



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19.**

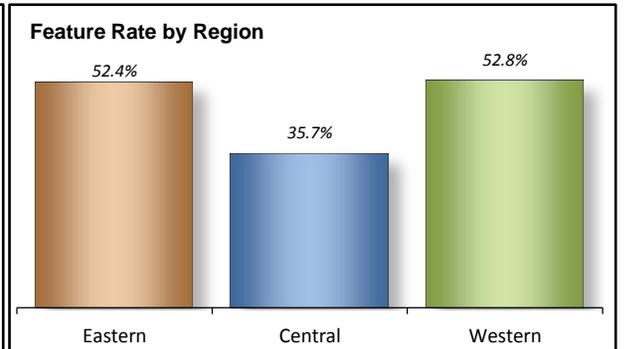
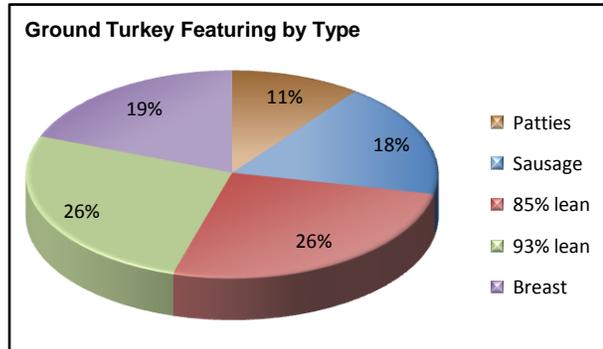
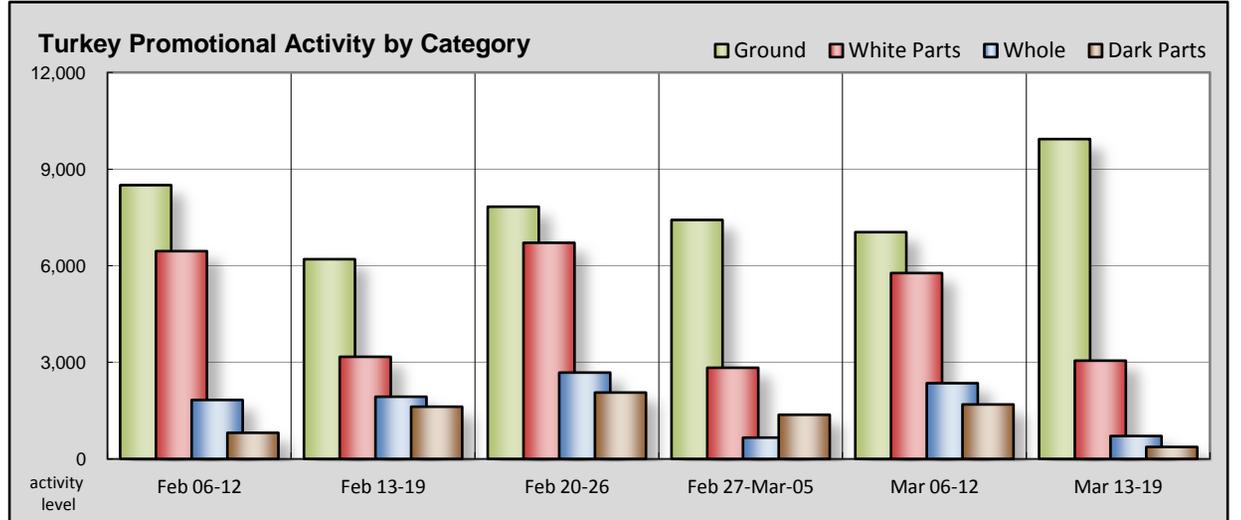
Fri. Mar 13, 2009

(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>47.2% of 18,600 outlets</b>		<b>52.1% of 18,600 outlets</b>		<b>54.0% of 18,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.6%</b>		<b>2.8%</b>		<b>8.0%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>15,160</b>		<b>17,920</b>		<b>27,410</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	30	1.12	80	1.32	4,620	1.23
" - Toms	30	1.12			4,510	1.23
Frozen - Hens	340	0.98	1,120	0.89	3,570	0.89
" - Toms	310	0.91	1,150	0.90	3,320	0.88
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh			250	1.90	680	2.20
Frozen	1,540	1.50	3,130	1.41	1,380	1.75
<b>Hotel Style</b>						
Fresh	10	1.19			320	1.06
Frozen	10	0.99	120	0.99		
<b>Split, bone-in</b>						
Fresh	10	2.89	20	2.69	40	2.49
Rotisserie	10	6.99	140	6.80	190	7.43
<b>Boneless, whole</b>	130	4.71	270	3.84	60	4.16
Cutlets	910	4.64	780	4.52	20	4.49
Cutlets, thin sliced	140	4.49	10	3.99	370	4.54
Strips	60	4.87	240	4.07	270	4.46
Tenders	230	4.65	810	4.08	380	4.02
Marinated Tenders	970	3.91	870	3.82	950	3.94
<b>GROUND TURKEY:</b>	<b>9,930</b>	<b>2.72</b>	<b>7,040</b>	<b>3.05</b>	<b>6,410</b>	<b>2.79</b>
Patties	1,030	2.97	760	3.33	490	2.70
Sausage	1,780	2.73	980	2.65	2,110	2.62
85% lean	2,610	2.04	1,510	2.08	170	1.43
93% lean	2,600	2.45	2,100	2.58	2,030	2.20
Breast	1,910	3.90	1,690	4.62	1,610	3.92
Rolls (frsh/frz 1 lb.)	130	1.74	200	1.80	200	1.06

