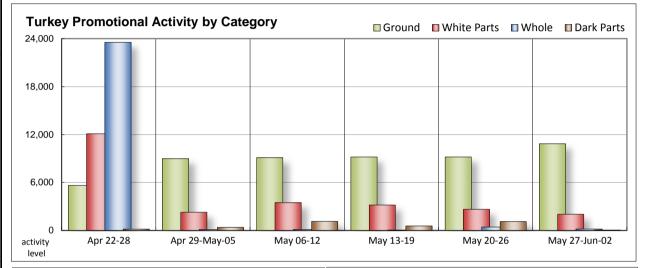
## USDA Weekly Retail Turkey Feature Activity Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/27 thru 06/02.

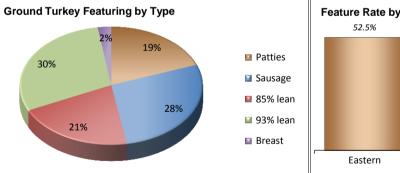
Fri. May 27, 2011

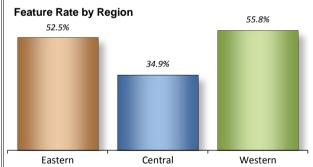
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY											
	THIS	WEEK	LAST	WEEK	LAST YEAR						
Feature Rate 1/	47.5%	of 19,500	49.6% c	of 19,500	39.8% of 19,200						
reature Kate	ou	tlets	out	tlets	outlets						
Special Rate 4/	6.	5%	4.	6%	5.6%						
Activity Index 2/	15	,080,	15	,220	13,660						
3/	Stores Wtd Avg		Stores Wtd Avg		Stores	Wtd Avg					
WHOLE BIRDS:											
Fresh - Hens	50	1.59			40	1.29					
" - Toms	40										
Frozen - Hens	40		150	-	50	1.39					
" - Toms	40	0.99	270	1.06	230	0.70					
PARTS:											
Breast:											
Bone-in, whole											
Fresh			10		60	2.44					
Frozen	470	1.66	570	1.62	260	1.54					
Split, bone-in											
Fresh											
Rotisserie	130		900		10	8.99					
Boneless, whole	360		230		30	4.79					
Cutlets	200	4.44	820	4.60	330	4.49					
Cutlets, thin sliced					250	4.59					
Strips			20	3.99	10	5.29					
Tenders	860	4.45	90	3.99	440	4.30					
Marinated Tenders	990	3.83	560	4.70	610	3.62					
Drumsticks	30	1.34	260	1.74	180	1.09					
Thighs	10	2.29	250	1.81	30	2.00					
Wings	10	1.49	360	1.70	190	1.09					
Necks			10	1.29	10	1.49					
Smoked Drumsticks			140	2.25	10	1.39					
Smoked Wings			70	2.21	10	2.19					
Smoked Necks			20	1.79							
GROUND TURKEY:	10,850	2.81	9,190	2.96	10,640	2.84					
Patties	2,100	2.94	840	3.06	1,400	2.76					
Sausage	3,030	2.96	1,700	2.98	3,930	2.78					
85% lean	2,240		2,510		1,590	2.27					
93% lean	3,220		2,850		2,830	2.76					
Breast	260		1,290		890	4.55					
Rolls (frsh/frz 1 lb.)	400	2.28	1,170	2.20	270	2.05					
Specialty 5/											
Patties	60				610	3.53					
93-94% lean	180		140	3.49	40	3.99					
Breast	360	5.86									

This Week's Turkey Feature Highlights
Retail activity slows on turkey, increases on service deli. Turkey has to compete with alternative meats for the holiday weekend cookouts.
Fresh and frozen whole turkeys make a brief appearance in the circulars. Fewer stores offer frozen bone-in breasts. There is little interest in
rotisserie breasts this week. Offers on boneless white cuts center on tenders and marinated tenders, both good choices for the grill.
Promotions on dark parts are practically nil. Ground turkey has a good showing; the weighted average price falls due to limited offers of
ground breast. It is picnic time and there are plenty of ads on deli. Offers increase on Category 1 and prices trend higher; processor brands are
more active, private brands less active. Processor brand Category 2 slows; private brands are more active. There is a big increase in offers for
Category 3, providing a less expensive choice for sandwiches. Self-service deli is at about the same level as last 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.

