



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/22 thru 05/28.

Fri. May 22, 2009

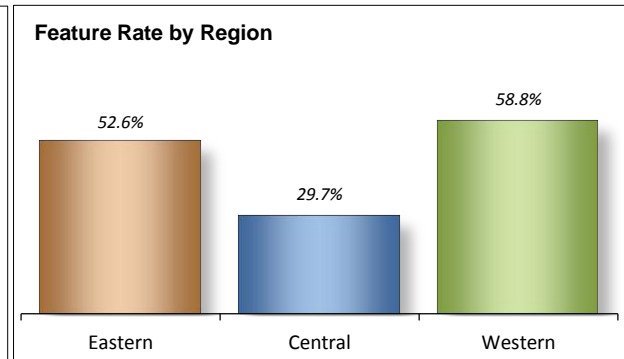
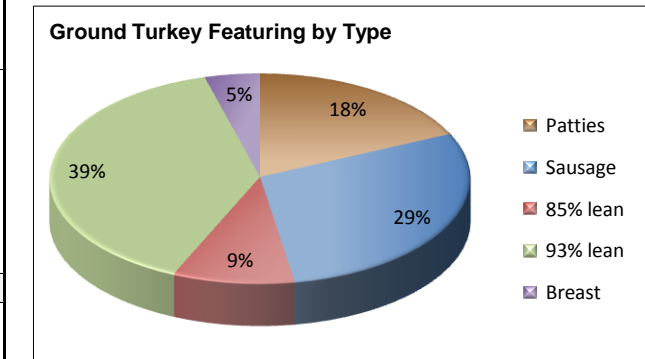
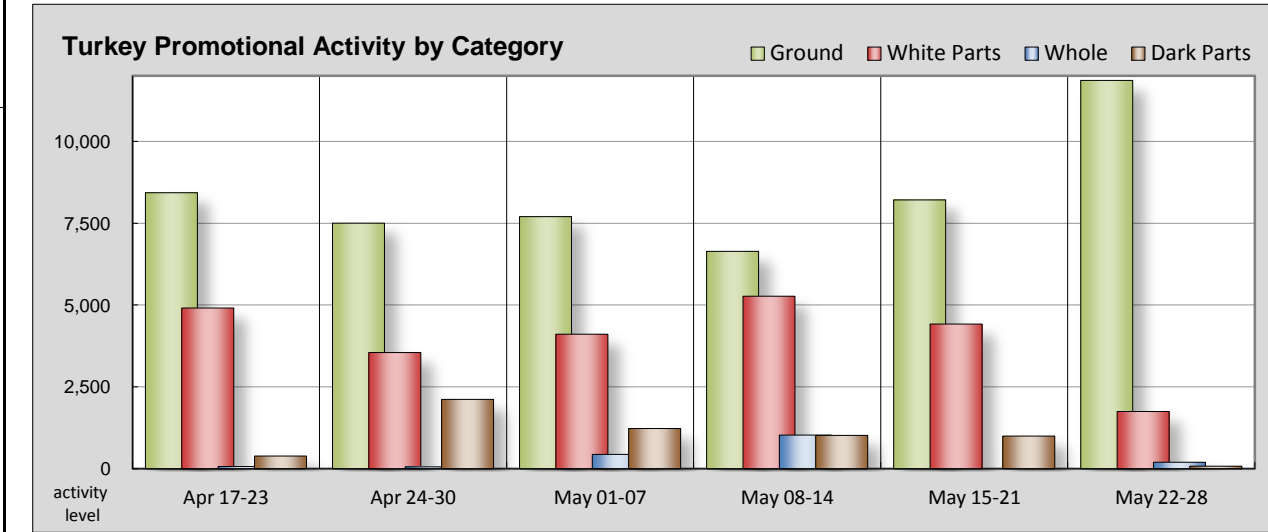
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	46.7% of 18,600 outlets		49.3% of 18,600 outlets		42.0% of 18,000 outlets	
Special Rate ^{4/}	3.3%		5.6%		3.4%	
Activity Index ^{2/}	14,540		14,590		13,590	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	80	1.29			50	1.26
" - Toms					30	1.25
Frozen - Hens	110	1.18			130	0.89
" - Toms	10	0.99				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	2.03	150	2.50	190	2.01
Frozen	1,090	1.43	2,090	1.27	810	1.90
Hotel Style						
Fresh			20	1.29		
Frozen						
Split, bone-in						
Fresh	20	2.79	10	2.49		
Rotisserie	280	8.03	320	8.41	230	8.00
Boneless, whole						
			60	4.84	50	3.84
Cutlets						
	230	4.59	750	5.37	140	4.26
Cutlets, thin sliced						
			110	4.95	210	4.94
Strips						
			340	6.05		
Tenders						
	10	3.99	570	4.49	130	3.19
Marinated Tenders						
	550	3.84	690	4.01	990	4.34
Drumsticks						
	30	1.73	250	1.29		
Thighs						
			10	1.99		
Wings						
	30	1.66	250	1.29		
Necks						
	10	1.39				
Smoked Drumsticks						
	10	1.39	210	1.46	100	1.49
Smoked Wings						
			210	1.46	100	1.49
Smoked Necks						
			70	1.59		
GROUND TURKEY:	11,860	2.64	8,210	2.89	10,020	2.43
Patties	2,160	2.91	570	2.69	2,160	2.73
Sausage	3,460	2.60	1,200	2.75	2,230	2.47
85% lean	1,100	2.05	1,520	2.07	1,940	1.99
93% lean	4,630	2.50	3,050	2.56	3,150	2.24
Breast	510	4.26	1,870	4.23	540	3.79
Rolls (frsh/frz 1 lb.)	100	2.37	270	1.76	410	1.41

