



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

Fri. Aug 13, 2010

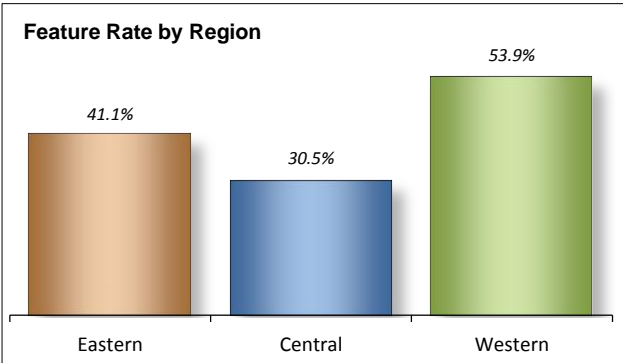
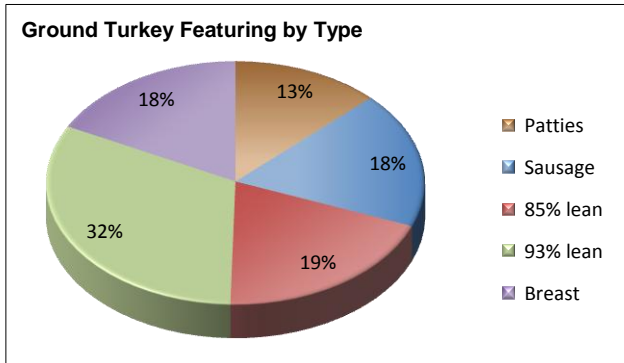
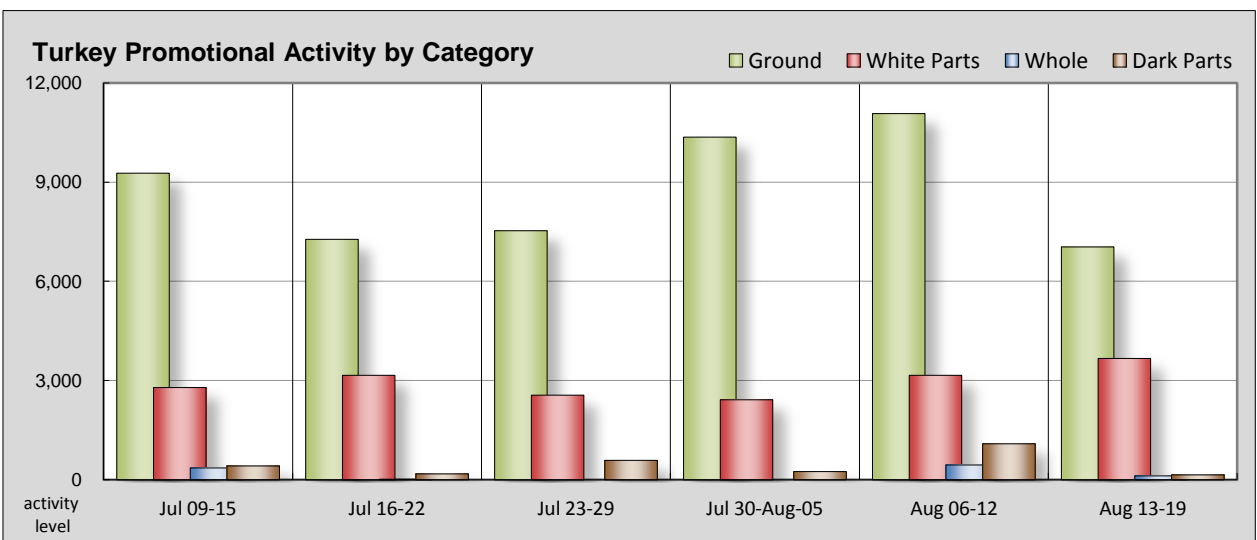
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	40.6% of 19,200 outlets		56.5% of 19,200 outlets		45.5% of 18,600 outlets	
Special Rate ^{4/}	2.2%		4.7%		11.2%	
Activity Index ^{2/}	12,110		16,580		14,580	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					140	0.99
" - Toms					140	0.99
Frozen - Hens	120	0.79	230	0.89	150	0.78
" - Toms			220	0.89	150	0.78
PARTS:						
Breast:						
Bone-in, whole						
Fresh	30	2.29	60	1.99	110	1.68
Frozen	640	2.07	780	1.70	590	1.15
Hotel Style						
Fresh			10	2.49		
Frozen	10	0.98			10	1.39
Split, bone-in						
Fresh	220	2.84			40	2.74
Rotisserie	470	7.88	540	7.82	440	7.36
Boneless, whole						
	470	3.79	30	4.99	310	4.44
Cutlets						
	1,160	4.40	820	4.86	1,120	4.74
Cutlets, thin sliced						
	120	4.99	350	4.99	570	4.99
Strips						
					70	4.79
Tenders						
	550	3.82	570	3.97	500	4.91
Marinated Tenders						
	180	4.02	570	3.87	780	3.89
Drumsticks						
	50	1.86	140	1.36	440	1.51
Thighs						
	40	2.02	30	1.99	130	1.41
Wings						
	40	1.65	110	1.28	410	1.52
Necks						
			70	1.32	20	1.49
Smoked Drumsticks						
	10	2.29	280	1.93	20	1.49
Smoked Wings						
	10	2.29	280	1.93	10	1.49
Smoked Necks						
			180	1.67		
GROUND TURKEY:	7,040	2.84	11,070	2.80	8,040	2.67
Patties	900	2.57	650	3.21	1,280	2.43
Sausage	1,280	2.83	2,390	2.80	1,900	2.73
85% lean	1,370	2.03	3,430	2.28	1,610	1.85
93% lean	2,260	2.77	2,590	2.46	2,130	2.57
Breast	1,230	4.05	2,010	3.99	1,120	4.19
Rolls (frsh/frz 1 lb.)	950	1.70	240	1.78	390	1.36

