



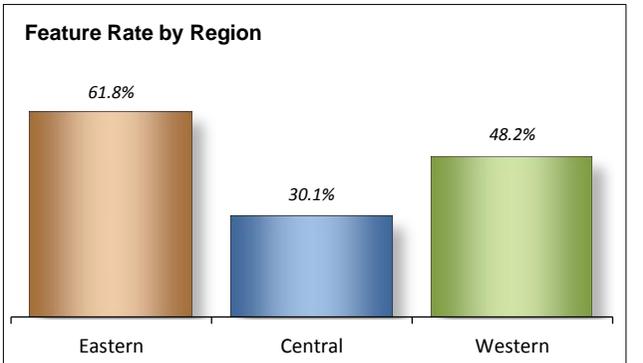
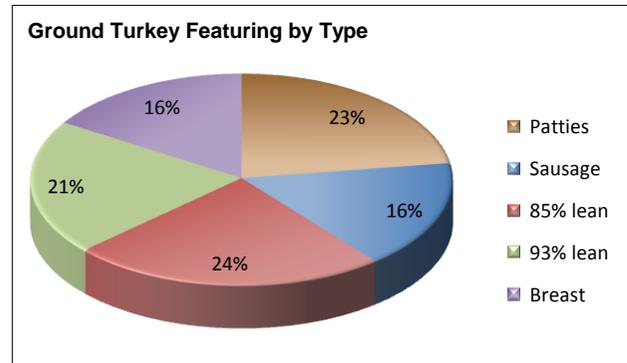
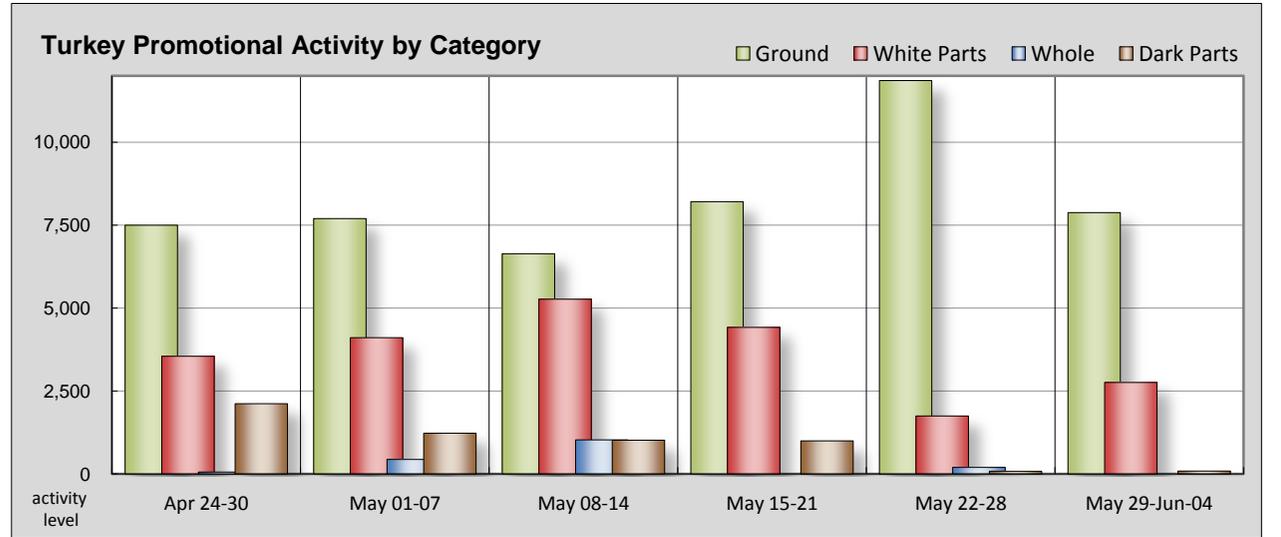
USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/29 thru 06/04.
 (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. May 29, 2009

