

USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/12 thru 02/18.

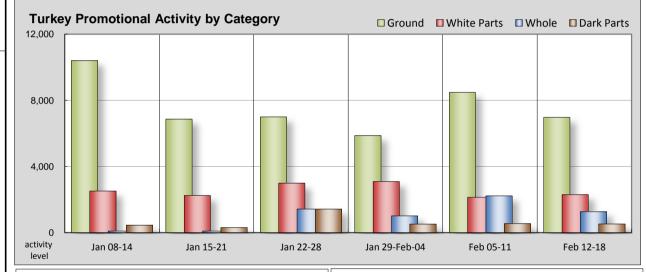
(e.g., buy 1, get 1 free, etc.)

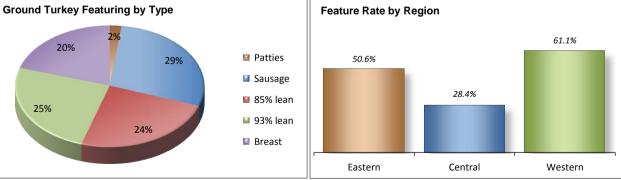
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Feature Rate 1/ 45.8% of 19,200 46.9% of 19,200 42.0	% of	YEAR		
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realure Nate		40 600		
	outle	42.0% of 18,600		
outlets	outlets			
Special Rate 4/ 8.6% 4.0%	5.3%			
Activity Index 2/ 11,660 13,800	14,200			
3/ Stores Wtd Avg Stores Wtd Avg Store	es V	Vtd Avg		
WHOLE BIRDS:				
	50	0.90		
" - Toms	20	0.88		
Frozen - Hens 440 0.91 1,060 0.90 8	30	0.90		
	30	0.87		
PARTS:				
Breast:				
Bone-in, whole				
Fresh 10 1.79 10 1.89	40	2.51		
	10	1.50		
Hotel Style				
	80	1.04		
Frozen 150 0.88	10	1.41		
Split, bone-in				
Fresh 40 2.69 170 2.93	50	1.02		
Rotisserie 250 7.19 20 5.99	30	7.99		
Boneless, whole 240 4.11 30 3.99	20	3.99		
Cutlets 340 4.41 740 4.34 5	70	4.99		
Cutlets, thin sliced 220 5.37 100 4.99	20	4.80		
Strips 20 3.99				
Tenders 210 3.94 120 4.28 4	40	4.74		
Marinated Tenders 390 3.21 390 4.25	40	3.67		
Drumsticks 310 1.41 200 1.41 6	40	1.43		
Thighs 110 1.99 10 1.89	30	1.70		
Wings 90 1.75 170 1.46 6	40	1.43		
Necks 10 0.99 80 1.41	20	0.79		
Smoked Drumsticks 30 1.79	30	1.77		
Smoked Wings 10 1.49 30 1.99 1	20	1.79		
Smoked Necks 30 1.59	40	1.39		
GROUND TURKEY: 6,970 2.86 8,480 2.73 6,2	200	2.94		
Patties 140 2.87 400 2.85 3	10	2.68		
Sausage 1,980 2.73 1,660 2.81 1,4	90	2.70		
85% lean 1,700 2.06 2,100 2.03	10	1.96		
93% lean 1,740 2.45 3,060 2.55 2,5	60	2.70		
Breast 1,410 4.50 1,260 4.18 1,2	230	4.29		
Rolls (frsh/frz 1 lb.) 200 1.82 10 1.50 3	40	1.77		

This Week's Turkey Feature Highlights

There are fewer turkey promotions this week; many stores focus on items for Valentine's Day and fish for the beginning of Lent. Severe winter storms along the East coast are disrupting deliveries to some stores. Offers on hens and toms recede; toms are much more active than hens and with some priced lower than the hens. Frozen bone-in breasts are less available and average advertised prices are lower. Attractive prices on hotel style breast are sure to attract the shopper's interest. Rotisserie breasts are back after practically disappearing last week. There is a good selection of white parts this week. Stores are offering more boneless skinless breast, tenders and thin sliced cutlets. The selection of dark parts is mostly limited fresh parts. Offers on ground turkey items decrease. Sausage is very popular this week and average advertised prices are lower. Promotions are almost evenly split on 85% and 93%; burgers practically disappear this week.





