



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.**

Fri. Jun 08, 2012

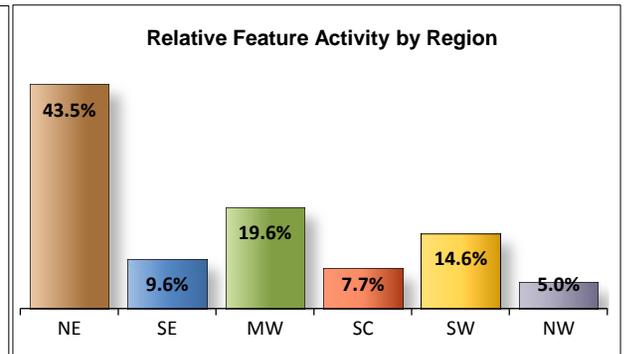
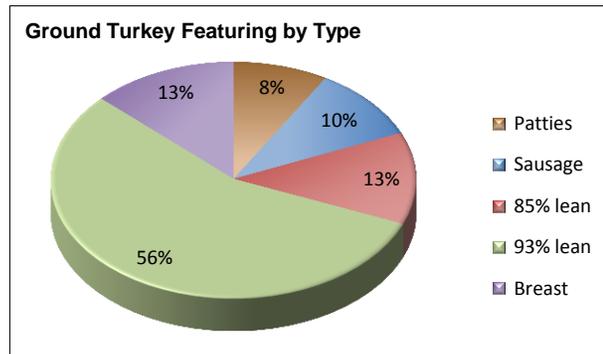
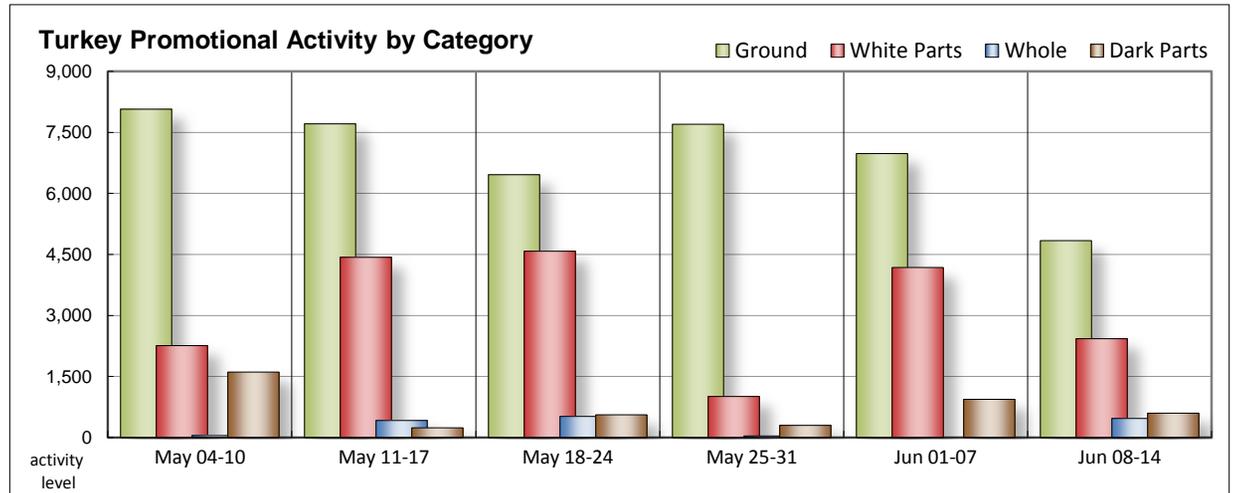
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>30.0% of 22,500 outlets</b>		<b>39.3% of 22,500 outlets</b>		<b>48.6% of 19,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.4%</b>		<b>1.5%</b>		<b>3.6%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>10,830</b>		<b>14,090</b>		<b>13,350</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	90	1.62				
" - Toms					10	1.49
Frozen - Hens	190	1.03				
" - Toms	190	1.03				
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			40	2.59		
Frozen	680	1.95	470	1.78	320	1.60
Split, bone-in						
Fresh					20	1.99
Rotisserie	430	8.24	1,120	7.11	230	7.59
Boneless, whole	240	4.33	620	4.04	50	4.99
Cutlets	620	4.69	870	4.24	1,130	5.05
Cutlets, thin sliced			190	4.99		
Strips			20	3.99		
Tenders	460	4.78	850	4.12	300	5.15
Marinated Tenders	580	3.74	680	4.38	810	3.91
Drumsticks	240	1.76	90	1.57	130	1.61
Thighs	110	2.20				
Wings	60	1.54	80	1.60	10	2.00
Necks	10	1.49	50	1.69	10	2.00
Smoked Drumsticks	140	2.62	240	2.03	50	2.36
Smoked Wings	30	1.98	280	2.02	50	2.36
Smoked Necks	10	1.95	200	1.79	60	1.70
<b>GROUND TURKEY:</b>	<b>4,840</b>	<b>3.23</b>	<b>6,980</b>	<b>3.76</b>	<b>8,370</b>	<b>2.86</b>
Patties	410	3.19	420	3.55	570	2.60
Sausage	490	3.05	1,910	3.33	750	2.75
85% lean	610	2.42	330	2.94	2,380	2.19
93% lean	2,700	3.12	1,730	2.92	3,680	2.87
Breast	630	4.66	2,590	4.87	990	4.62
Rolls (frsh/frz 1 lb.)	1,320	1.34	1,180	1.19	1,100	2.15
<b>Specialty</b> <sup>5/</sup>						
Patties	20	4.49	40	5.99		
93-94% lean	280	4.54	90	4.23	140	3.49
Breast	290	7.10				

