



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/02 thru 01/08.

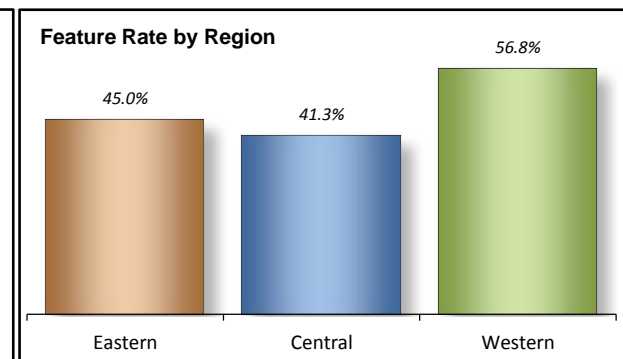
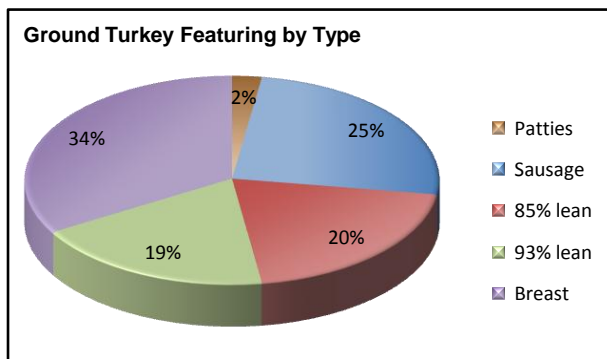
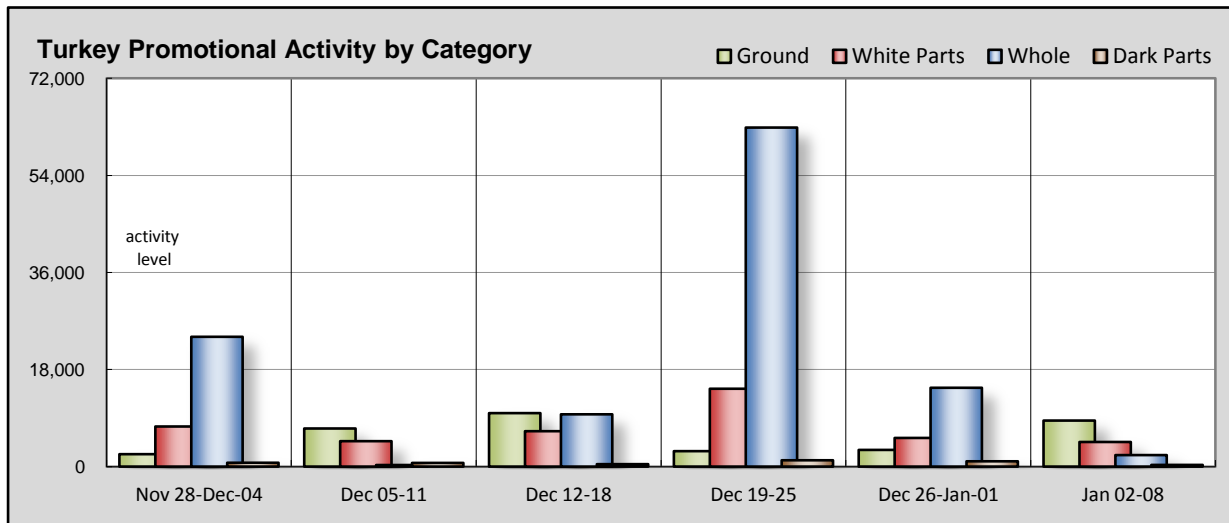
Fri. Jan 02, 2009

(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/}	46.6% of 18,600 outlets		38.4% of 18,000 outlets		51.8% of 17,000 outlets	
Special Rate ^{4/}	3.9%		3.7%		6.0%	
Activity Index ^{2/}	17,140		24,750		15,440	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	440	1.59	4,040	1.50		
" - Toms	440	1.58	3,720	1.48		
Frozen - Hens	560	1.14	3,460	1.04	50	0.91
" - Toms	690	1.07	3,390	1.01	10	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	170	2.71	1,090	2.66	50	1.59
Frozen	1,370	1.91	2,380	1.75	110	1.61
Hotel Style						
Fresh			30	1.89		
Frozen						
Split, bone-in						
Fresh	20	1.89				
Rotisserie	360	8.43	790	6.93	340	7.88
Boneless, whole						
Fresh	170	4.14	20	2.99	50	3.79
Cutlets						
Fresh	1,140	5.00	670	4.26	1,430	4.10
Frozen	120	4.96	300	5.33	520	3.99
Strips						
Fresh	430	5.93			480	4.06
Tenders						
Fresh	780	4.37	30	4.79	610	3.85
Frozen	750	3.96	470	3.95	1,320	4.01
Drumsticks						
Fresh	60	1.65	440	1.30	260	1.60
Frozen	40	2.01			220	1.58
Wings						
Fresh	90	1.53	340	1.24	120	1.49
Frozen					40	1.69
Necks						
Fresh	50	1.56	100	1.49	20	2.49
Frozen	60	1.57	100	1.49		
Smoked Necks						
Fresh	10	1.99				
GROUND TURKEY:	8,530	3.06	3,090	2.63	9,600	2.69
Patties	200	2.49			890	2.73
Sausage	2,140	2.65	770	2.67	1,240	2.12
85% lean	1,730	2.09	580	2.01	850	1.68
93% lean	1,600	2.65	1,450	2.55	4,160	2.39
Breast	2,860	4.22	290	4.23	2,460	3.84
Rolls (frsh/frz 1 lb.)	860	1.24	290	1.48	210	1.37

