USDA Weekly Retail Turkey Feature Activity

Fri. Apr 24, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/24 thru 04/30.

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

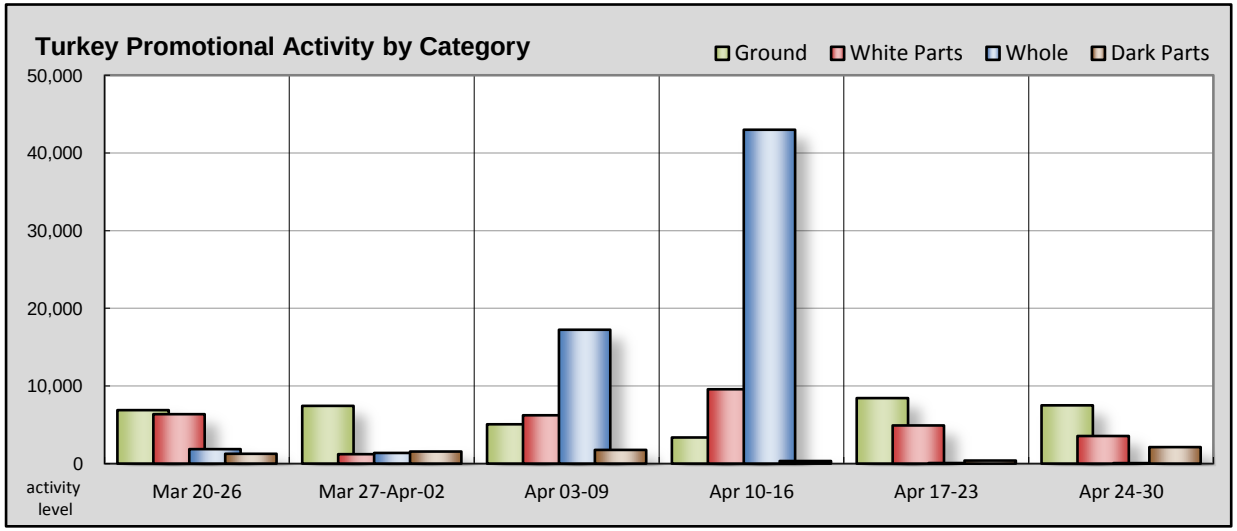
NATIONAL SUMMARY

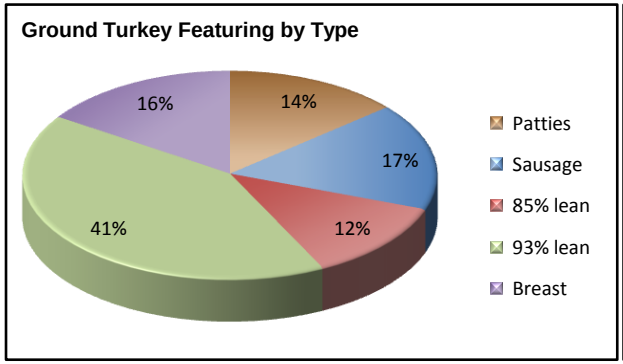
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**42.3% of 18,600 outlets**		**48.7% of 18,600 outlets**		**43.9% of 18,000 outlets**	
Special Rate 4/	**5.2%**		**6.2%**		**3.9%**	
Activity Index 2/	**14,160**		**15,170**		**13,560**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens			10	1.19		
" - Toms						
Frozen - Hens	50	0.90	30	1.19	290	0.88
" - Toms	10	1.19	30	1.19	290	0.88
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	2.49	180	2.01	450	2.14
Frozen	1,060	1.39	1,740	1.14	120	1.79
Hotel Style						
Fresh	200	0.99	20	1.79		
Frozen	10	1.49				
Split, bone-in						
Fresh						
Rotisserie	490	7.84	100	9.41	200	7.35
Boneless, whole	10	4.49	50	3.79	60	3.99
Cutlets	850	4.88	1,100	5.36	830	4.10
Cutlets, thin sliced	140	4.49	40	4.19	710	3.97
Strips	320	5.56	560	5.85	20	4.54
Tenders	460	3.85	1,120	4.28	310	3.99
Marinated Tenders	540	3.92	930	3.87	1,250	4.01
Drumsticks	490	1.56	10	0.99	510	1.40
Thighs	150	1.90			10	1.29
Wings	480	1.34	10	0.99	510	1.39
Necks	20	1.18	10	0.99	150	1.40
Smoked Drumsticks	440	1.68	190	1.81		
Smoked Wings	420	1.64	170	1.83		
Smoked Necks	120	1.77				
GROUND TURKEY:	**7,500**	**2.66**	**8,430**	**2.72**	**7,480**	**2.75**
Patties	1,040	2.68	1,390	2.76	1,290	2.93
Sausage	1,250	2.58	1,100	2.49	1,830	2.79
85% lean	910	2.01	1,310	1.87	850	1.84
93% lean	3,120	2.38	2,720	2.33	2,070	2.35
Breast	1,180	3.93	1,910	3.96	1,440	3.65
Rolls (frsh/frz 1 lb.)	390	1.60	440	1.62	370	1.13

