USDA Weekly Retail Turkey Feature Activity

Fri. Feb 06, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.

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

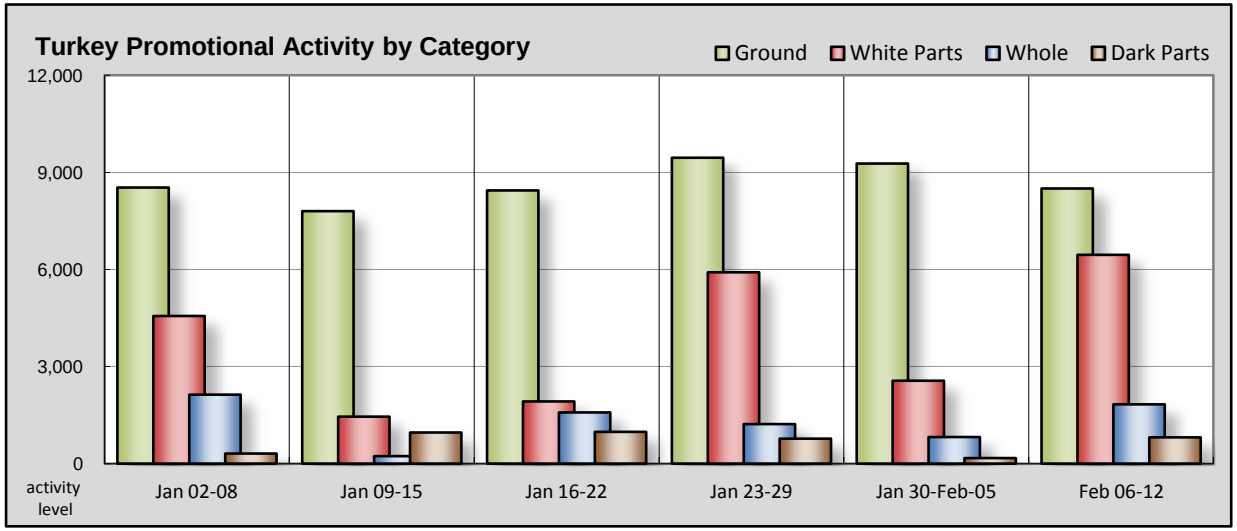
NATIONAL SUMMARY

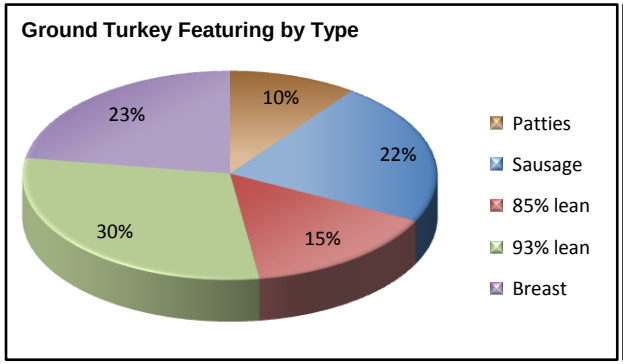
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**50.9% of 18,600 outlets**		**41.9% of 18,600 outlets**		**49.8% of 18,000 outlets**	
Special Rate 4/	**3.2%**		**3.4%**		**2.7%**	
Activity Index 2/	**18,680**		**14,250**		**15,230**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	210	1.55			140	1.65
" - Toms					120	1.69
Frozen - Hens	800	0.85	420	1.03	180	0.89
" - Toms	820	0.86	400	0.96	130	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	330	2.12	370	2.24	530	2.34
Frozen	2,980	1.40	1,140	1.59	1,730	1.78
Hotel Style						
Fresh	50	1.79	20	1.81		
Frozen	120	1.29				
Split, bone-in						
Fresh						
Rotisserie	470	7.53	150	7.37	70	8.49
Boneless, whole	50	4.50	20	3.99		
Cutlets	1,090	5.17	730	4.70	900	4.41
Cutlets, thin sliced	120	4.94	110	4.99		
Strips	320	6.03				
Tenders	920	4.39	20	4.79	1,090	4.06
Marinated Tenders	680	4.00	970	4.09	1,230	3.82
Drumsticks	260	1.10	40	1.20	60	1.46
Thighs	30	1.66	10	0.99	70	1.43
Wings	230	1.04	50	1.28	60	1.46
Necks			20	1.24	10	1.29
Smoked Drumsticks	120	1.59	30	1.52	150	1.56
Smoked Wings	120	1.59	10	1.39	140	1.57
Smoked Necks	50	1.56	10	1.39	140	1.57
GROUND TURKEY:	**8,500**	**2.99**	**9,270**	**3.00**	**8,020**	**2.50**
Patties	860	3.37	1,450	2.69	520	2.78
Sausage	1,900	2.76	2,850	2.83	1,190	2.32
85% lean	1,300	2.00	340	2.01	1,510	1.81
93% lean	2,520	2.59	3,220	2.62	3,390	2.33
Breast	1,920	4.25	1,410	4.75	1,410	3.69
Rolls (frsh/frz 1 lb.)	410	1.35	460	1.40	460	1.26

