USDA Weekly Retail Turkey Feature Activity

Fri. Mar 27, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

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

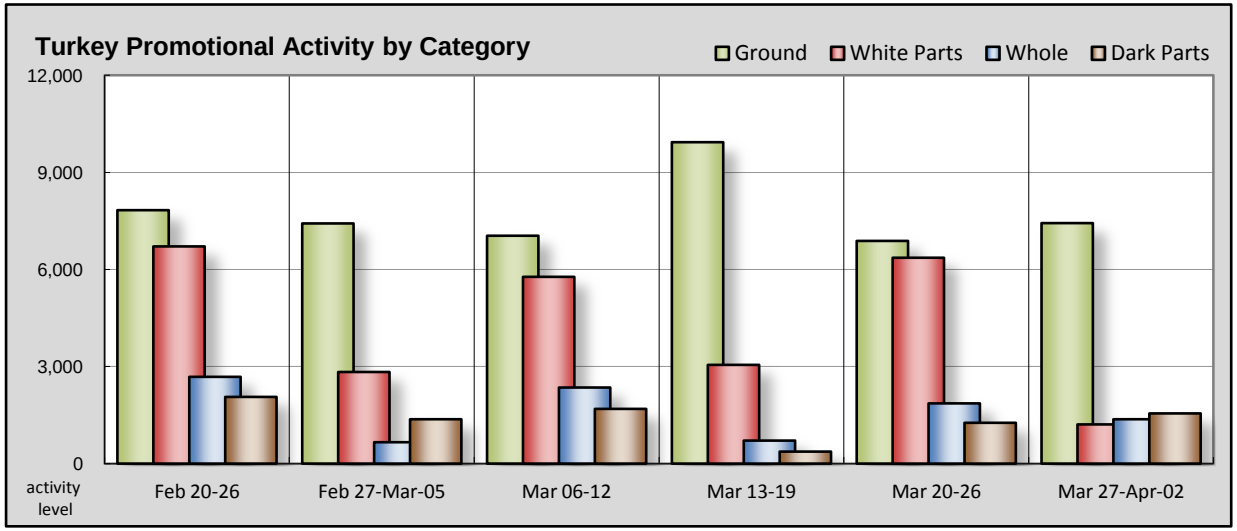
NATIONAL SUMMARY

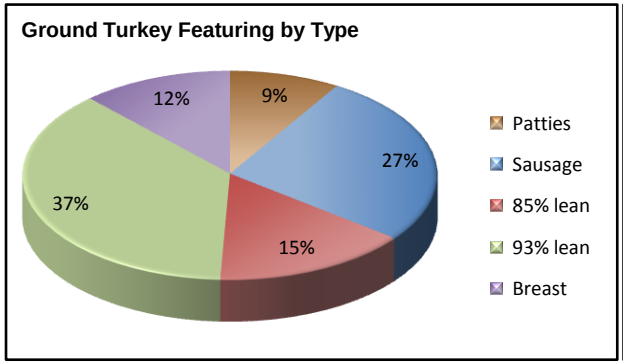
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	36.7% of 18,600 outlets		44.5% of 18,600 outlets		42.5% of 18,000 outlets	
Special Rate 4/	3.5%		4.6%		2.5%	
Activity Index 2/	13,400		17,390		13,120	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			10	1.79		
" - Toms			10	1.79		
Frozen - Hens	740	1.17	960	0.92		
" - Toms	630	1.16	880	0.88		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	2.39	400	2.41	100	2.49
Frozen	740	1.79	1,760	1.51	910	1.68
Hotel Style						
Fresh	30	1.89	60	0.99		
Frozen						
Split, bone-in						
Fresh	20	2.58				
Rotisserie	220	7.63	2,110	7.84	700	6.73
Boneless, whole	50	4.20	30	4.82	190	3.86
Cutlets	80	4.39	920	5.28	1,460	4.15
Cutlets, thin sliced	10	4.59	150	4.99	190	3.99
Strips	20	5.60	330	6.01	10	4.54
Tenders	30	4.39	600	4.31	360	3.70
Marinated Tenders	680	4.75	790	3.94	820	3.90
Drumsticks	700	1.52	360	1.75	160	1.22
Thighs	20	1.85	320	1.77	10	1.39
Wings	700	1.51	250	1.63	240	1.25
Necks			10	1.99		
Smoked Drumsticks	40	1.79	70	1.98	10	1.69
Smoked Wings	50	1.73	200	1.56	10	1.69
Smoked Necks	40	1.79	50	2.00		
GROUND TURKEY:	**7,430**	**2.69**	**6,880**	**2.95**	**7,470**	**2.63**
Patties	650	2.46	840	3.01	1,240	2.79
Sausage	1,990	2.61	1,240	2.50	740	2.75
85% lean	1,130	2.17	490	1.92	1,050	1.71
93% lean	2,770	2.54	2,460	2.58	3,180	2.37
Breast	890	4.15	1,850	3.97	1,260	3.85
Rolls (frsh/frz 1 lb.)	1,160	1.15	240	1.97	480	1.03