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

This Week's Turkey Feature Highlights

Retail promotions on turkey slow as focus turns to grilling items for the Memorial Day weekend. Whole turkeys return to the circulars, mostly hens for grilling. Bone-in breasts are not as active as last week, but frozen continue to be readily available. Sales prices trend lower on fresh bone-in breasts, higher on frozen. Rotisserie breasts offers are light and priced lower this week. Very few boneless white parts make it to ad pages and only cutlets, tenders and marinated tenders make the cut. Offers on dark parts retreat. The big item this week is ground turkey, perfect for grilling. The weighted average price for ground turkey is lower due to fewer ads on ground breast. Patties, sausage and 93% lean are heavily promoted, including a number of no-price promotions. Prices trend higher on patties and ground breast, lower on the other grinds. Hopefully the weather will cooperate and everyone can enjoy being outdoors this weekend.



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/} Special Rate ^{4/} Activity Index ^{2/}	52.6% of 8,400 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 8,590			29.7% of 5,900 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 2,560			58.8% of 4,300 sampled outlets 3.3% of stores w/ no-price promotions Activity Index = 3,290		
	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				1.29	80	1.29			
" - Toms									
Frozen - Hens	0.99 - 1.29	80	1.25	0.98 - 0.99	20	0.99	0.99	10	0.99
" - Toms	0.99	10	0.99						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	10	2.49	1.99	80	1.99	1.98	30	1.98
Frozen	1.39 - 1.79	390	1.40	1.39 - 1.79	450	1.49	0.99 - 1.69	250	1.36
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.79	20	2.79						
Rotisserie	8.99	10	8.99				7.99	270	7.99
Boneless, whole									
Cutlets	3.99 - 4.79	220	4.59				4.54	10	4.54
Cutlets, thin sliced									
Strips									
Tenders							3.99	10	3.99
Marinated Tenders	3.73 - 4.26	550	3.84						
Drumsticks	1.90	20	1.90	1.39	10	1.39			
Thighs									
Wings	1.79	20	1.79	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks				1.39	10	1.39			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.89 - 3.00	1,330	2.64	1.99 - 3.49	470	2.90	3.49 - 3.99	360	3.91
Sausage	1.99 - 3.29	2,750	2.62	2.00 - 3.33	480	2.31	2.86 - 3.11	230	3.01
85% lean	1.35 - 2.50	920	2.05	1.91 - 2.08	40	1.99	2.08	140	2.08
93% lean	1.92 - 2.76	1,900	2.36	1.99 - 3.50	830	2.57	2.40 - 3.99	1,900	2.62
Breast (99-100% lean)	3.49 - 4.61	360	4.30	3.49	70	3.49	4.79	80	4.79
Rolls (frsh/frz 1 lb.)				1.79 - 2.50	100	2.37			