



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/28 thru 02/03.

Fri. Jan 28, 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/}	47.5% of 19,500 outlets		43.6% of 19,500 outlets		41.5% of 19,200 outlets	
Special Rate ^{4/}	1.7%		9.5%		2.5%	
Activity Index ^{2/}	13,490		15,260		11,320	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	270	1.13	250	0.99	420	0.98
" - Toms	130	0.92	260	1.00	600	0.94
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	1.99	110	2.07	60	2.69
Frozen	2,210	1.47	830	1.74	2,190	1.60
Split, bone-in						
Fresh	30	1.99			140	2.90
Rotisserie	1,030	8.17	330	7.83	80	5.99
Boneless, whole	20	4.99	200	4.16	40	3.99
Cutlets	410	4.37	1,330	4.75	350	4.83
Cutlets, thin sliced	40	4.51	140	5.49	40	4.58
Strips			20	3.99		
Tenders	40	4.18	550	4.47	150	4.24
Marinated Tenders	210	3.66	1,400	4.08	350	4.20
Drumsticks	40	1.43	120	1.56	170	1.48
Thighs	30	1.78			160	1.49
Wings	50	1.42	130	1.55	170	1.47
Necks	20	1.39			10	1.29
Smoked Drumsticks	180	2.22	200	2.59	10	1.29
Smoked Wings	170	2.19	70	2.05		
Smoked Necks	170	1.85	140	1.99		
GROUND TURKEY:	7,470	2.96	8,490	3.03	5,870	2.88
Patties	770	2.99	550	2.87	490	2.44
Sausage	530	2.87	1,300	2.85	390	2.59
85% lean	1,290	2.27	2,020	2.17	1,390	2.02
93% lean	3,770	2.77	2,290	2.68	1,870	2.58
Breast	1,110	4.45	2,330	4.27	1,730	4.07
Rolls (frsh/frz 1 lb.)	730	1.38	450	1.51	470	1.85
Specialty ^{5/}						
Patties	10	4.99				
93-94% lean	40	4.20	140	3.49	640	3.53
Breast	70	5.42				

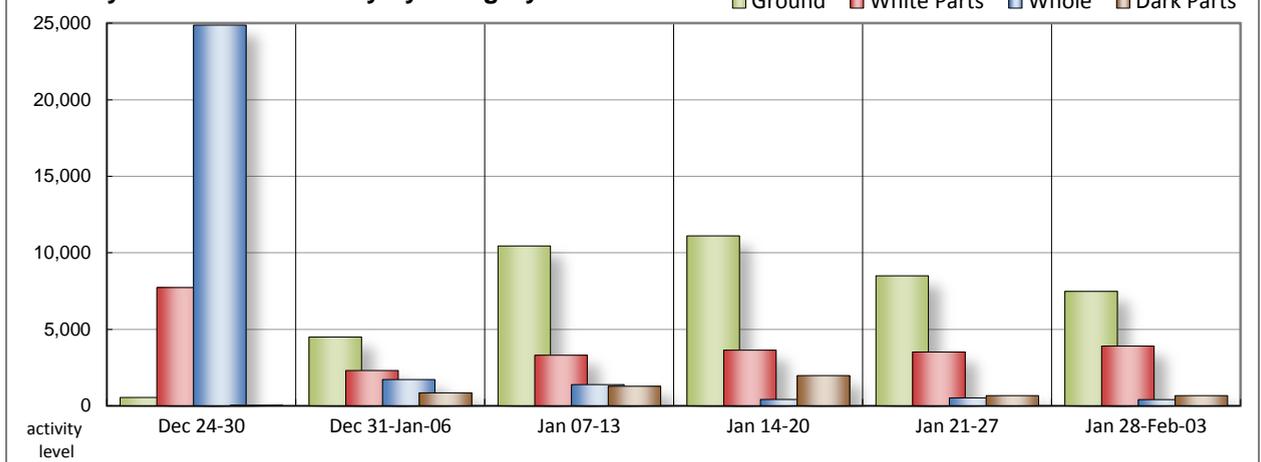
Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911

