USDA Weekly Retail Turkey Feature Activity

Fri. Sep 10, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

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

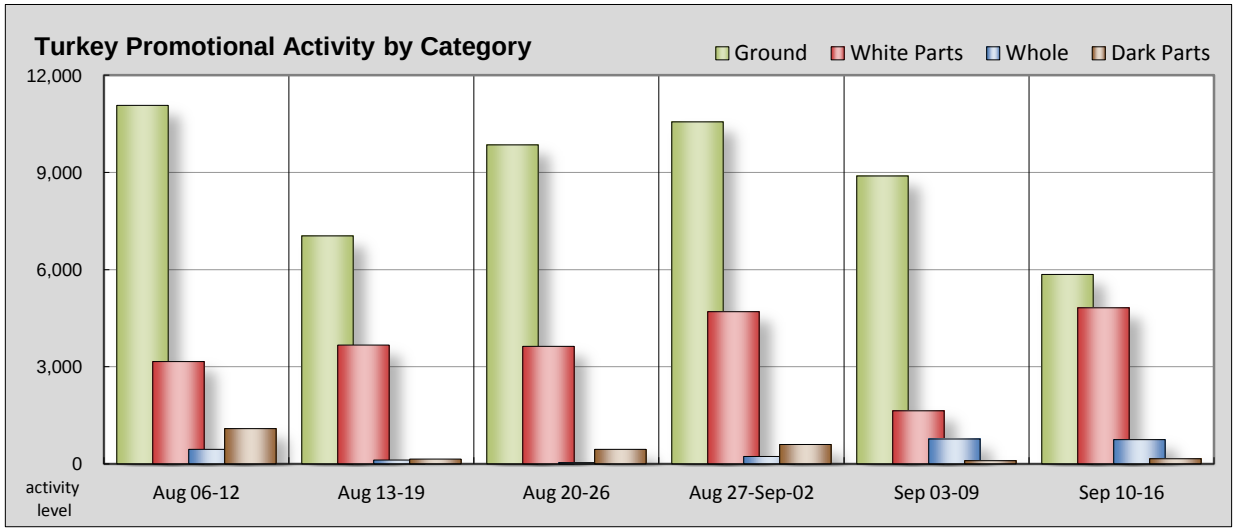
NATIONAL SUMMARY

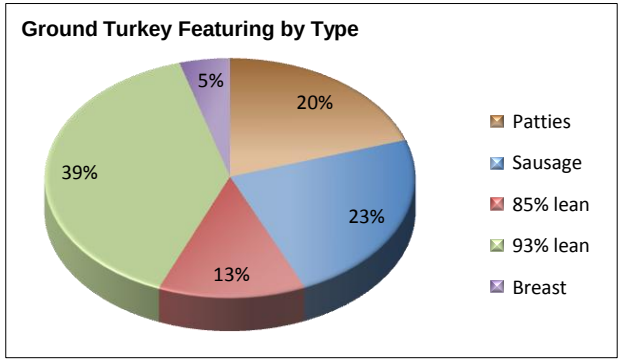
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**44.1% of 19,200 outlets**		**40.4% of 19,200 outlets**		**42.6% of 18,600 outlets**	
Special Rate [4/]	**1.1%**		**3.8%**		**8.1%**	
Activity Index [2/]	**12,890**		**12,530**		**13,980**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	300	1.46	540	1.44	570	1.39
" - Toms	210	1.51	190	1.51	60	1.67
Frozen - Hens	120	0.89	20	0.99	90	1.19
" - Toms	120	0.89	20	0.99	90	1.19
PARTS:						
Breast:						
Bone-in, whole						
Fresh	130	2.77	510	2.41	300	2.36
Frozen	2,130	1.55	300	1.58	1,750	1.09
Hotel Style						
Fresh	250	0.98			350	0.98
Frozen	10	0.88				
Split, bone-in						
Fresh	70	2.59				
Rotisserie	420	9.23	200	7.70	160	7.85
Boneless, whole	40	4.99	100	4.68	220	4.02
Cutlets	550	4.33	260	3.80	680	4.59
Cutlets, thin sliced	830	4.71	30	1.39	100	4.99
Strips	10	4.99				
Tenders	380	4.32	240	3.75	160	4.39
Marinated Tenders	670	4.01	970	3.73	150	4.14
Drumsticks	20	1.75	40	1.77	970	1.56
Thighs			30	2.19	220	1.75
Wings	10	1.59	20	1.34	880	1.56
Necks			10	1.39	60	1.38
Smoked Drumsticks	40	1.91			10	2.49
Smoked Wings	50	1.89			10	2.49
Smoked Necks	40	1.67				
GROUND TURKEY:	**5,850**	**2.72**	**8,890**	**2.74**	**6,880**	**2.87**
Patties	1,170	2.79	2,060	2.89	410	2.65
Sausage	1,370	2.82	1,210	2.76	2,430	2.82
85% lean	750	2.21	1,390	2.28	1,100	2.19
93% lean	2,300	2.65	3,190	2.55	2,080	2.69
Breast	260	4.05	1,040	3.61	860	4.40
Rolls (frsh/frz 1 lb.)	640	1.67	160	1.44	270	1.81

