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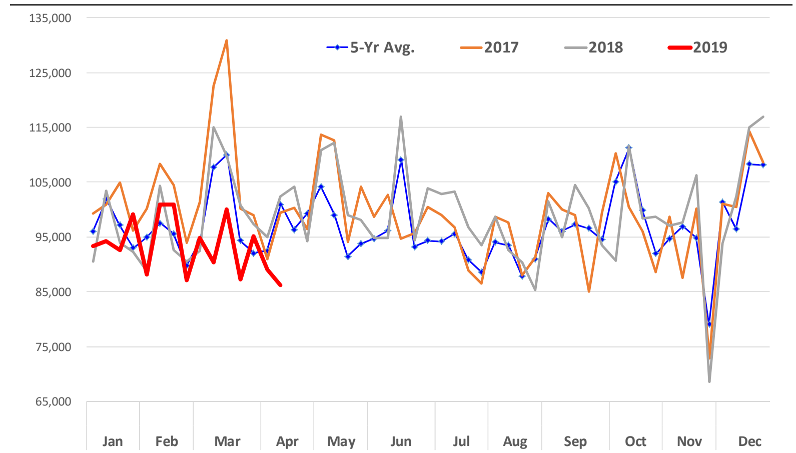
Beef and pork retail feature activity so far this year has been lower than the previous year, at least based on the data tracked and reported by USDA. There are a number of ways to track retail features and some private companies provide a very comprehensive view of features based on online, mobile and other ways in which companies communicate with their customers. We report on USDA data since that is public information. The traditional flyer remains a key communication tool and together with website ads this is the primary data source for the weekly USDA report. Per USDA "All report information (is) gathered from publicly available sources including store circulars, newspaper ads, and retailer websites. What's in the most current USDA reports?

Beef features are down, possibly reflecting the effect of weather on early spring grilling as well as the late Lent/Easter. For the week ending April 12 USDA pegged the retail activity index at 86,280 (this is based on the number of stores and number of beef ads per store), 15% lower than the previous year and down 14% compared to the five year average. In the last six reported weeks (since early March) beef features have averaged 8% lower than the previous year. Round roasts are a very common beef feature in the winter months and those features this year have been much more limited, possibly due to high beef prices but also ample meat protein supplies and lower prices for competing products (remember hog cheap pork was back in February and early March). **Featuring of beef round cuts for the latest week was reported to be 24% lower than the previous year and down 40% from the five year average**. In the last six reported weeks featuring of beef round was down about 34% compared to the five year average. Features of beef chucks have not been much better recently. For the latest week the featuring activity for beef chuck cuts was down 35% vs. last year and a similar decline was observed vs. the five year average. One item that saw better featuring in March and first two weeks of April was ground beef. While ground beef features for the most current week were down 11% from a year ago, since early March those features have averaged 11% above year ago levels and they have also been 2.5% higher than the five year average. The average feature price for ground beef at retail has been higher than a year ago, reflecting some of the trends we have seen at wholesale. In the last six weeks, the average 81CL ground beef price at wholesale, as reported by USDA-MPR each week, has been $1.9576/lb., 5.8% higher than the previous year. The feature price for 80-89% ground beef at retail during this period was reported to be $3.38/lb., 2.7% higher than a year ago.

Pork features surging higher, largely due to the seasonal feature of hams for Easter. In February we highlighted the fact that pork features were quite weak, especially for items like pork loins. With no news at the time on China purchases and record large pork supplies for that time of year, the lack of featurings appeared to negatively impact wholesale pork prices. At this time pork features are notably better than they were in late February and early March, but this is mostly due to Easter ham features. Easter will be later than in 2017 this year and we expect the peak in ham features to be this week. In the last six weeks, overall pork features have averaged 12% lower than a year ago and 19% lower than the five year average. Loin activity has improved dramatically, however, a function of the very low prices that were available to retailers in February, driving features. Loin features for the most current week were 2% lower than a year ago but 40% higher than in early March. The average loin feature price in the last four weeks has been 1.4% higher than last year but 9% below the five year average.

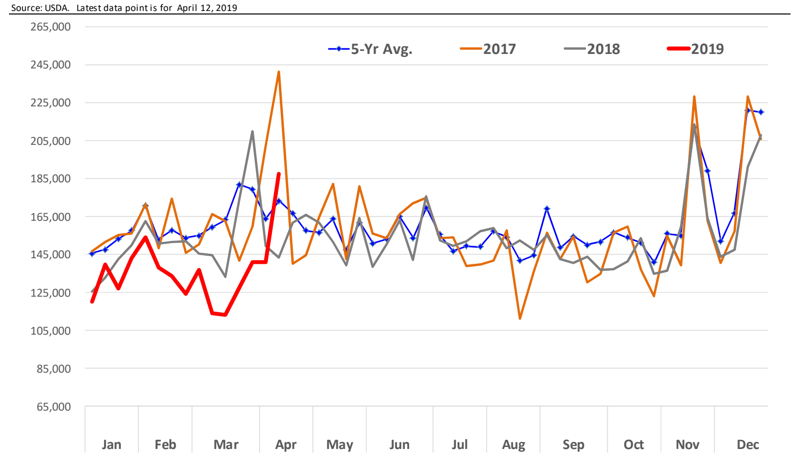
NATIONAL RETAIL BEEF FEATURE REPORT: ACTIVITY INDEX

Source: USDA LSWBFRTL Report. Latest data point is for April 12, 2019



NATIONAL RETAIL PORK FEATURES REPORT: ACTIVITY INDEX

Source: USDA. Latest data point is for April 12, 2019



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PRODUCTION & WKLY AVG. PRICE SUMMARY

