



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

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

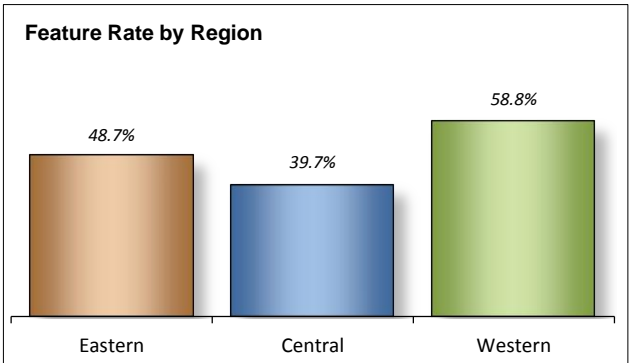
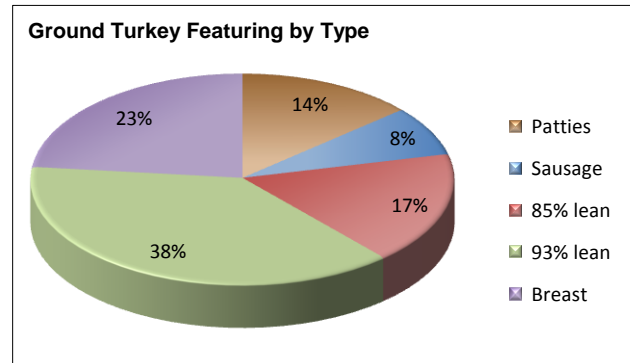
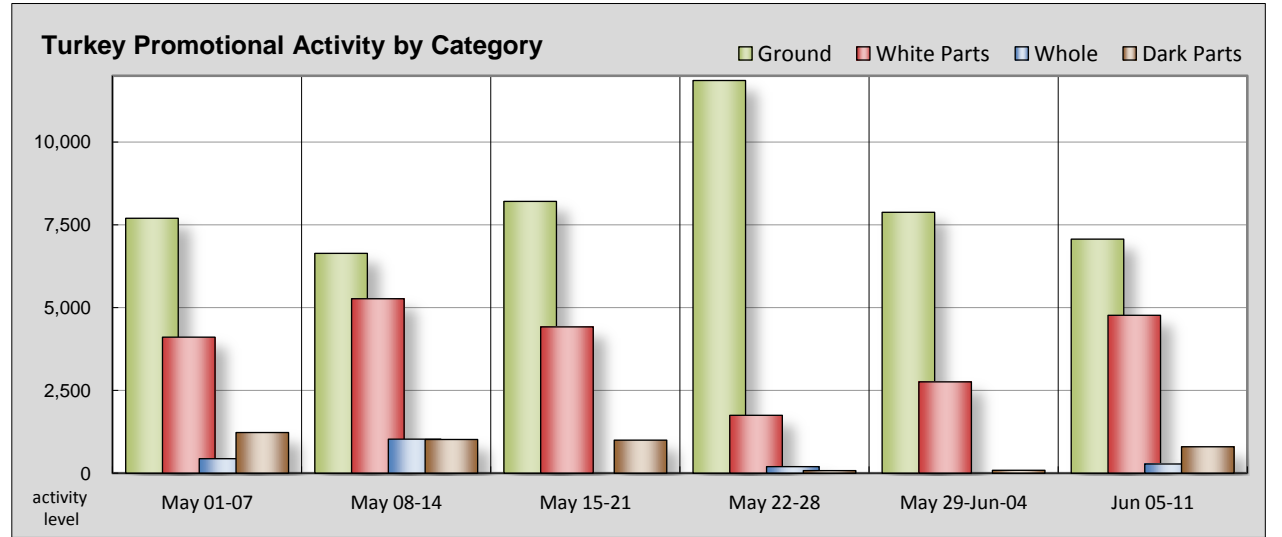
Fri. Jun 05, 2009

