USDA Weekly Retail Turkey Feature Activity

Fri. Jul 10, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

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

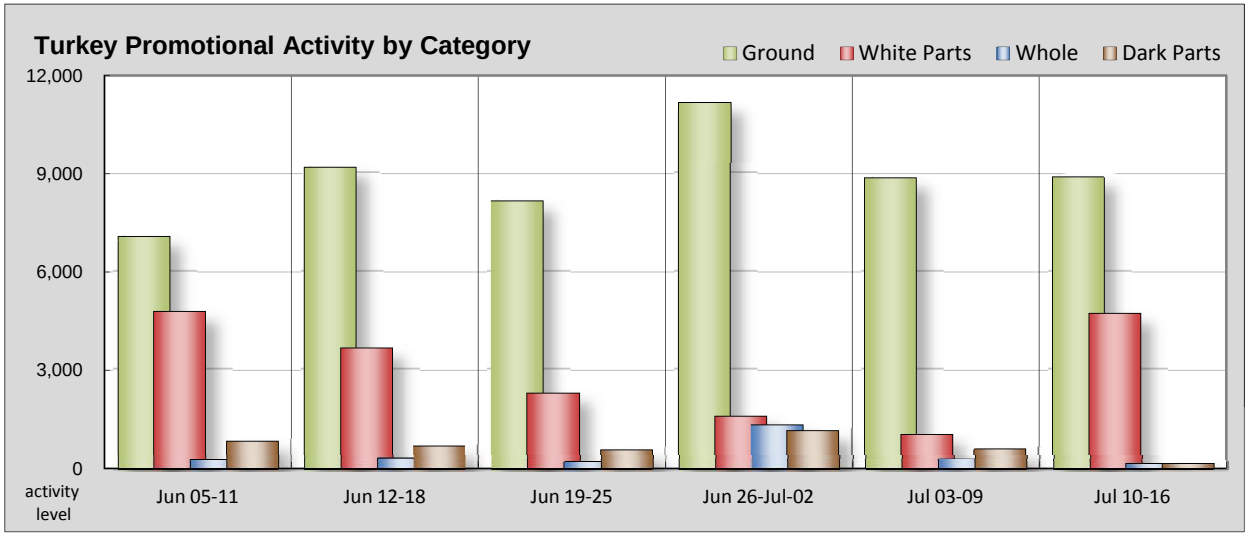
NATIONAL SUMMARY

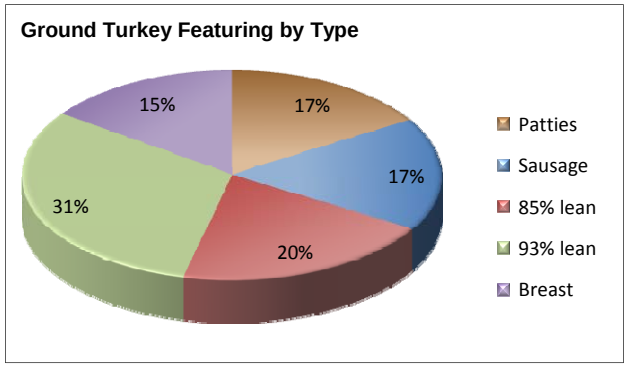
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**44.2% of 18,600 outlets**		**45.3% of 18,600 outlets**		**37.5% of 18,000 outlets**	
Special Rate 4/	**3.4%**		**9.4%**		**8.5%**	
Activity Index 2/	**15,000**		**12,140**		**11,770**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	10	1.29	30	1.39		
" - Toms	10	1.29	20	1.29		
Frozen - Hens	80	0.70	170	1.03	40	0.89
" - Toms	80	0.84	90	1.15		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	2.17	160	1.96	80	1.99
Frozen	1,190	1.42	330	1.77	300	1.82
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	10	2.69	30	2.69	10	2.69
Rotisserie	470	7.79	260	7.42	620	6.22
Boneless, whole	300	4.74	160	4.13		
Cutlets	1,470	4.63	50	4.66	1,350	4.26
Cutlets, thin sliced						
Strips	10	5.45	10	5.54		
Tenders	1,240	4.16	20	3.99	890	4.19
Marinated Tenders	540	3.80	1,080	3.68	620	4.06
Drumsticks	40	1.60	40	1.60	160	1.31
Thighs	20	1.62	100	1.87	10	1.89
Wings	30	1.69	200	1.41	160	1.31
Necks					20	1.49
Smoked Drumsticks	30	1.79	110	1.69	30	1.49
Smoked Wings	30	1.79	110	1.69	30	1.49
Smoked Necks	30	1.69			20	1.49
GROUND TURKEY:	**8,870**	**2.80**	**8,840**	**2.85**	**7,380**	**2.61**
Patties	1,450	3.07	2,020	2.82	1,220	2.79
Sausage	1,530	2.67	2,400	2.65	1,750	2.47
85% lean	1,780	2.11	820	2.12	1,040	2.08
93% lean	2,760	2.50	2,390	2.69	2,530	2.38
Breast	1,350	4.17	1,210	4.10	840	3.93
Rolls (frsh/frz 1 lb.)	520	1.48	330	1.97	50	1.10

