

## USDA Weekly Retail Turkey Feature Activity

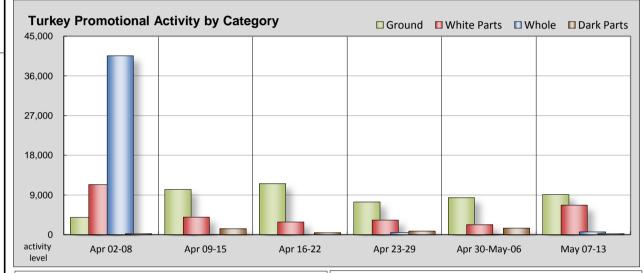
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/07 thru 05/13.

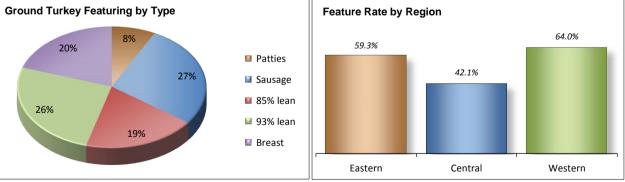
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY											
	THIS	WEEK	LAST	WEEK	LAST YEAR						
Feature Rate 1/	54.8% of 19,200		45.1%	of 19,200	55.6% of 18,600						
reature Kate	ou	tlets	ou	tlets	outlets						
Special Rate 4/	4.	2%	8.	.2%	6.6%						
Activity Index 2/	18	,150	13	,070	14,710						
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores \	Wtd Avg					
WHOLE BIRDS:											
Fresh - Hens	10	1.39			80	1.17					
" - Toms											
Frozen - Hens	320				500	0.82					
" - Toms	320	0.79	70	0.89	450	0.82					
PARTS:											
Breast:											
Bone-in, whole											
Fresh	70		40		300	1.77					
Frozen	2,830	1.50	930	1.17	2,110	1.34					
Hotel Style											
Fresh					60	1.59					
Frozen					20	0.99					
Split, bone-in											
Fresh	180	2.51	130	2.99	10	2.49					
Rotisserie	500	7.37	400	8.50	650	7.96					
Boneless, whole	260	4.13	70	4.56	160	4.90					
Cutlets	1,540	4.46	370	4.96	670	4.89					
Cutlets, thin sliced	350	4.85	170	5.29	210	5.78					
Strips					130	6.66					
Tenders	950	4.21	150	4.79	950	4.43					
Marinated Tenders	910	3.97	440	4.21	540	3.92					
Drumsticks	30	1.89	700	1.46	80	1.57					
Thighs	40	2.19	30	1.99	80	1.89					
Wings			530	1.49	720	1.26					
Necks			20	1.44	80	1.57					
Smoked Drumsticks	50	1.72	80	1.92	30	2.14					
Smoked Wings	50	1.72	60	1.99	20	2.14					
Smoked Necks	50	1.62	60	1.91	10	1.99					
GROUND TURKEY:	9,110	2.84	8,390	2.84	6,640	2.76					
Patties	690	2.49	1,350	2.62	1,400	2.61					
Sausage	2,510	2.73	1,090	2.60	1,760	2.51					
85% lean	1,750	2.08	1,290	2.13	560	1.97					
93% lean	2,350	2.61	3,120	2.51	1,810	2.51					
Breast	1,810	4.14	1,540	4.46	1,110	4.17					
Rolls (frsh/frz 1 lb.)	580 1.95		430 1.62		210 1.58						
Note: rolls not included in ground fresh ground turkey total and weighted average.											

## This Week's Turkey Feature Highlights

Over half the stores surveyed feature turkey this week. Offers increase on frozen hens and toms; average prices are lower than they have been in the past couple weeks. This week's big item is frozen bone-in breasts, which are widely promoted across all three regions; prices are sharply higher compared to the previous week. Bone-in breasts will be a fun item to grill over the weekend for Mother's Day gatherings. Rotisserie breast promotions increase and prices trend lower. Boneless white meat parts are very active; they are another good item for the grill. Prices are more competitive on all the boneless white meat items this week. Only a few stores in the Eastern region place dark parts in this week's circular. Ground turkey continues to command more ad space. The weighted average price is unchanged from last week. Offers increase on sausage, 85% lean and ground breast; decline on patties and 93% lean.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion

Note: rolls not included in ground fresh ground turkey total and weighted average. (e.g., buy 1, get 1 free, etc.)



Fri. May 07, 2010

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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)				WESTERN U.S. (AZ,CA,CO,ID,MT,		A
							L'ATT	NM,NV,OR,UT,WA,WY)	,	ATT.
Feature Rate 1/	59.3% of 8,400 sampled outlets 5.1% of stores w/ no-price promotions			42.1% of 6,300 sampled outlets 6.0% of stores w/ no-price promotions				64.0% of 4,500 sampled outlets 0.0% of stores w/ no-price promotions		
Special Rate 4/										
Activity Index 2/	Activity Index = 10,140			Activity Index = 3,610				Activity Index = 4,400		
	Price Range	Summa	ry	Price Range		Summary		Price Range Sum		mary
	(\$/pound)	Stores	Wtd Avg	(\$/pc	ound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:										_
Fresh - Hens	1.39	10	1.39							
" - Toms										
Frozen - Hens				0.79 -		320	0.86			
" - Toms					0.79	320	0.79			
PARTS:										
Breast:										
Bone-in, whole										
Fresh	1.49	70	1.49							
Frozen	0.98 - 1.79	1,590	1.55	0.99	- 1.99	870	1.41	1.39 - 1.69	370	1.51
Hotel Style										
Fresh										
Frozen										
Split, bone-in										
Fresh	2.49 - 2.89	180	2.51							
Rotisserie	6.89 - 7.99	230	7.76					6.99 - 7.99	270	7.03
Boneless, whole	3.99 - 4.99	260	4.13							
Cutlets	2.99 - 4.99	1,220	4.34		3.99	20	3.99	4.99	300	4.99
Cutlets, thin sliced	4.79 - 4.99	350	4.85							
Strips										
Tenders	3.99 - 4.99	560	4.15		3.99	20	3.99	3.99 - 4.39	370	4.31
Marinated Tenders	3.73 - 4.66	480	3.90	3.73	- 4.66	100	4.48	3.19 - 3.99	330	3.91
Drumsticks	1.89	30	1.89							
Thighs	2.19	40	2.19							
Wings										
Necks										
Smoked Drumsticks	1.59 - 1.99	50	1.72							
Smoked Wings	1.59 - 1.99	50	1.72							
Smoked Necks	1.59 - 1.69	50	1.62							
GROUND TURKEY:	1		_							_
Patties	1.64 - 3.19	540	2.35	2.00		110	2.84	3.50	40	3.50
Sausage	1.99 - 3.69	1,950	2.66	2.39		370	2.91	2.79 - 3.27	190	3.14
85% lean	1.69 - 2.79	1,130	2.19	1.33		350	2.00	1.66 - 1.99	270	1.77
93% lean	1.53 - 3.07	460	2.57	2.16		480	2.62	1.84 - 3.19	1,410	2.63
Breast (99-100% lean)	3.58 - 4.99	690	4.16	2.99		300	4.29	2.79 - 4.79	820	4.06
Rolls (frsh/frz 1 lb.)	0.99 - 2.50	200	2.30	1.25	- 1.99	350	1.78	1.69	30	1.69