USDA Weekly Retail Turkey Feature Activity

Fri. Aug 21, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/21 thru 08/27.

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

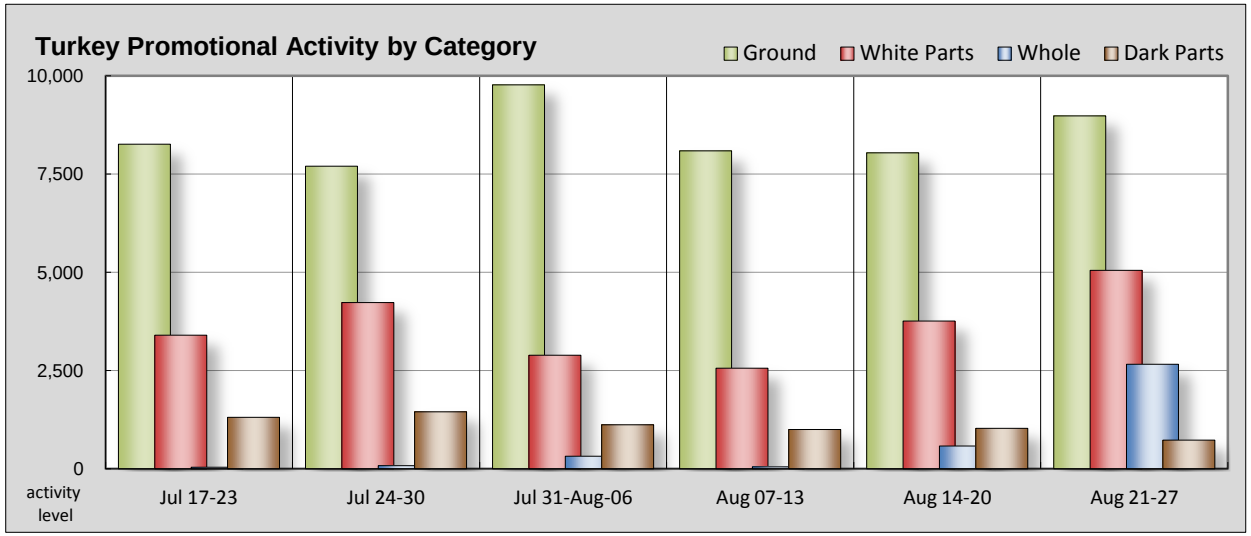
NATIONAL SUMMARY

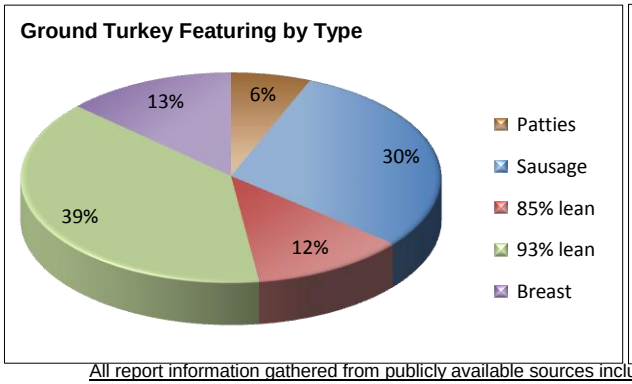
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**58.5% of 18,600 outlets**		**45.5% of 18,600 outlets**		**38.1% of 18,000 outlets**	
Special Rate 4/	**2.4%**		**11.2%**		**7.5%**	
Activity Index 2/	**17,960**		**14,580**		**12,210**	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			140	0.99	30	1.59
" - Toms			140	0.99	30	1.59
Frozen - Hens	1,330	0.70	150	0.78	90	0.98
" - Toms	1,330	0.70	150	0.78	90	0.98
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	1.64	110	1.68	220	2.36
Frozen	2,360	1.23	590	1.15	1,150	1.37
Hotel Style						
Fresh	60	0.99				
Frozen			10	1.39		
Split, bone-in						
Fresh	150	2.90	40	2.74	220	2.50
Rotisserie	180	7.69	440	7.36	270	7.58
Boneless, whole			310	4.44		
Cutlets	1,530	4.73	1,120	4.74	630	4.53
Cutlets, thin sliced	90	4.70	570	4.99		
Strips	30	5.45	70	4.79	130	4.99
Tenders	630	4.40	500	4.91	730	4.23
Marinated Tenders	310	4.39	780	3.89	1,190	4.06
Drumsticks	180	1.26	440	1.51	40	1.29
Thighs	10	1.19	130	1.41	40	1.42
Wings	170	1.31	410	1.52	30	1.42
Necks	10	1.49	20	1.49		
Smoked Drumsticks	170	1.52	20	1.49	130	1.59
Smoked Wings	170	1.52	10	1.49	130	1.59
Smoked Necks	20	1.49			130	1.59
GROUND TURKEY:	**8,980**	**2.83**	**8,040**	**2.67**	**6,770**	**2.89**
Patties	560	2.68	1,280	2.43	1,300	3.01
Sausage	2,680	2.86	1,900	2.73	1,290	2.51
85% lean	1,060	2.12	1,610	1.85	630	1.96
93% lean	3,490	2.55	2,130	2.57	2,260	2.60
Breast	1,190	4.28	1,120	4.19	1,290	4.10
Rolls (frsh/frz 1 lb.)	230	1.80	390	1.36	160	1.62

