USDA Weekly Retail Turkey Feature Activity

Fri. Jun 17, 2011

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/17 thru 06/23.

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

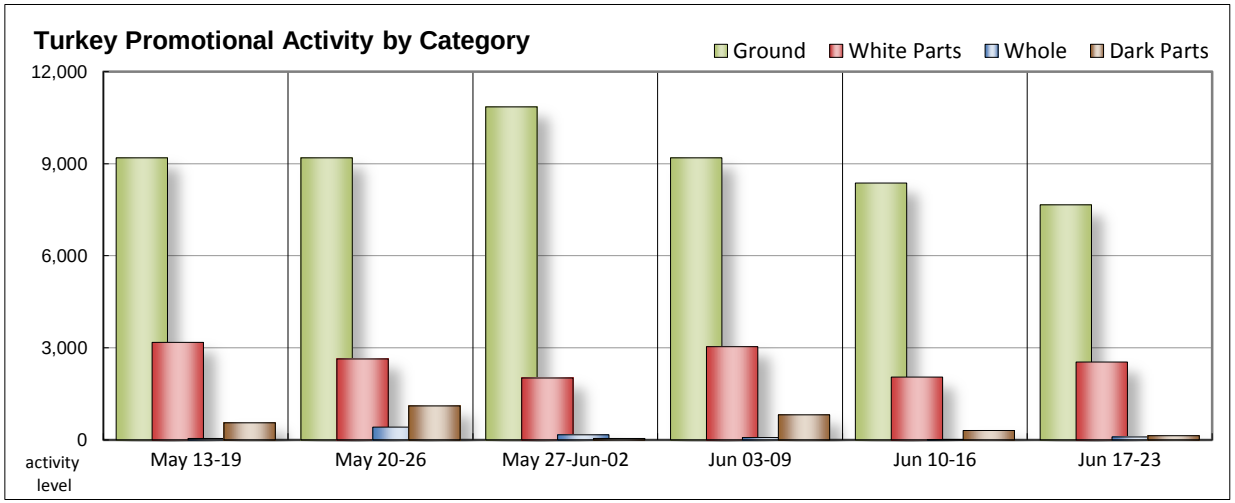
NATIONAL SUMMARY

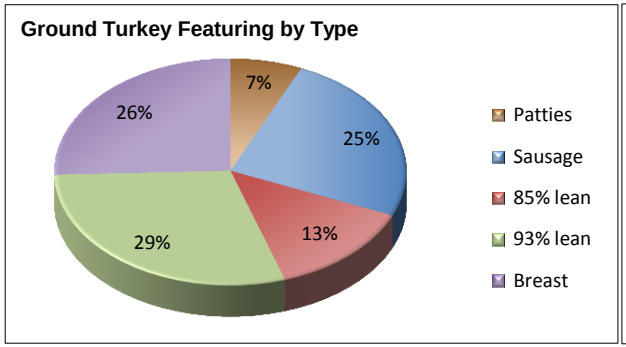
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	40.3% of 19,500 outlets		48.6% of 19,500 outlets		47.0% of 19,200 outlets	
Special Rate [4/]	4.2%		3.6%		0.0%	
Activity Index [2/]	11,280		13,350		15,540	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	40	1.49			100	1.69
" - Toms	40	1.49				
Frozen - Hens	10	1.28	10	1.49		
" - Toms	10	1.28				
PARTS:						
Breast:						
Bone-in, whole						
Fresh					540	1.71
Frozen	650	1.86	320	1.60	410	1.70
Split, bone-in						
Fresh			20	1.99		
Rotisserie	720	8.24	230	7.59	600	7.67
Boneless, whole	20	4.85	50	4.99	350	3.77
Cutlets	740	4.83	1,130	5.05	1,080	4.40
Cutlets, thin sliced	130	5.49			530	5.06
Strips					210	3.49
Tenders	280	4.38	300	5.15	800	4.15
Marinated Tenders	580	4.14	810	3.91	1,110	3.94
Drumsticks	40	1.62	130	1.61	500	1.63
Thighs	10	1.79				
Wings	30	1.50	10	2.00	320	1.63
Necks	20	1.40	10	2.00		
Smoked Drumsticks	20	1.99	50	2.36		
Smoked Wings	20	1.99	50	2.36	10	1.59
Smoked Necks			60	1.70		
GROUND TURKEY:	**7,660**	**3.14**	**8,370**	**2.86**	**8,700**	**2.85**
Patties	510	3.10	570	2.60	1,610	2.98
Sausage	1,900	2.79	750	2.75	1,790	2.82
85% lean	1,040	2.30	2,380	2.19	2,260	2.23
93% lean	2,250	2.76	3,680	2.87	1,780	2.60
Breast	1,960	4.38	990	4.62	1,260	4.22
Rolls (frsh/frz 1 lb.)	220	2.36	1,100	2.15	280	1.95
Specialty [5/]						
Patties						
93-94% lean	40	3.99	140	3.49	50	3.37
Breast					20	4.99

