



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/05 thru 02/11.

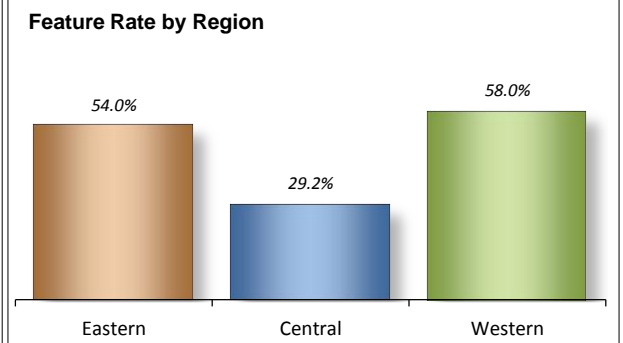
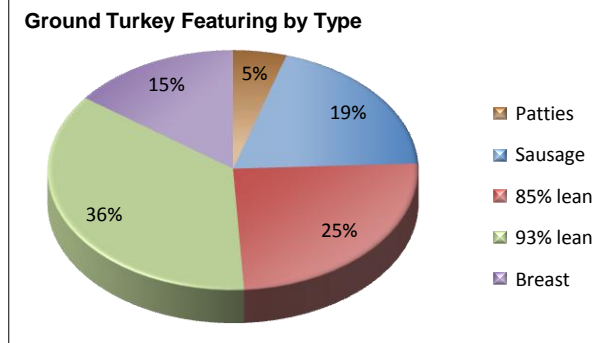
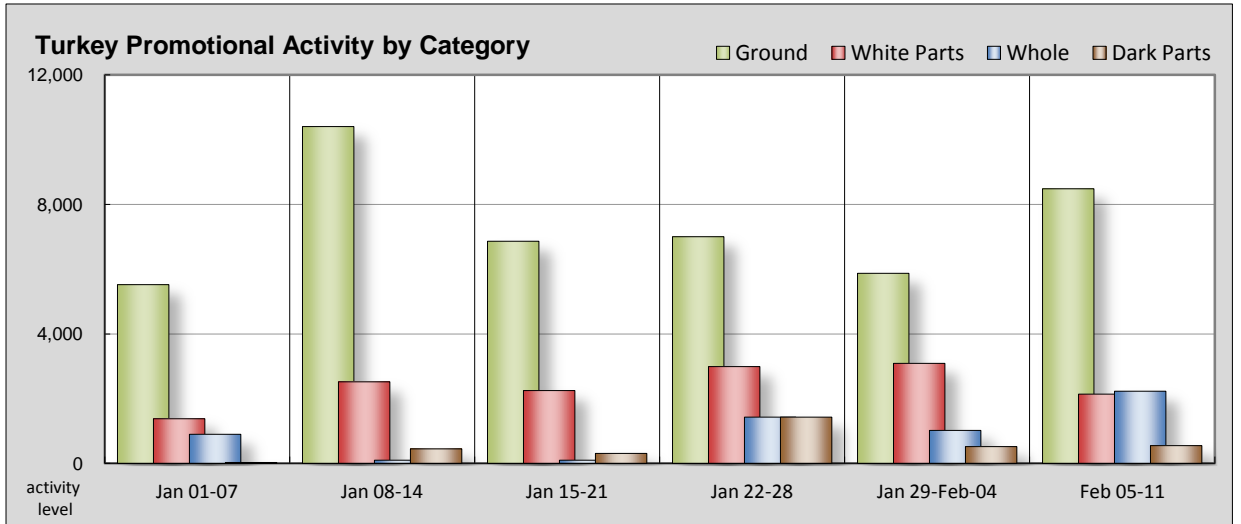
Fri. Feb 05, 2010

