



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/07 thru 01/13.

Fri. Jan 07, 2011

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

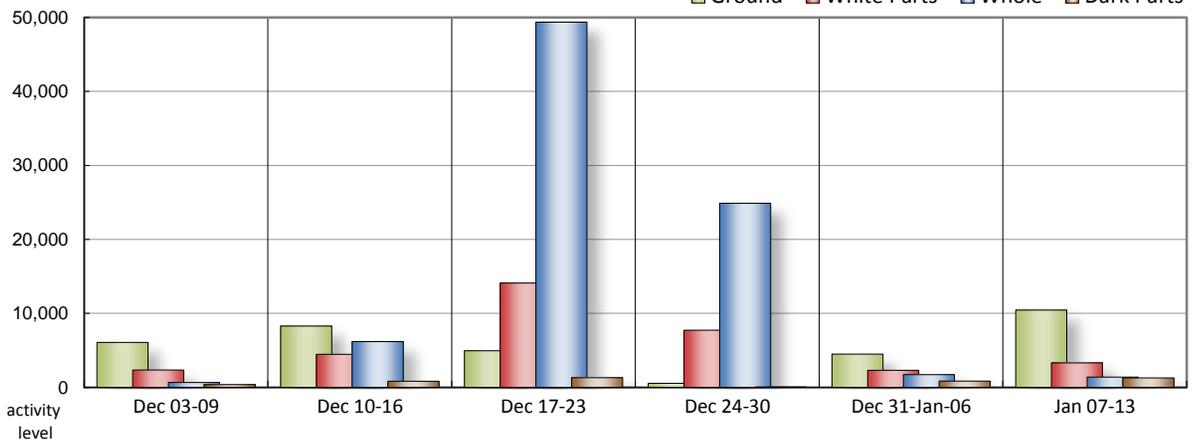
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	58.0% of 19,500 outlets		47.5% of 19,500 outlets		56.4% of 19,200 outlets	
Special Rate ^{4/}	1.6%		1.2%		8.4%	
Activity Index ^{2/}	18,470		10,210		14,070	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			200	1.45		
" - Toms			170	1.44		
Frozen - Hens	690	1.07	670	1.05	50	0.90
" - Toms	690	1.07	670	1.03	50	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	30	2.19	40	2.45	30	2.66
Frozen	240	1.45	210	1.86	580	1.65
Split, bone-in						
Fresh	10	1.99	100	4.26	10	1.99
Rotisserie	780	6.57	1,010	7.43	590	6.47
Boneless, whole						
Cutlets	1,440	4.48	380	4.52	760	4.80
Cutlets, thin sliced	240	4.99			10	4.54
Strips					80	4.99
Tenders	450	4.40	550	4.55	420	3.97
Marinated Tenders	1,220	3.98	190	3.89	220	4.31
Drumsticks						
Thighs	290	1.58	170	1.67	130	1.42
Wings	70	2.20	10	1.89	100	1.39
Necks	270	1.55	180	1.67	100	1.26
Smoked Drumsticks	10	1.39	10	1.29		
Smoked Wings	210	2.16	160	2.31	40	1.70
Smoked Necks	220	2.23	160	2.31	40	1.79
	200	1.73	150	2.31	40	1.46
GROUND TURKEY:						
Patties	10,440	3.07	4,490	2.95	10,400	2.66
Sausage	260	2.41	220	3.01	420	2.56
85% lean	1,510	2.84	700	2.78	1,250	2.82
93% lean	1,020	2.27	650	2.11	3,150	1.97
Breast	4,650	2.65	1,320	2.65	3,690	2.53
Rolls (frsh/frz 1 lb.)	3,000	4.15	1,600	3.60	1,890	3.96
	590	1.51	480	1.61	380	1.76
Specialty ^{5/}						
Patties	50	4.99				
93-94% lean	200	4.37	140	3.49	620	3.65
Breast	20	3.99				

