



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/09 thru 09/15.

Fri. Sep 09, 2011

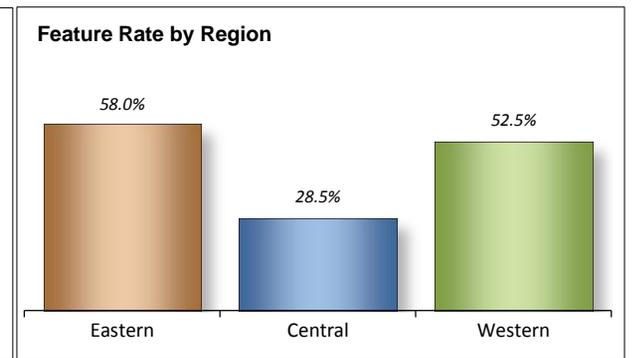
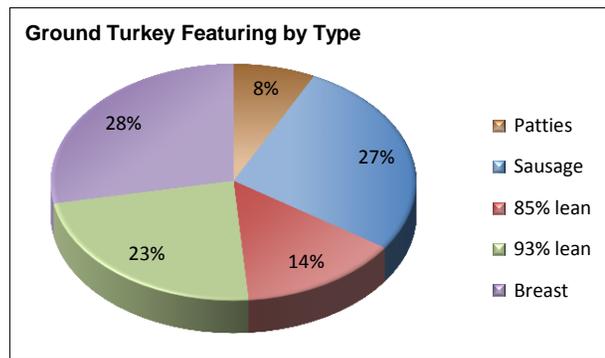
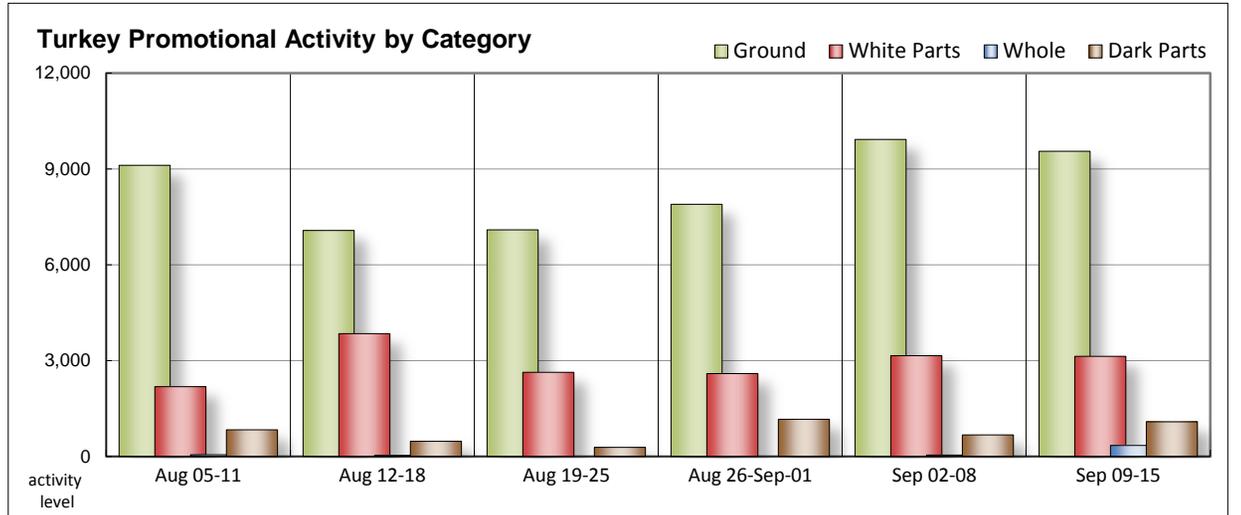
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	46.9% of 19,500 outlets		38.6% of 19,500 outlets		44.1% of 19,200 outlets	
Special Rate ^{4/}	6.2%		5.0%		1.1%	
Activity Index ^{2/}	15,990		15,690		12,890	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			20	1.49	300	1.46
" - Toms			20	1.49	210	1.51
Frozen - Hens	170	1.39			120	0.89
" - Toms	170	1.40			120	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh			10	2.99	130	2.77
Frozen	740	1.78	380	1.61	2,130	1.55
Split, bone-in						
Fresh			10	2.98	70	2.59
Rotisserie	260	7.80	600	8.10	420	9.23
Boneless, whole	30	4.99	660	4.09	40	4.99
Cutlets	1,000	4.72	840	3.97	550	4.33
Cutlets, thin sliced	190	3.98			830	4.71
Strips	130	4.54			10	4.99
Tenders	780	4.55	650	4.09	380	4.32
Marinated Tenders	1,360	5.16	770	4.08	670	4.01
Drumsticks	320	1.83	370	1.78	20	1.75
Thighs	180	1.92				
Wings	350	1.76	70	2.51	10	1.59
Necks	40	0.97	60	1.99		
Smoked Drumsticks	50	2.10	120	2.04	40	1.91
Smoked Wings	130	1.97	30	2.22	50	1.89
Smoked Necks	10	1.99	20	1.69	40	1.67
GROUND TURKEY:	9,550	3.26	9,920	3.13	5,850	2.72
Patties	700	3.20	3,220	3.29	1,170	2.79
Sausage	2,600	3.01	2,690	3.04	1,370	2.82
85% lean	1,350	2.21	1,100	2.45	750	2.21
93% lean	2,220	2.74	2,340	2.93	2,300	2.65
Breast	2,680	4.50	570	4.82	260	4.05
Rolls (frsh/frz 1 lb.)	250	1.67	90	2.35	640	1.67
Specialty ^{5/}						
Patties	30	4.32			30	3.99
93-94% lean	20	3.99	140	3.49	60	3.83
Breast	230	7.49			10	4.99