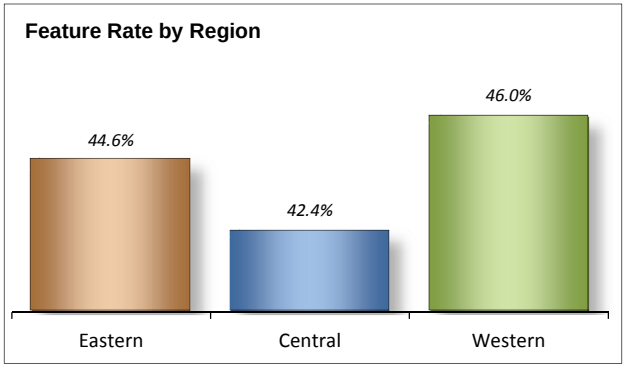
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Fewer retailers offer turkey this week but those who are offer more variety. Offers are seasonally light on fresh and frozen whole turkeys. Frozen bone-in breasts are very active and are widely promoted in the Eastern and Central regions. Promotional prices average sharply lower than last week, and are even more competitive than prices the same week a year ago. Interest in rotisserie breasts improved, but at higher trending ad prices. Boneless whole breasts are getting more attention and lately have become more common in ads. Cutlets and tenders are popular choices for summer grilling. Few retailers offer dark parts, but everything but fresh necks are available this week. Ground turkey activity is about the same as last week. The 93% lean continues to be the favorite choice, but 85% lean was much more available compared to the previous week, offering a very affordable grind option.







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/]	**44.6% of 8,400 sampled outlets**			**42.4% of 5,900 sampled outlets**			**46.0% of 4,300 sampled outlets**		
Special Rate [4/]	**1.7% of stores w/ no-price promotions**			**6.0% of stores w/ no-price promotions**			**3.2% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,990**			**Activity Index = 3,820**			**Activity Index = 2,670**		
	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	10	1.29
" - Toms							1.29	10	1.29
Frozen - Hens	0.69	70	0.69	0.79	10	0.79			
" - Toms	0.69	70	0.69	1.89	10	1.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 2.49	20	2.17						
Frozen	0.99 - 1.59	780	1.41	0.99 - 1.99	410	1.43			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.69	10	2.69						
Rotisserie	7.99	410	7.99	5.99 - 7.99	60	6.42			
Boneless, whole	3.59 - 4.99	170	4.56	4.99	130	4.99			
Cutlets	3.59 - 4.99	860	4.64	3.59 - 5.45	490	4.54	4.99	120	4.99
Cutlets, thin sliced									
Strips				5.45	10	5.45			
Tenders	3.99 - 4.99	470	4.19	3.59 - 4.79	640	4.10	3.99 - 4.39	130	4.35
Marinated Tenders	3.29 - 4.53	200	4.29	3.33 - 4.26	140	3.79	3.33	200	3.33
Drumsticks	1.19 - 1.69	40	1.60						
Thighs	1.19 - 1.89	20	1.62						
Wings	1.69	30	1.69						
Necks									
Smoked Drumsticks	1.79	30	1.79						
Smoked Wings	1.79	30	1.79						
Smoked Necks	1.69	30	1.69						
GROUND TURKEY:									
Patties	2.50 - 3.00	640	2.92	2.49 - 3.50	300	2.99	2.69 - 3.50	510	3.30
Sausage	2.39 - 3.19	720	2.81	2.00 - 3.19	570	2.49	2.45 - 2.99	240	2.72
85% lean	1.64 - 2.99	1,420	2.16	1.79 - 2.30	350	1.91	2.15	10	2.15
93% lean	2.29 - 2.99	1,370	2.51	2.00 - 2.80	460	2.28	2.00 - 2.80	930	2.60
Breast (99-100% lean)	2.63 - 4.61	600	4.31	3.50 - 4.79	240	3.98	3.19 - 4.39	510	4.10
Rolls (frsh/frz 1 lb.)	0.99 - 2.00	60	1.69	1.00 - 2.00	410	1.41	1.50 - 2.49	50	1.84