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

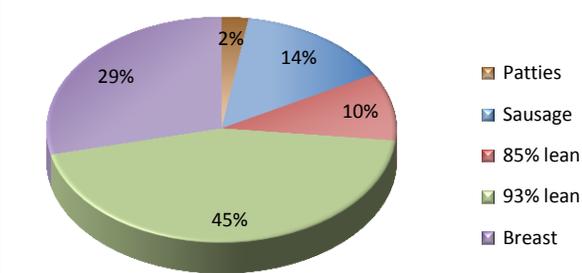
This Week's Turkey Feature Highlights

Retailer activity improves going into the middle of the month. Offers on fresh whole turkeys are lacking; frozen turkeys are slightly more available. Bone-in breast promotions are sharply lower in price this week. Fewer stores feature rotisserie breasts; advertised prices are in a wide range. White parts are active, especially cutlets and marinated tenders. Offers on dark parts increase and all items are represented; average prices are mixed on fresh parts, lower on smoked items. The big jump in promotions is on grinds. Ground breast and 93% lean are heavily advertised and are a good choice for shoppers looking for a healthy alternative to all the holiday indulgences. Average advertised prices are higher on ground breast, unchanged on 93%. Service deli is active and many stores promote their store labels. Self-service deli promotions increase, a popular choice for school lunches.

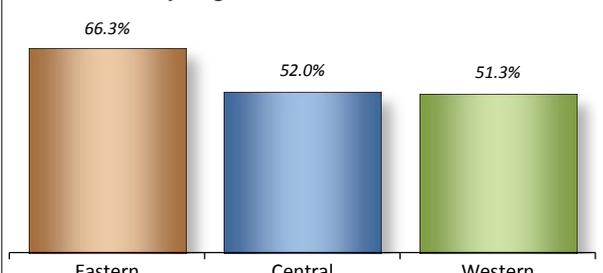
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Feature Rate 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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	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/}	66.3% of 8,400 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 10,500			52.0% of 6,400 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 4,510			51.3% of 4,700 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 3,190		
	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	0.99 - 1.29	410	1.13	0.89 - 1.29	230	1.00	0.89 - 1.19	50	0.99
" - Toms	0.99 - 1.29	410	1.13	0.89 - 1.29	230	1.00	0.89 - 1.19	50	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.29	20	2.29	1.99	10	1.99			
Frozen	1.19	20	1.19	1.37 - 1.99	200	1.47	1.39 - 1.69	20	1.49
Split, bone-in									
Fresh				1.99	10	1.99			
Rotisserie	3.74 - 8.99	290	4.52	6.99 - 7.99	360	7.34	8.99	130	8.99
Boneless, whole	3.99 - 5.49	110	4.50						
Cutlets	3.49 - 4.99	1,200	4.57	4.99	10	4.99	3.99	230	3.99
Cutlets, thin sliced	4.99	240	4.99						
Strips									
Tenders	4.99	140	4.99	3.99	20	3.99	3.99 - 4.39	290	4.15
Marinated Tenders	3.73 - 4.26	770	4.14				3.33 - 3.99	450	3.70
Drumsticks	1.49 - 2.49	270	1.59	1.19 - 1.49	20	1.35			
Thighs	2.19 - 2.49	60	2.29	1.69	10	1.69			
Wings	1.49 - 2.49	250	1.56	1.19 - 1.49	20	1.35			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.69 - 2.38	210	2.16						
Smoked Wings	1.69 - 2.38	210	2.26	1.79	10	1.79			
Smoked Necks	1.69 - 2.38	200	1.73						
GROUND TURKEY:									
Patties	2.50 - 2.99	40	2.60	2.37 - 2.50	220	2.37			
Sausage	2.39 - 3.69	1,120	2.82	2.40 - 3.49	360	2.90	2.86 - 3.99	30	3.10
85% lean	1.89 - 2.49	710	2.29	1.66 - 2.49	260	2.20	1.66 - 2.94	50	2.32
93% lean	1.92 - 3.99	2,470	2.68	1.91 - 3.33	1,480	2.69	2.08 - 3.19	700	2.50
Breast (99-100% lean)	2.99 - 4.99	1,130	4.21	2.98 - 4.99	830	4.04	3.19 - 5.39	1,040	4.18
Rolls (frsh/frz 1 lb.)	1.00 - 2.49	220	1.11	1.00 - 1.99	220	1.59	1.99	150	1.99
Specialty ^{3/}									
Patties	4.99	50	4.99						
93-94% lean	4.00 - 4.99	200	4.37						
Breast				3.99	20	3.99			