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

This Week's Turkey Feature Highlights

Feature activity continues on an increase this week offering a variety of options for grilling or tailgating. Fresh whole birds are non-existent while frozen reappear. Frozen bone-in breasts are seen more often and at higher price levels. Rotisserie breast promotions slow with prices lower. Viewing of white parts in circulars increase; prices are at higher levels. Cutlets and marinated tenders are most visible. Dark parts activity picks up this period; fresh and smoked wings seen at the highest frequency. Prices are mixed. Ground turkey declines slightly this week. Ground breast meat is heavily promoted with sausage a close second and 93% lean third. Pricing on all ground items are at cheaper rates. Retail activity is slightly lower this week on deli meats. Category 2 turkey and Category 1 chicken are most active. Pricing is mostly at lower levels. Self-service deli drops sharply on 7-10 oz. selections but increases for 16 oz. size.



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/}	58.0% of 8,400 sampled outlets			28.5% of 6,400 sampled outlets			52.5% of 4,700 sampled outlets		
Special Rate ^{4/}	3.4% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions			15.1% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 9,300			Activity Index = 2,300			Activity Index = 4,110		
	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	1.39	160	1.39	1.39 - 1.49	10	1.43			
" - Toms	1.39	160	1.39	1.49	10	1.49			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.48 - 1.99	470	1.83	1.59 - 1.99	260	1.69	1.49	10	1.49
Split, bone-in									
Fresh									
Rotisserie	6.99 - 9.99	30	7.99	7.99 - 8.99	10	8.49	6.99 - 8.99	220	7.74
Boneless, whole	4.99	30	4.99						
Cutlets	3.99 - 5.99	740	4.63	5.45	10	5.45	3.99 - 5.45	250	4.95
Cutlets, thin sliced	3.99	60	3.99				3.98	130	3.98
Strips							4.54	130	4.54
Tenders	3.84 - 3.99	210	3.97	3.99 - 4.79	50	4.26	3.98 - 5.32	520	4.82
Marinated Tenders	3.73 - 5.33	1,200	5.23	4.26 - 5.33	120	4.96	3.73 - 4.33	40	3.84
Drumsticks	1.89 - 2.19	170	1.91	0.99	10	0.99	1.79	140	1.79
Thighs	1.89 - 2.29	180	1.92						
Wings	1.29 - 1.89	190	1.81	1.19	20	1.19	1.79	140	1.79
Necks				0.97	40	0.97			
Smoked Drumsticks	1.99 - 2.49	40	2.20	1.69	10	1.69			
Smoked Wings	1.99	120	1.99	1.69	10	1.69			
Smoked Necks	1.99	10	1.99						
GROUND TURKEY:									
Patties	2.50 - 3.49	400	3.02	3.00 - 3.50	30	3.26	3.19 - 3.99	270	3.45
Sausage	2.39 - 3.49	1,970	2.85	2.49 - 3.33	230	3.01	2.80 - 3.99	400	3.79
85% lean	1.99 - 2.68	820	2.31	1.99 - 2.40	530	2.07			
93% lean	2.49 - 3.07	1,420	2.70	2.40 - 2.92	220	2.56	2.49 - 3.19	580	2.88
Breast (99-100% lean)	3.84 - 4.99	920	4.39	3.99 - 5.19	480	4.34	3.99 - 5.19	1,280	4.63
Rolls (frsh/frz 1 lb.)				1.00 - 1.79	250	1.67			
Specialty ^{5/}									
Patties	3.99	20	3.99	4.99	10	4.99			
93-94% lean	3.99	20	3.99						
Breast	7.49	100	7.49	7.49	130	7.49			



