USDA Weekly Retail Turkey Feature Activity

Fri. Aug 06, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

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

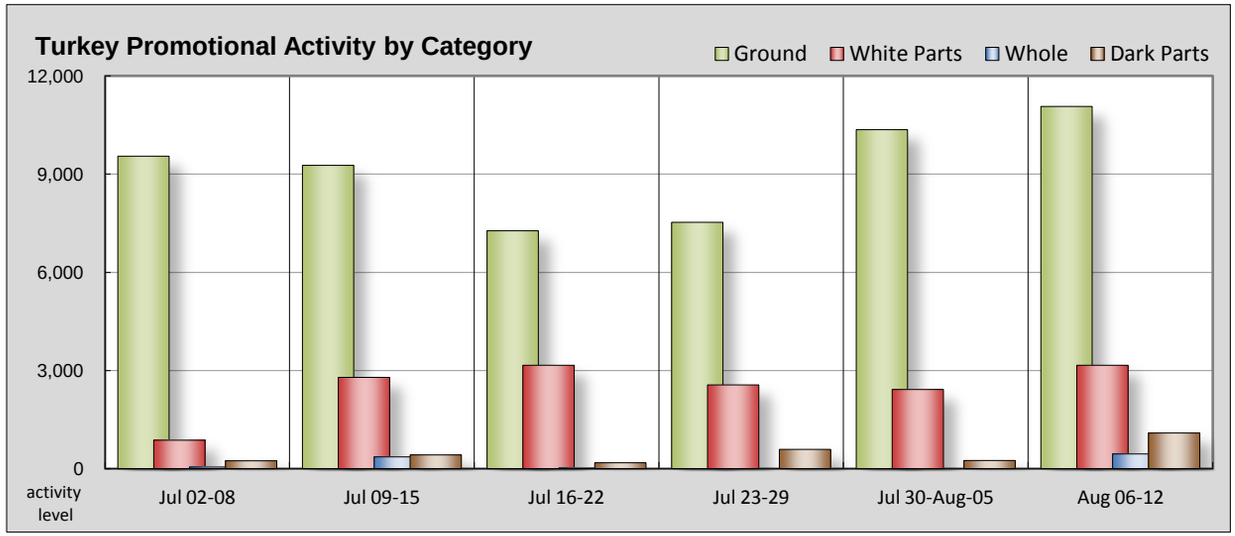
NATIONAL SUMMARY

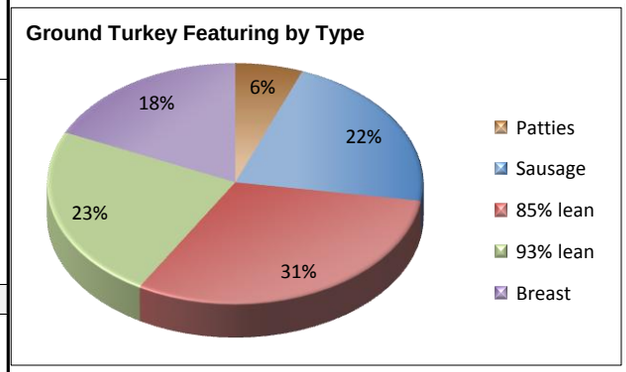
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**56.5% of 19,200 outlets**		**47.1% of 19,200 outlets**		**50.3% of 18,600 outlets**	
Special Rate 4/	**4.7%**		**2.0%**		**5.5%**	
Activity Index 2/	**16,580**		**13,580**		**13,310**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	230	0.89			40	0.96
" - Toms	220	0.89			10	0.88
PARTS:						
Breast:						
Bone-in, whole						
Fresh	60	1.99	10	1.99	160	1.04
Frozen	780	1.70	450	1.59	880	1.29
Hotel Style						
Fresh	10	2.49			10	2.49
Frozen					120	1.69
Split, bone-in						
Fresh						
Rotisserie	540	7.82	370	7.66	380	7.69
Boneless, whole	30	4.99	80	4.86	130	4.67
Cutlets	820	4.86	850	4.63	370	5.24
Cutlets, thin sliced	350	4.99	10	4.99	10	4.59
Strips			20	5.45	160	5.46
Tenders	570	3.97	630	4.39	340	4.82
Marinated Tenders	570	3.87	330	4.80	630	3.59
Drumsticks	140	1.36	80	1.66	360	1.40
Thighs	30	1.99	80	1.72	180	1.52
Wings	110	1.28	90	1.70	360	1.42
Necks	70	1.32				
Smoked Drumsticks	280	1.93			30	1.75
Smoked Wings	280	1.93			30	1.75
Smoked Necks	180	1.67			40	1.74
GROUND TURKEY:	**11,070**	**2.80**	**10,360**	**3.04**	**8,090**	**3.01**
Patties	650	3.21	1,460	2.95	240	2.77
Sausage	2,390	2.80	1,710	2.97	1,590	2.59
85% lean	3,430	2.28	1,840	2.14	1,400	2.05
93% lean	2,590	2.46	3,220	2.86	2,290	2.52
Breast	2,010	3.99	2,130	4.19	2,570	4.26
Rolls (frsh/frz 1 lb.)	240	1.78	220	1.85	980	1.53