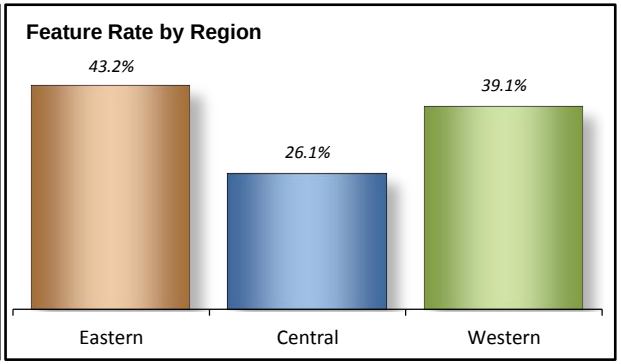
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retailers offer few turkey items for their end of month promotions. Kosher turkeys for Passover appear in a few ads and Easter specials are more more common this week. Feature activity is lighter on frozen whole turkeys and prices trend sharply higher. Fewer fresh and frozen bone-in breasts make the circulars this week. Rotisserie breasts retreat and offers on white parts are meager as retailers avoid higher priced items. Marinated tenders are the only boneless white meat cut attracting much attention and average prices are higher. The limited other white parts are available at mostly lower trending prices. Fresh drumsticks and wings are popular and priced to attract consumers' interest. Activity increases on ground turkey items, a very competitive protein choice for frugal shoppers. The 93% lean is widely promoted at slightly lower average prices, followed by sausage at higher prices and 85% lean at sharply higher prices.







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/	**43.2% of 8,400 sampled outlets**			**26.1% of 5,900 sampled outlets**			**39.1% of 4,300 sampled outlets**		
Special Rate 4/	**6.5% of stores w/ no-price promotions**			**1.9% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 8,180**			**Activity Index = 1,570**			**Activity Index = 2,490**		
	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 - 1.29	380	1.12	0.87 - 1.29	90	1.08	1.09 - 1.29	270	1.28
" - Toms	0.79 - 1.29	310	1.04	1.18 - 1.29	50	1.20	1.09 - 1.29	270	1.28
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.39	10	2.39						
Frozen	0.99 - 1.99	390	1.77	1.49 - 1.99	260	1.95	1.00 - 1.49	90	1.43
Hotel Style									
Fresh	1.89	30	1.89						
Frozen									
Split, bone-in									
Fresh	2.39 - 2.69	20	2.58						
Rotisserie	8.99	100	8.99	6.29 - 6.99	120	6.50			
Boneless, whole	4.69 - 4.79	40	4.76	1.99	10	1.99			
Cutlets	3.63 - 4.39	60	3.99				5.54 - 5.72	20	5.60
Cutlets, thin sliced	4.59	10	4.59						
Strips							5.54 - 5.72	20	5.60
Tenders	4.49	10	4.49				3.99 - 5.03	20	4.34
Marinated Tenders	3.49 - 4.79	510	4.20	3.73	30	3.73	6.99	140	6.99
Drumsticks	1.39 - 1.79	400	1.46				1.59	300	1.59
Thighs	1.79 - 1.89	20	1.85						
Wings	1.39 - 1.59	400	1.46				1.59	300	1.59
Necks									
Smoked Drumsticks	1.79	40	1.79						
Smoked Wings	1.79	40	1.79	1.49	10	1.49			
Smoked Necks	1.79	40	1.79						
GROUND TURKEY:									
Patties	1.97 - 3.99	460	2.65	2.00	190	2.00			
Sausage	2.23 - 3.29	1,510	2.64	1.79 - 2.50	330	2.34	2.86 - 2.99	150	2.87
85% lean	1.66 - 2.39	1,030	2.21	1.66 - 2.00	100	1.78			
93% lean	2.14 - 3.84	2,060	2.53	2.31 - 3.99	190	2.96	2.00 - 3.49	520	2.43
Breast (99-100% lean)	2.99 - 4.45	310	4.15	3.20	190	3.20	3.99 - 4.79	390	4.62
Rolls (frsh/frz 1 lb.)	0.98 - 2.00	560	1.28	1.00 - 1.50	180	1.11	0.99	420	0.99