

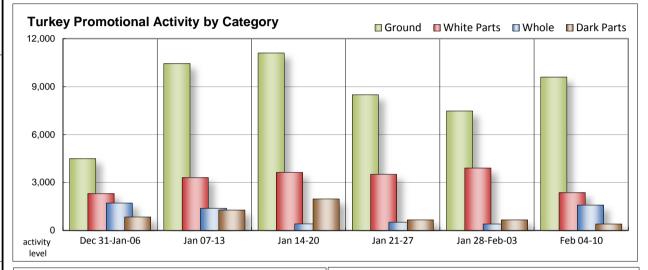
## USDA Weekly Retail Turkey Feature Activity Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/04 thru 02/10.

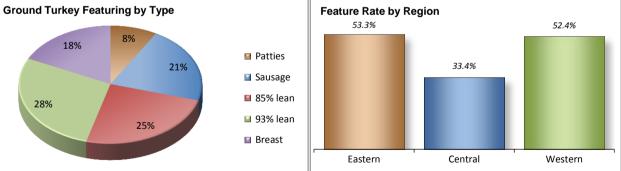
Fri. Feb 04, 2011

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

NATIONAL SUMMARY											
	THIS W	/EEK	LAST \	NEEK	LAST YEAR						
Feature Rate 1/	46.5% of	19,500	47.5% of	19,500	46.9% of 19,200						
reature Rate	outle		outl		outlets						
Special Rate 4/	3.59	%	1.7	%	4.0%						
Activity Index 2/	15,5	60	13,4	190	13,800						
3/	Stores W	/td Avg	Stores \	Vtd Avg	Stores Wtd Avg						
WHOLE BIRDS:											
Fresh - Hens	10	1.29									
" - Toms											
Frozen - Hens	780	0.85	270	1.13	1,060	0.90					
" - Toms	790	0.85	130	0.92	1,170	0.88					
PARTS:											
Breast:											
Bone-in, whole											
Fresh	200	2.04	120	1.99	10	1.89					
Frozen	150	1.76	2,210	1.47	900	1.36					
Split, bone-in											
Fresh	10	1.99	30	1.99	170	2.93					
Rotisserie	610	6.97	1,030	8.17	20	5.99					
Boneless, whole	270	4.26	20	4.99	30	3.99					
Cutlets	510	4.37	410	4.37	740	4.34					
Cutlets, thin sliced	50	4.99	40	4.51	100	4.99					
Strips	20	5.99									
Tenders	540	3.81	40	4.18	120	4.28					
Marinated Tenders	750	3.80	210	3.66	390	4.25					
Drumsticks	260	1.72	40	1.43	200	1.41					
Thighs	40	2.16	30	1.78	10	1.89					
Wings	50	1.89	50	1.42	170	1.46					
Necks	10	1.49	20	1.39	80	1.41					
Smoked Drumsticks	30	2.22	180	2.22	30	1.79					
Smoked Wings	10	1.99	170	2.19	30	1.99					
Smoked Necks			170	1.85	30	1.59					
GROUND TURKEY:	9,590	2.88	7,470	2.96	8,480	2.73					
Patties	800	2.70	770	2.99	400	2.85					
Sausage	2,030	2.82	530	2.87	1,660	2.81					
85% lean	2,370	2.28	1,290	2.27	2,100	2.03					
93% lean	2,680	2.65	3,770	2.77	3,060	2.55					
Breast	1,710	4.24	1,110 730	4.45 1.38	1,260	4.18					
Rolls (frsh/frz 1 lb.)  Specialty 5/	640	1.64	730	1.30	10	1.50					
Patties											
93-94% lean	220	4.23	140	3.49	620	3.07					
Breast	220	4.23	140	J.+3	020	5.01					
Note: rolls & specialty no			turkey tota	and weigh	hted avera	ge.					

This Week's Turkey Feature Highlights
Retail activity is slightly higher on turkey items, and sharply higher on deli items. More stores offer whole turkeys and they are priced to grab
the shopper's attention. If you waited to buy bone-in breasts you won't find the selection or attractive prices that were around last week.
Offers decline on rotisserie breasts; average advertised prices are sharply lower. More stores offer boneless white parts. Fresh dark parts are
more active; smoked parts are less visible. Ground turkey is widely promoted and the average advertised price is lower. Activity is sharply
higher on sausage and 85% lean but the 93% lean is still the favorite ground item. The big push this week is for deli items. The consumer can
buy a wide range of party trays, or create their own deli platters. Offers increase on processor category 1 service deli turkey, but it is the store
brands that grab the most ad space for categories 2 and 3. Self-service deli is also more active this week.