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	48.1% of 18,600 outlets		48.5% of 18,600 outlets		37.5% of 18,000 outlets	
Special Rate ^{4/}	8.0%		6.3%		4.9%	
Activity Index ^{2/}	14,250		11,850		12,310	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					140	1.34
" - Toms						
Frozen - Hens	220	0.81			20	0.94
" - Toms	60	0.80			10	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	100	2.64			210	0.99
Frozen	1,390	1.39	410	1.51	1,020	1.65
Hotel Style						
Fresh			20	1.29	300	1.04
Frozen						
Split, bone-in						
Fresh						
Rotisserie	2,200	7.70	390	7.42	1,010	7.73
Boneless, whole						
	20	5.45	200	4.26	10	3.99
Cutlets						
	660	4.36	550	4.83	600	4.24
Cutlets, thin sliced						
			250	5.55	100	4.99
Strips						
	30	5.56	250	5.55	380	3.99
Tenders						
	370	4.03	690	3.85	710	3.94
Marinated Tenders						
	400	3.77	1,000	4.20	1,110	3.95
Drumsticks						
	30	1.62	30	1.89	160	1.65
Thighs						
					140	1.69
Wings						
	30	1.62	30	1.89	40	1.54
Necks						
	10	1.39			20	1.39
Smoked Drumsticks						
	290	1.70	10	1.99	10	2.29
Smoked Wings						
	290	1.70	10	1.99	10	2.29
Smoked Necks						
	150	1.89	10	1.99		
GROUND TURKEY:	7,070	2.95	7,880	2.77	6,230	2.64
Patties	970	2.77	1,790	2.71	380	2.26
Sausage	540	3.06	1,300	2.90	880	2.58
85% lean	1,210	2.15	1,890	2.01	510	1.65
93% lean	2,700	2.60	1,630	2.59	3,250	2.34
Breast	1,650	4.19	1,270	4.10	1,210	4.00
Rolls (frsh/frz 1 lb.)	930	1.45	120	1.00	80	1.18

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

This Week's Turkey Feature Highlights

The level of retail feature activity is about the same as last week, but more stores offer multiple turkey items and no-price promotions. A few stores offer whole turkeys and hens more popular than toms. Offers of bone-in breasts improve from last week's lackluster showing and prices are more competitive this week. Rotisserie breasts are heavily promoted and are a nice option to serve at graduation parties. Fewer boneless white parts make it in this week's circulars. Offers increase on cutlets while tenders and marinated tenders retreat. Smoked drums, wings and necks are more available and attractively priced. Promotions on ground turkey continue to retreat and the weighted average price is stronger. More stores feature 93% lean and ground breast, the other grinds are less active.



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. Jun 05, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

(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/}	48.7% of 8,400 sampled outlets			39.7% of 5,900 sampled outlets			58.8% of 4,300 sampled outlets		
Special Rate ^{4/}	9.7% of stores w/ no-price promotions			5.1% of stores w/ no-price promotions			8.6% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,180			Activity Index = 2,450			Activity Index = 3,690		
	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	0.69 - 0.99	170	0.80	0.78 - 1.19	50	0.83			
" - Toms				0.78 - 0.89	60	0.80			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.79	70	2.79	2.29	30	2.29			
Frozen	0.96 - 1.69	920	1.27	0.97 - 1.99	470	1.62			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.49	850	7.25	6.98 - 8.99	260	7.95	7.99	1,090	7.99
Boneless, whole				5.45	20	5.45			
Cutlets	3.99 - 4.99	350	4.48	2.99 - 5.45	280	4.10	4.99 - 5.90	30	5.41
Cutlets, thin sliced									
Strips							5.45 - 5.90	30	5.56
Tenders	2.99 - 4.69	50	4.37	2.99 - 4.79	290	3.88	4.79 - 5.19	30	4.89
Marinated Tenders	3.19 - 4.26	70	3.33	3.18 - 3.99	120	3.23	3.99 - 4.66	210	4.22
Drumsticks	1.69 - 1.79	20	1.74	1.39	10	1.39			
Thighs									
Wings	1.69 - 1.79	20	1.74	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.49 - 1.89	290	1.70						
Smoked Wings	1.49 - 1.89	290	1.70						
Smoked Necks	1.89	150	1.89						
GROUND TURKEY:									
Patties	2.29 - 2.99	600	2.83	2.50	100	2.50	2.49 - 3.00	270	2.75
Sausage	2.50	70	2.50	1.79 - 2.50	20	2.19	3.00 - 3.27	450	3.19
85% lean	1.59 - 2.49	1,120	2.17	1.67 - 2.08	90	1.80			
93% lean	1.92 - 3.84	1,700	2.53	2.00 - 2.99	370	2.53	2.39 - 3.19	630	2.80
Breast (99-100% lean)	3.84 - 4.61	440	4.26	3.66 - 4.79	260	4.41	3.19 - 4.79	950	4.10
Rolls (frsh/frz 1 lb.)	0.99 - 1.99	160	1.84	0.99 - 2.00	490	1.44	0.99 - 1.50	280	1.24