



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/05 thru 04/11.

Fri. Apr 05, 2013

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

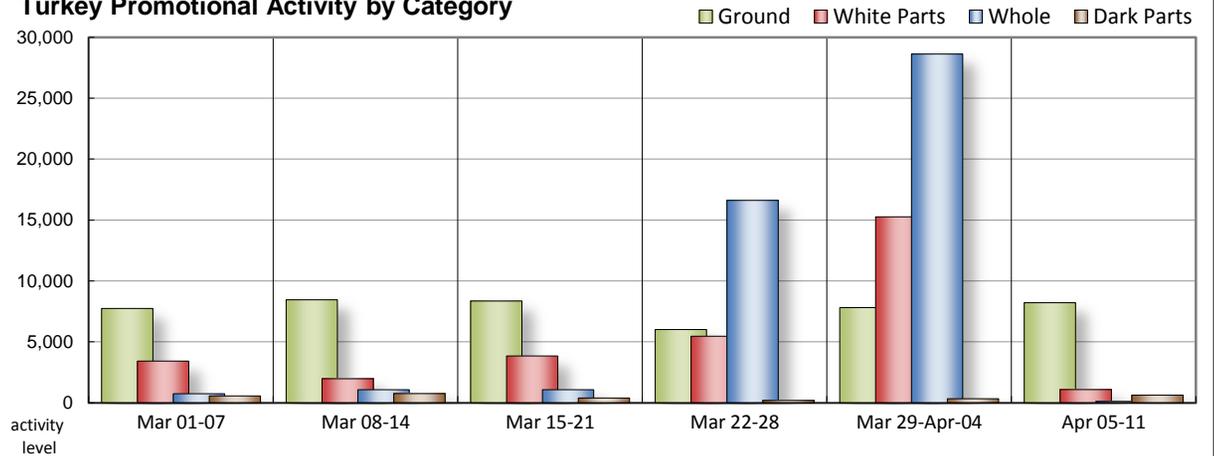
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	33.9% of 23,200 outlets		80.6% of 23,200 outlets		71.0% of 22,500 outlets	
Special Rate ^{4/}	6.3%		3.9%		2.8%	
Activity Index ^{2/}	11,910		52,810		45,240	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			7,500	1.63	8,010	1.61
" - Toms			6,650	1.61	6,320	1.60
Frozen - Hens	110	0.99	7,590	1.07	6,420	1.08
" - Toms			6,880	1.04	6,280	1.08
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	2.99	1,620	2.67	1,490	2.72
Frozen	320	2.04	10,220	1.52	9,460	1.61
Split, bone-in						
Fresh	10	2.99				
Rotisserie	200	8.03	3,300	8.08	1,710	8.51
Boneless, whole	40	3.99	40	4.99	60	4.60
Cutlets	80	5.76	30	5.45	190	4.78
Cutlets, thin sliced					40	5.49
Strips	130	4.99				
Tenders	290	4.39	50	5.38	210	4.97
Marinated Tenders	300	4.72	300	4.77	780	4.48
Drumsticks	80	1.94	20	1.80	320	1.79
Thighs	60	2.29			130	1.88
Wings	20	1.99	40	1.88	250	1.76
Necks			10	1.61	90	1.63
Smoked Drumsticks	190	2.02	110	1.93	210	2.02
Smoked Wings	260	2.00	110	1.92	220	2.01
Smoked Necks	20	1.99	40	1.79	190	1.79
GROUND TURKEY:	8,210	3.17	7,810	3.33	2,550	3.45
Patties	650	3.60	740	2.80	130	2.99
Sausage	1,610	3.49	2,160	3.29	170	3.87
85% lean	2,650	2.66	830	2.49	80	3.10
93% lean	2,500	3.16	2,250	3.18	1,860	3.14
Breast	800	4.31	1,830	4.35	310	5.14
Rolls (frsh/frz 1 lb.)	320	1.97	80	1.49	120	2.26
Specialty ^{5/}						
Patties	140	4.73	10	5.29		
93-94% lean	1,110	3.78	200	3.51	190	4.01
Breast	10	6.99	200	5.49		

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

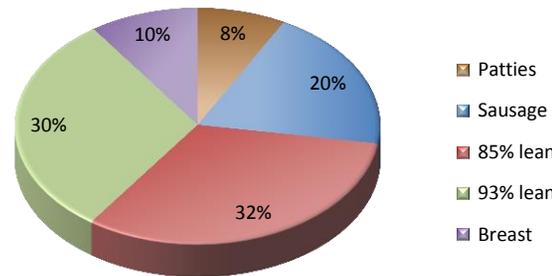
This Week's Turkey Feature Highlights

This week, promotional turkey activity slows. Retailers focus their attention on items associated with spring, warmer temperatures, and the opportunity to fire up the grill. Whole turkeys fall from sight as anticipated and patiently wait to make their fall appearance. Bone-in breasts retreat also; when found prices are higher. Offerings of rotisserie breasts are light at price levels similar to the previous week. White part features increase; pricing is mixed. Values for cutlets are higher, while fresh and marinated tenders see a decline. Featuring of dark parts increase, but you will pay more this week for both fresh and smoked. Activity increases for grinds. 85% and 93% leans are most prevalent. Price levels are lower for ground breast, mostly steady for 93% lean, and higher for the balance of grinds. Offerings of deli meats increase. Thick slicing meats gain circular space at higher price levels. Offers of processor self-service deli are more active; values are lower.

