



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.

Fri. Jul 22, 2011

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

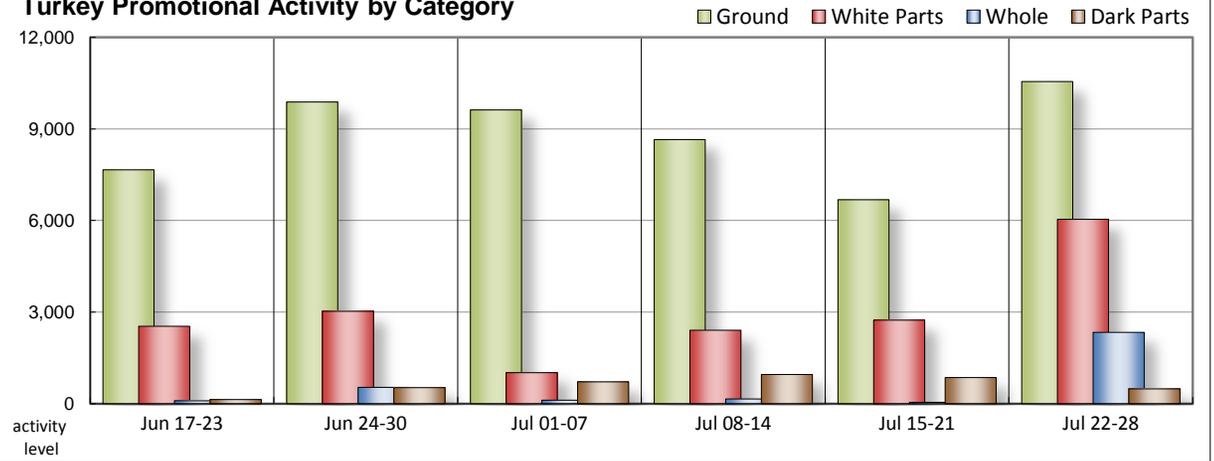
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	55.9% of 19,500 outlets		44.6% of 19,500 outlets		44.0% of 19,200 outlets	
Special Rate ^{4/}	4.4%		7.9%		1.7%	
Activity Index ^{2/}	20,400		12,270		12,110	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.49	30	1.59		
" - Toms	10	1.49	20	1.59		
Frozen - Hens	1,160	0.99				
" - Toms	1,160	0.99				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	2.29			10	1.99
Frozen	1,510	1.51	550	1.79	630	1.80
Split, bone-in						
Fresh			10	2.99	50	2.88
Rotisserie	690	5.89	710	7.00	250	7.40
Boneless, whole						
Cutlets	630	3.97	80	4.64	360	4.72
Cutlets, thin sliced	1,880	4.69	810	4.20	540	4.37
Strips	130	3.98				
Tenders	160	4.99				
Marinated Tenders	1,020	4.13	580	4.12	720	4.05
Drumsticks	610	4.05	990	4.07	750	4.20
Thighs	30	1.47	370	1.63	330	1.53
Wings	10	2.29	160	1.89	80	2.10
Necks	40	1.42	270	1.73	60	1.82
Smoked Drumsticks	20	1.44	30	1.65		
Smoked Wings	130	2.39	10	2.25	40	1.89
Smoked Necks	130	2.39	10	2.25	40	1.89
Rolls (frsh/frz 1 lb.)	130	1.59	10	2.25	40	1.69
GROUND TURKEY:	10,550	3.11	6,680	2.99	7,530	2.90
Patties	710	3.01	340	3.09	330	2.87
Sausage	1,020	2.88	540	3.02	1,600	3.01
85% lean	2,140	2.39	1,920	2.20	2,390	2.16
93% lean	4,270	2.95	2,570	2.83	1,910	2.80
Breast	2,410	4.15	1,310	4.44	1,300	4.25
Specialty ^{5/}						
Patties					30	4.06
93-94% lean			140	3.49		
Breast	60	5.33			160	4.24

