USDA Weekly Retail Turkey Feature Activity

Fri. Oct 23, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

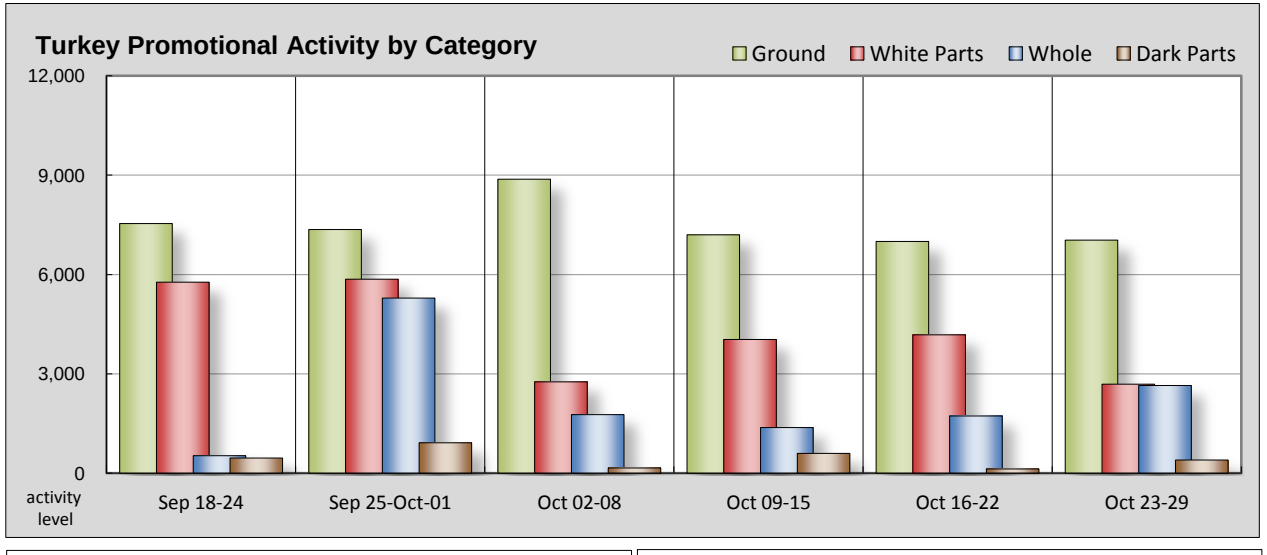
NATIONAL SUMMARY

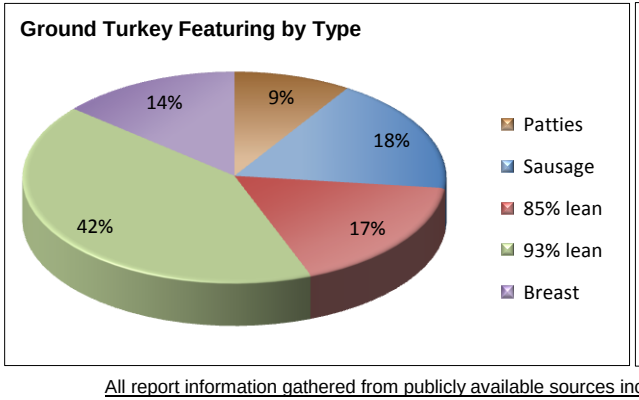
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**54.1% of 18,600 outlets**		**46.4% of 18,600 outlets**		**47.4% of 18,000 outlets**	
Special Rate 4/	**5.9%**		**1.5%**		**3.7%**	
Activity Index 2/	**14,930**		**14,510**		**16,980**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens					460	1.49
" - Toms					30	1.49
Frozen - Hens	1,250	0.86	990	0.80	2,020	0.99
" - Toms	1,400	0.86	740	0.77	1,860	0.95
PARTS:						
Breast:						
Bone-in, whole						
Fresh			10	2.29	440	2.16
Frozen	870	1.37	1,820	1.42	760	1.89
Hotel Style						
Fresh					20	1.19
Frozen						
Split, bone-in						
Fresh					210	2.49
Rotisserie	310	9.38	760	6.55	440	8.02
Boneless, whole	40	3.64	20	3.99	20	4.49
Cutlets	970	4.49	690	4.93	450	4.69
Cutlets, thin sliced	20	3.99				
Strips	120	5.06			310	4.99
Tenders	360	3.77	880	4.13	320	4.40
Marinated Tenders	1,860	4.73	940	3.71	2,090	3.69
Drumsticks	190	1.81	60	1.51	90	1.67
Thighs			40	1.82	60	1.99
Wings	50	1.69	20	1.59	90	1.90
Necks	10	1.39			70	1.66
Smoked Drumsticks	70	1.48			280	1.81
Smoked Wings	40	1.69	10	1.29	280	1.81
Smoked Necks	40	1.69			280	1.72
GROUND TURKEY:	**7,040**	**2.75**	**7,000**	**2.72**	**6,100**	**2.96**
Patties	640	2.71	740	2.78	210	3.16
Sausage	1,250	2.51	1,910	2.68	1,760	2.77
85% lean	1,220	2.05	920	1.94	380	1.79
93% lean	2,950	2.71	2,450	2.48	2,340	2.52
Breast	980	4.07	980	4.04	1,410	4.21
Rolls (frsh/frz 1 lb.)	290	1.82	530	1.49	300	1.49