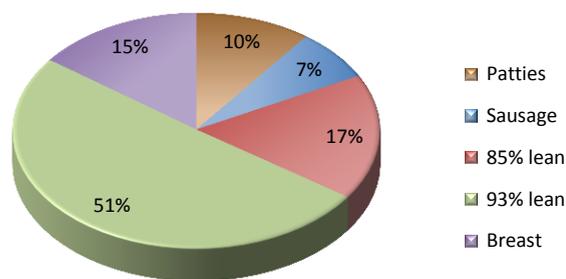
This Week's Turkey Feature Highlights

Retail activity slows, although more stores feature at least one turkey item. Offers slow on frozen hens and toms; advertised prices are higher on hens, lower on toms. Bone-in breast activity is strong, similar to the same week a year ago, providing a good item for Super Bowl parties. There are some very attractive prices on frozen bone-in breasts this week. Rotisserie breasts are also popular; they are an easy item to prepare for busy consumers. Offers on white boneless cuts are lower and average advertised prices decrease on most items. All of the dark parts are featured with smoked parts the most active. Promotional activity slows on grinds. Over half of the ads are for 93% lean and prices trend higher on this item. Deli meat activity slows as more stores promote deli platters for game day parties. Ads for service deli turkey breasts are much more competitive this week and there are some good values out there. Service deli chicken prices are mostly higher.

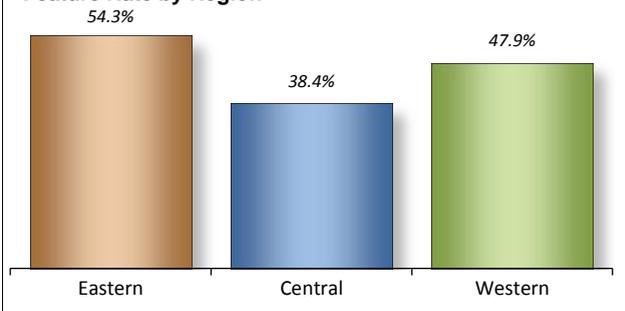
Turkey Promotional Activity by Category



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.

website: www.ams.usda.gov/pymarketnews.htm



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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/}	54.3% of 8,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 7,440			38.4% of 6,400 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 3,400			47.9% of 4,700 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 2,530		
	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	1.29	130	1.29	0.77 - 1.39	140	0.99			
" - Toms				0.77 - 1.39	130	0.92			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	10	1.99	1.99	110	1.99			
Frozen	0.89 - 1.99	1,630	1.51	0.89 - 1.79	540	1.38	0.89	40	0.89
Split, bone-in									
Fresh	1.99	20	1.99	1.99	10	1.99			
Rotisserie	5.99 - 7.99	170	6.41	6.99 - 9.99	460	8.35	6.99 - 9.49	400	8.70
Boneless, whole									
Cutlets	4.99	20	4.99						
Cutlets, thin sliced	3.49 - 4.99	380	4.37	3.99 - 5.64	30	4.36			
Strips									
Tenders	3.99 - 4.99	40	4.51	3.49 - 5.64	40	4.18			
Marinated Tenders				3.19 - 3.73	100	3.29	3.99	110	3.99
Drumsticks									
Drumsticks	1.49	10	1.49	1.28 - 1.49	30	1.40			
Thighs	1.69	10	1.69	1.69 - 1.99	20	1.82			
Wings	1.39 - 1.49	20	1.44	1.28 - 1.49	30	1.40			
Necks				1.28 - 1.49	20	1.39			
Smoked Drumsticks	2.19	170	2.19	2.78	10	2.78			
Smoked Wings	2.19	170	2.19						
Smoked Necks	1.69 - 1.89	170	1.85						
GROUND TURKEY:									
Patties	2.69 - 3.49	630	2.95	2.99 - 3.50	110	3.37	2.50	30	2.50
Sausage	2.19 - 3.27	450	2.89	2.46 - 3.00	50	2.83	2.69	30	2.69
85% lean	1.49 - 2.83	710	2.48	1.63 - 2.50	470	1.90	2.49	110	2.49
93% lean	2.63 - 3.84	1,580	2.92	2.08 - 3.33	470	2.67	2.39 - 3.19	1,720	2.66
Breast (99-100% lean)	3.84 - 4.99	750	4.39	3.33 - 4.99	290	4.54	4.79	70	4.79
Rolls (frsh/frz 1 lb.)	1.00	370	1.00	1.00 - 1.99	340	1.82	1.00	20	1.00
Specialty									
Patties	4.99	10	4.99						
93-94% lean	3.99 - 4.49	40	4.20						
Breast	4.99 - 5.99	50	5.59	5.00	20	5.00			



