



# USDA Weekly Retail Turkey Feature Activity

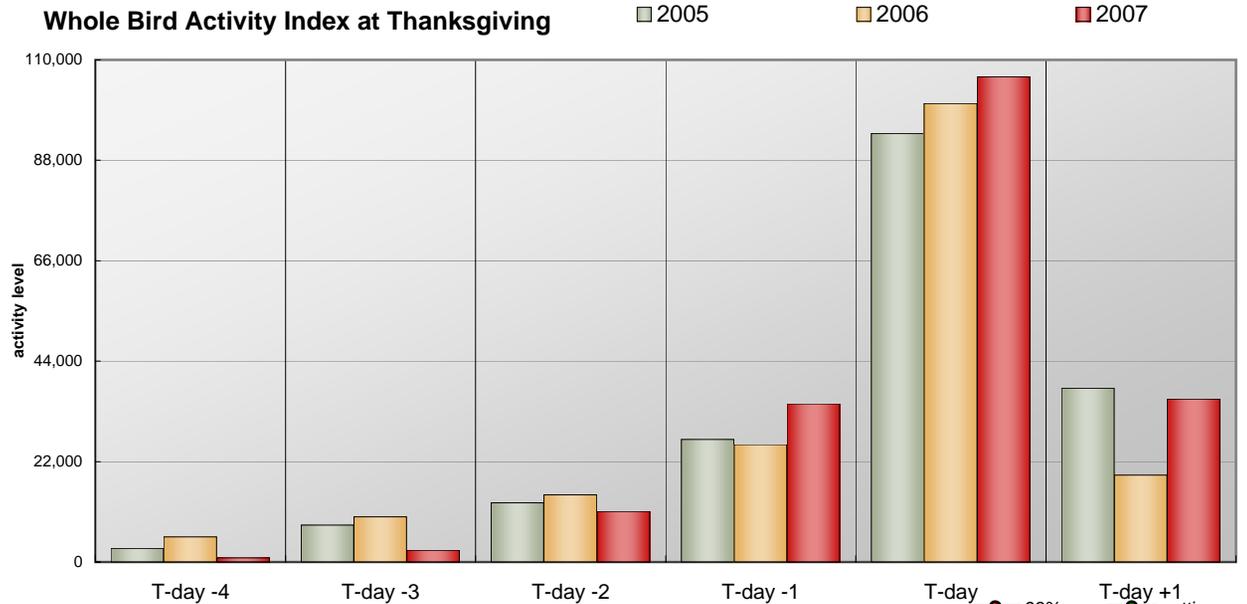
Fri. Nov 23, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.

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

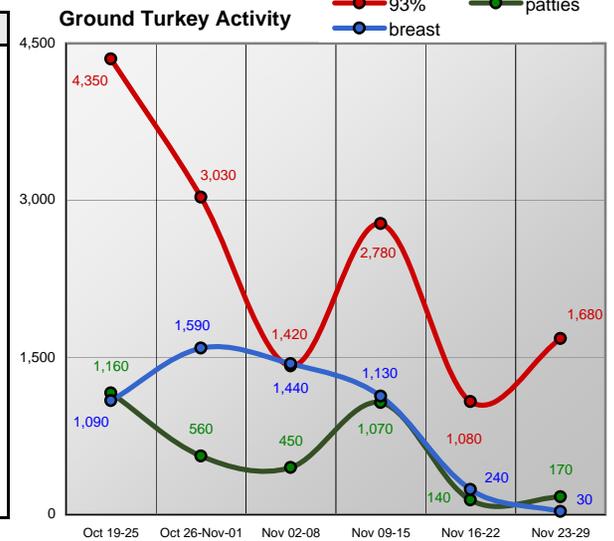
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	43.5% of 17,000 outlets		99.3% of 17,000 outlets		29.4% of 17,000 outlets	
<b>Special Rate 4/</b>	6.6%		10.5%		4.4%	
<b>Activity Index 2/</b>	44,250		129,790		25,750	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	9,750	1.36	21,880	1.25	4,020	1.21
" - Toms	9,720	1.37	21,870	1.25	4,020	1.21
Frozen - Hens	8,010	0.96	31,170	0.85	5,700	0.82
" - Toms	8,240	0.96	31,350	0.84	5,310	0.82
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	2,630	1.89	7,400	2.15	1,080	2.25
Frozen	2,090	1.74	10,530	1.79	2,000	1.65
<b>Hotel Style</b>						
Fresh			20	1.99	70	1.99
Frozen						
<b>Split, bone-in</b>						
Fresh			20	2.69		
Rotisserie	690	7.57	1,320	7.47	250	7.66
<b>Boneless, whole</b>						
Cutlets	20	3.99	60	3.99	20	3.99
Cutlets, thin sliced	30	3.99	40	3.99	80	4.12
<b>Strips</b>						
Tenders						
Marinated Tenders	380	3.91	480	3.88	90	4.28
<b>Drumsticks</b>						
Drumsticks	90	0.99	430	1.22	120	1.37
Thighs						
Wings	90	0.99	370	1.14	100	1.49
Necks						
Smoked Drumsticks	140	1.89	140	1.61	20	0.89
Smoked Wings						
Smoked Necks	140	1.61	140	1.61	600	1.66
130	1.59	130	1.59	500	1.69	
<b>GROUND TURKEY:</b>	<b>2,370</b>	<b>2.31</b>	<b>2,110</b>	<b>2.78</b>	<b>1,720</b>	<b>2.31</b>
Patties	170	2.54	140	2.90	210	2.99
Sausage	430	2.42	640	2.64	690	2.32
85% lean	60	1.89	10	2.00	20	1.59
93% lean	1,680	2.25	1,080	2.44	750	2.03
Breast	30	3.99	240	4.66	50	3.99
Rolls (frsh/frz 1 lb.)						

