



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.**

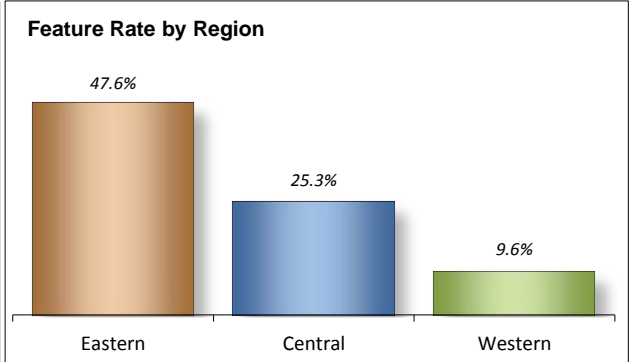
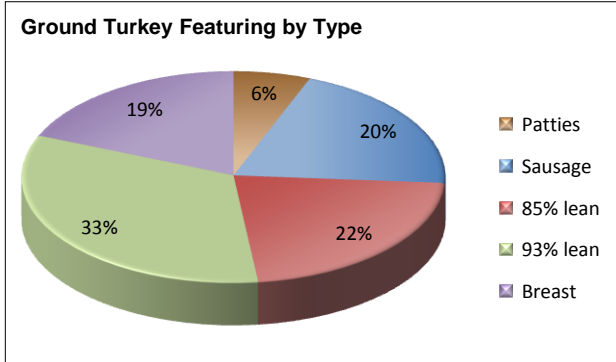
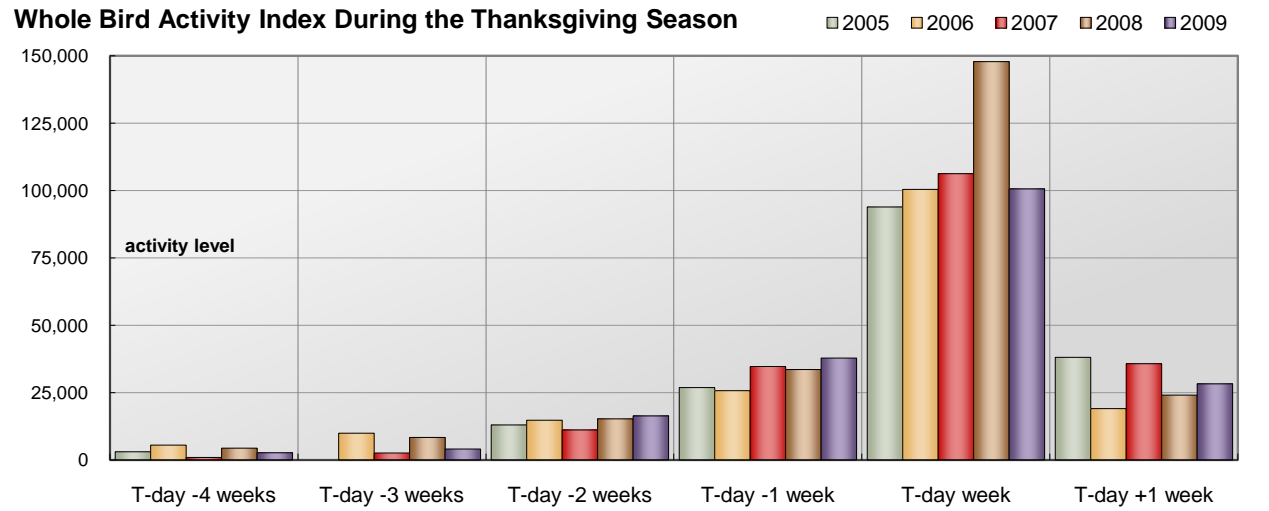
Fri. Nov 27, 2009

