USDA Weekly Retail Turkey Feature Activity

Fri. Sep 18, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

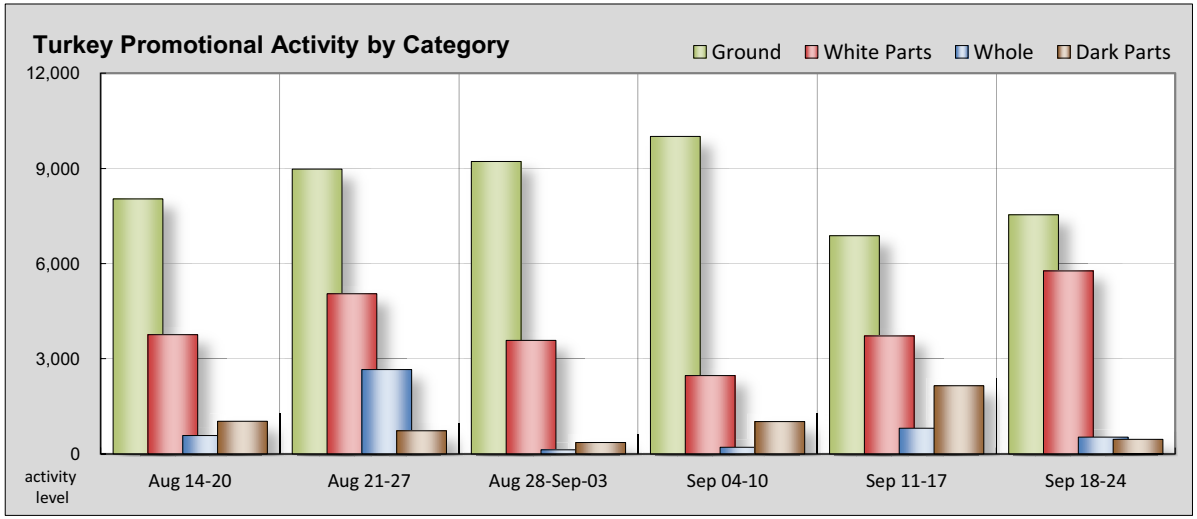
NATIONAL SUMMARY

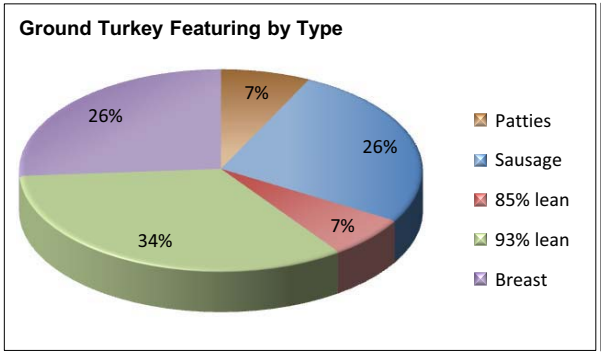
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	48.6% of 18,600 outlets		42.6% of 18,600 outlets		36.3% of 18,000 outlets	
Special Rate 4/	3.6%		8.1%		2.5%	
Activity Index 2/	15,460		13,980		13,330	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	390	1.30	570	1.39	40	1.49
" - Toms	140	1.23	60	1.67	30	1.49
Frozen - Hens			90	1.19	20	1.49
" - Toms			90	1.19		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	400	2.20	300	2.36	340	2.62
Frozen	2,180	1.49	1,750	1.09	1,130	1.40
Hotel Style						
Fresh	150	1.07	350	0.98	140	2.05
Frozen					10	1.59
Split, bone-in						
Fresh						
Rotisserie	420	7.64	160	7.85	430	7.89
Boneless, whole	40	4.38	220	4.02	10	4.49
Cutlets	1,180	4.72	680	4.59	1,450	4.54
Cutlets, thin sliced	240	4.70	100	4.99	120	4.99
Strips	130	5.45			130	3.63
Tenders	1,030	4.38	160	4.39	1,100	4.15
Marinated Tenders	1,080	3.58	150	4.14	1,120	3.63
Drumsticks	190	1.55	970	1.56	300	1.58
Thighs	40	1.84	220	1.75	70	1.99
Wings	120	1.55	880	1.56	300	1.65
Necks			60	1.38	80	1.65
Smoked Drumsticks	50	1.42	10	2.49	70	1.72
Smoked Wings	30	1.59	10	2.49	70	1.72
Smoked Necks	30	1.59			30	1.83
GROUND TURKEY:	**7,540**	**2.99**	**6,880**	**2.87**	**6,310**	**2.91**
Patties	550	2.68	410	2.65	890	3.03
Sausage	1,980	2.61	2,430	2.82	1,070	2.91
85% lean	500	2.07	1,100	2.19	640	1.86
93% lean	2,540	2.46	2,080	2.69	2,220	2.60
Breast	1,970	4.37	860	4.40	1,490	3.78
Rolls (frsh/frz 1 lb.)	80	2.29	270	1.81	30	1.49

