



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/09 thru 10/15.**

Fri. Oct 09, 2009

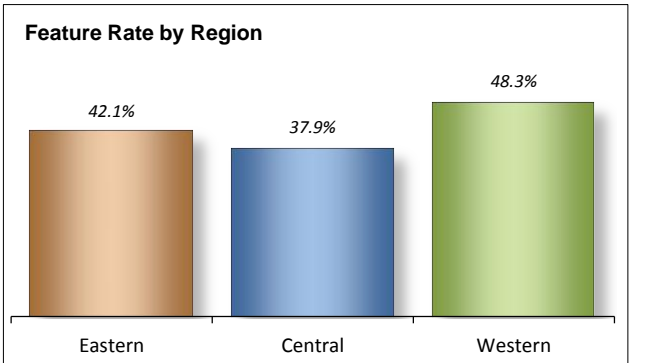
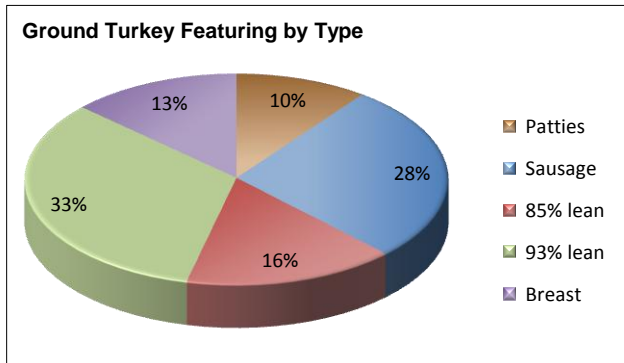
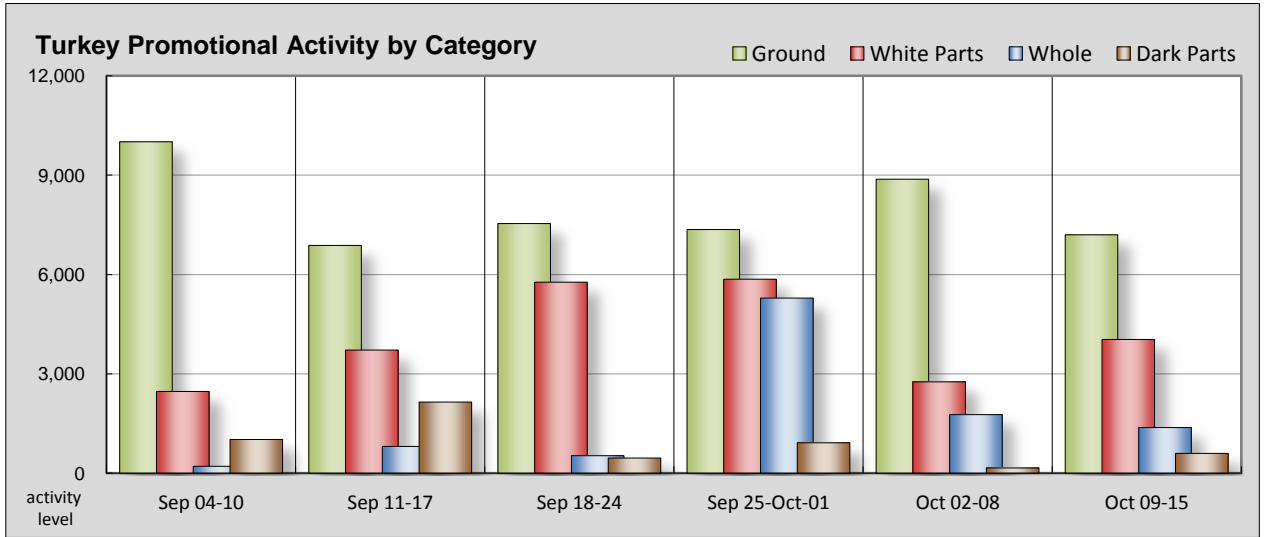
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	<b>42.2% of 18,600 outlets</b>		<b>47.2% of 18,600 outlets</b>		<b>52.7% of 18,000 outlets</b>	
<b>Special Rate <sup>4/</sup></b>	<b>4.1%</b>		<b>12.0%</b>		<b>6.3%</b>	
<b>Activity Index <sup>2/</sup></b>	<b>14,310</b>		<b>14,300</b>		<b>18,840</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	70	1.32	90	1.27	580	1.32
" - Toms	10	1.49	20	1.19	10	1.39
Frozen - Hens	650	0.82	930	0.79	2,160	0.92
" - Toms	650	0.80	730	0.74	2,010	0.89
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	10	1.99	160	1.88		
Frozen	1,320	1.41	950	1.43	1,180	1.91
<b>Hotel Style</b>						
Fresh	220	1.06	290	1.31	320	0.99
Frozen						
<b>Split, bone-in</b>						
Fresh			130	2.99		
Rotisserie	330	7.91	570	7.62	940	7.20
<b>Boneless, whole</b>	280	3.78	10	4.49	420	4.13
<b>Cutlets</b>	1,120	4.47	570	4.86	1,490	4.47
<b>Cutlets, thin sliced</b>			10	4.59	590	4.91
<b>Strips</b>	210	3.76	10	5.45	260	3.76
<b>Tenders</b>	550	4.37	60	4.60	540	4.01
<b>Marinated Tenders</b>	820	3.76	630	4.06	600	3.83
<b>Drumsticks</b>	210	1.50	10	1.79	320	1.42
<b>Thighs</b>	160	1.55			40	1.97
<b>Wings</b>	200	1.52	30	1.46	320	1.42
<b>Necks</b>	20	1.30	10	1.79		
<b>Smoked Drumsticks</b>	10	1.88	40	1.75	140	1.99
<b>Smoked Wings</b>			40	1.75		
<b>Smoked Necks</b>			30	1.67		
<b>GROUND TURKEY:</b>	<b>7,200</b>	<b>2.86</b>	<b>8,880</b>	<b>2.79</b>	<b>6,650</b>	<b>3.16</b>
Patties	740	2.94	880	2.74	910	3.11
Sausage	1,970	2.74	1,470	2.73	730	2.75
85% lean	1,160	2.23	1,670	2.17	830	1.89
93% lean	2,380	2.67	3,320	2.50	2,080	2.63
Breast	950	4.27	1,540	4.15	2,100	4.35
Rolls (frsh/frz 1 lb.)	270	1.62	100	1.52	270	1.55

