

USDA Weekly Retail Turkey Feature Activity

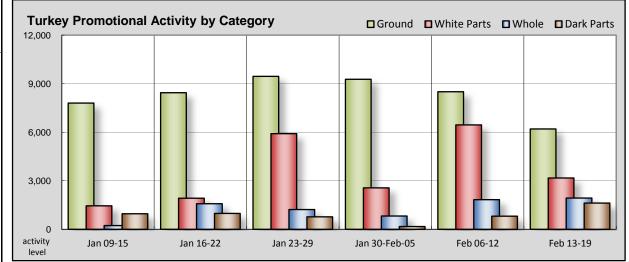
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/13 thru 02/19.

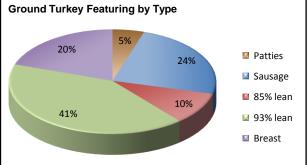
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

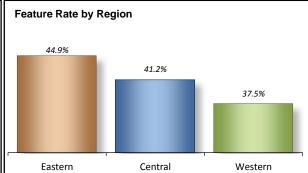
NATIONAL SUMMARY												
	THIS	WEEK	LAST	WEEK	LAST YEAR							
Feature Rate 1/	42.0%	of 18,600	50.9% c	of 18,600	46.8% of 18,000							
reature Rate	outlets		out	lets	outlets							
Special Rate 4/	5.3%		3.	2%	5.4%							
Activity Index 2/	14,200		18,	,680	15,380							
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
WHOLE BIRDS:												
Fresh - Hens	150		210	1.55	30	1.26						
" - Toms	120	0.88			10	1.39						
Frozen - Hens	830	0.90	800	0.85	310	0.90						
" - Toms	830	0.87	820	0.86	140	0.91						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	40		330		460	1.99						
Frozen	1,310	1.50	2,980	1.40	1,290	1.62						
Hotel Style												
Fresh	380	-	50									
Frozen	10	1.41	120	1.29								
Split, bone-in												
Fresh	150	1.02			80	2.45						
Rotisserie	130	7.99	470	7.53	2,460	7.56						
Boneless, whole	20	3.99	50	4.50	50	3.99						
Cutlets	570	4.99	1,090	5.17	1,050	4.41						
Cutlets, thin sliced	120	4.80	120	4.94	270	4.58						
Strips			320	6.03	430	4.50						
Tenders	440	4.74	920	4.39	870	3.92						
Marinated Tenders	940	3.67	680	4.00	590	3.83						
Drumsticks	640	1.43	260	1.10	130	1.46						
Thighs	30	1.70	30	1.66	70	1.62						
Wings	640	1.43	230	1.04	70	1.43						
Necks	20	0.79			50	1.39						
Smoked Drumsticks	130	1.77	120	1.59								
Smoked Wings	120	1.79	120	1.59								
Smoked Necks	40	1.39	50	1.56								
GROUND TURKEY:	6,200	2.94	8,500	2.99	6,860	2.70						
Patties	310		860		400	2.43						
Sausage	1,490	2.70	1,900	2.76	1,860	2.54						
85% lean	610	1.96	1,300	2.00	580	1.84						
93% lean	2,560		2,520		2,320	2.10						
Breast	1,230		1,920	4.25	1,700	4.03						
Rolls (frsh/frz 1 lb.)	340	1.77	410	1.35	160	1.38						

This Week's Turkey Feature Highlights

Valentine's Day promotions fill the pages this week, leaving limited space for turkey items. Fresh whole turkeys are offered at very attractive prices and frozen turkeys are offered in a wide price range but average slightly higher than last week. Frozen bone-in breasts are less active but still easy to find and prices trend higher. Hotel style breasts and split breasts are offered in the East with a wide price spread. Promotions on rotisserie breasts are light. Marinated tenders are popular and priced to draw the consumer's attention. Offers on cutlets and tenders are sharply lower. Prices trend lower on cutlets, but tenders are more expensive this week. Many retailers turn to dark parts, with the full range of items offered. Fresh drums and wings are the most active dark parts and prices are sharply higher. Ground turkey activity slows and the weighted average price is lower. The 93% lean accounts for 40 percent of the grinds offered.