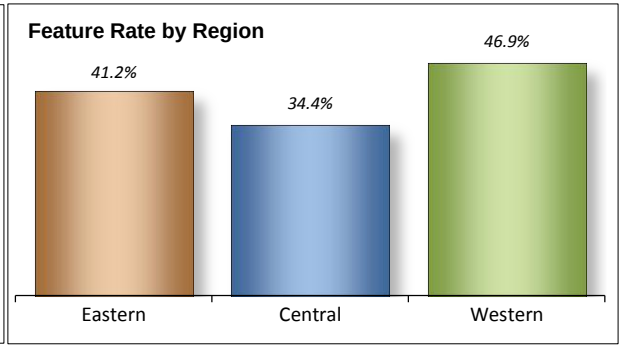
Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature rate decreases this week as retailers' attention is focused on other proteins associated with Father's Day cookouts. Whole turkeys remain barely visible. Bone-in breasts are featured more often and at higher price levels. Rotisserie breasts appear more frequently with pricing higher. White parts decline in feature space this week. Cutlets continue to have the largest appearance. Marinated tender prices increase; the balance of white parts at lower levels. Both fresh and smoked dark parts decline in presence; pricing is lower. Feature activity on ground turkey is lower again this week. Attention is focused on 93% lean with ground breast and sausage close behind. 93% lean and ground breast are priced lower with sausage up slightly. Fewer retailers feature covered deli items. Category 1 and self-service turkey increase and lead in visibility for reported deli items. Category 2 sharply declines. Prices are mixed but mostly higher.







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/]	**41.2% of 8,400 sampled outlets**			**34.4% of 6,400 sampled outlets**			**46.9% of 4,700 sampled outlets**		
Special Rate [4/]	**6.5% of stores w/ no-price promotions**			**0.5% of stores w/ no-price promotions**			**5.3% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 6,070**			**Activity Index = 2,520**			**Activity Index = 2,650**		
	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							1.48 - 1.49	40	1.49
" - Toms							1.48 - 1.49	40	1.49
Frozen - Hens							1.28	10	1.28
" - Toms							1.28	10	1.28
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.99	100	1.99	1.39 - 1.99	470	1.84	1.59 - 1.98	80	1.80
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	360	7.45	8.99 - 9.99	200	9.95	6.99 - 7.99	160	7.90
Boneless, whole	4.59 - 4.99	20	4.85						
Cutlets	3.79 - 5.99	590	4.80	3.99 - 5.45	140	4.92	5.69	10	5.69
Cutlets, thin sliced	5.49	130	5.49						
Strips									
Tenders				3.99 - 5.19	30	4.20	3.75 - 5.19	250	4.41
Marinated Tenders	3.73 - 4.79	260	4.24	3.73 - 4.26	90	3.80	3.86 - 4.26	230	4.16
Drumsticks	1.69 - 1.99	20	1.85	1.29 - 1.49	20	1.40			
Thighs	1.79	10	1.79						
Wings	1.69	10	1.69	1.29 - 1.49	20	1.40			
Necks				1.29 - 1.49	20	1.40			
Smoked Drumsticks	1.99	20	1.99						
Smoked Wings	1.99	20	1.99						
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.50	280	3.26	2.49 - 3.48	70	2.75	2.89 - 3.00	160	2.98
Sausage	2.39 - 3.27	1,780	2.79	2.28 - 3.19	80	2.80	2.49 - 3.19	40	2.79
85% lean	2.16 - 2.68	620	2.34	2.00 - 2.50	400	2.23	2.48 - 2.49	20	2.48
93% lean	2.33 - 3.07	1,030	2.59	2.08 - 3.19	390	2.63	2.80 - 3.79	830	3.03
Breast (99-100% lean)	4.45 - 4.99	760	4.67	3.33 - 4.77	560	4.04	3.19 - 4.99	640	4.32
Rolls (frsh/frz 1 lb.)	1.99	60	1.99	2.49	30	2.49	2.50	130	2.50
Specialty [5/]									
Patties									
93-94% lean	3.99	40	3.99						
Breast									

USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jun 17, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/17 thru 06/23.

(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/	72.1% of 19,500 stores		66.9% of 19,500 stores		87.5% of 8,400 sampled outlets			73.4% of 6,400 sampled outlets			43.1% of 4,700 sampled outlets		
Activity Index 2/	40,010		41,030		Activity Index = 19,720			Activity Index = 12,870			Activity Index = 7,420		
	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	5,410	7.88	3,860	7.64	5.49 - 9.99	3,780	8.03	5.29 - 9.99	1,420	7.63	5.99 - 9.49	210	6.84
Private Brand	2,920	7.15	2,700	7.19	6.99 - 7.99	2,520	7.18	5.99 - 7.49	400	6.97			
Category 2													
Processor Brand	2,930	5.89	6,410	6.00	4.97 - 7.99	1,390	5.95	3.99 - 6.99	1,170	5.64	4.99 - 6.99	370	6.50
Private Brand	3,680	6.51	3,640	6.15	4.99 - 6.99	1,680	6.53	4.48 - 6.99	1,380	6.03	6.99 - 8.99	620	7.53
Category 3													
Processor Brand	960	3.99	1,320	3.70	3.98 - 3.99	410	3.99	2.98 - 3.99	440	3.73	4.99	110	4.99
Private Brand	160	4.99	300	5.20	4.98	40	4.98				4.99	120	4.99
Turkey Ham													
Processor Brand	400	2.69	200	3.79	2.69 - 3.98	140	2.96	2.29 - 4.49	200	2.50	2.29 - 2.99	60	2.72
Private Brand	180	3.99			3.99	180	3.99						
Turkey Pastrami													
Processor Brand	50	5.43	180	3.72	4.98	10	4.98	3.98 - 7.99	40	5.54			
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	2,060	7.15	2,930	7.44	5.49 - 8.99	890	7.77	4.98 - 7.99	730	6.81	5.99 - 8.99	440	6.46
Private Brand	1,570	7.15	750	6.95	6.99	760	6.99	5.99 - 6.99	470	6.80	7.49 - 8.99	340	7.98
Category 2													
Processor Brand	80	5.94	580	5.98	5.99	10	5.99	4.99 - 6.99	60	6.42	2.99	10	2.99
Private Brand			870	5.90									
SELF-SERVICE DELI (dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	7,800	3.26	6,860	3.23	1.88 - 3.99	3,800	3.43	1.69 - 3.69	2,280	3.02	2.99 - 3.50	1,720	3.17
Private Brand	2,280	2.96	2,160	2.70	2.00 - 3.49	950	2.97	2.99 - 3.00	1,030	2.99	2.50 - 2.99	300	2.77
Turkey 16 oz													
Processor Brand	2,240	5.42	470	5.18	3.99 - 5.99	570	5.45	4.29 - 5.99	550	5.13	5.49 - 6.99	1,120	5.54
Private Brand													
Chicken 7-10 oz													
Processor Brand	5,520	3.23	5,800	3.28	2.99 - 3.99	2,010	3.50	1.69 - 3.50	1,810	2.98	2.99 - 3.50	1,700	3.17
Private Brand	1,770	2.94	2,000	2.65	2.00 - 3.49	580	2.96	2.99 - 3.00	890	2.99	2.50 - 2.99	300	2.77

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)