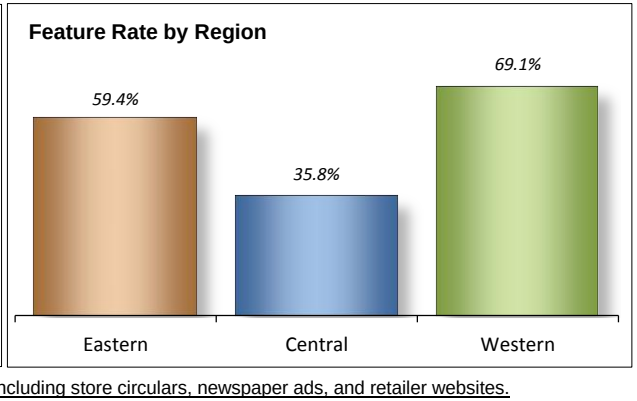
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity increases and is exceptionally strong in the Western region. Stores are gearing up for Thanksgiving promotions; current offers on frozen hens and toms increases in volume and price. Fewer stores offer bone-in breasts this week but average ad prices trend lower. Rotisserie ads retreat and prices trend higher. White parts are active and marinated tenders are widely offered. Offers increase on cutlets and several retailers offer breast strips. Dark parts offerings increase in the Eastern and Central regions and more items are promoted this week. Ground turkey ads increase slightly. The 93% lean is very active and prices are stronger this week. The 85% lean increases in volume; average prices trend lower. Fewer stores offer patties and sausage. Halloween is next week and stores are dedicating more ad space to supplies for the trick or treat crowd.







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/]	**59.4% of 8,400 sampled outlets**			**35.8% of 5,900 sampled outlets**			**69.1% of 4,300 sampled outlets**		
Special Rate [4/]	**2.9% of stores w/ no-price promotions**			**9.4% of stores w/ no-price promotions**			**6.9% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 8,700**			**Activity Index = 2,560**			**Activity Index = 3,380**		
	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	0.69 - 0.99	920	0.82	0.88 - 0.99	210	0.96	0.99	120	0.99
" - Toms	0.69 - 0.99	1,090	0.83	0.88 - 0.99	190	0.97	0.99	120	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.49	160	1.30	0.99 - 1.49	530	1.38	0.99 - 1.49	180	1.39
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 9.99	110	8.81	3.73 - 9.99	200	9.69			
Boneless, whole	2.99 - 4.67	40	3.64						
Cutlets	3.20 - 4.99	780	4.53				3.99 - 5.99	190	4.31
Cutlets, thin sliced	3.99	20	3.99						
Strips	4.99	70	4.99				4.54 - 5.99	50	5.16
Tenders	3.49	170	3.49				3.99 - 4.79	190	4.02
Marinated Tenders	3.46 - 5.33	980	5.31	3.73 - 5.33	350	3.96	3.33 - 4.66	530	4.15
Drumsticks	1.69 - 1.99	170	1.83	1.39 - 1.69	20	1.58			
Thighs									
Wings	1.69 - 1.79	40	1.76	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.69	40	1.69	1.07 - 1.29	30	1.20			
Smoked Wings	1.69	40	1.69						
Smoked Necks	1.69	40	1.69						
GROUND TURKEY:									
Patties	2.49 - 2.99	610	2.71	2.49 - 3.00	30	2.73			
Sausage	1.88 - 3.99	1,000	2.43	2.29 - 2.86	190	2.76	2.49 - 3.27	60	2.90
85% lean	1.53 - 2.79	760	2.18	1.63 - 2.08	320	1.89	1.66	140	1.66
93% lean	1.92 - 3.07	1,040	2.62	2.28 - 2.80	370	2.61	2.39 - 2.99	1,540	2.79
Breast (99-100% lean)	2.99 - 4.61	620	4.18	2.99 - 4.16	100	3.20	3.99 - 5.99	260	4.13
Rolls (frsh/frz 1 lb.)				1.00 - 2.69	140	2.09	1.55 - 1.67	150	1.56