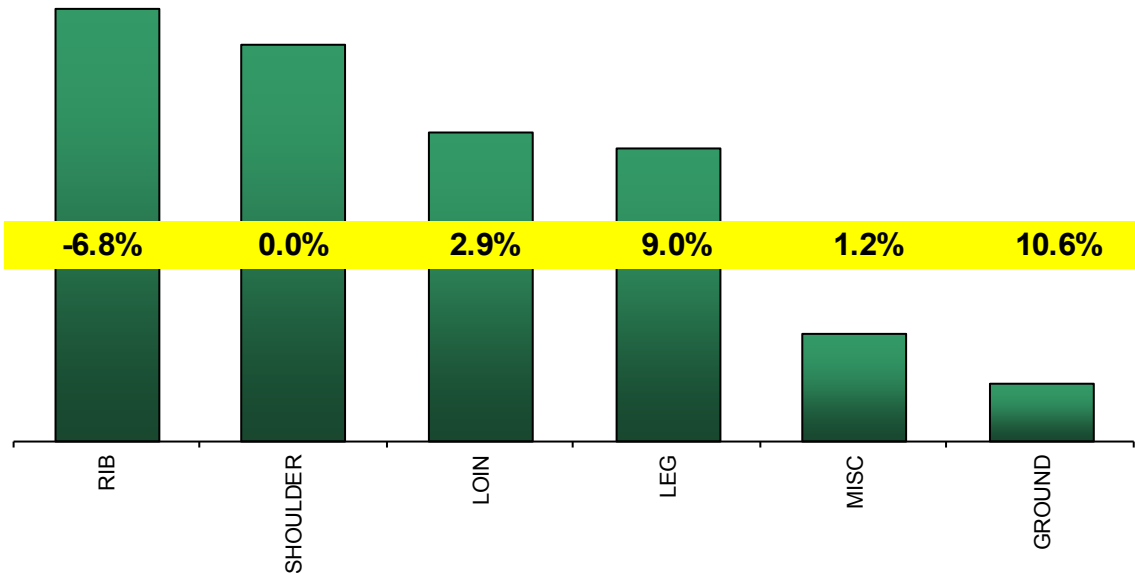
Lamb – % of Dollar Sales



NEW YORK MARKET – LAMB

Within Lamb, the Rib and Shoulder segments account for over half of the category dollar sales:

5 of the 6 Lamb segments show increases when compared to the previous year:

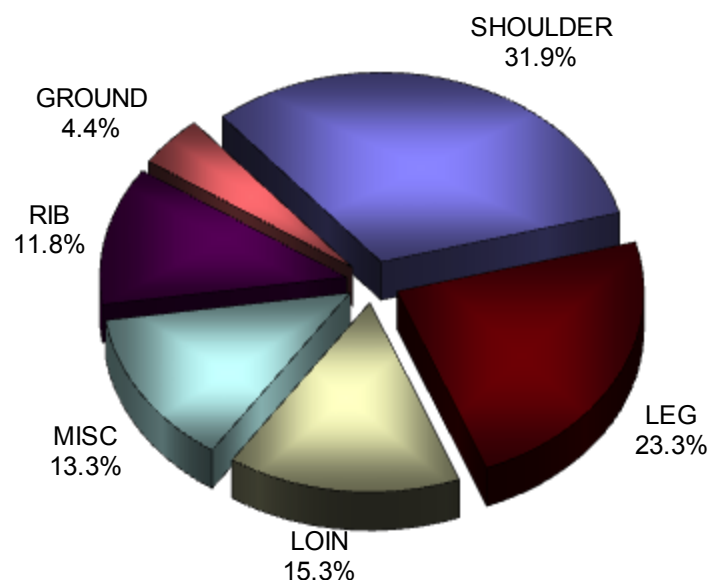


Dollars	Current 52wks	% Change
RIB	\$13,133,513	-6.8%
SHOULDER	\$12,064,351	0.0%
LOIN	\$9,400,106	2.9%
LEG	\$8,892,885	9.0%
MISC	\$3,278,184	1.2%
GROUND	\$1,766,798	10.6%
Total Lamb	\$48,546,342	0.5%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

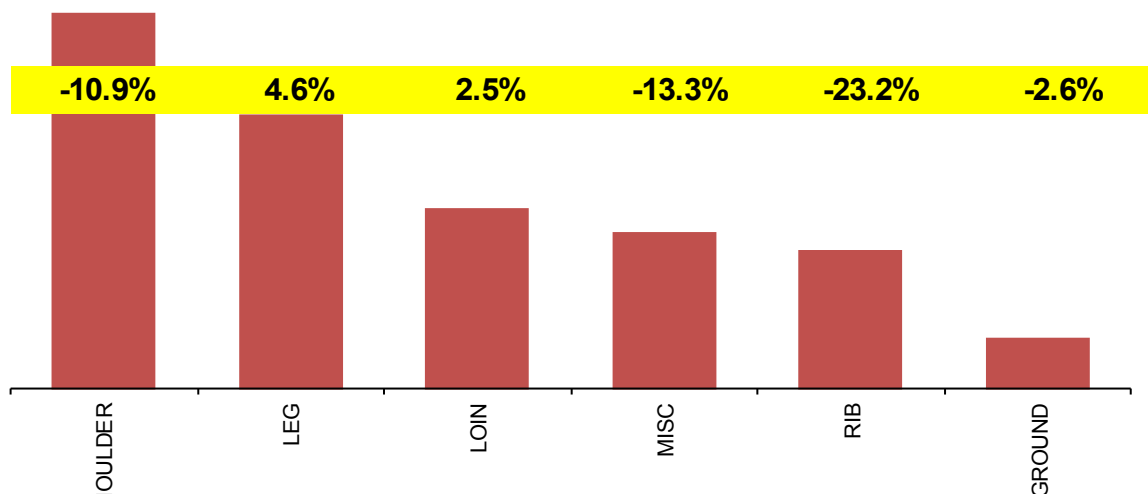
Lamb – % of Pound Sales



NEW YORK MARKET— LAMB

Within Lamb pounds, the Shoulder and Leg segments account for over half of the category in the New York Market:

4 of the 6 segments have decreased when compared to the previous year:



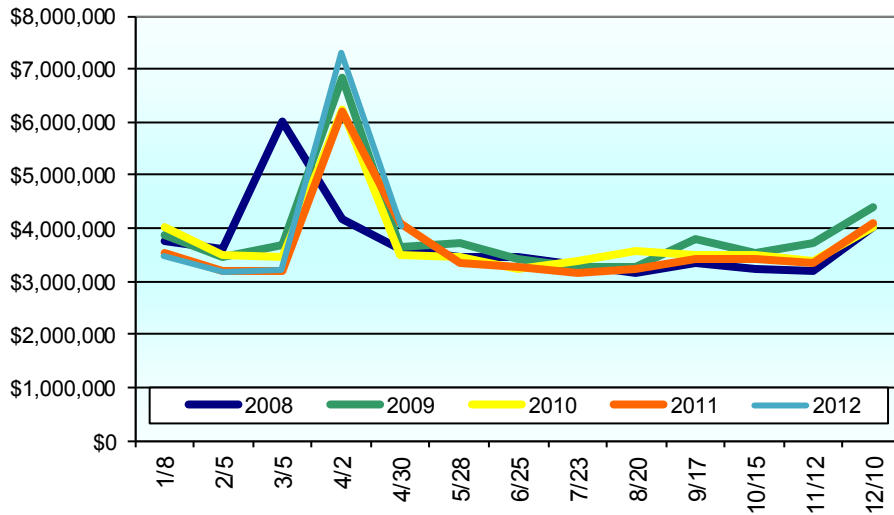
Pounds	Current 52wks	% Change
SHOULDER	2,175,584	-10.9%
LEG	1,586,795	4.6%
LOIN	1,044,311	2.5%
MISC	903,538	-13.3%
RIB	804,244	-23.2%
GROUND	299,714	-2.6%
Total Lamb	6,822,849	-7.6%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

