



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

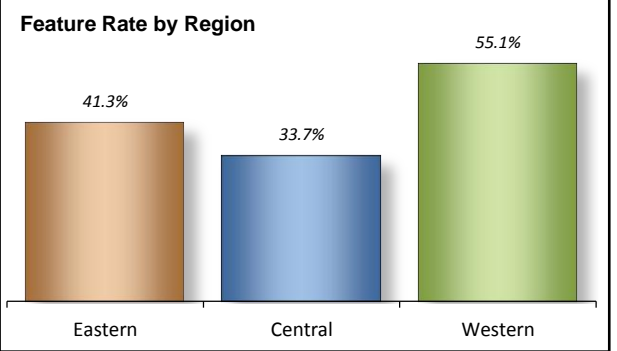
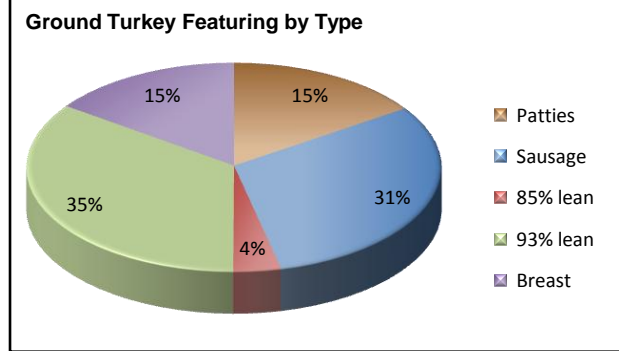
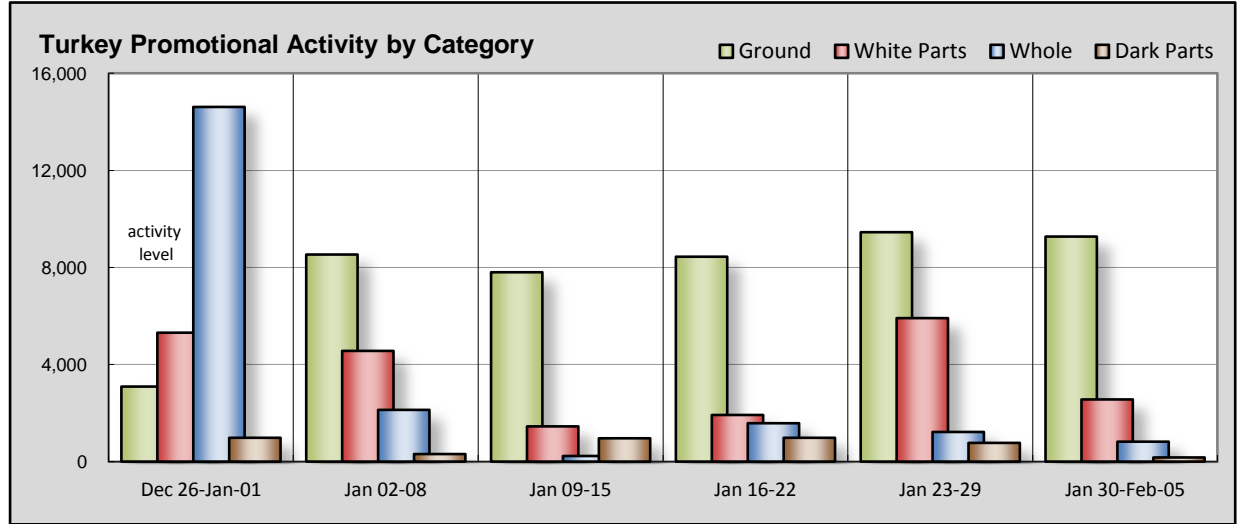
Fri. Jan 30, 2009

