

USDA Weekly Retail Turkey Feature Activity

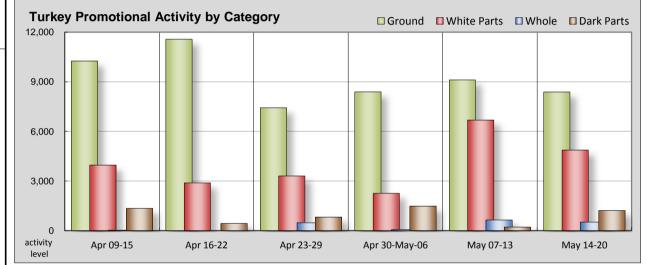
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/14 thru 05/20.

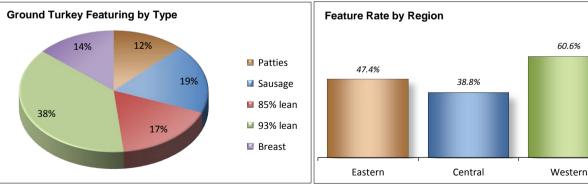
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

(priods in deliare per pedria fresh diffees durerwise freted,												
NATIONAL SUMMARY												
	THIS	WEEK	LAST	WEEK	LAST YEAR							
Feature Rate 1/	47.7%	of 19,200	54.8%	of 19,200	49.3% of 18,600							
reature Nate	ou	tlets	ou	tlets	outlets							
Special Rate 4/	5.	.6%	4.	2%	5.6%							
Activity Index 2/	16	,220	18	,150	14,590							
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens			10	1.39								
" - Toms												
Frozen - Hens	290	0.85	320	0.86								
" - Toms	230	0.88	320	0.79								
PARTS:												
Breast:												
Bone-in, whole												
Fresh			70	-	150							
Frozen	1,520	1.48	2,830	1.50	2,090	1.27						
Hotel Style												
Fresh					20	1.29						
Frozen	10	0.88										
Split, bone-in												
Fresh	70	2.92	180	2.51	10	2.49						
Rotisserie	560	6.29	500	7.37	320	8.41						
Boneless, whole	290	4.82	260	4.13	60	4.84						
Cutlets	1,070	4.76	1,540	4.46	750	5.37						
Cutlets, thin sliced	300	4.60	350	4.85	110	4.95						
Strips	20	3.99			340	6.05						
Tenders	1,030	4.40	950	4.21	570	4.49						
Marinated Tenders	980	4.08	910	3.97	690	4.01						
Drumsticks	240	1.51	30	1.89	250	1.29						
Thighs	100	1.81	40	2.19	10	1.99						
Wings	240	1.63			250	1.29						
Necks	80	1.44										
Smoked Drumsticks	210	1.96	50	1.72	210	1.46						
Smoked Wings	200	1.99	50	1.72	210	1.46						
Smoked Necks	150	1.99	50	1.62	70	1.59						
GROUND TURKEY:	8,380	2.72	9,110	2.84	8,210	2.89						
Patties	1,040	2.68	690	2.49	570	2.69						
Sausage	1,550	2.60	2,510	2.73	1,200	2.75						
85% lean	1,460	2.27	1,750	2.08	1,520	2.07						
93% lean	3,180	2.54	2,350	2.61	3,050	2.56						
Breast	1,150		1,810		1,870							
Rolls (frsh/frz 1 lb.)	250	1.89	580	1.95	270 1.76							
Note: rolls not included in	around fr	och around	turkey to	al and wain	hted aver	200						

This Week's Turkey Feature Highlights

Retail activity on turkey slows going into the middle of the month. Offers on frozen hens and toms drop a little in volume; average advertised prices are lower on hens, higher on toms. There are not as many ads on bone-in breasts this week, but frozen bone-in breasts are still actively promoted. Promotions on rotisserie breasts increase and prices are more attractive this week. Fewer stores feature cutlets; offers increase on boneless whole breasts, tenders and marinated tenders. There is a good selection of dark parts; prices on fresh drums and wings will catch the shopper's attention. Ground turkey ads retreat but are still active. The 93% lean has the lion's share of ad space and prices trend lower this week. Patties for the grill are more available; prices are higher. It is that time of the year and we are starting to see party platters and prepared meals for graduation celebrations.





