USDA Weekly Retail Turkey Feature Activity

Fri. Jan 14, 2011

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/14 thru 01/20.

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

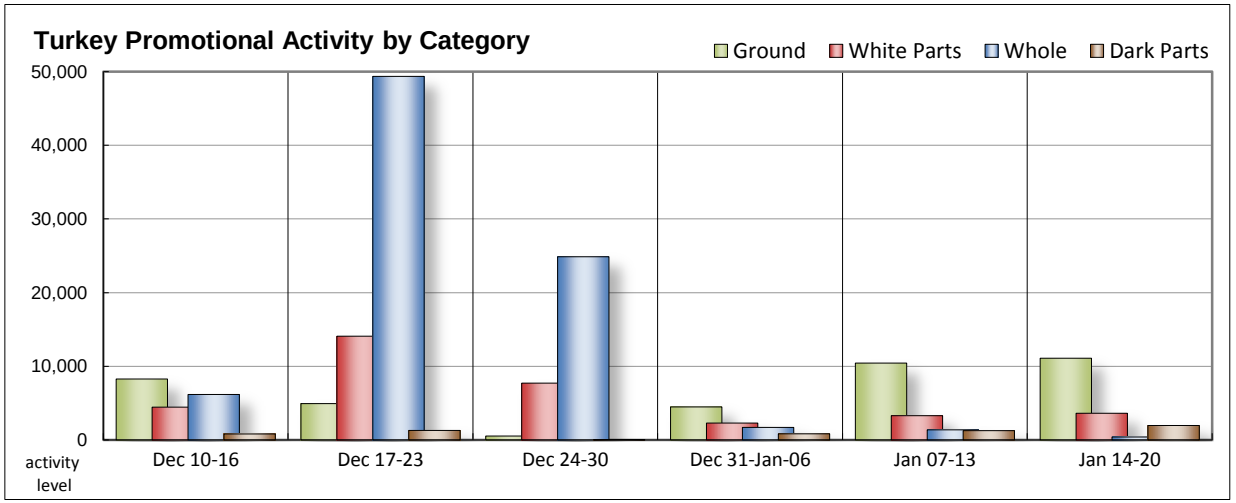
NATIONAL SUMMARY

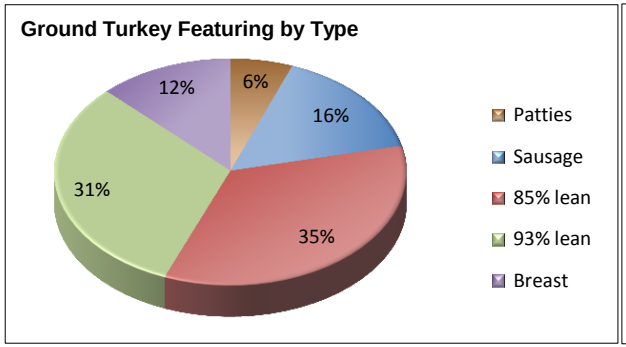
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**47.9% of 19,500 outlets**		**58.0% of 19,500 outlets**		**41.6% of 19,200 outlets**	
Special Rate [4/]	**2.1%**		**1.6%**		**4.1%**	
Activity Index [2/]	**18,770**		**18,470**		**10,820**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	270	1.29	690	1.07	60	0.89
" - Toms	140	1.29	690	1.07	40	0.90
PARTS:						
Breast:						
Bone-in, whole						
Fresh	50	2.26	30	2.19	320	2.13
Frozen	940	1.51	240	1.45	500	1.23
Split, bone-in						
Fresh	190	2.46	10	1.99	40	2.64
Rotisserie	1,300	7.65	780	6.57	390	7.63
Boneless, whole	280	3.96	110	4.50	40	4.66
Cutlets	550	4.36	1,440	4.48	510	4.78
Cutlets, thin sliced	230	4.49	240	4.99	20	3.99
Strips					50	5.32
Tenders	90	4.56	450	4.40	260	3.98
Marinated Tenders	870	4.01	1,220	3.98	820	3.89
Drumsticks	870	1.42	290	1.58	160	1.72
Thighs	180	1.53	70	2.20		
Wings	880	1.48	270	1.55	20	1.64
Necks	20	1.25	10	1.39	10	1.29
Smoked Drumsticks	20	2.39	210	2.16	40	1.69
Smoked Wings			220	2.23	40	1.99
Smoked Necks			200	1.73	40	1.59
GROUND TURKEY:	**11,100**	**2.68**	**10,440**	**3.07**	**6,860**	**2.56**
Patties	640	2.93	260	2.41	1,210	2.50
Sausage	1,740	2.85	1,510	2.84	780	2.85
85% lean	3,840	2.22	1,020	2.27	1,250	2.01
93% lean	3,490	2.54	4,650	2.65	2,220	2.09
Breast	1,390	3.99	3,000	4.15	1,400	3.70
Rolls (frsh/frz 1 lb.)	480	1.14	590	1.51	480	1.06
Specialty [5/]						
Patties						
93-94% lean	280	3.92	140	3.49	360	3.72
Breast	30	5.99				