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 01/07 thru 01/13.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jan 07, 2011

Feature Rate ^{1/}	NATIONAL SUMMARY				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)			
	This Week		Last Week		69.2% of 8,400 sampled outlets				70.4% of 6,400 sampled outlets				49.9% of 4,700 sampled outlets			
	64.9% of 19,500 stores		73.0% of 19,500 stores		Activity Index = 20,090				Activity Index = 15,760				Activity Index = 11,470			
Activity Index ^{2/}	47,320		40,500		Price Range (\$/pound)				Price Range (\$/pound)				Price Range (\$/pound)			
	Stores	Wtd Avg	Stores	Wtd Avg	Summary		Summary		Summary		Summary		Summary			
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		
SERVICE DELI - Turkey																
Category 1																
Processor Brand	4,680	7.58	4,840	7.13	4.99 - 8.99	2,520	7.63	5.98 - 9.99	1,330	7.24	6.99 - 10.99	830	8.01			
Private Brand	1,220	7.40	3,210	7.42	6.49 - 8.99	650	7.26	5.99 - 9.99	570	7.55						
Category 2																
Processor Brand	4,050	5.82	2,880	5.40	4.98 - 6.99	1,820	6.15	4.49 - 6.99	2,010	5.58	4.49 - 6.99	220	5.30			
Private Brand	5,330	6.23	3,850	5.72	4.88 - 5.99	760	5.95	3.98 - 6.99	2,480	6.15	5.98 - 7.99	2,090	6.42			
Category 3																
Processor Brand	1,200	4.02	1,130	4.38	2.69 - 4.99	470	4.19	2.79 - 4.99	570	4.01	2.99 - 4.99	160	3.59			
Private Brand	1,640	4.77	250	4.44	2.99 - 4.99	1,560	4.76	3.99 - 4.98	80	4.89						
Turkey Ham																
Processor Brand	490	3.76	330	3.03	2.99 - 4.99	460	3.76	2.98 - 4.29	30	3.68						
Private Brand	40	2.98			2.98	40	2.98									
Turkey Pastrami																
Processor Brand	390	3.42	450	3.45	2.99 - 4.99	310	3.47	2.49 - 3.99	80	3.25						
Private Brand	40	4.61			4.99	30	4.99				3.48	10	3.48			
SERVICE DELI - Chicken																
Category 1																
Processor Brand	3,100	7.22	3,790	7.32	5.49 - 7.99	2,270	7.16	5.75 - 9.99	820	7.38	8.99	10	8.99			
Private Brand	1,500	6.60	160	6.71	4.99 - 6.49	260	5.97	4.99 - 7.49	1,020	6.61	6.99 - 7.99	220	7.32			
Category 2																
Processor Brand	400	5.10	160	4.95	4.99	190	4.99	3.98 - 6.99	210	5.20						
Private Brand	370	6.35						5.99 - 6.99	370	6.35						
SELF-SERVICE DELI (dollars per tub or pouch)																
Turkey 7-10 oz																
Processor Brand	10,860	3.06	7,620	2.96	2.00 - 4.00	4,320	3.15	1.89 - 3.99	2,780	2.97	1.99 - 3.98	3,760	3.02			
Private Brand	960	3.10	1,690	3.24	2.50 - 3.50	330	3.24	2.50 - 3.33	380	3.07	2.50 - 3.50	250	2.98			
Turkey 16 oz																
Processor Brand	250	4.89	1,400	4.99	5.99	60	5.99	2.99 - 5.99	190	4.54						
Private Brand			120	2.88												
Chicken 7-10 oz																
Processor Brand	9,980	3.06	6,820	2.99	2.00 - 4.00	3,710	3.14	1.89 - 3.99	2,600	2.97	1.99 - 3.98	3,670	3.03			
Private Brand	820	3.14	1,800	3.25	2.50 - 3.50	330	3.24	3.00 - 3.33	240	3.18	2.50 - 3.50	250	2.98			

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)