

USDA Weekly Retail Turkey Feature Activity

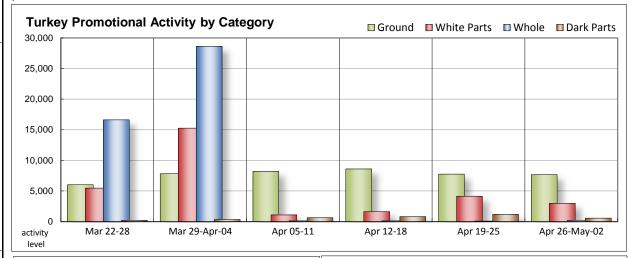
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

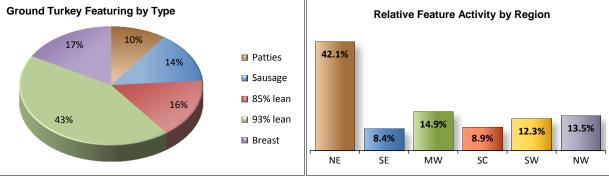
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY											
	LAST	VEAD									
		WEEK		WEEK	LAST YEAR 34.0% of 22,500 outlets 0.9%						
Feature Rate 1/		of 23,200 tlets		of 23,200 tlets							
Special Rate 4/		1%		.0%							
Activity Index 2/		,490		,030	11,470						
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores Wtd Av						
WHOLE BIRDS:											
Fresh - Hens					10	1.38					
" - Toms					10	1.38					
Frozen - Hens	150	1.13	40	0.99							
" - Toms	40	0.99	40	0.99							
PARTS:											
Breast:											
Bone-in, whole											
Fresh	30		20								
Frozen	840	1.60	900	1.85	850	1.77					
Split, bone-in											
Fresh											
Rotisserie	660	_	2,570	8.72	350	7.54					
Boneless, whole	50										
Cutlets	730	4.24	360	4.92	850	4.72					
Cutlets, thin sliced	10	5.99	100	4.99							
Strips					20	3.99					
Tenders	650	4.04	190	4.99	220	4.52					
Marinated Tenders	910	4.32	620	4.28	910	4.32					
Drumsticks	260	1.82	190	1.80	140	1.56					
Thighs			10	1.99	40	1.39					
Wings	250	1.88	270	2.09	60	1.36					
Necks	20	1.57	180	1.79							
Smoked Drumsticks	10	1.79	170	2.01	20	1.99					
Smoked Wings	20	2.19	180	1.99	20	1.99					
Smoked Necks			160								
GROUND TURKEY:	7,670	3.35	7,750		6,700	3.55					
Patties	750		830		1,060	3.33					
Sausage	1,070		380		1,730	3.42					
85% lean	1,230		2,940		290	2.45					
93% lean	3,330		2,830		1,900	3.40					
Breast	1,290		770		1,720	4.31					
Rolls (frsh/frz 1 lb.)	30	1.76	30	2.49	510	2.96					
Specialty 5/	000	4.00		474	000	4.00					
Patties	260		30		380	4.99					
93-94% lean	270		190		320	4.41					
Breast	630		30		60	5.50					
Note: rolls & specialty no	or included	in ground	turkey tota	aı and weigi	niea avera	ıge.					

This Week's Turkey Feature Highlights

Retail promotional activity slows on turkey items, increases on deli items. Offerings are light on frozen hens and toms. Fewer stores promote frozen bone-in breasts, but they are still showing up in many circulars and prices are more enticing this week. This would be a good time to put a few in the freezer for use this summer. Offerings decrease on rotisserie breasts; prices are sharply lower. Boneless white parts are heavily promoted; prices are mostly lower. This might be a good weekend to throw some cutlets on the grill. Featuring is more active on fresh drumsticks, less active on the balance of dark parts. The number of ads promoting ground turkey is slightly lower this week due to a decrease in promotions on 85% lean. However, more stores are promoting specialty grinds this week, especially ground breast. Service deli promotional activity increases on thick slicing meats; prices trend lower on processor brands, higher on private brands. Self-service deli feature activity increases on all items; prices decrease processor brands, increase on private brands.