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 any 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 I 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.a., buy 1, aet 1 free, etc.) 60.6%



Fri. May 14, 2010

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/14 thru 05/20.

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

	EASTERN U.S.			CENTRAL	U.S.		F. Com	WESTERN U.S.		A
	(CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			(AL,AR,IA,IL,IN,KS,KY,LA,MI,N		ЛI,MN,		(AZ,CA,CO,ID,MT,		
				MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			4 Jan	NM,NV,OR,UT,WA,WY)		
Feature Rate 1/	47.4% of 8,400 sampled outlets 3.0% of stores w/ no-price promotions			38.8% of 6,300 sampled outlets 7.5% of stores w/ no-price promotions				60.6% of 4,500 sampled outlets 7.8% of stores w/ no-price promotions		
Special Rate 4/										
Activity Index 2/	Activity Index = 7,880			Activity Index = 4,730				Activity Index = 3,610		
	Price Range Summary		Price Range Summary			nary	Price Range Summary			
	(\$/pound)	Stores	Wtd Avg	(\$/p	ound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens					0.89	210	0.89	0.73 - 0.89	80	0.75
" - Toms				0.59 -	0.89	220	0.88	0.89	10	0.89
PARTS:										
Breast:										
Bone-in, whole										
Fresh										
Frozen	1.00 - 1.59	470	1.30	0.98	- 1.89	930	1.57	1.49	120	1.49
Hotel Style										
Fresh										
Frozen	0.88	10	0.88							
Split, bone-in										
Fresh	2.79 - 2.89	30	2.83					2.99	40	2.99
Rotisserie	3.74 - 6.89	350	4.67		8.99	190	8.99	8.99	20	8.99
Boneless, whole	4.99 - 5.29	190	5.25		3.99	80	3.99	3.99	20	3.99
Cutlets	4.00 - 5.49	500	4.55	3.99	- 5.45	360	5.19	3.99 - 4.99	210	4.54
Cutlets, thin sliced	3.79 - 4.99	300	4.60							
Strips					3.99	20	3.99			
Tenders	3.99 - 4.79	160	4.28	3.99	- 4.79	330	4.60	3.99 - 4.79	540	4.30
Marinated Tenders	3.69 - 4.66	560	4.01	3.33	- 4.66	400	4.17	3.99	20	3.99
Drumsticks	1.29 - 1.89	170	1.49		1.29	10	1.29	1.29 - 1.69	60	1.60
Thighs	1.89	60	1.89					1.69	40	1.69
Wings	1.29 - 1.89	170	1.67		1.29	10	1.29	1.29 - 1.69	60	1.60
Necks	1.49	60	1.49		1.29	10	1.29	1.29	10	1.29
Smoked Drumsticks	1.39 - 1.99	210	1.96							
Smoked Wings	1.99	200	1.99							
Smoked Necks	1.99	150	1.99							
GROUND TURKEY:			0.01		0.05		c	0.00 / 0.00		0.55
Patties	2.00 - 3.00	540	2.61		- 3.39	400	2.67	2.99 - 4.00	100	3.09
Sausage	2.29 - 3.99	920	2.75		- 3.19	320	2.48	2.05 - 4.00	310	2.30
85% lean	1.29 - 2.79	650	2.23		- 2.30	210	2.00	1.99 - 2.80	600	2.39
93% lean	1.88 - 3.84	1,520	2.55		- 3.19	630	2.42	2.08 - 3.19	1,030	2.60
Breast (99-100% lean)	2.88 - 4.99	570	3.93		- 4.39	380	4.07	3.99 - 4.08	200	4.00
Rolls (frsh/frz 1 lb.)	1.39 - 1.99	90	1.81	1.25	- 1.99	20	1.58	1.99	140	1.99