



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.**

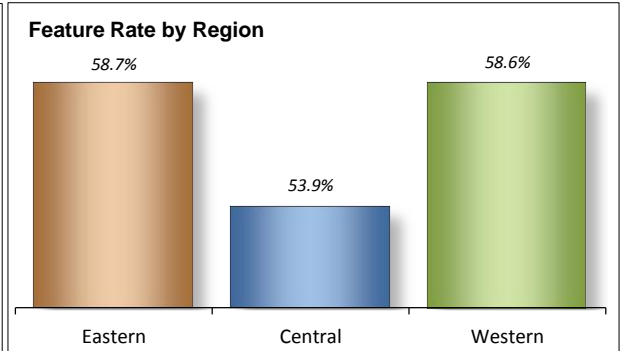
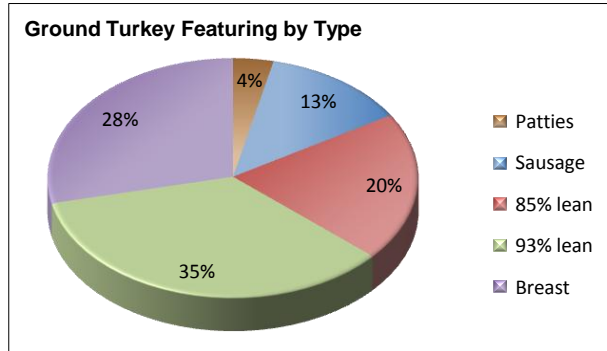
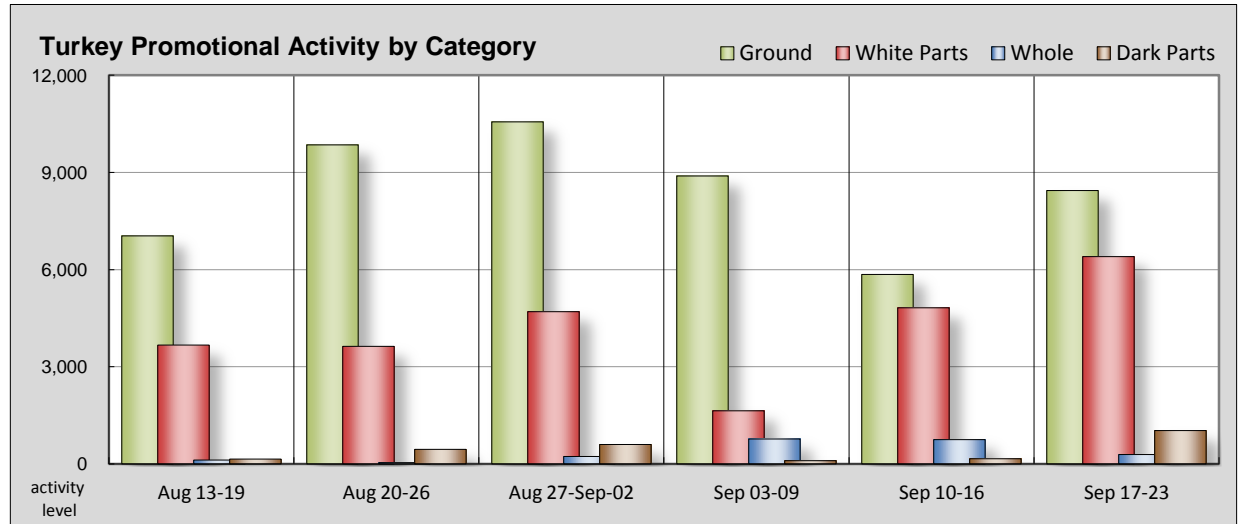
Fri. Sep 17, 2010

(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	
<b>Feature Rate</b> <sup>1/</sup>	<b>57.1% of 19,200 outlets</b>		<b>44.2% of 19,200 outlets</b>		<b>48.6% of 18,600 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>4.6%</b>		<b>1.1%</b>		<b>3.6%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>17,380</b>		<b>12,890</b>		<b>15,460</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	200	1.48	300	1.46	390	1.30
" - Toms	90	1.48	210	1.51	140	1.23
Frozen - Hens			120	0.89		
" - Toms			120	0.89		
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	410	2.08	130	2.77	400	2.20
Frozen	2,360	1.68	2,130	1.55	2,180	1.49
<b>Hotel Style</b>						
Fresh	380	1.29	250	0.98	150	1.07
Frozen			10	0.88		
<b>Split, bone-in</b>						
Fresh	180	1.99	70	2.59		
Rotisserie	860	6.99	420	9.23	420	7.64
<b>Boneless, whole</b>						
	260	3.61	40	4.99	40	4.38
<b>Cutlets</b>						
	860	4.51	550	4.33	1,180	4.72
<b>Cutlets, thin sliced</b>						
	150	4.73	830	4.71	240	4.70
<b>Strips</b>						
			10	4.99	130	5.45
<b>Tenders</b>						
	940	4.02	380	4.32	1,030	4.38
<b>Marinated Tenders</b>						
	790	4.04	670	4.01	1,080	3.58
<b>Drumsticks</b>						
	470	1.19	20	1.75	190	1.55
<b>Thighs</b>						
					40	1.84
<b>Wings</b>						
	350	1.17	10	1.59	120	1.55
<b>Necks</b>						
	90	1.32				
<b>Smoked Drumsticks</b>						
	40	1.99	40	1.91	50	1.42
<b>Smoked Wings</b>						
	40	1.99	50	1.89	30	1.59
<b>Smoked Necks</b>						
	40	1.79	40	1.67	30	1.59
<b>GROUND TURKEY:</b>	<b>8,440</b>	<b>2.93</b>	<b>5,850</b>	<b>2.72</b>	<b>7,540</b>	<b>2.99</b>
Patties	300	2.79	1,170	2.79	550	2.68
Sausage	1,080	2.67	1,370	2.82	1,980	2.61
85% lean	1,700	2.10	750	2.21	500	2.07
93% lean	2,950	2.65	2,300	2.65	2,540	2.46
Breast	2,410	3.99	260	4.05	1,970	4.37
Rolls (frsh/frz 1 lb.)	430	1.60	640	1.67	80	2.29