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. Apr 26, 2013

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

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

	NORTH	HEAST U.S.		SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) 23.9% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,770				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 40.2% of 4,200 sampled outlets 0.0% of stores w/ no-price promotions			
	(CT,DE,MA,MD,M	E,NH,NJ,NY,PA,F	RI,VT)								
Feature Rate 1/		0 sampled outle	· · · · · ·								
Special Rate 4/	0.4% of stores w	•									
Activity Index ^{2/}		Index = 6,530						0.0700	Activity Index = 2,110		
Activity index	Price Range	Summar	Price	Price Range Summary				Price Range Summary			
	(\$/pound)		Vtd Avg		ound)		Wtd Avg	(\$/pou	0	Stores	Wtd Avg
WHOLE BIRDS:											
Fresh - Hens											
" - Toms											
Frozen - Hens									1.19	50	1.19
" - Toms											
PARTS:											
Breast:											
Bone-in, whole											
Fresh											
Frozen	1.48 - 1.99	330	1.74	1.48	- 1.69	220	1.49	1.48 -	1.79	190	1.66
Split, bone-in											
Fresh											
Rotisserie	6.89 - 8.99	470	7.73	7.49	- 7.99	160	7.88		6.99	30	6.99
Boneless, whole	5.29	50	5.29								
Cutlets	3.99 - 5.99	570	4.15	3.99	- 5.99	80	4.40		5.45	20	5.45
Cutlets, thin sliced	5.99	10	5.99								
Strips											
Tenders	3.99	520	3.99		3.99	70	3.99	3.99 -	4.79	40	4.36
Marinated Tenders	4.26 - 4.66	600	4.37		4.26	240	4.26				
Drumsticks	1.78 - 1.99	120	1.80					1.29 -	1.99	110	1.93
Thighs											
Wings	1.78 - 2.49	140	1.85					1.29 -	1.99	110	1.93
Necks								1.29 -	1.79	20	1.57
Smoked Drumsticks									1.79	10	1.79
Smoked Wings					2.49	10	2.49		1.88	10	1.88
Smoked Necks											
GROUND TURKEY:											
Patties	3.29 - 3.99	340	3.56		3.00	10	3.00	3.49 -		220	3.51
Sausage	2.45 - 3.99	550	3.41		- 3.50	20	3.26	2.87 -		80	3.23
85% lean	2.24 - 3.19	400	2.64		- 2.50	360	2.35	2.00 -		200	2.32
93% lean	2.53 - 4.99	830	3.31	2.99	- 3.49	510	3.04	2.79 -		550	2.99
Breast (99-100% lean)	3.84 - 5.38	560	4.97		5.38	20	5.38	3.73 -		410	4.04
Rolls (frsh/frz 1 lb.)								1.69 -	1.79	30	1.76
Specialty ^{5/}											
Patties	4.99	260	4.99								
93-94% lean	3.99 - 4.49	230	4.30		F 40	70	F 40	3.99 -	4.49	30	4.32
Breast	4.99 - 5.49	550	5.46		5.49	70	5.49				

Fri. Apr 26, 2013

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

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

SOUTH	CENTRAL U.S.		SOUT	HWEST U.S.		NORTHWEST U.S. (AK.ID.MT.OR.WA.WY)			
(AR,AZ,CO,KS	LA,MO,NM,OK,TX	UT)	(0	CA,HI,NV)					
27.5% of 4,2 0.0% of stores v Activity	000 sampled outlet w/ no-price promo / Index = 1,250	ts tions	27.4% of 2,9 0.0% of stores v Activity	00 sampled outle w/ no-price promo / Index = 1,260	otions	29.9% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 570			
Price Range (\$/pound)			Price Range (\$/pound)		,	Price Range (\$/pound)		ry Vtd Avg	
0.99 - 1.19 0.99	100 40	1.11 0.99							
2.29	20	2.29	2.49	10	2.49	1.19 - 1.49	100	1.21	
3.99	40	3.99				5.45	20	5.45	
						4 79	20	4.79	
4.39	10	4.39				3.99	60	3.99	
1.49	20	1.49	1.49	10	1.49				
			3.99	180	3.99				
2.87	120	2.87	3.19 - 4.99	280	4.13	3.27	20	3.27	
2.08 - 2.49	220	2.47	2.39 - 2.40	50	2.40				
2.49 - 3.19	670	3.04	2.99 - 3.99	690	3.46	2.99 - 3.19	80	3.12	
4.16	10	4.16	5.59	40	5.59	3.91 - 4.79	250	4.06	
								_	
						3.99 4.99	10 10	3.99 4.99	
	(AR,AZ,CO,KS 27.5% of 4,2 0.0% of stores of Activity Price Range (\$/pound) 0.99 - 1.19 0.99 2.29 3.99 4.39 1.49 2.87 2.08 - 2.49 2.49 - 3.19	27.5% of 4,200 sampled outlet 0.0% of stores w/ no-price promote Activity Index = 1,250 Price Range Summar (\$/pound) 0.99 - 1.19 100 0.99 40 2.29 20 3.99 40 4.39 10 1.49 20 1.49 20 2.87 120 20 2.08 - 2.49 220 2.49 - 3.19 670	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 27.5% of 4,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,250 Price Range Summary (\$/pound) Stores Wtd Avg 0.99 - 1.19 100 1.11 0.99 40 0.99 2.29 20 2.29 3.99 40 3.99 4.39 10 4.39 1.49 20 1.49 2.87 2.08 - 2.49 220 2.47 2.49 - 3.19 670 3.04	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 27.5% of 4,200 sampled outlets 0.0% of stores w/ no-price promotions	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) (CA,HI,NV) 27.5% of 4,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,250 Activity Index = 1,260 Price Range (\$/pound) Summary (\$/pound) Price Range Summary (\$/pound) Price Range Summary (\$/pound) Stores V 0.99 - 1.19	(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 27.5% of 4,200 sampled outlets 0.0% of stores w Ino-price promotions	(AR.AZ.CO.KS.LA.MO.NM.OK,TX.UT) 27.5% of 4,200 sampled outlets 0.0% of stores w no-price promotions Activity Index = 1,250 Price Range (\$/pound) 0.99 - 1.19 0.99 0.99 - 1.19 0.99 0.99 0.99 0.99 0.99 0.99 0.99	(AR.AZ.CO,KS,LA,MO,NM,OK,TX,UT) 27.5% of 4,200 sampled outlets 0.0% of stores w no-price promotions Activity Index = 1,250 Price Range (S pound) 0.99 - 1.19 0.99 - 4.0 0.99	