New York Market Sales by Year

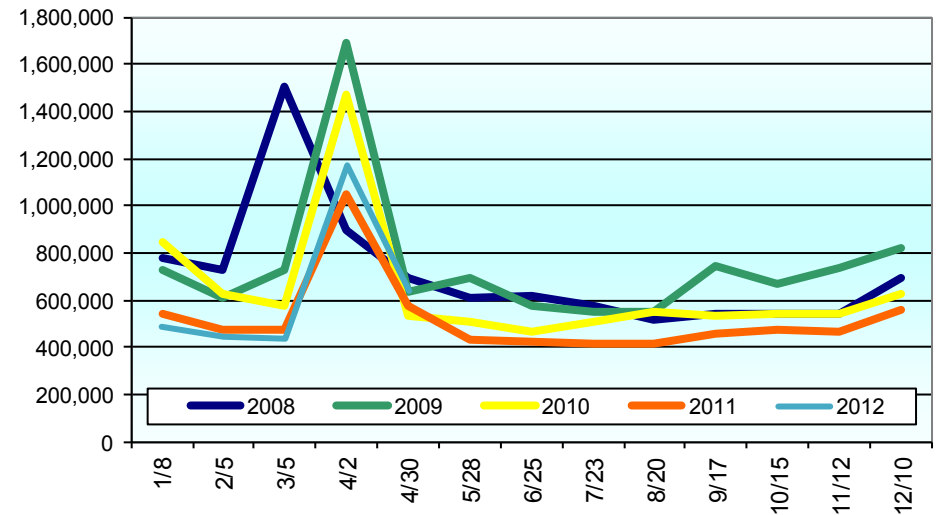
Lamb Dollars Year to Year



Lamb Dollars have a seasonal spike during the Easter and Winter Seasons:

The same is true for volume:

Lamb Pounds Year to Year



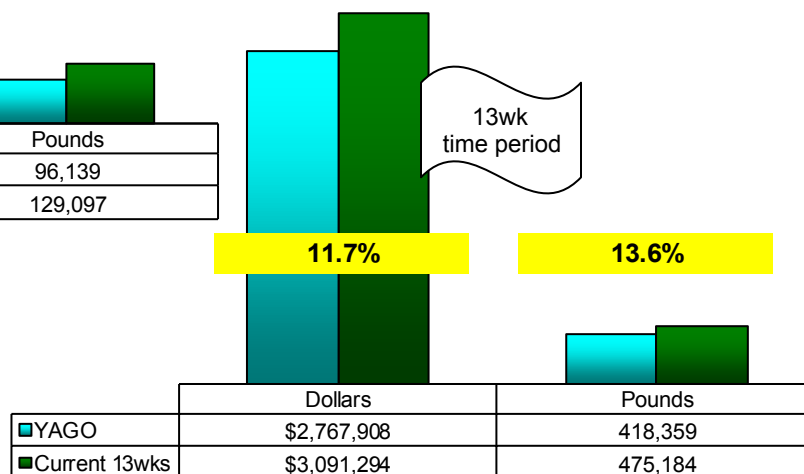
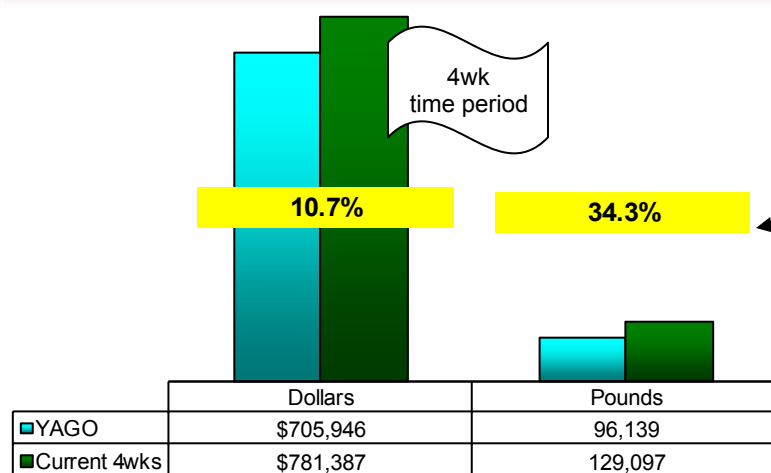
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

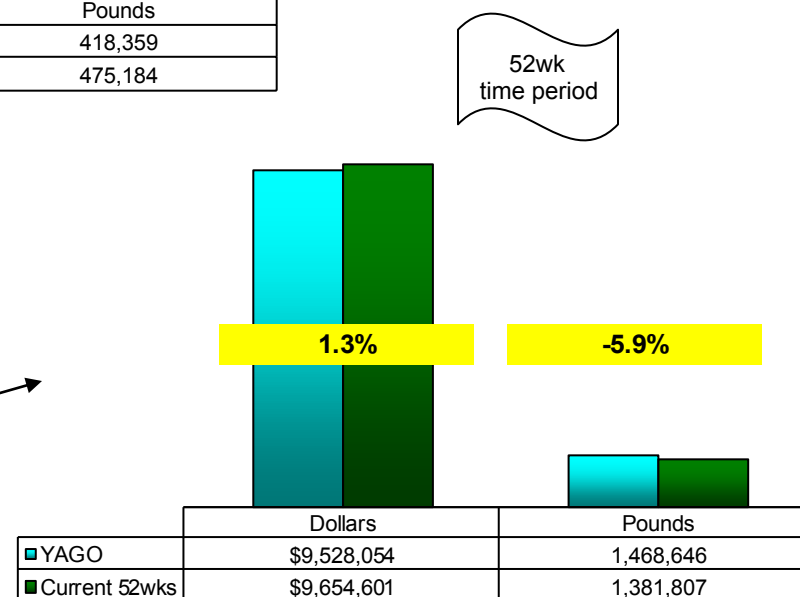


Philadelphia Lamb

In the latest 4 and 13 wks, the Philadelphia Market increased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Philadelphia Market increased by 1.3% in dollars and decreased by -5.9% in pounds vs. YAGO:

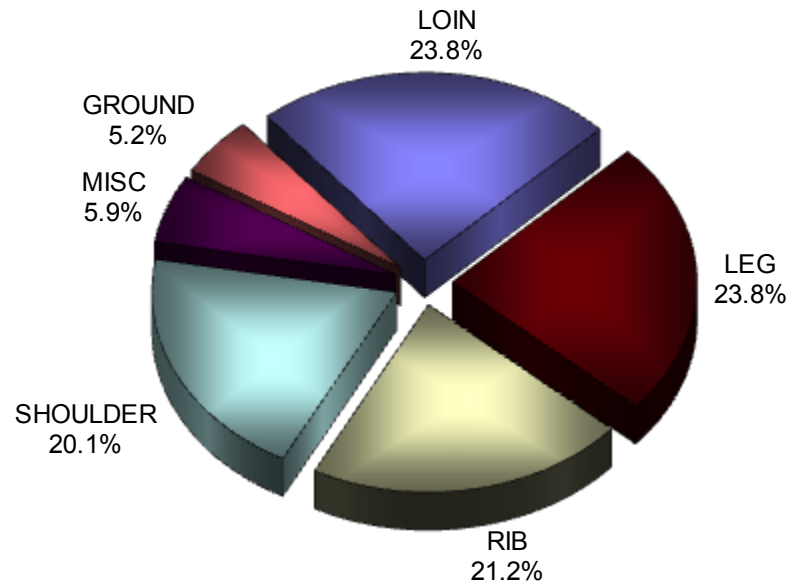


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Philadelphia– 4, 13, 52 week trends



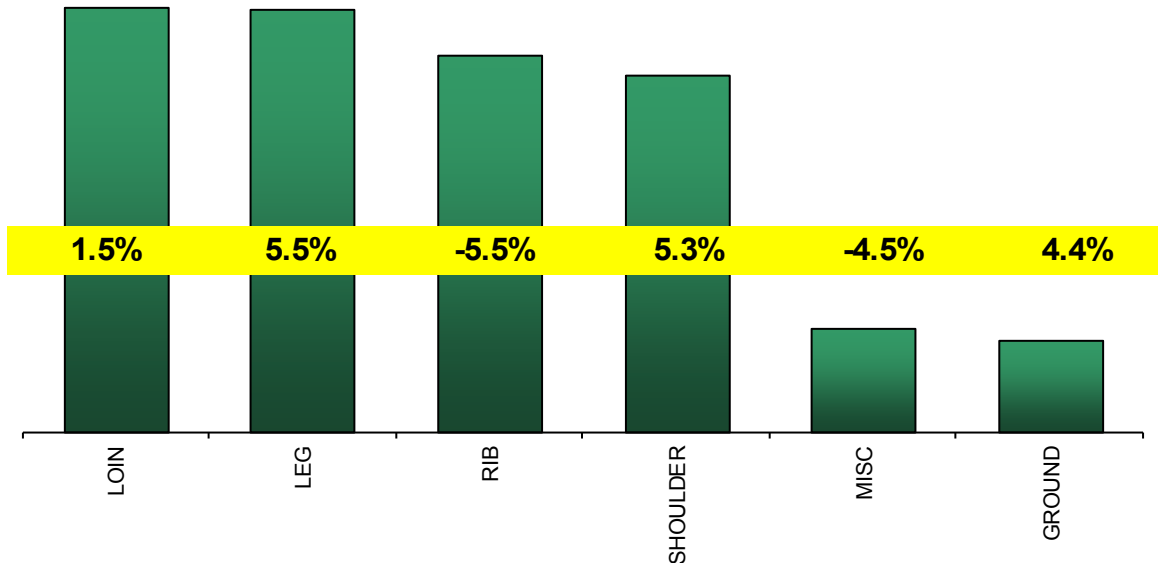
Lamb – % of Dollar Sales



PHILADELPHIA – LAMB

Within Lamb, the Loin and Leg segments account for almost half of the category dollar sales:

5 of the 6 Lamb segments show increases when compared to the previous year:

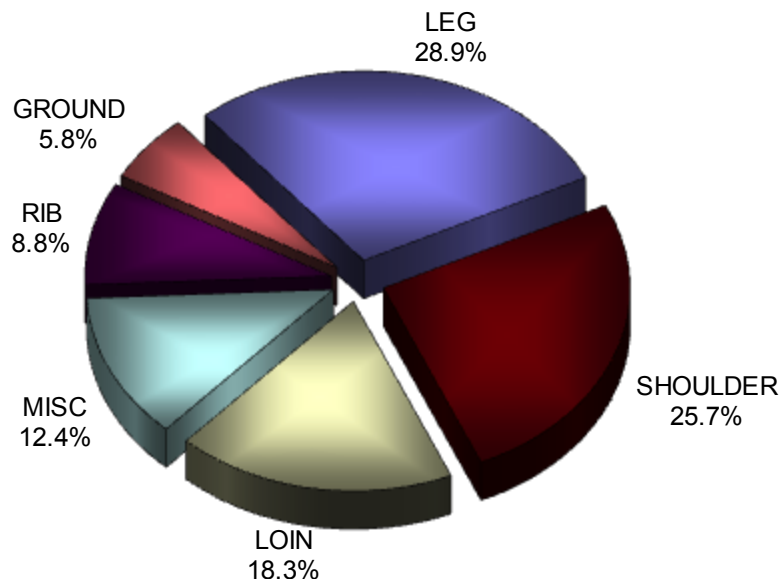


Dollars	Current 52wks	% Change
LOIN	\$2,302,143	1.5%
LEG	\$2,296,827	5.5%
RIB	\$2,043,929	-5.5%
SHOULDER	\$1,940,384	5.3%
MISC	\$568,866	-4.5%
GROUND	\$502,384	4.4%
Total Lamb	\$9,654,601	1.3%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

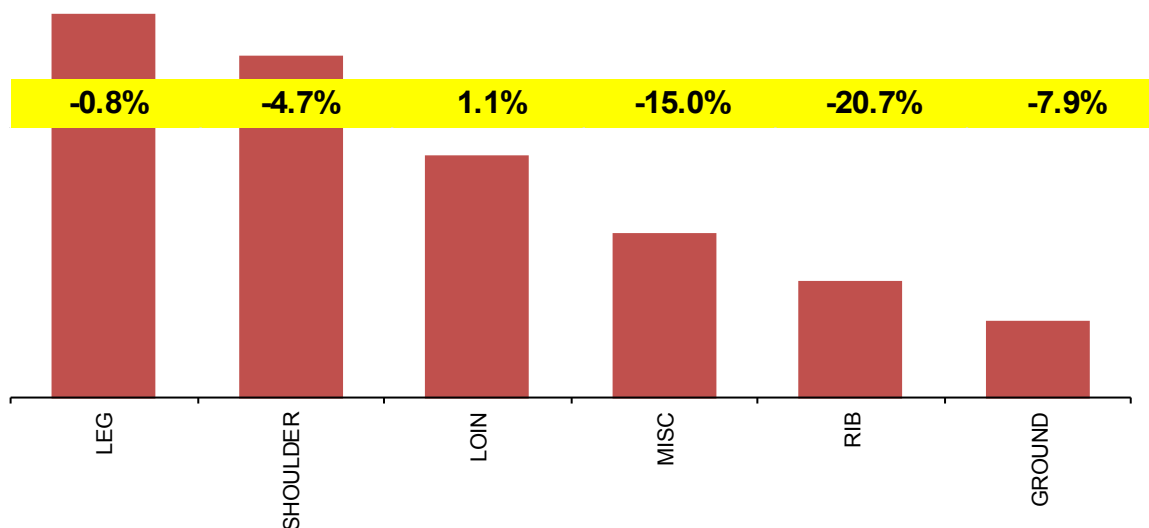
Lamb – % of Pound Sales



PHILADELPHIA— LAMB

Within Lamb pounds, the Leg and Shoulder segments account for over half of the category in the Philadelphia Market:

5 of the Lamb segments decreased when compared to the previous year:



Pounds	Current 52wks	% Change
LEG	399,476	-0.8%
SHOULDER	355,531	-4.7%
LOIN	253,096	1.1%
MISC	171,549	-15.0%
RIB	121,375	-20.7%
GROUND	80,753	-7.9%
Total Lamb	1,381,807	-5.9%

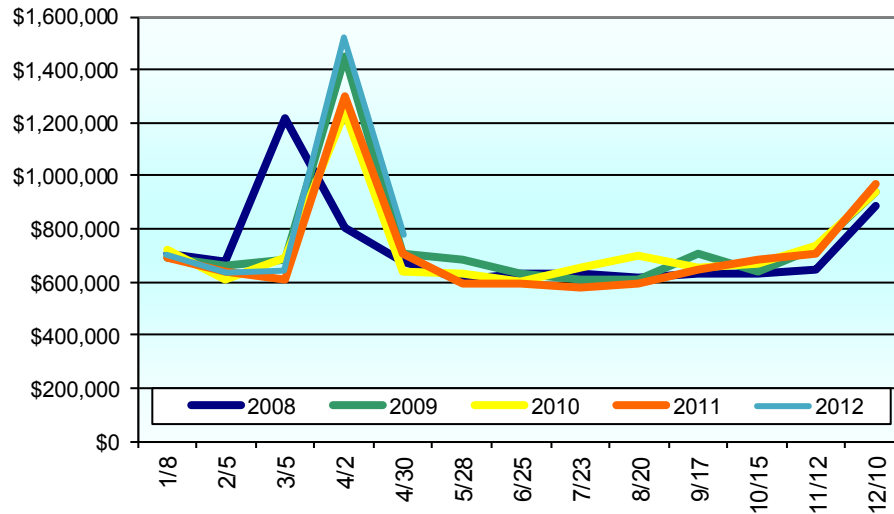
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds



Philadelphia Sales by Year

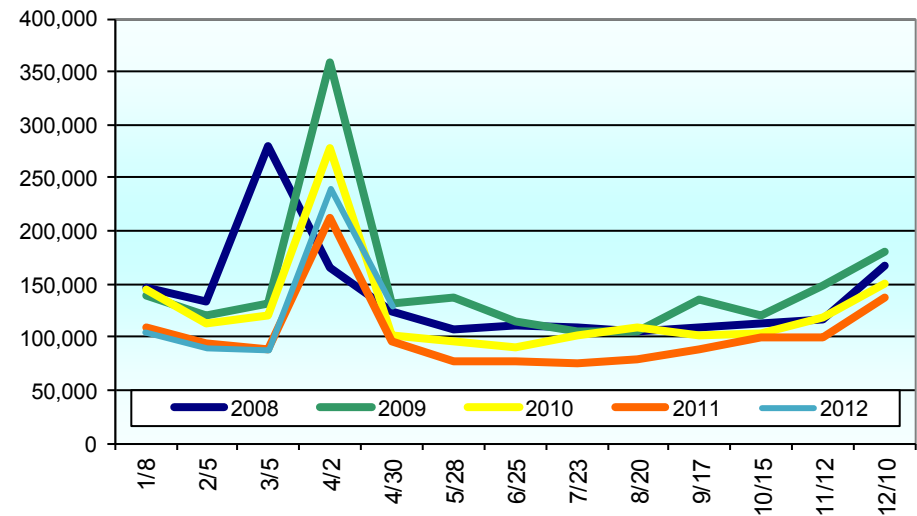
Lamb Dollars Year to Year



Lamb Dollars have a seasonal spike during the Easter and Winter Seasons:

The same is true for volume:

Lamb Pounds Year to Year



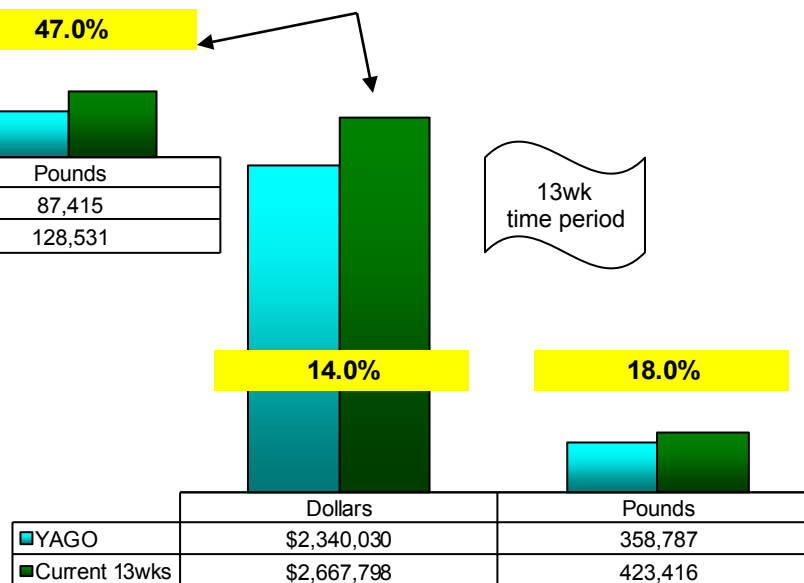
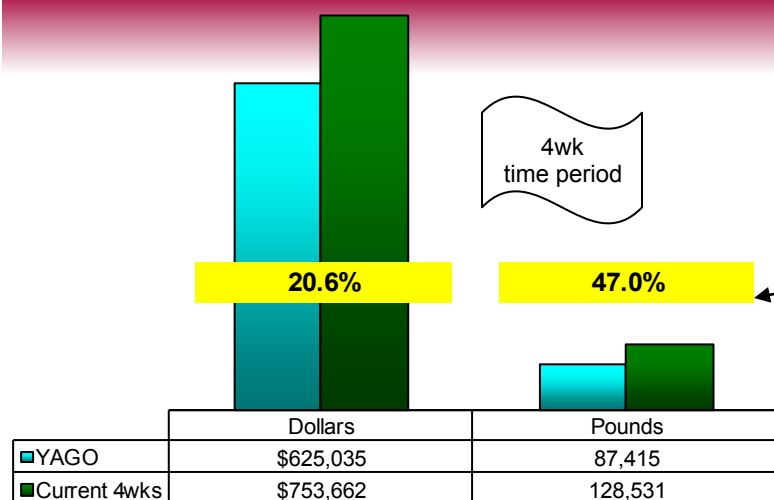
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

