



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

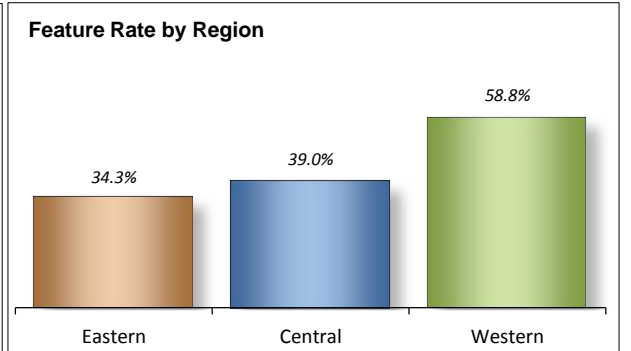
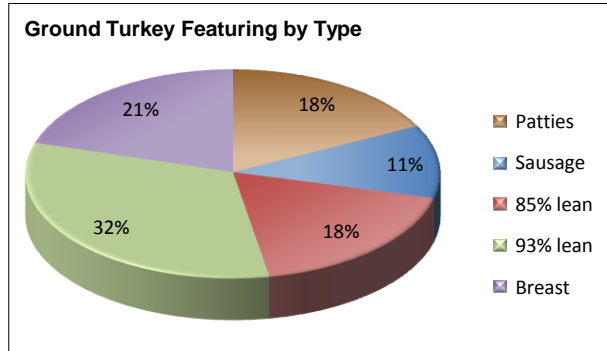
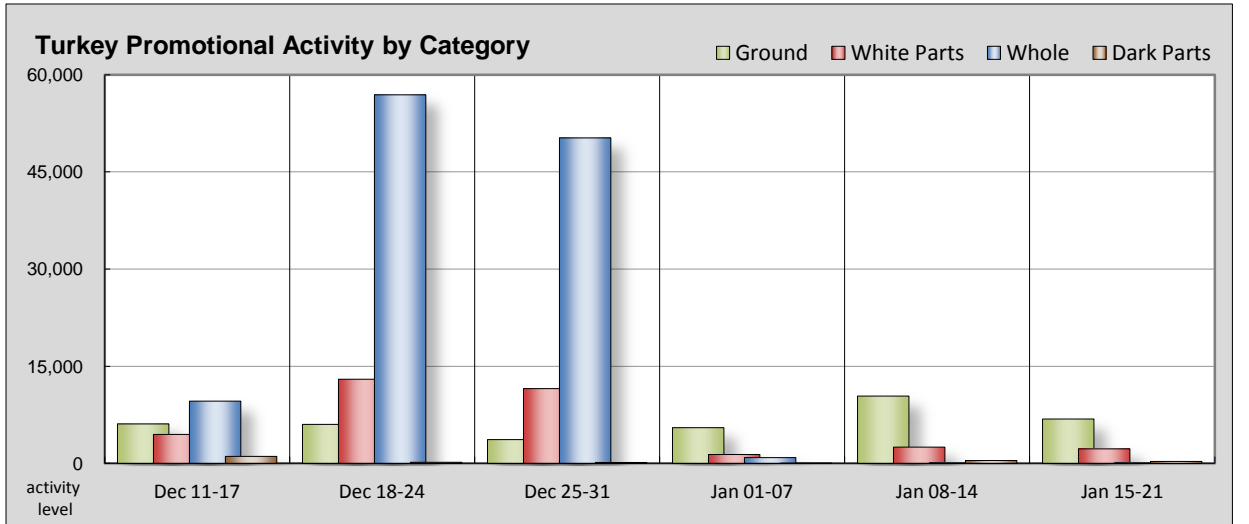
Fri. Jan 15, 2010