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 I weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.a., buy 1, aet 1 free, etc.)

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



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

	EASTERN U.S.			CENTRAL U.S.		日命	WESTERN U.S.		A	
	(CT,DC,DE,FL,GA,MA,MD,N	IE,		(AL,AR,IA,IL,IN,KS,KY,LA,I	ΜI,MN,		(AZ,CA,CO,ID,MT,			
	NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)		#	MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)		2	NM,NV,OR,UT,WA,WY)		ATT	
Feature Rate 1/	44.9% of 8,400 sampled outlets 5.5% of stores w/ no-price promotions			41.2% of 5,900 sampled outlets 6.8% of stores w/ no-price promotions			37.5% of 4,300 sampled outlets 2.7% of stores w/ no-price promotions			
Special Rate 4/										
Activity Index 2/	Activity Index = 9,110			Activity Index = 2,430			Activity Index = 2,320			
	Price Range Sumi			Price Range	Summ		Price Range	Summary		
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens	0.98	30	0.98	0.88	120	0.88				
" - Toms				0.88	120	0.88				
Frozen - Hens	0.67 - 1.19	750	0.90	0.89 - 0.99	50	0.93	0.99	30	0.99	
" - Toms	0.67 - 0.99	750	0.86	0.89 - 0.99	50	0.93	0.99	30	0.99	
PARTS:										
Breast:										
Bone-in, whole Fresh	0.99 - 2.99	40	2.51							
Frozen	0.99 - 2.99	800	1.56	0.98 - 1.99	470	1.45	0.99	40	0.99	
Hotel Style	0.90 - 1.99	800	1.50	0.90 - 1.99	470	1.43	0.99	40	0.99	
Fresh	0.98 - 1.89	380	1.04							
Frozen	0.99 - 1.89	10	1.41							
Split, bone-in	0.00	10	1.41							
Fresh	0.98 - 1.89	150	1.02							
			7.99	7.00	10	7.00				
Rotisserie	7.99	120		7.99	10	7.99				
Boneless, whole	3.99	20	3.99	4.00 5.45	420	5.04	5.50	100	F F0	
Cutlets	2.79 - 5.49 3.99 - 4.99	320 120	4.63 4.80	4.29 - 5.45	130	5.34	5.56	120	5.56	
Cutlets, thin sliced Strips	3.99 - 4.99	120	4.00							
Tenders	5.49	70	5.49	4.79	120	4.79	3.59 - 5.56	250	4.51	
Marinated Tenders	3.46 - 4.26	560	3.49	2.99 - 4.26	260	3.39	3.39 - 3.30	120	3.33	
Drumsticks	0.99 - 1.79	420	1.46	0.89 - 0.99	200	0.92	1.29 - 1.49	200	1.42	
Thighs	0.99 - 1.79	30	1.70	0.09 - 0.99	20	0.92	1.29 - 1.49	200	1.42	
Wings	0.99 - 1.59	420	1.75	0.89 - 0.99	20	0.92	1.29 - 1.49	200	1.42	
Necks	0.55 - 1.55	420	1.43	0.69 - 0.99	20	0.79	1.25 - 1.45	200	1.42	
Smoked Drumsticks	1.19 - 2.00	120	1.79	1.49	10	1.49				
Smoked Wings	1.19 - 2.00	120	1.79	1.40	10	1.45				
Smoked Necks	1.39	40	1.39							
GROUND TURKEY:		10								
Patties	2.29 - 2.99	180	2.33	2.49 - 3.00	30	2.75	2.99 - 3.49	100	3.30	
Sausage	1.99 - 3.50	1,290	2.67	2.87 - 3.00	200	2.88				
85% lean	1.69 - 2.30	480	1.94	1.92 - 2.30	130	2.02				
93% lean	1.84 - 3.07	1,540	2.62	2.31 - 2.99	620	2.71	2.29 - 3.99	400	2.98	
Breast (99-100% lean)	4.58 - 5.19	350	4.76	2.99 - 5.19	50	4.24	3.59 - 4.99	830	4.10	
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.25 - 1.89	190	1.64	1.99	140	1.99	