USDA Weekly Retail Turkey Feature Activity

Fri. Jun 19, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/19 thru 06/25.

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

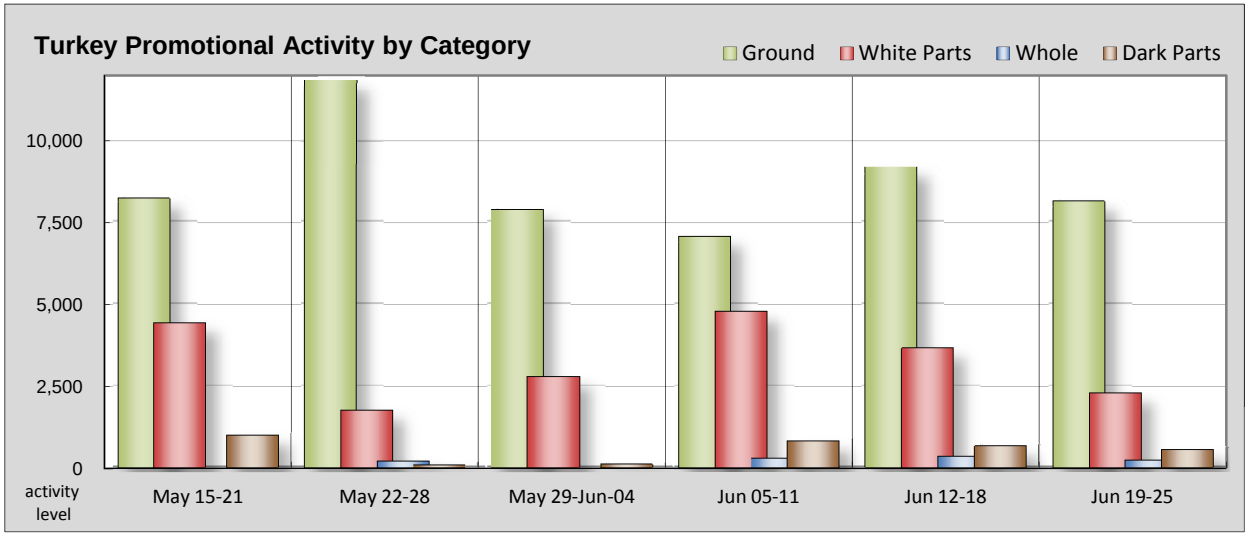
NATIONAL SUMMARY

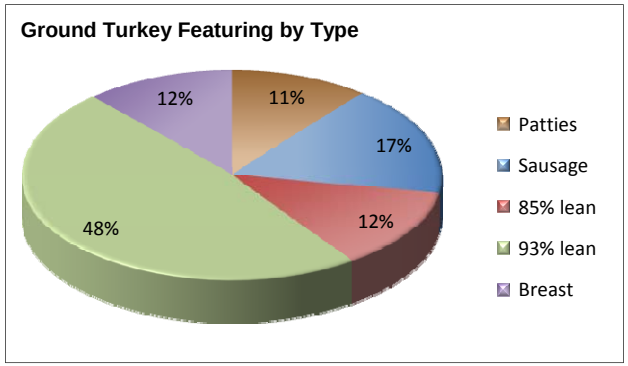
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**38.1% of 18,600 outlets**		**45.5% of 18,600 outlets**		**37.5% of 18,000 outlets**	
Special Rate 4/	**2.6%**		**3.0%**		**6.7%**	
Activity Index 2/	**11,890**		**15,200**		**10,880**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens					20	1.39
" - Toms						
Frozen - Hens	190	0.92	190	0.81	210	0.99
" - Toms	30	0.79	150	0.83	210	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	50	1.99	10	2.59	110	2.99
Frozen	640	1.46	900	1.28	640	1.61
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie	440	7.66	490	7.36	920	7.24
Boneless, whole			360	4.90	250	3.99
Cutlets	550	4.28	840	4.93	850	4.37
Cutlets, thin sliced	50	4.41	50	4.99	230	4.81
Strips	200	3.69	10	5.90	180	5.15
Tenders	360	3.82	990	4.63	640	4.15
Marinated Tenders	530	4.32	1,060	3.68	390	3.68
Drumsticks	180	1.65	240	2.01	240	1.35
Thighs	20	1.99	90	1.29		
Wings	170	1.65	90	1.29	240	1.35
Necks	50	1.39	10	1.59		
Smoked Drumsticks	40	1.99	40	1.65	120	1.60
Smoked Wings	40	1.99	160	1.26	20	2.14
Smoked Necks	40	1.99	10	1.79	10	1.49
GROUND TURKEY:	**8,130**	**2.83**	**9,160**	**3.10**	**5,220**	**2.55**
Patties	880	2.99	1,190	3.19	530	2.68
Sausage	1,370	2.76	2,980	2.86	1,570	2.60
85% lean	1,030	2.02	1,030	1.96	1,170	1.91
93% lean	3,900	2.60	1,930	2.73	1,310	2.35
Breast	950	4.60	2,030	4.35	640	3.91
Rolls (frsh/frz 1 lb.)	180	1.12	350	1.22	380	1.42