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

**This Week's Turkey Feature Highlights**

Retailers show fewer promotions on turkey items heading into the middle of the month. Offerings are light on fresh and frozen whole turkeys. Frozen bone-in breasts are more actively promoted but they will cost more this week. Fewer stores offer rotisserie breasts and prices are sharply higher. Offerings on boneless white parts are less active and prices are higher on everything except marinated tenders. Dark parts are fully represented with the emphasis switching from smoked parts to fresh drumsticks. There is not a lot of interest in featuring ground turkey; prices trend lower on most items. Over half the ads featuring ground turkey focus on 93% lean, the only ground item that is priced higher. Rolls of fresh and frozen ground turkey continue to be widely promoted, providing a low cost alternative. Deli activity is lower, especially on private brands. Service deli promotions on turkey are almost evenly split between thick slicing and thin slicing. Self-service deli private brands yield ad space to processor brands.



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

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Feature Rate</b> <sup>1/</sup>	62.9% of 4,400 sampled outlets			18.2% of 6,000 sampled outlets			31.7% of 4,000 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.5% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 5,100			Activity Index = 1,530			Activity Index = 2,090		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.59	60	1.59				1.69	30	1.69
" - Toms									
Frozen - Hens							1.09	160	1.09
" - Toms							1.09	160	1.09
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.48 - 2.29	310	2.10	0.99 - 2.29	280	1.90	1.00 - 1.89	80	1.55
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	190	7.98	7.99	110	7.99	7.99	20	7.99
Boneless, whole	3.99 - 6.99	180	4.50	3.99	40	3.99			
Cutlets	3.99 - 4.99	550	4.69	3.99	40	3.99	5.45	10	5.45
Cutlets, thin sliced									
Strips									
Tenders	3.99	150	3.99	3.99	40	3.99	5.45	10	5.45
Marinated Tenders	3.19 - 4.79	250	4.09	3.19 - 3.99	40	3.60	4.33 - 4.66	40	4.39
Drumsticks	1.59 - 1.99	110	1.90				1.29 - 1.69	100	1.66
Thighs	2.29	90	2.29						
Wings	1.59	20	1.59				1.29 - 1.49	10	1.40
Necks							1.49	10	1.49
Smoked Drumsticks	1.99	20	1.99	2.79	110	2.79	1.95	10	1.95
Smoked Wings	1.99	20	1.99				1.95	10	1.95
Smoked Necks							1.95	10	1.95
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.59	110	3.04				3.49 - 3.50	30	3.50
Sausage	2.39 - 4.09	270	2.82	3.00 - 3.99	130	3.36	2.79 - 3.00	60	2.92
85% lean	2.33 - 3.07	40	2.54	2.00 - 2.49	210	2.30	2.00 - 2.45	50	2.06
93% lean	2.31 - 3.99	1,870	3.13	2.99 - 3.19	180	3.08	2.50 - 3.19	430	2.96
Breast (99-100% lean)	3.84 - 5.38	420	4.68				4.79	10	4.79
Rolls (frsh/frz 1 lb.)	1.00 - 2.98	130	1.09	1.00	340	1.00	1.00 - 3.00	580	1.64
<b>Specialty</b> <sup>5/</sup>									
Patties	4.49	20	4.49						
93-94% lean	3.99 - 4.69	160	4.44				4.69	120	4.69
Breast	5.49 - 7.49	130	7.14	5.49	10	5.49	5.49 - 7.49	150	7.17



