



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

Fri. Apr 29, 2011

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

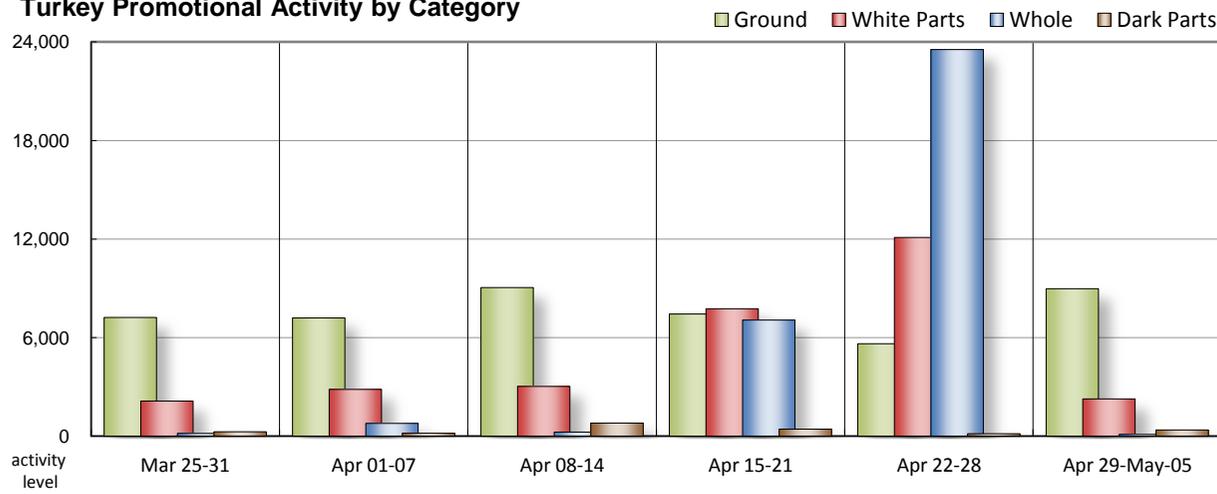
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	42.8% of 19,500 outlets		76.2% of 19,500 outlets		45.1% of 19,200 outlets	
Special Rate ^{4/}	4.2%		2.9%		8.2%	
Activity Index ^{2/}	13,610		42,330		13,070	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.49	8,660	1.45		
" - Toms	10	1.49	7,470	1.45		
Frozen - Hens	40	0.99	3,750	1.11		
" - Toms	50	1.07	3,660	1.02	70	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	40	1.85	2,290	2.49	40	2.62
Frozen	20	1.59	7,430	1.60	930	1.17
Split, bone-in						
Fresh					130	2.99
Rotisserie	320	7.08	1,340	7.96	400	8.50
Boneless, whole	170	5.57	210	3.45	70	4.56
Cutlets	790	4.74	570	4.84	370	4.96
Cutlets, thin sliced	350	4.99			170	5.29
Strips						
Tenders	580	4.63	260	4.79	150	4.79
Marinated Tenders	1,070	4.15	880	4.12	440	4.21
Drumsticks	90	1.50	30	1.61	700	1.46
Thighs	70	2.03	20	1.59	30	1.99
Wings	50	1.34	70	1.51	530	1.49
Necks	30	1.27	10	1.49	20	1.44
Smoked Drumsticks	40	2.31			80	1.92
Smoked Wings	60	2.01	10	1.69	60	1.99
Smoked Necks	40	1.59	10	1.69	60	1.91
GROUND TURKEY:						
	8,980	2.96	5,630	3.19	8,390	2.84
Patties	2,090	2.79	550	3.05	1,350	2.62
Sausage	1,230	2.86	1,160	2.82	1,090	2.60
85% lean	1,940	2.25	1,060	2.23	1,290	2.13
93% lean	2,380	2.83	1,730	3.08	3,120	2.51
Breast	1,340	4.55	1,130	4.74	1,540	4.46
Rolls (frsh/frz 1 lb.)	630	2.25	10	1.00	430	1.62
Specialty ^{5/}						
Patties	20	4.49			30	3.99
93-94% lean	130	5.49	140	3.49	160	3.57
Breast	20	5.00				

