USDA Weekly Retail Turkey Feature Activity

Fri. Mar 05, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/05 thru 03/11.

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

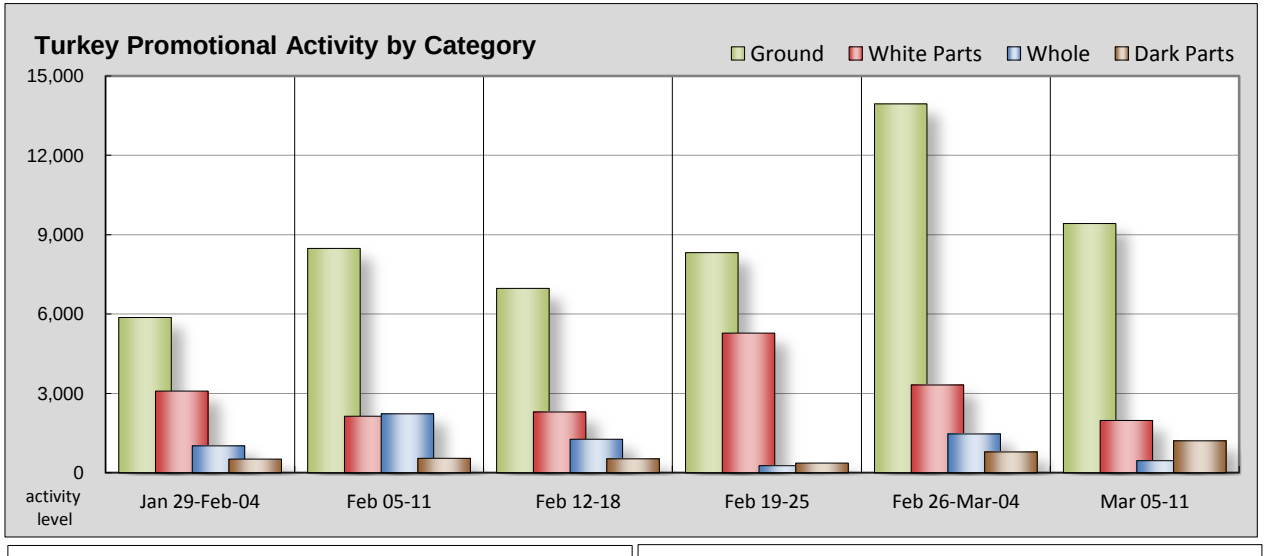
NATIONAL SUMMARY

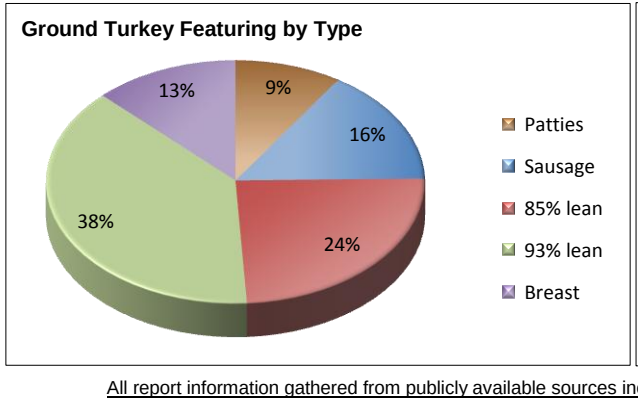
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**49.0% of 19,200 outlets**		**60.9% of 19,200 outlets**		**52.1% of 18,600 outlets**	
Special Rate 4/	**5.3%**		**7.9%**		**2.8%**	
Activity Index 2/	**13,850**		**20,460**		**18,120**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	70	0.99			80	1.32
" - Toms						
Frozen - Hens	130	1.18	700	0.87	1,120	0.89
" - Toms	260	1.02	770	0.86	1,150	0.90
PARTS:						
Breast:						
Bone-in, whole						
Fresh	60	1.74	260	1.88	250	1.90
Frozen	750	1.48	1,150	1.33	3,130	1.41
Hotel Style						
Fresh						
Frozen					120	0.99
Split, bone-in						
Fresh	170	2.93	10	1.88	20	2.69
Rotisserie	40	7.76	720	8.15	140	6.80
Boneless, whole			20	4.49	270	3.84
Cutlets	540	4.47	950	4.58	780	4.52
Cutlets, thin sliced	100	3.99	80	4.54	10	3.99
Strips					240	4.07
Tenders	320	3.56	130	4.54	810	4.08
Marinated Tenders	540	3.75	390	4.01	870	3.82
Drumsticks	530	1.48	250	1.42	530	1.54
Thighs	140	1.96	120	1.44	90	1.29
Wings	400	1.43	240	1.42	640	1.44
Necks	50	1.30	40	0.78	160	1.77
Smoked Drumsticks	40	2.09	60	1.77	110	1.60
Smoked Wings	30	2.16	60	1.99	120	1.56
Smoked Necks	20	1.69	20	1.69	40	1.69
GROUND TURKEY:	**9,420**	**2.64**	**13,940**	**2.73**	**7,040**	**3.05**
Patties	870	2.41	1,410	2.85	760	3.33
Sausage	1,460	2.66	3,730	2.86	980	2.65
85% lean	2,290	1.92	3,990	2.06	1,510	2.08
93% lean	3,620	2.70	2,740	2.42	2,100	2.58
Breast	1,180	3.99	2,070	4.09	1,690	4.62
Rolls (frsh/frz 1 lb.)	240	1.84	550	1.50	200	1.80

