USDA Weekly Retail Turkey Feature Activity

Fri. Jun 25, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/25 thru 07/01.

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

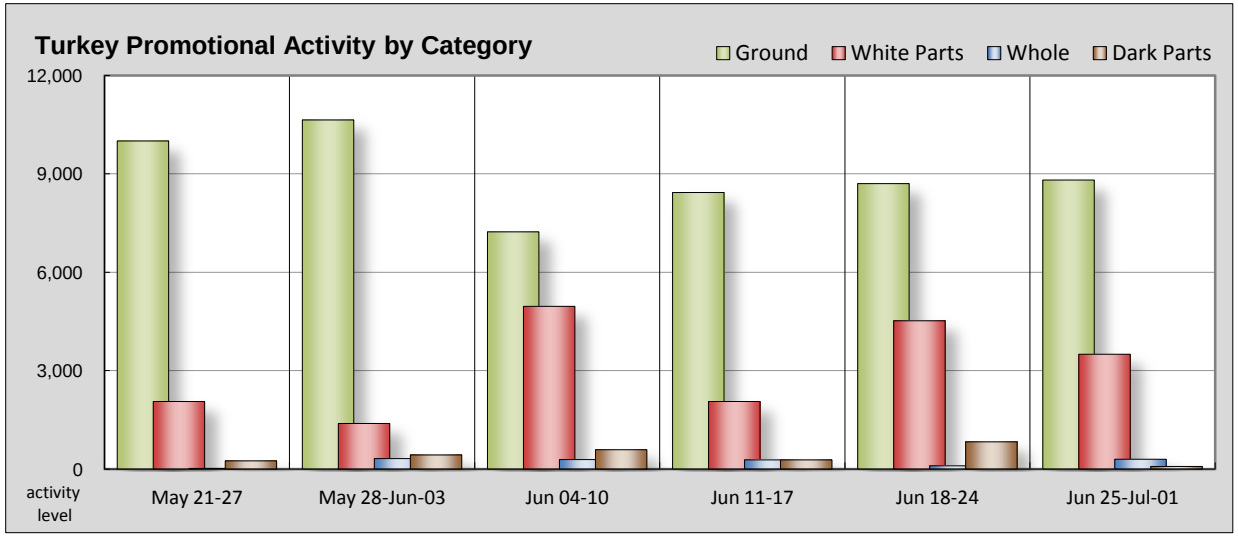
NATIONAL SUMMARY

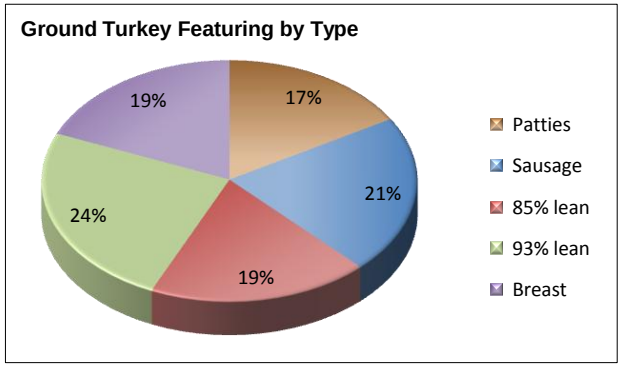
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**44.8% of 19,200 outlets**		**47.0% of 19,200 outlets**		**51.6% of 18,600 outlets**	
Special Rate [4/]	**0.8%**		**0.0%**		**5.0%**	
Activity Index [2/]	**14,350**		**15,540**		**16,060**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens			100	1.69		
" - Toms						
Frozen - Hens	150	0.98			650	0.96
" - Toms	150	0.98			660	0.96
PARTS:						
Breast:						
Bone-in, whole						
Fresh	140	1.98	540	1.71	30	1.79
Frozen	1,110	1.69	410	1.70	430	1.48
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	20	2.79				
Rotisserie	460	8.69	600	7.67	180	6.85
Boneless, whole	40	4.99	350	3.77	50	4.16
Cutlets	830	4.97	1,080	4.40	480	3.73
Cutlets, thin sliced			530	5.06		
Strips			210	3.49		
Tenders	900	4.54	800	4.15	400	3.63
Marinated Tenders	1,310	3.83	1,110	3.94	620	3.95
Drumsticks	30	1.46	500	1.63	510	1.28
Thighs					130	1.41
Wings	50	1.71	320	1.63	480	1.29
Necks						
Smoked Drumsticks						
Smoked Wings			10	1.59		
Smoked Necks						
GROUND TURKEY:	**8,810**	**2.98**	**8,700**	**2.85**	**11,180**	**2.74**
Patties	1,460	2.85	1,610	2.98	1,110	2.77
Sausage	1,870	2.90	1,790	2.82	3,400	2.83
85% lean	1,670	2.24	2,260	2.23	1,060	1.85
93% lean	2,160	2.66	1,780	2.60	3,850	2.46
Breast	1,650	4.33	1,260	4.22	1,760	3.70
Rolls (frsh/frz 1 lb.)	350	1.53	280	1.95	260	1.95

