

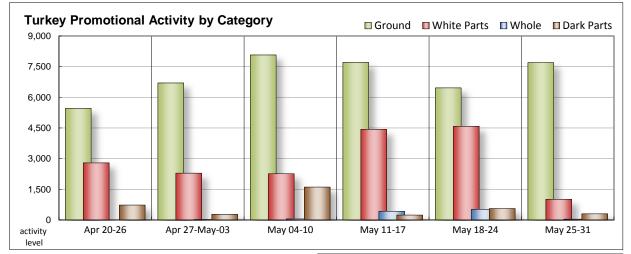
## **USDA Weekly Retail Turkey Feature Activity**

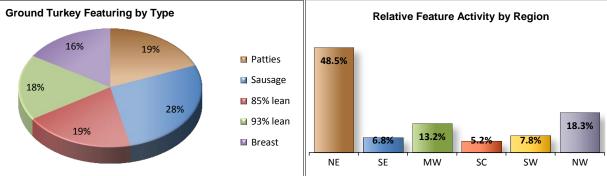
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31.

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

NATIONAL SUMMARY
Feature Rate   1/2   31.8% of 22,500   35.9% of 22,500   47.5% of 19,500   outlets
Special Rate   4
Special Rate 4
Activity Index         11,200         12,890         15,080           3/         Stores         Wtd Avg         Stores         Wtd Avg         Stores         Wtd Avg           WHOLE BIRDS:           Fresh - Hens         60         1.59         50         1.59           " - Toms         20         1.29         230         1.10         40         0.99           PARTS:         Breast:         Bone-in, whole         70         2.48         30         2.68         470         1.66           Split, bone-in, whole         Fresh         100         2.99         130         9.00           Boneless, whole         150         6.49         110         7.99         130         9.00           Boneless, whole         390         5.00         670         4.87         200         4.44           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.39         860         4.45           Marinated Tenders         1,250         4.22         480         4.41         990         3.83           Drumsticks         70         1.28
Stores   S
WHOLE BIRDS:           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           PARTS:           Breast:         Bone-in, whole         70         2.48         30         2.68         470         1.66           Split, bone-in, whole         1.90         2.540         1.15         470         1.66           Split, bone-in         100         2.99         130         9.00           Rotisserie         150         6.49         110         7.99         130         9.00           Boneless, whole         390         5.00         670         4.87         200         4.44           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.99         3.83           Tenders         110         4.73         790         4.39         860         4.45
Fresh - Hens         60         1.59         50         1.59           " - Toms         20         1.29         230         1.10         40         0.99           Frozen - Hens         20         1.29         230         1.10         40         0.99           PARTS:           Breast:         Bone-in, whole         8         8         8         8         8         8         8         1.10         40         0.99         1.66         9         1.10         2.68         8         1.66         8         1.15         470         1.66         1.66         9         1.15         470         1.66         9         1.00         2.99         1.30         9.00<
" - Toms         20         1.29         230         1.10         40         0.99           " - Toms         20         1.29         230         1.10         40         0.99           PARTS:           Breast:         Bone-in, whole         8         30         2.68         2.68         470         1.66         470         1.66         5.00         5.40         1.15         470         1.66         470         1.66         5.00         5.00         6.49         110         7.99         130         9.00
Frozen - Hens 20 1.29 230 1.10 40 0.99  " - Toms 20 1.29 230 1.10 40 0.99  PARTS: Breast: 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 Cutlets 390 5.00 670 4.87 200 4.44  Cutlets, thin sliced Strips Tenders 110 4.73 790 4.39 Strips 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 Smoked Drumsticks 100 2.07 80 2.29  Smoked Wings Smoked Wings Smoked Necks 50 1.76
" - Toms         20         1.29         230         1.10         40         0.99           PARTS:           Breast:         Bone-in, whole         70         2.48         30         2.68         70         1.15         470         1.66         470         1.66         1.15         470         1.66         470         4.66         4.49         4.49         4.49         4.49         4.49         4.49         4.44
PARTS:           Breast:         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         130         9.00           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         4.99         360         4.44           Strips         240         5.45 </td
Breast:       Bone-in, whole         Fresh       70       2.48       30       2.68         Frozen       290       1.90       2,540       1.15       470       1.66         Split, bone-in       100       2.99       2.99       130       9.00         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       4.99       4.44       5.45       5.42       4.80       4.41       990       3.83       3.83       5.45       5.45       5.45       5.45       5.45       5.45       5.45       5.45       5.45       5.45       5.42       5.48       4.41       990       3.83       3.83       5.42       5.42       4.80       4.41       <
Bone-in, whole         70         2.48         30         2.68           Frozen         290         1.90         2,540         1.15         470         1.66           Split, bone-in         Fresh         100         2.99         130         9.00           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         4.99         4.44         5.45         5.42         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45
