USDA Weekly Retail Turkey Feature Activity

Fri. Nov 05, 2010

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

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

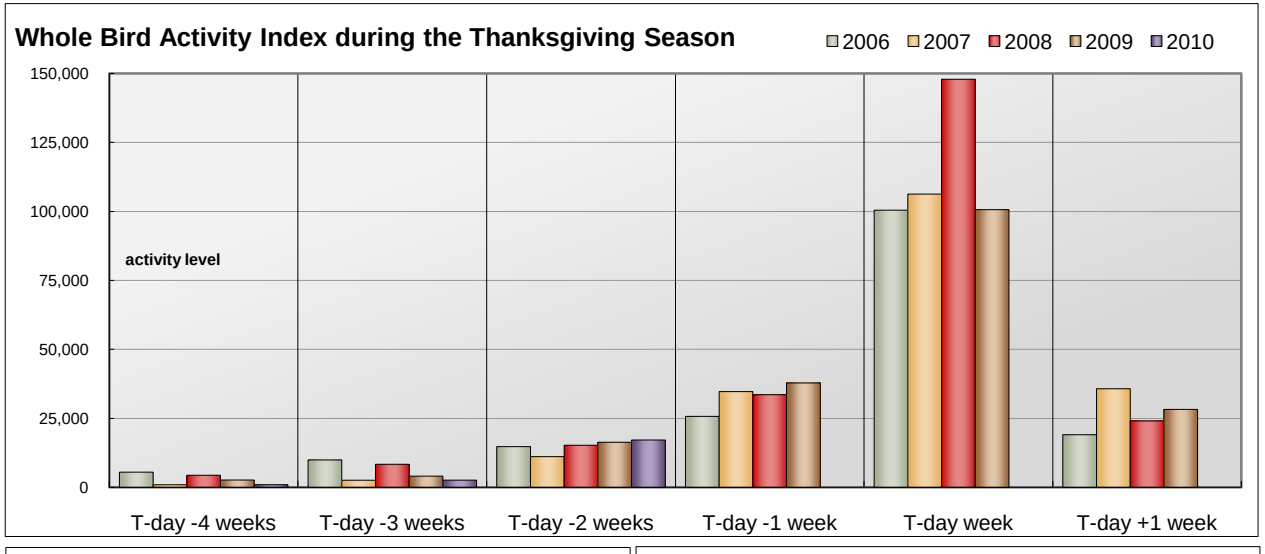
NATIONAL SUMMARY

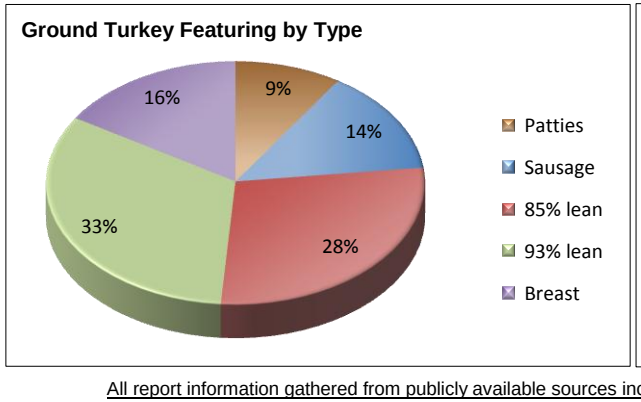
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**58.6% of 19,200 outlets**		**45.3% of 19,200 outlets**		**59.3% of 18,600 outlets**	
Special Rate 4/	**12.9%**		**1.6%**		**4.9%**	
Activity Index 2/	**28,650**		**13,650**		**30,250**	
3/	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**	**Stores**	**Wtd Avg**
WHOLE BIRDS:						
Fresh - Hens	70	1.69			50	1.59
" - Toms	70	1.69			50	1.59
Frozen - Hens	8,500	0.76	1,340	0.73	8,190	0.74
" - Toms	8,510	0.74	1,260	0.77	8,040	0.72
PARTS:						
Breast:						
Bone-in, whole						
Fresh	350	2.19	140	2.32	40	2.14
Frozen	2,210	1.72	1,440	1.59	1,720	1.38
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh			20	2.99		
Rotisserie	510	8.83	220	8.42	900	7.50
Boneless, whole	190	4.99	180	3.99	240	3.76
Cutlets	870	4.66	750	4.29	220	4.55
Cutlets, thin sliced	170	5.49	130	4.96	10	4.99
Strips						
Tenders	160	4.00	300	4.15	260	4.59
Marinated Tenders	560	3.80	580	3.74	750	3.85
Drumsticks	100	1.26	270	1.49	10	0.99
Thighs			180	1.46	20	1.39
Wings	140	1.37	300	1.47	40	1.44
Necks	130	1.38	40	1.49	40	1.22
Smoked Drumsticks	430	2.01	140	1.29	180	1.70
Smoked Wings	350	2.02	140	1.29	160	2.00
Smoked Necks	340	1.88			150	1.49
GROUND TURKEY:	**4,880**	**2.77**	**6,020**	**2.84**	**9,140**	**2.52**
Patties	450	2.59	430	2.95	630	2.09
Sausage	680	2.85	1,790	2.75	730	2.72
85% lean	1,370	2.06	860	2.02	2,490	2.06
93% lean	1,590	2.73	2,090	2.76	4,300	2.49
Breast	790	4.15	850	3.99	990	3.92
Rolls (frsh/frz 1 lb.)	110	1.46	200	1.96	40	1.00

