USDA Weekly Retail Turkey Feature Activity

Fri. Jan 01, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/01 thru 01/07.

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

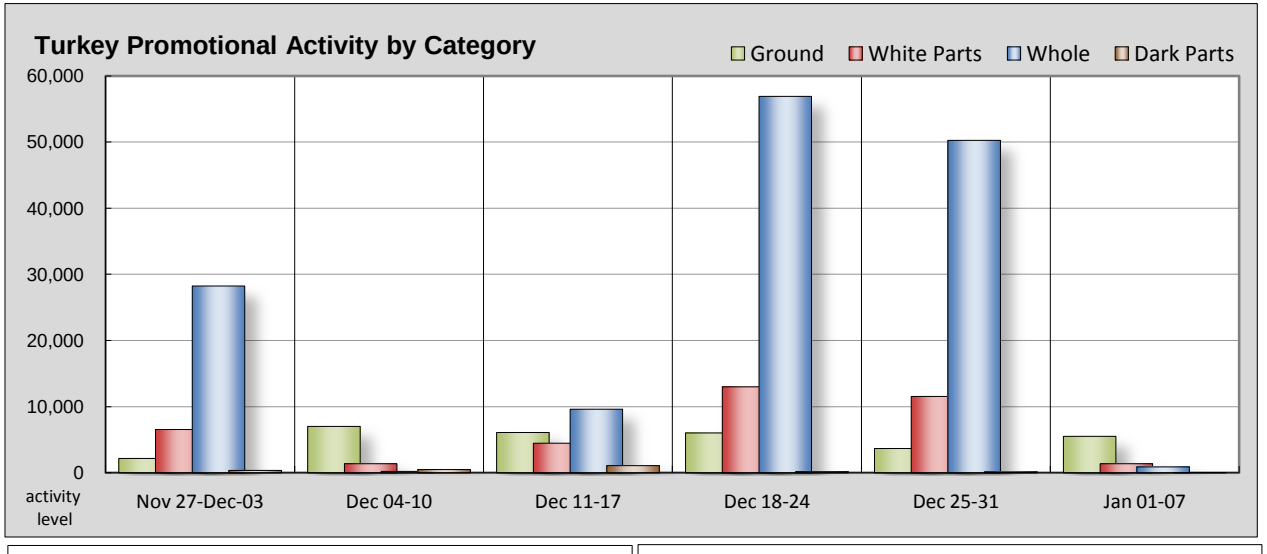
NATIONAL SUMMARY

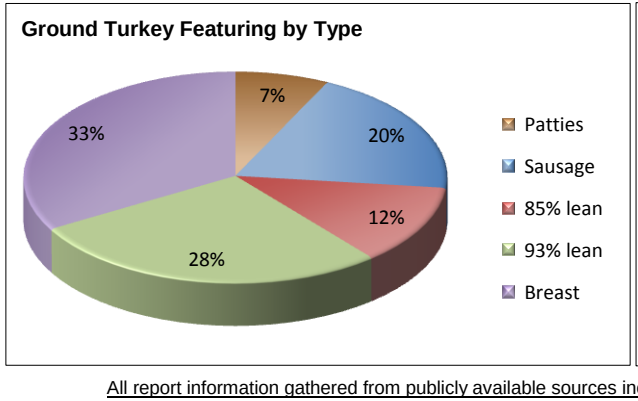
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	33.7% of 19,200 outlets		78.9% of 18,600 outlets		46.6% of 18,600 outlets	
Special Rate 4/	4.7%		9.4%		3.9%	
Activity Index 2/	8,240		65,680		17,140	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	40	1.25	13,920	1.39	440	1.59
" - Toms	40	1.25	13,510	1.39	440	1.58
Frozen - Hens	410	0.95	10,940	0.90	560	1.14
" - Toms	410	0.95	11,880	0.90	690	1.07
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	1.89	2,020	2.43	170	2.71
Frozen	620	1.68	8,600	1.61	1,370	1.91
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	10	1.89	30	2.52	20	1.89
Rotisserie	170	7.99	760	7.66	360	8.43
Boneless, whole	150	3.99			170	4.14
Cutlets	180	4.09	110	4.28	1,140	5.00
Cutlets, thin sliced	170	5.49			120	4.96
Strips	20	5.51	10	5.45	430	5.93
Tenders	50	3.46	20	2.94	780	4.37
Marinated Tenders	180	3.87	50	4.54	750	3.96
Drumsticks			10	1.49	60	1.65
Thighs			10	2.19	40	2.01
Wings			10	1.49	90	1.53
Necks			10	1.49		
Smoked Drumsticks	20	1.94	30	1.59	50	1.56
Smoked Wings	10	2.19	50	1.64	60	1.57
Smoked Necks			30	1.38	10	1.99
GROUND TURKEY:	**5,520**	**3.25**	**3,680**	**2.80**	**8,530**	**3.06**
Patties	400	2.97	150	2.97	200	2.49
Sausage	1,080	2.95	620	2.31	2,140	2.65
85% lean	670	2.24	430	2.16	1,730	2.09
93% lean	1,530	2.62	2,090	2.71	1,600	2.65
Breast	1,840	4.38	390	4.72	2,860	4.22
Rolls (frsh/frz 1 lb.)	230	1.63			860	1.24