**This Week's Turkey Feature Highlights**

Fewer stores offer turkey as retailers fill ad space with traditional items for St. Patrick's Day, including corned beef and beef brisket. Promotions for whole turkeys and bone-in breasts drop sharply this week and prices trend lower on fresh whole birds, higher on the balance of items. Rotisserie breasts all but disappear from the circulars. Cutlets and marinated tenders dominate the boneless white parts and all boneless white parts are at higher average ad prices. Dark parts are fully represented, but in limited volumes. Ground turkey items surge ahead this week. The 93% and 85% lean grinds are popular and equally represented, followed by ground breast and sausage. Prices are more competitive on all the grinds with the exception of sausage. Early Easter and Passover promotions creep into the ads. Last year Easter fell early, this year it will be a few weeks later.



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) 		
Feature Rate <sup>1/</sup>	52.4% of 8,400 sampled outlets			35.7% of 5,900 sampled outlets			52.8% of 4,300 sampled outlets		
Special Rate <sup>4/</sup>	3.3% of stores w/ no-price promotions			0.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 8,470			Activity Index = 2,960			Activity Index = 3,600		
	Price Range (\$/pound)	Summary		Price Range (\$/pound)	Summary		Price Range (\$/pound)	Summary	
		Stores	Wtd Avg		Stores	Wtd Avg		Stores	Wtd Avg
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99 - 1.29	30	1.12						
" - Toms	0.99 - 1.29	30	1.12						
Frozen - Hens	0.69 - 1.19	270	0.99	0.79 - 1.18	70	0.96			
" - Toms	0.69 - 0.99	270	0.88	0.99 - 1.18	40	1.13			
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh									
Frozen	0.88 - 1.99	640	1.44	1.17 - 1.99	770	1.60	1.27	130	1.27
<b>Hotel Style</b>									
Fresh	1.19	10	1.19						
Frozen	0.99	10	0.99						
<b>Split, bone-in</b>									
Fresh	2.89	10	2.89						
Rotisserie	6.99	10	6.99						
<b>Boneless, whole</b>									
	4.69	120	4.69				4.99	10	4.99
Cutlets	2.79 - 4.99	840	4.62				4.43 - 5.54	70	4.89
Cutlets, thin sliced	4.49	140	4.49						
<b>Strips</b>									
							4.43 - 5.54	60	4.87
Tenders	4.99	160	4.99				3.19 - 4.99	70	3.86
Marinated Tenders	3.73 - 4.26	490	3.95	3.73 - 3.79	280	3.76	3.73 - 4.99	200	4.00
Drumsticks	1.59 - 1.69	90	1.66	0.99 - 1.19	20	1.10			
Thighs	1.89	20	1.89						
Wings	1.29 - 1.59	30	1.47	1.19	10	1.19			
Necks	1.59 - 1.69	90	1.66	1.19	10	1.19			
Smoked Drumsticks	1.29 - 1.59	40	1.50						
Smoked Wings	1.59	30	1.59						
Smoked Necks	1.59	30	1.59						
<b>GROUND TURKEY:</b>									
Patties	2.50 - 3.00	600	2.82	2.50 - 3.00	140	2.59	2.99 - 3.50	290	3.44
Sausage	1.99 - 3.08	1,210	2.68	2.00 - 2.87	230	2.78	2.87 - 2.91	340	2.87
85% lean	1.99 - 2.33	1,380	2.04	1.99 - 2.49	650	2.02	1.83 - 2.49	580	2.08
93% lean	1.99 - 3.00	1,310	2.37	1.83 - 3.00	590	2.22	2.39 - 3.99	700	2.81
Breast (99-100% lean)	2.69 - 4.61	610	3.94	3.56 - 3.99	150	3.63	2.79 - 5.19	1,150	3.90
Rolls (frsh/frz 1 lb.)	1.29 - 2.00	120	1.78	1.33	10	1.33			