



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/22 thru 06/28.**

Fri. Jun 22, 2012

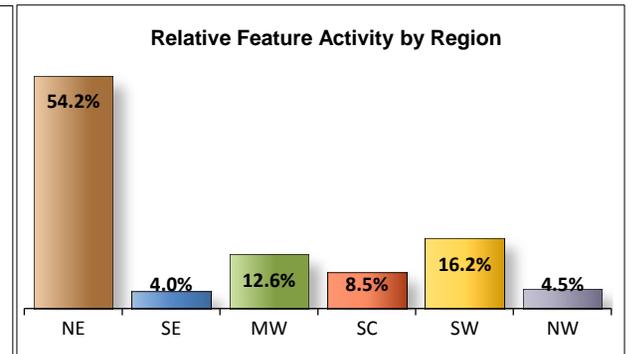
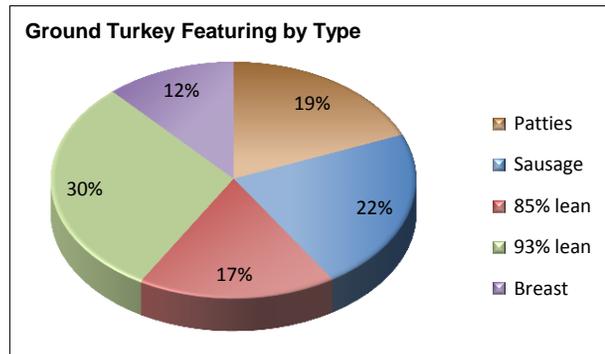
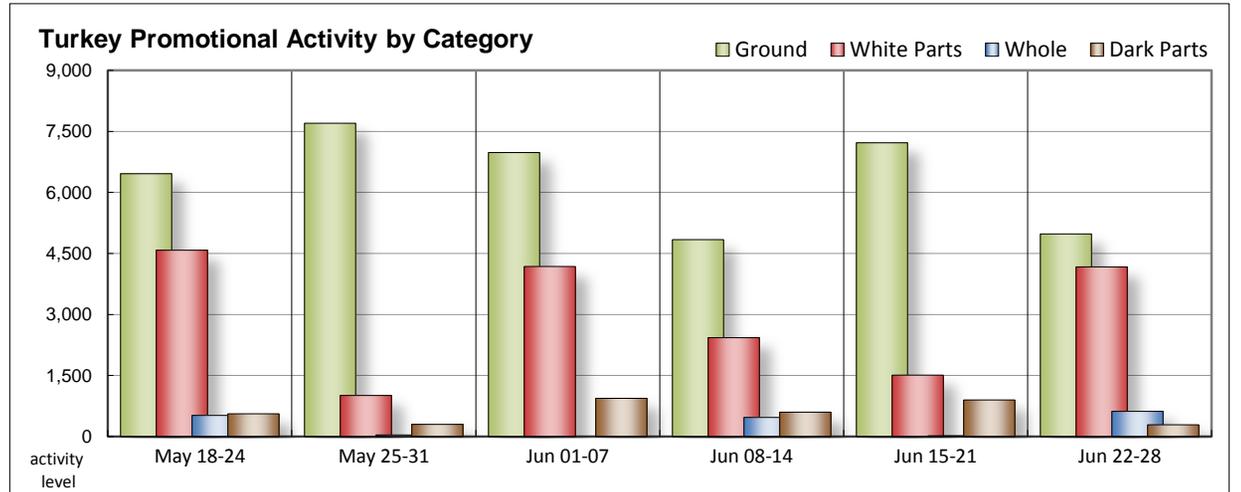
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	24.2% of 22,500 outlets		33.9% of 22,500 outlets		48.8% of 19,500 outlets	
<b>Special Rate</b> <sup>4/</sup>	2.2%		0.0%		9.1%	
<b>Activity Index</b> <sup>2/</sup>	12,640		11,880		15,190	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	30	1.48	10	1.49		
" - Toms	30	1.48	10	1.49		
Frozen - Hens	280	1.11			270	1.05
" - Toms	280	1.11			270	1.05
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	10	2.29	90	2.70		
Frozen	340	1.80	590	1.69	270	1.04
Split, bone-in						
Fresh	210	2.99				
Rotisserie	340	7.82	10	8.99	1,570	8.68
Boneless, whole	630	4.15	20	3.49		
Cutlets	1,240	4.73	510	5.24	860	4.22
Cutlets, thin sliced			100	4.99	20	3.99
Strips	240	5.99	20	3.99		
Tenders	1,160	4.52	170	4.18	310	4.16
Marinated Tenders	580	4.32	660	4.26	590	4.08
Drumsticks	100	1.36	290	1.84	80	1.47
Thighs	20	1.79	190	1.99	30	2.29
Wings	100	1.74	210	1.92	10	1.48
Necks						
Smoked Drumsticks	30	1.82	60	2.05	140	2.40
Smoked Wings	20	1.79	100	1.98	140	2.40
Smoked Necks	20	1.79	50	1.79	130	1.59
<b>GROUND TURKEY:</b>	<b>4,980</b>	<b>3.20</b>	<b>7,220</b>	<b>3.65</b>	<b>9,880</b>	<b>2.74</b>
Patties	940	3.22	480	3.73	1,430	2.83
Sausage	1,100	3.37	2,470	3.50	2,320	2.84
85% lean	870	2.33	340	2.37	2,060	2.40
93% lean	1,490	3.04	1,740	3.10	3,470	2.57
Breast	580	4.52	2,190	4.57	600	4.33
Rolls (frsh/frz 1 lb.)	460	1.42	1,340	1.27	410	1.65
<b>Specialty</b> <sup>5/</sup>						
Patties	140	4.48	10	3.69		
93-94% lean	590	4.00	220	3.97	140	3.49
Breast	810	6.22				