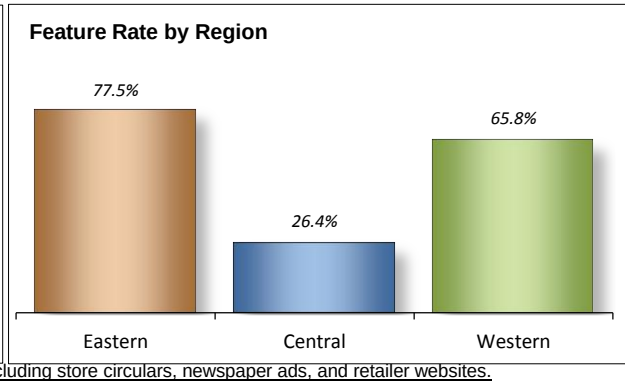
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Almost 60 percent of surveyed stores are offering turkey this week. Frozen hens and toms are heavily promoted in the Eastern region and prices are very competitive. Offers on frozen bone-in breasts increase; advertised prices trend higher. Whole turkeys and bone-in breasts will be a good choice for weekend cookouts. Rotisserie breasts take a backseat to bone-in whole breasts this week. Cutlets continue to be very popular and prices trend unchanged. Offers increase on tenders this week due to heavy promotional activity in the Western region. A full range of dark parts are available and evenly split between fresh and smoked parts. End of the month promotions on ground turkey are most active on 93% lean and sausage. Advertised prices are about steady on 93% lean but trend higher on the other grinds.







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/	**77.5% of 8,400 sampled outlets**			**26.4% of 5,900 sampled outlets**			**65.8% of 4,300 sampled outlets**		
Special Rate 4/	**0.2% of stores w/ no-price promotions**			**2.0% of stores w/ no-price promotions**			**7.0% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 11,900**			**Activity Index = 1,730**			**Activity Index = 4,100**		
	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 - 0.88	1,240	0.70	0.69 - 0.99	80	0.72	1.29	10	1.29
" - Toms	0.69 - 0.88	1,240	0.70	0.69	80	0.69	1.29	10	1.29
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.39	10	1.39	1.89	10	1.89			
Frozen	0.99 - 1.67	1,370	1.14	0.99 - 1.79	440	1.18	1.29 - 1.49	550	1.48
Hotel Style									
Fresh	0.99	60	0.99						
Frozen									
Split, bone-in									
Fresh	2.69	10	2.69	1.89	10	1.89	2.99	130	2.99
Rotisserie	6.98 - 7.99	60	7.09	7.99	80	7.99	7.99	40	7.99
Boneless, whole									
Cutlets	3.99 - 4.99	920	4.57	2.99 - 4.99	20	4.06	4.79 - 5.45	590	5.00
Cutlets, thin sliced	4.59 - 4.79	90	4.70						
Strips							5.45	30	5.45
Tenders	4.69	20	4.69	2.99 - 4.39	20	3.74	4.39 - 4.79	590	4.41
Marinated Tenders	3.69 - 4.79	180	4.43				4.33	130	4.33
Drumsticks	1.19 - 1.59	170	1.23	1.69	10	1.69			
Thighs	1.19	10	1.19						
Wings	1.19 - 1.99	160	1.29	1.69	10	1.69			
Necks	1.49	10	1.49						
Smoked Drumsticks	1.49	160	1.49	1.99	10	1.99			
Smoked Wings	1.49	160	1.49	1.99	10	1.99			
Smoked Necks	1.49	20	1.49						
GROUND TURKEY:									
Patties	1.99 - 3.00	350	2.52	2.00 - 3.00	190	2.87	3.59	20	3.59
Sausage	2.00 - 3.29	1,700	2.75	2.00 - 3.33	350	2.94	2.00 - 3.99	630	3.11
85% lean	1.78 - 2.33	910	2.02	2.30 - 2.79	20	2.50	2.50 - 2.79	130	2.76
93% lean	1.99 - 3.69	2,340	2.48	2.00 - 3.19	300	2.50	2.05 - 3.19	850	2.79
Breast (99-100% lean)	3.38 - 4.61	710	4.50	3.00 - 3.50	90	3.45	3.99 - 4.79	390	4.07
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.59 - 2.29	220	1.84			