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

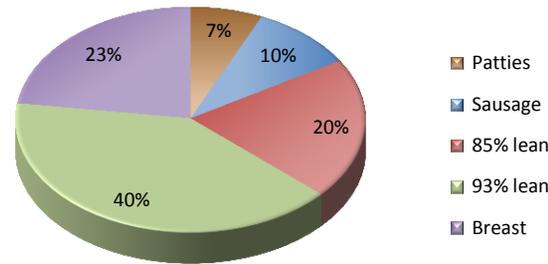
This Week's Turkey Feature Highlights

Retailers are promoting turkey this week! Offers are active on frozen whole turkeys. Frozen bone-in breasts are widely available; prices are sharply lower. There are not as many promotions on rotisserie breasts, but prices will tempt shoppers. Feel like grilling? There are plenty of boneless white cuts to choose from. Boneless whole breasts, cutlets and tenders are heavily promoted; the best buy here is the boneless whole breast. Dark parts are fully represented; the emphasis is on smoked parts this week. Ground turkey is another good option for the grill and stores are heavily promoting grinds. Prices trend lower on patties, sausage and ground breast; higher on 85% and 93% lean. Too hot to cook? Let's make sandwiches. Promotions on service deli and self-service deli are plentiful. Retailers offer more Category 1 and Category 3 choices, fewer Category 2 options. Self-service deli is more active on processor brands, less active on private brands.

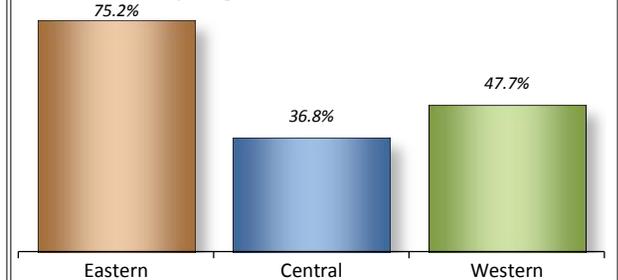
Turkey Promotional Activity by Category



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 07/22 thru 07/28.