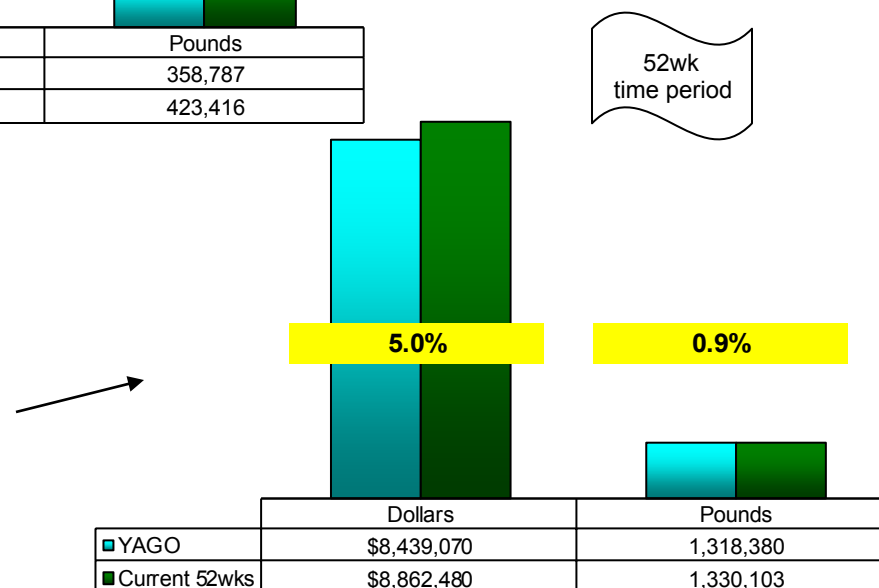


San Francisco Lamb

In the latest 4 and 13 wks, the San Francisco Market increased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the San Francisco Market increased by 5.0% in dollars and 0.9% in pounds vs. YAGO:

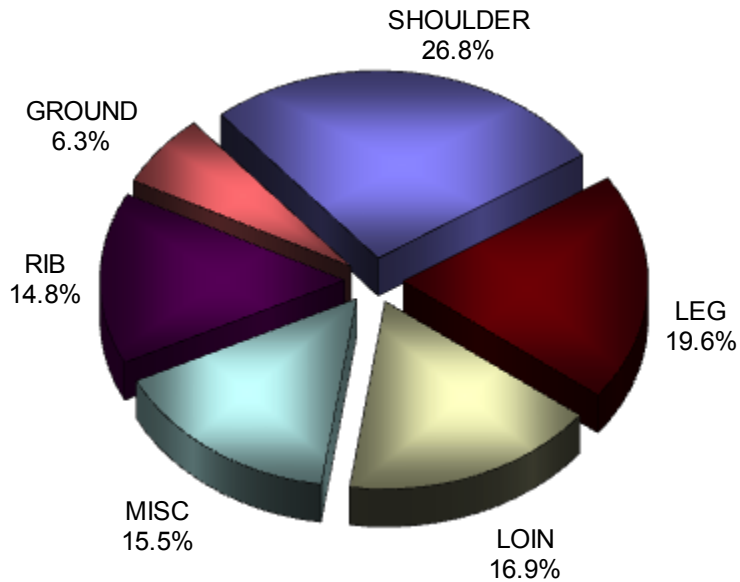


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, San Francisco– 4, 13, 52 week trends



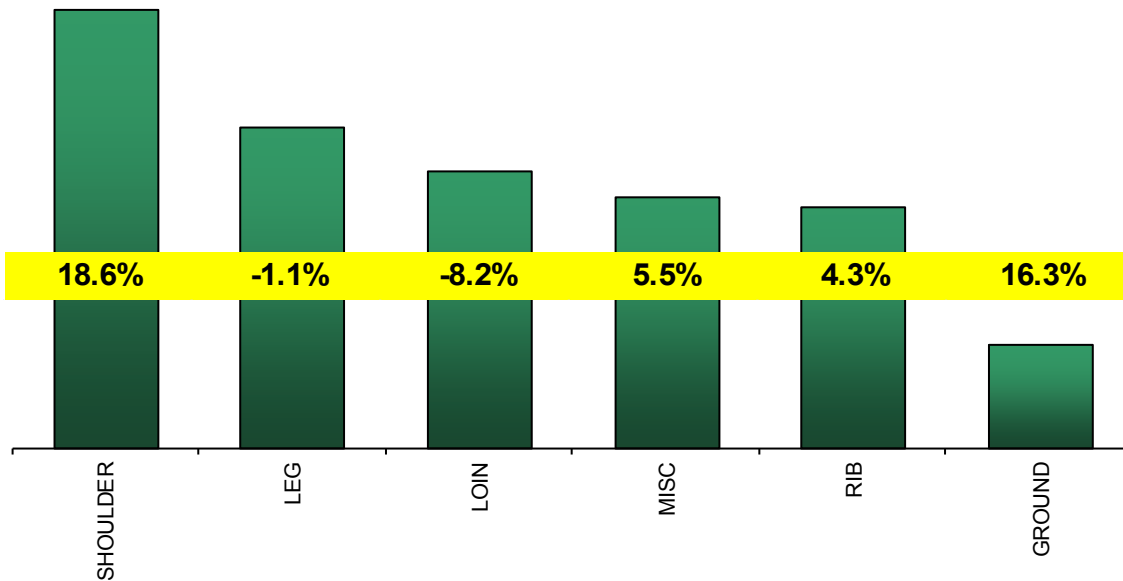
Lamb – % of Dollar Sales



SAN FRANCISCO – LAMB

Within Lamb, the Shoulder and Leg segments account for almost half of the category dollar sales:

4 of the 6 Lamb segments show increases when compared to the previous year:

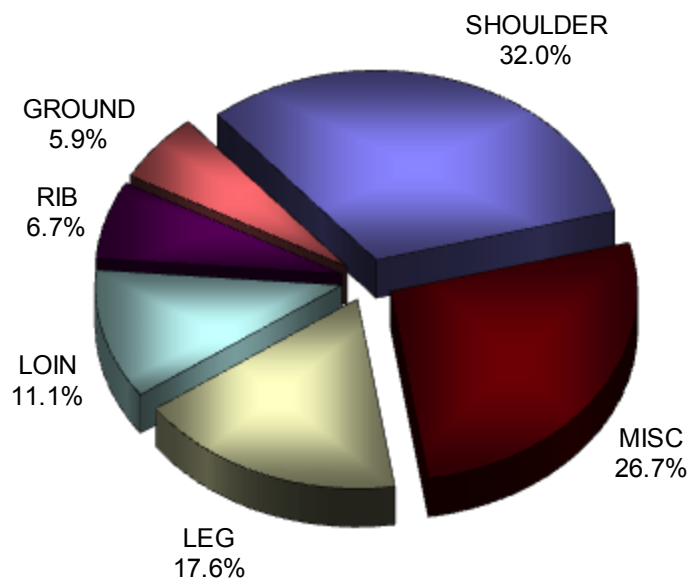


Dollars	Current 52wks	% Change
SHOULDER	\$2,378,445	18.6%
LEG	\$1,739,981	-1.1%
LOIN	\$1,501,453	-8.2%
MISC	\$1,369,840	5.5%
RIB	\$1,311,002	4.3%
GROUND	\$559,515	16.3%
Total Lamb	\$8,862,480	5.0%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

