



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/06 thru 05/12.**

Fri. May 06, 2011

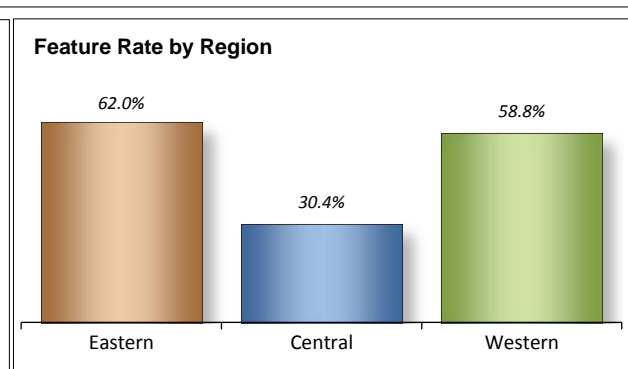
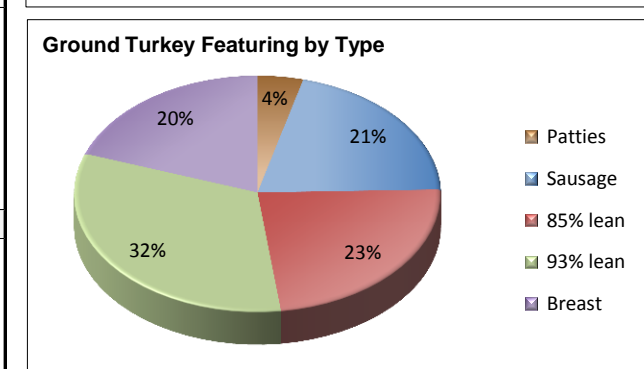
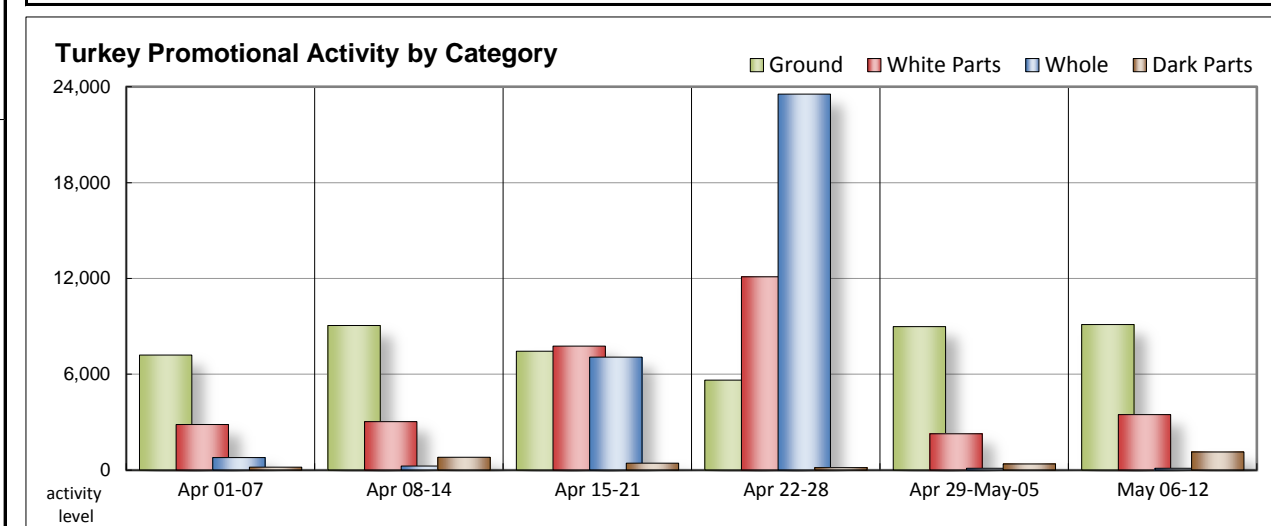
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>50.8% of 19,500 outlets</b>		<b>42.8% of 19,500 outlets</b>		<b>54.8% of 19,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>9.6%</b>		<b>4.2%</b>		<b>4.2%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>14,740</b>		<b>13,610</b>		<b>18,150</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	10	1.59	10	1.49	10	1.39
" - Toms			10	1.49		
Frozen - Hens	50	0.97	40	0.99	320	0.86
" - Toms	50	0.97	50	1.07	320	0.79
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	70	1.99	40	1.85	70	1.49
Frozen	1,170	1.76	20	1.59	2,830	1.50
<b>Split, bone-in</b>						
Fresh	10	2.99			180	2.51
Rotisserie	510	8.15	320	7.08	500	7.37
<b>Boneless, whole</b>						
	310	4.10	170	5.57	260	4.13
<b>Cutlets</b>						
	1,120	4.49	790	4.74	1,540	4.46
<b>Cutlets, thin sliced</b>						
	30	4.99	350	4.99	350	4.85
<b>Strips</b>						
<b>Tenders</b>						
	250	4.06	580	4.63	950	4.21
<b>Marinated Tenders</b>						
	270	4.43	1,070	4.15	910	3.97
<b>Drumsticks</b>						
	530	1.53	90	1.50	30	1.89
<b>Thighs</b>						
	80	2.23	70	2.03	40	2.19
<b>Wings</b>						
	270	1.71	50	1.34		
<b>Necks</b>						
	60	1.79	30	1.27		
<b>Smoked Drumsticks</b>						
	40	1.97	40	2.31	50	1.72
<b>Smoked Wings</b>						
	110	2.17	60	2.01	50	1.72
<b>Smoked Necks</b>						
	40	1.69	40	1.59	50	1.62
<b>GROUND TURKEY:</b>	<b>9,110</b>	<b>2.96</b>	<b>8,980</b>	<b>2.96</b>	<b>9,110</b>	<b>2.84</b>
Patties	370	2.92	2,090	2.79	690	2.49
Sausage	1,870	2.79	1,230	2.86	2,510	2.73
85% lean	2,130	2.40	1,940	2.25	1,750	2.08
93% lean	2,950	2.68	2,380	2.83	2,350	2.61
Breast	1,790	4.26	1,340	4.55	1,810	4.14
Rolls (frsh/frz 1 lb.)	410	2.43	630	2.25	580	1.95
<b>Specialty</b> <sup>5/</sup>						
Patties	40	3.50			30	3.99
93-94% lean	70	4.65	140	3.49	190	3.89
Breast	130	6.99			150	4.32