**This Week's Turkey Feature Highlights**

Retailers bring turkey back with over half the stores promoting turkey items. Offers on frozen whole turkeys disappear and fresh hens and toms are less available. Instead, retailers heavily promote fresh and frozen bone-in breasts and fresh hotel style breasts with some fresh split breasts thrown in for good measure. Rotisserie breasts are popular in the Eastern region and prices are much more attractive this week. More stores offer boneless white parts; activity is sharply higher on cutlets and tenders, and more stores feature boneless breasts and marinated tenders. If you are looking for dark parts this is your lucky week. Fresh drums and wings are heavily promoted at prices sure to tempt shoppers. Ground turkey recovers from last week's low levels. Most of the increase comes from breast meat and 85% lean. Offers also increase on 93% lean, which continues to be the most popular choice.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)




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



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	<b>EASTERN U.S.</b> (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 			<b>CENTRAL U.S.</b> (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI) 			<b>WESTERN U.S.</b> (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY) 		
<b>Feature Rate</b> <sup>1/</sup> <b>Special Rate</b> <sup>4/</sup> <b>Activity Index</b> <sup>2/</sup>	<b>58.7% of 8,400 sampled outlets</b> <b>4.8% of stores w/ no-price promotions</b> <b>Activity Index = 9,310</b>			<b>53.9% of 6,300 sampled outlets</b> <b>6.6% of stores w/ no-price promotions</b> <b>Activity Index = 4,600</b>			<b>58.6% of 4,500 sampled outlets</b> <b>1.5% of stores w/ no-price promotions</b> <b>Activity Index = 3,470</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.48 - 1.49	190	1.49	1.29	10	1.29			
" - Toms	1.48 - 1.49	90	1.48						
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	0.99 - 2.89	370	2.06				2.19	40	2.19
Frozen	0.99 - 1.99	1,100	1.70	1.19 - 1.89	770	1.55	0.97 - 1.99	490	1.84
<b>Hotel Style</b>									
Fresh	0.97 - 1.49	380	1.29						
Frozen									
<b>Split, bone-in</b>									
Fresh	1.99	180	1.99						
Rotisserie	4.49 - 7.99	860	6.99						
<b>Boneless, whole</b>									
Cutlets	3.44 - 4.99	260	3.61						
Cutlets, thin sliced	3.09 - 5.08	660	4.39	3.69 - 5.26	190	4.92	4.79	10	4.79
Cutlets, thin sliced Strips	4.19 - 4.99	150	4.73						
<b>Tenders</b>									
Marinated Tenders	3.72 - 4.66	520	4.06	3.69 - 4.63	190	4.43	3.19 - 4.79	750	3.92
Drumsticks	3.73 - 4.66	240	4.05	3.73 - 4.66	240	4.05	3.32 - 3.99	30	3.62
<b>Thighs</b>									
Wings	1.04 - 1.99	450	1.18	1.29 - 1.39	20	1.36			
Necks	1.04 - 1.99	310	1.13	1.29 - 1.49	40	1.42			
Smoked Drumsticks	1.18 - 1.39	80	1.31	1.39	10	1.39			
Smoked Wings	1.99	40	1.99						
Smoked Necks	1.99	40	1.99						
Smoked Necks	1.79	40	1.79						
<b>GROUND TURKEY:</b>									
Patties	2.79 - 2.99	210	2.94	2.50	30	2.50	2.29 - 2.50	60	2.38
Sausage	2.00 - 3.69	260	3.24	2.05 - 3.00	800	2.48	2.71	20	2.71
85% lean	1.72 - 2.69	490	2.08	1.49 - 2.39	830	2.03	1.99 - 2.39	380	2.26
93% lean	2.29 - 3.33	2,190	2.60	2.16 - 3.33	380	2.86	2.08 - 2.87	380	2.73
Breast (99-100% lean)	3.07 - 4.99	410	4.03	3.31 - 4.99	930	4.07	3.19 - 4.79	1,070	3.91
Rolls (frsh/frz 1 lb.)	1.39	30	1.39	0.99 - 1.50	160	1.24	1.49 - 2.29	240	1.87