USDA Weekly Retail Turkey Feature Activity

Fri. Mar 04, 2011

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

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

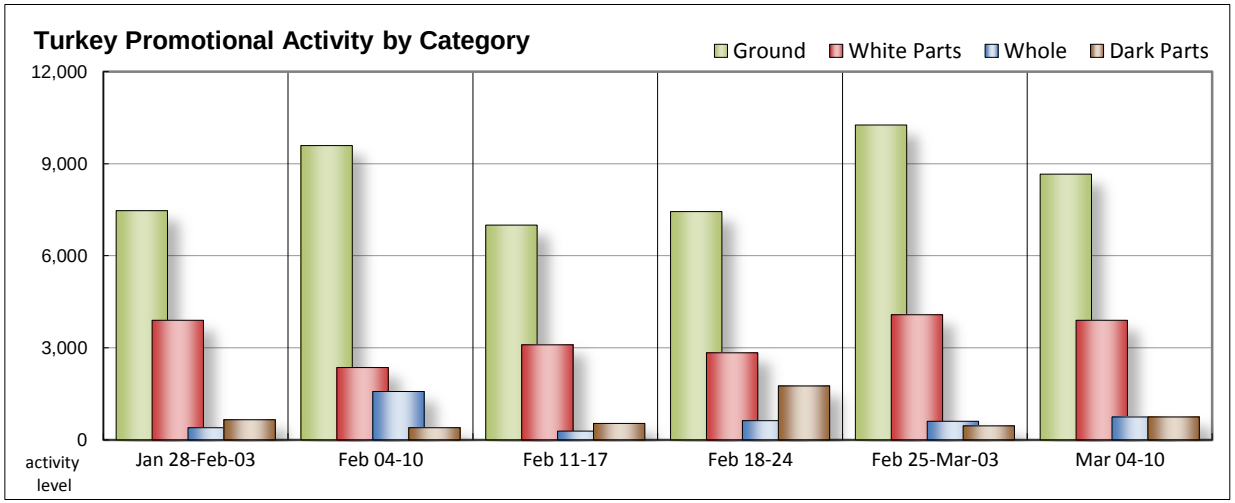
NATIONAL SUMMARY

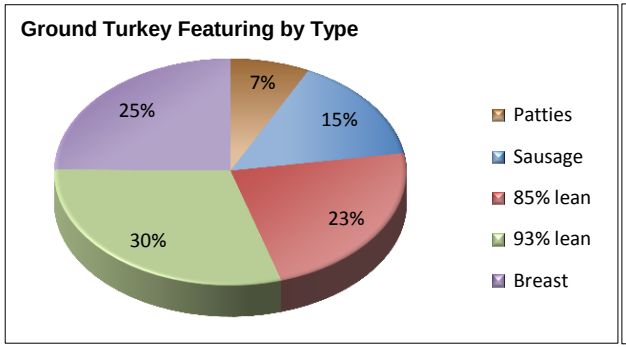
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	47.6% of 19,500 outlets		49.8% of 19,500 outlets		49.0% of 19,200 outlets	
Special Rate [4/]	6.0%		1.7%		5.3%	
Activity Index [2/]	15,020		17,190		13,850	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					70	0.99
" - Toms						
Frozen - Hens	370	1.15	350	1.05	130	1.18
" - Toms	380	1.16	260	0.86	260	1.02
PARTS:						
Breast:						
Bone-in, whole						
Fresh	100	2.32	10	1.99	60	1.74
Frozen	1,290	1.90	1,750	1.85	750	1.48
Split, bone-in						
Fresh	10	1.99	180	2.49	170	2.93
Rotisserie	840	7.84	1,150	7.27	40	7.76
Boneless, whole	110	4.35	230	4.61		
Cutlets	920	4.53	310	4.73	540	4.47
Cutlets, thin sliced	190	4.87	20	4.99	100	3.99
Strips	10	4.54	130	4.99		
Tenders	430	4.33	300	4.60	320	3.56
Marinated Tenders	250	3.87	1,010	3.87	540	3.75
Drumsticks	340	1.52	180	1.21	530	1.48
Thighs	20	1.69	10	2.49	140	1.96
Wings	290	1.48	190	1.20	400	1.43
Necks	20	1.39	60	1.05	50	1.30
Smoked Drumsticks	30	1.79	10	2.98	40	2.09
Smoked Wings	30	1.79	10	1.69	30	2.16
Smoked Necks	20	1.79			20	1.69
GROUND TURKEY:	**8,660**	**2.94**	**10,260**	**2.89**	**9,420**	**2.64**
Patties	640	2.60	1,220	2.99	870	2.41
Sausage	1,310	2.81	2,700	2.96	1,460	2.66
85% lean	1,980	2.15	2,150	2.23	2,290	1.92
93% lean	2,580	2.66	3,060	2.74	3,620	2.70
Breast	2,150	4.17	1,130	4.24	1,180	3.99
Rolls (frsh/frz 1 lb.)	510	2.19	430	1.10	240	1.84
Specialty [5/]						
Patties	50	3.99			20	3.49
93-94% lean	150	3.96	140	3.49	130	4.49
Breast					140	3.93

