USDA Weekly Retail Turkey Feature Activity

Fri. May 08, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

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

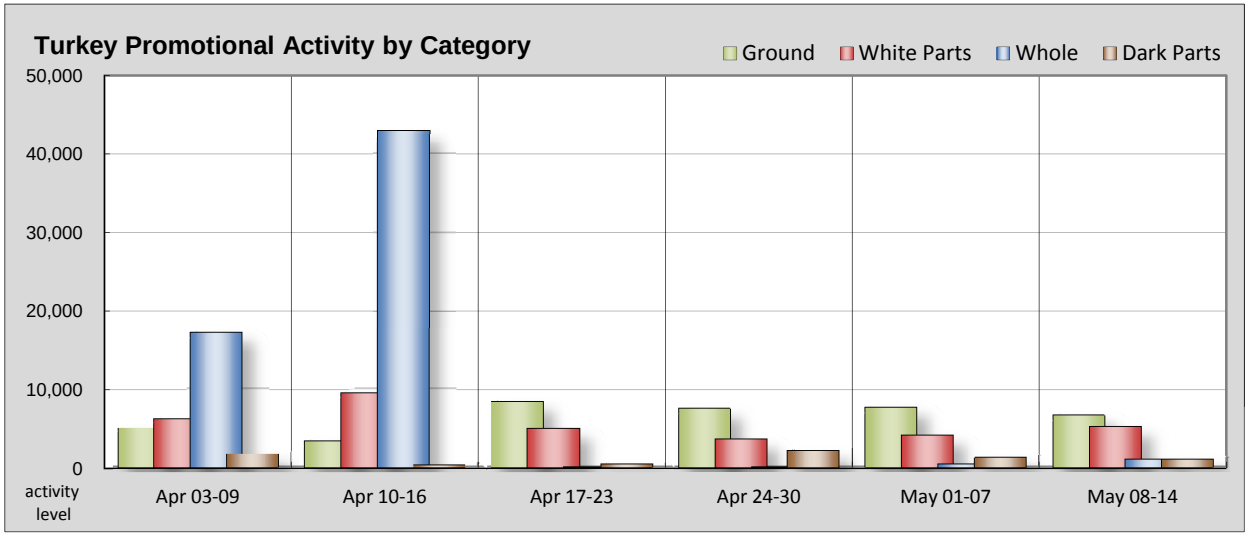
NATIONAL SUMMARY

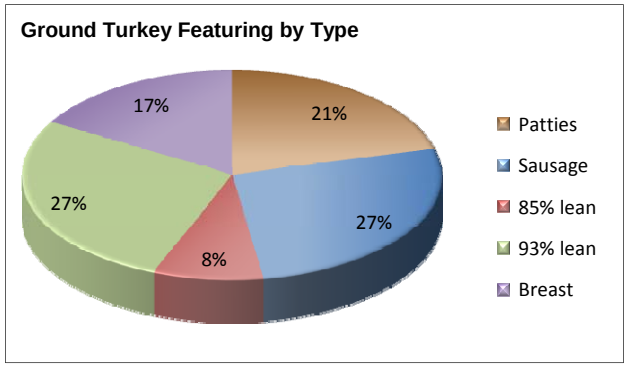
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**55.1% of 18,600 outlets**		**47.0% of 18,600 outlets**		**49.1% of 18,000 outlets**	
Special Rate 4/	**6.7%**		**13.1%**		**2.8%**	
Activity Index 2/	**14,710**		**13,830**		**13,630**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	80	1.17			30	1.20
" - Toms						
Frozen - Hens	500	0.82	150	0.68	100	0.99
" - Toms	450	0.82	290	0.78		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	300	1.77	20	2.39	400	2.15
Frozen	2,110	1.34	1,330	1.24	1,860	1.43
Hotel Style						
Fresh	60	1.59	340	0.92		
Frozen	20	0.99				
Split, bone-in						
Fresh	10	2.49	200	1.68	10	2.19
Rotisserie	650	7.96	450	8.26	940	7.61
Boneless, whole	160	4.90	270	3.77	370	3.92
Cutlets	670	4.89	1,130	4.57	540	3.99
Cutlets, thin sliced	210	5.78	100	4.99	40	3.75
Strips	130	6.66	30	5.51	30	4.54
Tenders	950	4.43	240	3.81	620	4.14
Marinated Tenders	540	3.92	150	3.31	710	4.20
Drumsticks	80	1.57	400	1.59	20	1.29
Thighs	80	1.89	30	1.79	30	1.36
Wings	720	1.26	390	1.58	20	1.29
Necks	80	1.57				
Smoked Drumsticks	30	2.14	210	1.78	10	1.69
Smoked Wings	20	2.14	200	1.78	10	1.69
Smoked Necks	10	1.99				
GROUND TURKEY:	**6,640**	**2.76**	**7,700**	**2.73**	**7,310**	**2.72**
Patties	1,400	2.61	490	2.63	730	2.66
Sausage	1,760	2.51	2,310	2.58	2,070	2.69
85% lean	560	1.97	1,490	2.13	290	1.55
93% lean	1,810	2.51	2,410	2.61	2,960	2.39
Breast	1,110	4.17	1,000	4.32	1,260	3.84
Rolls (frsh/frz 1 lb.)	210	1.58	200	1.47	580	1.40