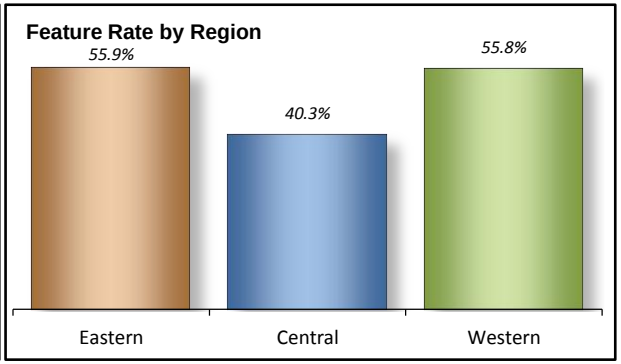
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity is slightly higher as over half the grocers feature turkey items. Offers increase on frozen hens and toms and prices are very competitive with some sharp discounting in the East and Central regions. White parts as a category are heavily promoted this week. Frozen bone-in breasts are readily available. Average prices are lower, but are in a wide range. Fresh bone-in breasts are less active and are at lower tending prices. Rotisserie breasts are back in the ads after last week's limited availability and are at lower trending prices. Offers increase on cutlets and tenders, decrease on marinated tenders. Turkey grinds continue in a seasonal volume and the weighted average price is almost unchanged from last week. Prices on patties are firm, while ground breast average price is 50 cents lower.







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/]	**55.9% of 8,400 sampled outlets**			**40.3% of 5,900 sampled outlets**			**55.8% of 4,300 sampled outlets**		
Special Rate [4/]	**3.7% of stores w/ no-price promotions**			**1.9% of stores w/ no-price promotions**			**3.8% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 9,720**			**Activity Index = 3,480**			**Activity Index = 5,070**		
	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	1.59	190	1.59	1.19	20	1.19			
" - Toms									
Frozen - Hens	0.58 - 0.99	220	0.87	0.69 - 1.18	390	0.77	0.89 - 0.99	190	0.96
" - Toms	0.58 - 0.99	220	0.87	0.69 - 1.49	410	0.81	0.89 - 0.99	190	0.96
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.29	330	2.12						
Frozen	0.99 - 2.99	2,100	1.40	0.99 - 1.99	700	1.35	1.39 - 1.79	180	1.65
Hotel Style									
Fresh	1.49 - 1.99	50	1.79						
Frozen	1.29	120	1.29						
Split, bone-in									
Fresh									
Rotisserie	4.99 - 7.99	470	7.53						
Boneless, whole	3.99 - 4.99	40	4.62	3.99	10	3.99			
Cutlets	3.49 - 4.99	160	4.48	3.59 - 5.45	170	4.65	4.99 - 6.10	760	5.43
Cutlets, thin sliced	4.49 - 4.99	120	4.94						
Strips							4.99 - 6.10	320	6.03
Tenders	4.79	30	4.79	2.49 - 4.98	130	4.28	4.39	760	4.39
Marinated Tenders	3.73 - 4.26	460	4.18	3.19 - 3.99	30	3.68	3.19 - 4.79	190	3.62
Drumsticks	0.99 - 1.49	240	1.02	1.99	10	1.99	1.99	10	1.99
Thighs	0.99	10	0.99	1.99	10	1.99	1.99	10	1.99
Wings	0.99 - 1.79	230	1.04						
Necks									
Smoked Drumsticks	1.69 - 1.99	50	1.73	1.49	70	1.49			
Smoked Wings	1.69 - 1.99	50	1.73	1.49	70	1.49			
Smoked Necks	1.49 - 1.99	50	1.56						
GROUND TURKEY:									
Patties	2.49 - 3.50	340	3.09	2.49 - 3.33	220	2.96	3.99	300	3.99
Sausage	2.39 - 3.99	1,110	2.61	2.23 - 3.00	190	2.44	2.63 - 3.33	600	3.12
85% lean	1.59 - 2.39	1,010	2.16	0.99 - 2.15	290	1.42			
93% lean	2.14 - 3.84	1,130	2.49	2.16 - 2.80	650	2.38	2.00 - 3.19	740	2.93
Breast (99-100% lean)	2.53 - 4.61	990	3.94	3.33 - 4.79	110	4.60	4.39 - 4.99	820	4.58
Rolls (frsh/frz 1 lb.)				1.00 - 2.00	410	1.35			