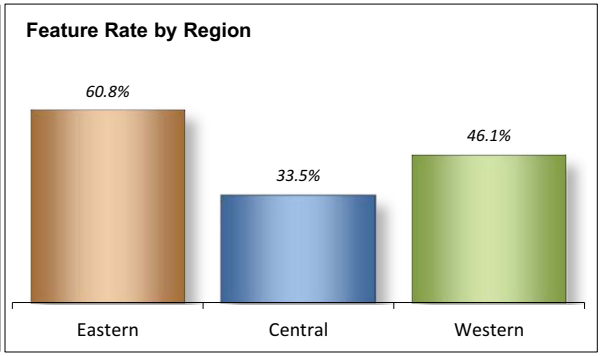
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity is higher this week, with almost half of the surveyed stores offering turkey. Fresh whole turkeys are offered with lower trending ad prices and fresh toms are a real bargain this week. Kosher whole turkeys, while not included in the report, are heavily promoted in the Eastern region for Rosh Hashanah. Promotional activity increases on fresh and frozen bone-in breasts; fewer fresh hotel style breasts are offered. Rotisserie breasts are back in the circulars; average ad prices are lower. Cutlets, tenders and marinated tenders are popular and heavily promoted in the Western region. Fewer stores offer dark parts after last week's strong showing. Ground turkey recovers; the weighted average price is stronger due to more promotions on ground breast. Advertised prices edge lower on all grinds except patties.







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.)

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

Fri. Sep 18, 2009

	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/]	**60.8% of 8,400 sampled outlets**			**33.5% of 5,900 sampled outlets**			**46.1% of 4,300 sampled outlets**		
Special Rate [4/]	**2.6% of stores w/ no-price promotions**			**6.6% of stores w/ no-price promotions**			**1.7% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,190**			**Activity Index = 2,600**			**Activity Index = 4,590**		
	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	1.19 - 1.39	330	1.30	1.19 - 1.49	60	1.31			
" - Toms	1.19 - 1.29	120	1.20	1.39	20	1.39			
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	350	2.23				1.99	50	1.99
Frozen	0.97 - 1.79	1,510	1.67	0.98 - 1.79	540	1.13	0.99	130	0.99
Hotel Style									
Fresh	0.97 - 1.99	150	1.07						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99	20	7.99	6.99 - 7.99	380	7.66	6.99	20	6.99
Boneless, whole	3.99 - 4.69	40	4.38						
Cutlets	3.99 - 4.59	260	4.05	4.99	170	4.99	4.55 - 5.45	750	4.88
Cutlets, thin sliced	4.49 - 4.99	240	4.70						
Strips							5.45	130	5.45
Tenders	4.49	140	4.49	4.39	10	4.39	3.99 - 4.79	880	4.37
Marinated Tenders	4.26	200	4.26	2.66 - 3.14	20	2.85	3.33 - 3.66	860	3.44
Drumsticks	1.19 - 1.69	160	1.52	1.69	30	1.69			
Thighs	1.19 - 1.99	40	1.84						
Wings	1.49 - 1.59	90	1.50	1.69	30	1.69			
Necks									
Smoked Drumsticks	1.59	30	1.59				1.17	20	1.17
Smoked Wings	1.59	30	1.59						
Smoked Necks	1.59	30	1.59						
GROUND TURKEY:									
Patties	2.00 - 2.99	350	2.80	2.00 - 2.50	200	2.48			
Sausage	1.79 - 3.99	1,380	2.55	2.29 - 2.99	520	2.71	2.79 - 3.11	80	3.04
85% lean	1.59 - 2.99	480	2.07	1.59 - 2.30	20	2.02			
93% lean	1.76 - 2.99	1,850	2.29	1.83 - 2.80	250	2.42	2.79 - 3.19	440	3.18
Breast (99-100% lean)	2.69 - 4.99	390	4.27	2.50 - 4.99	350	4.09	3.99 - 5.49	1,230	4.49
Rolls (frsh/frz 1 lb.)				2.29	80	2.29			