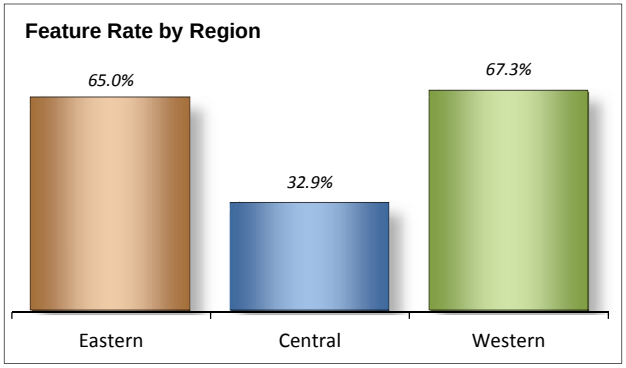
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity is higher this week, due to increased promotions in the Eastern and Western regions. Fresh hens return to the circulars and frozen whole birds are more available although prices trend higher. Offers increase on fresh and frozen bone-in breasts this week, fewer stores offer hotel style breasts. Rotisserie breast are more active and are one option to prepare an easy meal for Mother's Day. Average prices trend higher on all boneless white meat cuts. Promotions increase on tenders and marinated tenders while fewer cutlets are offered. Dark parts are well represented. Wings are heavily promoted this week and are a good choice for the grill. Wings are priced to get the consumer's attention, prices on other dark parts trended higher. Fewer stores promote ground turkey. The weighted average is higher due to fewer ads on 85% lean, but prices trended lower on all grinds. Sausage and 93% lean are the most popular







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.)

USDA Weekly Retail Turkey Feature Activity

Fri. May 08, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/08 thru 05/14.

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

	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/]	**65.0% of 8,400 sampled outlets**			**32.9% of 5,900 sampled outlets**			**67.3% of 4,300 sampled outlets**		
Special Rate [4/]	**6.6% of stores w/ no-price promotions**			**1.6% of stores w/ no-price promotions**			**14.1% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,400**			**Activity Index = 3,170**			**Activity Index = 3,930**		
	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	0.99 - 1.39	20	1.21				0.99 - 1.19	60	1.16
" - Toms									
Frozen - Hens				0.58 - 0.99	470	0.79	1.29	30	1.29
" - Toms				0.79	420	0.79	1.29	30	1.29
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.59 - 1.99	280	1.76				1.99	20	1.99
Frozen	0.99 - 1.99	1,630	1.32	0.99 - 1.69	400	1.41	1.49 - 1.69	80	1.60
Hotel Style									
Fresh	1.59	60	1.59						
Frozen	0.99	20	0.99						
Split, bone-in									
Fresh	2.49	10	2.49						
Rotisserie	7.58 - 7.99	380	7.94				7.99	270	7.99
Boneless, whole	4.69 - 4.99	150	4.96				3.99	10	3.99
Cutlets	3.99 - 4.99	580	4.74				3.99 - 6.21	90	5.87
Cutlets, thin sliced	3.99 - 4.49	80	4.34				6.66	130	6.66
Strips							6.66	130	6.66
Tenders	3.99 - 4.99	290	4.46	3.99	150	3.99	3.99 - 4.79	510	4.54
Marinated Tenders	3.73 - 4.26	380	3.91	3.14 - 3.99	160	3.95			
Drumsticks	1.59	70	1.59	1.39	10	1.39			
Thighs	1.89	80	1.89						
Wings	1.19 - 1.89	580	1.27	1.19 - 1.39	140	1.20			
Necks	1.59	70	1.59	1.39	10	1.39			
Smoked Drumsticks	1.99	10	1.99	2.15 - 2.29	20	2.22			
Smoked Wings	1.99	10	1.99	2.29	10	2.29			
Smoked Necks	1.99	10	1.99						
GROUND TURKEY:									
Patties	1.64 - 3.00	500	2.27	2.50 - 3.50	290	2.55	2.00 - 3.50	610	2.90
Sausage	2.39 - 2.95	1,160	2.58	2.00 - 2.46	180	2.05	2.04 - 3.05	420	2.52
85% lean	1.53 - 2.30	260	1.92	1.83 - 2.30	180	2.04	1.99	120	1.99
93% lean	1.84 - 3.00	330	2.31	1.83 - 2.99	350	2.31	2.00 - 3.99	1,130	2.63
Breast (99-100% lean)	3.84 - 4.74	440	4.32	2.99 - 4.79	380	3.59	2.99 - 4.79	290	4.71
Rolls (frsh/frz 1 lb.)	0.99 - 2.39	90	2.21	1.00 - 1.99	120	1.11			