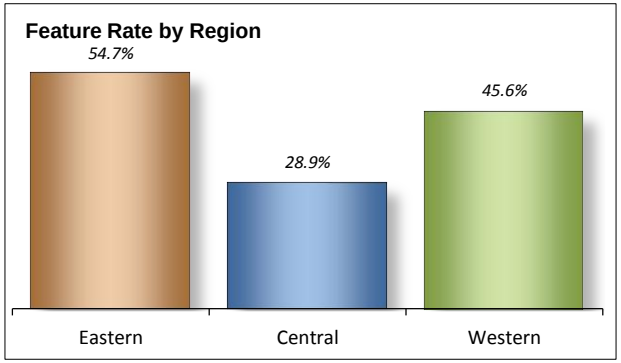
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity improves this week. Offers on whole turkeys are at about the same level as last week; the mix changes and there are fewer fresh turkeys but more frozen turkeys. There are still a few promotions on kosher product for the Jewish New Year. Frozen bone-in breasts are heavily promoted and average advertised prices are lower; fresh bone-in breast is less available and prices are higher. Fresh hotel style breasts are back in the circulars and prices are very attractive. More rotisserie breasts are offered; prices are sharply higher. Promotions on boneless white parts are very active in the Eastern region. Cutlets and thin sliced cutlets are heavily promoted. Offers increase on tenders and, although marinated tenders are less active, there are still plenty to be found. Activity is slightly higher on dark parts with more emphasis on smoked items. Fewer stores have ground turkey in this week's circular. The Labor Day weekend is just a memory, students are back in school, and summer is officially over.







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/]	**54.7% of 8,400 sampled outlets**			**28.9% of 6,300 sampled outlets**			**45.6% of 4,500 sampled outlets**		
Special Rate [4/]	**0.7% of stores w/ no-price promotions**			**2.4% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 7,430**			**Activity Index = 2,590**			**Activity Index = 2,870**		
	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	1.29 - 1.59	230	1.45				1.49	70	1.49
" - Toms	1.49 - 1.59	140	1.52				1.49	70	1.49
Frozen - Hens				0.89	120	0.89			
" - Toms				0.89	120	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	60	2.99				2.59	70	2.59
Frozen	1.29 - 2.19	1,440	1.52	0.99 - 1.79	400	1.47	1.48 - 1.99	290	1.86
Hotel Style									
Fresh	0.98	250	0.98						
Frozen	0.88	10	0.88						
Split, bone-in									
Fresh							2.59	70	2.59
Rotisserie	8.99	10	8.99	4.99 - 9.99	210	9.47	8.99	200	8.99
Boneless, whole	4.99	40	4.99						
Cutlets	3.99 - 4.99	510	4.34	3.99	30	3.99	4.99	10	4.99
Cutlets, thin sliced	4.59 - 4.99	830	4.71						
Strips							4.99	10	4.99
Tenders	3.99 - 4.69	340	4.33	3.99	30	3.99	4.99	10	4.99
Marinated Tenders	3.73 - 4.66	400	3.90	3.73 - 4.66	190	4.08	3.33 - 4.66	80	4.38
Drumsticks	1.59 - 1.89	20	1.75						
Thighs									
Wings	1.59	10	1.59						
Necks									
Smoked Drumsticks	1.89 - 1.98	40	1.91						
Smoked Wings	1.79 - 1.98	50	1.89						
Smoked Necks	1.59 - 1.98	40	1.67						
GROUND TURKEY:									
Patties	2.69 - 2.99	740	2.88	2.50 - 3.79	190	2.53	2.19 - 3.50	240	2.72
Sausage	2.39 - 3.29	620	2.80	2.00 - 3.11	180	2.44	2.46 - 3.27	570	2.96
85% lean	1.99 - 2.50	390	2.31	1.98 - 2.50	310	2.06	2.38 - 2.40	50	2.39
93% lean	2.29 - 3.84	1,060	2.75	1.79 - 3.03	360	2.17	2.08 - 3.19	880	2.72
Breast (99-100% lean)	3.99 - 4.61	200	4.06	3.50 - 4.31	60	4.01			
Rolls (frsh/frz 1 lb.)				1.00 - 1.67	390	1.46	1.99	250	1.99