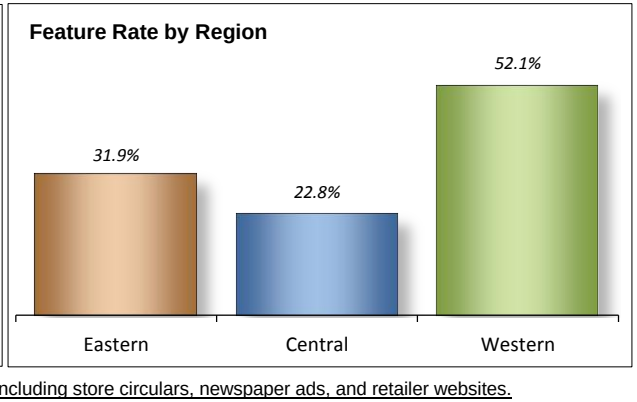
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Grocery store promotions on turkey items are sharply lower for the post-holiday period. Promotions shift from whole turkeys and bone-in breasts to other meats and seafood. Party trays are a popular option to snack on while watching the bowl games over the three day weekend and for New Year's celebrations. Offers on frozen hens and toms are lower compared to the same week a year ago; average ad prices are sharply lower compared to the same week last year. Compared to the same week a year ago, offers and average weighted prices on frozen bone-in breasts are sharply lower. Only a few stores offer rotisserie breasts this week. White parts are more active and offer customers a leaner option after the holiday feasts are over. Dark parts all but disappear from the circulars. Offers of ground turkey increase. Ground breast meat, the leanest choice of the grinds, is the most active.







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/]	**31.9% of 8,400 sampled outlets**			**22.8% of 6,300 sampled outlets**			**52.1% of 4,500 sampled outlets**		
Special Rate [4/]	**2.5% of stores w/ no-price promotions**			**0.1% of stores w/ no-price promotions**			**15.1% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 3,250**			**Activity Index = 2,930**			**Activity Index = 1,830**		
	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				1.25	40	1.25			
" - Toms				1.25	40	1.25			
Frozen - Hens	1.29	20	1.29	0.88 - 0.99	390	0.93			
" - Toms	1.29	20	1.29	0.88 - 1.19	390	0.94			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.89	10	1.89			
Frozen	1.59 - 1.69	240	1.63	1.49 - 1.99	120	1.62	1.48 - 1.99	260	1.76
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				1.89	10	1.89			
Rotisserie	7.99	170	7.99						
Boneless, whole	3.99	150	3.99						
Cutlets	2.49 - 3.99	160	3.91				5.45 - 5.54	20	5.51
Cutlets, thin sliced	5.49	170	5.49						
Strips							5.45 - 5.54	20	5.51
Tenders							2.99 - 4.79	50	3.46
Marinated Tenders	3.73	60	3.73	3.47 - 3.99	120	3.94			
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.69	10	1.69	2.19	10	2.19			
Smoked Wings				2.19	10	2.19			
Smoked Necks									
GROUND TURKEY:									
Patties				2.50 - 3.99	400	2.97			
Sausage	2.39 - 3.99	670	2.78	2.45 - 3.27	190	2.94	3.19 - 3.99	220	3.46
85% lean	1.99 - 2.79	220	2.17	2.30 - 2.50	130	2.48	1.88 - 2.40	320	2.19
93% lean	1.99 - 3.84	800	2.34	1.88 - 3.50	490	2.94	1.88 - 3.99	240	2.94
Breast (99-100% lean)	3.84 - 5.99	560	4.21	3.99 - 4.99	580	4.42	2.99 - 5.19	700	4.47
Rolls (frsh/frz 1 lb.)				1.00 - 1.67	230	1.63			