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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Fri. Feb 04, 2011

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

	EAS1	ERN U.S.		С	ENTRAL U.S.	WESTERN U.S.					
		FL,GA,MA,MD,ME		(AL AR IA	,IL,IN,KS,KY,LA,MI,M	N		(AZ,CA,CO,ID,MT,			
	,	PA,RI,SC,VA,VT,V		, , ,	,ιΕ,ιΝ,ιΝο,ιΚΤ,ΕΑ,ΙΜΙ,ΙΜΙ ΝΕ, ΟΗ, ΟΚ,SD,ΤΝ,ΤΣ	· ·					
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup>	53.3% of 8,40 2.6% of stores w	0 sampled outlet / no-price promo	:s	33.4% of 4.7% of store	6,400 sampled outle es w/ no-price promo	NM,NV,OR,UT,WA,WY) 52.4% of 4,700 sampled outlets 3.5% of stores w/ no-price promotions					
Activity Index 2/	,	Index = 8,540			vity Index = 3,510		Activity Index = 3,270				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg			
WHOLE BIRDS:	(ψ/ροαπα)	Stores Wita Avg		(ψ/ροαπα)	Stores v	via Avg	(ψ/ροαπα)	Stores With Avg			
Fresh - Hens	1.29	10	1.29								
" - Toms			0								
Frozen - Hens	0.69 - 0.99	390	0.75	0.69 - 0.99	390	0.94					
" - Toms	0.69 - 0.99	390	0.75	0.69 - 1.29	400	0.95					
PARTS:				5.55							
Breast:											
Bone-in, whole											
Fresh	1.99 - 2.89	200	2.04								
Frozen	1.79	140	1.79	1.39	10	1.39					
Split, bone-in											
Fresh	1.99	10	1.99								
Rotisserie	5.99 - 7.99	600	6.98	6.48	10	6.48					
Boneless, whole	3.49 - 4.99	270	4.26								
Cutlets	3.49 - 4.99	500	4.38	3.99	10	3.99					
Cutlets, thin sliced	4.99	50	4.99			5.00					
Strips	4.00		4.00				5.99	20	5.99		
Tenders							3.66 - 3.99	540	3.81		
Marinated Tenders	3.73 - 4.26	480	3.93	3.19 - 4.26	200	3.90	2.66	70	2.66		
Drumsticks	1.59 - 2.49	220	1.75	1.39 - 1.69	40	1.57	2.00		2.00		
Thighs	2.49	20	2.49	1.69 - 1.99	20	1.82					
Wings	1.69 - 2.49	30	2.19	1.39 - 1.49	20	1.43					
Necks	1.00 2.10		2.10	1.49	10	1.49					
Smoked Drumsticks	1.99	10	1.99	1.79 - 2.78	20	2.34					
Smoked Wings	1.99	10	1.99	2 0							
Smoked Necks											
GROUND TURKEY:											
Patties	1.97 - 2.99	550	2.56	1.99 - 3.50	170	3.18	1.99 - 2.88	80	2.60		
Sausage	2.39 - 3.03	1,350	2.81	2.39 - 3.50	620	2.82	2.86 - 3.00	60	2.92		
85% lean	1.53 - 3.00	1,250	2.47	1.49 - 2.59	600	1.98	1.74 - 3.19	520	2.16		
93% lean	2.39 - 3.19	1,480	2.62	1.83 - 2.80	820	2.54	2.30 - 3.33	380	3.04		
Breast (99-100% lean)	3.38 - 5.99	350	4.55	4.00	20	4.00	3.99 - 4.99	1,340	4.16		
Rolls (frsh/frz 1 lb.)	1.79	230	1.79	1.00	150	1.00	0.99 - 2.00	260	1.89		
Specialty <sup>5/</sup>											
Patties											
93-94% lean	3.99 - 4.29	220	4.23								
Breast	4.99	20	4.99						2 of		



## **USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Fri. Feb 04, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/04 thru 02/10.