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

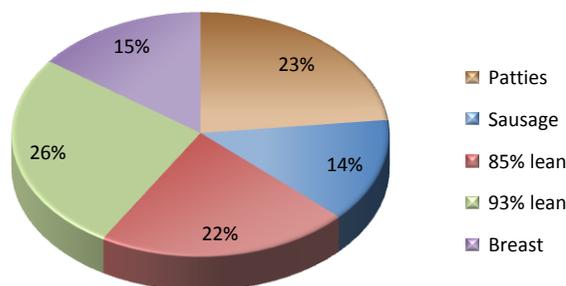
This Week's Turkey Feature Highlights

The holidays are over and retail activity returns to a more normal level of activity. Offers on fresh and frozen whole turkeys and bone-in breasts are a mere shadow of last week's levels. It is the same story with rotisserie breasts as activity falls to a non-holiday level. Interest improves on cutlets, tenders and marinated tenders. Prices trend lower on cutlets and tenders, higher on marinated tenders. The dark parts category is fully represented; advertised prices are a mixed bag. Promotions on ground items are back to normal. Patties and 93% lean are the most active but all items are well represented. Deli promotions are more active. There is a large increase in service deli Category 2, especially on private brands. More stores add turkey ham and turkey pastrami to the deli mix. Self-service deli is less active. The increased offers on private brands can't make up for the decrease in processor brands.

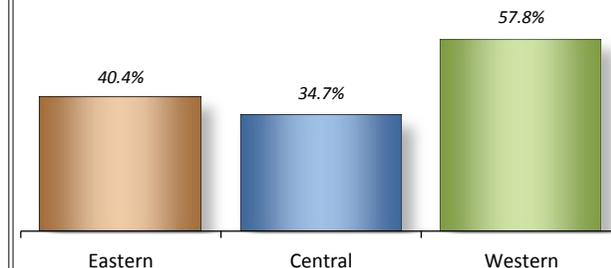
Turkey Promotional Activity by Category



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.



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

Fri. Apr 29, 2011

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

	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/}	40.4% of 8,400 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 7,820			34.7% of 6,400 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 2,670			57.8% of 4,700 sampled outlets 9.9% of stores w/ no-price promotions Activity Index = 2,950		
	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	1.49	10	1.49						
" - Toms	1.49	10	1.49						
Frozen - Hens				0.99	40	0.99			
" - Toms				0.99 - 1.39	50	1.07			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.59 - 1.99	30	1.83	1.89	10	1.89			
Frozen				1.69	10	1.69	1.49	10	1.49
Split, bone-in									
Fresh									
Rotisserie	6.89	50	6.89	7.49	70	7.49	6.99	200	6.99
Boneless, whole	5.69	160	5.69				3.69	10	3.69
Cutlets	3.99 - 4.99	780	4.74				4.79 - 5.45	10	5.04
Cutlets, thin sliced	4.99	350	4.99						
Strips									
Tenders	4.23 - 5.69	290	5.03	3.99	10	3.99	4.23	280	4.23
Marinated Tenders	3.73 - 3.99	400	3.84	3.33 - 4.66	170	4.23	3.03 - 4.66	500	4.37
Drumsticks	1.19 - 1.89	70	1.55	1.19 - 1.39	20	1.33			
Thighs	2.19	30	2.19	1.69 - 1.99	40	1.92			
Wings	1.19 - 1.49	40	1.33	1.39	10	1.39			
Necks	1.19 - 1.49	30	1.27						
Smoked Drumsticks	2.29 - 2.39	40	2.31						
Smoked Wings	1.58 - 2.39	60	2.01						
Smoked Necks	1.59	40	1.59						
GROUND TURKEY:									
Patties	2.49 - 3.49	1,480	2.66	2.50 - 3.50	340	3.16	1.99 - 3.50	270	3.08
Sausage	2.39 - 3.49	1,130	2.89	2.05 - 2.99	80	2.47	2.71	20	2.71
85% lean	1.89 - 2.97	1,070	2.35	1.68 - 2.50	690	2.10	1.99 - 2.33	180	2.27
93% lean	2.30 - 3.33	1,060	2.58	2.33 - 3.33	490	2.72	2.40 - 3.99	830	3.22
Breast (99-100% lean)	3.99 - 5.37	680	4.47	3.99 - 4.99	280	4.45	3.99 - 5.99	380	4.78
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	1.00 - 3.79	360	2.15	1.69 - 2.49	260	2.42
Specialty ^{5/}									
Patties	4.49	20	4.49						
93-94% lean	5.49	130	5.49						
Breast				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 04/29 thru 05/05.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Apr 29, 2011

