



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31.**

Fri. May 25, 2012

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

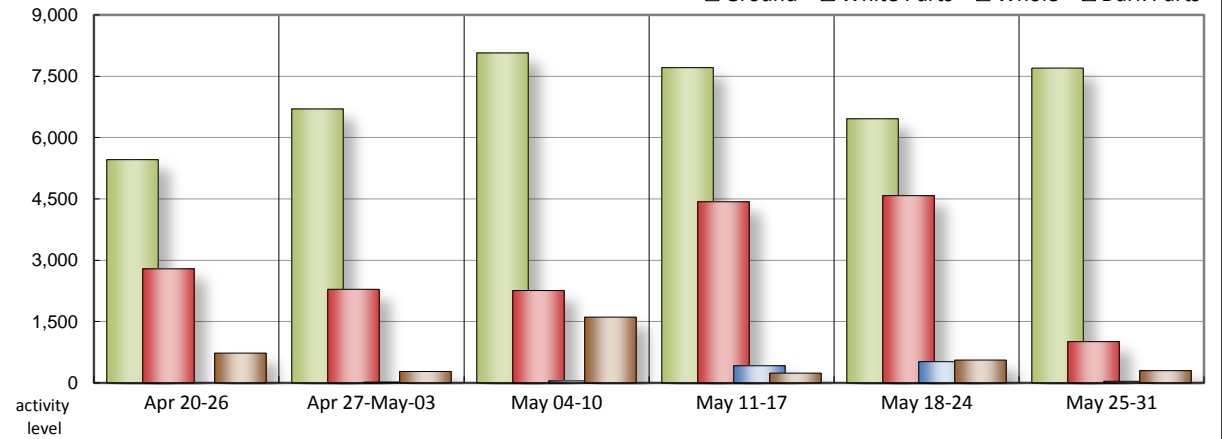
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>31.8% of 22,500 outlets</b>		<b>35.9% of 22,500 outlets</b>		<b>47.5% of 19,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>5.7%</b>		<b>1.4%</b>		<b>6.5%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>11,200</b>		<b>12,890</b>		<b>15,080</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			60	1.59	50	1.59
" - Toms					40	1.49
Frozen - Hens	20	1.29	230	1.10	40	0.99
" - Toms	20	1.29	230	1.10	40	0.99
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	70	2.48	30	2.68		
Frozen	290	1.90	2,540	1.15	470	1.66
Split, bone-in						
Fresh			100	2.99		
Rotisserie	150	6.49	110	7.99	130	9.00
Boneless, whole					360	4.49
Cutlets	390	5.00	670	4.87	200	4.44
Cutlets, thin sliced			100	4.99		
Strips			240	5.45		
Tenders	110	4.73	790	4.39	860	4.45
Marinated Tenders	1,250	4.22	480	4.41	990	3.83
Drumsticks	70	1.28	160	1.63	30	1.34
Thighs	10	2.29	120	1.97	10	2.29
Wings	70	1.28	60	1.82	10	1.49
Necks			100	1.40		
Smoked Drumsticks	100	2.07	80	2.29		
Smoked Wings			40	2.29		
Smoked Necks	50	1.76				
<b>GROUND TURKEY:</b>	<b>7,700</b>	<b>3.24</b>	<b>6,460</b>	<b>3.47</b>	<b>10,850</b>	<b>2.81</b>
Patties	1,460	3.30	1,160	3.68	2,100	2.94
Sausage	2,120	3.05	1,890	3.41	3,030	2.96
85% lean	1,500	2.29	450	2.64	2,240	2.21
93% lean	1,380	3.19	1,760	3.23	3,220	2.91
Breast	1,240	4.72	1,200	4.08	260	4.06
Rolls (frsh/frz 1 lb.)	140	2.49	60	1.97	400	2.28
<b>Specialty</b> <sup>5/</sup>						
Patties	50	4.21	50	5.97		
93-94% lean	450	4.25	160	3.46	140	3.49
Breast	260	7.25	20	5.00		

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

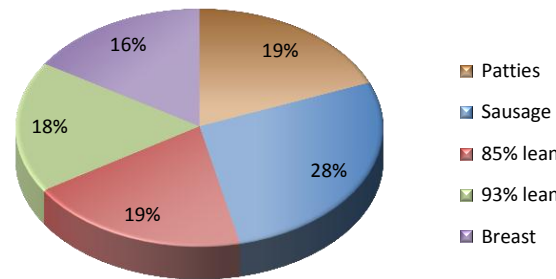
**This Week's Turkey Feature Highlights**

Retail promotions on turkey are less active as we head into the Memorial Day weekend and the traditional start of summer; turkey has to compete with the more traditional choices of hotdogs and burgers. Last week was the time to stock up on whole turkeys and bone-in breasts; this week there are fewer offerings and prices are higher. Rotisserie breasts gain more space in the circulars; they will be a popular choice for consumers looking to avoid cooking in the hot weather. For those who would rather grill, why not try marinated tenders? Offerings are more active on marinated tenders and prices are lower. There is not much interest in promoting dark parts. Ground turkey is where it's at this week! There are plenty of buy one get one free promotions and prices are lower on everything except ground breast. Deli promotional activity increases as retailers provide another option for picnics. Offerings increase on service deli, especially on thick slicing meats. The less expensive shaving breast is getting a higher profile in this week's circulars. Promotional activity is less active on self-service deli items.

