

USDA Weekly Retail Turkey Feature Activity

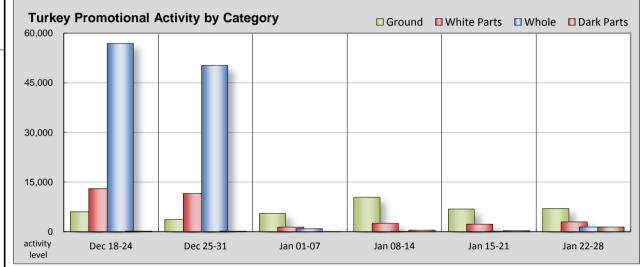
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

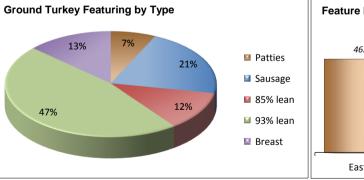
(prices in dollars per pound fresh unless otherwise noted: does not reflect all turkey items available in the marketplace)

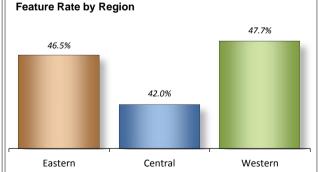
NATIONAL SUMMARY												
	I	WEEK		LAST WEEK LAST YEAR								
.,												
Feature Rate 1/		of 19,200 lets		of 19,200 tlets	50.0% of 18,600 outlets							
Special Rate 4/		4%		.1%	3.7%							
Activity Index 2/		140		,820	19,040							
3/	Stores Wtd Avg		Stores	Wtd Avg	Stores Wtd Avg							
WHOLE BIRDS:												
Fresh - Hens												
" - Toms												
Frozen - Hens	720	0.89	60	0.89	630	0.98						
" - Toms	710	0.89	40	0.90	590	0.94						
PARTS:												
Breast:												
Bone-in, whole												
Fresh	170	2.04	320	2.13	280	2.77						
Frozen	1,330	1.14	500	1.23	1,930	1.52						
Hotel Style												
Fresh	100	0.99	120	0.99	120	1.16						
Frozen												
Split, bone-in												
Fresh	60	2.49	40	2.64	30	2.49						
Rotisserie	230	7.84	390	7.63	460	7.48						
Boneless, whole	130	4.07	40	4.66	210	4.20						
Cutlets	580	5.01	510	4.78	1,320	4.71						
Cutlets, thin sliced	10	4.99	20	3.99	720							
Strips	10	5.54	50	5.32	130	6.10						
Tenders	370	4.50	260	3.98	710	4.09						
Marinated Tenders	70	3.87	820	3.89	1,090	3.94						
Drumsticks	330	1.46	160	1.72	220	1.32						
Thighs	190	1.55			40	1.59						
Wings	280	1.48	20	1.64	190	1.28						
Necks	160	1.39	10	1.29	40	1.52						
Smoked Drumsticks	150	1.79	40	1.69	130	2.28						
Smoked Wings	170	1.98	40	1.99	140	2.23						
Smoked Necks	150	1.59	40	1.59	10	1.99						
GROUND TURKEY:	7,000	2.72	6,860	2.56	9,450	2.87						
Patties	490	2.96	1,210	2.50	1,610	2.91						
Sausage	1,470	2.90	780	2.85	1,920	2.61						
85% lean	830	1.95	1,250	2.01	1,670	2.02						
93% lean	3,280	2.35	2,220	2.09	2,460	2.56						
Breast	930	4.30	1,400	3.70	1,790	4.33						
Rolls (frsh/frz 1 lb.)	220	1.16	480	1.06	600	1.55						
Note: rolls not included in ground fresh ground turkey total and weighted average												

This Week's Turkey Feature Highlights eved turkey items. Frozen hens and toms make a strong are

Promotional activity increases on surveyed turkey items. Frozen hens and toms make a strong appearance and prices are similar to last week. Offers are sharply higher on frozen bone-in breasts compared to last week, but lower compared to the same week a year ago. Average ad prices for frozen bone-in breasts are lower than last week and much lower than the same week last year. Rotisserie breasts are lightly featured. Cutlets and tenders are featured in more stores; marinated tenders all but disappear this week. Dark parts are popular; consumers have a wide choice as all items in this category are featured. Promotional activity on grinds is slightly higher this week. The 93% lean comprises almost half the ads for grinds; average ad prices on 93% trend higher. Offers on sausage are a distant second and only a few stores show patties in their circulars.