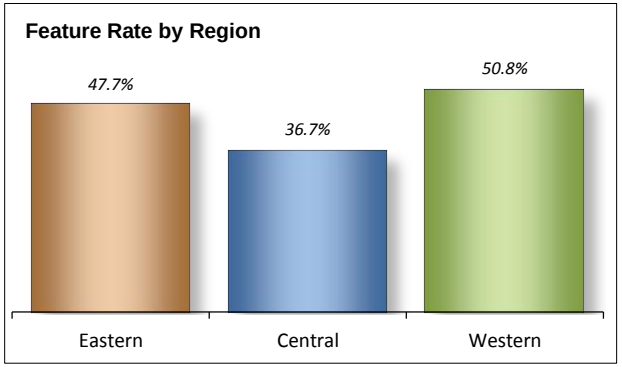
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity slows going into the end of the month. There are limited features on frozen hens and toms in the Central region. Offers increase on frozen bone-in breasts; fewer fresh bone-in breasts are available. Advertised prices on frozen bone-in breasts are steady, fresh trend higher. There are not as many promotions on rotisserie and prices are markedly higher. Other white parts are less active. Fewer cutlets and boneless whole breasts are offered; tenders and marinated tenders are slightly more active this week. Advertised prices are running higher on all boneless white parts with the exception of marinated tenders. Few stores offer dark parts this week. Grinds are slightly more active; promotions increase on ground breast, 93% lean and sausage with prices higher on these three items. Although there are fewer ads on patties prices are more attractive. Promotions slip on 85% lean and prices are practically the same as last week.







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/	**47.7% of 8,400 sampled outlets**			**36.7% of 6,300 sampled outlets**			**50.8% of 4,500 sampled outlets**		
Special Rate 4/	**0.9% of stores w/ no-price promotions**			**1.2% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 6,950**			**Activity Index = 4,450**			**Activity Index = 2,950**		
	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									
" - Toms									
Frozen - Hens				0.98	150	0.98			
" - Toms				0.98	150	0.98			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	10	2.49	1.69 - 1.89	120	1.86	2.99	10	2.99
Frozen	1.79	390	1.79	0.99 - 1.99	570	1.66	1.49 - 1.69	150	1.50
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.79	20	2.79						
Rotisserie	6.99 - 8.99	70	7.27	6.99 - 9.99	260	9.43	7.99	130	7.99
Boneless, whole	4.99	40	4.99						
Cutlets	3.99 - 4.99	150	4.64	3.49 - 5.45	380	4.73	5.45	300	5.45
Cutlets, thin sliced									
Strips									
Tenders	4.69 - 4.79	200	4.70	3.49 - 4.79	360	4.31	3.99 - 4.79	340	4.69
Marinated Tenders	3.73 - 4.26	540	3.94	3.19 - 4.26	630	3.70	3.99	140	3.99
Drumsticks	1.49	20	1.49				1.39	10	1.39
Thighs									
Wings	1.49 - 1.99	40	1.76				1.49	10	1.49
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.50 - 3.49	1,040	2.83	2.50 - 3.49	270	2.76	2.99 - 3.99	150	3.09
Sausage	2.39 - 3.99	1,420	2.78	2.49 - 3.19	140	2.84	2.39 - 3.99	310	3.46
85% lean	1.79 - 2.79	1,320	2.24	1.49 - 2.50	90	1.99	1.89 - 2.50	260	2.36
93% lean	2.39 - 3.49	820	2.65	1.89 - 2.79	720	2.47	2.49 - 3.49	620	2.89
Breast (99-100% lean)	3.84 - 4.99	840	4.34	4.00 - 4.79	290	4.57	2.99 - 4.79	520	4.18
Rolls (frsh/frz 1 lb.)	0.79 - 1.39	30	1.25	0.99 - 2.29	320	1.56			