

HELP DATASETS

1. Retail Dataset

The retail dataset contains advertised retail prices information for Livestock, Poultry, Specialty Crops, and Dairy programs. The dataset includes regional as well as national data.

2. Table File Content

Below is a description of each field of the dataset.

- Region: Regions represented in this dataset include: Alaska, Hawaii, Midwest, Northeast, Northwest, South Central, Southeast, Southwest, Western, Central, and Eastern. National is a summary of all the regions. Note: For Lamb/Veal only, Eastern U.S., Central U.S., and Western U.S. regions were used prior to Jan 2015.
- Frequency: Dataset reports weekly data for all commodities and bi-weekly data for Dairy historical data (data prior to January 2015).
- Report Date: Date the report was issued
- Program (Commodity_Group): Program reporting retail data.
- Level 1 - Product_desc1 – (level1, hierarchy) For Livestock, this represents Species (Beef, Pork, Lamb/Veal, chicken, turkey, eggs); For Specialty Crops (Fruits and Vegetables) and Dairy this is the commodity name.
- Level 2 - Product_desc2- Hierarchy For Livestock, this is the nomenclature for red meat retail items (Beef, Pork, Lamb, and Veal). For Specialty Crops (Fruits and Vegetables) this is the variety name. For chicken and turkey it is the state that the product is sold in either fresh, frozen, or prepared. For eggs the state is either shell, liquid or egg nog. For Dairy this is the type (description of Commodity).
- Level 3 - Product_desc3 Not Used by Livestock and Dairy; For Specialty Crops (Fruits and Vegetables) this is used for environment (GG = greenhouse grown; FG = field grown; null = not specified). For chicken and turkey it is the form that the product is sold in either whole, parts, individually quick frozen (IQF), fried and/or baked, rotisserie, ground, self-service deli or service deli. For eggs that state is either shell, liquid or egg nog.
- Level 4: Poultry item specification. Not used by Specialty Crops (Fruits and Vegetables), Livestock and Dairy.
- Level 5: Subcategory of Poultry Level 4 data. Not used by Specialty Crops (Fruits and Vegetables), Livestock, and Dairy.
- Organic: Defines if data is labeled as organic (y, n, null).
- Unit: The unit/package of reported data.
- Specialty (y,n,null) : Non conventional items to describe PY products such as: Vegetarian Feed, Cage Free, Omega 3, Antibiotic free, Hormone free, Air-chilled etc.

- Store Outlets: the total number of stores represented by the chain stores that we contact.
- Stores with Ads: The number of stores that have an ad for a certain unique product.
- Feature Rate: The amount of sampled stores advertising and reporting items during the current week, expressed as a percentage of the total sample.
- Special Rate: the percentage of sampled stores with a price promotion (e.g. buy 1 get 1 free etc.)
- Activity Index: A measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g. a retailer with 100 outlet featuring 3 items has an activity index of 300)
- Local Percentage: The percentage of Specialty Crops (Fruits and Vegetables) ads that are labeled as locally grown.
- Weighted Average: Price based on number of stores that have an ad.
- Price Low: Commodity low price
- Price High: Commodity high price

Product Quality – Product Quality only applies to Beef retail items. Beef Cuts that are advertised with USDA Quality Grades (Choice and Select) and without USDA Quality Grades (Other). Branded includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch’s Certified Beef Programs. Summary is a composite of all of the above