USDA Weekly Retail Turkey Feature Activity

Fri. May 01, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/01 thru 05/07.

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

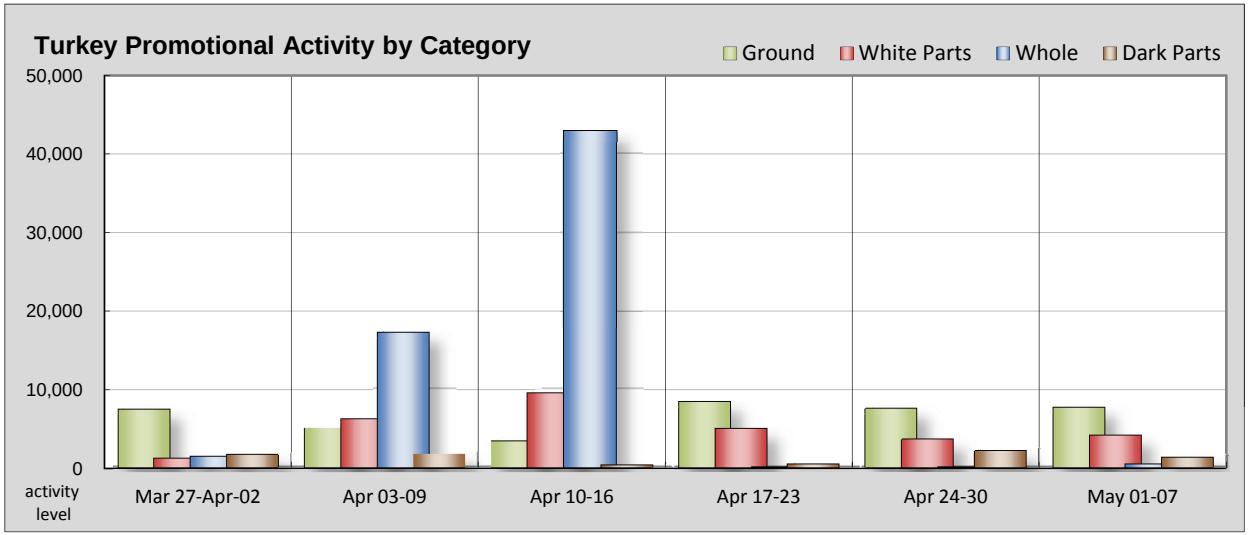
NATIONAL SUMMARY

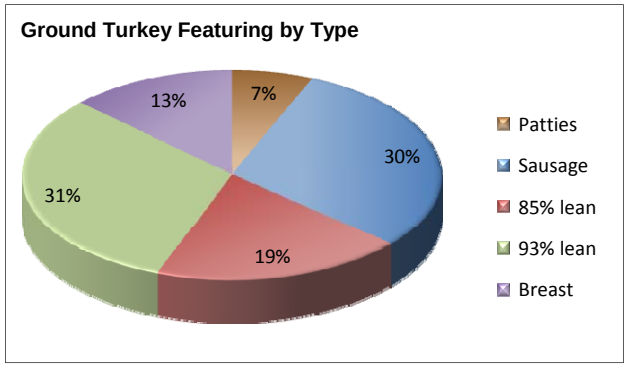
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**47.0% of 18,600 outlets**		**42.3% of 18,600 outlets**		**36.3% of 18,000 outlets**	
Special Rate 4/	**13.1%**		**5.2%**		**2.6%**	
Activity Index 2/	**13,830**		**14,160**		**10,040**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	150	0.68	50	0.90	80	1.19
" - Toms	290	0.78	10	1.19	150	1.03
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	2.39	10	2.49	130	0.99
Frozen	1,330	1.24	1,060	1.39	420	1.56
Hotel Style						
Fresh	340	0.92	200	0.99		
Frozen			10	1.49		
Split, bone-in						
Fresh	200	1.68			140	2.69
Rotisserie	450	8.26	490	7.84	10	5.99
Boneless, whole	270	3.77	10	4.49		
Cutlets	1,130	4.57	850	4.88	250	3.94
Cutlets, thin sliced	100	4.99	140	4.49	100	4.99
Strips	30	5.51	320	5.56		
Tenders	240	3.81	460	3.85	10	2.57
Marinated Tenders	150	3.31	540	3.92	150	3.81
Drumsticks	400	1.59	490	1.56	370	1.26
Thighs	30	1.79	150	1.90	20	1.35
Wings	390	1.58	480	1.34	370	1.26
Necks			20	1.18	10	1.39
Smoked Drumsticks	210	1.78	440	1.68	10	2.49
Smoked Wings	200	1.78	420	1.64	10	2.49
Smoked Necks			120	1.77		
GROUND TURKEY:	**7,700**	**2.73**	**7,500**	**2.66**	**7,150**	**2.87**
Patties	490	2.63	1,040	2.68	1,370	2.92
Sausage	2,310	2.58	1,250	2.58	1,210	2.66
85% lean	1,490	2.13	910	2.01	1,050	1.76
93% lean	2,410	2.61	3,120	2.38	2,100	2.56
Breast	1,000	4.32	1,180	3.93	1,420	4.26
Rolls (frsh/frz 1 lb.)	200	1.47	390	1.60	660	1.30