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Apr 26, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

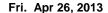
(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	RY			NORTHEAST U.S.		SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,N	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate 1/	79.4% o	f 23,200	67.0% o	f 23,200	68.8% o	f 22,500						
Feature Rate	sto	res	sto	res	sto	res	91.7% of 4,600 sampled outlets		78.2% of 6,100 sampled outlets			
Activity Index 2/	46	130	12	680	13	680	Activity Inde	Activity Index = 13,300		Activity Index = 9,690 Price Range Summary		
Activity index 2/	40,	130	,			000	Price Range	Price Range Summary		Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1	F 470	7 70	0.570	0.07	4.000	7.00	5.00	0.770 7.00	0.00	4.450	7.00	
Processor Brand Private Brand	5,470 2,300	7.70 7.58	,	8.07 7.65	4,800	7.92 7.24	5.99 - 9.99 6.99 - 8.99	2,770 7.93 1,660 7.35	6.98 - 8.99 7.49	1,450 210	7.09 7.49	
Category 2	2,300	7.56	1,340	7.05	1,650	7.24	0.99 - 6.99	1,000 7.33	7.49	210	7.49	
Processor Brand	3,280	5.70	4,500	5.77	5.450	6.12	4.99 - 6.99	1.170 5.48	4.99 - 6.99	260	6.02	
Private Brand	4,760	7.22	5,190	7.07	4,450	7.02	4.99 - 7.99	780 6.16	5.99 - 7.99	790	7.00	
Category 3	4,700	7.22	0,100	7.07	4,400	7.02	4.00 7.00	700 0.10	0.00 7.00	700	7.00	
Processor Brand	1.580	4.04	800	3.80	1,300	3.63	3.88 - 4.99	390 4.13	2.99 - 4.49	410	3.89	
Private Brand	120	3.66		5.52	2,420	5.43	3.48 - 4.99	70 4.03				
Turkey Ham					,							
Processor Brand	80	3.53	200	3.52	520	3.56	3.79 - 3.99	40 3.95				
Private Brand	40	4.48			60	3.98	4.48	40 4.48				
Turkey Pastrami												
Processor Brand	160	5.40	480	4.21	340	3.99	3.99 - 8.99	130 5.63				
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,360	7.52	4,660	7.79	2,770	7.79	5.99 - 8.99	1,900 7.61	5.49 - 8.99	570	7.44	
Private Brand	310	7.75	1,320	7.25	1,870	6.25	6.99	10 6.99				
Category 2												
Processor Brand	290	6.41	320	5.02	260	6.76						
Private Brand	810	6.81	520	6.76	10	3.98						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz	0.040	0.00	0.040	0.47	4 000	0.40	0.50 4.00	4.000	0.40	4.040	0.00	
Processor Brand	8,640	3.08	,	3.17	4,380	3.13	2.50 - 4.00	1,880 3.31	2.43 - 3.99	1,210	3.08	
Private Brand Turkey 16 oz	1,660	3.14	1,020	2.64	3,250	3.10	2.48 - 3.29	200 2.82	2.99 - 3.33	1,070	3.32	
Processor Brand	3,200	4.81	1,020	5.10	3,090	4.42	4.69 - 5.99	330 5.18	3.99 - 5.99	1,470	5.17	
Private Brand	3,200	4.01	1,020	4.99	170	4.42	4.03 - 5.33	550 5.16	3.33 - 3.33	1,470	5.17	
Chicken 7-10 oz			170	7.33	170	7.33						
Processor Brand	8,410	3.07	8,110	3.18	3,640	3.09	2.50 - 4.00	1,730 3.27	2.66 - 3.99	1,180	3.10	
Private Brand	1,660	3.14	,	2.61	3,250	3.10	2.48 - 3.29	200 2.82	2.99 - 3.33	1,070	3.32	
	.,			,,	-,0	20				.,		

