USDA Weekly Retail Turkey Feature Activity

Fri. Jan 23, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

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

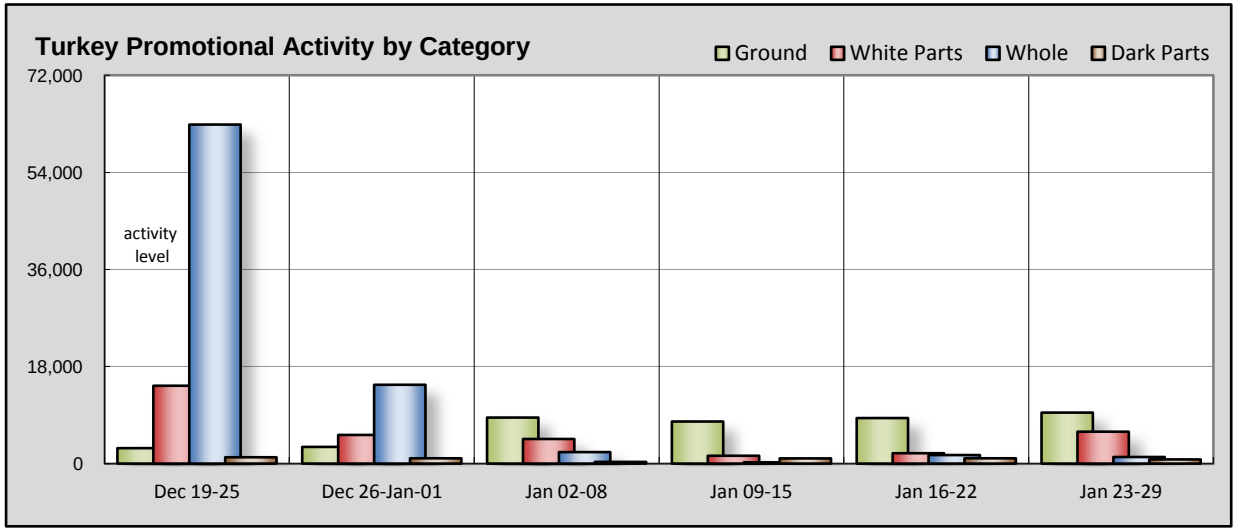
NATIONAL SUMMARY

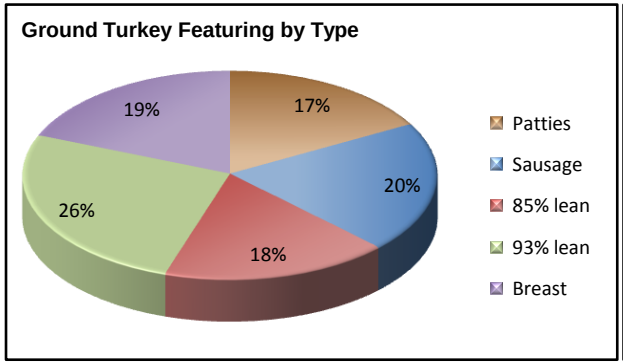
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**50.0% of 18,600 outlets**		**49.3% of 18,600 outlets**		**46.9% of 17,000 outlets**	
Special Rate 4/	**3.7%**		**6.5%**		**6.7%**	
Activity Index 2/	**19,040**		**13,820**		**13,690**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	630	0.98	790	0.87	310	1.06
" - Toms	590	0.94	790	0.87	210	1.14
PARTS:						
Breast:						
Bone-in, whole						
Fresh	280	2.77	240	2.40	970	1.73
Frozen	1,930	1.52	600	1.76	520	1.66
Hotel Style						
Fresh	120	1.16	230	1.34		
Frozen						
Split, bone-in						
Fresh	30	2.49			100	1.80
Rotisserie	460	7.48	240	5.46	1,700	7.66
Boneless, whole	210	4.20	70	4.63	250	4.02
Cutlets	1,320	4.71	280	4.37	810	4.16
Cutlets, thin sliced	720	4.99	140	4.79	90	3.99
Strips	130	6.10	30	3.97		
Tenders	710	4.09	90	4.33	450	3.98
Marinated Tenders	1,090	3.94	210	4.10	360	3.98
Drumsticks	220	1.32	180	1.42	620	1.39
Thighs	40	1.59			260	1.38
Wings	190	1.28	180	1.40	430	1.38
Necks	40	1.52	20	1.49	10	1.39
Smoked Drumsticks	130	2.28	220	1.60	150	2.44
Smoked Wings	140	2.23	190	1.59	20	2.16
Smoked Necks	10	1.99	190	1.39		
GROUND TURKEY:	**9,450**	**2.87**	**8,440**	**2.72**	**6,050**	**2.54**
Patties	1,610	2.91	1,490	2.80	800	2.38
Sausage	1,920	2.61	1,720	2.74	1,300	2.48
85% lean	1,670	2.02	1,620	1.99	1,230	1.81
93% lean	2,460	2.56	2,670	2.54	1,340	2.07
Breast	1,790	4.33	940	4.33	1,380	3.79
Rolls (frsh/frz 1 lb.)	600	1.55	690	1.80	380	1.13

