



## **USDA Weekly Retail Turkey Feature Activity**

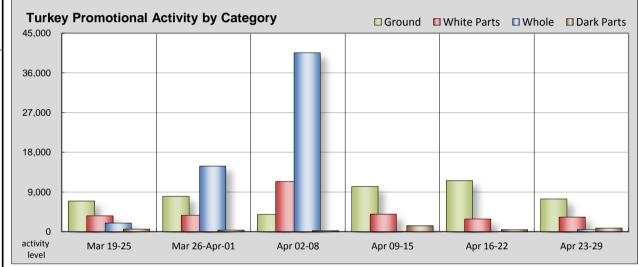
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/23 thru 04/29.

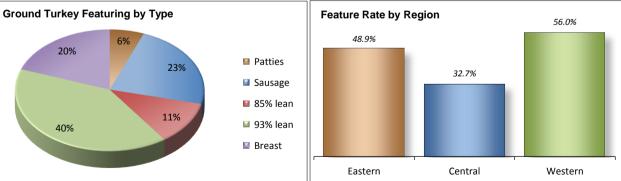
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

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THIS WEEK LAST WEEK LAST YEAR													
	THIS	WEEK	LAST	WEEK	LAST YEAR								
Feature Rate 1/		f 19,200		of 19,200	42.3% of 18,600 outlets								
		lets		tlets									
Special Rate 4/		8%		.1%	5.2%								
Activity Index 2/		020		,070	14,160								
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg							
WHOLE BIRDS:													
Fresh - Hens													
" - Toms Frozen - Hens	240	0.90			50	0.00							
" - Toms	240	0.90			10								
PARTS:	240	0.90			10	1.19							
Breast:													
Bone-in, whole													
Fresh	180	1.92	120	2.79	10	2.49							
Frozen	1,470	1.43	1,500	-	1,060	-							
Hotel Style	1,170	1.10	1,000	1.01	1,000	1.00							
Fresh					200	0.99							
Frozen					10								
Split, bone-in													
Fresh													
Rotisserie	330	9.10	500	7.63	490	7.84							
Boneless, whole	290	4.87	90		10								
Cutlets	650	4.57	450		850								
Cutlets, thin sliced	40	4.98	430	3.00	140								
Strips	10	4.99			320	-							
Tenders	340	4.62	230	4.80	460								
Marinated Tenders	520	3.98	2,680		540								
Drumsticks	80	1.65	220		490								
Thighs	70	1.69	60	-	150								
Wings	150	1.58	70		480								
Necks	20	1.39	70	1.48	20	1.18							
Smoked Drumsticks	170	2.01	10	2.19	440	1.68							
Smoked Wings	170	2.01	10	2.19	420	1.64							
Smoked Necks	160	1.96			120	1.77							
<b>GROUND TURKEY:</b>	7,430	2.89	11,570	2.69	7,500	2.66							
Patties	440	2.82	1,890	2.79	1,040	2.68							
Sausage	1,700	2.70	2,170	2.72	1,250	2.58							
85% lean	850	2.07	2,940	1.97	910	2.01							
93% lean	2,990	2.62	2,720	2.54	3,120	2.38							
Breast	1,450	4.19	1,850	3.91	1,180								
Rolls (frsh/frz 1 lb.)	460	1.33	490	1.52	390 1.60								
Note: rolls not included in	around fro	Note: rolls not included in ground fresh ground turkey total and weighted average											

## This Week's Turkey Feature Highlights

Feature activity on surveyed turkey items slows this week and more stores rely on no-price promotions. Frozen whole turkeys make it back into the circulars and are featured in the Eastern Region. Frozen bone-in breasts are still popular and fresh are more available; there are some good buys here. Fewer stores offer rotisserie breasts and the average advertised price is sharply higher. Offers are sharply lower on marinated tenders; promotions increase on boneless whole breasts, cutlets and tenders. All of the dark parts are represented; smoked dark parts get more space this week. Ground turkey was extremely active last week, so the decline in feature activity this week is not surprising. The biggest change was fewer ads on patties and 85% lean; more stores offer 93% lean. Average prices trend higher on everything except sausage.





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. Apr 23, 2010

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/23 thru 04/29.

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

·	EASTERN U.S.			CENTRAL U.S.			WESTERN U.S.		
	(CT,DC,DE,FL,GA,MA,MD,MI	=			MIMNI		(AZ,CA,CO,ID,MT,	{	7
			(AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,		( T			344	
Feature Rate 1/	140,141,140,141,174,141,00,474,41,444)		MO,MS,ND,NE, OH, OK,SD,TN,TX,WI)			NM,NV,OR,UT,WA,WY) 56.0% of 4,500 sampled outlets			
	48.9% of 8,400 sampled outlets			32.7% of 6,300 sampled outlets			· ·		
Special Rate 4/ Activity Index 2/	9.8% of stores w/ no-price promotions			6.8% of stores w/ no-price promotions			5.6% of stores w/ no-price promotions		
Activity index	Activity Index = 5,990 Price Range Summary			Activity Index = 2,610  Price Range Summary			Activity Index = 4,420 Price Range Summary		
	(\$/pound)		y Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)		y Vtd Avg
WHOLE BIRDS:	(ψ/ροαπα)	Otores v	via Avg	(ψ/ροαπα)	Otores	vvia Avg	(ψ/ροαπα)	Olores (	via Avg
Fresh - Hens									
" - Toms									
Frozen - Hens				0.89 - 0.99	240	0.90			
" - Toms				0.89 - 0.99	240	0.90			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 1.99	180	1.92						
Frozen	0.99 - 1.49	660	1.45	0.99 - 1.89	50	1.33	0.99 - 1.99	760	1.41
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.49	120	8.03	5.99 - 9.99	200	9.79	7.99	10	7.99
Boneless, whole	3.98 - 5.49	240	5.05	3.99	50	3.99			
Cutlets	3.99 - 4.48	390	4.23	3.99 - 5.45	140	5.19	4.99	120	4.99
Cutlets, thin sliced	4.98	40	4.98						
Strips							4.99	10	4.99
Tenders	3.99	30	3.99	3.99 - 4.99	190	4.50	4.59 - 4.99	120	4.96
Marinated Tenders	3.49 - 4.26	150	4.04	3.73 - 3.99	80	3.82	3.99	290	3.99
Drumsticks	1.38	10	1.38				1.69	70	1.69
Thighs							1.69	70	1.69
Wings	1.38 - 1.49	80	1.48				1.69	70	1.69
Necks	1.39	20	1.39						
Smoked Drumsticks	1.99	160	1.99	2.29	10	2.29			
Smoked Wings	1.99	160	1.99	2.29	10	2.29			
Smoked Necks	1.69 - 1.99	160	1.96						
GROUND TURKEY:	0.50		0.55	0.50					4.65
Patties	2.50 - 2.99	390	2.88	2.50 - 2.99	30	2.78	1.69	20	1.69
Sausage	1.99 - 3.99	570 570	2.67	2.00 - 2.99	140	2.44	2.05 - 3.79	990	2.76
85% lean	1.92 - 2.79	570	2.16	1.99 - 3.00	150	2.12	1.59	130	1.59
93% lean	1.99 - 3.84	1,340	2.39	1.87 - 3.99	390	2.73	1.87 - 3.33	1,260	2.82
Breast (99-100% lean)	4.22 - 4.79	520 200	4.38	3.33 - 3.99	450 240	3.57	3.99 - 4.79	480 20	4.57
Rolls (frsh/frz 1 lb.)	1.00 - 1.50	200	1.02	1.00 - 2.19	240	1.62	1.00	20	1.00