



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/29 thru 09/04.

Fri. Aug 29, 2008

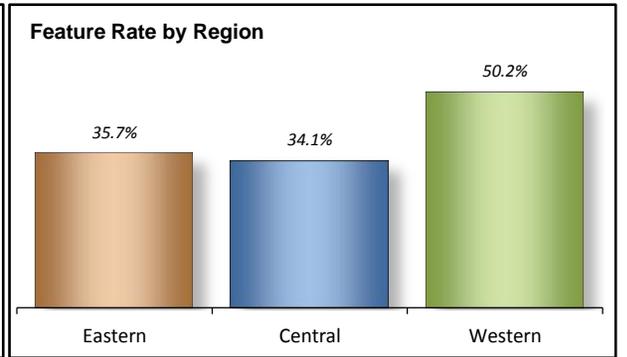
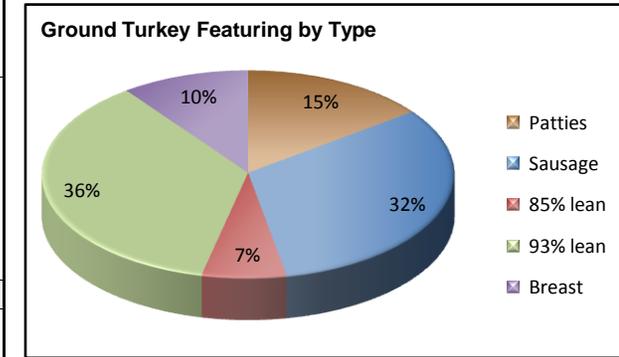
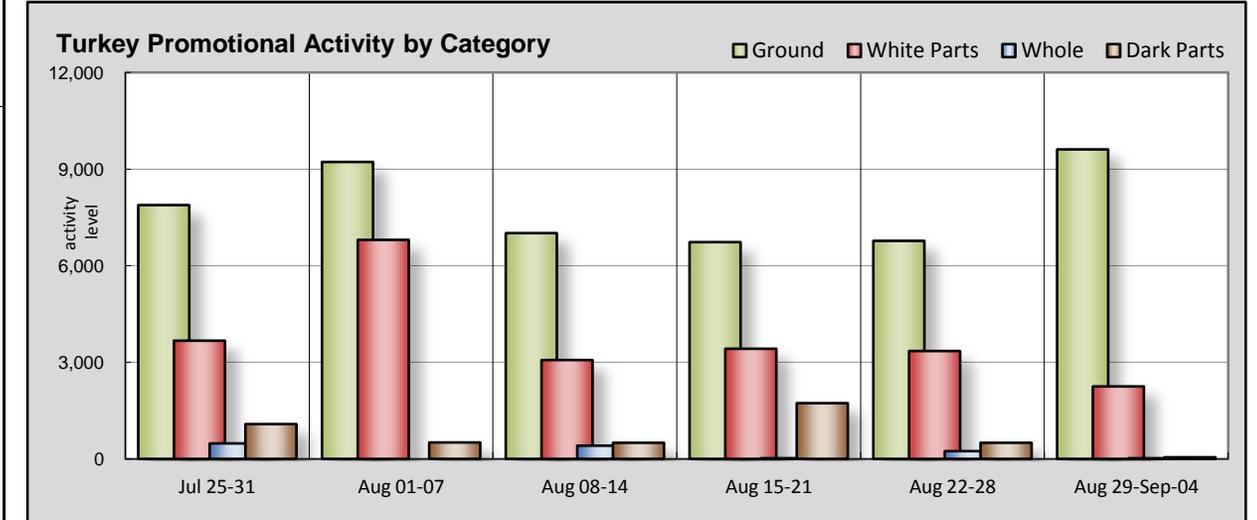
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	38.7% of 18,000 outlets		38.1% of 18,000 outlets		45.9% of 17,000 outlets	
Special Rate ^{4/}	5.0%		7.5%		0.8%	
Activity Index ^{2/}	12,980		12,210		13,780	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.39	30	1.59	10	1.18
" - Toms	10	1.39	30	1.59	10	1.18
Frozen - Hens			90	0.98	180	0.99
" - Toms			90	0.98		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	560	1.99	220	2.36	120	1.94
Frozen	590	1.47	1,150	1.37	360	1.47
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh			220	2.50		
Rotisserie	130	7.99	270	7.58	650	6.40
Boneless, whole						
Cutlets	480	4.16	630	4.53	760	3.86
Cutlets, thin sliced	50	4.49			550	3.97
Strips			130	4.99		
Tenders	390	4.24	730	4.23		
Marinated Tenders	920	3.91	1,190	4.06	1,000	3.40
Drumsticks	20	1.44	40	1.29	100	1.35
Thighs			40	1.42		
Wings	20	1.49	30	1.42	100	1.35
Necks	10	1.39				
Smoked Drumsticks			130	1.59	150	2.18
Smoked Wings			130	1.59	130	2.29
Smoked Necks			130	1.59		
GROUND TURKEY:	9,610	2.83	6,770	2.89	9,650	2.45
Patties	1,430	3.09	1,300	3.01	1,400	2.67
Sausage	3,090	2.84	1,290	2.51	3,070	2.50
85% lean	630	1.80	630	1.96	1,420	1.85
93% lean	3,480	2.57	2,260	2.60	2,930	2.24
Breast	980	3.93	1,290	4.10	830	3.66
Rolls (frsh/frz 1 lb.)	130	2.00	160	1.62	10	1.49