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

**This Week's Turkey Feature Highlights**

Fewer stores feature turkey, but those stores are promoting more turkey items, so activity is up this week. Offerings increase on fresh and frozen whole birds, decrease on fresh and frozen bone-in breasts. More stores promote rotisserie breasts; prices are lower this week. Promotions on boneless whole breasts and tenders are very active this week, but they will cost the consumer more. A better choice might be cutlets; they are actively featured and prices are lower. Any of these boneless breast cuts would be great on the grill. Offerings decline on dark parts. Feature activity is less active on ground turkey; the weighted average price is lower due to fewer ads for ground breast. However, retailers are heavily promoting specialty ground turkey this week. Deli activity increases, a cool choice in this hot summer weather. Service deli offerings slow on whole muscle meats, increase on thin slicing meats; retailers are heavily promoting store brands. Self-service deli is more active; prices are lower on most items. This would be a good time to create a cold deli tray or pack sandwiches for a picnic!



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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Fri. Jun 22, 2012

(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)		
Feature Rate <sup>1/</sup>	59.3% of 4,400 sampled outlets			7.4% of 6,000 sampled outlets			23.5% of 4,000 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			8.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 7,550			Activity Index = 760			Activity Index = 1,590		
	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							1.48	30	1.48
" - Toms							1.48	30	1.48
Frozen - Hens				0.99	10	0.99	0.99 - 1.49	210	1.15
" - Toms				0.99	10	0.99	0.99 - 1.49	210	1.15
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							2.29	10	2.29
Frozen	1.28 - 1.99	240	1.88	1.28	30	1.28	1.28 - 1.79	30	1.50
Split, bone-in									
Fresh									
Rotisserie	6.89 - 8.99	110	7.67	7.99	20	7.99	6.99 - 8.99	200	7.77
Boneless, whole									
Cutlets	3.99 - 4.99	880	4.40	3.99 - 4.98	70	4.10	3.99 - 4.98	70	4.10
Cutlets, thin sliced							4.99	20	4.99
Strips									
Tenders	3.99 - 4.49	700	4.12	3.99	70	3.99			
Marinated Tenders	3.73 - 4.79	450	4.19				4.33 - 5.33	90	5.14
Drumsticks									
Thighs	1.19 - 1.59	60	1.27				1.29	10	1.29
Wings	1.59 - 1.99	60	1.91				1.29	10	1.29
Necks									
Smoked Drumsticks				1.79	20	1.79	1.88	10	1.88
Smoked Wings				1.79	20	1.79			
Smoked Necks				1.79	20	1.79			
<b>GROUND TURKEY:</b>									
Patties	2.49 - 3.99	870	3.22				2.49 - 4.19	70	3.31
Sausage	2.79 - 3.99	820	3.38	3.99	10	3.99	2.49 - 4.19	130	3.13
85% lean	2.30 - 3.08	240	2.35	2.00 - 2.49	200	2.27	2.00 - 2.89	60	2.45
93% lean	2.68 - 4.99	600	3.00	2.99 - 3.45	70	3.11	2.79 - 3.49	420	3.06
Breast (99-100% lean)	4.61 - 5.99	280	4.84	4.79	20	4.79			
Rolls (frsh/frz 1 lb.)	1.89	20	1.89	0.99 - 1.89	50	1.55	1.89 - 1.98	30	1.95
<b>Specialty <sup>5/</sup></b>									
Patties	3.99 - 4.69	140	4.48						
93-94% lean	3.49 - 4.29	570	3.99				4.29	20	4.29
Breast	4.99 - 6.99	740	6.24	5.99	70	5.99			