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Sep 09, 2011

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/09 thru 09/15.

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

	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)		
Feature Rate ^{1/}	71.1% of 19,500 stores		75.4% of 19,500 stores		73.9% of 8,400 sampled outlets			66.0% of 6,400 sampled outlets			73.2% of 4,700 sampled outlets		
Activity Index ^{2/}	32,220		41,700		Activity Index = 15,860			Activity Index = 9,920			Activity Index = 6,440		
	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey													
Category 1													
Processor Brand	3,780	8.04	4,280	7.86	5.49 - 9.99	2,880	8.18	5.58 - 9.99	510	7.00	7.49 - 9.99	390	8.36
Private Brand	2,140	7.35	1,280	7.81	6.49 - 8.99	1,810	7.29	6.77 - 8.99	330	7.68			
Category 2													
Processor Brand	4,050	5.93	4,920	6.16	4.99 - 6.99	1,630	5.79	4.79 - 6.99	1,520	6.15	4.99 - 6.99	900	5.82
Private Brand	2,330	5.50	4,160	6.71	4.97 - 5.99	620	5.92	4.99 - 5.99	910	5.66	5.00	800	5.00
Category 3													
Processor Brand	1,390	4.22	1,060	3.84	3.98 - 4.99	520	4.35	2.58 - 4.99	670	4.05	2.69 - 5.99	200	4.45
Private Brand	90	4.84			3.99 - 4.98	90	4.84						
Turkey Ham													
Processor Brand	190	3.48	250	3.40	3.69 - 6.99	90	4.20	2.98 - 3.99	40	3.24	1.99 - 2.69	60	2.54
Private Brand													
Turkey Pastrami													
Processor Brand	170	4.06	130	5.38	2.58 - 6.99	110	4.19	2.99 - 4.49	60	3.82			
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	4,190	6.99	2,680	7.27	4.99 - 8.99	3,320	7.20	4.79 - 8.99	790	6.11	5.99 - 9.49	80	6.80
Private Brand	610	6.49	650	6.86	7.49	230	7.49	5.49 - 6.99	380	5.89			
Category 2													
Processor Brand	290	6.12	80	5.10	3.28 - 7.99	130	6.59	4.98 - 5.99	160	5.74			
Private Brand			280	6.49									
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz													
Processor Brand	6,800	3.06	10,790	3.37	2.50 - 3.99	2,390	3.33	1.99 - 3.99	2,200	2.95	1.99 - 3.99	2,210	2.88
Private Brand	730	2.73	440	3.04	2.99 - 3.33	150	3.08	1.99 - 3.50	450	2.68	2.50	130	2.50
Turkey 16 oz													
Processor Brand	870	5.48	460	5.02	6.99	120	6.99	3.99 - 4.98	230	4.75	4.49 - 5.99	520	5.46
Private Brand													
Chicken 7-10 oz													
Processor Brand	3,860	3.09	9,800	3.41	2.50 - 3.99	1,620	3.38	1.99 - 3.99	1,220	2.94	1.99 - 3.99	1,020	2.81
Private Brand	730	2.73	440	3.04	2.99 - 3.33	150	3.08	1.99 - 3.50	450	2.68	2.50	130	2.50

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)