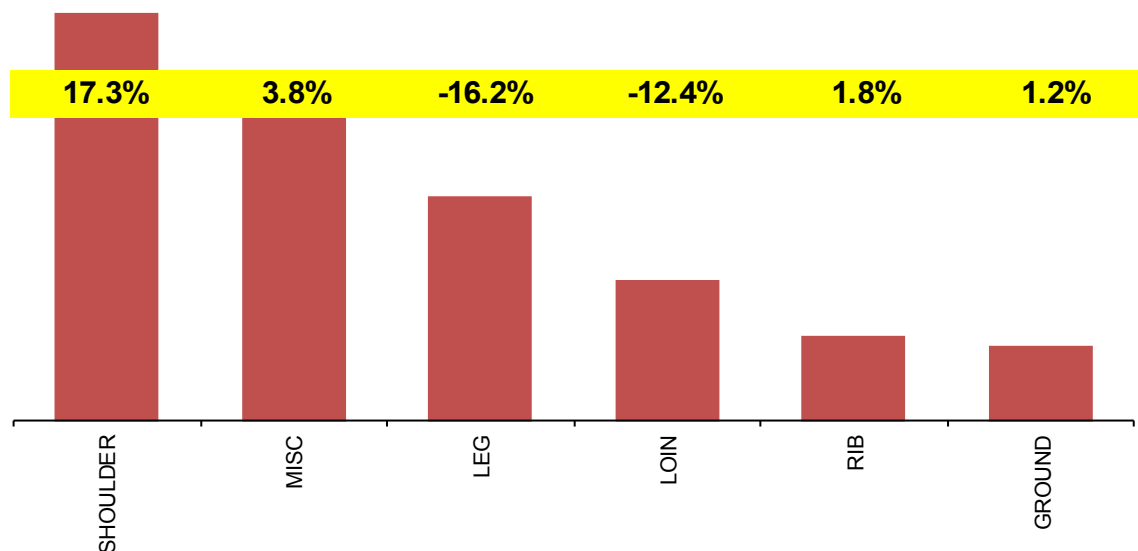
Lamb – % of Pound Sales



SAN FRANCISCO— LAMB

Within Lamb pounds, the Shoulder and Misc segments account for over half of the category in the San Francisco Market:

The Shoulder segment increased by 17.3% vs. the previous year:

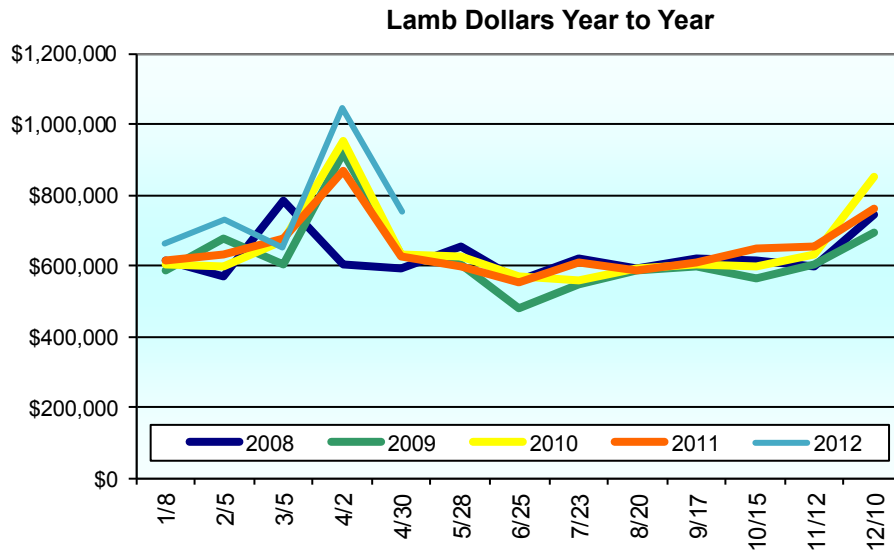


Pounds	Current 52wks	% Change
SHOULDER	424,958	17.3%
MISC	355,045	3.8%
LEG	234,338	-16.2%
LOIN	147,547	-12.4%
RIB	88,635	1.8%
GROUND	78,765	1.2%
Total Lamb	1,330,103	0.9%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

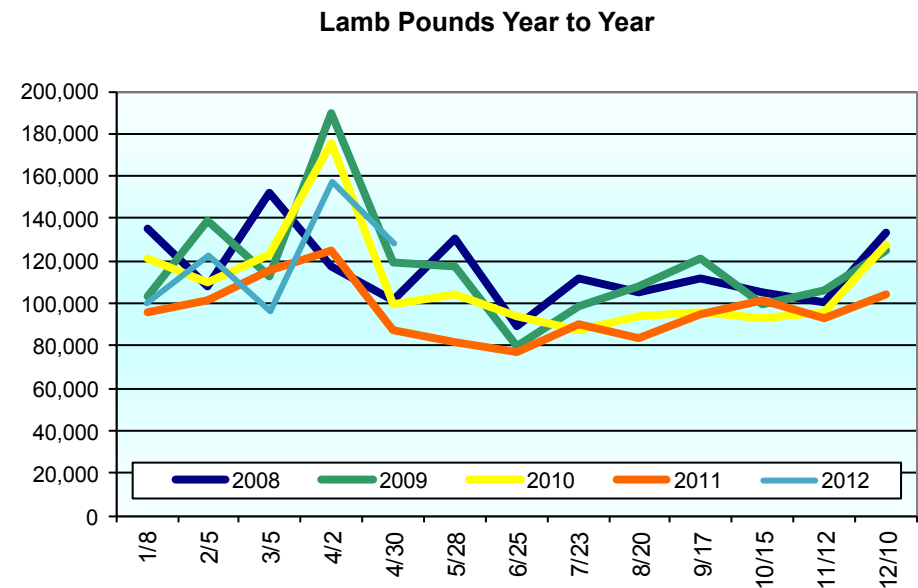
Lamb - Pounds

San Francisco Sales by Year



Lamb Dollars have a seasonal spike during the Easter Season:

The same is true for volume:



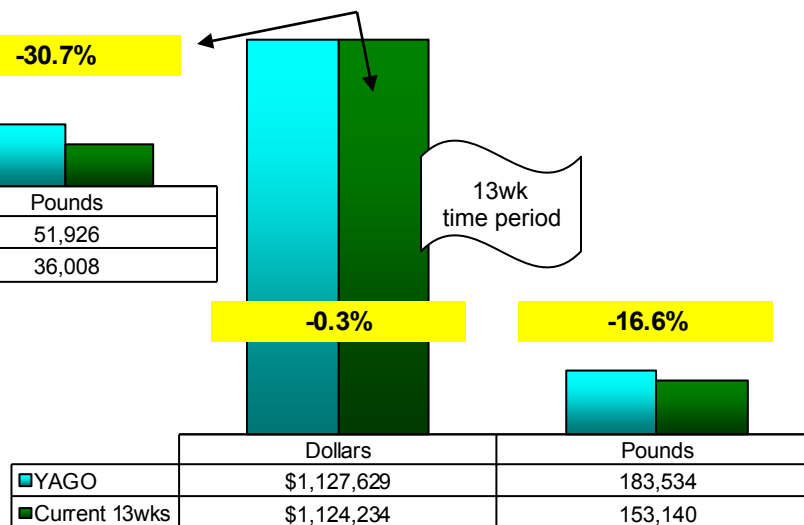
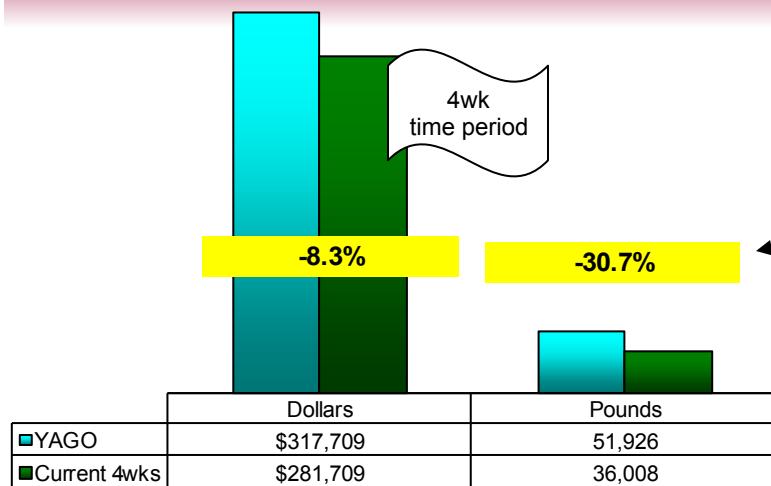
52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