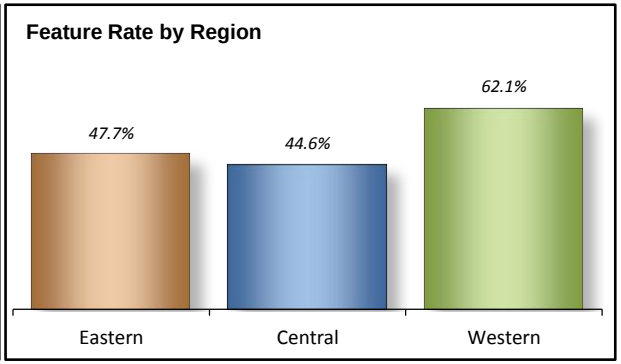
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Half of the stores surveyed are featuring turkey items this week. Fewer frozen whole turkeys are offered and prices are higher than last week. Frozen bone-in breasts have a high profile, especially in the Central region where some are available at very competitive prices. Fresh bone-in breasts are slightly more active, but prices are sharply higher. Offers increase on rotisserie breasts, but they are not as popular this year as they were the same week a year ago. Boneless breast cuts rebound from last week's light showing. Cutlets are the favorite item, followed by marinated tenders. Advertised prices trend higher on most breast cuts items. Dark parts are fully represented; prices are lower on fresh, higher on smoked. Ground turkey items have not been this active since before the holidays. All items are well represented and ad pricing is mixed, mostly higher..







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/]	**47.7% of 8,400 sampled outlets**			**44.6% of 5,900 sampled outlets**			**62.1% of 4,300 sampled outlets**		
Special Rate [4/]	**6.7% of stores w/ no-price promotions**			**2.1% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 10,240**			**Activity Index = 4,230**			**Activity Index = 3,970**		
	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	0.79 - 1.19	280	0.94	0.89 - 1.09	80	1.05	0.99	270	0.99
" - Toms	0.79 - 1.00	280	0.87	0.89 - 1.09	90	1.03	0.99	220	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.99	280	2.77						
Frozen	1.19 - 1.89	320	1.59	0.68 - 1.79	1,120	1.32	1.49 - 1.99	490	1.95
Hotel Style									
Fresh	0.99 - 1.89	120	1.16						
Frozen									
Split, bone-in									
Fresh	2.49	30	2.49						
Rotisserie	6.99 - 7.99	400	7.68	5.99 - 6.98	60	6.13			
Boneless, whole	3.99 - 4.29	210	4.20						
Cutlets	2.79 - 4.99	870	4.53	2.99 - 4.99	100	3.15	3.99 - 6.10	350	5.60
Cutlets, thin sliced	4.99	720	4.99						
Strips							6.10	130	6.10
Tenders	3.49 - 4.49	320	3.89	2.99 - 4.39	20	3.65	2.99 - 4.39	370	4.28
Marinated Tenders	3.73 - 4.26	770	3.89	3.51 - 4.26	320	4.05			
Drumsticks	1.19 - 1.69	180	1.29	0.99	10	0.99	1.59	30	1.59
Thighs	1.59	10	1.59				1.59	30	1.59
Wings	1.19 - 1.69	180	1.29	0.99	10	0.99			
Necks	1.69	30	1.69	0.99	10	0.99			
Smoked Drumsticks	1.99	10	1.99	1.59 - 2.49	120	2.30			
Smoked Wings	1.68 - 1.99	30	1.74	1.49 - 2.49	110	2.36			
Smoked Necks	1.99	10	1.99						
GROUND TURKEY:									
Patties	2.49 - 3.00	1,200	2.92	2.50 - 3.00	250	2.80	2.99 - 3.00	160	3.00
Sausage	1.60 - 3.00	1,560	2.56	1.99 - 3.29	340	2.78	2.94	20	2.94
85% lean	1.50 - 2.33	1,040	2.10	1.83 - 2.50	360	2.11	1.59	270	1.59
93% lean	2.06 - 3.07	640	2.62	1.83 - 3.00	650	2.46	2.39 - 3.19	1,170	2.59
Breast (99-100% lean)	3.08 - 5.19	750	4.17	3.58 - 5.19	580	4.34	4.39 - 4.79	460	4.58
Rolls (frsh/frz 1 lb.)	0.99 - 2.00	130	1.90	0.99 - 2.00	400	1.44	1.50	70	1.50