

USDA Weekly Retail Turkey Feature Activity

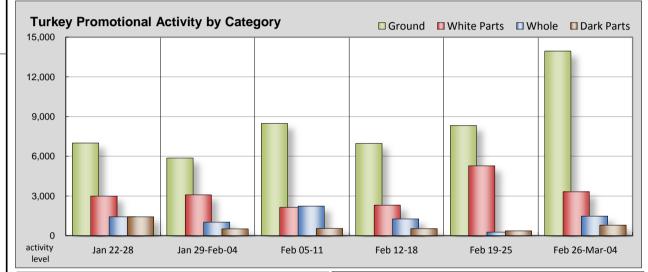
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04.

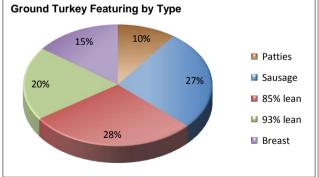
(prices in dollars per pound fresh unless otherwise noted: does not reflect all turkey items available in the marketplace)

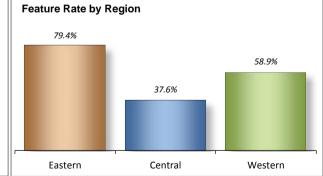
Activity Index 2/ 20,460 15,250 13,16	18,600		
Feature Rate 1/	18,600		
Outlets Outlets Outlets	•		
Special Rate 4/ 7.9% 6.4% 7.2%	ts		
Activity Index 2/ 20,460 15,250 13,16			
3/ Stores Wtd Avg Stores Wtd Avg Stores W WHOLE BIRDS: Fresh - Hens	7.2%		
WHOLE BIRDS: Fresh - Hens " - Toms 30 0.99	13,160		
Fresh - Hens 30 0.99	td Avg		
" - Toms			
Frozen - Hens 700 0.87 110 0.84 300			
ı I	1.06		
" - Toms 770 0.86 130 0.86 360	0.89		
PARTS:			
Breast:			
Bone-in, whole			
Fresh 260 1.88 130 2.72 220	2.09		
Frozen 1,150 1.33 1,150 1.32 1,120	1.66		
Hotel Style			
Fresh 200 0.99 10	1.89		
Frozen			
Split, bone-in			
Fresh 10 1.88 20 2.39 60	3.14		
Rotisserie 720 8.15 230 7.50 270	7.96		
Boneless, whole 20 4.49 610 4.08 40	4.62		
Cutlets 950 4.58 1,480 4.41 260	5.18		
Cutlets, thin sliced 80 4.54 260 4.59 340	5.17		
Strips 220 3.56 130	5.45		
Tenders 130 4.54 980 4.34 380	4.54		
Marinated Tenders 390 4.01 770 3.71 380	4.04		
Drumsticks 250 1.42 70 1.57 100	1.62		
Thighs 120 1.44 120 1.91 20	1.32		
Wings 240 1.42 20 1.33 100	1.61		
Necks 40 0.78 10 1.39 10	1.39		
Smoked Drumsticks 60 1.77 150 2.52 570	1.84		
Smoked Wings 60 1.99 570	1.79		
Smoked Necks 20 1.69			
GROUND TURKEY: 13,940 2.73 8,320 2.74 7,420	2.67		
Patties 1,410 2.85 820 3.05 930	2.88		
Sausage 3,730 2.86 1,920 2.71 1,620	2.75		
85% lean 3,990 2.06 1,620 2.08 1,660	1.97		
93% lean 2,740 2.42 3,190 2.68 2,420	2.59		
Breast 2,070 4.09 770 4.11 790	4.01		
Rolls (frsh/frz 1 lb.) 550 1.50 240 1.21 250	1.02		

This Week's Turkey Feature Highlights higher this week with consumers in the Eastern and Centra

Featuring of turkey products is sharply higher this week with consumers in the Eastern and Central U.S. seeing the most turkey in their store circulars. Even though Lenten specials continue to occupy significant space in ads, turkey has managed to increase its share of ad space. The pace of activity for whole turkeys increased and at slightly higher ad prices. Feature activity on bone-in breasts is similar to last week, with discount pricing on frozen in the Central and West when compared to a week ago. Rotisserie breast featuring is more prominent this week. White parts are not as active this week, however, dark parts are featured more frequently. Ground turkey occupies the center stage this week with 85% lean most available as processors are seeing limited availability and offering of lean input materials at desirable price levels on the wholesale market. Sausage features are at levels similar to 85% lean ground turkey 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. (e.g., buy 1, get 1 free, etc.)