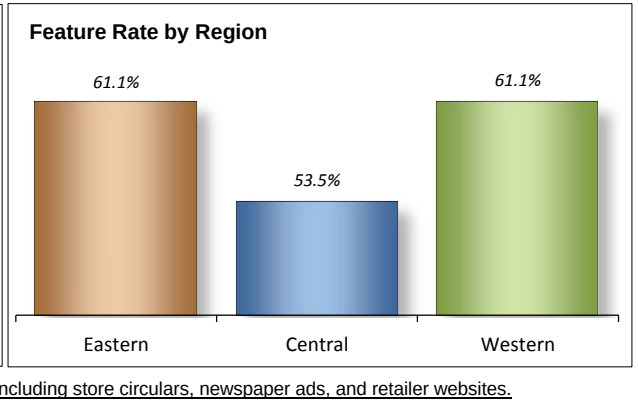
Note: rolls not included in ground fresh ground turkey total and weighted average.

This Week's Turkey Feature Highlights

Retail activity climbs as more stores break with turkey ads for Thanksgiving. Offers on whole turkeys are sharply higher and prices are in a wide range. There are some very attractive prices for shoppers looking to stock up for the holidays. Bone-in breasts are more available; the average advertised price is higher this week on fresh and frozen bone-in breasts. Want a break from cooking? Offers on rotisserie breasts are more active in the Eastern and Central regions. Promotional activity increases on most boneless white parts; declines on tenders and marinated tenders. Prices trend higher on all boneless cuts with the exception of tenders. Offers increase on smoked dark parts; fresh dark part promotions retreat. Fewer stores advertise ground turkey this week. Thanksgiving promotions are just gaining speed; soon there will be plenty of choices for everyone to choose from.







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/]	**61.1% of 8,400 sampled outlets**			**53.5% of 6,300 sampled outlets**			**61.1% of 4,500 sampled outlets**		
Special Rate [4/]	**4.4% of stores w/ no-price promotions**			**8.8% of stores w/ no-price promotions**			**34.1% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 13,740**			**Activity Index = 6,840**			**Activity Index = 8,070**		
	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg
WHOLE BIRDS:									
Fresh - Hens							1.69	70	1.69
" - Toms							1.69	70	1.69
Frozen - Hens	0.37 - 1.19	3,970	0.72	0.37 - 1.38	1,930	0.83	0.38 - 1.29	2,600	0.75
" - Toms	0.37 - 1.19	3,390	0.76	0.36 - 1.38	1,970	0.83	0.36 - 1.29	3,150	0.68
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	280	2.12				2.49	70	2.49
Frozen	1.28 - 2.49	910	1.69	1.28 - 1.99	470	1.62	0.99 - 1.99	830	1.82
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.99 - 9.99	390	8.47	9.99	120	9.99			
Boneless, whole	4.99	190	4.99						
Cutlets	3.79 - 5.49	730	4.70	3.99	10	3.99	4.54	130	4.54
Cutlets, thin sliced	5.49	170	5.49						
Strips									
Tenders	4.99	10	4.99	3.99	10	3.99	3.19 - 3.99	140	3.93
Marinated Tenders	3.19 - 4.26	470	3.73				2.93 - 4.66	90	4.16
Drumsticks	1.19 - 1.29	100	1.26						
Thighs									
Wings	1.19 - 1.49	130	1.38	1.29	10	1.29			
Necks	1.19 - 1.49	130	1.38						
Smoked Drumsticks	2.29	150	2.29	1.79 - 1.99	270	1.85	1.98	10	1.98
Smoked Wings	1.58 - 2.39	160	2.30	1.79	190	1.79			
Smoked Necks	1.99	150	1.99	1.79	190	1.79			
GROUND TURKEY:									
Patties	2.50 - 2.99	70	2.55	2.29 - 3.33	300	2.42	3.00 - 3.50	80	3.28
Sausage	2.39 - 3.49	600	2.80	2.46 - 3.27	40	2.93	3.52	40	3.52
85% lean	1.66 - 2.50	920	2.09	1.66 - 2.50	380	2.01	1.66 - 2.39	70	1.83
93% lean	2.31 - 3.07	560	2.71	2.08 - 3.49	630	2.72	2.33 - 3.19	400	2.77
Breast (99-100% lean)	3.08 - 4.99	260	4.63	3.33 - 4.16	210	3.92	3.19 - 4.00	320	3.91
Rolls (frsh/frz 1 lb.)				0.98 - 1.50	110	1.46			