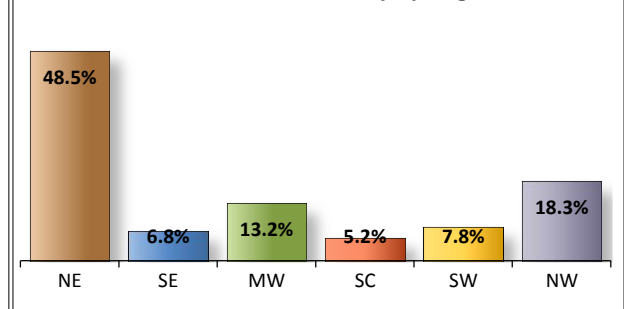
**Turkey Promotional Activity by Category**



**Ground Turkey Featuring by Type**



**Relative Feature Activity by Region**



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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Fri. May 25, 2012

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

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Feature Rate</b> <sup>1/</sup>	61.7% of 4,400 sampled outlets			13.6% of 6,000 sampled outlets			28.1% of 4,000 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	2.6% of stores w/ no-price promotions			0.7% of stores w/ no-price promotions			6.8% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 6,410			Activity Index = 1,230			Activity Index = 1,590		
	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									
" - Toms									
Frozen - Hens							1.29	20	1.29
" - Toms							1.29	20	1.29
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.79 - 1.97	20	1.91	1.38 - 1.97	200	1.94			
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	150	6.49						
Boneless, whole									
Cutlets	4.99 - 5.19	390	5.00						
Cutlets, thin sliced									
Strips									
Tenders	4.59 - 5.99	110	4.73						
Marinated Tenders	3.73 - 4.79	1,180	4.22	4.26	70	4.26			
Drumsticks	1.29	50	1.29				1.29	10	1.29
Thighs	2.29	10	2.29						
Wings	1.29	50	1.29				1.29	10	1.29
Necks									
Smoked Drumsticks	1.99 - 2.19	90	2.09				1.89	10	1.89
Smoked Wings									
Smoked Necks	1.48 - 1.79	50	1.76						
<b>GROUND TURKEY:</b>									
Patties	2.49 - 3.99	810	3.26	3.00	190	3.00	3.29 - 3.69	390	3.49
Sausage	2.39 - 3.99	1,240	2.96	2.40 - 3.99	220	3.82	2.80 - 3.50	350	3.10
85% lean	1.99 - 3.19	590	2.27	2.19 - 2.50	450	2.43	1.99 - 2.50	80	2.11
93% lean	2.92 - 3.53	100	3.25				2.80 - 3.33	420	3.04
Breast (99-100% lean)	4.49 - 5.38	1,060	4.73	4.61	70	4.61			
Rolls (frsh/frz 1 lb.)	1.49	10	1.49	3.50	30	3.50	1.88	20	1.88
<b>Specialty</b> <sup>5/</sup>									
Patties	3.99 - 4.99	50	4.21						
93-94% lean	3.49 - 4.99	330	4.09				4.69	120	4.69
Breast	4.99 - 7.49	120	7.22				5.79 - 7.49	140	7.28



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

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
<b>Feature Rate</b> <sup>1/</sup>	18.1% of 4,000 sampled outlets			39.1% of 2,900 sampled outlets			53.0% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	9.0% of stores w/ no-price promotions			16.2% of stores w/ no-price promotions			0.8% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 630			Activity Index = 680			Activity Index = 660		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							2.48	70	2.48
Frozen	1.69 - 1.79	70	1.76						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.19	10	1.19						
Thighs									
Wings	1.19	10	1.19						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.49 - 3.59	70	3.53						
Sausage	2.39 - 3.00	270	2.64	3.19 - 4.49	40	3.98			
85% lean	2.33	20	2.33	1.99 - 2.39	350	2.20	2.33	10	2.33
93% lean	2.80 - 3.99	70	2.99	3.19	280	3.19	3.19 - 3.59	510	3.35
Breast (99-100% lean)	4.16 - 4.63	40	4.51				4.79	70	4.79
Rolls (frsh/frz 1 lb.)	1.88 - 2.89	70	2.45	1.99	10	1.99			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean									
Breast									



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

Fri. May 25, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31.