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



## USDA Weekly Retail Turkey Feature Activity Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/27 thru 06/02.

Fri. May 27, 2011

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

	EAS	TERN U.S.			CENTRAL U.S.		WES1	WESTERN U.S.			
	(CT,DC,DE,	FL,GA,MA,MD,ME	,	(AL,AR,I	A,IL,IN,KS,KY,LA,MI,	MN,	(AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)				
		PA,RI,SC,VA,VT,V		MO,MS,ND,	NE, OH, OK,SD,TN,	TX,WI)					
Feature Rate 1/		00 sampled outle			6,400 sampled out			0 sampled outle	ets		
Special Rate 4/	2.4% of stores v	v/ no-price promo	tions	6.0% of stor	es w/ no-price pron	notions	14.5% of stores w/ no-price promotions Activity Index = 2,510				
Activity Index 2/		Index = 9,510			ivity Index = 2,460						
	Price Range	Summary		Price Range	Summ	ary	Price Range	Summa	Summary		
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores \	Ntd Avg		
WHOLE BIRDS:											
Fresh - Hens				1.99	10	1.99	1.49	40	1.49		
" - Toms							1.49	40	1.49		
Frozen - Hens				0.99	40	0.99					
" - Toms				0.99	40	0.99					
PARTS:											
Breast:											
Bone-in, whole											
Fresh											
Frozen	1.39 - 1.68	280	1.53	1.59 - 1.99	140	1.93	1.48 - 1.99	50	1.63		
Split, bone-in											
Fresh											
Rotisserie	9.00	130	9.00								
Boneless, whole	4.49	360	4.49								
Cutlets	3.99 - 4.49	200	4.44								
Cutlets, thin sliced											
Strips											
Tenders	3.99 - 5.29	810	4.47	3.19	10	3.19	3.99 - 5.59	40	4.23		
Marinated Tenders	2.77 - 4.59	610	3.92	3.19 - 3.99	360	3.70	3.03 - 3.53	20	3.34		
Drumsticks	1.49	10	1.49	1.19 - 1.39	20	1.26	0.00		0.0 .		
Thighs	2.29	10	2.29			0					
Wings	1.49	10	1.49								
Necks	1.10		1.10								
Smoked Drumsticks											
Smoked Wings											
Smoked Necks											
GROUND TURKEY:											
Patties	1.99 - 3.99	1,620	2.86	2.49 - 3.99	300	3.24	2.39 - 3.50	180	3.17		
Sausage	2.79 - 3.50	2,480	3.05	2.00 - 3.19	540	2.55	2.50	100	2.50		
85% lean	1.90 - 2.98	1,660	2.29	1.79 - 2.50	400	1.99	1.99	180	1.99		
93% lean	2.08 - 3.07	1,290	2.71	2.08 - 3.19	290	2.69	2.49 - 3.43	1,640	3.10		
Breast (99-100% lean)	4.61	40	4.61	3.33 - 3.99	150	3.56	4.79	70	4.79		
Rolls (frsh/frz 1 lb.)	7.01	70		1.00 - 2.50	160	2.28	1.99 - 2.50	240	2.28		
Specialty 5/				1.00 2.00	100	2.20	1.00 2.00	2-10	2.20		
Patties	3.99	50	3.99				4.99	10	4.99		
93-94% lean	3.99	180	3.99				7.33	10	4.53		
Breast	5.49 - 6.49	360	5.86								
Source: USDA Agricultural I							a gov/nymarketnews htt		2 of		



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

Fri. May 27, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/27 thru 06/02.