(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</b> <sup>1/</sup>	<b>31.6% of 18,600 outlets</b>		<b>97.0% of 18,600 outlets</b>		<b>36.9% of 18,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>2.0%</b>		<b>9.4%</b>		<b>3.0%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>37,620</b>		<b>130,450</b>		<b>34,620</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	7,300	1.33	20,170	1.32	7,000	1.48
" - Toms	7,300	1.33	20,660	1.31	6,770	1.48
Frozen - Hens	6,920	0.86	29,320	0.77	5,260	0.88
" - Toms	6,720	0.86	30,470	0.76	5,030	0.89
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	2,730	2.17	6,180	2.25	2,810	2.18
Frozen	2,750	1.60	10,250	1.61	3,460	1.70
<b>Hotel Style</b>						
Fresh			20	1.99		
Frozen						
<b>Split, bone-in</b>						
Fresh			30	2.46		
Rotisserie	780	7.96	3,320	7.96	630	7.31
<b>Boneless, whole</b>						
Cutlets	20	4.74	40	4.37		
Cutlets, thin sliced	70	5.03	20	5.14	190	4.62
Strips	10	5.45	10	5.45	80	5.08
Tenders	190	4.09	20	4.93	260	4.54
Marinated Tenders	200	4.65	1,000	3.87		
Drumsticks	140	1.53	650	1.51	280	1.44
Thighs	40	2.04	300	1.51	50	1.64
Wings	120	1.50	570	1.49	240	1.43
Necks			220	1.64		
Smoked Drumsticks	10	2.19	190	1.69	140	1.89
Smoked Wings	40	1.79	220	1.95		
Smoked Necks	20	1.97	190	1.49		
<b>GROUND TURKEY:</b>	<b>2,180</b>	<b>2.92</b>	<b>6,230</b>	<b>2.64</b>	<b>2,300</b>	<b>2.96</b>
Patties	130	2.96	520	2.82	10	2.99
Sausage	440	2.72	1,580	2.75	460	2.69
85% lean	480	2.19	1,000	2.17	50	1.82
93% lean	720	2.70	2,750	2.55	1,190	2.50
Breast	410	4.37	380	3.82	590	4.18
Rolls (frsh/frz 1 lb.)	80	1.49	370	2.56	120	2.00

**This Week's Turkey Feature Highlights**

Thanksgiving week is winding down and ads breaking later in the cycle have fewer turkey promotions. Many retailers adjust ad cycles due to the holiday and most of these stores limit features or have no ads. Offers on fresh and frozen whole turkeys are more active than the same week a year ago. Fresh and frozen bone-in breasts are still available at some attractive prices. A few stores continue to feature rotisserie breasts, a good choice for people who didn't have a turkey dinner on Thanksgiving Day. A few white parts found their way to this week's circular; dark parts are also slow. Stores begin to feature more ground turkey late in the cycle; average prices trend higher than a week earlier. We will have to wait until the next holiday to see active promotions on whole turkeys again.



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.)




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



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.**

Fri. Nov 27, 2009

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

	<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> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	<b>47.6% of 8,400 sampled outlets</b> <b>0.0% of stores w/ no-price promotions</b> <b>Activity Index = 26,780</b>			<b>25.3% of 5,900 sampled outlets</b> <b>6.2% of stores w/ no-price promotions</b> <b>Activity Index = 8,700</b>			<b>9.6% of 4,300 sampled outlets</b> <b>0.0% of stores w/ no-price promotions</b> <b>Activity Index = 2,060</b>		
	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	0.79 - 1.79	5,020	1.34	0.89 - 1.89	1,520	1.23	0.97 - 1.79	760	1.40
" - Toms	0.79 - 1.79	5,020	1.34	0.89 - 1.89	1,520	1.23	0.99 - 1.79	760	1.42
Frozen - Hens	0.28 - 1.49	4,860	0.86	0.28 - 1.49	2,010	0.84	0.37 - 0.98	50	0.73
" - Toms	0.28 - 1.49	4,670	0.86	0.28 - 1.49	2,000	0.84	0.79 - 0.98	50	0.85
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.28 - 2.99	1,880	2.12	1.69 - 2.99	520	2.11	2.49 - 2.99	330	2.50
Frozen	0.99 - 2.99	2,020	1.61	0.99 - 1.99	680	1.55	1.29 - 1.99	50	1.79
<b>Hotel Style</b>									
Fresh									
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	6.99 - 8.00	520	7.96	6.99 - 7.99	260	7.96			
<b>Boneless, whole</b>									
Cutlets	4.99	50	4.99	4.49	10	4.49	4.99	10	4.99
Cutlets, thin sliced							4.99 - 5.45	20	5.14
Strips							5.45	10	5.45
Tenders	3.99	170	3.99				4.79 - 4.99	20	4.93
Marinated Tenders	3.49 - 4.26	120	4.20	5.33	80	5.33			
<b>Drumsticks</b>									
Thighs	1.49 - 1.69	140	1.53						
Wings	1.99 - 2.19	40	2.04						
Necks	1.49	110	1.49	1.59	10	1.59			
Smoked Drumsticks	2.19	10	2.19						
Smoked Wings	1.69 - 2.19	40	1.79						
Smoked Necks	1.79 - 2.19	20	1.97						
<b>GROUND TURKEY:</b>									
Patties	2.59 - 2.99	130	2.96						
Sausage	2.39 - 3.99	440	2.72						
85% lean	1.99 - 2.50	480	2.19						
93% lean	2.29 - 3.14	700	2.70	2.78	20	2.78			
Breast (99-100% lean)	3.84 - 6.49	340	4.35	4.49	70	4.49			
Rolls (frsh/frz 1 lb.)				1.49	80	1.49			