Fri. Jul 22, 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/}	75.2% of 8,400 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 14,650			36.8% of 6,400 sampled outlets 8.0% of stores w/ no-price promotions Activity Index = 2,970			47.7% of 4,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,720		
	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	1,090	0.99	0.99	70	0.99			
" - Toms	0.99	1,090	0.99	0.99	70	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.29	20	2.29
Frozen	1.37 - 1.49	1,290	1.47	1.39 - 1.79	110	1.53	1.99	110	1.99
Split, bone-in									
Fresh									
Rotisserie	4.49 - 7.99	690	5.89						
Boneless, whole	3.49 - 3.99	590	3.97	3.99	10	3.99	3.99	30	3.99
Cutlets	3.99 - 6.99	1,680	4.63	3.99 - 5.49	160	5.41	3.99 - 5.45	40	4.22
Cutlets, thin sliced							3.98	130	3.98
Strips	4.99	160	4.99						
Tenders	3.73 - 5.49	770	4.01	3.99 - 4.79	170	4.73	3.99 - 4.79	80	4.05
Marinated Tenders	4.26 - 4.66	250	4.29	3.73 - 4.66	310	3.97	3.19 - 3.33	50	3.27
Drumsticks				1.39 - 1.49	30	1.47			
Thighs	2.29	10	2.29						
Wings	1.28	10	1.28	1.39 - 1.49	30	1.47			
Necks				1.39 - 1.49	20	1.44			
Smoked Drumsticks	2.39	130	2.39						
Smoked Wings	2.39	130	2.39						
Smoked Necks	1.59	130	1.59						
GROUND TURKEY:									
Patties	2.49 - 3.49	590	3.05	2.50 - 2.99	90	2.79	2.89	30	2.89
Sausage	2.39 - 3.79	670	2.87	2.39 - 3.29	220	2.70	3.27	130	3.27
85% lean	1.79 - 3.07	1,280	2.40	1.66 - 3.07	690	2.45	2.00 - 2.33	170	2.01
93% lean	2.50 - 3.30	2,270	2.78	2.49 - 3.19	320	2.99	2.33 - 3.79	1,680	3.17
Breast (99-100% lean)	3.07 - 5.38	1,810	4.13	3.07 - 4.79	390	4.26	3.52 - 4.39	210	4.05
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	0.99 - 1.99	280	1.32	1.99	20	1.99
Specialty ^{3/}									
Patties									
93-94% lean									
Breast	5.49	40	5.49	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 07/22 thru 07/28.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jul 22, 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)			
	81.7% of 19,500 stores		70.9% of 19,500 stores		88.3% of 8,400 sampled outlets				78.0% of 6,400 sampled outlets				75.2% of 4,700 sampled outlets			
Activity Index ^{2/}	47,270		44,510		Activity Index = 24,220				Activity Index = 14,940				Activity Index = 8,110			
	Stores	Wtd Avg	Stores	Wtd Avg	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	4,700	7.95	3,600	7.48	5.49 - 8.99	2,490	8.04	5.49 - 8.99	1,400	7.66	6.99 - 12.99	810	8.15			
Private Brand	2,150	7.65	1,330	7.12	6.99 - 8.99	1,970	7.68	6.79 - 8.99	180	7.34						
Category 2																
Processor Brand	4,520	5.94	5,090	6.26	3.99 - 6.99	1,560	5.64	4.39 - 6.99	2,040	5.84	4.99 - 6.99	920	6.67			
Private Brand	4,420	6.66	6,120	6.42	4.99 - 6.99	2,860	6.53	4.49 - 7.99	960	6.60	5.99 - 8.99	600	7.41			
Category 3																
Processor Brand	2,230	3.91	1,760	4.02	2.97 - 4.99	650	3.89	2.99 - 3.99	1,080	3.54	3.98 - 4.99	500	4.75			
Private Brand	2,340	4.90	320	4.24	3.98 - 4.99	1,300	4.84	3.98 - 4.99	200	4.91	4.99	840	4.99			
Turkey Ham																
Processor Brand	300	3.17	440	3.33	2.99 - 3.98	110	3.17	2.49 - 5.29	100	3.66	1.99 - 2.99	90	2.63			
Private Brand																
Turkey Pastrami																
Processor Brand	410	3.74	510	7.04	3.49 - 3.59	180	3.58	2.99 - 6.99	120	3.77	3.99	110	3.99			
Private Brand																
SERVICE DELI - Chicken																
Category 1																
Processor Brand	4,410	7.34	3,700	7.69	5.99 - 8.99	3,200	7.65	5.29 - 7.99	980	6.38	6.99 - 10.99	230	7.25			
Private Brand	940	7.14	1,450	6.97	6.99	640	6.99	6.99	230	6.99	8.99	70	8.99			
Category 2																
Processor Brand	590	4.99	390	6.23	4.99 - 5.99	10	5.57	4.49 - 5.98	180	4.97	4.99	400	4.99			
Private Brand	280	5.99	440	6.54							5.99	280	5.99			
SELF-SERVICE DELI																
(dollars per tub or pouch)																
Turkey 7-10 oz																
Processor Brand	8,260	3.32	7,300	3.23	2.33 - 4.49	3,540	3.49	1.98 - 4.49	3,360	3.16	2.50 - 3.99	1,360	3.30			
Private Brand	1,700	2.63	2,990	3.11	2.39 - 3.50	1,330	2.54	2.39 - 3.29	330	2.97	2.99	40	2.99			
Turkey 16 oz																
Processor Brand	1,450	5.42	1,470	5.68	5.00 - 6.49	530	5.64	3.99 - 5.99	400	5.08	5.00 - 5.99	520	5.46			
Private Brand																
Chicken 7-10 oz																
Processor Brand	6,880	3.35	5,190	3.22	2.99 - 4.49	2,530	3.56	1.98 - 4.49	3,050	3.18	2.50 - 3.99	1,300	3.31			
Private Brand	1,690	2.63	2,410	3.18	2.39 - 3.50	1,320	2.53	2.39 - 3.29	330	2.97	2.99	40	2.99			

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)