USDA Weekly Retail Turkey Feature Activity

Fri. Mar 12, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

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

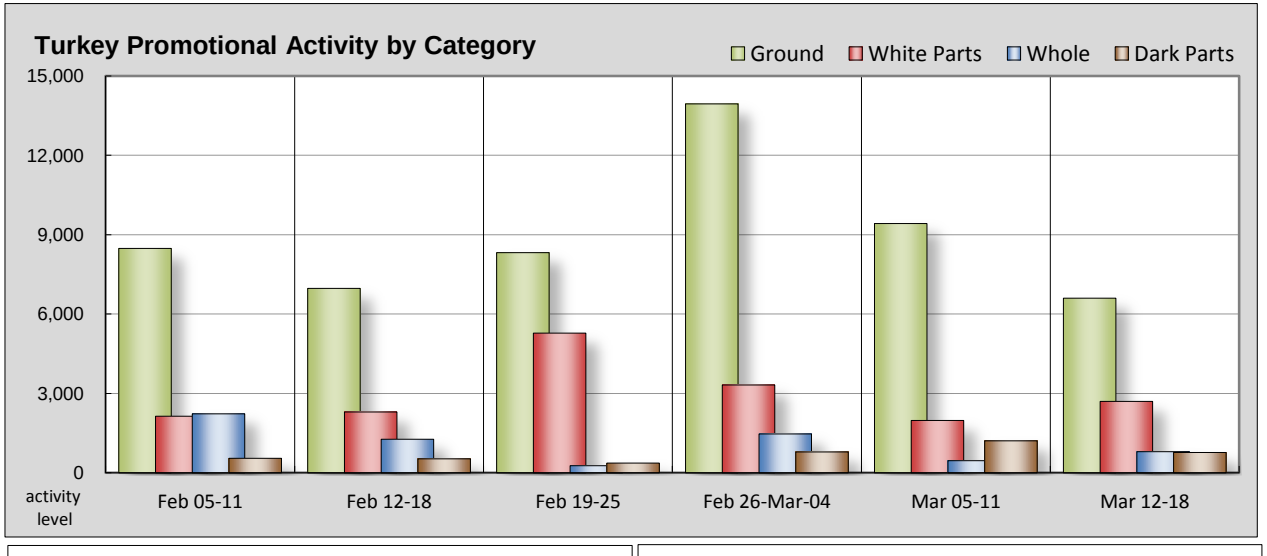
NATIONAL SUMMARY

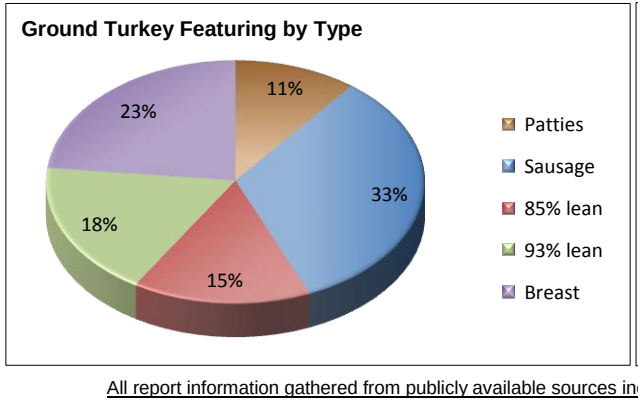
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**41.2% of 19,200 outlets**		**49.0% of 19,200 outlets**		**47.2% of 18,600 outlets**	
Special Rate 4/	**2.4%**		**5.3%**		**1.6%**	
Activity Index 2/	**11,650**		**13,850**		**15,160**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	10	1.69	70	0.99	30	1.12
" - Toms	10	1.69			30	1.12
Frozen - Hens	390	0.78	130	1.18	340	0.98
" - Toms	390	0.78	260	1.02	310	0.91
PARTS:						
Breast:						
Bone-in, whole						
Fresh			60	1.74		
Frozen	580	1.52	750	1.48	1,540	1.50
Hotel Style						
Fresh					10	1.19
Frozen					10	0.99
Split, bone-in						
Fresh	40	2.60	170	2.93	10	2.89
Rotisserie	60	6.11	40	7.76	10	6.99
Boneless, whole	120	4.99			130	4.71
Cutlets	1,000	4.72	540	4.47	910	4.64
Cutlets, thin sliced	30	3.99	100	3.99	140	4.49
Strips					60	4.87
Tenders	870	4.16	320	3.56	230	4.65
Marinated Tenders	490	3.67	540	3.75	970	3.91
Drumsticks	240	1.40	530	1.48	110	1.56
Thighs	160	1.49	140	1.96	20	1.89
Wings	230	1.43	400	1.43	40	1.40
Necks	50	1.07	50	1.30	100	1.62
Smoked Drumsticks	30	1.59	40	2.09	40	1.50
Smoked Wings	30	1.79	30	2.16	30	1.59
Smoked Necks	30	1.39	20	1.69	30	1.59
GROUND TURKEY:	**6,600**	**2.84**	**9,420**	**2.64**	**9,930**	**2.72**
Patties	700	2.72	870	2.41	1,030	2.97
Sausage	2,180	2.58	1,460	2.66	1,780	2.73
85% lean	1,000	1.95	2,290	1.92	2,610	2.04
93% lean	1,180	2.48	3,620	2.70	2,600	2.45
Breast	1,540	4.11	1,180	3.99	1,910	3.90
Rolls (frsh/frz 1 lb.)	290	1.30	240	1.84	130	1.74

