



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

Fri. Apr 30, 2010

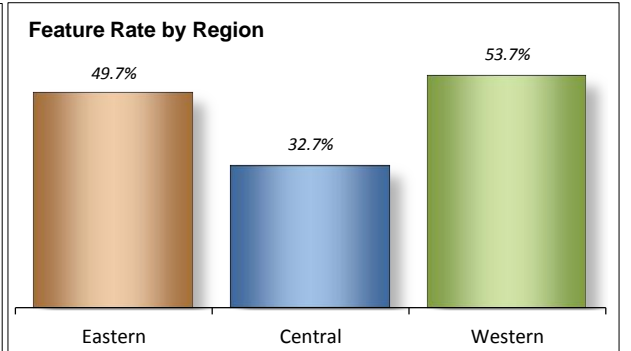
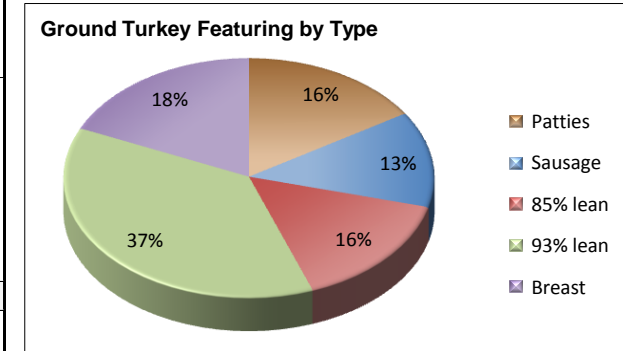
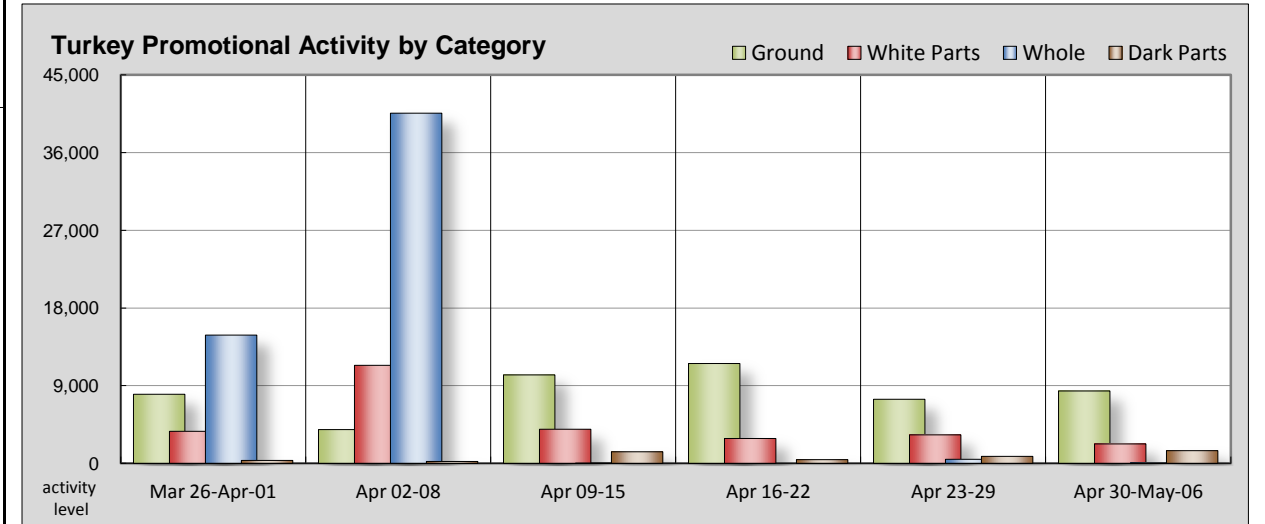
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	45.1% of 19,200 outlets		45.2% of 19,200 outlets		47.0% of 18,600 outlets	
Special Rate ^{4/}	8.2%		7.8%		13.1%	
Activity Index ^{2/}	13,070		13,020		13,830	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			240	0.90	150	0.68
" - Toms	70	0.89	240	0.90	290	0.78
PARTS:						
Breast:						
Bone-in, whole						
Fresh	40	2.62	180	1.92	20	2.39
Frozen	930	1.17	1,470	1.43	1,330	1.24
Hotel Style						
Fresh					340	0.92
Frozen						
Split, bone-in						
Fresh	130	2.99			200	1.68
Rotisserie	400	8.50	330	9.10	450	8.26
Boneless, whole						
Fresh	70	4.56	290	4.87	270	3.77
Cutlets						
Fresh	370	4.96	650	4.57	1,130	4.57
Frozen	170	5.29	40	4.98	100	4.99
Strips						
Fresh			10	4.99	30	5.51
Tenders						
Fresh	150	4.79	340	4.62	240	3.81
Frozen	440	4.21	520	3.98	150	3.31
Marinated Tenders						
Fresh	700	1.46	80	1.65	400	1.59
Frozen	30	1.99	70	1.69	30	1.79
Wings						
Fresh	530	1.49	150	1.58	390	1.58
Frozen	20	1.44	20	1.39		
Necks						
Fresh	80	1.92	170	2.01	210	1.78
Frozen	60	1.99	170	2.01	200	1.78
Smoked Necks						
Fresh	60	1.91	160	1.96		
GROUND TURKEY:	8,390	2.84	7,430	2.89	7,700	2.73
Patties	1,350	2.62	440	2.82	490	2.63
Sausage	1,090	2.60	1,700	2.70	2,310	2.58
85% lean	1,290	2.13	850	2.07	1,490	2.13
93% lean	3,120	2.51	2,990	2.62	2,410	2.61
Breast	1,540	4.46	1,450	4.19	1,000	4.32
Rolls (frsh/frz 1 lb.)	430	1.62	460	1.33	200	1.47

