

## USDA Weekly Retail Turkey Feature Activity

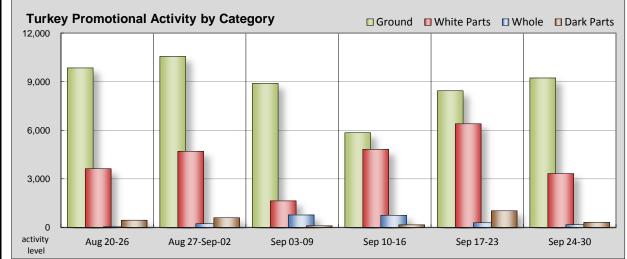
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/24 thru 09/30.

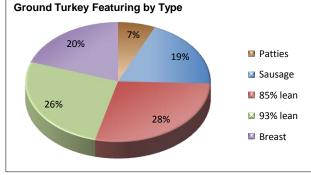
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

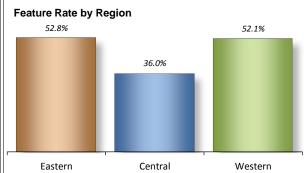
NATIONAL SUMMARY													
	THIS	WEEK	LAST	WEEK	LAST YEAR								
5t D-t- 1/	47.1% (	of 19,200	57.1% (	of 19,200	56.7% of 18,600								
Feature Rate 1/	out	tlets	out	tlets	outlets								
Special Rate 4/	2.7%		4.	6%	9.2%								
Activity Index 2/	14,150		17	,380	20,740								
3/	Stores Wtd Avg		Stores Wtd Avg		Stores	Wtd Avg							
WHOLE BIRDS:													
Fresh - Hens			200	1.48	390	1.44							
" - Toms			90	1.48	310	1.48							
Frozen - Hens	110	1.15			2,350	0.84							
" - Toms	60	1.19			2,240	0.83							
PARTS:													
Breast:													
Bone-in, whole													
Fresh	30		410	2.08	640	1.78							
Frozen	1,940	1.63	2,360	1.68	1,770	1.13							
Hotel Style													
Fresh			380	1.29	350	1.20							
Frozen													
Split, bone-in													
Fresh	30	2.99	180	1.99									
Rotisserie	680	8.00	860	6.99	2,530	6.33							
Boneless, whole			260	3.61	30	4.79							
Cutlets	440	4.65	860	4.51	380	4.03							
Cutlets, thin sliced	150	4.99	150	4.73	140	4.80							
Strips	30	4.17											
Tenders	30	3.99	940	4.02	20	4.69							
Marinated Tenders	1,070	4.01	790	4.04	950	3.70							
Drumsticks	90	1.98	470	1.19	280	1.42							
Thighs	50	1.85			100	1.78							
Wings	90	1.98	350	1.17	270	1.49							
Necks	10	1.49	90	1.32	130	1.30							
Smoked Drumsticks	30	1.99	40	1.99	50	1.71							
Smoked Wings	40	1.93	40	1.99	50	1.71							
Smoked Necks	10	1.99	40		40	1.69							
GROUND TURKEY:	9,230	2.86	8,440	2.93	7,360	2.79							
Patties	610	2.91	300		260	2.72							
Sausage	1,750		1,080		1,770	2.71							
85% lean	2,620	2.17	1,700	2.10	700	1.86							
93% lean	2,430		2,950		2,980	2.37							
Breast	1,820	4.27	2,410	3.99	1,650	4.05							
Rolls (frsh/frz 1 lb.)	30	1.23	430	1.60	360	1.67							

## This Week's Turkey Feature Highlights

Retail activity slows for end of the month promotions. Frozen whole turkeys replace last week's ads on fresh hens and toms. Fewer stores offer fresh or frozen bone-in breasts and advertised prices trend lower. Fresh hotel style breasts are ignored and split breasts are less active. Rotisserie promotions retreat and prices are sharply higher. Marinated tenders are very popular and priced slightly lower this week. Activity slows on cutlets and other white meat cuts practically disappear from the circulars. The full range of dark parts is advertised, but ads are few and far between this week. There is a large increase in ground turkey ads and the averaged advertised price is lower. The 85% lean leads the way as the lowest priced option, followed by the 93% lean.







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 <u>any</u> 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.)

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

(e.g., buy 1, get 1 free, et

Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911



Fri. Sep 24, 2010

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/24 thru 09/30.

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	EASTERN U.S.			CENTRAL U.S.		Him	WESTERN U.S.	A	A	
	(CT,DC,DE,FL,GA,MA,MD,M	1E,		(AL,AR,IA,IL,IN,KS,KY,LA,	MI,MN,		(AZ,CA,CO,ID,MT,		MA	
	NC,NH,NJ,NY,PA,RI,SC,VA,		K	MO,MS,ND,NE, OH, OK,S		2	NM,NV,OR,UT,WA,WY)		M	
Feature Rate 1/	Rate <sup>1/</sup> 52.8% of 8,400 sampled outlets Rate <sup>4/</sup> 4.3% of stores w/ no-price promotions				00 sampled ou	tlets	52.1% of 4,500 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 3,280			
Special Rate 4/				0.3% of stores	•					
Activity Index 2/					/ Index = 2,700					
•				Price Range Summary			Price Range Summary			
	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.98	20	0.98	0.98 - 1.18	50	1.11	1.29	40	1.29	
" - Toms	0.98	20	0.98				1.29	40	1.29	
PARTS:										
Breast:										
Bone-in, whole										
Fresh							1.99	30	1.99	
Frozen	1.29 - 1.79	1,040	1.56	1.29 - 1.99	630	1.62	1.59 - 1.99	270	1.96	
Hotel Style										
Fresh										
Frozen										
Split, bone-in										
Fresh							2.99	30	2.99	
Rotisserie	6.99 - 8.99	330	7.80	7.99	20	7.99	5.99 - 8.99	330	8.19	
Boneless, whole										
Cutlets	3.49 - 4.99	410	4.69	3.99	20	3.99	4.54	10	4.54	
Cutlets, thin sliced	4.99	150	4.99							
Strips				3.99	20	3.99	4.54	10	4.54	
Tenders				3.99	20	3.99	3.99	10	3.99	
Marinated Tenders	3.51 - 4.66	590	3.88	3.73 - 4.66	280	4.22	3.33 - 4.66	200	4.11	
Drumsticks	1.49 - 2.29	40	2.14	1.29	10	1.29	1.99	40	1.99	
Thighs				1.29	10	1.29	1.99	40	1.99	
Wings	1.49 - 2.29	40	2.14	1.29	10	1.29	1.99	40	1.99	
Necks	1.49	10	1.49							
Smoked Drumsticks	1.99	20	1.99	1.99	10	1.99				
Smoked Wings	1.79 - 1.99	30	1.91	1.99	10	1.99				
Smoked Necks				1.99	10	1.99				
GROUND TURKEY:										
Patties	2.50 - 4.99	590	2.90	2.99	10	2.99	2.99	10	2.99	
Sausage	2.23 - 3.49	1,260	2.77	2.39 - 3.00	310	2.95	2.46 - 2.71	180	2.49	
85% lean	1.83 - 2.84	2,080	2.22	1.66 - 2.16	420	1.90	1.59 - 2.50	120	2.12	
93% lean	2.30 - 2.99	820	2.56	2.08 - 3.19	450	2.51	1.59 - 3.59	1,160	2.63	
Breast (99-100% lean)	3.99 - 4.99	720	4.46	3.33 - 4.79	400	4.02	3.19 - 5.45	700	4.22	
Rolls (frsh/frz 1 lb.)	1			1.68	10	1.68	1.00	20	1.00	