USDA Weekly Retail Turkey Feature Activity

Fri. Mar 19, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

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

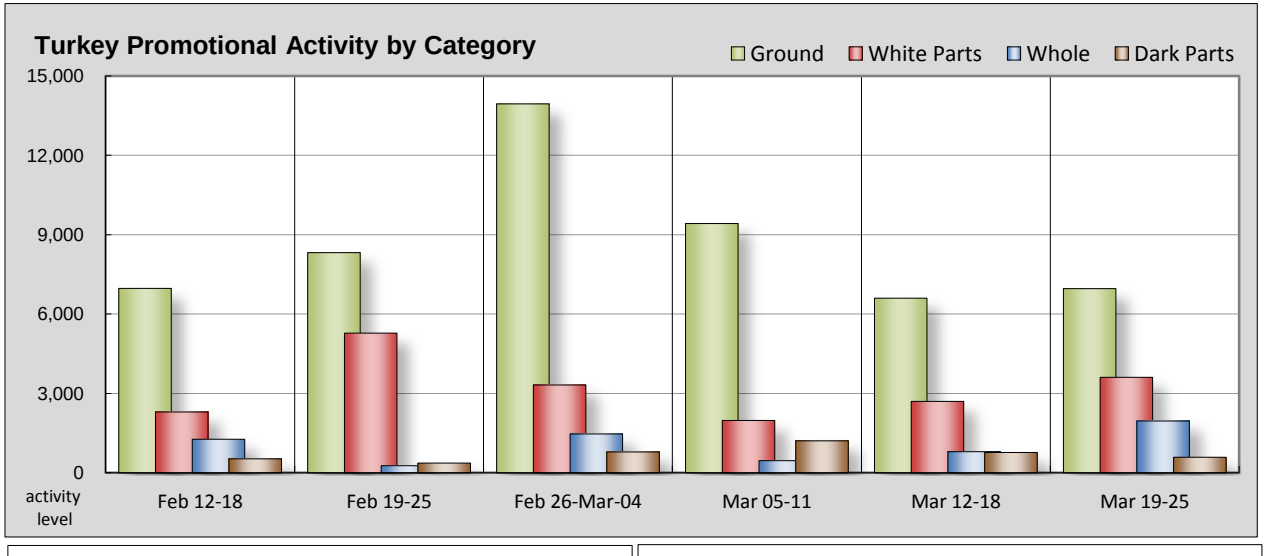
NATIONAL SUMMARY

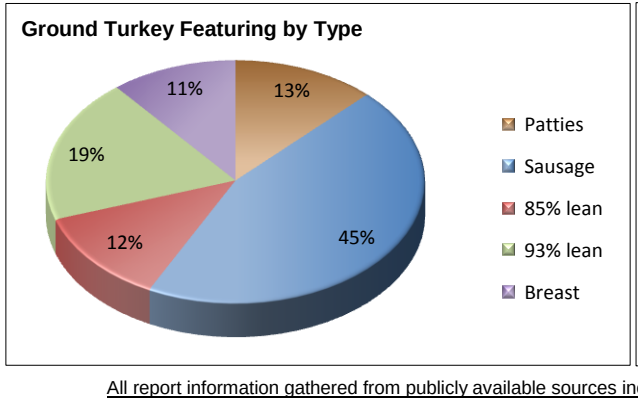
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	43.0% of 19,200 outlets		41.2% of 19,200 outlets		44.5% of 18,600 outlets	
Special Rate 4/	8.4%		2.4%		4.6%	
Activity Index 2/	14,310		11,650		17,390	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	140	1.57	10	1.69	10	1.79
" - Toms	140	1.57	10	1.69	10	1.79
Frozen - Hens	810	0.87	390	0.78	960	0.92
" - Toms	870	0.87	390	0.78	880	0.88
PARTS:						
Breast:						
Bone-in, whole						
Fresh	250	2.38			400	2.41
Frozen	1,410	1.40	580	1.52	1,760	1.51
Hotel Style						
Fresh	60	0.99			60	0.99
Frozen						
Split, bone-in						
Fresh			40	2.60		
Rotisserie	500	7.26	60	6.11	2,110	7.84
Boneless, whole	210	4.89	120	4.99	30	4.82
Cutlets	640	4.62	1,000	4.72	920	5.28
Cutlets, thin sliced	260	4.59	30	3.99	150	4.99
Strips	30	4.54			330	6.01
Tenders	250	4.60	870	4.16	600	4.31
Marinated Tenders	780	3.93	490	3.67	790	3.94
Drumsticks	200	1.42	240	1.40	360	1.75
Thighs	10	1.89	160	1.49	320	1.77
Wings	210	1.44	230	1.43	250	1.63
Necks	10	1.39	50	1.07	10	1.99
Smoked Drumsticks	40	1.79	30	1.59	70	1.98
Smoked Wings	80	1.79	30	1.79	200	1.56
Smoked Necks	40	1.64	30	1.39	50	2.00
GROUND TURKEY:	**6,960**	**2.67**	**6,600**	**2.84**	**6,880**	**2.95**
Patties	860	2.64	700	2.72	840	3.01
Sausage	3,140	2.58	2,180	2.58	1,240	2.50
85% lean	860	2.00	1,000	1.95	490	1.92
93% lean	1,340	2.71	1,180	2.48	2,460	2.58
Breast	760	3.80	1,540	4.11	1,850	3.97
Rolls (frsh/frz 1 lb.)	410	1.34	290	1.30	240	1.97