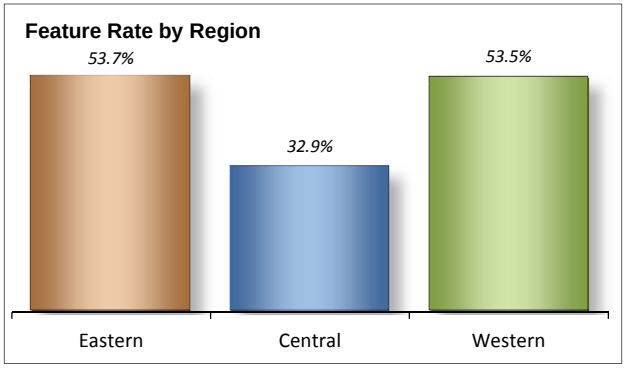
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

More stores offer turkey for the first of the month, with over half of the stores in the Eastern and Western regions running promotions. Special rate ads are popular this week. A limited number of stores offer frozen whole turkeys and prices are very attractive. Frozen bone-in breasts are more available and prices trend lower. Fresh hotel style breasts are active this week and competitively priced. Offers on rotisserie breasts slow a bit and prices are sharply higher. Feature on boneless white parts center on cutlets at lower average prices and boneless breasts at prices sure to tempt shoppers. Dark parts retreat from last week's active offers but are still widely available. Prices trend higher on fresh and smoked drums and wings. Slightly more stores promote ground turkey. The 93% lean and sausage are very popular this week and average prices trend higher on 93% lean but unchanged on sausage. Prices on ground breast are in a wide range, but the average price is higher this week.







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/]	**53.7% of 8,400 sampled outlets**			**32.9% of 5,900 sampled outlets**			**53.5% of 4,300 sampled outlets**		
Special Rate [4/]	**8.4% of stores w/ no-price promotions**			**10.1% of stores w/ no-price promotions**			**26.5% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,430**			**Activity Index = 2,840**			**Activity Index = 2,360**		
	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens				0.68	150	0.68			
" - Toms	0.88	140	0.88	0.68	150	0.68			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.39	20	2.39						
Frozen	1.19 - 1.79	320	1.49	0.99 - 1.79	300	1.08	0.99 - 1.99	710	1.19
Hotel Style									
Fresh	0.88 - 0.99	340	0.92						
Frozen									
Split, bone-in									
Fresh	1.68	180	1.68	1.68	20	1.68			
Rotisserie	7.99 - 9.99	380	8.36	6.98 - 7.19	20	7.11	7.99	50	7.99
Boneless, whole	3.99	70	3.99	3.69	200	3.69			
Cutlets	3.99 - 4.99	860	4.78	3.69 - 3.97	240	3.73	5.45 - 5.72	30	5.51
Cutlets, thin sliced	4.99	100	4.99						
Strips							5.45 - 5.72	30	5.51
Tenders				2.88 - 3.69	210	3.66	4.79 - 5.03	30	4.85
Marinated Tenders	2.98 - 4.26	150	3.31						
Drumsticks	1.49 - 1.69	70	1.59	1.59	30	1.59	1.59	300	1.59
Thighs	1.79	30	1.79						
Wings	1.59 - 1.69	40	1.67	1.59	30	1.59	0.99 - 1.59	320	1.56
Necks									
Smoked Drumsticks	1.79	190	1.79	1.66	20	1.66			
Smoked Wings	1.79	190	1.79	1.49	10	1.49			
Smoked Necks									
GROUND TURKEY:									
Patties	2.59 - 3.00	300	2.69	2.50 - 2.99	190	2.53			
Sausage	2.00 - 3.29	1,660	2.62	2.00 - 3.19	300	2.48	2.05 - 2.86	350	2.48
85% lean	1.92 - 2.39	1,330	2.18	1.51 - 2.30	160	1.75			
93% lean	2.14 - 3.19	1,570	2.52	2.08 - 3.11	520	2.67	2.79 - 3.50	320	2.97
Breast (99-100% lean)	3.30 - 5.19	490	4.46	2.48 - 5.19	290	3.93	3.99 - 4.79	220	4.52
Rolls (frsh/frz 1 lb.)				1.50	30	1.50	0.99 - 1.49	170	1.46