Fresh         70         2.48         30         2.68           Frozen         290         1.90         2,540         1.15         470         1.66           Split, bone-in         100         2.99         130         9.00           Rotisserie         150         6.49         110         7.99         130         9.00           Boneless, whole         360         4.49         4.49         200         4.44           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.99         4.44         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.42         4.44         990         3.83         3.83         5.00         6.0         4.41         990         3.83         3.83         5.00         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45
Frozen         290         1.90         2,540         1.15         470         1.66           Split, bone-in         100         2.99         130         9.00           Rotisserie         150         6.49         110         7.99         130         9.00           Boneless, whole         360         4.49         4.49         4.49         200         4.44           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.99         4.44         5.45         5.42         5.42         4.80         4.41         990         3.83         3
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         4.99         4.44         5.45         5.44         5.44         5.44         5.45         5.45         5.45         5.44         5.44         5.45         5.45         5.45         5.45         5.45         5.44         5.44         5.44         5.44
Fresh         100         2.99           Rotisserie         150         6.49         110         7.99         130         9.00           Boneless, whole         390         5.00         670         4.87         200         4.49           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.99         4.44         5.45
Rotisserie         150         6.49         110         7.99         130         9.00           Boneless, whole         390         5.00         670         4.87         200         4.49           Cutlets         390         5.00         670         4.87         200         4.44           Cutlets, thin sliced         100         4.99         4.99         4.99         5.45         5.44         5.45         5.44         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.45         5.44         5.45         5.45         5.45         5.45
Boneless, whole         390         5.00         670         4.87         200         4.49           Cutlets         100         4.99         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.44         4.45         4.45         4.44         4.41         4.45         4.45         4.44         4.41         4.45         4.45         4.44         4.41         4.45         4.45         4.44         4.41         4.45         4.41         990         3.83         3.00         1.34         4.41
Cutlets       390       5.00       670       4.87       200       4.44         Cutlets, thin sliced       100       4.99       4.99       4.99       4.73       5.45       5
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       1
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
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
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 </td
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
Thighs         10         2.29         120         1.97         10         2.29           Wings         70         1.28         60         1.82         10         1.49           Necks         100         1.40
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
Necks         100         1.40           Smoked Drumsticks         100         2.07         80         2.29           Smoked Wings         40         2.29           Smoked Necks         50         1.76
Smoked Drumsticks         100         2.07         80         2.29           Smoked Wings         40         2.29           Smoked Necks         50         1.76
Smoked Wings         40         2.29           Smoked Necks         50         1.76
Smoked Necks 50 1.76
GROUND TURKEY:   7,700 3.24 6,460 3.47   10,850 2.81
Dattice 4 400 2 20 4 400 2 00 2 400 2 04
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
Specialty 5/
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.





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 <u>any</u> 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.



Fri. May 25, 2012

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.

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

	NORTH	IEAST U.S.		SOU	THEAST U.S.		MIDWEST U.S.  (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  28.1% of 4,000 sampled outlets			
	(CT,DE,MA,MD,M	E,NH,NJ,NY,PA,F	RI,VT)	(AL,FL,GA,N	S,NC,SC,TN,VA,	VV)				
Feature Rate 1/	,	0 sampled outlet	,	13.6% of 6.	000 sampled outl	ets				
Special Rate 4/					w/ no-price prom	6.8% of stores w/ no-price promotions				
Activity Index <sup>2/</sup>		ndex = 6,410			y Index = 1,230		Activity Index = 1,590			
Houvity mack	Price Range	Summar	V	Price Range	Summa	ırv	Price Range	Summa	nrv	
	(\$/pound)	Stores Wtd Avg		(\$/pound)		Wtd Avg	(\$/pound)	Stores Wtd Avg		
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens							1.29	20	1.29	
" - Toms							1.29	20	1.29	
PARTS:										
Breast:										
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							
GROUND TURKEY:										
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	
Specialty <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)