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

This Week's Turkey Feature Highlights

Retail feature activity continues at about the same rate as last week. More stores use no-price promotions, especially for ground turkey. Offers on whole turkeys consist of a few stores with frozen toms. Fewer bone-in breasts are featured but prices are sharply lower; there are some good buys here for the consumer looking to stock the freezer. Rotisserie breast activity increases; advertised prices trend lower. Other white parts are less available; prices on cutlets, tenders and marinated tenders are higher this week. Dark parts are fully represented. There are plenty of drums and wings in the circulars and average advertised prices are lower this week. Ground turkey promotions increase; this is the week to fire up the grill and cook some burgers and sausage. Burgers are available at prices 20 cents lower this week; sausage and 93% lean are about 10 cents lower. Ground breast is more expensive, in line with the higher prices on boneless breast cuts.






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.)



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.
 (prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Apr 30, 2010

	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/} Special Rate ^{4/} Activity Index ^{2/}	49.7% of 8,400 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 8,430			32.7% of 6,300 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 3,180			53.7% of 4,500 sampled outlets 25.6% of stores w/ no-price promotions Activity Index = 1,460		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms	0.89	70	0.89						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49 - 2.69	30	2.60				2.69	10	2.69
Frozen	0.89 - 1.69	680	1.21	0.89 - 1.99	210	1.11	0.89	40	0.89
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh							2.99	130	2.99
Rotisserie	6.90 - 8.99	50	7.13	7.49	70	7.49	8.99	280	8.99
Boneless, whole	3.99 - 4.99	70	4.56						
Cutlets	3.49 - 4.99	220	4.63	5.45	150	5.45			
Cutlets, thin sliced	5.29	170	5.29						
Strips									
Tenders									
Marinated Tenders	4.26 - 5.33	200	4.39	4.79	150	4.79			
Drumsticks	1.29 - 1.79	690	1.46	3.18 - 4.66	240	4.07			
Thighs	1.99	30	1.99	1.39	10	1.39			
Wings	1.29 - 1.79	520	1.49	1.39	10	1.39			
Necks	1.49	10	1.49	1.39	10	1.39			
Smoked Drumsticks	1.99	60	1.99	1.69	20	1.69			
Smoked Wings	1.99	60	1.99						
Smoked Necks	1.69 - 1.99	60	1.91						
GROUND TURKEY:									
Patties	2.00 - 2.99	1,040	2.67				1.69 - 2.50	310	2.44
Sausage	2.40 - 3.49	320	3.13	2.39 - 3.00	620	2.46	2.05	150	2.05
85% lean	1.99 - 2.75	980	2.18	1.53 - 2.33	130	1.88	1.98 - 2.39	180	2.08
93% lean	1.52 - 4.99	2,110	2.45	2.33 - 3.33	800	2.70	2.33 - 2.63	210	2.43
Breast (99-100% lean)	3.84 - 5.99	1,050	4.49	3.02 - 4.99	470	4.38	3.99 - 4.99	20	4.26
Rolls (frsh/frz 1 lb.)	1.50	10	1.50	1.39 - 1.67	290	1.60	1.67	130	1.67