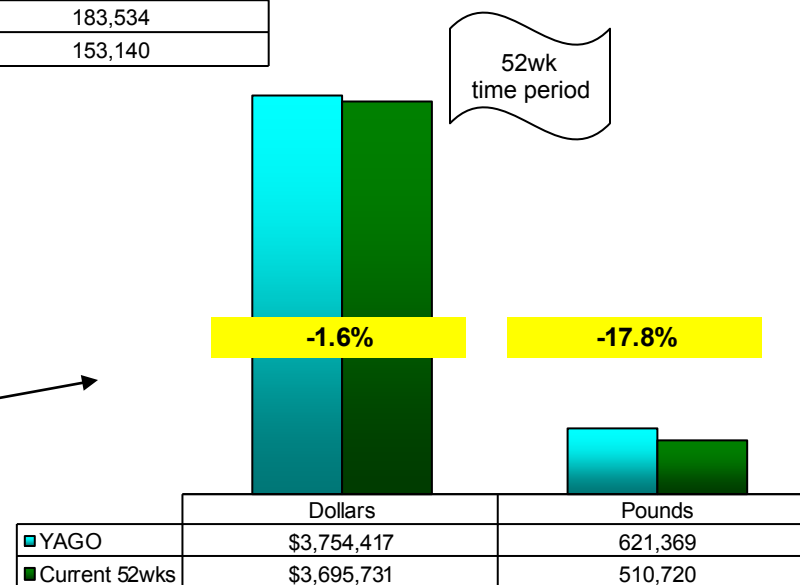


Seattle Lamb

In the latest 4 and 13 wks, the Seattle Market decreased in both Lamb dollar and pound trends vs. the same period a year ago:



For the year, the Seattle Market decreased by -2.6% in dollars and -17.8% in pounds vs. YAGO:

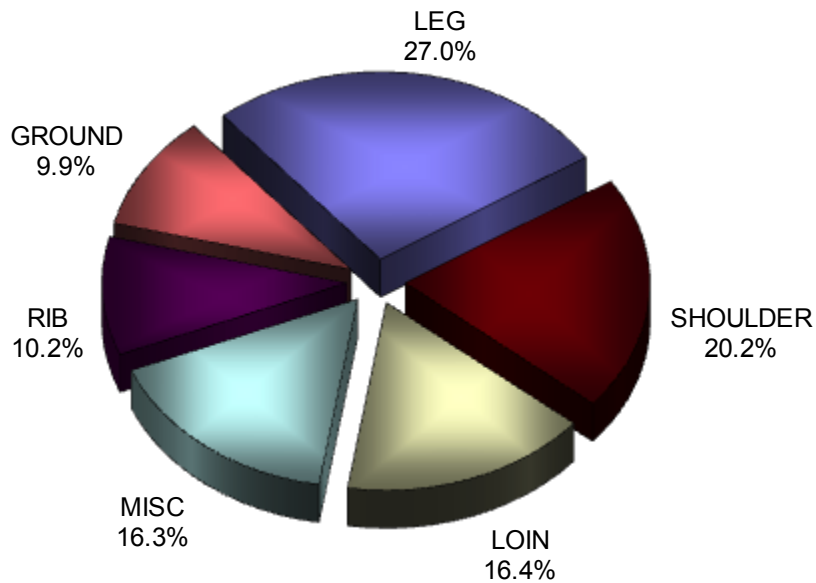


52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb, Seattle– 4, 13, 52 week trends



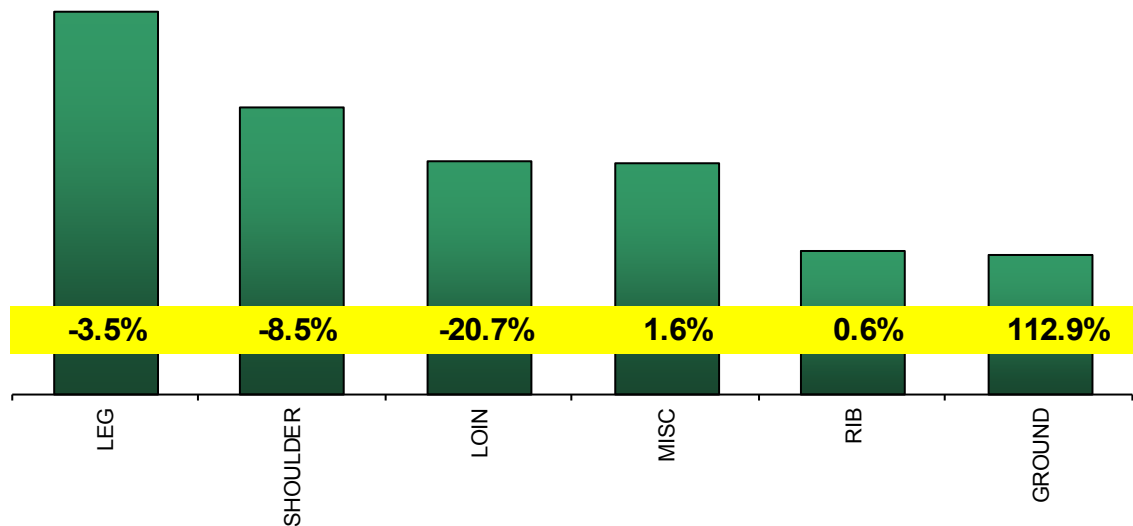
Lamb – % of Dollar Sales



SEATTLE – LAMB

Within Lamb, the Leg and Shoulder segments account for almost half of the category dollar sales:

3 of the 6 Lamb segments show increases when compared to the previous year:

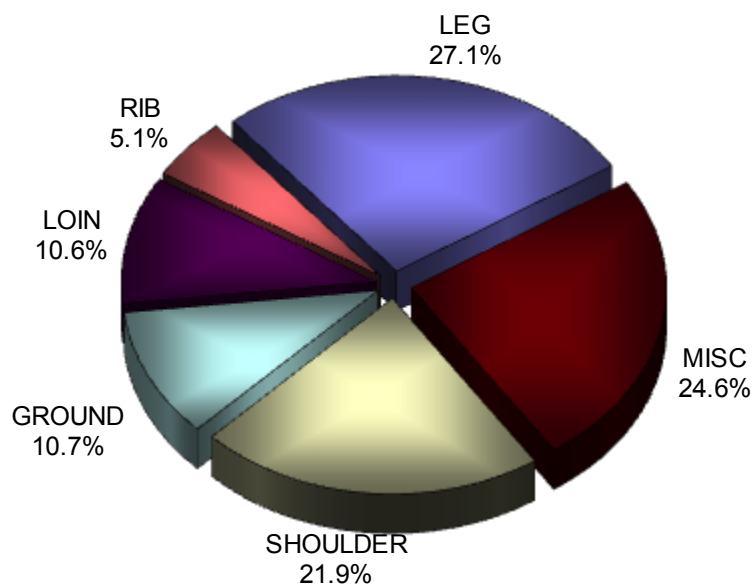


Dollars	Current 52wks	% Change
LEG	\$997,053	-3.5%
SHOULDER	\$748,345	-8.5%
LOIN	\$606,493	-20.7%
MISC	\$600,980	1.6%
RIB	\$376,654	0.6%
GROUND	\$366,115	112.9%
Total Lamb	\$3,695,731	-1.6%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Dollars

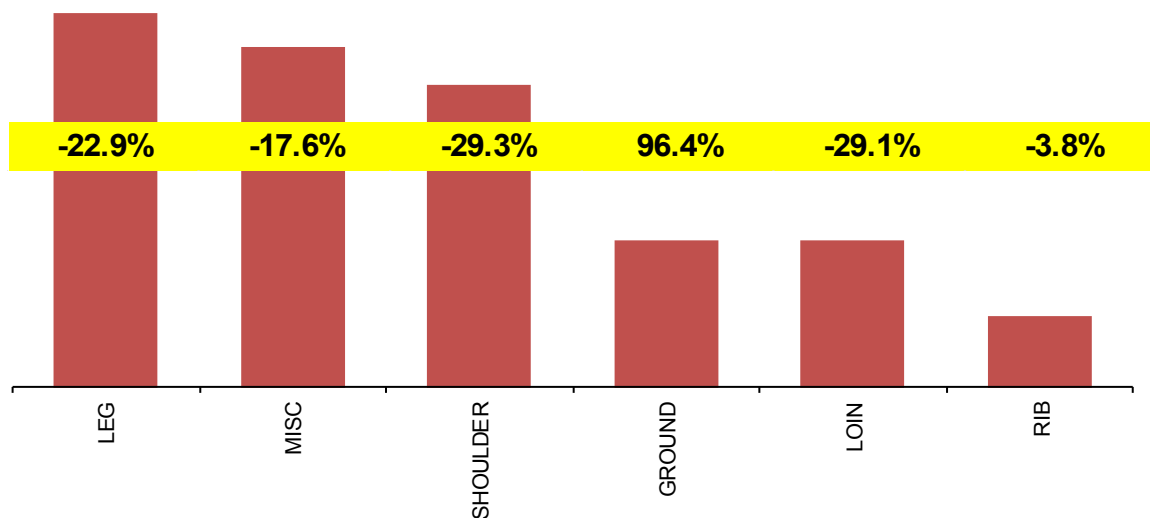
Lamb – % of Pound Sales



SEATTLE – LAMB

Within Lamb pounds, the Leg and Misc segments account for over half of the category in the Seattle Market:

The Misc segment decreased -17.6% vs. the previous year:



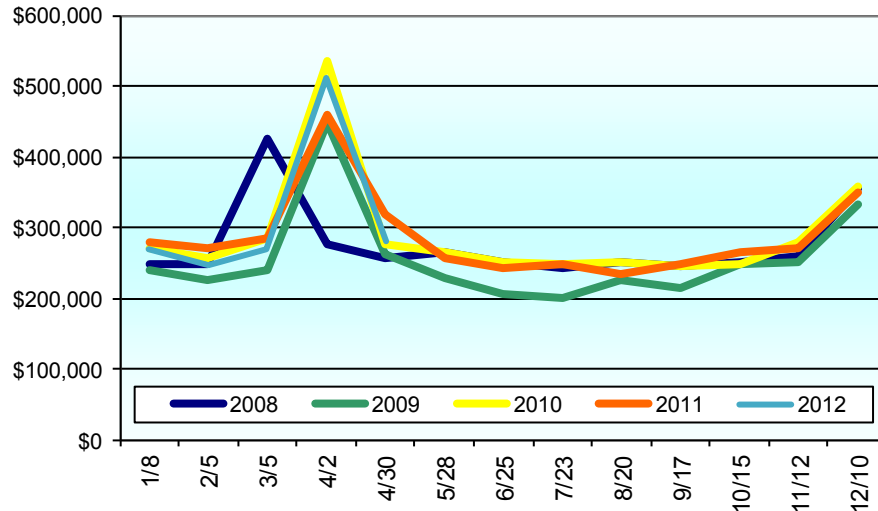
Pounds	Current 52wks	% Change
LEG	138,267	-22.9%
MISC	125,727	-17.6%
SHOULDER	111,898	-29.3%
GROUND	54,672	96.4%
LOIN	53,974	-29.1%
RIB	26,140	-3.8%
Total Lamb	510,720	-17.8%

52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb - Pounds

Seattle Sales by Year

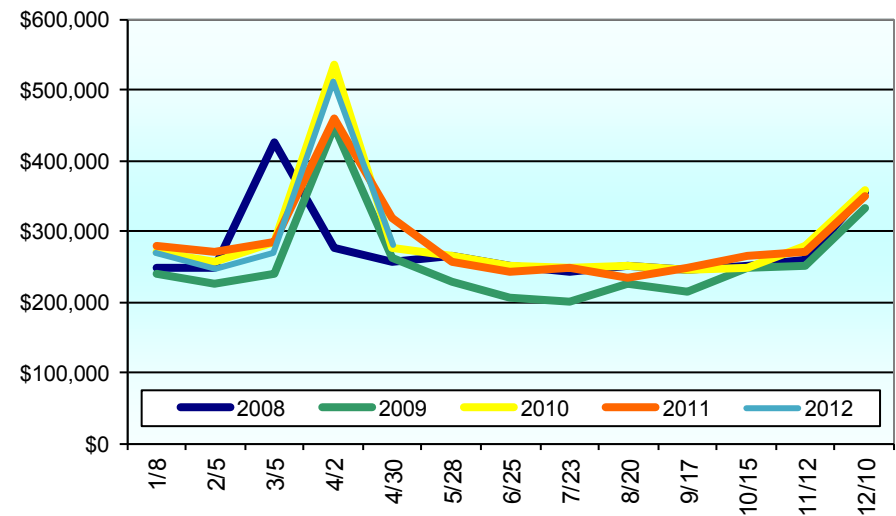
Lamb Dollars Year to Year



Lamb Dollars have a seasonal spike during the Easter Season:

The same is true for volume:

Lamb Pounds Year to Year



52 Weeks Ending 2/26/2012 – FreshLook Marketing (FLM)

Lamb Performance by Year

