



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/18 thru 06/24.

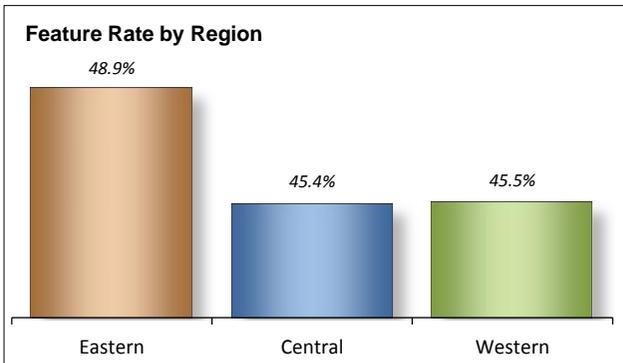
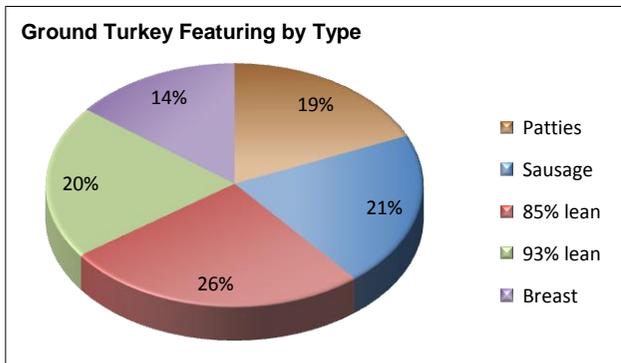
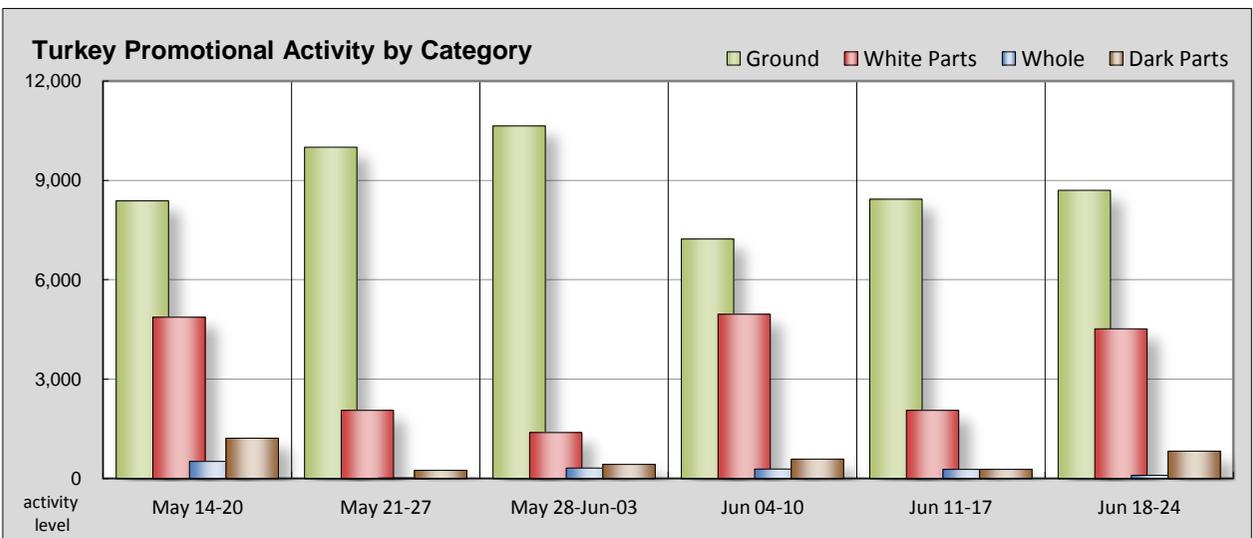
Fri. Jun 18, 2010