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 <u>any</u> 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

Note: rolls not included in ground fresh ground turkey total and weighted average. (e.g., buy 1, get 1 free, etc.)

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



Fri. Jan 22, 2010

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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.		FI	
							H	(AZ,CA,CO,ID,MT,		
			Ħ.				Z TEL	NM,NV,OR,UT,WA,WY)		THE STATE OF THE S
Feature Rate 1/	46.5% of 8,400 sampled outlets			42.0% of 6,300 sampled outlets			47.7% of 4,500 sampled outlets			
Special Rate 4/	1.3% of stores w/ no-price promotions			3.0% of stores w/ no-price promotions				11.9% of stores w/ no-price promotions		
Activity Index 2/	Activity Index = 7,370			Activity Index = 2,710				Activity Index = 2,840		
	Price Range	Summa	ary	Price Range		Summ	ary	Price Range	Summary	
	(\$/pound)	Stores	Wtd Avg	(\$/pc	ound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg
WHOLE BIRDS:					·					
Fresh - Hens										
" - Toms										
Frozen - Hens	0.69 - 0.89	360	0.79	0.79 -	0.99	220	0.98	0.99	140	0.99
" - Toms	0.69 - 0.89	360	0.79	0.79 -	0.99	210	0.98	0.99	140	0.99
PARTS:										
Breast:										
Bone-in, whole										
Fresh	2.89	10	2.89		1.99	160	1.99			
Frozen	0.99 - 1.69	290	1.21	0.99	- 1.99	520	1.03	0.99 - 1.69	520	1.22
Hotel Style										
Fresh	0.99	100	0.99							
Frozen										
Split, bone-in										
Fresh								2.49	60	2.49
Rotisserie	7.99 - 9.99	190	8.18	5.98	- 7.99	40	6.23			
Boneless, whole	3.99	70	3.99		3.99	50	3.99	4.99	10	4.99
Cutlets	4.00 - 4.99	440	4.86		5.45	110	5.45	5.45 - 5.54	30	5.49
Cutlets, thin sliced	4.99	10	4.99							
Strips								5.54	10	5.54
Tenders	3.72 - 4.99	170	4.56	2.99	- 4.79	170	4.45	3.99 - 4.79	30	4.46
Marinated Tenders	3.46 - 4.26	50	3.82		3.99	20	3.99			
Drumsticks	1.39 - 1.88	210	1.46					1.29 - 1.89	120	1.46
Thighs	1.69	70	1.69					1.29 - 1.89	120	1.46
Wings	1.29 - 1.88	250	1.43					1.89	30	1.89
Necks	1.39 - 1.88	60	1.62		0.99	10	0.99	1.29	90	1.29
Smoked Drumsticks	1.79	150	1.79		0.40	4.0	0.40			
Smoked Wings	1.29 - 1.99	160	1.94		2.49	10	2.49			
Smoked Necks	1.59	150	1.59							
GROUND TURKEY: Patties	2.59 - 2.99	200	2.90	2.50	- 3 /10	160	3.00	3.00	130	3.00
Sausage	2.59 - 2.99	1,140	2.90 2.94		- 3.49 - 3.49	200	3.00 2.76	2.80	130	2.80
85% lean	1.83 - 2.33	1,140 520	2.94	1.99		40	2.76	1.59 - 3.00	270	2.60 1.65
93% lean	1.99 - 3.84	2,140	2.39	1.83		300	2.00	1.59 - 2.99	840	2.34
Breast (99-100% lean)	2.84 - 5.99	2,140	4.03		- 5.49 - 5.00	490	4.52	3.99 - 4.79	170	4.07
Rolls (frsh/frz 1 lb.)	2.04 - 0.00	210	7.00	1.00		60	1.58	1.00	160	1.00
1300 (1307/112 1 10.)				1.00	2.00	1 00	1.00	1.00	100	1.00