



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/30 thru 11/05.

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

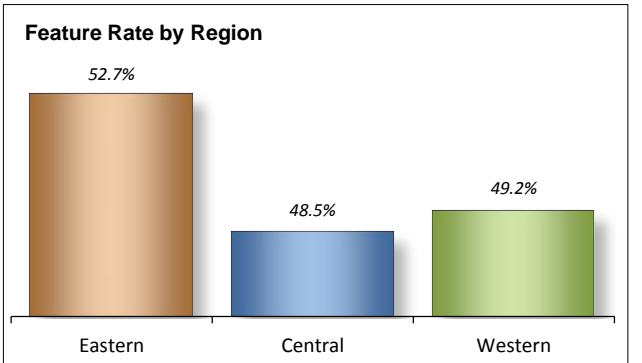
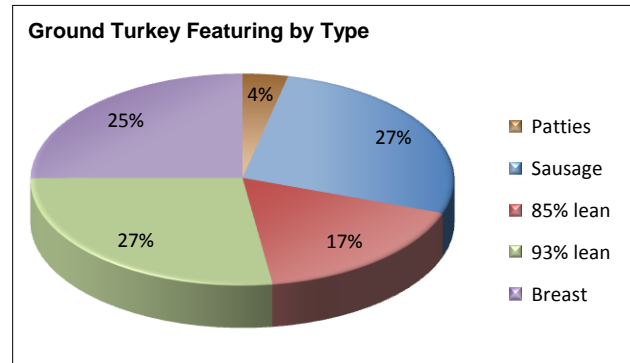
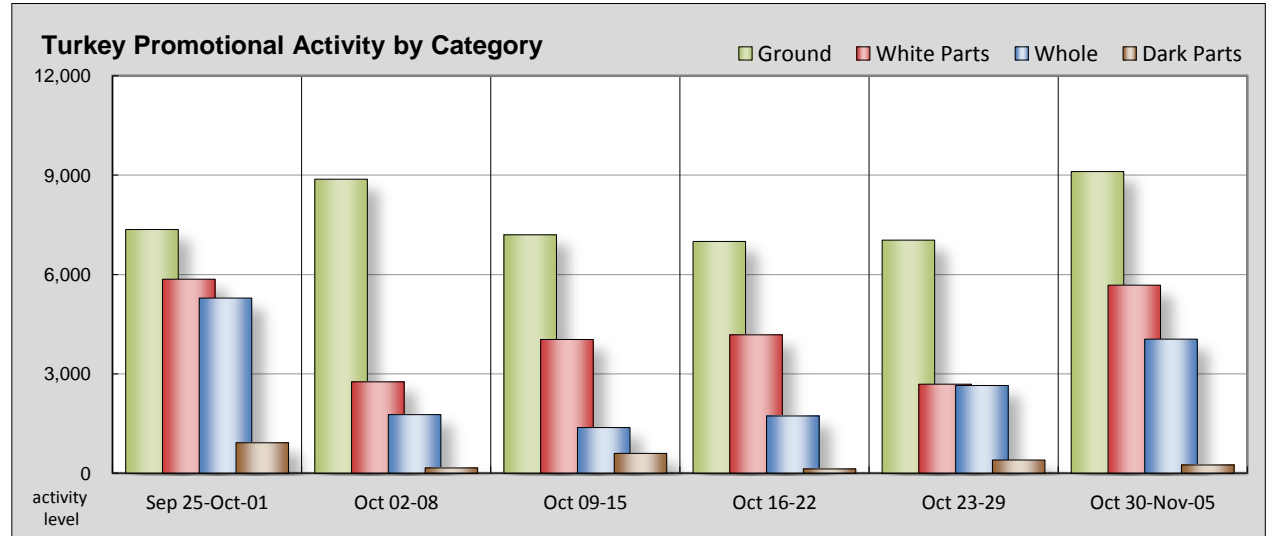
Fri. Oct 30, 2009