		ENTRAL U.S.			THWEST U.S.		NORTHWEST U.S.				
	(AR,AZ,CO,KS,L	A,MO,NM,OK,TX	"UT)		(CA,HI,NV)		(AK,ID,MT,OR,WA,WY)				
Feature Rate 1/	18.1% of 4,00	0 sampled outle	ts	39.1% of 2	,900 sampled out	lets	53.0% of 1,20	53.0% of 1,200 sampled outlets			
Special Rate 4/	9.0% of stores w/	no-price promo	tions	16.2% of store	s w/ no-price pro	motions	0.8% of stores w/ no-price promotions				
Activity Index 2/	Activity	Index = 630		Acti	vity Index = 680		Activity	Index = 660			
·	Price Range	Summar	у	Price Range Summary			Price Range				
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg		
WHOLE BIRDS:											
Fresh - Hens											
" - Toms											
Frozen - Hens											
" - Toms											
PARTS:											
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											
GROUND TURKEY:											
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					
Specialty <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)

N	NATIONAL SUMMARY		NORTHEAST U.S.			SOUTHEAST U.S.					
This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)			
71.8% o	f 22,500	66.5% o	f 22,500	72.0% o	f 19,500			· · · · · · · · · · · · · · · · · · ·			
sto	res	sto	res	sto	res	80.4% of 4,400 sampled outlets		79.6% of 6,000 sampled outlets			
45	460	41	150	47	310	Activity Index = 14,840		Activity Index = 8,560			
40,		71,				Price Range		,	Price Range	Summary	
Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
0.000	7.04	4.570	7.00	5.000	7.00	5.00	0.400	7.04	0.00	0.500	0.00
,										,	8.09 8.27
3,450	7.30	1,360	7.74	1,460	7.56	0.49 - 0.99	2,000	7.25	7.99 - 6.49	150	6.27
5 050	5 67	3 590	6.05	4 720	5.86	479 - 699	1 170	5 68	499 - 599	550	5.51
-		,	6.17				, -	6.41			6.92
-,		,,,,,,	• • • • • • • • • • • • • • • • • • • •	1,000	• • • • • • • • • • • • • • • • • • • •						
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
1,390	5.65	1,490	4.97	860	5.56	3.97 - 4.48	60	4.36			
190	3.06	160	3.33	690	3.14	2.99 - 4.98	50	3.69			
140	4.17	250	4.37	360	3.80	2.99 - 4.99	140	4.17			
		120	4.99								
2,800	7.01	1,980	7.64	3,030	7.24	5.28 - 8.99		7.34	4.99 - 7.39	960	7.01
2,690	6.85	4,680	7.70	1,680	7.07	6.99 - 7.99	960	7.23	6.99	130	6.99
				-							5.99
10	5.99	210	6.82	370	6.84				5.99	10	5.99
7 770	2.00	6.650	2.40	0.720	2 22	2.50 2.00	1 000	2.25	2.45 2.50	1 000	3.06
, -		,		•			,			,	3.50
250	3.24	3,010	3.34	000	3.06	3.00	130	3.00	ა.ას	20	3.50
1 080	5.38	1 480	5 40	2 000	5.70	3 99 - 6 49	380	5 44			
1,000	5.50	1,400	5.40	2,000	5.70	0.00 0.70	300	5.77			
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
250		,	3.40	850	3.06	3.00	130	3.00	3.50	20	3.50
	This 71.8% o sto 45, Stores  8,360 3,450 5,050 3,090 1,260 1,390 190 140 2,800 2,690 180 10 7,770 250 1,080 7,500	This Week 71.8% of 22,500 stores  45,460  Stores Wtd Avg  8,360 7.81 3,450 7.30  5,050 5.67 3,090 6.66  1,260 4.52 1,390 5.65  190 3.06  140 4.17  2,800 7.01 2,690 6.85  180 6.24 10 5.99  7,770 3.09 250 3.24  1,080 5.38	This Week         Last (6.5% of stores)           45,460         41,           Stores         Wtd Avg         Stores           8,360         7.81         4,570           3,450         7.30         1,360           5,050         5.67         3,590           3,090         6.66         1,940           1,260         4.52         570           1,390         5.65         1,490           190         3.06         160           140         4.17         250           2,800         7.01         1,980           2,690         6.85         4,680           180         6.24         340           10         5.99         210           7,770         3.09         6,650           250         3.24         3,010           1,080         5.38         1,480           7,500         3.09         6,060	This Week         Last Week           71.8% of 22,500 stores           45,460         41,150           Stores         Wtd Avg           8,360         7.81         4,570         7.98           3,450         7.30         1,360         7.74           5,050         5.67         3,590         6.05           3,090         6.66         1,940         6.17           1,260         4.52         570         4.12           1,390         5.65         1,490         4.97           190         3.06         160         3.33           140         4.17         250         4.37           120         4.99           2,800         7.01         1,980         7.64           2,690         6.85         4,680         7.70           180         6.24         340         5.59           10         5.99         210         6.82           7,770         3.09         6,650         3.18           250         3.24         3,010         3.34           1,080         5.38         1,480         5.40	This Week         Last Week         Last T1.8% of 22,500 stores         72.0% of 52,500 stores         72.	This Week stores         Last Week stores         Last Year           71.8% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores           45,460         41,150         47,310           Stores         Wtd Avg         Stores         Wtd Avg           8,360         7.81         4,570         7.98         5,200         7.96           3,450         7.30         1,360         7.74         1,460         7.58           5,050         5.67         3,590         6.05         4,720         5.86           3,090         6.66         1,940         6.17         4,500         6.42           1,260         4.52         570         4.12         2,710         4.32           1,390         5.65         1,490         4.97         860         5.56           190         3.06         160         3.33         690         3.14           140         4.17         250         4.37         360         3.80           2,800         7.01         1,980         7.64         3,030         7.24           2,690         6.85         4,680         7.70         1,680         7.07           180         6.24	This Week         Last