USDA Weekly Retail Turkey Feature Activity

Fri. Mar 06, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

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

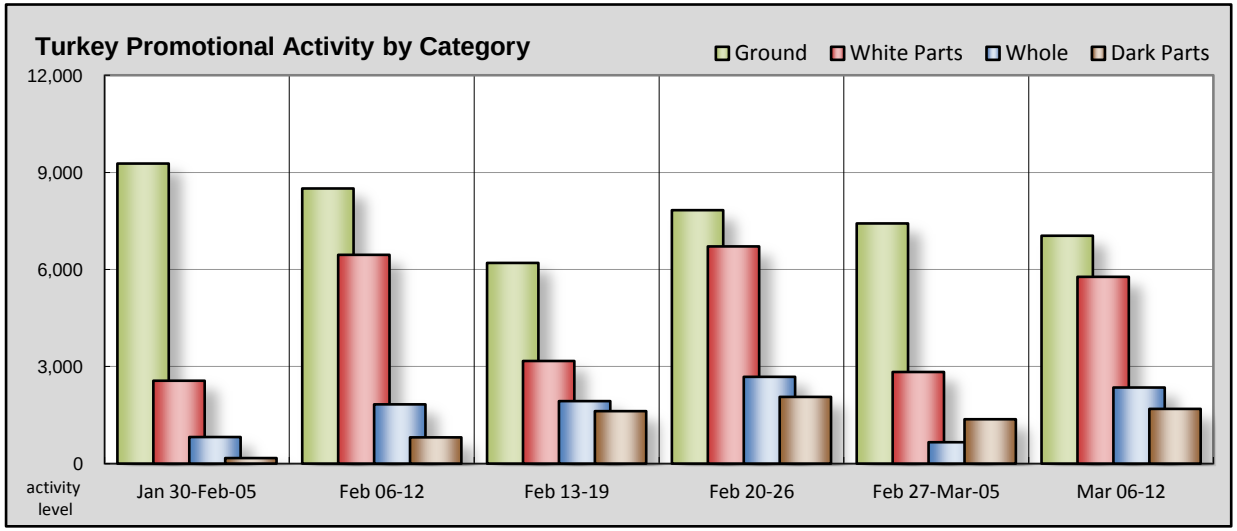
NATIONAL SUMMARY

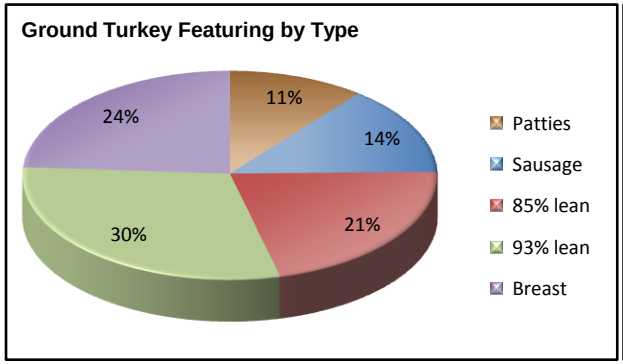
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**52.1% of 18,600 outlets**		**47.4% of 18,600 outlets**		**46.6% of 18,000 outlets**	
Special Rate 4/	**2.8%**		**7.2%**		**3.1%**	
Activity Index 2/	**17,920**		**12,910**		**14,920**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	80	1.32			20	1.39
" - Toms					20	1.39
Frozen - Hens	1,120	0.89	300	1.06	160	0.91
" - Toms	1,150	0.90	360	0.89	490	0.61
PARTS:						
Breast:						
Bone-in, whole						
Fresh	250	1.90	220	2.09	250	2.13
Frozen	3,130	1.41	1,120	1.66	2,570	1.47
Hotel Style						
Fresh			10	1.89		
Frozen	120	0.99			10	1.19
Split, bone-in						
Fresh	20	2.69	60	3.14	10	2.49
Rotisserie	140	6.80	270	7.96	370	5.15
Boneless, whole	270	3.84	40	4.62		
Cutlets	780	4.52	260	5.18	430	3.93
Cutlets, thin sliced	10	3.99	340	5.17	360	4.28
Strips	240	4.07	130	5.45	200	4.95
Tenders	810	4.08	380	4.54	270	4.28
Marinated Tenders	870	3.82	380	4.04	280	3.69
Drumsticks	530	1.54	100	1.62	260	1.32
Thighs	90	1.29	20	1.32	70	1.50
Wings	640	1.44	100	1.61	230	1.33
Necks	160	1.77	10	1.39	10	1.39
Smoked Drumsticks	110	1.60	570	1.84		
Smoked Wings	120	1.56	570	1.79		
Smoked Necks	40	1.69				
GROUND TURKEY:	**7,040**	**3.05**	**7,420**	**2.67**	**8,520**	**2.53**
Patties	760	3.33	930	2.88	990	2.69
Sausage	980	2.65	1,620	2.75	1,480	2.46
85% lean	1,510	2.08	1,660	1.97	1,720	1.71
93% lean	2,100	2.58	2,420	2.59	2,920	2.34
Breast	1,690	4.62	790	4.01	1,410	3.88
Rolls (frsh/frz 1 lb.)	200	1.80	250	1.02	390	1.51

