USDA Weekly Retail Turkey Feature Activity

Fri. Jul 24, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

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

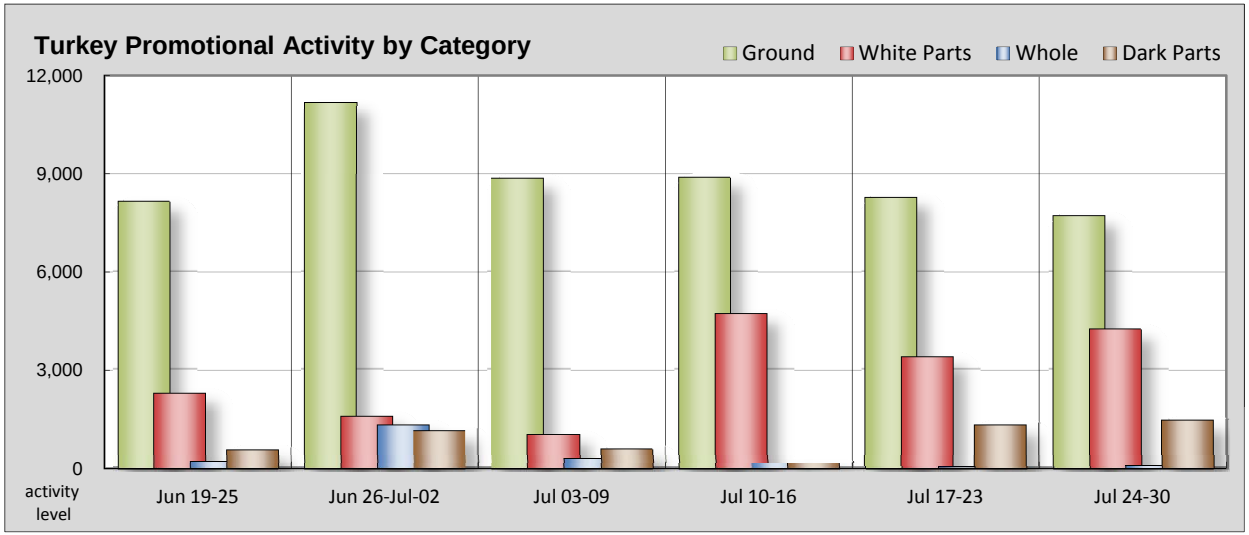
NATIONAL SUMMARY

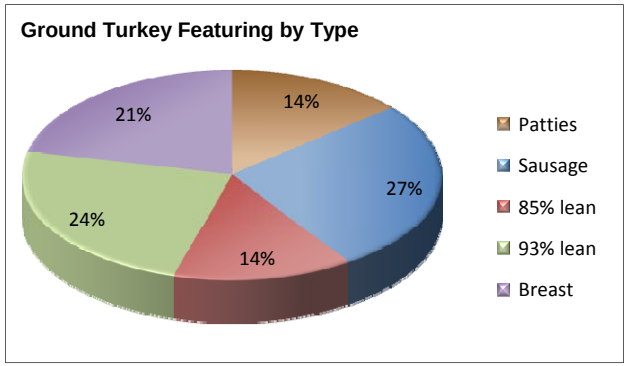
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**43.1% of 18,600 outlets**		**45.0% of 18,600 outlets**		**38.6% of 18,000 outlets**	
Special Rate 4/	**1.5%**		**5.2%**		**2.4%**	
Activity Index 2/	**14,880**		**13,680**		**13,840**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	10	1.37	20	1.44	40	1.49
" - Toms	10	1.37	10	1.49	40	1.49
Frozen - Hens	60	0.90	10	0.79	200	0.80
" - Toms					200	0.80
PARTS:						
Breast:						
Bone-in, whole						
Fresh	100	1.28	40	1.66		
Frozen	1,510	1.34	1,070	1.31	1,530	1.65
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh			10	2.49	40	2.69
Rotisserie	480	8.07	150	7.12	390	7.61
Boneless, whole	50	4.03	210	4.54	320	4.38
Cutlets	780	4.54	1,060	4.77	740	4.58
Cutlets, thin sliced	270	4.92	10	4.59	80	3.99
Strips			10	5.45		
Tenders	1,040	4.01	840	4.59	570	4.27
Marinated Tenders	970	4.22	620	3.84	700	3.61
Drumsticks	510	1.32	640	1.62	290	1.46
Thighs	110	1.35	10	1.59	130	1.69
Wings	500	1.32	640	1.63	210	1.38
Necks	50	1.29	20	1.49	10	1.39
Smoked Drumsticks	150	1.51			150	1.63
Smoked Wings	130	1.55			150	1.63
Smoked Necks					140	1.58
GROUND TURKEY:	**7,700**	**2.95**	**8,260**	**2.80**	**7,880**	**2.81**
Patties	1,080	2.89	1,070	2.82	1,320	2.82
Sausage	2,050	2.65	850	2.77	2,250	2.63
85% lean	1,060	1.92	900	1.84	810	1.82
93% lean	1,850	2.67	4,120	2.39	2,010	2.30
Breast	1,660	4.32	1,320	4.72	1,490	4.31
Rolls (frsh/frz 1 lb.)	450	1.30	50	1.42	30	1.42