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, a big change compared to a year ago. Purchase-based promotions and reward programs for free Thanksgiving turkeys are showing up with more frequency, there will be plenty of Thanksgiving promotions starting in the next few weeks. Offers of fresh and frozen whole turkeys decrease and advertised prices trend higher. Frozen bone-in breast increase in activity with average ad price slightly lower. Fresh hotel breasts are a great deal this week. Rotisserie breasts are not capturing much attention. Promotions on white parts increase and there are some bargains here compared to last week's prices. Dark parts return to the circulars; fresh drums, thighs and wings are popular this week. Ground turkey promotions decrease. More stores offer sausage and 93% lean is very active in the Western region. Prices trend higher on all ground turkey items.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)






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	<b>EASTERN U.S.</b> (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 			<b>CENTRAL U.S.</b> (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI) 			<b>WESTERN U.S.</b> (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY) 		
Feature Rate <sup>1/</sup>	42.1% of 8,400 sampled outlets			37.9% of 5,900 sampled outlets			48.3% of 4,300 sampled outlets		
Special Rate <sup>4/</sup>	5.2% of stores w/ no-price promotions			0.2% of stores w/ no-price promotions			7.6% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 7,630			Activity Index = 3,270			Activity Index = 3,140		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.29	60	1.29				1.49	10	1.49
" - Toms							1.49	10	1.49
Frozen - Hens	0.59 - 1.29	610	0.82	0.59	10	0.59	0.99	30	0.99
" - Toms	0.59 - 1.29	620	0.80	0.59	10	0.59	0.98	20	0.98
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh				1.99	10	1.99			
Frozen	0.99 - 2.69	590	1.30	0.99 - 1.69	640	1.47	1.69	90	1.69
<b>Hotel Style</b>									
Fresh	0.99 - 1.99	220	1.06						
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	7.99	310	7.99	5.99 - 6.99	20	6.59			
Boneless, whole	3.99	70	3.99	3.69	200	3.69	3.99	10	3.99
Cutlets	2.59 - 4.61	720	4.29	3.69 - 5.45	210	3.76	5.49 - 6.66	190	5.94
Cutlets, thin sliced									
Strips				3.69 - 5.45	210	3.76			
Tenders	4.49	10	4.49	3.69 - 4.79	220	3.76	4.79	320	4.79
Marinated Tenders	3.73 - 5.33	360	3.94	3.06 - 4.26	320	3.46	3.99	140	3.99
Drumsticks	1.59 - 1.69	50	1.65	0.99 - 1.97	70	1.65	1.29	90	1.29
Thighs	1.89	20	1.89	1.39 - 1.97	50	1.89	1.29	90	1.29
Wings	1.59 - 1.69	50	1.65	1.00 - 1.97	60	1.77	1.29	90	1.29
Necks	1.59	10	1.59	1.00	10	1.00			
Smoked Drumsticks				1.88	10	1.88			
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.00 - 2.99	550	2.84	2.00 - 2.49	30	2.36	2.99 - 3.50	160	3.40
Sausage	2.39 - 3.99	1,190	2.72	2.29 - 3.99	320	2.85	2.29 - 3.27	460	2.70
85% lean	1.60 - 2.49	770	2.24	1.60 - 2.30	190	1.99	2.23 - 3.19	200	2.42
93% lean	1.76 - 3.84	940	2.56	2.40 - 2.79	350	2.60	2.40 - 3.19	1,090	2.79
Breast (99-100% lean)	2.99 - 4.79	480	4.43	2.99 - 4.79	330	3.96	4.47	140	4.47
Rolls (frsh/frz 1 lb.)	1.67	120	1.67	1.00 - 2.19	150	1.59			