USDA Weekly Retail Turkey Feature Activity

Fri. Aug 27, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/27 thru 09/02.

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

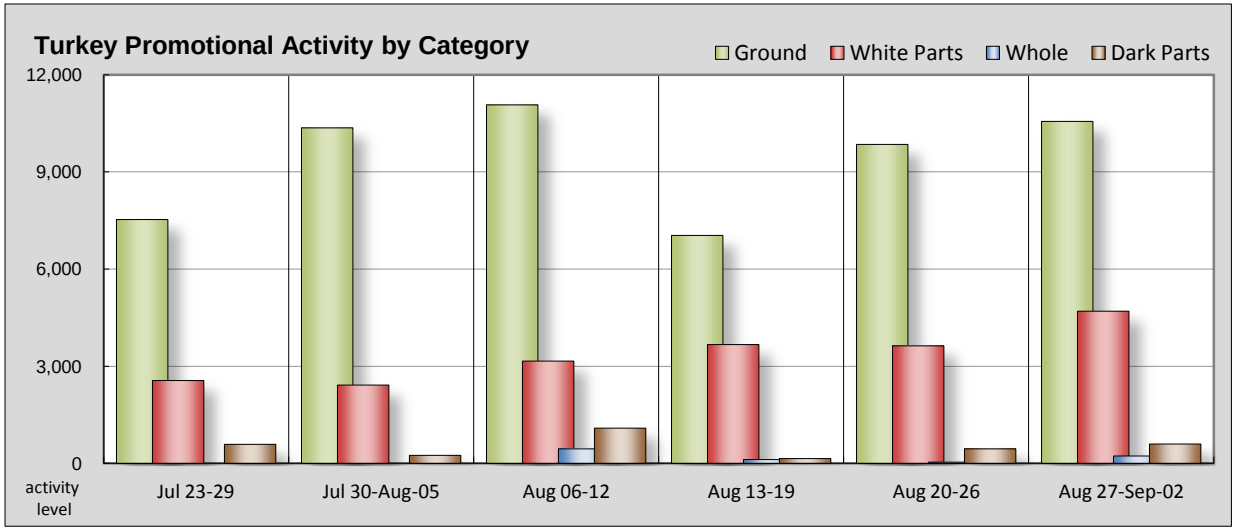
NATIONAL SUMMARY

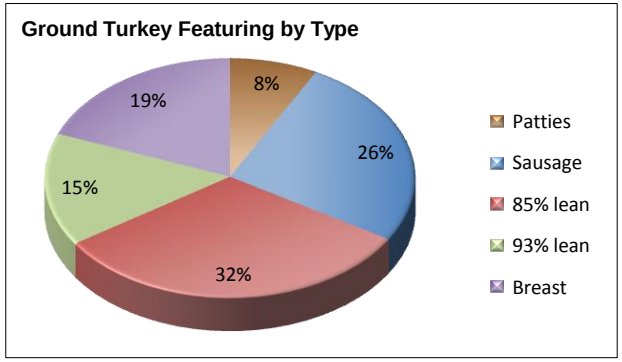
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**46.8% of 19,200 outlets**		**53.9% of 19,200 outlets**		**41.9% of 18,600 outlets**	
Special Rate 4/	**3.9%**		**3.0%**		**6.2%**	
Activity Index 2/	**17,130**		**14,090**		**14,240**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	200	1.59			50	1.49
" - Toms	10	1.49				
Frozen - Hens	20	0.99	10	0.89	60	0.92
" - Toms			30	0.95	20	1.09
PARTS:						
Breast:						
Bone-in, whole						
Fresh	200	2.99	20	2.29	230	2.11
Frozen	2,040	1.48	430	1.74	1,420	1.90
Hotel Style						
Fresh	230	0.88			430	1.31
Frozen					10	0.99
Split, bone-in						
Fresh			220	2.42	20	2.69
Rotisserie	610	7.32	770	7.70	560	7.76
Boneless, whole	30	4.39	320	4.76	130	4.35
Cutlets	790	4.51	1,140	4.63	240	4.49
Cutlets, thin sliced	420	4.99	100	4.99	10	4.59
Strips	20	3.99			10	5.45
Tenders	360	4.06	630	4.39	520	4.07
Marinated Tenders	990	3.88	50	3.30	800	3.53
Drumsticks	160	1.87	100	1.60	80	1.53
Thighs	50	1.75	50	1.97	70	1.82
Wings	160	1.87	100	1.60	80	1.89
Necks	150	1.69	20	1.44	80	1.57
Smoked Drumsticks	70	1.99	60	1.79	20	1.94
Smoked Wings	10	1.98	60	1.79	20	1.94
Smoked Necks			60	1.66	10	1.89
GROUND TURKEY:	**10,560**	**2.87**	**9,850**	**2.82**	**9,220**	**2.70**
Patties	820	3.03	620	2.47	1,600	2.47
Sausage	2,740	2.73	870	2.89	1,440	2.80
85% lean	3,370	2.08	2,370	2.10	2,310	2.09
93% lean	1,610	2.94	3,820	2.51	2,670	2.52
Breast	2,020	4.25	2,170	4.22	1,200	4.46
Rolls (frsh/frz 1 lb.)	50	1.60	70	1.42	150	1.73