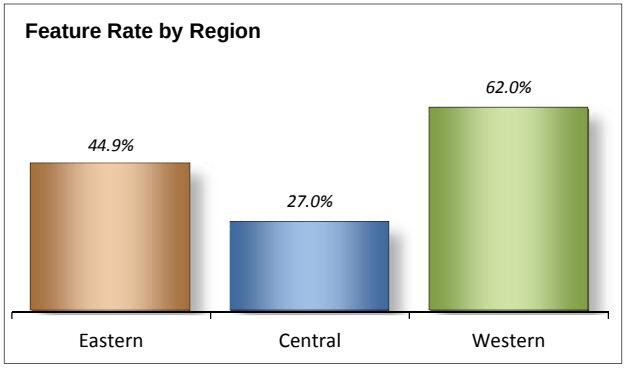
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retailers offer fewer turkey items this week. Activity on whole turkeys continues to be light. Frozen bone-in breasts are popular this week and widely featured across all three regions. Rotisserie breasts are more visible but the average price is sharply higher compared to last week. Stores offer more thin sliced cutlets this week and fewer regular cutlets; both are priced at lower average ad prices. Tenders and marinated tenders are very active and are a good choice for grilling. Fresh drums and wings dominate the dark parts section. The lower prices on dark parts is sure to attract the consumers' eye as a low priced meat option. Ground turkey is less available but sausage products are widely promoted and even more available than the normally favorite 93% lean. School supplies are competing with food for the consumers' dollars and lower priced choices like dark parts and ground turkey should fare well this week.







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/]	**44.9% of 8,400 sampled outlets**			**27.0% of 5,900 sampled outlets**			**62.0% of 4,300 sampled outlets**		
Special Rate [4/]	**1.7% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**			**3.1% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,890**			**Activity Index = 1,940**			**Activity Index = 3,600**		
	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							1.37	10	1.37
" - Toms							1.37	10	1.37
Frozen - Hens				0.69 - 0.99	50	0.88	0.99	10	0.99
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 1.49	70	1.04	1.89	10	1.89	1.69 - 1.99	20	1.83
Frozen	0.97 - 1.59	550	1.14	0.99 - 1.59	350	1.26	1.29 - 1.99	610	1.56
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	8.49 - 9.99	320	8.80	5.99	110	5.99	7.99	50	7.99
Boneless, whole	3.49 - 4.69	50	4.03						
Cutlets	3.99 - 4.99	500	4.54				4.55	280	4.55
Cutlets, thin sliced	3.49 - 4.99	270	4.92						
Strips									
Tenders	3.49 - 4.99	460	4.03				3.99 - 4.00	580	3.99
Marinated Tenders	3.46 - 4.79	820	4.23	3.33 - 4.26	150	4.15			
Drumsticks	1.19 - 1.39	420	1.32				1.29	90	1.29
Thighs	1.19 - 1.89	20	1.62				1.29	90	1.29
Wings	1.29 - 1.39	410	1.32				1.29	90	1.29
Necks	1.29	50	1.29						
Smoked Drumsticks	1.49 - 1.78	120	1.51	1.17 - 1.99	30	1.49			
Smoked Wings	1.49 - 1.78	120	1.51	1.99	10	1.99			
Smoked Necks									
GROUND TURKEY:									
Patties	2.00 - 3.00	490	2.60	2.50 - 3.33	430	2.98	3.50 - 3.99	160	3.54
Sausage	1.88 - 3.99	1,710	2.64	1.99 - 3.19	190	2.46	2.94 - 3.11	150	3.09
85% lean	1.59 - 2.33	800	1.94	1.59 - 2.00	260	1.84			
93% lean	2.30 - 3.84	850	2.76	2.08 - 2.80	230	2.47	2.40 - 3.19	770	2.62
Breast (99-100% lean)	3.84 - 4.99	860	4.48	3.69 - 4.79	120	3.99	3.99 - 4.79	680	4.16
Rolls (frsh/frz 1 lb.)	0.99 - 1.99	250	1.13	0.99 - 1.50	110	1.22	1.79 - 1.99	90	1.85