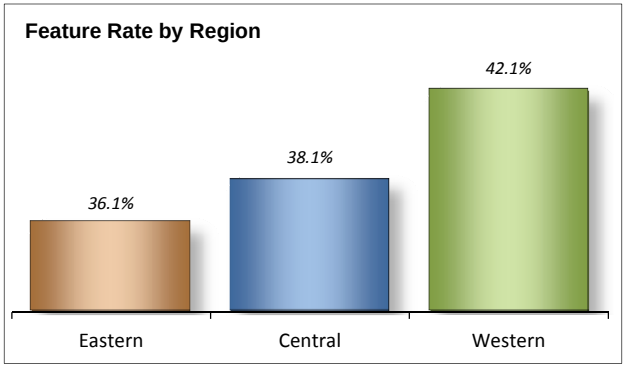
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Fewer retailers are promoting turkey along with fewer items in the stores ads for this week with most stores focusing on alternative meat items for the grill. Promotional activity is spread evenly across the country, although dark parts promotions are limited to the Eastern U.S. Only limited retail ads were noted on whole turkeys for the deep fat fryer while bone-in whole breasts and rotisserie breasts continue to show moderate feature activity. Boneless white meat activity is only fair while bone-in parts continue to be spotty. Even though ground turkey is less active than last week, 93% grinds are considerably more popular in store circulars and are a sure grilllng favorite for Dad 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/]	**36.1% of 8,400 sampled outlets**			**38.1% of 5,900 sampled outlets**			**42.1% of 4,300 sampled outlets**		
Special Rate [4/]	**3.2% of stores w/ no-price promotions**			**3.6% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 5,510**			**Activity Index = 3,380**			**Activity Index = 2,820**		
	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	180	0.92	0.99	10	0.99
" - Toms				0.79	30	0.79			
PARTS:									
Breast:									
Bone-in, whole									
Fresh							1.99	50	1.99
Frozen	0.99 - 1.99	310	1.45	0.99 - 1.49	320	1.45	1.99	10	1.99
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	410	7.65	6.98 - 8.99	30	7.81			
Boneless, whole									
Cutlets	3.29 - 4.99	340	4.67	3.69	200	3.69	2.59	10	2.59
Cutlets, thin sliced	3.99 - 4.99	40	4.36				4.59	10	4.59
Strips				3.69	200	3.69			
Tenders				3.69 - 3.99	350	3.82	4.00	10	4.00
Marinated Tenders	1.99 - 4.26	80	4.02	3.99 - 5.33	370	4.38	4.26 - 4.66	80	4.34
Drumsticks	1.39 - 1.79	180	1.65						
Thighs	1.99	20	1.99						
Wings	1.39 - 1.79	170	1.65						
Necks	1.39	50	1.39						
Smoked Drumsticks	1.99	40	1.99						
Smoked Wings	1.99	40	1.99						
Smoked Necks	1.99	40	1.99						
GROUND TURKEY:									
Patties	2.49 - 2.99	310	2.50	1.99 - 3.48	80	2.22	2.49 - 3.59	490	3.43
Sausage	2.23 - 3.49	750	2.59	2.55 - 3.19	270	2.82	2.39 - 3.27	350	3.08
85% lean	1.33 - 2.49	530	2.22	1.59 - 2.08	370	1.89	1.59	130	1.59
93% lean	1.92 - 3.84	1,870	2.52	1.99 - 3.19	730	2.60	2.08 - 3.49	1,300	2.72
Breast (99-100% lean)	3.69 - 4.99	330	4.58	3.74 - 4.99	250	4.38	4.61 - 4.79	370	4.76
Rolls (frsh/frz 1 lb.)				1.00 - 2.50	180	1.12			