USDA Weekly Retail Turkey Feature Activity

Fri. Jan 08, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/08 thru 01/14.

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

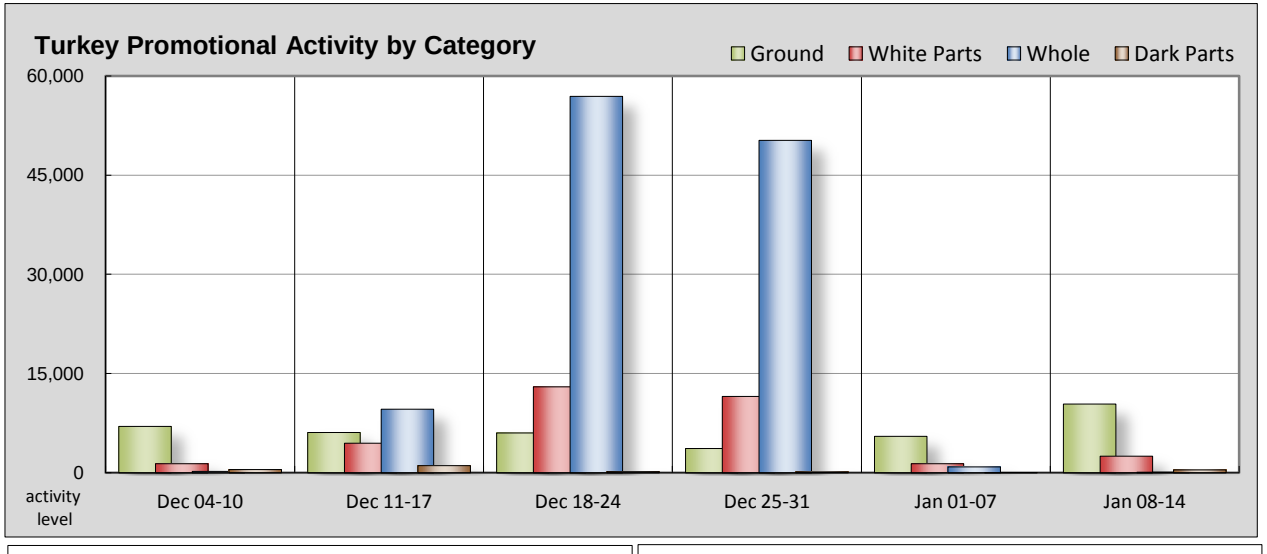
NATIONAL SUMMARY

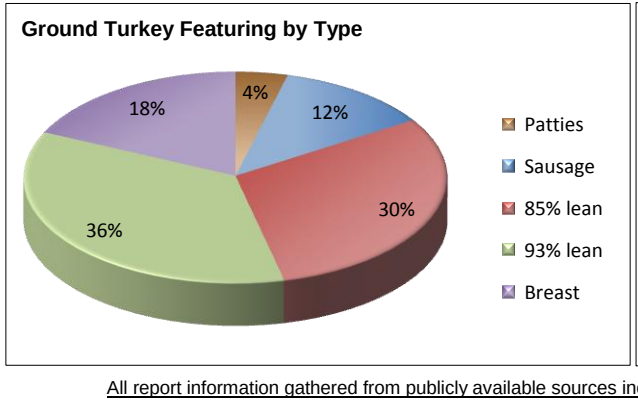
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**56.4% of 19,200 outlets**		**33.7% of 19,200 outlets**		**39.1% of 18,600 outlets**	
Special Rate 4/	**8.4%**		**4.7%**		**4.5%**	
Activity Index 2/	**14,070**		**8,240**		**11,290**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens			40	1.25		
" - Toms			40	1.25		
Frozen - Hens	50	0.90	410	0.95	120	1.38
" - Toms	50	0.99	410	0.95	110	1.38
PARTS:						
Breast:						
Bone-in, whole						
Fresh	30	2.66	10	1.89	30	2.62
Frozen	580	1.65	620	1.68	560	1.76
Hotel Style						
Fresh					40	1.50
Frozen						
Split, bone-in						
Fresh	10	1.99	10	1.89	10	2.89
Rotisserie	590	6.47	170	7.99	190	7.95
Boneless, whole	40	4.19	150	3.99	20	4.69
Cutlets	760	4.80	180	4.09	440	4.84
Cutlets, thin sliced	10	4.54	170	5.49	40	4.56
Strips	80	4.99	20	5.51	10	4.99
Tenders	420	3.97	50	3.46	110	4.21
Marinated Tenders	220	4.31	180	3.87	350	4.25
Drumsticks	130	1.42			120	1.13
Thighs	100	1.39			40	1.67
Wings	100	1.26			80	1.03
Necks						
Smoked Drumsticks	40	1.70	20	1.94	280	1.62
Smoked Wings	40	1.79	10	2.19	230	1.56
Smoked Necks	40	1.46			210	1.47
GROUND TURKEY:	**10,400**	**2.66**	**5,520**	**3.25**	**7,800**	**2.75**
Patties	420	2.56	400	2.97	850	2.97
Sausage	1,250	2.82	1,080	2.95	840	2.97
85% lean	3,150	1.97	670	2.24	1,530	1.95
93% lean	3,690	2.53	1,530	2.62	3,250	2.44
Breast	1,890	3.96	1,840	4.38	1,330	4.13
Rolls (frsh/frz 1 lb.)	380	1.76	230	1.63	500	1.42