(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/}	41.6% of 19,200 outlets		56.4% of 19,200 outlets		49.3% of 18,600 outlets	
Special Rate ^{4/}	4.1%		8.4%		6.5%	
Activity Index ^{2/}	10,820		14,070		13,820	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	60	0.89	50	0.90	790	0.87
" - Toms	40	0.90	50	0.99	790	0.87
PARTS:						
Breast:						
Bone-in, whole						
Fresh	320	2.13	30	2.66	240	2.40
Frozen	500	1.23	580	1.65	600	1.76
Hotel Style						
Fresh	120	0.99			230	1.34
Frozen						
Split, bone-in						
Fresh	40	2.64	10	1.99		
Rotisserie	390	7.63	590	6.47	240	5.46
Boneless, whole						
	40	4.66	40	4.19	70	4.63
Cutlets						
	510	4.78	760	4.80	280	4.37
Cutlets, thin sliced						
	20	3.99	10	4.54	140	4.79
Strips						
	50	5.32	80	4.99	30	3.97
Tenders						
	260	3.98	420	3.97	90	4.33
Marinated Tenders						
	820	3.89	220	4.31	210	4.10
Drumsticks						
	160	1.72	130	1.42	180	1.42
Thighs						
			100	1.39		
Wings						
	20	1.64	100	1.26	180	1.40
Necks						
	10	1.29			20	1.49
Smoked Drumsticks						
	40	1.69	40	1.70	220	1.60
Smoked Wings						
	40	1.99	40	1.79	190	1.59
Smoked Necks						
	40	1.59	40	1.46	190	1.39
GROUND TURKEY:						
	6,860	2.56	10,400	2.66	8,440	2.72
Patties	1,210	2.50	420	2.56	1,490	2.80
Sausage	780	2.85	1,250	2.82	1,720	2.74
85% lean	1,250	2.01	3,150	1.97	1,620	1.99
93% lean	2,220	2.09	3,690	2.53	2,670	2.54
Breast	1,400	3.70	1,890	3.96	940	4.33
Rolls (frsh/frz 1 lb.)	480	1.06	380	1.76	690	1.80

This Week's Turkey Feature Highlights

Retail promotional activity is light going into the middle of the month. A few stores offer frozen whole turkeys. Promotions increase on fresh bone-in breasts and decline on frozen bone-in breasts; the average ad prices are sharply lower than last week and from the same week a year ago. Fresh hotel style breasts are available at very attractive prices. Rotisserie ads retreat and prices are higher. Fewer stores promote cutlets and tenders and focus on marinated tenders which are active and priced to attract shoppers. Fresh drumsticks increase in volume and price; smoked part activity is unchanged from last week but weighted average prices trend lower. Last week everyone seemed to have ground turkey; this week grocers were more selective in their offerings.



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.)

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




Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911

website: <http://www.ams.usda.gov/pymarketnews.htm>



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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/} Special Rate ^{4/} Activity Index ^{2/}	34.3% of 8,400 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 4,790			39.0% of 6,300 sampled outlets 9.6% of stores w/ no-price promotions Activity Index = 2,140			58.8% of 4,500 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 3,410		
	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				0.79 - 0.99	20	0.91	0.79 - 0.99	40	0.88
" - Toms				0.79 - 0.99	20	0.91	0.88	20	0.88
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.29	150	2.29	1.89 - 1.99	170	1.98			
Frozen	0.98 - 1.99	80	1.49	0.99 - 1.69	420	1.18			
Hotel Style									
Fresh	0.99	120	0.99						
Frozen									
Split, bone-in									
Fresh	2.79	20	2.79				2.49	20	2.49
Rotisserie	6.99 - 7.99	370	7.72	5.99	20	5.99			
Boneless, whole	4.49 - 4.59	30	4.55				4.99	10	4.99
Cutlets	4.48 - 4.99	410	4.75	3.99 - 4.61	50	4.49	4.99 - 5.45	50	5.32
Cutlets, thin sliced				3.99	20	3.99			
Strips							4.99 - 5.45	50	5.32
Tenders	3.99	170	3.99	3.99	30	3.99	2.99 - 4.79	60	3.95
Marinated Tenders	3.73 - 4.66	490	4.20	2.60 - 4.59	330	3.45			
Drumsticks	1.29 - 1.79	150	1.72	1.79	10	1.79			
Thighs									
Wings	1.29 - 1.79	20	1.64						
Necks	1.29	10	1.29						
Smoked Drumsticks	1.69	40	1.69						
Smoked Wings	1.99	40	1.99						
Smoked Necks	1.59	40	1.59						
GROUND TURKEY:									
Patties	2.69 - 2.99	430	2.96	1.99 - 2.99	160	2.24	1.99 - 2.40	620	2.25
Sausage	2.40 - 3.50	440	3.05	2.86 - 3.00	30	2.93	2.00 - 4.09	310	2.57
85% lean	1.19 - 2.50	640	2.02	1.49 - 2.30	550	2.03	1.19 - 2.39	60	1.67
93% lean	2.30 - 3.07	360	2.56	1.59 - 2.70	180	1.90	1.59 - 2.99	1,680	2.02
Breast (99-100% lean)	2.88 - 4.61	780	3.91	2.31 - 4.61	130	3.62	2.79 - 4.78	490	3.38
Rolls (frsh/frz 1 lb.)				0.83 - 1.50	180	1.17	0.99 - 1.00	300	1.00