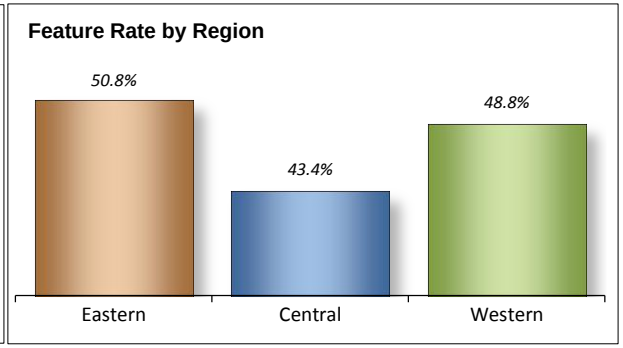
Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retailers focus on ground turkey and deli items for mid month features. The season for fresh whole turkeys is over, and only limited offerings of frozen turkeys are shown. Frozen bone-in breast promotions are active at higher trending prices. Rotisserie breasts are more available and average prices are sharply higher. More stores offer boneless whole breasts and prices are lower this week. All other white parts are less active. Prices trend lower on cutlets, higher on tenders, unchanged on marinated tenders. Offers on dark parts increase and fresh drums are heavily promoted. Promotions on ground turkey continue to climb. The weighted average price is sharply lower due to more ads on 85% lean and fewer ads for ground breast. Service deli promotions are even more active than last week, and all categories of self-service deli increase in volume. Promotions are most active in the East, least active in the West.







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 weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.

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

	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, NM,NV,OR,UT,WA,WY)		
Feature Rate [1/]	**50.8% of 8,400 sampled outlets**			**43.4% of 6,400 sampled outlets**			**48.8% of 4,700 sampled outlets**		
Special Rate [4/]	**4.4% of stores w/ no-price promotions**			**0.3% of stores w/ no-price promotions**			**0.6% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 11,150**			**Activity Index = 3,860**			**Activity Index = 3,450**		
	Price Range ($/pound)	Summary Stores	Wtd Avg	Price Range ($/pound)	Summary Stores	Wtd Avg	Price Range ($/pound)	Summary Stores	Wtd Avg
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	1.29	130	1.29	1.29	140	1.29			
" - Toms				1.29	140	1.29			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.29	30	2.29	1.99 - 2.49	20	2.21			
Frozen	0.99 - 1.99	460	1.66	0.99 - 1.99	360	1.25	1.69	120	1.69
Split, bone-in									
Fresh	2.49	180	2.49	1.99	10	1.99			
Rotisserie	5.99 - 10.49	790	7.77	5.98 - 7.79	340	7.01	5.99 - 8.99	170	8.38
Boneless, whole	3.79 - 5.49	270	3.95	3.99	10	3.99			
Cutlets	3.99 - 5.45	480	4.41	3.99	70	3.99			
Cutlets, thin sliced	4.49	230	4.49						
Strips									
Tenders	3.99 - 4.79	80	4.63	3.99	10	3.99			
Marinated Tenders	3.32 - 4.26	810	4.03	3.33	20	3.33	3.99	40	3.99
Drumsticks	1.39 - 1.49	800	1.43	1.19 - 1.49	70	1.27			
Thighs	1.49	160	1.49	1.69 - 1.99	20	1.82			
Wings	1.39 - 1.99	860	1.48	0.99 - 1.39	20	1.26			
Necks				0.99 - 1.49	20	1.25			
Smoked Drumsticks	1.99	10	1.99	2.78	10	2.78			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.39 - 3.49	300	2.86	1.99 - 3.99	190	2.88	2.99 - 3.50	150	3.12
Sausage	2.39 - 3.50	1,120	2.80	2.39 - 3.29	320	3.05	2.46 - 3.46	300	2.80
85% lean	1.53 - 3.84	2,080	2.47	1.65 - 2.39	900	1.96	1.59 - 2.39	860	1.88
93% lean	1.53 - 3.99	1,450	2.60	2.08 - 3.19	600	2.54	1.99 - 3.43	1,440	2.48
Breast (99-100% lean)	3.08 - 5.38	720	3.98	3.08 - 4.99	300	4.29	3.19 - 4.79	370	3.78
Rolls (frsh/frz 1 lb.)	1.00	190	1.00	0.90 - 2.99	290	1.24			
Specialty [5/]									
Patties									
93-94% lean	3.29 - 4.49	280	3.92						
Breast							5.99	30	5.99

USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jan 14, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/14 thru 01/20.

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

	NATIONAL SUMMARY				EASTERN U.S.			CENTRAL U.S.			WESTERN U.S.		
	This Week		Last Week		(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,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			(AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
Feature Rate 1/	76.9% of 19,500 stores		64.9% of 19,500 stores		90.0% of 8,400 sampled outlets			71.0% of 6,400 sampled outlets			61.7% of 4,700 sampled outlets		
Activity Index 2/	52,790		47,320		Activity Index = 28,950			Activity Index = 15,310			Activity Index = 8,530		
	Stores	Wtd Avg	Stores	Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey													
Category 1													
Processor Brand	5,190	7.45	4,680	7.58	4.99 - 8.99	2,680	7.40	5.99 - 8.99	1,790	7.63	5.99 - 8.99	720	7.17
Private Brand	2,730	7.18	1,220	7.40	6.99 - 7.99	2,640	7.19	6.59 - 6.99	90	6.81			
Category 2													
Processor Brand	4,220	5.95	4,050	5.82	4.99 - 6.99	2,200	6.05	4.29 - 6.59	1,350	5.68	4.99 - 6.99	670	6.18
Private Brand	4,960	6.27	5,330	6.23	4.98 - 6.99	2,710	6.29	4.99 - 6.99	1,550	6.00	4.99 - 7.99	700	6.81
Category 3													
Processor Brand	1,370	4.09	1,200	4.02	2.97 - 4.99	290	4.54	2.98 - 4.99	880	4.06	2.98 - 4.99	200	3.54
Private Brand	10	3.98	1,640	4.77				3.98	10	3.98			
Turkey Ham													
Processor Brand	290	2.94	490	3.76	2.69 - 4.49	190	3.03	2.69 - 3.49	70	2.98	2.29	30	2.29
Private Brand	20	3.79	40	2.98	3.79	20	3.79						
Turkey Pastrami													
Processor Brand	680	4.00	390	3.42	2.98 - 5.99	430	4.33	2.98 - 5.99	170	3.47	2.69 - 3.99	80	3.38
Private Brand			40	4.61									
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,050	7.38	3,100	7.22	4.99 - 8.99	2,350	7.65	5.98 - 8.99	660	7.06	5.99 - 7.99	1,040	6.97
Private Brand	2,030	6.68	1,500	6.60	5.99 - 7.99	1,450	6.83	4.99 - 6.99	580	6.31			
Category 2													
Processor Brand	180	5.49	400	5.10	4.99 - 5.99	60	5.24	4.58 - 5.99	120	5.61			
Private Brand	730	6.05	370	6.35	4.99 - 6.49	220	5.27	5.99 - 6.99	510	6.39			
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	11,910	2.98	10,860	3.06	2.00 - 3.99	6,490	3.02	1.95 - 3.69	3,590	2.84	2.78 - 3.99	1,830	3.09
Private Brand	1,750	3.01	960	3.10	2.89 - 3.49	560	3.16	2.39 - 3.00	440	2.84	2.89 - 3.00	750	2.99
Turkey 16 oz													
Processor Brand	630	4.36	250	4.89	3.50 - 4.99	250	4.20	2.99 - 4.99	370	4.45	4.99	10	4.99
Private Brand	140	5.99									5.99	140	5.99
Chicken 7-10 oz													
Processor Brand	10,190	3.01	9,980	3.06	2.00 - 3.99	5,860	3.02	1.99 - 3.69	2,720	2.96	2.78 - 3.50	1,610	3.06
Private Brand	1,710	3.02	820	3.14	2.89 - 3.49	550	3.16	2.49 - 3.00	410	2.87	2.89 - 3.00	750	2.99

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)