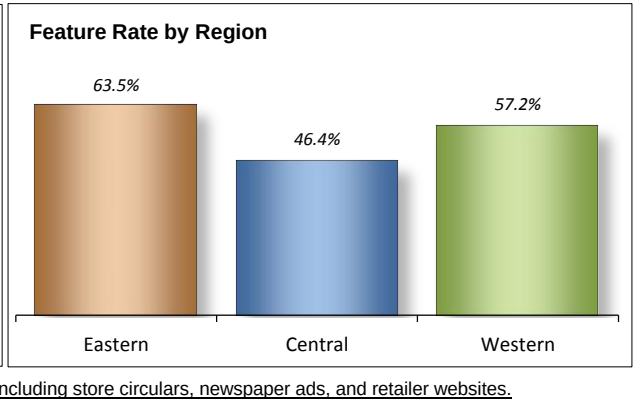
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Over half the stores sampled feature turkey this week, quite a change from a week ago. Fresh and frozen whole turkeys are practically absent from the circulars, as is expected after the holidays. Fewer stores feature frozen bone-in breasts; advertised prices are slightly lower this week. Offers on rotisserie breasts increase. White parts are more available, a healthy choice for shoppers after last weekend's football parties. Cutlets are well represented; tenders are readily available. Dark parts return to the ad pages; dark parts were practically invisible last week. We haven't seen this many offers on ground turkey since before Thanksgiving. The weighted average price is sharply lower as retailers move their focus from ground breast to the other grinds. The 93% and 85% leans are heavily promoted and prices are more competitive this week. Ground breast, sausage and patties are also priced to catch the shoppers' attention.







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/]	**63.5% of 8,400 sampled outlets**			**46.4% of 6,300 sampled outlets**			**57.2% of 4,500 sampled outlets**		
Special Rate [4/]	**5.5% of stores w/ no-price promotions**			**7.7% of stores w/ no-price promotions**			**14.7% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,490**			**Activity Index = 2,870**			**Activity Index = 3,330**		
	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				0.88 - 0.99	50	0.90			
" - Toms				0.88 - 1.39	50	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	20	2.99	1.99	10	1.99			
Frozen	0.99 - 1.69	100	1.29	1.29 - 1.99	180	1.67	1.49 - 1.99	300	1.77
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				1.99	10	1.99			
Rotisserie	4.49 - 7.99	490	6.31	6.99 - 7.99	100	7.27			
Boneless, whole	4.79	30	4.79	2.39	10	2.39			
Cutlets	3.99 - 4.99	550	4.82	3.99	20	3.99	4.54 - 4.99	190	4.82
Cutlets, thin sliced	4.54	10	4.54						
Strips	4.99	80	4.99						
Tenders				3.49 - 3.99	170	3.95	2.99 - 4.39	250	3.98
Marinated Tenders	4.26	200	4.26				4.79	20	4.79
Drumsticks	1.69	30	1.69				1.29 - 1.59	100	1.34
Thighs				1.99	10	1.99	1.29 - 1.79	90	1.33
Wings	0.99	10	0.99				1.29	90	1.29
Necks									
Smoked Drumsticks	1.59 - 2.19	40	1.70						
Smoked Wings	1.69 - 2.19	40	1.79						
Smoked Necks	1.29 - 2.19	40	1.46						
GROUND TURKEY:									
Patties	1.50 - 3.00	310	2.61	1.50 - 2.99	50	2.45	2.00 - 3.50	60	2.37
Sausage	2.19 - 3.59	800	2.57	2.80 - 2.87	160	2.86	3.50	290	3.50
85% lean	1.20 - 2.30	1,770	2.00	1.00 - 2.80	880	1.94	1.25 - 2.49	500	1.90
93% lean	1.99 - 3.84	1,990	2.48	1.67 - 2.99	760	2.58	2.08 - 3.59	940	2.62
Breast (99-100% lean)	2.76 - 5.99	980	3.96	2.49 - 4.49	410	3.84	2.99 - 4.99	500	4.05
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	1.00 - 2.33	360	1.78	1.25	10	1.25