USDA Weekly Retail Turkey Feature Activity

Fri. Jul 15, 2011

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/15 thru 07/21.

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

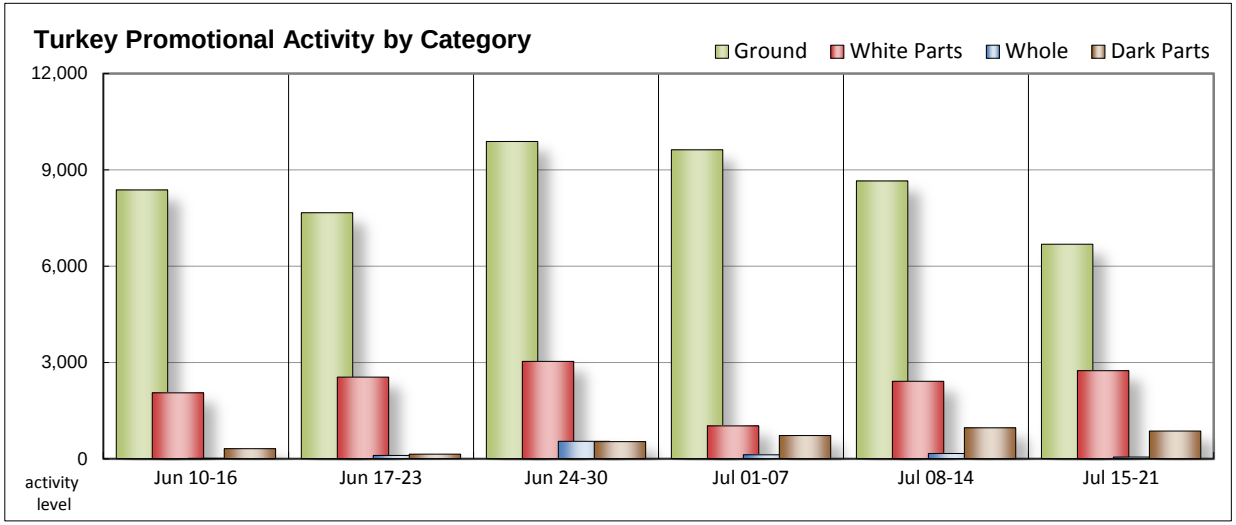
NATIONAL SUMMARY

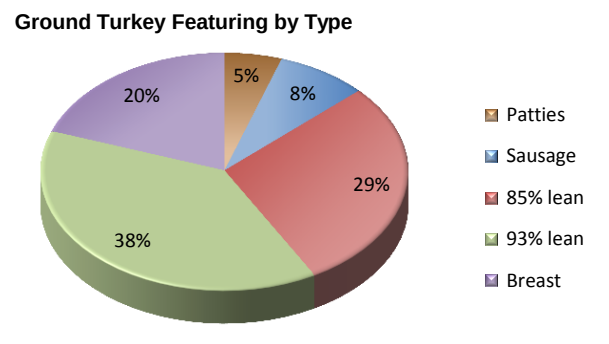
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**44.6% of 19,500 outlets**		**42.1% of 19,500 outlets**		**31.0% of 19,200 outlets**	
Special Rate [4/]	**7.9%**		**9.5%**		**6.1%**	
Activity Index [2/]	**12,270**		**13,490**		**10,990**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	30	1.59	20	1.69	10	1.59
" - Toms	20	1.59	20	1.69		
Frozen - Hens			120	1.29	10	1.29
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh					10	1.99
Frozen	550	1.79	700	1.55	1,150	1.88
Split, bone-in						
Fresh	10	2.99	160	2.69	10	2.49
Rotisserie	710	7.00	280	8.31		
Boneless, whole	80	4.64	10	3.99	160	4.90
Cutlets	810	4.20	900	4.61	1,230	4.47
Cutlets, thin sliced			10	4.99	320	4.99
Strips						
Tenders	580	4.12	350	4.33	280	4.45
Marinated Tenders	990	4.07	350	3.81	270	3.94
Drumsticks	370	1.63	400	1.95	30	1.42
Thighs	160	1.89	40	2.29		
Wings	270	1.73	260	1.64	10	1.49
Necks	30	1.65	110	1.48	10	0.79
Smoked Drumsticks	10	2.25	50	1.91	50	2.10
Smoked Wings	10	2.25	50	1.91	60	2.08
Smoked Necks	10	2.25	50	1.66	20	2.24
GROUND TURKEY:	**6,680**	**2.99**	**8,650**	**3.01**	**7,270**	**2.74**
Patties	340	3.09	890	3.24	860	2.81
Sausage	540	3.02	1,320	2.86	2,620	2.73
85% lean	1,920	2.20	2,550	2.33	890	2.10
93% lean	2,570	2.83	2,740	2.97	2,300	2.57
Breast	1,310	4.44	1,150	4.60	600	4.20
Rolls (frsh/frz 1 lb.)	480	2.28	250	1.88	90	1.35
Specialty [5/]						
Patties	190	5.65			10	3.99
93-94% lean	270	4.00	140	3.49	140	3.86
Breast	10	4.99			40	5.99