(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>	17.0% of 4,000 sampled outlets			22.7% of 2,900 sampled outlets			8.5% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% 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 = 1,080			Activity Index = 1,490			Activity Index = 170		
	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	0.99	60	0.99						
" - Toms	0.99	60	0.99						
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh									
Frozen	1.89	10	1.89				1.88 - 1.99	30	1.96
<b>Split, bone-in</b>									
Fresh									
Rotisserie	9.99	10	9.99						
<b>Boneless, whole</b>									
<b>Cutlets</b>									
				5.99	240	5.99	5.44 - 5.99	30	5.59
<b>Cutlets, thin sliced</b>									
<b>Strips</b>									
				5.99	240	5.99			
Tenders	3.99	60	3.99	3.99 - 5.99	300	5.63	4.78 - 5.99	30	5.12
Marinated Tenders	3.73 - 3.99	40	3.92						
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>									
<b>Patties</b>									
Sausage	2.91 - 4.09	140	3.48						
85% lean	2.00 - 2.39	50	2.17	2.33 - 2.40	280	2.34	2.50	40	2.50
93% lean	2.91 - 3.59	120	3.23	2.80 - 3.59	250	2.99	2.78 - 3.59	30	2.94
Breast (99-100% lean)	3.49 - 3.99	90	3.90	3.99 - 5.69	180	4.31	4.39	10	4.39
Rolls (frsh/frz 1 lb.)	0.99 - 3.33	360	1.33						
<b>Specialty</b> <sup>5/</sup>									
<b>Patties</b>									
<b>93-94% lean</b>									
<b>Breast</b>									



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

Fri. Jun 22, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/22 thru 06/28.