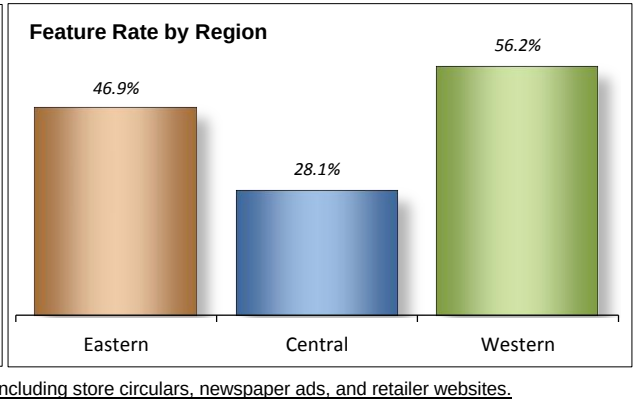
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Feature activity increases and more stores use no price specials this week. Promotions on whole turkeys are building towards the Easter and Passover holidays. Offers increase on fresh and frozen turkeys; prices are more competitive this week. Kosher whole turkeys are very active in the Eastern region. Bone-in breasts promotions increase; there are some very attractive prices out there. Rotisserie breasts are once again in the circulars after almost disappearing last week. Grocers reduce offers on cutlets and tenders while increasing promotions on marinated tenders. Offers on dark parts slow but all items are represented. Ground turkey regains some ad space. Retailers give sausage a large share of the ground category and keep prices steady. Ground breast meat is less available; competitive prices will grab shoppers' attention. We are heading into the first week of spring, the snow shouldn't last much longer.







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/]	**46.9% of 8,400 sampled outlets**			**28.1% of 6,300 sampled outlets**			**56.2% of 4,500 sampled outlets**		
Special Rate [4/]	**0.0% of stores w/ no-price promotions**			**5.0% of stores w/ no-price promotions**			**28.7% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 9,350**			**Activity Index = 3,110**			**Activity Index = 1,850**		
	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	1.49 - 1.59	140	1.57						
" - Toms	1.49 - 1.59	140	1.57						
Frozen - Hens	0.79 - 0.89	400	0.84	0.88 - 0.99	410	0.89			
" - Toms	0.79 - 0.89	470	0.85	0.88 - 0.99	400	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.79	170	2.56	1.89	10	1.89	1.99	70	1.99
Frozen	0.99 - 1.49	830	1.28	0.88 - 1.67	410	1.53	1.69	170	1.69
Hotel Style									
Fresh	0.99	60	0.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	370	7.35				6.99	130	6.99
Boneless, whole	3.99 - 4.99	200	4.88	4.99	10	4.99			
Cutlets	3.49 - 5.49	610	4.62				4.54	30	4.54
Cutlets, thin sliced	4.59	260	4.59						
Strips							4.54	30	4.54
Tenders	3.49 - 4.79	200	4.72	3.73 - 4.99	20	4.26	3.99	30	3.99
Marinated Tenders	3.73 - 4.79	660	3.97	3.73	120	3.73			
Drumsticks	0.99 - 1.79	190	1.42	1.39	10	1.39			
Thighs				1.89	10	1.89			
Wings	0.99 - 1.89	200	1.44	1.39	10	1.39			
Necks				1.39	10	1.39			
Smoked Drumsticks	1.79	40	1.79						
Smoked Wings	1.59 - 1.99	80	1.79						
Smoked Necks	1.59 - 1.79	40	1.64						
GROUND TURKEY:									
Patties	1.59 - 3.79	590	2.43	2.59 - 3.99	130	3.75	2.50	140	2.50
Sausage	1.53 - 3.99	2,030	2.58	2.39 - 3.27	630	2.61	2.45 - 2.87	480	2.52
85% lean	1.53 - 2.79	600	1.96	1.99 - 2.99	100	2.11	1.89 - 2.08	160	2.06
93% lean	2.30 - 3.84	680	2.65	2.07 - 3.19	390	2.66	2.49 - 3.19	270	2.90
Breast (99-100% lean)	2.88 - 5.99	380	4.36	2.49 - 2.50	80	2.50	2.39 - 4.39	300	3.45
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	1.00 - 2.00	360	1.37	0.99	40	0.99