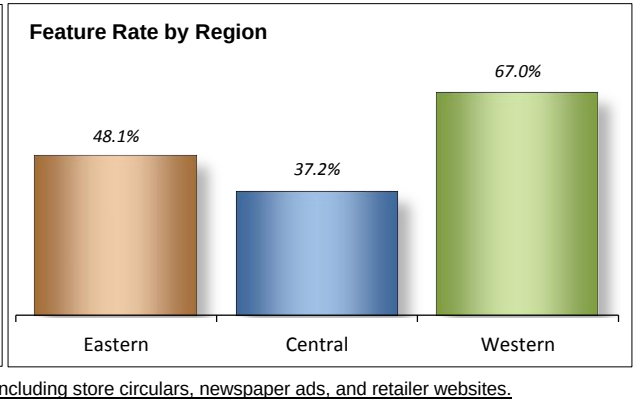
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity slows from last week. Offerings on whole birds are lighter; prices are substantially higher than last week. Whole breasts are also less available. Kosher whole birds and bone-in breasts are appearing in many ads for the upcoming Passover holiday. Some stores start their purchase based promotions for Easter; spend a certain amount over the next few weeks and get a free turkey. No one seems very interested in promoting rotisserie breasts this week. Fewer ads promote breast meat cuts but where there are features they are priced to grab the shopper's attention. Dark parts are well represented; fresh drums and wings will be easy to find and there are even ads for necks. Ground turkey slows from last week's high levels, but are still very active. The weighted average price is lower as fewer stores feature ground breast and sausage and focus on the loose lean grinds.







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/]	**48.1% of 8,400 sampled outlets**			**37.2% of 6,300 sampled outlets**			**67.0% of 4,500 sampled outlets**		
Special Rate [4/]	**5.0% of stores w/ no-price promotions**			**3.4% of stores w/ no-price promotions**			**8.6% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,310**			**Activity Index = 3,070**			**Activity Index = 3,470**		
	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	0.99	60	0.99	0.99	10	0.99			
" - Toms									
Frozen - Hens	0.88 - 0.89	20	0.88	0.99	20	0.99	1.29	90	1.29
" - Toms	0.88 - 0.89	20	0.88	0.68 - 0.99	20	0.90	0.89 - 1.29	220	1.05
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.98 - 2.49	50	1.71	1.89	10	1.89			
Frozen	0.97 - 1.79	330	1.22	0.99 - 1.99	330	1.62	1.59 - 1.99	90	1.92
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.99	160	2.99	1.89	10	1.89			
Rotisserie	6.99 - 8.99	40	7.76						
Boneless, whole									
Cutlets	3.99 - 4.99	540	4.47						
Cutlets, thin sliced	3.99	100	3.99						
Strips									
Tenders	4.99	10	4.99	2.66	110	2.66	3.99	200	3.99
Marinated Tenders	2.33 - 4.26	180	3.76	3.19 - 3.99	180	3.50	3.99	180	3.99
Drumsticks	1.19 - 1.99	490	1.46	0.99 - 1.39	10	1.19	1.89	30	1.89
Thighs	1.99	100	1.99	1.89	10	1.89	1.89	30	1.89
Wings	1.28 - 2.19	390	1.44	0.99 - 1.39	10	1.19			
Necks	1.28	40	1.28	1.39	10	1.39			
Smoked Drumsticks	1.99 - 2.19	20	2.06	1.49 - 2.49	20	2.12			
Smoked Wings	1.99	20	1.99	2.49	10	2.49			
Smoked Necks	1.69	20	1.69						
GROUND TURKEY:									
Patties	1.97 - 2.99	580	2.46	1.99 - 2.50	250	2.05	3.99	40	3.99
Sausage	2.23 - 3.99	960	2.67	2.00 - 3.00	250	2.20	2.45 - 3.99	250	3.05
85% lean	1.60 - 2.79	1,800	1.93	1.60 - 2.99	490	1.87			
93% lean	1.52 - 3.84	820	2.67	2.00 - 3.19	790	2.33	2.39 - 3.33	2,010	2.85
Breast (99-100% lean)	2.88 - 4.99	550	4.32	2.92 - 4.47	310	3.69	3.19 - 3.99	320	3.69
Rolls (frsh/frz 1 lb.)	1.00	10	1.00	1.59 - 2.19	220	1.92	1.00	10	1.00