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

	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
<b>Feature Rate</b> <sup>1/</sup>	14.3% of 4,000 sampled outlets			32.1% of 2,900 sampled outlets			9.5% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	2.9% of stores w/ no-price promotions			6.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 820			Activity Index = 1,130			Activity Index = 160		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.69	30	0.69						
" - Toms	0.69	30	0.69						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							1.89	10	1.89
Frozen									
Split, bone-in									
Fresh									
Rotisserie	8.99	50	8.99	8.99	60	8.99			
Boneless, whole	3.49	20	3.49						
Cutlets	5.90	20	5.90						
Cutlets, thin sliced									
Strips									
Tenders	3.99	20	3.99	5.45	240	5.45			
Marinated Tenders	3.19	50	3.19	3.33	190	3.33	3.33	10	3.33
Drumsticks	1.19 - 1.79	30	1.56						
Thighs	1.79	20	1.79						
Wings	1.19 - 1.79	30	1.56						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.00 - 3.59	40	3.43	3.00 - 3.50	200	3.07	3.99	30	3.99
Sausage				4.49	20	4.49	3.27	10	3.27
85% lean	2.00 - 2.95	130	2.74	2.40	170	2.40	2.39	10	2.39
93% lean	2.40 - 3.43	80	3.00	2.79 - 3.49	60	3.19	3.19 - 3.99	80	3.88
Breast (99-100% lean)	3.49	20	3.49	4.79	170	4.79	3.99	10	3.99
Rolls (frsh/frz 1 lb.)	1.00 - 1.98	250	1.23	1.00 - 1.99	20	1.27			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean									
Breast									



**USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Fri. Jun 08, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