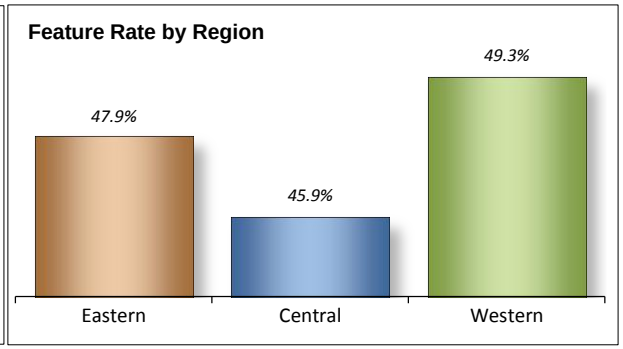
Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity slows on most turkey items; deli is more active. Offers increase on frozen hens and toms, but prices are sharply higher this week. Fewer stores are promoting bone-in breasts, and prices also trend higher on these items. Fewer stores promote rotisserie breasts, and these are at higher trending prices. Lower prices are the norm on the boneless white cuts. Activity increases on cutlets and tenders, decreases on marinated tenders. Retailers offer the full range of dark parts; fresh drums and wings are the most active. Promotional activity slows on most ground turkey items; ground breast is the exception and is much more prominent in this week's circulars. Average prices are lower on all the grinds. Offers increase on most categories on service deli, the big exceptions being a sharp decrease in private category 1 and processor category 3. Self-service deli is very popular; the 16 oz packages of turkey are the only items that are less 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.

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

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

Fri. Mar 04, 2011

	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/]	**47.9% of 8,400 sampled outlets**			**45.9% of 6,400 sampled outlets**			**49.3% of 4,700 sampled outlets**		
Special Rate [4/]	**5.9% of stores w/ no-price promotions**			**6.6% of stores w/ no-price promotions**			**5.3% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,380**			**Activity Index = 3,250**			**Activity Index = 3,190**		
	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	1.49	180	1.49	0.77 - 0.99	190	0.84			
" - Toms	1.49	180	1.49	0.77 - 1.29	200	0.86			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.89	40	1.53	1.99 - 2.99	20	2.56	2.99	40	2.99
Frozen	0.99 - 2.29	790	2.02	0.99 - 1.79	340	1.59	1.98 - 1.99	160	1.99
Split, bone-in									
Fresh				1.99	10	1.99			
Rotisserie	6.89 - 9.99	180	9.10	5.99 - 8.99	110	6.34	6.99 - 7.99	550	7.73
Boneless, whole	3.99 - 4.99	110	4.35						
Cutlets	3.99 - 4.99	910	4.53				4.54	10	4.54
Cutlets, thin sliced	4.49 - 4.99	190	4.87						
Strips							4.54	10	4.54
Tenders	4.99	10	4.99	4.79	120	4.79	3.99 - 4.23	300	4.13
Marinated Tenders	3.73 - 4.26	110	4.04	3.73	50	3.73	2.66 - 3.99	90	3.75
Drumsticks	1.39 - 1.49	260	1.49	1.29 - 1.79	80	1.62			
Thighs	1.69	10	1.69	1.69	10	1.69			
Wings	1.39 - 1.49	270	1.49	1.29 - 1.39	20	1.35			
Necks	1.49	10	1.49	1.29	10	1.29			
Smoked Drumsticks	1.79	30	1.79						
Smoked Wings	1.79	30	1.79						
Smoked Necks	1.79	20	1.79						
GROUND TURKEY:									
Patties	1.97 - 3.00	530	2.55	2.49 - 2.79	50	2.59	2.50 - 3.50	60	3.04
Sausage	1.99 - 3.69	850	3.03	2.00 - 2.80	310	2.13	2.87 - 2.99	150	2.91
85% lean	1.53 - 2.50	1,100	2.27	1.66 - 2.33	660	1.98	2.00 - 2.39	220	2.04
93% lean	2.31 - 3.19	1,740	2.64	2.49 - 2.69	350	2.50	2.50 - 3.19	490	2.87
Breast (99-100% lean)	1.45 - 4.99	820	4.22	3.07 - 4.79	510	4.01	3.99 - 4.79	820	4.23
Rolls (frsh/frz 1 lb.)	1.25	10	1.25	0.99 - 2.99	210	2.15	1.99 - 2.50	290	2.25
Specialty [5/]									
Patties	3.99	50	3.99						
93-94% lean	3.89 - 4.49	150	3.96						
Breast									

USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Mar 04, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

(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/	88.7% of 19,500 stores		80.1% of 19,500 stores		95.8% of 8,400 sampled outlets			82.0% of 6,400 sampled outlets			85.4% of 4,700 sampled outlets		
Activity Index 2/	56,230		48,230		Activity Index = 26,060			Activity Index = 17,560			Activity Index = 12,610		
	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	5,250	7.69	3,460	7.63	5.29 - 8.99	3,780	7.66	5.99 - 8.99	940	7.61	6.98 - 12.99	530	8.03
Private Brand	530	7.99	1,720	7.04	6.99 - 8.99	430	8.18	6.99 - 7.49	100	7.17			
Category 2													
Processor Brand	6,560	5.72	5,730	5.94	4.78 - 7.99	2,330	6.11	3.98 - 7.38	3,200	5.39	4.99 - 6.99	1,030	5.87
Private Brand	5,180	6.33	3,790	6.26	3.98 - 6.99	2,070	6.37	4.99 - 6.99	1,860	6.04	5.99 - 7.99	1,250	6.69
Category 3													
Processor Brand	700	3.98	2,840	4.28	2.98 - 4.99	440	4.20	2.99 - 4.99	240	3.62	2.98 - 3.99	20	3.56
Private Brand	1,490	4.90	360	4.72	4.88 - 4.99	1,290	4.90	4.88 - 4.99	200	4.95			
Turkey Ham													
Processor Brand	110	3.14	170	3.09	3.98	10	3.98	2.58 - 2.99	30	2.86	2.49 - 3.49	70	3.14
Private Brand	30	3.98	20	2.69	3.98	30	3.98						
Turkey Pastrami													
Processor Brand	100	4.20	240	3.85	3.99	70	3.99	2.98 - 6.99	30	4.69			
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	3,200	7.12	5,010	7.07	5.49 - 8.99	1,950	7.37	4.98 - 7.99	1,210	6.70	6.99 - 7.99	40	7.61
Private Brand	870	6.81	850	7.01	7.49	220	7.49	5.49 - 6.99	650	6.58			
Category 2													
Processor Brand	300	5.07	390	6.31	4.99	190	4.99	3.79 - 6.99	110	5.21			
Private Brand	280	5.99	230	6.99	5.99	60	5.99	5.99	220	5.99			
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	13,330	3.08	9,580	3.00	2.50 - 3.99	6,190	3.20	1.88 - 3.99	2,990	2.91	1.79 - 3.50	4,150	3.03
Private Brand	3,070	3.18	1,100	2.98	2.50 - 3.33	1,340	2.96	2.50 - 3.50	1,220	3.35	2.99 - 3.50	510	3.34
Turkey 16 oz													
Processor Brand	1,380	4.42	3,590	4.07	3.50 - 5.99	390	4.51	2.98 - 4.99	590	3.87	4.49 - 5.49	400	5.13
Private Brand			70	4.39									
Chicken 7-10 oz													
Processor Brand	11,810	3.04	7,980	3.01	2.50 - 3.99	4,890	3.11	1.88 - 3.99	2,820	2.92	1.98 - 3.50	4,100	3.03
Private Brand	2,040	3.26	1,100	2.98	2.50 - 3.33	380	2.84	2.50 - 3.50	1,150	3.37	2.99 - 3.50	510	3.34

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)