USDA Weekly Retail Turkey Feature Activity

Fri. Apr 10, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/10 thru 04/16.

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

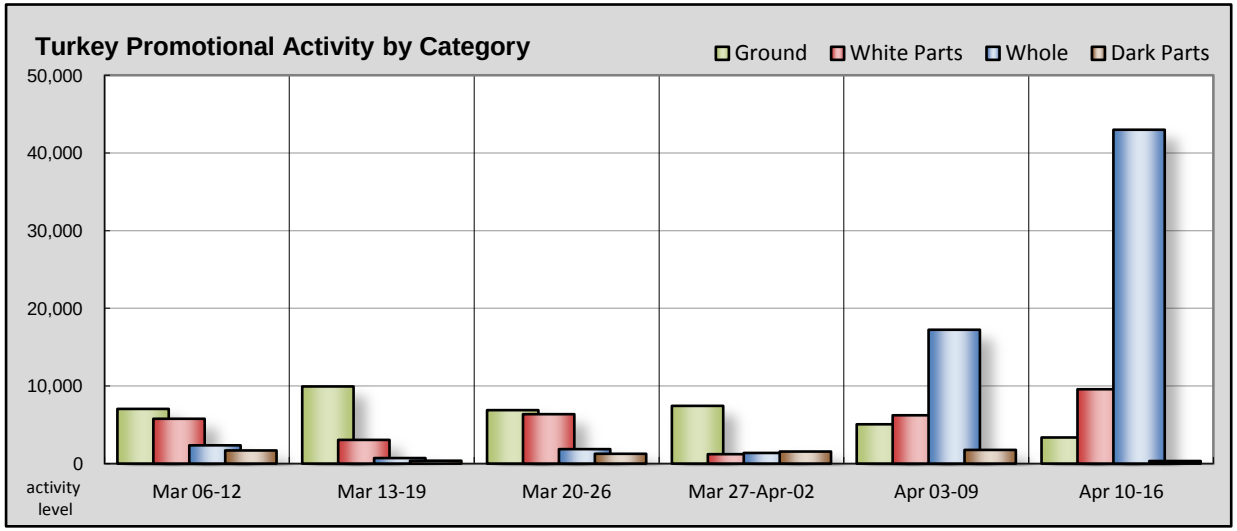
NATIONAL SUMMARY

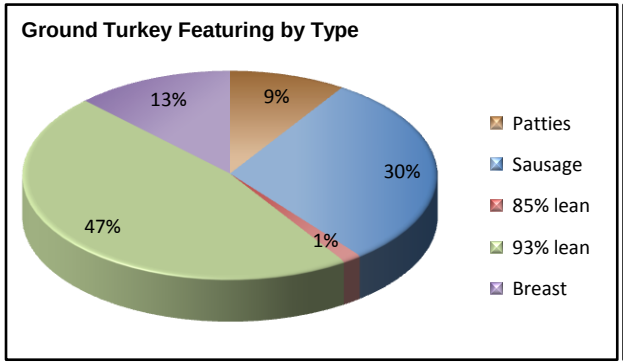
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**84.8% of 18,600 outlets**		**60.5% of 18,600 outlets**		**41.7% of 18,000 outlets**	
Special Rate 4/	**5.1%**		**4.8%**		**2.5%**	
Activity Index 2/	**56,630**		**30,810**		**13,830**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	12,390	1.31	4,120	1.29	20	1.39
" - Toms	10,520	1.32	3,550	1.26	20	1.39
Frozen - Hens	10,590	0.97	5,020	0.94	140	1.49
" - Toms	9,480	0.94	4,540	0.92	140	1.49
PARTS:						
Breast:						
Bone-in, whole						
Fresh	2,770	2.33	870	2.59	40	1.77
Frozen	5,530	1.51	3,570	1.51	590	1.61
Hotel Style						
Fresh	20	1.99	290	1.04		
Frozen						
Split, bone-in						
Fresh	220	1.99			10	2.19
Rotisserie	380	7.35	240	7.10	440	8.12
Boneless, whole	20	3.99	80	3.99	190	3.95
Cutlets	320	5.01	350	5.08	520	4.57
Cutlets, thin sliced	100	4.99	240	5.21	100	4.99
Strips	20	5.07	140	5.37	140	4.54
Tenders	190	3.58	440	4.77	650	4.37
Marinated Tenders	50	3.72	400	3.82	810	3.79
Drumsticks	90	1.50	280	1.30	450	1.15
Thighs	70	1.89	100	1.54	310	1.24
Wings	90	1.79	200	1.24	450	1.15
Necks	80	1.57	20	1.69	210	1.00
Smoked Drumsticks			500	1.65	20	1.63
Smoked Wings			500	1.65	10	1.77
Smoked Necks			160	1.78		
GROUND TURKEY:	**3,360**	**3.05**	**5,060**	**2.92**	**8,340**	**2.59**
Patties	310	3.47	480	2.49	570	2.57
Sausage	1,010	2.72	950	2.60	1,350	2.46
85% lean	50	1.98	890	1.95	1,910	1.87
93% lean	1,570	2.77	1,750	2.66	2,910	2.27
Breast	420	4.70	990	4.76	1,600	4.17
Rolls (frsh/frz 1 lb.)	340	1.77	140	1.40	230	1.63