(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 L		Week	(CT,DC,DE,FL,GA,MA,MD,ME,			(AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,			(AZ,CA,CO,ID,MT,			
1/	72.0% of 19,500 75.7% of 19,50 stores stores 47,310 45,090		75.7% o	f 19,500	NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			NM,NV,OR,UT,WA,WY)			
Feature Rate 1/			res	75.9% of 8,400 sampled outlets Activity Index = 23,580			74.3% of 6,400 sampled outlets Activity Index = 13,980			62.0% of 4,700 sampled outlets  Activity Index = 9,750				
Activity Index 2/			45.000											
Activity index 2/			·		Price Range Sum		mary	Price Range	Summary		Price Range	Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores \	Ntd Avg	(\$/pound)	Stores V	Vtd Avg	
SERVICE DELI - Turkey														
Category 1														
Processor Brand	5,200	7.96	3,920	7.31	5.99 - 9.49	4,040	8.10	5.49 - 9.49	1,040	7.41	6.88 - 12.99	120	8.05	
Private Brand  Category 2	1,460	7.58	3,010	7.37	6.49 - 8.99	1,170	7.38	6.99 - 7.99	40	7.86	8.49	250	8.49	
Processor Brand	4,720	5.86	5,380	5.89	4.97 - 6.99	1,660	5.80	3.99 - 6.99	1,680	5.75	4.99 - 6.99	1,380	6.05	
Private Brand	4,500	6.42	4,190	6.26	4.99 - 6.99	2,030	6.52	4.98 - 6.99	2,270	6.25	5.99 - 7.99	200	7.23	
Category 3	1,000	0.12	1,100	0.20	1.00 0.00	2,000	0.02	1.00 0.00	2,270	0.20	0.00	200	7.20	
Processor Brand	2,710	4.32	880	3.71	2.98 - 4.88	1,590	4.58	2.48 - 4.88	570	3.92	3.99	550	3.99	
Private Brand	860	5.56	170	4.99	3.98 - 5.99	180	5.49	3.98 - 5.99	130	5.80	4.99 - 5.99	550	5.52	
Turkey Ham														
Processor Brand	690	3.14	330	3.01	2.98 - 4.49	480	3.39	2.29 - 2.99	120	2.35	2.49 - 2.99	90	2.92	
Private Brand														
Turkey Pastrami														
Processor Brand	360	3.80	320	3.88	3.59 - 4.99	340	3.82	3.58	20	3.58				
Private Brand														
SERVICE DELI - Chicken														
Category 1														
Processor Brand Private Brand	3,030 1.680	7.24 7.07	2,980 2.950	6.72 6.99	5.49 - 8.99 6.99 - 7.99	1,770 1,230	7.43 7.17	4.98 - 7.99 6.49 - 6.99	1,030 320	6.71 6.75	7.99 - 8.99 6.99	230 130	8.10 6.99	
Category 2	1,000	7.07	2,950	0.99	0.99 - 7.99	1,230	7.17	0.49 - 0.99	320	0.73	0.99	130	0.99	
Processor Brand	240	5.64	100	5.68				3.98 - 5.99	240	5.64				
Private Brand	370	6.84	100	0.00				6.49 - 6.99	370	6.84				
SELF-SERVICE DELI	0.0	0.0.						0.10 0.00	0.0	0.0 .				
(dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	9,730	3.32	10,220	3.16	2.19 - 4.00	4,780	3.34	1.99 - 3.99	2,890	3.20	2.49 - 3.99	2,060	3.44	
Private Brand	850	3.06	760	2.96	2.99 - 3.33	330	3.16	3.00	120	3.00	2.99 - 3.00	400	3.00	
Turkey 16 oz														
Processor Brand	2,000	5.70	1,140	5.03	4.49 - 5.99	210	5.64	4.98 - 5.99	460	5.41	4.99 - 5.99	1,330	5.81	
Private Brand														
Chicken 7-10 oz Processor Brand	8,060	3.41	8,100	3.15	2.50 - 3.99	2 440	3.50	1.99 - 3.99	2,560	3.26	2.49 - 3.99	2,060	3.44	
Processor Brand Private Brand	850	3.41	8,100 640	2.92	2.50 - 3.99 2.99 - 3.33	3,440 330	3.50 3.16	1.99 - 3.99 3.00	2,560	3.26	2.49 - 3.99	400	3.44	
Filvate Brand	000	3.00	040	2.92	2.33 - 3.33	330	3.10	3.00	120	3.00	2.33 - 3.00	400	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)