(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		91.2% of 4,400 sampled outlets			64.7% of 6,000 sampled outlets		
Feature Rate <sup>1/</sup>	73.3% of 22,500 stores		71.8% of 22,500 stores		70.3% of 19,500 stores		Activity Index = 15,120			Activity Index = 10,710		
Activity Index <sup>2/</sup>	48,220		42,760		39,280		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	3,830	7.85	5,340	8.13	4,030	7.77	5.99 - 10.99	1,230	8.21	6.99 - 9.49	770	8.03
Private Brand	1,860	7.87	1,910	7.81	2,150	7.39	7.49 - 8.99	1,840	7.87			
<b>Category 2</b>												
Processor Brand	3,910	6.08	4,930	6.03	5,900	5.80	4.99 - 7.99	900	5.86	4.49 - 6.99	730	6.15
Private Brand	5,370	6.69	2,560	6.68	3,720	6.32	4.99 - 7.99	2,360	6.91	4.99 - 7.99	740	5.82
<b>Category 3</b>												
Processor Brand	1,030	4.11	280	3.85	1,200	3.56	2.99 - 5.98	220	4.18	3.99	250	3.99
Private Brand	180	4.88	1,450	4.97	940	5.14	4.48	40	4.48			
<b>Turkey Ham</b>												
Processor Brand	510	3.74	190	3.67	320	3.15	2.99 - 4.49	350	3.86	3.99	30	3.99
Private Brand	40	3.98					3.98	40	3.98			
<b>Turkey Pastrami</b>												
Processor Brand	440	3.88	100	4.07	150	3.75	3.49 - 4.99	250	3.81			
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6,420	7.52	3,320	7.01	2,020	7.34	5.99 - 9.49	1,820	7.98	5.49 - 9.49	3,350	7.21
Private Brand	1,550	7.13	4,100	7.32	1,720	6.73	5.99 - 7.99	1,510	7.11			
<b>Category 2</b>												
Processor Brand	710	6.73	910	6.41	780	6.15	4.98 - 5.99	20	5.23	4.99 - 6.99	480	6.93
Private Brand	390	5.48	1,050	6.87	240	5.49	5.99	150	5.99	5.99	40	5.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	8,270	3.05	7,710	3.17	7,780	3.20	3.00 - 3.99	1,550	3.54	2.19 - 3.79	1,720	2.92
Private Brand	3,140	2.77	820	2.78	1,320	3.01	2.50 - 3.99	670	2.96	2.50 - 3.00	480	2.61
<b>Turkey 16 oz</b>												
Processor Brand	510	5.09	270	5.02	250	5.96	4.99 - 5.99	200	5.07	4.99 - 5.99	60	5.17
Private Brand	200	5.00					5.00	10	5.00	5.00	190	5.00
<b>Chicken 7-10 oz</b>												
Processor Brand	6,920	3.09	7,000	3.19	5,600	3.29	3.00 - 3.99	1,290	3.54	2.50 - 3.79	1,390	2.95
Private Brand	2,940	2.79	820	2.78	1,160	2.96	2.50 - 3.99	670	2.96	2.50 - 3.00	480	2.61

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)		
	80.3% of 4,000 sampled outlets			68.2% of 4,000 sampled outlets			55.5% of 2,900 sampled outlets			85.7% of 1,200 sampled outlets		
	Activity Index = 9,140			Activity Index = 6,890			Activity Index = 3,590			Activity Index = 2,770		
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	5.99 - 8.99	420	7.26	6.99 - 9.49	1,010	7.33				7.99 - 12.99	400	8.27
Private Brand	7.99	20	7.99									
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,750	6.16	4.49 - 5.99	360	6.13	5.99 - 6.99	170	6.02			
Private Brand	4.99 - 6.99	790	6.13	4.99 - 7.99	610	6.73	6.99 - 7.99	550	7.50	6.99	320	6.99
<b>Category 3</b>												
Processor Brand	2.98 - 4.99	420	4.20	3.49 - 4.49	90	3.98	2.99 - 3.59	30	3.50	3.99 - 4.99	20	4.43
Private Brand	4.99	20	4.99				4.99	120	4.99			
<b>Turkey Ham</b>												
Processor Brand	2.99 - 5.49	40	4.13	2.48	10	2.48	2.69 - 3.29	80	3.10			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.99 - 5.49	30	4.32	3.98 - 4.49	60	4.41	2.69	40	2.69	3.99 - 4.29	60	4.23
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.75 - 8.49	590	7.22	5.99 - 8.79	390	7.57	6.99 - 8.99	260	8.89	6.99	10	6.99
Private Brand	6.99 - 9.99	40	8.12									
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	170	6.28	6.99	40	6.99						
Private Brand	4.99	200	4.99									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.48 - 3.59	1,570	2.93	1.99 - 2.47	1,820	2.87	2.28 - 4.49	900	3.02	2.50 - 4.49	710	3.10
Private Brand	2.50 - 3.00	1,000	2.64	2.50 - 2.99	450	2.61	2.50	270	2.50	2.50 - 3.99	270	3.60
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 5.48	190	5.02	5.29	60	5.29						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.48 - 3.59	1,090	3.01	1.99 - 2.47	1,540	2.95	2.28 - 4.49	900	3.02	2.50 - 4.49	710	3.10
Private Brand	2.50 - 3.00	800	2.67	2.50 - 2.99	450	2.61	2.50	270	2.50	2.50 - 3.99	270	3.60

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)