



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.**

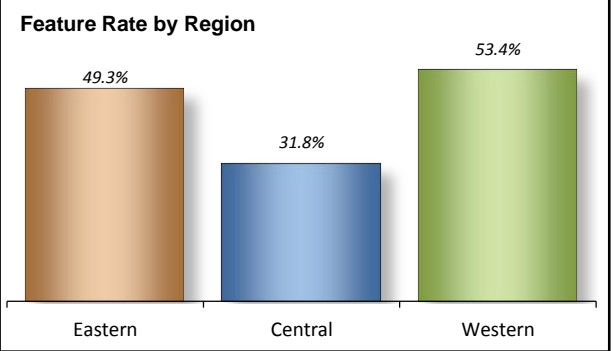
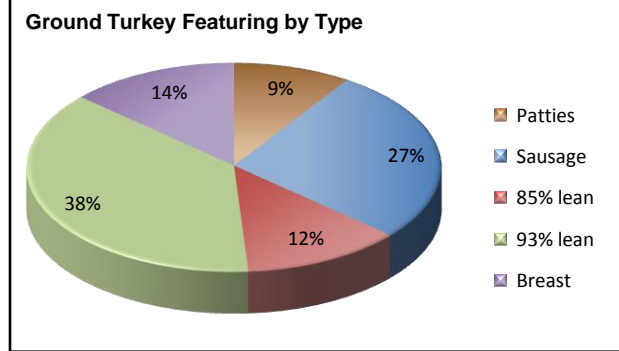
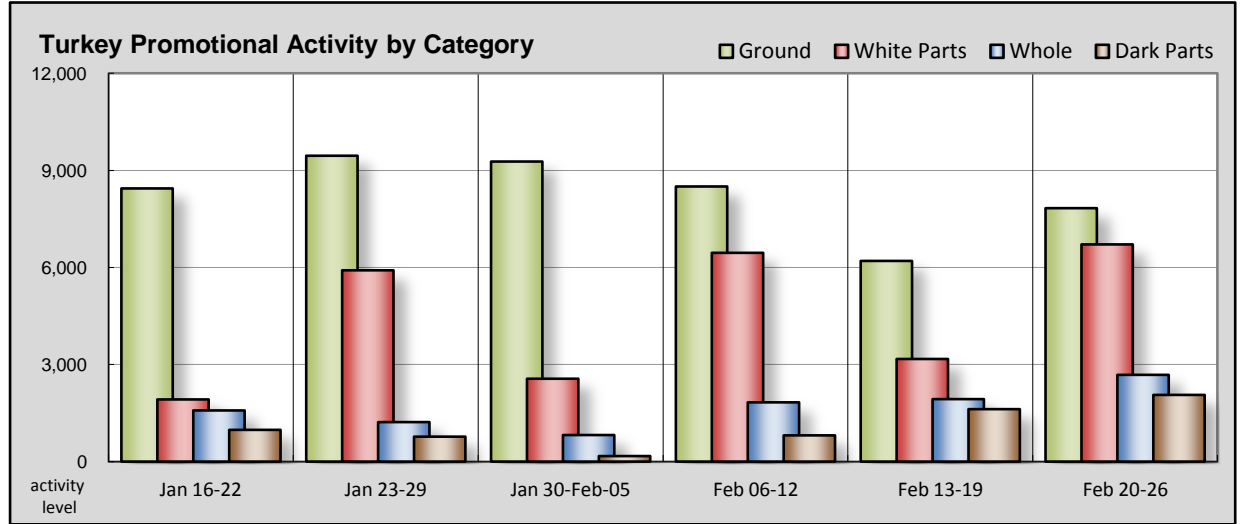
Fri. Feb 20, 2009

(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	
<b>Feature Rate</b> <sup>1/</sup>	<b>44.6% of 18,600 outlets</b>		<b>42.0% of 18,600 outlets</b>		<b>47.0% of 18,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.6%</b>		<b>5.3%</b>		<b>4.3%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>20,070</b>		<b>14,200</b>		<b>16,330</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	20	1.19	150	0.90		
" - Toms	20	1.13	120	0.88		
Frozen - Hens	1,340	0.93	830	0.90	520	0.84
" - Toms	1,300	0.94	830	0.87	290	0.71
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	320	2.12	40	2.51	40	2.72
Frozen	3,400	1.41	1,310	1.50	1,090	1.73
<b>Hotel Style</b>						
Fresh	20	1.89	380	1.04	260	0.99
Frozen	570	1.49	10	1.41		
<b>Split, bone-in</b>						
Fresh	90	2.77	150	1.02		
Rotisserie	320	7.62	130	7.99	490	7.60
<b>Boneless, whole</b>						
	230	4.97	20	3.99	90	3.99
<b>Cutlets</b>						
	1,070	4.73	570	4.99	1,600	4.35
<b>Cutlets, thin sliced</b>						
	120	4.80	120	4.80	380	4.45
<b>Strips</b>						
	10	5.71			230	3.60
<b>Tenders</b>						
	560	4.15	440	4.74	1,450	4.03
<b>Marinated Tenders</b>						
	520	3.85	940	3.67	800	3.99
<b>Drumsticks</b>						
	860	1.45	640	1.43	840	1.31
<b>Thighs</b>						
	40	1.63	30	1.70	460	1.32
<b>Wings</b>						
	830	1.45	640	1.43	1,150	1.36
<b>Necks</b>						
			20	0.79	10	1.39
<b>Smoked Drumsticks</b>						
	160	1.99	130	1.77	10	1.49
<b>Smoked Wings</b>						
	160	1.99	120	1.79		
<b>Smoked Necks</b>						
	10	1.99	40	1.39		
<b>GROUND TURKEY:</b>	<b>7,830</b>	<b>2.78</b>	<b>6,200</b>	<b>2.94</b>	<b>6,530</b>	<b>2.67</b>
Patties	730	2.83	310	2.68	680	2.61
Sausage	2,130	2.71	1,490	2.70	2,200	2.66
85% lean	970	1.90	610	1.96	900	1.80
93% lean	2,950	2.63	2,560	2.70	1,480	2.26
Breast	1,050	4.11	1,230	4.29	1,270	3.80
Rolls (frsh/frz 1 lb.)	270	1.39	340	1.77	90	1.07