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



### Turkey Featuring - 11/23 thru 11/29

Post holiday ads are sharply lower on turkey items compared to last week, but still more visible than a year ago. Promotions were active early in the ad cycle, falling sharply mid to late week and prices on fresh and frozen whole turkeys edge higher. By the end of the week limited promotions focused on ground turkey and a few parts. Some retailers extended last week's ads to run through this weekend and to start fresh after the holiday with many of the whole turkey promotions noted as ending by Thanksgiving Day. Other retailers issued circulars with a focus on general merchandise. Turkey promotion can be expected to be light over the next two weeks. Hanukkah is early this year and some kosher items continue to be offered.



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.)



**USDA Weekly Retail Turkey Feature Activity**

Fri. Nov 23, 2007

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/23 thru 11/29.**

(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)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>63.9% of 7,950 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 32,870</b>			<b>37.5% of 5,300 sampled outlets 12.0% of stores w/ no-price promotions Activity Index = 8,970</b>			<b>11.1% of 3,750 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 2,410</b>		
	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	0.68 - 1.99	7,400	1.37	0.58 - 1.69	1,650	1.29	0.88 - 1.69	700	1.49
" - Toms	0.68 - 1.99	7,400	1.37	0.78 - 1.69	1,620	1.30	0.88 - 1.69	700	1.49
Frozen - Hens	0.32 - 1.39	5,870	1.00	0.27 - 1.49	1,810	0.85	0.49 - 1.49	330	0.82
" - Toms	0.32 - 1.39	6,080	1.00	0.27 - 1.49	1,830	0.85	0.49 - 1.49	330	0.82
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.59 - 2.49	1,870	1.76	1.59 - 2.59	620	2.09	1.99 - 2.79	140	2.65
Frozen	1.29 - 2.89	1,080	1.85	1.29 - 1.99	990	1.61	1.29 - 2.49	20	1.86
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	410	7.22	7.99 - 8.99	280	8.07			
Boneless, whole									
Cutlets	3.99	20	3.99						
Cutlets, thin sliced	3.99	30	3.99						
Strips									
Tenders									
Marinated Tenders	3.73 - 4.26	380	3.91						
Drumsticks	0.99	90	0.99						
Thighs									
Wings	0.99	90	0.99						
Necks									
Smoked Drumsticks	1.89	140	1.89						
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.38 - 2.59	170	2.54						
Sausage	2.29 - 2.45	410	2.43	2.29	20	2.29			
85% lean	1.89	60	1.89						
93% lean	1.14 - 2.79	1,340	2.22	2.08 - 2.63	150	2.37	2.39	190	2.39
Breast (99-100% lean)	3.99	30	3.99						
Rolls (frsh/frz 1 lb.)									

A full breakdown of supermarket promotions featuring turkey and other poultry for Thanksgiving was released on November 21, 2007 and is available on our website at:

[www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm](http://www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm)

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, egg nog, and liquid eggs.

---

**This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.**

---

USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911 - [PYMN@usda.gov](mailto:PYMN@usda.gov)