Fri. Feb 26, 2010

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04.

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

<u>-</u>	EASTERN U.S.		CENTRAL U.S.			WESTERN U.S.			
	(CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)			(AL,AR,IA,IL,IN,KS,KY,LA,N	II MNI		(AZ,CA,CO,ID,MT,	:	AH.
			T.		7 7		, , , , , , , ,		WH .
Feature Rate 1/	140,1411,140,141,174,141,00, 474, 41,444)		V	MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			NM,NV,OR,UT,WA,WY) 58.9% of 4,500 sampled outlets		
	79.4% of 8,400 sampled outlets			37.6% of 6,300 sampled outlets			•		
Special Rate 4/	13.1% of stores w/ no-price promotions			5.5% of stores w/ no-price promotions			1.5% of stores w/ no-price promotions		
Activity Index 2/	Activity Index = 12,900 Price Range Summary			Activity Index = 4,050 Price Range Summary			Activity Index = 3,510 Price Range Summary		
	(\$/pound)		y Vtd Avg	Price Range (\$/pound)	Stores	Wtd Avg	Price Range (\$/pound)		Wtd Avg
WHOLE BIRDS:	(a/pourid)	Stores \	via Avg	(φ/ρουπα)	Sities	wid Avg	(φ/ρομπα)	Stores	wid Avg
Fresh - Hens									
" - Toms									
Frozen - Hens	0.89 - 0.99	10	0.95	0.77 - 0.99	620	0.85	0.99	70	0.99
" - Toms	0.79 - 0.99	80	0.82	0.77 - 0.99	620	0.85	0.99	70	0.99
PARTS:	0.10		0.02	0	525	0.00	0.00		0.00
Breast:									
Bone-in, whole									
Fresh	1.99	150	1.99	1.88 - 1.99	20	1.93	1.69	90	1.69
Frozen	0.99 - 1.59	620	1.21	0.99 - 1.79	380	1.48	1.49	150	1.49
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				1.88	10	1.88			
Rotisserie	6.99 - 7.99	250	7.95	5.49	60	5.49	7.99 - 8.99	410	8.66
Boneless, whole	4.49	20	4.49						
Cutlets	4.59 - 4.99	930	4.60	3.99	20	3.99			
Cutlets, thin sliced				4.54	80	4.54			
Strips									
Tenders	4.99	10	4.99	3.73 - 4.79	120	4.51			
Marinated Tenders	3.49 - 4.26	390	4.01						
Drumsticks	1.49	150	1.49	1.58	10	1.58	1.29	90	1.29
Thighs	2.19	10	2.19	1.58 - 1.88	20	1.75	1.29	90	1.29
Wings	1.49	150	1.49				1.29	90	1.29
Necks				0.78	40	0.78			
Smoked Drumsticks	1.69 - 1.99	60	1.77						
Smoked Wings	1.99	60	1.99						
Smoked Necks	1.69	20	1.69						
GROUND TURKEY:	0.50 0.40	070	0.05	0.50 0.00	400	0.05	4.00 0.00	200	0.40
Patties	2.59 - 3.49	970	2.95	2.50 - 3.00	160	2.95	1.98 - 3.00	280	2.46
Sausage 85% lean	2.39 - 3.99 1.59 - 2.99	3,220 2,920	2.90 2.09	2.50 - 3.00 1.83 - 2.33	230 870	2.90 2.09	1.98 - 3.00 1.57 - 1.58	280 200	2.46 1.58
93% lean	1.59 - 2.99		2.09	2.08 - 2.86	330	2.09	2.39 - 3.19	150	2.97
Breast (99-100% lean)	2.88 - 4.99	2,260 560	2.35 4.18	3.32 - 4.99	260	4.38	3.99	1,250	3.99
Rolls (frsh/frz 1 lb.)	1.00 - 1.39	60	1.14	1.00 - 1.99	200	1.64	1.00 - 1.99	290	1.48