**This Week's Turkey Feature Highlights**

Retailers are more active this week with some stores promoting multiple turkey items. Lent starts on February 25 and several ads broke late in the week with Lenten specials. Frozen whole turkeys are the most active they have been since the December holidays. Prices averaged higher on hens and toms. Bone-in breasts are wildly popular across all three regions with fresh and frozen prices sharply lower compared to last week and the same week last year. Interest in rotisserie breasts improves and prices trend lower. Offers on white parts are most active on cutlets, followed by tenders and marinated tenders. The popularity of dark parts continues to rise and fresh drums and wings are very active. Ground turkey promotions increase and the weighted average price is higher due to the increase in sausage ads. Prices trend higher on patties and sausage, lower on the balance of items.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **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.



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	<b>EASTERN U.S.</b> (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 			<b>CENTRAL U.S.</b> (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI) 			<b>WESTERN U.S.</b> (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY) 		
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	<b>49.3% of 8,400 sampled outlets</b> <b>2.1% of stores w/ no-price promotions</b> <b>Activity Index = 10,790</b>			<b>31.8% of 5,900 sampled outlets</b> <b>1.0% of stores w/ no-price promotions</b> <b>Activity Index = 4,680</b>			<b>53.4% of 4,300 sampled outlets</b> <b>1.7% of stores w/ no-price promotions</b> <b>Activity Index = 4,330</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.19	20	1.19						
" - Toms	0.99 - 1.19	20	1.13						
Frozen - Hens	0.59 - 0.99	490	0.88	0.79 - 1.18	840	0.96	1.09	10	1.09
" - Toms	0.59 - 0.99	490	0.88	0.89 - 1.18	800	0.97	1.09	10	1.09
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	0.99 - 2.99	320	2.12						
Frozen	0.67 - 2.29	1,180	1.66	0.99 - 1.79	930	1.49	0.98 - 1.89	1,290	1.11
<b>Hotel Style</b>									
Fresh	1.89	20	1.89						
Frozen	1.49	570	1.49						
<b>Split, bone-in</b>									
Fresh	2.49 - 2.89	40	2.60	2.69 - 2.99	50	2.90			
Rotisserie	5.99 - 9.99	220	8.33	5.99 - 6.98	20	6.39	5.99	80	5.99
<b>Boneless, whole</b>	4.49 - 4.99	100	4.94	4.99	130	4.99			
Cutlets	3.29 - 4.99	930	4.68	4.99	130	4.99	5.71	10	5.71
Cutlets, thin sliced	3.99 - 4.99	120	4.80						
Strips							5.71	10	5.71
Tenders	3.99 - 4.99	270	4.40	2.99 - 4.99	280	3.92	3.99	10	3.99
Marinated Tenders	3.73 - 4.26	310	4.03	3.19 - 3.73	110	3.43	3.33 - 4.79	100	3.77
Drumsticks	0.99 - 1.49	420	1.38	1.38	140	1.38	1.59	300	1.59
Thighs	0.99 - 1.79	40	1.63						
Wings	0.99 - 1.38	390	1.37	1.38	140	1.38	1.59	300	1.59
Necks									
Smoked Drumsticks	1.99	160	1.99						
Smoked Wings	1.99	160	1.99						
Smoked Necks	1.99	10	1.99						
<b>GROUND TURKEY:</b>									
Patties	2.69 - 3.00	530	2.88	2.99 - 3.00	30	3.00	2.50 - 3.59	170	2.62
Sausage	1.88 - 3.50	1,360	2.76	2.08 - 3.19	470	2.72	2.05 - 2.94	300	2.45
85% lean	1.49 - 2.33	610	1.86	1.92 - 2.30	60	2.02	1.83 - 2.08	300	1.96
93% lean	1.99 - 3.19	1,210	2.58	2.08 - 2.80	460	2.57	2.00 - 2.87	1,280	2.70
Breast (99-100% lean)	3.84 - 4.61	800	4.15	2.99 - 4.61	90	3.66	3.59 - 4.79	160	4.16
Rolls (frsh/frz 1 lb.)	1.39	10	1.39	1.00 - 2.00	260	1.39			