(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/}	46.9% of 19,200 outlets		41.5% of 19,200 outlets		50.9% of 18,600 outlets	
Special Rate ^{4/}	4.0%		2.5%		3.2%	
Activity Index ^{2/}	13,800		11,320		18,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					210	1.55
" - Toms						
Frozen - Hens	1,060	0.90	420	0.98	800	0.85
" - Toms	1,170	0.88	600	0.94	820	0.86
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	1.89	60	2.69	330	2.12
Frozen	900	1.36	2,190	1.60	2,980	1.40
Hotel Style						
Fresh	50	1.22	40	1.37	50	1.79
Frozen					120	1.29
Split, bone-in						
Fresh	170	2.93	140	2.90		
Rotisserie	20	5.99	80	5.99	470	7.53
Boneless, whole	30	3.99	40	3.99	50	4.50
Cutlets	740	4.34	350	4.83	1,090	5.17
Cutlets, thin sliced	100	4.99	40	4.58	120	4.94
Strips					320	6.03
Tenders	120	4.28	150	4.24	920	4.39
Marinated Tenders	390	4.25	350	4.20	680	4.00
Drumsticks	200	1.41	170	1.48	260	1.10
Thighs	10	1.89	160	1.49	30	1.66
Wings	170	1.46	170	1.47	230	1.04
Necks	80	1.41	10	1.29		
Smoked Drumsticks	30	1.79	10	1.29	120	1.59
Smoked Wings	30	1.99			120	1.59
Smoked Necks	30	1.59			50	1.56
GROUND TURKEY:	8,480	2.73	5,870	2.88	8,500	2.99
Patties	400	2.85	490	2.44	860	3.37
Sausage	1,660	2.81	390	2.59	1,900	2.76
85% lean	2,100	2.03	1,390	2.02	1,300	2.00
93% lean	3,060	2.55	1,870	2.58	2,520	2.59
Breast	1,260	4.18	1,730	4.07	1,920	4.25
Rolls (frsh/frz 1 lb.)	10	1.50	470	1.85	410	1.35

This Week's Turkey Feature Highlights

Retail feature activity improves for first of the month promotions. Frozen hens and toms are well represented in all three regions and prices are more competitive this week. Fewer stores promote bone-in breasts. Rotisserie breasts are once again all but invisible as grocers focus on deli items more suited to game day parties. Cutlets increase in volume of promotions and average advertised prices are lower. Slightly more marinated tenders are offered and ads on the other white parts few and far between. Dark parts are fully represented. Ground turkey is once again popular and widely promoted. The most popular, as usual, is the 93% lean; 85% lean is more active and sausage promotions are sharply higher. Fewer stores offers ground breast this week. Party platters and other prepared items are heavily promoted for Super Bowl parties.



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/} Special Rate ^{4/} Activity Index ^{2/}	54.0% of 8,400 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 8,090			29.2% of 6,300 sampled outlets 4.6% of stores w/ no-price promotions Activity Index = 2,590			58.0% of 4,500 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 3,110		
	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	0.89 - 1.29	360	1.08	0.77 - 0.99	200	0.96	0.69 - 0.89	500	0.76
" - Toms	0.89 - 1.29	360	1.08	0.69 - 0.99	300	0.87	0.69 - 0.89	510	0.76
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.89	10	1.89			
Frozen	0.97 - 2.39	550	1.27	0.99 - 1.99	350	1.51			
Hotel Style									
Fresh	0.99 - 1.29	50	1.22						
Frozen									
Split, bone-in									
Fresh	2.99	160	2.99	1.89	10	1.89			
Rotisserie				5.99	20	5.99			
Boneless, whole	3.99	30	3.99						
Cutlets	2.49 - 4.99	740	4.34						
Cutlets, thin sliced	4.99	100	4.99						
Strips									
Tenders	4.69	50	4.69				3.99	70	3.99
Marinated Tenders	3.73 - 5.33	330	4.18				4.66	60	4.66
Drumsticks	0.99 - 1.99	180	1.42	1.29 - 1.39	20	1.33			
Thighs				1.89	10	1.89			
Wings	1.19 - 1.99	110	1.73	1.29 - 1.39	20	1.33	0.79	40	0.79
Necks	1.19 - 1.59	70	1.41	1.39	10	1.39			
Smoked Drumsticks	1.79	30	1.79						
Smoked Wings	1.99	30	1.99						
Smoked Necks	1.59	30	1.59						
GROUND TURKEY:									
Patties	2.49 - 3.00	380	2.84	3.00	20	3.00			
Sausage	1.99 - 3.99	1,070	2.81	2.46 - 3.44	340	2.71	2.39 - 3.27	250	2.93
85% lean	1.67 - 2.66	1,710	2.08	1.65 - 2.50	260	1.88	1.59	130	1.59
93% lean	2.00 - 3.84	1,030	2.66	2.00 - 3.33	880	2.63	2.39 - 2.79	1,150	2.39
Breast (99-100% lean)	3.32 - 5.99	720	4.17	3.32 - 4.99	140	4.74	3.99	400	3.99
Rolls (frsh/frz 1 lb.)	1.50	10	1.50						