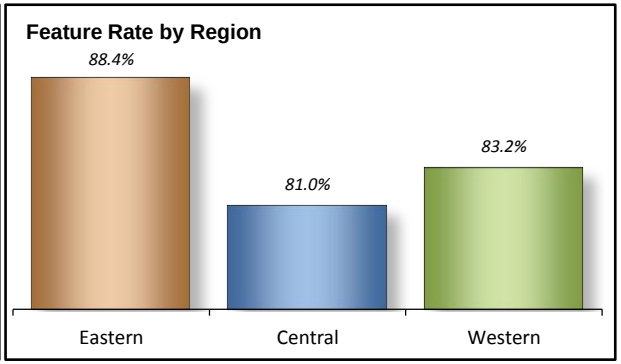
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retailers are very active with Easter and Passover promotions. Offers on fresh and frozen whole turkeys exceed last year's holiday week and prices are stronger this year. Fresh and frozen bone-in breasts continue to be a favorite, but not as active as last year's holiday ads and prices trend higher on fresh bone-in breasts, lower on frozen. The balance of white parts are promoted in the East, but with limited exposure in other regions. Dark parts also take a back seat to holiday items. Ground product is less available this week compared to a week ago. Sausage and 93% lean are the most active. Prices trend higher on all grinds except ground breast. This is the big week for holiday ads and next week ad space should return to less expensive items, such as ground turkey.







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/	**88.4% of 8,400 sampled outlets**			**81.0% of 5,900 sampled outlets**			**83.2% of 4,300 sampled outlets**		
Special Rate 4/	**0.8% of stores w/ no-price promotions**			**8.3% of stores w/ no-price promotions**			**8.8% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 29,670**			**Activity Index = 15,190**			**Activity Index = 11,430**		
	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	0.97 - 1.99	6,350	1.29	0.88 - 1.99	3,000	1.41	0.88 - 1.69	3,040	1.26
" - Toms	0.97 - 1.99	5,530	1.28	0.97 - 1.99	2,680	1.45	0.99 - 1.69	2,310	1.29
Frozen - Hens	0.58 - 1.39	5,730	0.93	0.49 - 1.69	3,570	1.03	0.54 - 1.49	1,290	0.95
" - Toms	0.58 - 1.39	5,510	0.92	0.49 - 1.69	2,540	1.01	0.39 - 1.49	1,430	0.94
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.99	1,720	2.28	1.59 - 2.99	550	2.32	1.99 - 2.69	500	2.53
Frozen	0.89 - 2.29	2,620	1.49	0.98 - 1.99	1,850	1.56	0.97 - 1.99	1,060	1.48
Hotel Style									
Fresh	1.99	20	1.99						
Frozen									
Split, bone-in									
Fresh	1.99	220	1.99						
Rotisserie	5.99 - 7.99	320	7.46	5.99 - 7.98	60	6.75			
Boneless, whole	3.99	20	3.99						
Cutlets	4.99	310	4.99				5.54	10	5.54
Cutlets, thin sliced	4.99	100	4.99						
Strips	4.59	10	4.59				5.54	10	5.54
Tenders	3.49 - 4.49	180	3.55				3.99	10	3.99
Marinated Tenders	3.72	50	3.72						
Drumsticks	1.19 - 1.59	80	1.52	1.39	10	1.39			
Thighs	1.89	70	1.89						
Wings	1.59 - 1.89	80	1.84	1.39	10	1.39			
Necks	1.59	70	1.59	1.39	10	1.39			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.00	10	3.00	3.49	300	3.49
Sausage	2.00 - 2.99	340	2.32	2.86 - 2.87	350	2.87	3.00 - 3.03	320	3.00
85% lean	1.92 - 2.49	10	2.21	1.92	40	1.92			
93% lean	2.39 - 3.00	260	2.75	2.08 - 3.99	500	2.74	2.74 - 2.80	810	2.79
Breast (99-100% lean)	4.99	70	4.99	4.79	10	4.79	3.18 - 4.79	340	4.64
Rolls (frsh/frz 1 lb.)	0.99 - 2.59	40	1.90	1.39 - 2.09	300	1.76			

A full breakdown of supermarket promotions featuring turkey and other poultry for Easter/Passover will be available on April 10, 2009 on our website at:

www.ams.usda.gov/pymarketnews.htm

"Poultry and Egg Market Reports"
"Holiday Advertising"

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, and liquid eggs.

This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.

USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911 - PYMN@usda.gov