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	50.6% of 18,600 outlets		54.1% of 18,600 outlets		49.4% of 18,000 outlets	
Special Rate ^{4/}	2.0%		5.9%		2.5%	
Activity Index ^{2/}	19,760		14,930		21,690	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	2,030	0.88	1,250	0.86	4,310	0.95
" - Toms	2,020	0.88	1,400	0.86	4,040	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	150	2.08			130	2.27
Frozen	1,690	1.39	870	1.37	1,810	1.66
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	160	2.99				
Rotisserie	580	7.66	310	9.38	480	7.97
Boneless, whole						
Cutlets	720	4.27	40	3.64	30	4.99
Cutlets, thin sliced	1,070	4.77	970	4.49	640	4.87
Strips	720	4.68	20	3.99	40	4.21
Tenders	10	5.45	120	5.06	30	4.54
Marinated Tenders	580	4.34	360	3.77	490	3.77
	640	3.64	1,860	4.73	660	3.69
GROUND TURKEY:	9,110	2.91	7,040	2.75	8,050	2.89
Patties	320	2.81	640	2.71	1,160	2.73
Sausage	2,450	2.61	1,250	2.51	1,700	2.47
85% lean	1,580	2.07	1,220	2.05	1,130	2.06
93% lean	2,480	2.52	2,950	2.71	2,240	2.52
Breast	2,280	4.24	980	4.07	1,820	4.35
Rolls (frsh/frz 1 lb.)	30	1.50	290	1.82	130	1.43

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

This Week's Turkey Feature Highlights

Retail activity continues to increase as the Thanksgiving Holiday approaches. More stores are featuring whole turkeys in the East and Midwest when compared to last week at slightly higher price levels, but still below last year. Also, more stores are starting to promote holiday turkey dinners. Bone-in breasts doubled in activity from last week with prices trending higher, but significantly below a year ago. Rotisserie breasts are following the trend set by whole bone-in breasts and are more active than last week, but at lower trending price levels. Quite a few stores are running whole bone-in breast tie-ins with hams. With the cooler weather, boneless white items are becoming an attractive feature item. All the boneless white items, except for strips and marinated tenders, are featured more prominently at higher prices. Dark feature items are slow. Ground turkey retail ads are considerably more active than last week with sausage and the leaner grinds leading the way.



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

Fri. Oct 30, 2009

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/30 thru 11/05.

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

	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/}	52.7% of 8,400 sampled outlets			48.5% of 5,900 sampled outlets			49.2% of 4,300 sampled outlets		
Special Rate ^{4/}	1.8% of stores w/ no-price promotions			3.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 9,850			Activity Index = 6,790			Activity Index = 3,090		
	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	0.59 - 1.39	910	0.83	0.67 - 1.29	1,120	0.92			
" - Toms	0.59 - 1.39	910	0.83	0.67 - 1.29	1,110	0.92			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69	20	2.69	1.99	10	1.99	1.99	120	1.99
Frozen	0.98 - 1.99	870	1.27	0.98 - 1.69	750	1.51	1.49 - 1.69	70	1.52
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.99	160	2.99						
Rotisserie	6.89 - 7.99	440	7.82	6.99 - 7.97	140	7.18			
Boneless, whole	2.99 - 4.69	720	4.27						
Cutlets	2.99 - 4.99	830	4.63	3.99 - 5.45	230	5.24	5.45	10	5.45
Cutlets, thin sliced	4.59 - 4.99	720	4.68						
Strips							5.45	10	5.45
Tenders	3.73 - 4.59	340	4.10	3.99 - 4.79	230	4.67	4.79	10	4.79
Marinated Tenders	2.66 - 3.99	290	3.47	3.73 - 3.99	180	3.74	2.93 - 3.99	170	3.83
Drumsticks	1.48 - 1.89	50	1.53	0.99	10	0.99			
Thighs	1.48 - 1.99	20	1.75						
Wings	1.48	50	1.48	0.99	10	0.99			
Necks	1.48	50	1.48	0.99	10	0.99			
Smoked Drumsticks	2.19	10	2.19	2.19	10	2.19			
Smoked Wings	2.19	10	2.19	2.19	10	2.19			
Smoked Necks	2.19	10	2.19						
GROUND TURKEY:									
Patties	2.48 - 2.99	260	2.77				2.99	60	2.99
Sausage	1.88 - 3.99	1,120	2.48	1.49 - 3.19	880	2.33	2.99 - 3.99	450	3.47
85% lean	1.59 - 2.39	900	2.13	1.99 - 2.30	550	2.06	1.75	130	1.75
93% lean	1.53 - 2.80	730	2.54	2.00 - 3.99	1,080	2.33	2.00 - 3.49	670	2.82
Breast (99-100% lean)	3.59 - 4.61	430	4.24	4.49 - 4.79	460	4.74	3.99 - 4.79	1,390	4.08
Rolls (frsh/frz 1 lb.)				1.50	30	1.50			