Week Ending 4/13/2019

Source: Various USDA Agricultural Marketing Service reports. Some data are preliminary. *Weekly Avg. Prices*

	Item	Units	Current Week	Last Week	Pct. Change	Last Year	Pct. Change	YTD	Y/Y % Change
			13-Apr-19	6-Apr-19		14-Apr-18			
	Total Beef, Pork, Chicken, Turkey	**mil lbs., cwe**	**1,893**	**1,891**	0.12%	**1,844**	2.67%	**27,088**	0.8%
	FI Slaughter	Thou. Head	634	621	2.09%	611	3.82%	9,064	0.9%
C	FI Cow Slaughter **	Thou. Head	127	134	-4.70%	115	10.79%	1,626	4.3%
T	Avg. Dressed Weight	Lbs.	802	803	-0.12%	810	-0.99%	808	-1.6%
T	Beef Production	Million Lbs.	507.4	497.2	2.05%	493.6	2.80%	7,324	-0.7%
L	Live Fed Steer Price	$ per cwt	124.73	125.30	-0.45%	119.49	4.39%		
E	Dressed Fed Steer Price	$ per cwt	204.62	204.41	0.10%	189.97	7.71%		
	Oklahoma Steer (600-700 lbs)	$ per cwt	N/A	N/A	N/A	157.85	N/A		
&	Choice Beef Cutout	$ per cwt	228.74	226.48	1.00%	213.34	7.22%		
	Hide/Offal	$ per cwt, live wt	9.14	9.18	-0.44%	9.76	-6.35%		
B	Rib Primal, Choice	$ per cwt	384.60	376.54	2.14%	350.29	9.79%		
E	Round Primal, Choice	$ per cwt	174.07	177.22	-1.78%	165.30	5.31%		
E	Chuck Primal, Choice	$ per cwt	177.31	177.59	-0.16%	172.07	3.05%		
F	Trimmings, 50%	$ per cwt	87.90	84.60	3.90%	91.83	-4.28%		
	Trimmings, 90%	$ per cwt	218.32	217.85	0.22%	218.31	0.00%		
	FI Slaughter	Thou. Head	2,384	2,458	-3.01%	2,372	0.52%	36,542	2.7%
	FI Sow Slaughter **	Thou. Head	61.0	59.5	2.40%	55.1	10.64%	759	0.3%
H	Avg. Dressed Weight	Lbs.	215.0	214.0	0.47%	214.0	0.47%	215	0.2%
O	Pork Production	Million Lbs.	510.7	526.5	-3.00%	508.5	0.43%	7,839	2.9%
G	Iowa-S. Minn. Base	Wtd. Avg.	76.26	76.56	-0.39%	48.45	57.40%		
S	Natl. Base Carcass Price	Wtd. Avg.	76.11	74.76	1.81%	55.39	37.41%		
	Natl. Net Carcass Price	Wtd. Avg.	78.16	76.79	1.78%	57.38	36.21%		
	Pork Cutout	205 Lbs.	84.10	81.64	3.01%	66.29	26.87%		
	Ham Primal	$ per cwt	63.61	64.81	-1.85%	53.43	19.05%		
	Loin Primal	$ per cwt	74.92	73.50	1.93%	67.70	10.66%		
	Belly Primal	$ per cwt	155.28	147.56	5.23%	85.37	81.89%		
	Trimmings, 72%, Fresh	$ per cwt	91.01	80.49	13.07%	57.18	59.16%		
	Hog By-Product Value	$ per cwt, live wt	3.60	3.57	0.84%	3.61	-0.28%		
C	Young Chicken Slaughter *	Million Head	164.3	161.3	1.82%	158.7	3.49%	2,249	1.5%
H	Avg. Weight (RTC)	Lbs.	4.67	4.68	-0.32%	4.67	0.00%	6.14	-0.6%
I	Young Chicken Production (RTC)	Million Lbs.	766.6	755.3	1.49%	740.7	3.49%	10,471	0.7%
C	Eggs Set (19-state)	Million	231.1	231.8	-0.28%	228.0	1.38%	3,223	1.6%
K	Chicks Placed (19-state)	Million Head	186.8	185.1	0.91%	183.2	1.97%	2,576	1.4%
E	National Composite Whole Bird	Composite	96.25	96.62	-0.38%	108.34	-11.16%		
	Northeast Breast, B/S	$/cwt	126.61	128.19	-1.23%	139.33	-9.13%		
	Northeast Leg Quarters	$/cwt	41.86	42.01	-0.36%	41.35	1.23%		
T	Total Turkey Slaughter *	Million Head	4.011	4.153	-3.42%	3.95	1.54%	55.287	-2.2%
U	Avg. Weight (RTC)	Lbs.	27.01	26.91	0.39%	25.55	5.74%	33.45	4.7%
R	Turkey Production (RTC)	Million Lbs.	108.4	111.8	-3.05%	100.9	7.37%	1,453	-2.2%
K	National Hen (8-12 lb)	8-16 Lbs.	87.24	84.00	3.86%	80.50	8.37%		
G	Corn, Omaha	$ per Bushel	3.56	3.57	-0.28%	3.71	-4.04%		
R	Soybeans, Cntrl IL	$ per Bushel	8.69	8.79	-1.14%	10.47	-17.00%		
A	Soybn Meal 48%, Cntrl IL	$ per Bushel	305.70	310.40	-1.51%	391.40	-21.90%		
I	Distillers Grain, IL	$ per Bushel	153.00	154.50	-0.97%	165.00	-7.27%		

* Chicken & turkey slaughter. Production, egg sets are 1 week earlier than the date at the top of this sheet.

** Cow and sow slaughter reflect levels from two weeks ago due to reporting lag.