This Week's Turkey Feature Highlights

While overall promotional activity is down from last week, a wide array of turkey items can be found in ad space this week. A few holdover whole turkeys are being featured across the country at mixed pricing with a few bone-in breasts following in similar fashion. Breast cuts enjoy good activity across all categories with cutlets most common. Ad prices are, on average, higher than the last period. Dark parts are featured sporadically. Ground turkey products have returned to store circulars following their brief hiatus during the holiday season. While all categories are tested, ground breast is most common. Ad prices are firm to instances higher for some categories. As the marketing period enters the mid-Winter months, turkey can be expected to figure prominently in ads for diet-conscious consumers.



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.)

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

Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911




website: <http://www.ams.usda.gov/pymarketnews.htm>



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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/}	45.0% of 8,400 sampled outlets			41.3% of 5,900 sampled outlets			56.8% of 4,300 sampled outlets		
Special Rate ^{4/}	1.0% of stores w/ no-price promotions			3.3% of stores w/ no-price promotions			10.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,260			Activity Index = 3,660			Activity Index = 5,360		
	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	0.99 - 1.69	20	1.43	1.49 - 1.69	30	1.64	1.49 - 1.79	390	1.59
" - Toms	0.99 - 1.59	20	1.37	1.49 - 1.69	30	1.64	1.49 - 1.79	390	1.59
Frozen - Hens	1.19 - 1.29	400	1.22	0.79 - 1.29	160	0.96			
" - Toms	1.19 - 1.29	330	1.22	0.79 - 1.29	360	0.92			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	30	2.63	1.89	10	1.89	2.79	130	2.79
Frozen	1.69 - 1.99	510	1.84	1.29 - 1.99	310	1.59	1.59 - 2.18	550	2.16
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.89	20	1.89						
Rotisserie	7.99 - 8.99	240	8.47	5.99 - 7.99	30	6.52	8.99	90	8.99
Boneless, whole	3.99 - 4.99	170	4.14						
Cutlets	3.99 - 4.99	520	4.14	5.44	120	5.44	4.99 - 6.10	500	5.80
Cutlets, thin sliced	4.59 - 4.99	120	4.96						
Strips							5.54 - 6.10	430	5.93
Tenders	3.99 - 4.49	160	4.02	4.79	120	4.79	3.99 - 4.99	500	4.37
Marinated Tenders	3.49 - 4.26	750	3.96						
Drumsticks	1.49 - 2.39	30	1.98	1.49	20	1.49	0.99	10	0.99
Thighs	1.69 - 2.39	40	2.01						
Wings	0.99 - 2.39	60	1.63	1.49	20	1.49	0.99	10	0.99
Necks									
Smoked Drumsticks	1.49 - 1.99	30	1.61	1.49	20	1.49			
Smoked Wings	1.49 - 1.99	30	1.61	1.49 - 1.69	30	1.54			
Smoked Necks	1.99	10	1.99						
GROUND TURKEY:									
Patties	3.99	10	3.99	1.99 - 3.99	190	2.42			
Sausage	1.99 - 3.49	1,460	2.53	2.39 - 3.50	340	2.93	2.87	340	2.87
85% lean	1.39 - 2.25	400	1.96	1.67 - 2.29	760	2.00	2.06 - 2.29	570	2.28
93% lean	2.14 - 3.84	750	2.63	1.99 - 3.19	450	2.62	1.99 - 2.80	400	2.71
Breast (99-100% lean)	3.84 - 5.19	1,150	4.25	3.99 - 5.19	660	4.66	2.80 - 5.59	1,050	3.90
Rolls (frsh/frz 1 lb.)	1.00 - 2.00	560	1.32	1.00 - 1.29	290	1.10	1.29	10	1.29