USDA Weekly Retail Turkey Feature Activity

Fri. Aug 07, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/07 thru 08/13.

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

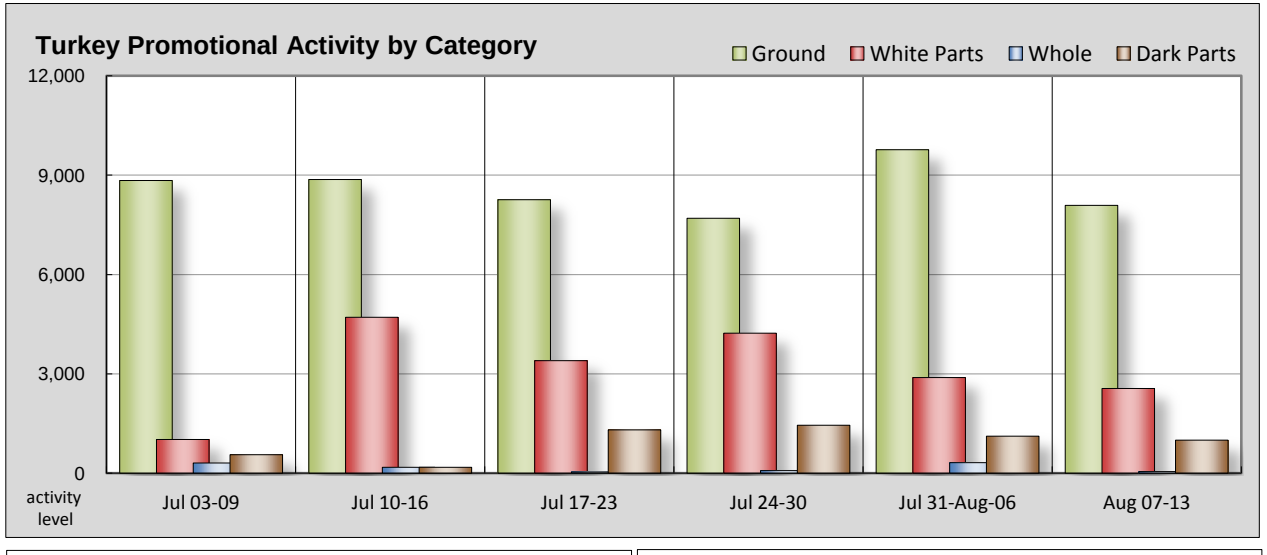
NATIONAL SUMMARY

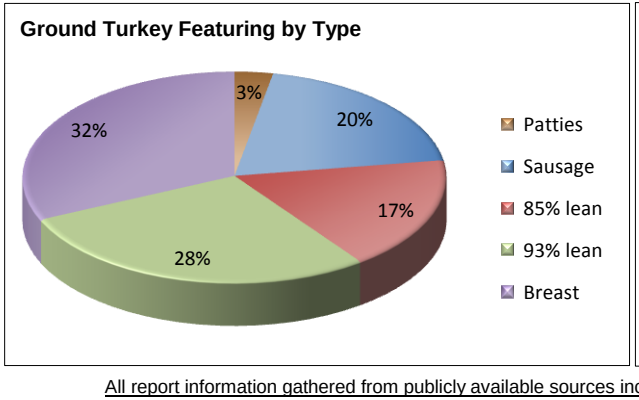
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	50.3% of 18,600 outlets		52.6% of 18,600 outlets		39.5% of 18,000 outlets	
Special Rate 4/	5.5%		8.9%		4.6%	
Activity Index 2/	13,310		15,330		12,180	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					310	1.49
" - Toms						
Frozen - Hens	40	0.96	160	0.88	100	0.99
" - Toms	10	0.88	160	0.88		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	160	1.04	190	1.65	120	1.97
Frozen	880	1.29	1,570	1.33	520	1.70
Hotel Style						
Fresh	10	2.49	20	1.49	10	2.49
Frozen	120	1.69				
Split, bone-in						
Fresh			160	2.73		
Rotisserie	380	7.69	360	7.34	590	7.78
Boneless, whole	130	4.67	50	4.43	260	3.68
Cutlets	370	5.24	390	4.65	640	4.06
Cutlets, thin sliced	10	4.59	100	4.99	130	4.77
Strips	160	5.46	10	5.45	250	3.56
Tenders	340	4.82	40	4.34	550	3.91
Marinated Tenders	630	3.59	950	4.00	1,140	3.98
Drumsticks	360	1.40	280	1.65	210	1.56
Thighs	180	1.52	80	1.83	60	1.79
Wings	360	1.42	190	1.72	210	1.65
Necks			70	1.59		
Smoked Drumsticks	30	1.75	250	1.69	10	1.77
Smoked Wings	30	1.75	250	1.69	10	1.77
Smoked Necks	40	1.74				
GROUND TURKEY:	**8,090**	**3.01**	**9,770**	**2.78**	**7,010**	**2.61**
Patties	240	2.77	2,170	2.85	800	2.80
Sausage	1,590	2.59	1,640	2.74	2,230	2.66
85% lean	1,400	2.05	1,360	2.11	790	1.94
93% lean	2,290	2.52	3,540	2.56	2,650	2.49
Breast	2,570	4.26	1,060	4.31	540	3.76
Rolls (frsh/frz 1 lb.)	980	1.53	280	1.67	50	2.01