Week         Last Year           71.8% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores           45,460         41,150         47,310         Price Range (\$/pound)           Stores         Wtd Avg         Stores         Wtd Avg           8,360         7.81         4,570         7.98         5,200         7.96           3,450         7.30         1,360         7.74         1,460         7.58           5,050         5.67         3,590         6.05         4,720         5.86         4.79 - 6.99           3,090         6.66         1,940         6.17         4,500         6.42         5.49 - 6.99           1,260         4.52         570         4.12         2,710         4.32         3.97 - 5.98           1,390         5.65         1,490         4.97         860         5.56         3.97 - 4.48           190         3.06         160         3.33         690         3.14         2.99 - 4.98           2,800         7.01         1,980         7.64         3,030         7.24         5.28 - 8.99           2,690         6.85         4,680         7.70         1,680         7.07         6.84<	This Week         Last Week         Last Year         (CT,DE,MA,MD,ME,NH,NJ,NY,PA           71.8% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores         80.4% of 4,400 sampled out Activity Index = 14,840           Stores         Wtd Avg         Stores         Wtd Avg         Stores         Wtd Avg         Price Range (\$/pound)         Summ (\$/pound)           8,360         7.81         4,570         7.98         5.200         7.96         5.88 - 9.99         3,490           3,450         7.30         1,360         7.74         1,460         7.58         6.49 - 8.99         2,880           5,050         5.67         3,590         6.05         4,720         5.86         4.79 - 6.99         1,170           3,090         6.66         1,940         6.17         4,500         6.42         5.49 - 6.99         2,40           1,260         4.52         570         4.12         2,710         4.32         3.97 - 5.98         380           1,390         5.65         1,490         4.97         860         5.56         3.97 - 4.48         60           190         3.06         160         3.33         690         3.14         2.99 - 4.99         1,40           2,690 <td>This Week         Last Year           71.8% of 22,500 stores         Cast Year           71.8% of 22,500 stores         Cast Year           45,460         41,150         47,310           Stores         Wtd Avg         Stores         Wtd Avg           Stores         Wtd Avg         Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Price Range (\$\$pound)         Stores         Wtd Avg           Stores         Wtd Avg           A 1,360         7.74         1,460         7.58         6.49         - 8.99         3,490         7.84         5.66         6.49         - 8.99         1,170         5.68         5.49         6.99         240         6.41         1         3.97         5.98         380         4.19         3.97         5.98         3.80<td>This Week         Last Week stores         Last Year 17.8% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores         72.0% of 19,500 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         Activity Index = 14,840 stores&lt;</td><td>This Week         Last Week stores         Last Year 17.8% of 12,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         72.0% of 19,500 stores         80.4% of 4,400 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outlets Activity Index = 8,560         7.8% of 6,000 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outle</td></td>	This Week         Last Year           71.8% of 22,500 stores         Cast Year           71.8% of 22,500 stores         Cast Year           45,460         41,150         47,310           Stores         Wtd Avg         Stores         Wtd Avg           Stores         Wtd Avg         Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Stores         Wtd Avg           Price Range (\$\$pound)         Stores         Wtd Avg           Stores         Wtd Avg           A 1,360         7.74         1,460         7.58         6.49         - 8.99         3,490         7.84         5.66         6.49         - 8.99         1,170         5.68         5.49         6.99         240         6.41         1         3.97         5.98         380         4.19         3.97         5.98         3.80 <td>This Week         Last Week stores         Last Year 17.8% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores         72.0% of 19,500 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         Activity Index = 14,840 stores&lt;</td> <td>This Week         Last Week stores         Last Year 17.8% of 12,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         72.0% of 19,500 stores         80.4% of 4,400 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outlets Activity Index = 8,560         7.8% of 6,000 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outle</td>	This Week         Last Week stores         Last Year 17.8% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         66.5% of 22,500 stores         72.0% of 19,500 stores         72.0% of 19,500 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         73.0% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         79.6% of 6,000 stores         80.4% of 4,400 sampled outlets         79.6% of 6,000 stores         79.6% of 6,000 stores         Activity Index = 14,840 stores<	This Week         Last Week stores         Last Year 17.8% of 12,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         6.5% of 22,500 stores         72.0% of 19,500 stores         80.4% of 4,400 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outlets Activity Index = 8,560         7.8% of 6,000 sampled outlets Activity Index = 14,840         79.6% of 6,000 sampled outle

