USDA Weekly Retail Turkey Feature Activity

Fri. Jul 03, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.

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

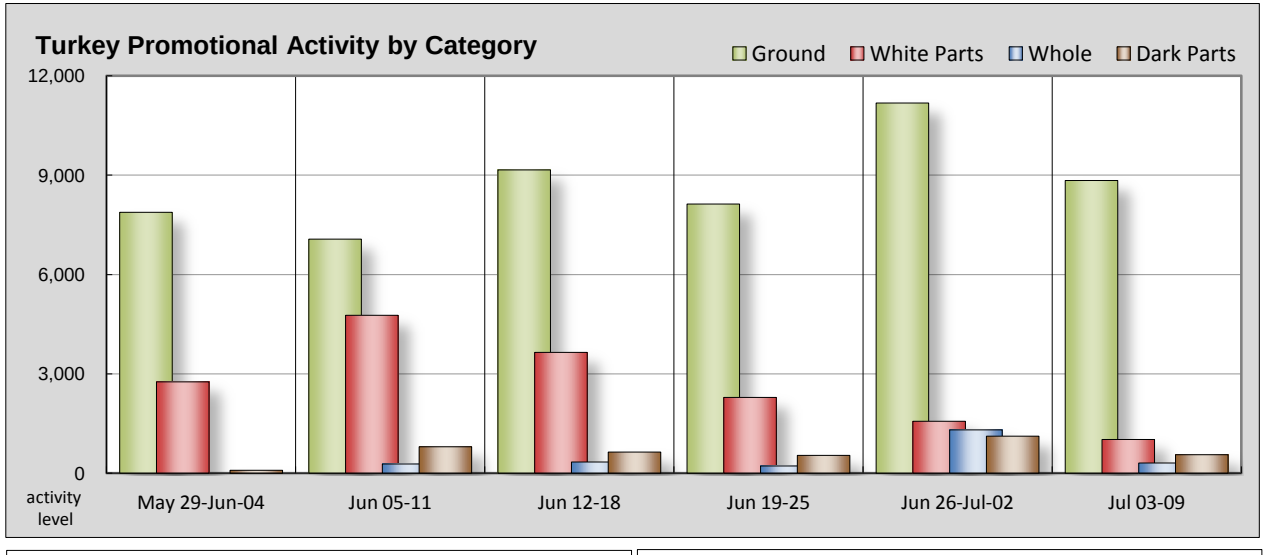
NATIONAL SUMMARY

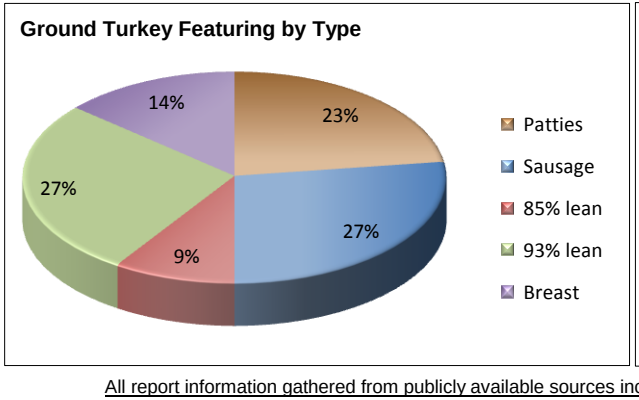
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**45.3% of 18,600 outlets**		**51.6% of 18,600 outlets**		**32.0% of 18,000 outlets**	
Special Rate 4/	**9.4%**		**5.0%**		**1.9%**	
Activity Index 2/	**12,140**		**16,060**		**13,670**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	30	1.39			10	1.59
" - Toms	20	1.29				
Frozen - Hens	170	1.03	650	0.96	360	0.99
" - Toms	90	1.15	660	0.96	210	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	160	1.96	30	1.79	380	1.74
Frozen	330	1.77	430	1.48	720	1.69
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	30	2.69			50	2.55
Rotisserie	260	7.42	180	6.85	300	7.95
Boneless, whole	160	4.13	50	4.16	30	3.99
Cutlets	50	4.66	480	3.73	880	4.46
Cutlets, thin sliced					100	4.99
Strips	10	5.54			130	4.54
Tenders	20	3.99	400	3.63	780	4.04
Marinated Tenders	1,080	3.68	620	3.95	550	4.30
Drumsticks	40	1.60	510	1.28	220	1.29
Thighs	100	1.87	130	1.41		
Wings	200	1.41	480	1.29	220	1.29
Necks					10	1.39
Smoked Drumsticks	110	1.69				
Smoked Wings	110	1.69				
Smoked Necks						
GROUND TURKEY:	**8,840**	**2.85**	**11,180**	**2.74**	**8,360**	**2.67**
Patties	2,020	2.82	1,110	2.77	2,040	2.60
Sausage	2,400	2.65	3,400	2.83	2,250	2.58
85% lean	820	2.12	1,060	1.85	650	1.77
93% lean	2,390	2.69	3,850	2.46	2,420	2.44
Breast	1,210	4.10	1,760	3.70	1,000	4.11
Rolls (frsh/frz 1 lb.)	330	1.97	260	1.95	360	1.35