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

	NATIONAL SUMMARY						NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	This Week		Last Week		Last Year		87.0% of 4,400 sampled outlets			63.1% of 6,000 sampled outlets		
Feature Rate <sup>1/</sup>	69.7% of 22,500 stores		79.7% of 22,500 stores		66.9% of 19,500 stores		<b>Activity Index = 13,380</b>			<b>Activity Index = 6,620</b>		
Activity Index <sup>2/</sup>	43,850		45,040		41,030		Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5,210	7.77	3,860	7.44	3,860	7.64	5.98 - 9.99	2,270	7.70	6.99 - 8.99	1,660	7.76
Private Brand	2,460	7.30	2,310	7.66	2,700	7.19	6.99 - 7.99	1,860	7.28	7.49 - 7.99	70	7.94
<b>Category 2</b>												
Processor Brand	4,800	6.07	5,350	6.02	6,410	6.00	4.69 - 7.99	2,090	6.14	4.99 - 6.99	500	6.16
Private Brand	3,050	6.64	5,430	6.76	3,640	6.15	4.49 - 6.99	90	6.09	5.99 - 6.99	200	6.94
<b>Category 3</b>												
Processor Brand	1,060	3.94	900	3.83	1,320	3.70	2.98 - 5.99	240	4.98	2.48 - 3.98	160	3.09
Private Brand	200	4.69	1,510	5.46	300	5.20	3.98	40	3.98	3.99	20	3.99
<b>Turkey Ham</b>												
Processor Brand	290	3.89	530	3.67	200	3.79	2.89 - 4.99	230	4.02	4.99	20	4.99
Private Brand			20	3.99								
<b>Turkey Pastrami</b>												
Processor Brand	310	4.29	460	3.70	180	3.72	3.59 - 4.99	230	4.27	4.99	20	4.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,600	7.46	4,410	7.33	2,930	7.44	5.99 - 8.99	1,180	7.93	5.99 - 8.99	130	8.54
Private Brand	2,530	7.12	1,590	6.89	750	6.95	6.99 - 8.99	1,490	7.53	6.99	160	6.99
<b>Category 2</b>												
Processor Brand	70	5.91	260	6.68	580	5.98				5.99	20	5.99
Private Brand	180	5.98	310	6.81	870	5.90						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	9,710	3.11	7,170	3.08	6,860	3.23	2.50 - 3.99	1,160	3.25	2.50 - 3.99	1,780	3.15
Private Brand	890	2.70	2,090	3.07	2,160	2.70	2.50 - 3.50	690	2.74	2.50 - 3.39	80	2.66
<b>Turkey 16 oz</b>												
Processor Brand	370	5.57	330	5.20	470	5.18	5.99	30	5.99			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	9,230	3.13	6,530	3.12	5,800	3.28	2.50 - 3.99	1,090	3.26	2.50 - 3.99	1,720	3.16
Private Brand	890	2.70	1,980	3.05	2,000	2.65	2.50 - 3.50	690	2.74	2.50 - 3.39	80	2.66

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)



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Feature Rate <sup>1/</sup>	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
	69.2% of 4,000 sampled outlets			61.5% of 4,000 sampled outlets			63.8% of 2,900 sampled outlets			82.0% of 1,200 sampled outlets		
	Activity Index = 8,100			Activity Index = 6,530			Activity Index = 5,630			Activity Index = 3,590		
Activity Index <sup>2/</sup>	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.49 - 8.99	390	7.58	6.98 - 10.49	370	8.33	8.99 - 9.99	40	9.79	5.99 - 8.49	480	7.74
Private Brand	6.99 - 8.99	430	7.20	7.49 - 8.49	100	7.82						
<b>Category 2</b>												
Processor Brand	4.49 - 6.99	1,300	5.87	4.99 - 5.99	680	5.64				4.99 - 7.99	230	7.58
Private Brand	4.48 - 6.99	930	6.12	4.99 - 6.99	710	6.35	6.99 - 7.99	800	7.34	6.99	320	6.99
<b>Category 3</b>												
Processor Brand	2.99 - 4.99	350	3.76	3.98 - 3.99	70	3.99	2.99 - 3.99	200	3.61	3.98 - 4.99	40	4.15
Private Brand					140	4.99						
<b>Turkey Ham</b>												
Processor Brand	2.99	10	2.99	2.19 - 2.99	30	2.51						
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.98 - 5.99	30	4.28	3.98	30	3.98						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4.99 - 8.99	300	6.03	5.99 - 6.98	340	6.45	5.99 - 6.99	90	6.25	6.99 - 11.99	560	7.78
Private Brand	4.48 - 6.99	610	6.18	7.99	20	7.99	6.99	250	6.99			
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	50	5.88									
Private Brand	5.98	180	5.98									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.99	1,660	2.97	2.49 - 2.69	1,990	3.08	1.99 - 3.99	2,140	3.17	2.48 - 3.99	980	3.10
Private Brand					120	2.49						
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.99	210	5.88	4.89 - 5.00	130	4.96						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.99	1,650	2.96	2.49 - 2.99	1,680	3.13	2.49 - 3.99	2,110	3.19	2.48 - 3.99	980	3.10
Private Brand					120	2.49						

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)

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