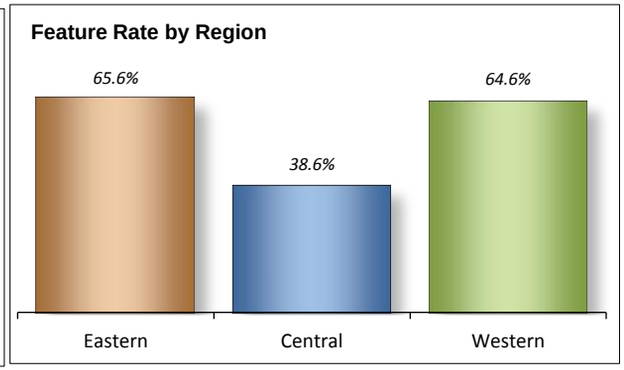
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Over half the stores surveyed offer turkey this week. Frozen hens and toms are once again in the ads and attractively priced. Frozen bone-in breasts are active in a wide range of advertised prices. Offers increase on rotisserie breasts; prices trend higher. There are plenty of choices for shoppers looking for boneless white cuts. Promotions on cutlets are slightly slower and priced quite a bit higher; thin sliced cutlets are active with prices unchanged. Tenders slow but are still very popular. Marinated tenders are more active; the average price on marinated tenders is almost a dollar lower this week. All of the dark parts are offered; most of the focus is on smoked parts. Ground turkey ads are heavily promoted this week. Retailers turn to the 85% lean as the top choice and the least expensive of the grinds. School is starting in some areas and school supplies will compete for shoppers' spending.







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/]	**65.6% of 8,400 sampled outlets**			**38.6% of 6,300 sampled outlets**			**64.6% of 4,500 sampled outlets**		
Special Rate [4/]	**2.1% of stores w/ no-price promotions**			**3.0% of stores w/ no-price promotions**			**11.9% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 9,860**			**Activity Index = 3,260**			**Activity Index = 3,460**		
	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	0.99	10	0.99	0.79 - 0.89	220	0.89			
" - Toms	0.99	10	0.99	0.89	210	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	60	1.99						
Frozen	1.29 - 1.59	200	1.30	0.98 - 2.39	180	1.93	1.49 - 1.99	400	1.80
Hotel Style									
Fresh	2.49	10	2.49						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.99 - 8.99	370	8.28	5.97 - 6.99	150	6.66	7.99	20	7.99
Boneless, whole	4.99	30	4.99						
Cutlets	4.00 - 4.99	660	4.80	4.98 - 5.45	160	5.08			
Cutlets, thin sliced	4.99	350	4.99						
Strips									
Tenders	3.99 - 4.99	220	4.42	4.61	120	4.61	3.19 - 3.32	230	3.21
Marinated Tenders	3.73 - 4.26	390	3.87	3.73 - 4.79	160	3.95	3.32	20	3.32
Drumsticks	1.19 - 1.69	140	1.36						
Thighs	1.99	30	1.99						
Wings	1.19 - 1.49	110	1.28						
Necks	1.28 - 1.39	70	1.32						
Smoked Drumsticks	1.89 - 1.99	280	1.93						
Smoked Wings	1.89 - 1.99	280	1.93						
Smoked Necks	1.59 - 1.69	180	1.67						
GROUND TURKEY:									
Patties	2.39 - 3.99	320	3.29	2.50 - 3.00	230	2.96	2.29 - 3.99	100	3.54
Sausage	1.99 - 3.49	1,530	2.76	2.38 - 3.29	270	2.48	2.86 - 3.99	590	3.05
85% lean	1.66 - 2.66	2,470	2.30	1.66 - 2.50	240	2.15	1.66 - 2.49	720	2.29
93% lean	1.99 - 3.19	1,520	2.35	2.08 - 2.80	400	2.29	2.00 - 3.19	670	2.82
Breast (99-100% lean)	2.71 - 4.61	580	3.57	3.33 - 4.79	740	4.07	3.19 - 4.79	690	4.26
Rolls (frsh/frz 1 lb.)	1.28 - 1.39	40	1.35	1.00 - 2.49	180	1.91	1.43	20	1.43