Feature Rate ^{1/}	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)			
	71.3% of 19,500 stores		71.5% of 19,500 stores		76.5% of 8,400 sampled outlets Activity Index = 20,800				72.3% of 6,400 sampled outlets Activity Index = 12,180				60.9% of 4,700 sampled outlets Activity Index = 8,180			
Activity Index 2/	41,160		37,770		Price Range (\$/pound)		Summary (Stores Wtd Avg)		Price Range (\$/pound)		Summary (Stores Wtd Avg)		Price Range (\$/pound)		Summary (Stores Wtd Avg)	
	Stores	Wtd Avg	Stores	Wtd Avg												
SERVICE DELI - Turkey																
Category 1																
Processor Brand	4,030	7.69	4,490	7.63	5.49 - 8.99	2,960	7.76	5.98 - 9.99	760	7.17	7.49 - 12.99	310	8.26			
Private Brand	610	7.44	3,390	7.47	6.99 - 9.99	290	7.50	6.79 - 8.99	320	7.39						
Category 2																
Processor Brand	7,160	6.01	4,450	6.18	4.99 - 7.99	2,950	6.27	3.88 - 6.99	2,840	5.61	4.99 - 6.99	1,370	6.24			
Private Brand	6,590	6.85	2,790	6.28	5.98 - 7.99	2,330	6.68	3.99 - 7.49	1,430	6.12	5.99 - 7.49	2,830	7.36			
Category 3																
Processor Brand	1,950	4.12	1,440	4.05	2.97 - 4.99	1,100	4.18	2.99 - 4.49	550	3.65	2.99 - 5.99	300	4.75			
Private Brand	1,390	4.83			3.98 - 4.88	1,140	4.84	3.99 - 4.99	250	4.80						
Turkey Ham																
Processor Brand	540	2.91	160	2.87	2.49 - 4.49	270	2.98	2.99 - 3.99	80	3.62	2.27 - 2.79	190	2.51			
Private Brand	230	4.81			3.98	40	3.98	4.98	190	4.98						
Turkey Pastrami																
Processor Brand	450	4.82	170	3.99	2.98 - 5.99	260	5.05	3.99 - 4.99	190	4.51						
Private Brand	190	4.98						4.98	190	4.98						
SERVICE DELI - Chicken																
Category 1																
Processor Brand	1,150	7.24	2,050	7.85	5.99 - 9.49	780	7.58	3.98 - 7.99	370	6.52						
Private Brand	1,930	7.34	470	7.37	6.99 - 7.99	1,300	7.55	5.49 - 7.49	390	6.26	7.99	240	7.99			
Category 2																
Processor Brand	280	6.65	220	6.49				4.98 - 6.99	280	6.65						
Private Brand			190	5.82												
SELF-SERVICE DELI (dollars per tub or pouch)																
Turkey 7-10 oz																
Processor Brand	5,180	3.21	7,400	3.17	2.50 - 3.99	2,370	3.44	1.99 - 3.50	1,900	2.98	2.50 - 3.50	910	3.12			
Private Brand	2,380	2.79	1,860	2.83	2.19 - 2.99	1,390	2.80	2.50 - 3.49	390	2.57	2.50 - 3.49	600	2.89			
Turkey 16 oz																
Processor Brand	440	5.18	1,550	4.33	5.99 - 6.49	240	6.45	3.49 - 3.99	200	3.65						
Private Brand	30	4.99						4.99	30	4.99						
Chicken 7-10 oz																
Processor Brand	4,250	3.26	5,410	3.31	2.50 - 3.99	1,990	3.42	1.99 - 3.50	1,430	3.11	2.50 - 3.50	830	3.11			
Private Brand	2,380	2.79	1,730	2.82	2.19 - 2.99	1,390	2.80	2.50 - 3.49	390	2.57	2.50 - 3.49	600	2.89			

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)