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

This Week's Turkey Feature Highlights

This is the Labor Day weekend and ads are promoting cookouts and picnics. Offers on whole turkeys are hard to find this week. Fresh bone-in breast are more available and prices are set draw consumers' attention. Frozen bone-in slows and prices are stronger. Retailers show limited interest in boneless white parts. Marinated tenders are the most popular and competitively priced. A few stores offered fresh drums, wings and necks, but most retailers ignore the dark parts this week. Ground turkey is popular choice for grilling and heavily promoted in the Eastern and Western regions. Sausage and 93% lean are heavily promoted, followed by patties. Prices trend higher on patties and sausage, lower on the balance of grinds. Compared to a year ago, the volume of ads is about the same, but the weighted average price is much higher. Labor Day marks the end of summer and with a three day weekend there should be at least one sunny day to enjoy outdoor cooking.



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.)



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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/} Special Rate ^{4/} Activity Index ^{2/}	35.7% of 8,100 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 6,910			34.1% of 5,650 sampled outlets 6.9% of stores w/ no-price promotions Activity Index = 2,320			50.2% of 4,250 sampled outlets 5.8% of stores w/ no-price promotions Activity Index = 3,620		
	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							1.39	10	1.39
" - Toms							1.39	10	1.39
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	260	1.99	1.99	230	1.99	1.99	70	1.99
Frozen	1.39 - 1.99	360	1.54	1.19 - 1.79	230	1.36			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99	120	7.99	7.99	10	7.99			
Boneless, whole	4.29 - 4.99	50	4.77						
Cutlets	3.29 - 4.99	290	4.27	3.99	190	3.99			
Cutlets, thin sliced				4.49	50	4.49			
Strips									
Tenders	4.29 - 4.99	200	4.47	3.99	190	3.99			
Marinated Tenders	3.73 - 4.26	670	3.89	3.99	20	3.99	3.73 - 3.99	230	3.97
Drumsticks									
Thighs	1.59	10	1.59	1.19 - 1.39	10	1.29			
Wings	1.59	10	1.59	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 3.00	1,010	2.85	2.49 - 3.00	110	2.79	4.00	310	4.00
Sausage	2.39 - 3.49	1,590	2.89	2.44 - 3.27	310	2.85	2.45 - 3.28	1,190	2.79
85% lean	1.39 - 2.15	400	1.91	1.56 - 2.16	100	1.68	1.59	130	1.59
93% lean	1.99 - 2.84	1,530	2.44	2.15 - 3.19	440	2.63	2.39 - 3.99	1,510	2.69
Breast (99-100% lean)	3.19 - 4.61	410	3.99	3.73 - 3.99	410	3.85	3.99	160	3.99
Rolls (frsh/frz 1 lb.)	2.00	130	2.00						