(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/}	42.1% of 18,600 outlets		50.0% of 18,600 outlets		48.8% of 18,000 outlets	
Special Rate ^{4/}	3.4%		3.7%		6.8%	
Activity Index ^{2/}	14,250		19,040		16,840	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					10	1.29
" - Toms					10	1.29
Frozen - Hens	420	1.03	630	0.98	1,450	1.04
" - Toms	400	0.96	590	0.94	1,400	1.05
PARTS:						
Breast:						
Bone-in, whole						
Fresh	370	2.24	280	2.77	1,050	1.93
Frozen	1,140	1.59	1,930	1.52	2,020	1.42
Hotel Style						
Fresh	20	1.81	120	1.16	50	1.00
Frozen						
Split, bone-in						
Fresh			30	2.49	20	1.99
Rotisserie	150	7.37	460	7.48	590	6.11
Boneless, whole						
	20	3.99	210	4.20	60	3.99
Cutlets						
	730	4.70	1,320	4.71	660	3.84
Cutlets, thin sliced						
	110	4.99	720	4.99	480	4.35
Strips						
			130	6.10		
Tenders						
	20	4.79	710	4.09	410	3.94
Marinated Tenders						
	970	4.09	1,090	3.94	400	3.91
Drumsticks						
	40	1.20	220	1.32	180	1.26
Thighs						
	10	0.99	40	1.59	20	1.39
Wings						
	50	1.28	190	1.28	180	1.25
Necks						
	20	1.24	40	1.52	10	1.49
Smoked Drumsticks						
	30	1.52	130	2.28		
Smoked Wings						
	10	1.39	140	2.23		
Smoked Necks						
	10	1.39	10	1.99		
GROUND TURKEY:	9,270	3.00	9,450	2.87	7,830	2.63
Patties	1,450	2.69	1,610	2.91	1,130	2.91
Sausage	2,850	2.83	1,920	2.61	2,450	2.54
85% lean	340	2.01	1,670	2.02	750	1.59
93% lean	3,220	2.62	2,460	2.56	2,460	2.42
Breast	1,410	4.75	1,790	4.33	1,040	3.78
Rolls (frsh/frz 1 lb.)	460	1.40	600	1.55	10	1.25

This Week's Turkey Feature Highlights

Super Bowl weekend promotions dominate the circulars with party trays and other items, leaving less space for turkey. Offers are light on frozen whole turkeys and prices trend higher. Offers of fresh bone-in breasts increase and prices are more competitive than last week. Frozen bone-in breasts are less available and prices are stronger this week. Rotisserie breasts all but disappear. The limited ads on boneless breast cuts focus on the perennial favorites, cutlets and marinated tenders. Dark parts are fully represented, but in light volumes. Prices for dark parts trended lower on everything except fresh wings, which were unchanged. Ground turkey continues to be a favorite. Over two thirds of the ads promoted sausage and 93% lean. Few stores offer 85% lean, but patties and ground breast remain popular choices.



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/}	41.3% of 8,400 sampled outlets			33.7% of 5,900 sampled outlets			55.1% of 4,300 sampled outlets		
Special Rate ^{4/}	3.0% of stores w/ no-price promotions			3.1% of stores w/ no-price promotions			4.7% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,770			Activity Index = 3,090			Activity Index = 2,930		
	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 - 1.19	200	1.09	0.89 - 0.99	180	0.98	0.99	40	0.99
" - Toms	0.89 - 0.99	200	0.94	0.89 - 0.99	160	0.99	0.99	40	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.99	360	2.28	0.99	10	0.99			
Frozen	0.99 - 1.89	510	1.58	0.97 - 1.99	490	1.50	1.79 - 1.99	140	1.97
Hotel Style									
Fresh	1.69 - 1.99	20	1.81						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.28 - 8.99	60	7.46	7.29 - 7.49	90	7.32			
Boneless, whole	3.99	20	3.99						
Cutlets	4.29 - 4.99	730	4.70						
Cutlets, thin sliced	4.99	110	4.99						
Strips									
Tenders	4.79	20	4.79						
Marinated Tenders	3.29 - 4.79	700	4.13				3.99	270	3.99
Drumsticks	1.29	10	1.29	0.99 - 1.39	30	1.18			
Thighs				0.99	10	0.99			
Wings	1.29 - 1.59	20	1.45	0.99 - 1.39	30	1.18			
Necks				0.99 - 1.39	20	1.24			
Smoked Drumsticks	1.39 - 1.69	30	1.52						
Smoked Wings	1.39	10	1.39						
Smoked Necks	1.39	10	1.39						
GROUND TURKEY:									
Patties	1.64 - 2.99	800	2.49	2.00 - 3.00	350	2.47	3.49	300	3.49
Sausage	2.00 - 3.19	1,490	2.75	2.32 - 3.99	830	2.82	2.87 - 3.27	530	3.10
85% lean	1.92 - 2.30	250	2.06	1.66 - 2.79	90	1.88			
93% lean	1.83 - 3.07	1,630	2.48	2.31 - 2.95	590	2.69	2.69 - 2.80	1,000	2.80
Breast (99-100% lean)	4.38 - 5.99	590	4.71	2.92 - 4.99	210	4.63	4.79 - 5.19	610	4.84
Rolls (frsh/frz 1 lb.)	1.29 - 2.00	190	1.97				1.00	270	1.00