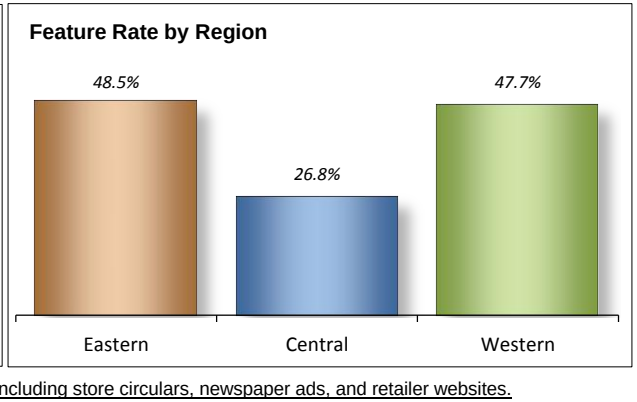
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity slows from last week, competing with circular space for Lenten and St. Patrick's Day specials. More whole birds are offered at lower prices than last week. Whole breast promotions decline in number. Kosher whole birds and whole breasts continue to appear in features for the upcoming Passover holiday but in a lesser volume than a week earlier. Tenders and marinated tenders appear more frequently than other white meat items and are more attractively priced. Dark part activity is down slightly from last week with drums and wings showing up more often. Smoked parts decline in number. Ground turkey remains active this week but promotions are fewer than last week. Sausage items appear most often. Ground breast is down slightly in frequency and up on average ad price. With the approach of the Easter holiday, whole body turkeys will begin claiming ad space over the next few weeks.







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/]	**48.5% of 8,400 sampled outlets**			**26.8% of 6,300 sampled outlets**			**47.7% of 4,500 sampled outlets**		
Special Rate [4/]	**2.2% of stores w/ no-price promotions**			**1.6% of stores w/ no-price promotions**			**3.9% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 6,130**			**Activity Index = 2,330**			**Activity Index = 3,190**		
	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	1.69	10	1.69						
" - Toms	1.69	10	1.69						
Frozen - Hens				0.79 - 0.99	270	0.82	0.69	120	0.69
" - Toms				0.79 - 0.99	270	0.82	0.69	120	0.69
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.49	240	1.13	0.99 - 1.69	90	1.27	1.99	250	1.99
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49 - 2.89	40	2.60						
Rotisserie	6.99	20	6.99	5.55 - 5.99	40	5.68			
Boneless, whole	4.99	120	4.99						
Cutlets	3.99 - 4.99	680	4.58				4.99 - 5.63	320	5.03
Cutlets, thin sliced	3.99	30	3.99						
Strips									
Tenders	4.79	20	4.79				3.99 - 4.79	850	4.14
Marinated Tenders	3.49 - 3.73	40	3.66	2.67 - 3.99	390	3.74	2.93 - 3.49	60	3.24
Drumsticks	0.99 - 1.79	240	1.40						
Thighs	1.49	160	1.49						
Wings	0.99 - 1.89	230	1.43						
Necks	0.99 - 1.19	50	1.07						
Smoked Drumsticks	1.59	30	1.59						
Smoked Wings	1.79	30	1.79						
Smoked Necks	1.39	30	1.39						
GROUND TURKEY:									
Patties	2.50 - 2.99	470	2.71	2.50 - 3.00	230	2.75			
Sausage	2.00 - 3.99	1,360	2.48	2.00 - 2.99	550	2.70	2.45 - 3.27	270	2.84
85% lean	1.66 - 2.15	820	1.84	2.08	30	2.08	2.39 - 2.79	150	2.50
93% lean	1.92 - 2.76	980	2.47	2.00 - 3.00	180	2.49	2.50	20	2.50
Breast (99-100% lean)	2.88 - 4.61	490	4.20	2.49 - 4.99	150	4.02	3.99 - 4.99	900	4.08
Rolls (frsh/frz 1 lb.)	1.00	30	1.00	1.00	130	1.00	1.67	130	1.67