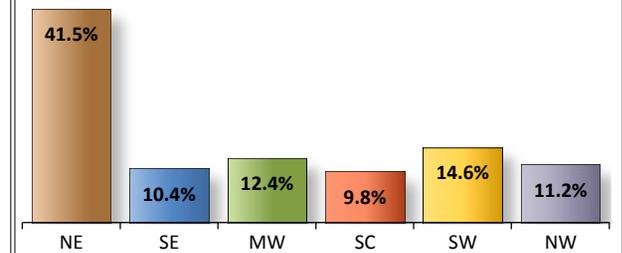
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity 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.



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	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 ^{1/}	58.8% of 4,600 sampled outlets			23.4% of 6,100 sampled outlets			30.9% of 4,200 sampled outlets		
Special Rate ^{4/}	11.8% of stores w/ no-price promotions			7.3% of stores w/ no-price promotions			5.4% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 5,580			Activity Index = 1,910			Activity Index = 1,520		
	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	0.99	80	0.99	0.99	30	0.99			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	10	2.99						
Frozen	1.49 - 2.27	60	1.88	1.49 - 2.27	220	2.17	1.49 - 1.99	30	1.59
Split, bone-in									
Fresh							2.99	10	2.99
Rotisserie	7.99 - 8.99	200	8.03						
Boneless, whole									
	3.99	10	3.99						
Cutlets	4.99 - 5.99	50	5.73	5.99	20	5.99	5.45	10	5.45
Cutlets, thin sliced									
Strips	4.99	130	4.99						
Tenders				4.99	110	4.99	3.99 - 4.79	30	4.19
Marinated Tenders	4.53 - 4.79	190	4.76	4.66	110	4.66			
Drumsticks									
	1.99	60	1.99						
Thighs									
	2.29	60	2.29						
Wings									
	1.99	10	1.99						
Necks									
Smoked Drumsticks	1.99 - 2.49	150	2.03						
Smoked Wings	1.99 - 2.49	200	2.02	1.79	10	1.79	1.99	10	1.99
Smoked Necks	1.99	20	1.99						
GROUND TURKEY:									
Patties	3.49	50	3.49	3.99	110	3.99	2.99 - 3.33	200	3.04
Sausage	2.49 - 3.99	1,330	3.43	3.99	210	3.99	3.29	10	3.29
85% lean	1.99 - 3.07	1,320	2.76	2.00 - 2.99	360	2.65	2.33 - 2.99	480	2.46
93% lean	2.83 - 3.76	470	3.36	2.68 - 3.29	500	2.92	2.48 - 3.49	580	3.08
Breast (99-100% lean)	5.38 - 5.59	30	5.53	3.99	110	3.99	4.49 - 4.99	30	4.86
Rolls (frsh/frz 1 lb.)									
				1.89 - 2.25	50	2.21	1.99 - 2.25	100	2.03
Specialty ^{5/}									
Patties	4.79	130	4.79				3.99	10	3.99
93-94% lean	3.49 - 4.49	1,010	3.78	3.49	70	3.49	4.49	20	4.49
Breast	6.99	10	6.99						



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	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)		
Feature Rate ^{1/}	29.3% of 4,200 sampled outlets			29.9% of 2,900 sampled outlets			27.7% of 1,200 sampled outlets		
Special Rate ^{4/}	6.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,200			Activity Index = 1,290			Activity Index = 410		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.48	10	1.48						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	3.99	30	3.99						
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.99	80	3.99	3.99	70	3.99			
Marinated Tenders									
Drumsticks	1.59 - 1.99	20	1.79						
Thighs									
Wings	1.99	10	1.99						
Necks									
Smoked Drumsticks				1.99	40	1.99			
Smoked Wings				1.99	40	1.99			
Smoked Necks									
GROUND TURKEY:									
Patties	2.99	40	2.99	3.99	220	3.99	3.99	30	3.99
Sausage	3.19 - 3.49	40	3.30	3.27	10	3.27	3.20	10	3.20
85% lean	2.49 - 2.99	180	2.64	2.39 - 3.19	310	2.55			
93% lean	2.91 - 3.33	540	3.17	3.00 - 3.99	340	3.28	3.19 - 3.69	70	3.44
Breast (99-100% lean)	3.99 - 4.16	120	4.05	3.99 - 4.79	240	4.54	3.27 - 4.79	270	4.16
Rolls (frsh/frz 1 lb.)	1.49 - 1.69	130	1.57	2.25	10	2.25	3.00	30	3.00
Specialty ^{5/}									
Patties									
93-94% lean				4.59	10	4.59			
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/05 thru 04/11.