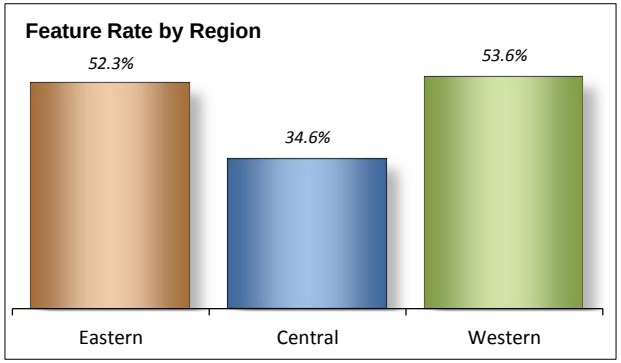
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Fewer stores promote turkey but retail feature activity increases as stores offer multiple items. Offers increase on whole turkeys, mostly fresh hens. Frozen bone-in breasts are heavily promoted, especially in the East, and fresh breasts are more active this week. Fresh hotel style breasts are also popular in the East. Rotisserie breasts are not as active, but still readily available. Boneless white cuts are less active overall. Offers retreat on boneless whole breasts and cutlets, increase on thin sliced cutlets, and decrease on tenders. Marinated tenders are back in the circulars and heavily promoted after almost disappearing last week. Dark parts offerings increase; prices trend higher on everything except thighs. Ground turkey ads increase for the second week in a row. Retailers heavily promote 85% lean, a lost cost choice for consumers watching their budgets. Offers of kosher items for the upcoming Rosh Hashanah observance on September 8 are starting to appear in ads this 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/	**52.3% of 8,400 sampled outlets**			**34.6% of 6,300 sampled outlets**			**53.6% of 4,500 sampled outlets**		
Special Rate 4/	**0.7% of stores w/ no-price promotions**			**1.9% of stores w/ no-price promotions**			**12.6% of stores w/ no-price promotions**		
Activity Index 2/	**Activity Index = 11,120**			**Activity Index = 2,890**			**Activity Index = 3,120**		
	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	1.59	190	1.59	1.49	10	1.49			
" - Toms				1.49	10	1.49			
Frozen - Hens				0.99	20	0.99			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	200	2.99						
Frozen	1.29 - 1.98	1,300	1.39	0.99 - 1.99	470	1.51	1.49 - 1.99	270	1.85
Hotel Style									
Fresh	0.88	230	0.88						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.00	430	7.26	5.99 - 9.99	160	7.42	7.99	20	7.99
Boneless, whole	4.99	10	4.99				4.09	20	4.09
Cutlets	3.99 - 4.99	600	4.69	3.99	40	3.99	3.63 - 5.99	150	3.93
Cutlets, thin sliced	4.99	420	4.99						
Strips				3.99	20	3.99			
Tenders	3.99 - 4.79	200	4.11	3.99	20	3.99	3.99 - 4.09	140	4.00
Marinated Tenders	3.73 - 4.66	810	3.86	3.73 - 4.66	100	4.48	3.19 - 3.33	80	3.31
Drumsticks	1.89	150	1.89				1.49	10	1.49
Thighs	1.99	10	1.99	1.69	40	1.69			
Wings	1.89	150	1.89				1.49	10	1.49
Necks	1.69	150	1.69						
Smoked Drumsticks				1.98	10	1.98	1.99	60	1.99
Smoked Wings				1.98	10	1.98			
Smoked Necks									
GROUND TURKEY:									
Patties	2.39 - 3.99	670	3.06	2.29	20	2.29	3.00	130	3.00
Sausage	2.39 - 3.99	2,290	2.67	2.49 - 3.50	320	3.15	2.80	130	2.80
85% lean	1.83 - 2.79	2,030	2.01	1.83 - 2.80	510	2.08	1.66 - 2.49	830	2.24
93% lean	2.39 - 3.33	640	2.72	2.08 - 3.59	560	3.10	1.99 - 3.49	410	3.05
Breast (99-100% lean)	3.84 - 4.99	640	4.49	3.99 - 4.99	520	4.35	3.19 - 4.79	860	4.02
Rolls (frsh/frz 1 lb.)				1.29 - 1.67	50	1.60			