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 04/26 thru 05/02.

(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/									
- Catale Rate		sampled outlets	·	0 sampled outlets	64.9% of 2,900 sampled outlets	82.3% of 1,200 sampled outlets			
Activity Index 2/	Activity Index = 9,570			ndex = 7,090	Activity Index = 3,820	Activity Index = 2,660			
	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/ροατία)	Stores With Avg	(φ/ροαπα)	Stores Wid Avg	(typound) Stores With Ave	(φ/pourid) Stores Wita Avg			
Category 1									
Processor Brand	6.29 - 9.99	350 7.57	6.49 - 9.99	340 7.89	7.99 - 8.99 210 8.1 ²	6.99 - 12.99 350 8.12			
Private Brand	6.99 - 10.99	380 8.60	7.99	50 7.99					
Category 2									
Processor Brand	4.49 - 7.00	810 6.15	4.88 - 5.49	310 5.56	4.99 - 5.99 620 5.58	4.99 - 5.99 110 5.07			
Private Brand	4.99 - 8.99	790 5.99	7.49 - 8.99	1,270 7.70	7.99 - 8.99 590 8.47	7.49 - 8.99 540 8.41			
Category 3									
Processor Brand	3.98 - 4.89	520 4.06	3.98 - 3.99	220 3.99		3.99 - 4.97 40 4.44			
Private Brand	2.50 - 3.99	50 3.15							
Turkey Ham									
Processor Brand	2.99 - 3.58	20 3.22	2.99	10 2.99	2.99 10 2.99)			
Private Brand									
Turkey Pastrami									
Processor Brand	2.99 - 5.99	20 3.89	5.48	10 5.48					
Private Brand									
SERVICE DELI - Chicken									
Category 1									
Processor Brand	5.49 - 9.99	460 6.95	5.99 - 8.49	410 7.82	7.99 10 7.99	8.99 10 8.99			
Private Brand	7.98 - 7.99	110 7.99	5.99 - 7.99	60 7.99		7.49 130 7.49			
Category 2									
Processor Brand	4.49 - 6.99	250 6.31	6.99	40 6.99					
Private Brand	5.98 - 5.99	370 5.99	5.99 - 8.49	320 7.43	7.99 40 7.99	7.49 - 7.99 80 7.58			
SELF-SERVICE DELI									
(dollars per tub or pouch)									
Turkey 7-10 oz									
Processor Brand	1.98 - 4.00	2,290 2.86	2.19 - 2.69	1,800 2.94	2.66 - 3.99 830 3.22	2 2.66 - 4.29 630 3.43			
Private Brand	2.44 - 2.99	350 2.79	2.99	40 2.99					
Turkey 16 oz	2.00 5.00	460 452	2.00 5.00	420 4.64	3.00 4.00 600 440	2.00			
Processor Brand Private Brand	3.99 - 5.99	160 4.53	3.99 - 5.99	420 4.64	3.99 - 4.98 680 4.18	3.99 140 3.99			
Chicken 7-10 oz									
Processor Brand	1.98 - 4.00	2,290 2.86	2.19 - 2.89	1,750 2.95	2.66 - 3.99 830 3.22	2 2.66 - 4.29 630 3.43			
Private Brand	2.44 - 2.99	350 2.79	2.19 - 2.89	40 2.99	2.00 - 3.88 630 3.22	2.00 - 4.29 000 3.43			
Filvale Biallu	2.44 - 2.33	330 2.19	2.99	40 2.39	<u> </u>				

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)