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

	NATIONAL SUMMARY						NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	This Week		Last Week		Last Year		80.4% of 4,400 sampled outlets Activity Index = 14,840			79.6% of 6,000 sampled outlets Activity Index = 8,560		
Feature Rate <sup>1/</sup>	71.8% of 22,500 stores		66.5% of 22,500 stores		72.0% of 19,500 stores							
Activity Index <sup>2/</sup>	45,460		41,150		47,310							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	8,360	7.81	4,570	7.98	5,200	7.96	5.88 - 9.99	3,490	7.84	6.98 - 8.99	2,560	8.09
Private Brand	3,450	7.30	1,360	7.74	1,460	7.58	6.49 - 8.99	2,880	7.25	7.99 - 8.49	150	8.27
<b>Category 2</b>												
Processor Brand	5,050	5.67	3,590	6.05	4,720	5.86	4.79 - 6.99	1,170	5.68	4.99 - 5.99	550	5.51
Private Brand	3,090	6.66	1,940	6.17	4,500	6.42	5.49 - 6.99	240	6.41	6.49 - 7.99	280	6.92
<b>Category 3</b>												
Processor Brand	1,260	4.52	570	4.12	2,710	4.32	3.97 - 5.98	380	4.19	2.99 - 4.99	90	3.85
Private Brand	1,390	5.65	1,490	4.97	860	5.56	3.97 - 4.48	60	4.36			
<b>Turkey Ham</b>												
Processor Brand	190	3.06	160	3.33	690	3.14	2.99 - 4.98	50	3.69			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	140	4.17	250	4.37	360	3.80	2.99 - 4.99	140	4.17			
Private Brand			120	4.99								
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,800	7.01	1,980	7.64	3,030	7.24	5.28 - 8.99	1,050	7.34	4.99 - 7.39	960	7.01
Private Brand	2,690	6.85	4,680	7.70	1,680	7.07	6.99 - 7.99	960	7.23	6.99	130	6.99
<b>Category 2</b>												
Processor Brand	180	6.24	340	5.59	240	5.64				5.99	20	5.99
Private Brand	10	5.99	210	6.82	370	6.84				5.99	10	5.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,770	3.09	6,650	3.18	9,730	3.32	2.50 - 3.99	1,890	3.25	2.15 - 3.50	1,900	3.06
Private Brand	250	3.24	3,010	3.34	850	3.06	3.00	130	3.00	3.50	20	3.50
<b>Turkey 16 oz</b>												
Processor Brand	1,080	5.38	1,480	5.40	2,000	5.70	3.99 - 6.49	380	5.44			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	7,500	3.09	6,060	3.17	8,060	3.41	2.50 - 3.99	1,890	3.25	2.99 - 3.50	1,870	3.07
Private Brand	250	3.24	2,690	3.40	850	3.06	3.00	130	3.00	3.50	20	3.50

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)



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

Fri. May 25, 2012

Feature Rate <sup>1/</sup>	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
	74.1% of 4,000 sampled outlets			58.9% of 4,000 sampled outlets			57.6% of 2,900 sampled outlets			70.6% of 1,200 sampled outlets		
	Activity Index = 9,810			Activity Index = 5,830			Activity Index = 3,960			Activity Index = 2,460		
Activity Index <sup>2/</sup>	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.49 - 8.99	310	7.21	6.99 - 9.49	620	7.71	6.99 - 9.99	590	7.18	6.99 - 12.99	790	7.64
Private Brand	6.99 - 8.99	320	7.33	5.99 - 7.99	100	6.96						
<b>Category 2</b>												
Processor Brand	4.95 - 6.99	1,840	5.81	4.99 - 6.59	840	5.87	4.99 - 6.99	630	5.16	4.99	20	4.99
Private Brand	4.99 - 6.99	1,490	6.33	6.29 - 7.49	340	6.94	6.99 - 7.49	530	7.03	7.49	210	7.49
<b>Category 3</b>												
Processor Brand	2.99 - 4.99	730	4.75	4.29 - 5.00	60	4.83						
Private Brand	2.99 - 4.99	40	3.88	2.99 - 5.99	420	5.31	5.99	550	5.99	5.99	320	5.99
<b>Turkey Ham</b>												
Processor Brand				2.59 - 3.49	20	3.00	2.49 - 3.29	120	2.81			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.49 - 7.98	490	6.47	5.99 - 6.99	280	6.61	6.99	10	6.99	10.99	10	10.99
Private Brand	5.49 - 6.99	990	6.25	6.29 - 7.99	360	7.01	7.49	40	7.49	7.49	210	7.49
<b>Category 2</b>												
Processor Brand	3.99 - 6.99	160	6.27									
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.29 - 3.99	1,650	2.97	2.00 - 2.69	1,330	2.90	2.99 - 3.99	650	3.18	1.98 - 3.99	350	3.46
Private Brand	3.48	10	3.48	3.50	90	3.50						
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	190	5.31	4.77 - 4.99	120	4.93	4.99	190	4.99	5.99	200	5.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.29 - 3.59	1,580	2.94	2.00 - 2.78	1,160	2.90	2.99 - 3.99	650	3.18	1.98 - 3.99	350	3.46
Private Brand	3.48	10	3.48	3.50	90	3.50						

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)