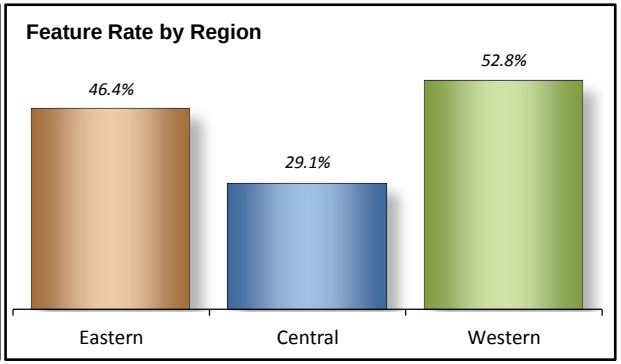
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity is lighter this week with promotions on graduation party trays beginning to take more space in the circulars. There is little interest in whole turkeys after the holidays. Fewer bone-in breasts are offered and prices trend substantially higher. Rotisserie breasts are popular in the Western Region this week, light elsewhere. Fewer stores offer boneless cuts and prices trend lower on cutlets, strips and tenders while trending higher on the other cuts. Dark parts are very popular this week and consumers will find features on all the fresh and smoked parts. Fresh prices average sharply higher but smoked parts are a bargain in some areas. Ground turkey is still a popular item and all grinds are well represented. The average price is lower due to fewer ads on ground breast.







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/	**46.4% of 8,400 sampled outlets**			**29.1% of 5,900 sampled outlets**			**52.8% of 4,300 sampled outlets**		
Special Rate 4/	**8.1% of stores w/ no-price promotions**			**3.6% of stores w/ no-price promotions**			**1.7% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 7,570**			**Activity Index = 2,710**			**Activity Index = 3,490**		
	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				0.79 - 1.19	50	0.90			
" - Toms				1.19	10	1.19			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.49	10	2.49			
Frozen	0.99 - 1.79	690	1.29	0.99 - 1.69	150	1.39	1.69 - 1.79	220	1.73
Hotel Style									
Fresh	0.99	200	0.99						
Frozen	1.49	10	1.49						
Split, bone-in									
Fresh									
Rotisserie	6.99 - 7.99	90	7.16				7.99	400	7.99
Boneless, whole	4.49	10	4.49						
Cutlets	3.99 - 4.99	510	4.48	3.99	20	3.99	5.54 - 5.72	320	5.56
Cutlets, thin sliced	4.49	140	4.49						
Strips							5.54 - 5.72	320	5.56
Tenders	4.00 - 4.79	30	4.79	2.99 - 3.99	120	3.19	4.00 - 5.03	310	4.02
Marinated Tenders	3.49 - 4.26	430	4.02	2.93 - 3.19	70	3.12	3.73 - 4.79	40	4.29
Drumsticks	0.99 - 1.79	220	1.27	0.99 - 3.72	50	2.44	1.29 - 1.89	220	1.65
Thighs	1.99	20	1.99				1.89	130	1.89
Wings	0.99 - 1.69	170	1.09	0.99 - 1.39	20	1.18	1.29 - 1.59	290	1.50
Necks				0.99 - 1.39	20	1.18			
Smoked Drumsticks	1.39 - 2.00	370	1.61	1.79 - 2.33	70	2.05			
Smoked Wings	1.29 - 2.00	380	1.60	2.00	40	2.00			
Smoked Necks	1.59 - 2.00	80	1.66	2.00	40	2.00			
GROUND TURKEY:									
Patties	2.18 - 3.99	710	2.84	2.00 - 3.00	310	2.25	3.59	20	3.59
Sausage	1.99 - 3.29	910	2.63	2.00 - 3.52	340	2.46			
85% lean	1.66 - 2.33	300	1.91	1.65 - 2.49	480	2.12	1.83	130	1.83
93% lean	1.92 - 2.99	1,910	2.23	2.00 - 2.99	560	2.66	2.00 - 3.99	650	2.60
Breast (99-100% lean)	2.63 - 4.79	390	3.61	3.32 - 4.00	350	3.94	2.87 - 5.99	440	4.21
Rolls (frsh/frz 1 lb.)	1.19 - 1.74	180	1.72	1.50	210	1.50			