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.



Fri. Feb 12, 2010

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4, 111	EASTERN U.S.			CENTRAL U.S.			WESTERN U.S.		
	(CT,DC,DE,FL,GA,MA,MD,ME,			(AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,			(AZ,CA,CO,ID,MT,	:	(7) I
				l,		公西	, , , , , , , , , , , , , , , , , , , ,		VH .
Feature Rate 1/	NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 50.6% of 8,400 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 6,650 Price Range Summary			MO,MS,ND,NE, OH, OK,SD,TN,TX,WI) 28.4% of 6,300 sampled outlets			NM,NV,OR,UT,WA,WY) 61.1% of 4,500 sampled outlets		
				,	•		26.7% of stores w/ no-price promotions		
Special Rate ^{4/} Activity Index ^{2/}				4.2% of stores		notions			
Activity index				Activity Index = 2,050 Price Range Summary			Activity Index = 2,960 Price Range Summary		
	•		Vtd Avg	(\$/pound)	Stores Wtd Avg		(\$/pound)	Stores Wtd Avg	
WHOLE BIRDS:	(ψ/ροαπα)	Otores	via Avg	(φ/ροαίτα)	Otores	vvia Avg	(ψ/ροαπα)	Otores	vita Avg
Fresh - Hens									
" - Toms									
Frozen - Hens	0.69 - 0.99	190	0.93	0.88 - 0.98	110	0.89	0.89	140	0.89
" - Toms	0.69 - 0.99	550	0.84	0.88 - 0.99	130	0.91	0.89	150	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.79	10	1.79			
Frozen	0.99 - 1.69	520	1.49	0.99 - 1.99	290	1.28			
Hotel Style									
Fresh	0.99	10	0.99						
Frozen	0.88	150	0.88						
Split, bone-in									
Fresh				1.79	10	1.79	2.99	30	2.99
Rotisserie	6.49 - 8.49	110	7.36				6.99 - 8.99	140	7.06
Boneless, whole	3.99 - 4.99	230	4.15				3.29	10	3.29
Cutlets	3.99 - 4.99	310	4.45	3.99 - 4.00	30	4.00			
Cutlets, thin sliced	4.59 - 5.49	220	5.37						
Strips				3.99	20	3.99			
Tenders	3.99	170	3.99	3.99 - 4.00	30	4.00	2.98	10	2.98
Marinated Tenders	3.49 - 4.26	120	3.84	2.60 - 3.03	60	2.97	2.66 - 3.33	210	2.91
Drumsticks	1.19 - 1.79	310	1.41						
Thighs	1.99	110	1.99						
Wings	1.59 - 1.79	90	1.75						
Necks	0.99	10	0.99						
Smoked Drumsticks				4.40	40	4.40			
Smoked Wings				1.49	10	1.49			
Smoked Necks									
GROUND TURKEY: Patties	2.50 - 2.99	90	2.72				3.00 - 3.50	50	3.13
Sausage	1.88 - 3.99	90 940	2.72	2.04 - 3.19	250	3.00	2.39 - 3.59	790	2.64
85% lean	1.83 - 2.79	890	2.73	1.66 - 2.31	180	1.96	1.59 - 2.87	630	2.04
93% lean	1.92 - 3.84	1,020	2.62	1.99 - 2.99	420	2.26	1.91 - 2.80	300	2.09
Breast (99-100% lean)	2.88 - 4.99	600	4.36	4.16 - 4.99	310	4.66	3.99 - 4.79	500	4.56
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	1.49 - 2.00	190	1.83			