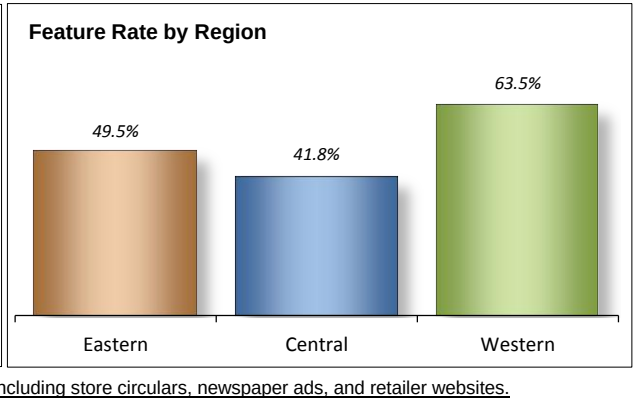
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Over half of the surveyed stores promote turkey this week. Whole turkeys attract very little interest and offers of bone-in breasts are sharply lower this week. Promotions on rotisserie breasts show a slight increase and ad prices trend higher. Boneless breast parts get limited space in the circulars. Marinated tenders are the most popular choice and prices are more competitive this week. Offers on tenders are sharply higher compared to last week's limited offers. Dark parts activity focuses on fresh dark parts and ad prices are more competitive. Only a few stores offer smoked parts. Ground turkey retreats from last week's active levels. Ground breast is the most popular category; offers on patties practically disappear. August is a busy month as families take vacation, attend fairs and festivals, and prepare for school to be back in session.







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/]	**49.5% of 8,400 sampled outlets**			**41.8% of 5,900 sampled outlets**			**63.5% of 4,300 sampled outlets**		
Special Rate [4/]	**1.2% of stores w/ no-price promotions**			**8.1% of stores w/ no-price promotions**			**10.1% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,320**			**Activity Index = 2,540**			**Activity Index = 2,470**		
	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									
" - Toms									
Frozen - Hens	0.88	10	0.88				0.99	30	0.99
" - Toms	0.88	10	0.88						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.88	140	0.88	1.89	10	1.89	2.49	10	2.49
Frozen	0.98 - 1.39	520	1.28	0.98 - 1.79	350	1.29	1.69	10	1.69
Hotel Style									
Fresh	2.49	10	2.49						
Frozen	1.69	120	1.69						
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.49	340	7.83	5.99	20	5.99	6.99	20	6.99
Boneless, whole	4.49 - 4.99	120	4.65				4.99	10	4.99
Cutlets	3.99 - 5.49	120	5.09	3.99 - 5.45	220	5.30	5.45	30	5.45
Cutlets, thin sliced	4.59	10	4.59						
Strips				5.45	120	5.45	5.45 - 5.54	40	5.48
Tenders	5.49	70	5.49	3.99 - 4.79	220	4.71	3.99 - 4.79	50	4.38
Marinated Tenders	3.46 - 4.26	250	3.90	3.19	110	3.19	3.33 - 3.99	270	3.46
Drumsticks	1.19 - 1.89	360	1.40						
Thighs	1.19 - 1.99	180	1.52						
Wings	1.19 - 1.89	360	1.42						
Necks									
Smoked Drumsticks	1.69 - 1.99	30	1.75						
Smoked Wings	1.69 - 1.99	30	1.75						
Smoked Necks	1.69 - 1.99	40	1.74						
GROUND TURKEY:									
Patties	2.50 - 2.99	140	2.75	1.99 - 3.33	90	2.74	3.49	10	3.49
Sausage	1.99 - 3.33	1,100	2.59	2.45 - 2.80	360	2.50	2.87	130	2.87
85% lean	1.59 - 2.49	1,100	2.11	1.59 - 2.30	300	1.84			
93% lean	2.31 - 3.84	1,080	2.46	2.31 - 3.20	250	2.46	2.00 - 3.19	960	2.61
Breast (99-100% lean)	3.08 - 4.79	1,180	4.23	2.99 - 4.79	490	4.16	3.19 - 4.79	900	4.36
Rolls (frsh/frz 1 lb.)	0.99 - 1.79	160	1.60	1.00 - 1.79	550	1.76	1.00	270	1.00