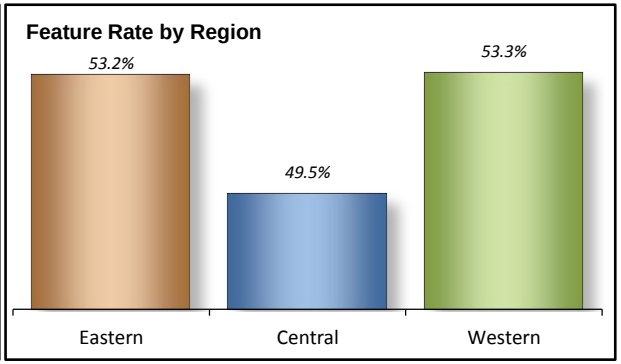
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Stores are into first of month specials and stock-up sales. Over half the stores offer turkey items this week. Frozen hens and toms are very active, mostly in the Central Region. Prices are more competitive on hens this week and tom prices are about unchanged. Frozen bone-in breast is the star this week with widespread activity and 99 cent ads in all regions. Rotisserie ads continue to languish. Offers on breast meat cuts are more active. Marinated tenders are favored and prices are more competitive this week. Tenders and cuts are also more active and average prices are lower than the previous week. All of the dark parts are featured. Fresh wings are the favorite, followed closely by fresh drums, and prices trend lower on everything except necks. Ground turkey ads retreat and the weighted average price is sharply higher. Prices were steady on the 93% lean, lower on sausage, and higher on the other grinds.







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/]	**53.2% of 8,400 sampled outlets**			**49.5% of 5,900 sampled outlets**			**53.3% of 4,300 sampled outlets**		
Special Rate [4/]	**0.7% of stores w/ no-price promotions**			**6.4% of stores w/ no-price promotions**			**2.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,400**			**Activity Index = 4,710**			**Activity Index = 4,610**		
	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	1.29 - 1.49	70	1.32	1.29	10	1.29			
" - Toms									
Frozen - Hens	0.77 - 0.99	10	0.86	0.69 - 0.99	860	0.82	0.88 - 1.29	250	1.13
" - Toms	0.77 - 0.99	10	0.86	0.69 - 1.49	890	0.83	0.88 - 1.29	250	1.13
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 1.99	250	1.90						
Frozen	0.99 - 2.39	1,880	1.43	0.99 - 1.99	820	1.26	0.99 - 1.99	430	1.60
Hotel Style									
Fresh									
Frozen	0.99	120	0.99						
Split, bone-in									
Fresh	2.69	20	2.69						
Rotisserie	6.99 - 8.49	90	7.25	5.99	50	5.99			
Boneless, whole	3.99	70	3.99	3.79	200	3.79			
Cutlets	2.99 - 4.79	130	3.87	3.79 - 5.45	300	4.25	3.99 - 5.45	350	4.99
Cutlets, thin sliced	3.99	10	3.99						
Strips				3.79	200	3.79	5.44 - 5.45	40	5.45
Tenders	3.49	170	3.49	3.79 - 4.79	300	4.07	3.99 - 4.79	340	4.39
Marinated Tenders	3.19 - 4.79	730	3.97	2.66	110	2.66	4.19 - 4.79	30	4.47
Drumsticks	1.49 - 1.99	410	1.61	0.99 - 1.59	30	1.38	1.29	90	1.29
Thighs							1.29	90	1.29
Wings	0.99 - 1.99	520	1.47	0.99 - 1.59	30	1.38	1.29	90	1.29
Necks	1.79 - 1.99	150	1.80	1.39	10	1.39			
Smoked Drumsticks	1.79	40	1.79	1.49	70	1.49			
Smoked Wings	1.69	40	1.69	1.49	80	1.49			
Smoked Necks	1.69	40	1.69						
GROUND TURKEY:									
Patties	2.49 - 2.99	180	2.87	2.50	10	2.50	3.00 - 3.99	570	3.49
Sausage	2.39 - 3.99	630	2.82	2.24 - 2.87	60	2.68	2.05 - 3.19	290	2.27
85% lean	1.39 - 2.39	1,140	2.13	1.51 - 2.79	240	1.91	2.00	130	2.00
93% lean	1.84 - 3.07	1,440	2.47	2.00 - 2.80	120	2.43	2.29 - 3.19	540	2.91
Breast (99-100% lean)	3.76 - 4.79	250	3.91	2.92 - 4.79	320	4.57	3.99 - 4.79	1,120	4.78
Rolls (frsh/frz 1 lb.)	2.00	120	2.00	1.48 - 1.50	80	1.49			