(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/}	47.0% of 19,200 outlets		42.3% of 19,200 outlets		38.1% of 18,600 outlets	
Special Rate ^{4/}	0.0%		4.5%		2.6%	
Activity Index ^{2/}	15,540		11,930		11,890	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	100	1.69				
" - Toms						
Frozen - Hens			200	0.93	190	0.92
" - Toms			80	0.93	30	0.79
PARTS:						
Breast:						
Bone-in, whole						
Fresh	540	1.71			50	1.99
Frozen	410	1.70	520	1.39	640	1.46
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie	600	7.67	110	7.15	440	7.66
Boneless, whole						
Cutlets	350	3.77	370	4.50		
Cutlets, thin sliced	1,080	4.40	490	4.56	550	4.28
Strips	530	5.06	150	4.66	50	4.41
Tenders	210	3.49			200	3.69
Marinated Tenders	800	4.15	420	4.56	360	3.82
	1,110	3.94	550	3.66	530	4.32
GROUND TURKEY:	8,700	2.85	8,430	2.90	8,130	2.83
Patties	1,610	2.98	1,000	2.93	880	2.99
Sausage	1,790	2.82	890	2.73	1,370	2.76
85% lean	2,260	2.23	2,150	2.37	1,030	2.02
93% lean	1,780	2.60	2,800	2.68	3,900	2.60
Breast	1,260	4.22	1,590	4.09	950	4.60
Rolls (frsh/frz 1 lb.)	280	1.95	330	1.66	180	1.12

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

This Week's Turkey Feature Highlights
 Retail feature activity on turkey improves even with widespread promotions on competing proteins for Father's Day weekend. Whole bird promotions centered on a few fresh hens in the Central region. Fresh bone-in breasts are back with some very attractive pricing; these are perfect to grill for a backyard party. Frozen bone-in breasts are priced sharply higher this week. Worried about the weather? Rotisserie breasts are more available and a safe bet rain or shine. Boneless white parts are heavily promoted; these are another good choice to grill. Cutlets and marinated tenders are the favorites, but all the boneless white parts are widely featured. Offers increase on fresh drums and wings; advertised prices trend higher. Promotions on grinds continue to increase; the weighted average price is lower. Offers increase on patties, sausage and 85% lean; retreat on 93% lean and ground breast.



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.)



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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/} Special Rate ^{4/} Activity Index ^{2/}	48.9% of 8,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,510			45.4% of 6,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,480			45.5% of 4,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,550		
	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				1.69	100	1.69			
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 1.99	360	1.67	1.69 - 1.89	180	1.80			
Frozen	1.59	10	1.59	0.99 - 1.89	400	1.70			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.22 - 8.99	570	7.71	6.99	30	6.99			
Boneless, whole	3.99 - 4.99	140	4.18	3.49	210	3.49			
Cutlets	3.99 - 4.99	860	4.60	3.49	210	3.49	6.35	10	6.35
Cutlets, thin sliced	4.79 - 5.49	530	5.06						
Strips				3.49	210	3.49			
Tenders	3.99	130	3.99	3.46 - 3.49	260	3.48	3.98 - 5.59	410	4.62
Marinated Tenders	3.73 - 4.26	970	3.97	3.19 - 3.99	140	3.69			
Drumsticks	1.29 - 1.99	500	1.63						
Thighs									
Wings	1.49 - 1.79	320	1.63						
Necks									
Smoked Drumsticks									
Smoked Wings				1.59	10	1.59			
Smoked Necks									
GROUND TURKEY:									
Patties	2.38 - 3.99	540	3.06	2.29 - 3.99	750	3.19	1.69 - 2.50	320	2.35
Sausage	1.59 - 3.69	880	2.53	2.50 - 3.50	370	3.11	2.45 - 3.79	540	3.10
85% lean	1.66 - 2.69	1,140	2.18	1.66 - 2.80	680	2.24	1.99 - 2.50	440	2.34
93% lean	2.29 - 3.84	990	2.43	2.00 - 3.33	640	2.73	2.49 - 3.33	150	3.16
Breast (99-100% lean)	3.99 - 4.61	540	4.25	3.33 - 3.99	180	3.62	4.39	540	4.39
Rolls (frsh/frz 1 lb.)	0.79	30	0.79	1.25 - 2.50	110	2.21	1.99	140	1.99