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 middle of the month. The only offers on whole turkeys are frozen hens in the Central region at attractive prices. There are fewer promotions on bone-in breasts; advertised prices are sharply higher. Instead, fresh split bone-in breasts are offered as an alternative to whole bone-in breasts. Rotisserie breasts are less available and priced higher this week. Boneless whole breasts gain ad space and are priced to attract buyer's interest. Offers on cutlets are very active and prices are sharply lower. Offers slow on thin sliced cutlets, tenders and marinated tenders. This week the selection of dark parts is limited and prices are higher. Ground turkey promotions slow after two weeks of very active promotions. Family vacations are winding down, students are returning to classes, and it is time to visit the fair for the last hurrah of summer.






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/}	41.1% of 8,400 sampled outlets			30.5% of 6,300 sampled outlets			53.9% of 4,500 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			1.7% of stores w/ no-price promotions			6.8% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 6,320			Activity Index = 3,070			Activity Index = 2,720		
	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				0.79	120	0.79			
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole							2.29	30	2.29
Fresh									
Frozen	1.59 - 1.79	80	1.61	1.39 - 2.49	560	2.14			
Hotel Style									
Fresh									
Frozen	0.98	10	0.98						
Split, bone-in									
Fresh	2.79 - 2.99	30	2.87				2.49 - 2.99	190	2.83
Rotisserie	6.89 - 7.99	470	7.88						
Boneless, whole	3.99	240	3.99	3.49	210	3.49	3.99 - 4.99	20	4.64
Cutlets	3.99 - 5.99	930	4.60	3.49	210	3.49	3.99 - 4.99	20	4.64
Cutlets, thin sliced	4.99	120	4.99						
Strips									
Tenders	3.99	320	3.99	3.49	210	3.49	3.99 - 4.99	20	4.64
Marinated Tenders	3.73 - 4.26	180	4.02						
Drumsticks	1.49 - 2.19	40	1.95	1.49	10	1.49			
Thighs	2.19	30	2.19	1.49	10	1.49			
Wings	1.49 - 1.99	30	1.70	1.49	10	1.49			
Necks									
Smoked Drumsticks				2.29	10	2.29			
Smoked Wings				2.29	10	2.29			
Smoked Necks									
GROUND TURKEY:									
Patties	1.97 - 3.00	540	2.47	2.40 - 2.99	200	2.58	2.50 - 2.99	160	2.90
Sausage	2.39 - 3.48	630	2.95	2.00 - 3.00	360	2.46	2.99 - 3.27	290	3.02
85% lean	1.53 - 2.50	640	1.99	1.66 - 2.08	210	1.89	1.66 - 2.39	520	2.14
93% lean	1.84 - 3.07	1,140	2.76	2.16 - 2.80	280	2.70	2.50 - 2.87	840	2.79
Breast (99-100% lean)	2.69 - 4.99	890	4.16	3.33 - 4.54	220	4.06	3.19 - 3.99	120	3.24
Rolls (frsh/frz 1 lb.)				1.29 - 2.00	440	1.96	1.00 - 1.99	510	1.48