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	48.5% of 18,600 outlets		46.7% of 18,600 outlets		40.1% of 18,000 outlets	
Special Rate ^{4/}	6.3%		3.3%		5.3%	
Activity Index ^{2/}	11,850		14,540		10,930	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			80	1.29		
" - Toms						
Frozen - Hens			110	1.18	230	0.96
" - Toms			10	0.99	80	0.93
PARTS:						
Breast:						
Bone-in, whole						
Fresh			120	2.03	150	2.06
Frozen	410	1.51	1,090	1.43	690	1.61
Hotel Style						
Fresh	20	1.29				
Frozen						
Split, bone-in						
Fresh			20	2.79	140	1.99
Rotisserie	390	7.42	280	8.03	80	7.46
Boneless, whole						
200	4.26				220	4.89
Cutlets						
550	4.83	230	4.59	540	4.13	
Cutlets, thin sliced						
250	5.55			100	4.99	
Strips						
250	5.55					
Tenders						
690	3.85	10	3.99	410	4.53	
Marinated Tenders						
1,000	4.20	550	3.84	130	3.82	
Drumsticks						
30	1.89	30	1.73	270	1.58	
Thighs						
10	1.89	10	1.89	10	1.89	
Wings						
30	1.89	30	1.66	270	1.58	
Necks						
10	1.39	10	1.39	10	1.39	
Smoked Drumsticks						
10	1.99	10	1.39	120	2.03	
Smoked Wings						
10	1.99			120	2.03	
Smoked Necks						
10	1.99					
GROUND TURKEY:	7,880	2.77	11,860	2.64	7,120	2.84
Patties	1,790	2.71	2,160	2.91	530	2.90
Sausage	1,300	2.90	3,460	2.60	1,250	2.48
85% lean	1,890	2.01	1,100	2.05	1,060	1.83
93% lean	1,630	2.59	4,630	2.50	2,470	2.41
Breast	1,270	4.10	510	4.26	1,810	4.25
Rolls (frsh/frz 1 lb.)	120	1.00	100	2.37	240	1.17

This Week's Turkey Feature Highlights

Even though more retail stores are featuring turkeys this week than last week, they are not running as many turkey items. Whole turkeys are absent this week from the circulars. Bone-in whole turkey breast sales activity slows tremendously from last week with frozen showing the most notable drop. Rotisserie breasts are slightly more popular this week as retailers provide an option for upcoming picnics and reunions. Boneless white meat items continue to increase in popularity for the Summer, especially in the East and West, with marinated tenderloins having the potential of being very attractive for the grill this week. Bone-in parts are showing only sporadic features this week. Even though overall ground turkey activity is slower than last week, improved interest is noted on 85% lean and ground breast trim.



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.)

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



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	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/}	61.8% of 8,400 sampled outlets			30.1% of 5,900 sampled outlets			48.2% of 4,300 sampled outlets		
Special Rate ^{4/}	8.4% of stores w/ no-price promotions			5.2% of stores w/ no-price promotions			3.8% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 6,580			Activity Index = 1,660			Activity Index = 3,490		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.19 - 1.99	160	1.62	1.29 - 1.59	250	1.44			
Hotel Style									
Fresh	1.29	20	1.29						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.89 - 7.99	240	7.44	5.99 - 6.99	100	6.77	7.99 - 8.99	50	8.61
Boneless, whole	2.99 - 4.59	200	4.26						
Cutlets	3.99 - 4.99	400	4.77	4.99	10	4.99	4.99	140	4.99
Cutlets, thin sliced							5.55	250	5.55
Strips							5.55	250	5.55
Tenders	3.49 - 4.69	190	3.64	2.99 - 4.39	100	3.10	4.00 - 4.39	400	4.14
Marinated Tenders	1.99 - 4.26	980	4.21	3.73	20	3.73			
Drumsticks	1.89	30	1.89						
Thighs									
Wings	1.89	30	1.89						
Necks									
Smoked Drumsticks	1.99	10	1.99						
Smoked Wings	1.99	10	1.99						
Smoked Necks	1.99	10	1.99						
GROUND TURKEY:									
Patties	2.49 - 2.99	1,490	2.58	2.50 - 3.49	140	2.66	3.99	160	3.99
Sausage	2.39 - 3.39	620	2.89	1.49 - 3.00	200	2.45	2.87 - 3.27	480	3.09
85% lean	1.49 - 2.49	1,010	1.99	1.79 - 2.39	320	1.88	1.99 - 2.29	560	2.13
93% lean	2.14 - 3.07	820	2.65	2.05 - 2.79	520	2.42	1.99 - 3.50	290	2.71
Breast (99-100% lean)	3.07 - 4.22	360	3.79				3.99 - 4.79	910	4.22
Rolls (frsh/frz 1 lb.)				1.00	120	1.00			