(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		87.9% of 4,600 sampled outlets Activity Index = 12,760			80.2% of 6,100 sampled outlets Activity Index = 10,540		
Feature Rate ^{1/}	76.3% of 23,200 stores		53.8% of 23,200 stores		59.6% of 22,500 stores							
Activity Index ^{2/}	42,840		35,260		35,780							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	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	6,510	8.41	4,060	8.22	4,870	7.51	5.99 - 12.99	2,460	8.33	6.99 - 8.99	2,130	8.62
Private Brand	1,420	7.95	1,670	7.49	2,320	7.86	7.99	1,120	7.99	7.49	110	7.49
Category 2												
Processor Brand	4,080	6.11	5,330	5.95	2,890	6.11	4.98 - 6.99	1,070	6.28	4.99 - 6.99	690	6.13
Private Brand	3,100	6.63	2,540	6.74	3,240	6.51	4.99 - 6.99	580	6.02	5.99 - 6.99	550	6.87
Category 3												
Processor Brand	660	3.90	660	4.38	540	4.09	3.99 - 4.99	140	4.27	2.99 - 4.49	80	3.56
Private Brand	1,820	4.98	20	3.99	40	5.48	4.99	520	4.99	4.99	1,150	4.99
Turkey Ham												
Processor Brand	580	3.71	250	3.36	630	3.60	2.98 - 5.99	450	3.81	5.99	20	5.99
Private Brand												
Turkey Pastrami												
Processor Brand	580	4.16	60	3.82	260	4.41	3.79 - 5.99	480	4.15	5.99	20	5.99
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,730	7.70	2,510	7.93	2,670	7.28	5.77 - 9.99	1,850	7.78	4.99 - 7.99	180	6.41
Private Brand	430	6.99	1,770	7.20	1,800	7.28	6.99	310	6.99	6.99	70	6.99
Category 2												
Processor Brand	390	5.42	210	5.57	360	6.59	4.99	140	4.99			
Private Brand	1,630	5.22	70	5.99	160	5.99	4.99 - 5.99	240	5.54	4.99	1,140	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	9,150	3.00	6,010	3.10	6,680	3.32	2.49 - 4.00	1,490	3.32	1.99 - 4.00	2,210	3.15
Private Brand	200	2.82	1,440	2.91	1,200	3.10	2.99 - 3.00	120	2.99			
Turkey 16 oz												
Processor Brand	290	4.34	1,490	4.90	480	5.12	3.99 - 4.99	180	4.04			
Private Brand					160	5.49						
Chicken 7-10 oz												
Processor Brand	9,070	3.00	5,730	3.11	6,280	3.32	2.49 - 4.00	1,490	3.32	1.99 - 4.00	2,190	3.15
Private Brand	200	2.82	1,440	2.91	1,200	3.10	2.99 - 3.00	120	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)



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Feature Rate ^{1/}	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)		
	72.5% of 4,200 sampled outlets			63.7% of 4,200 sampled outlets			74.6% of 2,900 sampled outlets			71.7% of 1,200 sampled outlets		
	Activity Index = 7,660			Activity Index = 6,320			Activity Index = 4,070			Activity Index = 1,490		
Activity Index ^{2/}	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	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.49 - 10.49	510	7.84	5.99 - 7.99	710	7.90	7.99 - 9.99	550	8.91	7.99 - 11.99	150	9.23
Private Brand	6.99 - 9.99	90	8.35	6.99 - 8.49	100	7.61						
Category 2												
Processor Brand	4.94 - 6.99	1,530	6.10	4.99 - 5.99	480	5.92	5.49 - 5.99	250	5.97	4.98 - 5.99	60	5.33
Private Brand	4.99 - 6.99	420	5.92	5.99 - 6.99	670	6.95	6.99	550	6.99	6.99	330	6.99
Category 3												
Processor Brand	3.49 - 4.69	210	4.00	3.49 - 4.99	90	4.11	2.99 - 3.49	100	3.22	3.98 - 3.99	40	3.99
Private Brand	3.98 - 4.99	20	4.51				4.99	130	4.99			
Turkey Ham												
Processor Brand	3.49	30	3.49				2.49 - 2.99	80	2.70			
Private Brand												
Turkey Pastrami												
Processor Brand	3.49 - 3.99	50	3.67	3.99	30	3.99						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.98 - 8.49	210	6.79	5.99 - 8.99	170	8.55	7.99 - 9.99	270	8.09	7.99	50	7.99
Private Brand					50	6.99						
Category 2												
Processor Brand	3.99 - 5.99	250	5.66									
Private Brand	4.99 - 5.99	220	5.94	5.99	30	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 4.00	1,990	2.61	1.97 - 2.48	1,960	2.80	2.67 - 3.99	1,070	3.13	2.67 - 3.99	430	3.49
Private Brand	2.50	70	2.50	2.99	10	2.99						
Turkey 16 oz												
Processor Brand	3.99 - 4.99	40	4.55	4.99	70	4.99						
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.98 - 4.00	1,950	2.61	1.97 - 2.49	1,940	2.80	2.67 - 3.99	1,070	3.13	2.67 - 3.99	430	3.49
Private Brand	2.50	70	2.50	2.99	10	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)