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 01/28 thru 02/03.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jan 28, 2011

	NATIONAL SUMMARY				EASTERN U.S.			CENTRAL U.S.			WESTERN U.S.		
	This Week		Last Week		(CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			(AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			(AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY)		
	76.6% of 19,500 stores		82.4% of 19,500 stores		78.0% of 8,400 sampled outlets Activity Index = 23,400			72.9% of 6,400 sampled outlets Activity Index = 13,740			79.0% of 4,700 sampled outlets Activity Index = 13,450		
Feature Rate 1/	50,590		54,690		Price Range (\$/pound)	Summary (Stores Wtd Avg)		Price Range (\$/pound)	Summary (Stores Wtd Avg)		Price Range (\$/pound)	Summary (Stores Wtd Avg)	
SERVICE DELI - Turkey													
Category 1													
Processor Brand	5,250	7.55	6,030	7.81	4.99 - 8.99	3,480	7.31	4.98 - 9.99	1,060	7.30	5.99 - 11.99	710	9.11
Private Brand	1,240	6.90	2,080	7.68	5.97 - 7.99	1,200	6.88	6.99 - 7.99	40	7.63			
Category 2													
Processor Brand	5,690	5.83	6,560	6.09	4.69 - 6.99	3,080	5.85	4.69 - 6.99	1,160	5.91	4.99 - 5.99	1,450	5.74
Private Brand	3,780	5.98	4,640	6.44	5.99 - 6.99	820	6.23	4.88 - 6.99	1,760	5.93	5.00 - 5.99	1,200	5.89
Category 3													
Processor Brand	2,790	4.16	1,620	4.34	2.48 - 4.99	1,120	3.96	1.98 - 4.99	570	3.50	1.98 - 4.99	1,100	4.70
Private Brand	530	4.86	1,370	5.25	3.00 - 4.98	120	4.53	3.69	10	3.69	4.99	400	4.99
Turkey Ham													
Processor Brand	110	3.22	540	3.46	1.98 - 4.69	80	3.42	2.49 - 2.99	20	2.79	2.49	10	2.49
Private Brand			30	3.64									
Turkey Pastrami													
Processor Brand	210	4.21	150	3.69	3.99 - 5.49	140	4.36	2.99 - 5.99	70	3.89			
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,080	7.50	3,360	6.67	5.98 - 8.99	2,460	7.98	4.88 - 8.99	1,350	6.71	6.99 - 8.99	270	7.10
Private Brand	450	7.02	740	6.63	6.99	230	6.99	6.99 - 7.49	220	7.04			
Category 2													
Processor Brand	90	5.06	560	5.75	4.99	70	4.99	4.98 - 5.99	20	5.32			
Private Brand			140	5.99									
SELF-SERVICE DELI (dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	11,830	3.07	10,430	2.98	2.39 - 3.99	4,990	3.28	2.00 - 4.99	2,760	2.87	1.99 - 3.50	4,080	2.96
Private Brand	1,570	3.00	2,330	3.14	2.99 - 3.50	320	3.39	2.50 - 3.33	970	2.87	3.00	280	3.00
Turkey 16 oz													
Processor Brand	710	4.70	2,370	5.09	3.49 - 5.99	380	5.16	3.49 - 5.99	260	4.09	4.49	70	4.49
Private Brand	410	3.65	900	3.56	3.99	130	3.99	3.50	170	3.50	3.49	110	3.49
Chicken 7-10 oz													
Processor Brand	10,280	3.12	8,540	2.99	2.39 - 3.99	4,460	3.30	2.00 - 3.99	2,330	2.93	1.99 - 3.50	3,490	3.01
Private Brand	1,570	3.00	2,300	3.13	2.99 - 3.50	320	3.39	2.50 - 3.33	970	2.87	3.00	280	3.00

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)