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

**This Week's Turkey Feature Highlights**

Retail turkey and service deli activity picks up for first of the month promotions. Offers on fresh and frozen whole turkeys are light. Frozen bone-in turkey breasts are widely promoted and a good option for Mother's Day dinners. Fewer stores offer rotisserie breasts and the average advertised price is sharply higher. Boneless white parts activity slows. Cutlets command the most ad space; offers on tenders and marinated tenders retreat. There is a full selection of dark parts; fresh drums and wings are heavily promoted this week. Offers on ground turkey continue to increase and the weighted average price is unchanged from last week. Service deli offers increase on Category 1, especially on the private brands. Category 2 deli slows due to a sharply lower number of private brands. Self-service deli is more active overall, but fewer private brands are promoted. Stores are bringing out the party trays 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 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)

Fri. May 06, 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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	62.0% of 8,400 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 10,540			30.4% of 6,400 sampled outlets 8.8% of stores w/ no-price promotions Activity Index = 1,920			58.8% of 4,700 sampled outlets 24.4% of stores w/ no-price promotions Activity Index = 2,040		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.59	10	1.59						
" - Toms									
Frozen - Hens				0.88 - 0.99	50	0.97			
" - Toms				0.88 - 0.99	50	0.97			
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	1.99	70	1.99						
Frozen	0.88 - 1.99	790	1.74	1.48 - 1.99	220	1.62	1.59 - 2.19	160	2.07
Split, bone-in									
Fresh	2.99	10	2.99						
Rotisserie	5.99 - 8.99	250	7.27				8.99	260	8.99
Boneless, whole	3.49 - 4.99	310	4.10						
Cutlets	3.99 - 4.99	1,120	4.49						
Cutlets, thin sliced	4.99	30	4.99						
Strips									
Tenders	3.99 - 5.49	250	4.06						
Marinated Tenders	3.73 - 4.26	120	4.14	4.26 - 4.79	120	4.74	4.33	30	4.33
Drumsticks	1.29 - 1.99	500	1.54	1.29 - 1.39	30	1.32			
Thighs	2.29	70	2.29	1.79	10	1.79			
Wings	1.29 - 2.59	240	1.75	1.39 - 1.48	30	1.43			
Necks	1.79	60	1.79						
Smoked Drumsticks	1.69 - 2.29	40	1.97						
Smoked Wings	1.69 - 2.29	110	2.17						
Smoked Necks	1.69	40	1.69						
<b>GROUND TURKEY:</b>									
Patties	2.48 - 3.00	310	2.92	2.89 - 3.00	60	2.95			
Sausage	2.39 - 3.29	1,530	2.71	2.79 - 3.49	140	3.17	2.71 - 3.27	200	3.14
85% lean	1.89 - 2.68	1,640	2.46	1.66 - 2.68	340	2.11	2.33 - 2.99	150	2.40
93% lean	2.07 - 3.07	1,550	2.65	1.99 - 3.99	520	2.56	1.99 - 3.99	880	2.81
Breast (99-100% lean)	3.45 - 5.99	1,420	4.39	3.74 - 3.99	250	3.98	3.19 - 4.79	120	3.27
Rolls (frsh/frz 1 lb.)	1.99	70	1.99	1.00 - 1.50	100	1.39	2.99	240	2.99
<b>Specialty <sup>5/</sup></b>									
Patties	3.99	20	3.99	3.00	20	3.00			
93-94% lean	3.99 - 4.99	70	4.65						
Breast	6.99	130	6.99						