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

NATIONAL SUMMARY					EASTERN U.S.					CENT	RAL U.S.		WESTERN U.S.				
This Week			ı		(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,				(AZ,CA,CO,ID,MT,				
1/	81.8% of 19,500 76.6% of 19,500			,						)H, OK,SD,TI			•	R,UT,WA,WY	)		
Feature Rate 1/	stores		stores		88.9% of 8,400 sampled outlets				· ·	75.4% of 6,400 sampled outlets				77.9% of 4,700 sampled outlets			
Activity Index 2/	60,000		F.0	<b>500</b>	Activity Index = 27,720				Activity Index = 18,770			Activity Index = 13,590					
Activity Index 2/	60,080		50,590		Price	Range	Summary		Price Range		Summary		Price Range		Summary		
	Stores Wtd Avg		Stores Wtd Avg		(\$/pound)		Stores Wtd Avg		(\$/pound)		Stores Wtd Avg		(\$/pound)		Stores Wtd Avg		
SERVICE DELI - Turkey																	
Category 1																	
Processor Brand	7,500	7.84	5,250	7.55		- 9.99	4,870	7.99		10.49	2,050	7.54	6.98	- 11.99	580	7.60	
Private Brand	1,140	7.17	1,240	6.90	6.99	- 7.99	880	7.25	6.77 -	7.99	260	6.90					
Category 2																	
Processor Brand	4,540	5.83	,	5.83	4.99 -		2,220	6.13	1	6.49	1,450	5.44		6.99	870	5.74	
Private Brand	5,940	6.24	3,780	5.98	5.99 -	6.99	1,630	6.74	4.49 -	6.99	3,180	5.83	5.99 -	7.99	1,130	6.69	
Category 3																	
Processor Brand	1,620	3.88	· '	4.16	2.49 -	3.99	360	3.62	2.98 -	4.88	160	3.49	2.49 -	4.99	1,100	4.02	
Private Brand	2,630	4.78	530	4.86	3.98 -	4.99	1,540	4.70		4.88	1,090	4.88					
Turkey Ham	000	0.70	440	0.00	0.40	F 00	400	0.05	0.00	0.40	40	0.00		4.00	400	4.00	
Processor Brand	330	2.73		3.22	2.49 -		160	3.25	2.98 -	3.48	40	3.08		1.99	130	1.99	
Private Brand	40	2.98				2.98	40	2.98									
Turkey Pastrami	400		040	4.04	0.40	<b>5</b> 00	4.40	4.50	0.00	0.40		0.47					
Processor Brand	160	4.41	210	4.21	3.49 -	5.99	140	4.59	2.99 -	3.48	20	3.17					
Private Brand																	
SERVICE DELI - Chicken																	
Category 1																	
Processor Brand	2,530	8.03	,	7.50	5.99	- 9.99	1,910	8.13	4.99 -	8.99	450	7.61	6.99	- 10.99	170	8.10	
Private Brand	20	6.99	450	7.02		6.99	20	6.99									
Category 2  Processor Brand	1,000	6.50	90	5.06	4.00	0.07	60	F F0	4.98 -	F 00	390	5.94		0.00	550	0.00	
Private Brand	320	5.68		5.06	4.99 -	6.97	60	5.56	5.49 -	5.99	390	5.68		6.99	550	6.99	
SELF-SERVICE DELI	320	5.00							5.49 -	5.99	320	5.06					
(dollars per tub or pouch)																	
Turkey 7-10 oz																	
Processor Brand	12,410	2.97	11,830	3.07	1.83 -	4.49	4,830	3.00	1.99 -	3.99	4,290	2.90	2 50 -	3.99	3,290	3.02	
Private Brand	3,850	3.00		3.00	1.00	3.00	3,390	3.00	2.99 -	3.00	460	3.00	2.00	0.00	0,200	0.02	
Turkey 16 oz	0,000	0.00	1,070	0.00		0.00	0,000	0.00	2.00	0.00	400	0.00					
Processor Brand	2,520	4.78	710	4.70	3.50 -	5.99	480	4.56	3.00 -	4.99	510	4.24	3.49 -	5.99	1,530	5.02	
Private Brand	1,340	5.00		3.65		5.00	130	5.00		5.00	120	5.00		5.00	1,090	5.00	
Chicken 7-10 oz	, -														, ,		
Processor Brand	11,430	2.97	10,280	3.12	2.00 -	4.39	4,550	3.00	1.99 -	3.69	3,730	2.87	2.50 -	3.99	3,150	3.04	
Private Brand	760	3.00		3.00		3.00	510	3.00	2.99 -	3.00	250	3.00					

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)