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)





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

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)

	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST U.S.			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L/	A,MO,NM,OK,TX,UT)	(CA,HI,NV)	(AK,ID,MT,OR,WA,WY)			
Feature Rate 1/									
74.1% of 4,000 sampled outlets			· ·	sampled outlets	57.6% of 2,900 sampled outlets	70.6% of 1,200 sampled outlets			
Activity Index 2/		ndex = 9,810		ndex = 5,830	Activity Index = 3,960	Activity Index = 2,460			
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range Summary (\$/pound) Stores Wtd Avg	Price Range Summary (\$/pound) Stores Wtd Avg			
SERVICE DELI - Turkey	(φ/ροαπα)	Sidles Wid Avg	(φ/ροαπα)	Stores Wid Avg	(\$/podrid) Stores Wid Avg	(\$/pound) Stores Wita Avg			
Category 1									
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					
Category 2									
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			
Category 3									
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			
Turkey Ham									
Processor Brand			2.59 - 3.49	20 3.00	2.49 - 3.29 120 2.81				
Private Brand									
Turkey Pastrami									
Processor Brand									
Private Brand									
SERVICE DELI - Chicken									
Category 1									
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			
Category 2									
Processor Brand	3.99 - 6.99	160 6.27							
Private Brand									
SELF-SERVICE DELI									
(dollars per tub or pouch)									
Turkey 7-10 oz									
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					
Turkey 16 oz	2.00 5.00	100 5 31	4.77 4.00	100 100	4.00 4.00	5.00			
Processor Brand Private 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			
Chicken 7-10 oz									
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	1,560 2.94	3.50	90 3.50	2.99 - 3.99   030 3.16	1.90 - 3.99 330 3.40			
Filvate Dialiu	3.40	10 3.40	3.00	90 J.JU	<u> </u>				

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