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

Fri. May 06, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/06 thru 05/12.

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

Feature Rate <sup>1/</sup>	NATIONAL SUMMARY				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)			
	This Week		Last Week		85.0% of 8,400 sampled outlets				73.5% of 6,400 sampled outlets				67.1% of 4,700 sampled outlets			
	76.9% of 19,500 stores		71.3% of 19,500 stores		Activity Index = 22,490				Activity Index = 14,830				Activity Index = 6,740			
Activity Index <sup>2/</sup>	44,060		41,160		Price Range (\$/pound)		Summary (Stores Wtd Avg)		Price Range (\$/pound)		Summary (Stores Wtd Avg)		Price Range (\$/pound)		Summary (Stores Wtd Avg)	
	Stores	Wtd Avg	Stores	Wtd Avg												
<b>SERVICE DELI - Turkey</b>																
<b>Category 1</b>																
Processor Brand	5,130	7.89	4,030	7.69	4.99 - 9.49	3,670	7.90	5.49 - 9.99	1,320	7.74	6.99 - 12.99	140	9.12			
Private Brand	2,730	7.56	610	7.44	6.99 - 8.99	1,760	7.31	5.99 - 8.99	720	7.87	8.49	250	8.49			
<b>Category 2</b>																
Processor Brand	7,570	6.35	7,160	6.01	4.99 - 8.99	4,330	6.28	3.99 - 7.99	1,990	6.26	4.99 - 6.99	1,250	6.73			
Private Brand	2,600	6.32	6,590	6.85	3.99 - 6.99	1,270	6.58	3.99 - 6.99	1,260	5.91	8.99	70	8.99			
<b>Category 3</b>																
Processor Brand	1,650	3.77	1,950	4.12	3.69 - 4.99	690	4.14	2.99 - 3.99	820	3.38	3.48 - 5.49	140	4.19			
Private Brand	320	4.99	1,390	4.83	4.98 - 4.99	170	4.99				4.99	150	4.99			
<b>Turkey Ham</b>																
Processor Brand	280	4.39	540	2.91	3.29 - 4.99	260	4.50	3.48	10	3.48	2.29	10	2.29			
Private Brand			230	4.81												
<b>Turkey Pastrami</b>																
Processor Brand	310	3.40	450	4.82	2.99 - 6.99	180	3.67	2.99 - 3.48	130	3.02						
Private Brand			190	4.98												
<b>SERVICE DELI - Chicken</b>																
<b>Category 1</b>																
Processor Brand	3,630	7.03	1,150	7.24	5.98 - 7.99	2,500	7.10	5.98 - 9.99	1,090	6.84	6.99 - 8.99	40	7.63			
Private Brand	1,030	6.76	1,930	7.34	6.99	190	6.99	5.97 - 6.99	650	6.49	6.49 - 8.99	190	7.44			
<b>Category 2</b>																
Processor Brand	90	5.54	280	6.65				3.99 - 6.99	90	5.54						
Private Brand																
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)																
<b>Turkey 7-10 oz</b>																
Processor Brand	8,430	3.17	5,180	3.21	1.89 - 3.99	3,500	3.35	2.00 - 3.69	3,040	3.02	2.50 - 3.99	1,890	3.09			
Private Brand	810	3.26	2,380	2.79	2.50 - 3.50	350	2.98	2.99 - 3.50	220	3.45	3.49	240	3.49			
<b>Turkey 16 oz</b>																
Processor Brand	710	5.03	440	5.18	4.99 - 5.29	90	5.17	4.48 - 5.99	360	5.02	4.99	260	4.99			
Private Brand			30	4.99												
<b>Chicken 7-10 oz</b>																
Processor Brand	8,030	3.20	4,250	3.26	2.50 - 3.99	3,250	3.41	2.00 - 3.69	2,910	3.03	2.78 - 3.99	1,870	3.09			
Private Brand	740	3.23	2,380	2.79	2.50 - 3.50	280	2.85	2.99 - 3.50	220	3.45	3.49	240	3.49			

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)