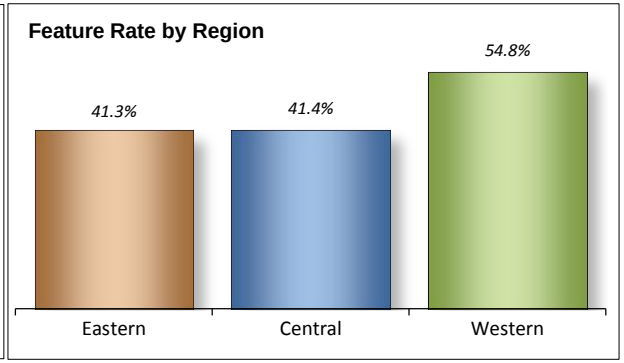
Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity is lower on turkey items, higher on deli items. Promotions for fresh whole turkeys are few. Offers on frozen bone-in breast decrease; prices are sharply higher. This is the week to take advantage of some good deals on rotisserie breasts. Cutlets decrease in price and availability. Tenders and marinated tenders are heavily promoted; prices trend lower on tenders, higher on marinated tenders. Dark parts are fully represented; once again the focus is on fresh parts. Fewer stores offer ground turkey this week. Offers increase on ground breast; decrease on the balance of grinds. The 93% lean continues to be the favorite item. Stores feature fewer deli processor brands, but more private brands this week. Activity slows on Category 1 service deli; increases on Category 2 and Category 3. Self-service deli is more available; prices trend higher. The hot weather is upon us, cold sandwiches are sounding really good about now.







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 07/15 thru 07/21.

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

Fri. Jul 15, 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/]	**41.3% of 8,400 sampled outlets**			**41.4% of 6,400 sampled outlets**			**54.8% of 4,700 sampled outlets**		
Special Rate [4/]	**2.7% of stores w/ no-price promotions**			**3.6% of stores w/ no-price promotions**			**23.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 6,800**			**Activity Index = 3,230**			**Activity Index = 1,770**		
	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	1.59	10	1.59				1.59	20	1.59
" - Toms							1.59	20	1.59
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.37 - 1.99	280	1.48	1.59 - 2.29	270	2.11			
Split, bone-in									
Fresh	2.99	10	2.99						
Rotisserie	6.74 - 7.99	700	6.97	7.99 - 8.99	10	8.61			
Boneless, whole	4.49 - 4.99	60	4.86				3.99	20	3.99
Cutlets	3.99 - 4.99	500	4.62	3.16 - 5.45	290	3.49	3.99	20	3.99
Cutlets, thin sliced									
Strips									
Tenders	3.99	230	3.99	3.73 - 4.99	140	4.42	3.99 - 4.79	210	4.05
Marinated Tenders	3.73 - 4.26	590	4.24	3.33 - 3.73	240	3.69	3.99	160	3.99
Drumsticks	1.39 - 1.89	340	1.63	1.19 - 1.99	30	1.68			
Thighs	1.89	160	1.89						
Wings	1.28 - 1.89	250	1.71	1.99	20	1.99			
Necks	0.98	10	0.98	1.99	20	1.99			
Smoked Drumsticks				2.25	10	2.25			
Smoked Wings				2.25	10	2.25			
Smoked Necks				2.25	10	2.25			
GROUND TURKEY:									
Patties	2.98 - 3.29	160	3.01	2.00 - 4.49	110	3.08	2.89 - 3.50	70	3.27
Sausage	2.39 - 3.99	380	3.06	2.63 - 3.29	140	2.90	2.98	20	2.98
85% lean	1.99 - 2.92	1,080	2.23	1.79 - 2.80	770	2.13	2.33 - 2.56	70	2.47
93% lean	2.49 - 3.69	1,390	2.91	2.49 - 2.80	360	2.57	1.99 - 3.99	820	2.82
Breast (99-100% lean)	3.99 - 5.22	650	4.62	3.73 - 5.03	330	4.19	3.99 - 5.69	330	4.33
Rolls (frsh/frz 1 lb.)				1.49 - 2.49	470	2.30	1.50	10	1.50
Specialty [5/]									
Patties	5.69	180	5.69	4.99	10	4.99			
93-94% lean	3.99 - 4.69	250	4.06	3.33	20	3.33			
Breast	4.99	10	4.99						

USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jul 15, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/15 thru 07/21.

(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/	70.9% of 19,500 stores		78.8% of 19,500 stores		79.4% of 8,400 sampled outlets			68.5% of 6,400 sampled outlets			59.4% of 4,700 sampled outlets		
Activity Index 2/	44,510		43,510		Activity Index = 22,940			Activity Index = 14,410			Activity Index = 7,160		
					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	3,600	7.48	5,710	7.79	5.49 - 8.99	2,000	7.26	5.99 - 8.99	990	7.54	6.99 - 12.99	610	8.12
Private Brand	1,330	7.12	1,830	7.17	6.99 - 9.99	1,010	7.07	6.77 - 8.99	320	7.27			
Category 2													
Processor Brand	5,090	6.26	5,230	5.82	4.99 - 7.99	3,060	6.44	4.99 - 6.99	1,790	6.01	5.98 - 5.99	240	5.99
Private Brand	6,120	6.42	3,710	6.61	5.79 - 7.99	2,910	6.55	4.49 - 6.99	1,910	6.00	5.99 - 8.99	1,300	6.75
Category 3													
Processor Brand	1,760	4.02	870	3.96	3.98 - 4.98	420	4.02	2.99 - 3.99	320	3.74	2.99 - 4.99	1,020	4.11
Private Brand	320	4.24	40	4.48	3.99 - 4.98	210	4.37	3.99	110	3.99			
Turkey Ham													
Processor Brand	440	3.33	400	2.95	2.69 - 4.49	300	3.39	2.49 - 3.98	90	3.15	2.48 - 3.79	50	3.34
Private Brand													
Turkey Pastrami													
Processor Brand	510	7.04	200	4.72	3.49 - 9.99	390	8.11	2.99 - 3.99	100	3.46	3.99	20	3.99
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	3,700	7.69	4,010	7.35	5.69 - 9.49	3,060	7.82	4.49 - 9.99	540	7.05	5.99 - 8.49	100	7.23
Private Brand	1,450	6.97	3,230	7.20	6.99	780	6.99	5.99 - 6.99	410	6.63	6.99 - 7.99	260	7.47
Category 2													
Processor Brand	390	6.23	360	5.48	5.99 - 7.49	140	6.51	4.79 - 6.99	250	6.08			
Private Brand	440	6.54	120	5.49				5.99	200	5.99	6.99	240	6.99
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	7,300	3.23	7,850	3.14	2.50 - 3.99	4,200	3.41	1.98 - 3.99	2,180	2.92	2.50 - 3.69	920	3.13
Private Brand	2,990	3.11	1,390	3.06	2.79 - 3.50	980	2.92	2.69 - 3.50	1,250	3.02	2.99 - 3.99	760	3.49
Turkey 16 oz													
Processor Brand	1,470	5.68	570	5.36	5.49 - 5.99	310	5.69	4.98 - 6.49	920	5.39	6.79	240	6.79
Private Brand													
Chicken 7-10 oz													
Processor Brand	5,190	3.22	6,610	3.17	2.50 - 3.99	2,770	3.40	1.98 - 3.99	1,780	2.96	2.50 - 3.69	640	3.19
Private Brand	2,410	3.18	1,380	3.06	2.99 - 3.50	400	3.11	2.69 - 3.50	1,250	3.02	2.99 - 3.99	760	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)