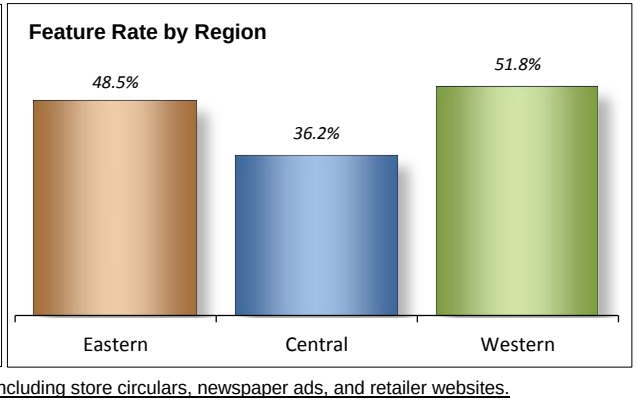
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

The number of stores featuring turkey for the holiday weekend is down from last week even with an increase in the percentage of "no price" promotions. Fewer whole turkeys are on ad this week with other meats leaving little room for turkey on the grill. Bone-in breasts are offered at only a light feature rate with a little more interest in rotisserie breasts. Marinated tenders are actively promoted this week and may prove to be a popular grilling option over the holiday weekend. For bone-in parts, wings are offered less aggressively than last week with the balance of items seeing only light featuring. Even though ground turkey continues to be actively promoted for the grill, it is at a reduced pace from last week with features more evenly balanced across selections.







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/]	**48.5% of 8,400 sampled outlets**			**36.2% of 5,900 sampled outlets**			**51.8% of 4,300 sampled outlets**		
Special Rate [4/]	**14.4% of stores w/ no-price promotions**			**4.0% of stores w/ no-price promotions**			**7.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 5,540**			**Activity Index = 3,120**			**Activity Index = 3,150**		
	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	1.59	10	1.59	1.29	20	1.29			
" - Toms				1.29	20	1.29			
Frozen - Hens				0.78 - 1.29	170	1.03			
" - Toms	1.38 - 1.49	20	1.43	0.78 - 1.29	70	1.08			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 1.99	150	1.97	1.89	10	1.89			
Frozen	1.19	10	1.19	1.49 - 1.99	300	1.80	1.59	20	1.59
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.69	30	2.69						
Rotisserie	7.99 - 8.99	180	8.06				5.99	80	5.99
Boneless, whole	3.99 - 4.79	150	4.14	3.99	10	3.99			
Cutlets	4.59	30	4.59	3.99	10	3.99	5.54	10	5.54
Cutlets, thin sliced									
Strips							5.54	10	5.54
Tenders				3.99	10	3.99	3.99	10	3.99
Marinated Tenders	3.73 - 4.26	360	3.90	4.26	190	4.26	3.33	530	3.33
Drumsticks	1.19 - 1.69	40	1.60						
Thighs	1.19 - 1.99	100	1.87						
Wings	1.19 - 1.89	200	1.41						
Necks									
Smoked Drumsticks	1.69	110	1.69						
Smoked Wings	1.69	110	1.69						
Smoked Necks									
GROUND TURKEY:									
Patties	1.89 - 3.69	1,250	2.70	2.49 - 3.50	520	2.98	2.50 - 3.99	250	3.08
Sausage	1.88 - 3.49	880	2.65	2.00 - 3.19	940	2.63	2.29 - 3.99	580	2.71
85% lean	1.99 - 2.50	630	2.16	1.66 - 2.30	190	1.98			
93% lean	1.84 - 3.84	1,020	2.59	2.33 - 3.50	660	2.75	2.00 - 3.19	710	2.77
Breast (99-100% lean)	3.84 - 4.45	260	4.31				4.00 - 4.39	950	4.05
Rolls (frsh/frz 1 lb.)	1.50 - 2.50	100	2.35	1.59 - 2.00	230	1.81			