



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/14 thru 08/20.

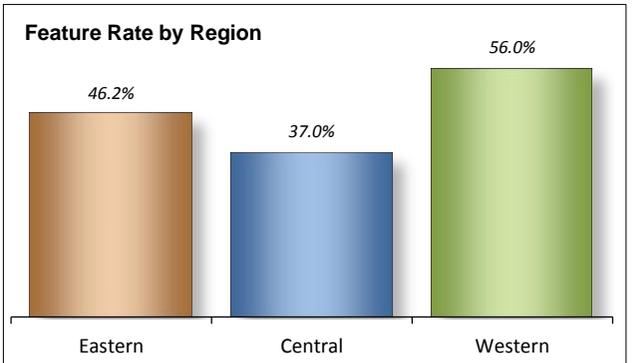
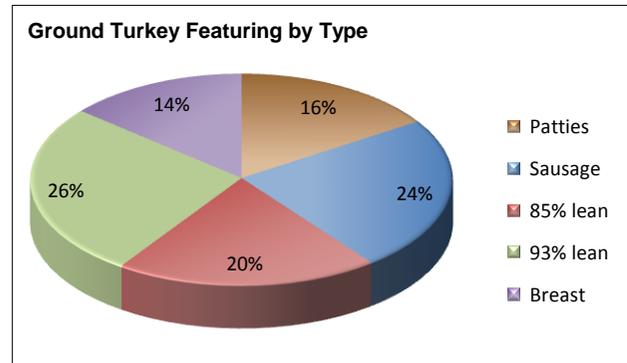
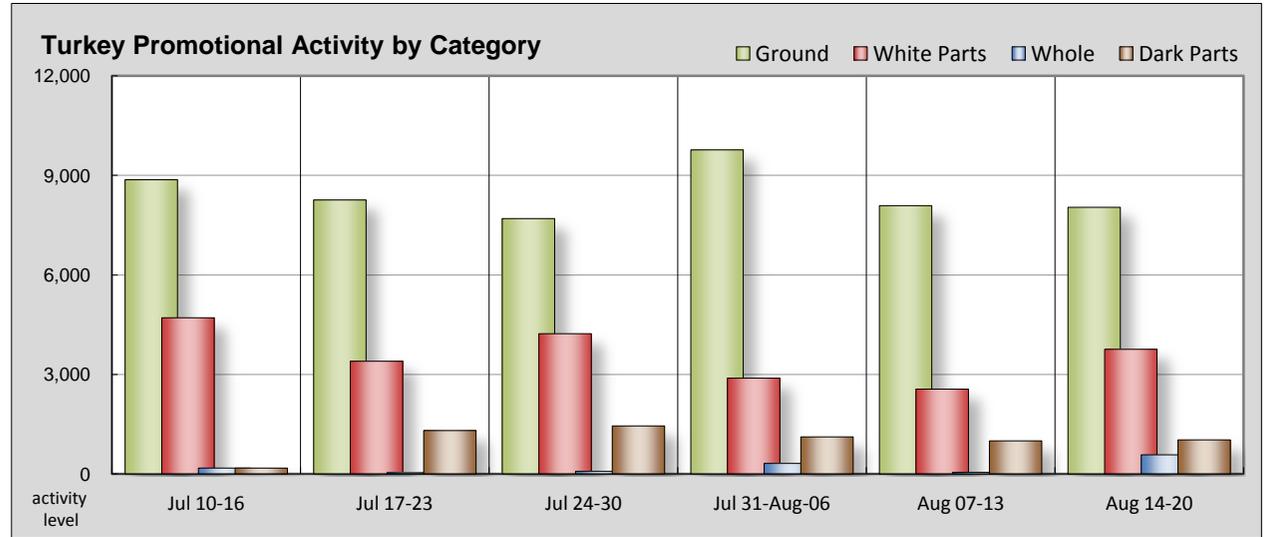
Fri. Aug 14, 2009

(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	
Feature Rate ^{1/}	45.5% of 18,600 outlets		50.3% of 18,600 outlets		45.5% of 18,000 outlets	
Special Rate ^{4/}	11.2%		5.5%		7.2%	
Activity Index ^{2/}	14,580		13,310		13,160	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	140	0.99				
" - Toms	140	0.99				
Frozen - Hens	150	0.78	40	0.96	20	1.34
" - Toms	150	0.78	10	0.88		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	110	1.68	160	1.04	60	2.41
Frozen	590	1.15	880	1.29	660	1.73
Hotel Style						
Fresh			10	2.49		
Frozen	10	1.39	120	1.69	120	1.99
Split, bone-in						
Fresh	40	2.74			40	2.99
Rotisserie	440	7.36	380	7.69	1,040	7.62
Boneless, whole	310	4.44	130	4.67	20	4.49
Cutlets	1,120	4.74	370	5.24	970	4.21
Cutlets, thin sliced	570	4.99	10	4.59	80	3.99
Strips	70	4.79	160	5.46	20	3.17
Tenders	500	4.91	340	4.82	410	4.26
Marinated Tenders	780	3.89	630	3.59	980	3.88
Drumsticks	440	1.51	360	1.40	760	1.45
Thighs	130	1.41	180	1.52	180	1.49
Wings	410	1.52	360	1.42	750	1.46
Necks	20	1.49			20	1.49
Smoked Drumsticks	20	1.49	30	1.75	10	1.40
Smoked Wings	10	1.49	30	1.75	10	1.40
Smoked Necks			40	1.74		
GROUND TURKEY:	8,040	2.67	8,090	3.01	6,730	2.82
Patties	1,280	2.43	240	2.77	1,310	2.62
Sausage	1,900	2.73	1,590	2.59	360	2.60
85% lean	1,610	1.85	1,400	2.05	1,230	1.93
93% lean	2,130	2.57	2,290	2.52	2,390	2.50
Breast	1,120	4.19	2,570	4.26	1,440	4.34
Rolls (frsh/frz 1 lb.)	390	1.36	980	1.53	280	1.49

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

This Week's Turkey Feature Highlights
 Fewer retailers offer turkey this week, but the number of stores with special rates doubles from last week. Whole turkey offers are the best they've been since June; fresh whole turkey are offered in the Eastern region; frozen whole turkeys ads limited to the Eastern and Central regions. Offers retreat on fresh and frozen bone-in breasts. Rotisserie breast promotions increase, but are sharply lower than the same week a year ago. Boneless white parts jump in volume. Cutlets are very popular and ad prices trend lower; many stores are also promoting thin sliced cutlets. Tenders and marinated tenders increase in volume and average ad prices are higher. Active promotions on fresh drums and wings in the Western region push up total dark meat activity. Ground turkey items continue to be popular; the weighted average price drops due to fewer ads for ground breast meat and more ads on burgers and 85% 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 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/}	46.2% of 8,400 sampled outlets			37.0% of 5,900 sampled outlets			56.0% of 4,300 sampled outlets		
Special Rate ^{4/}	8.0% of stores w/ no-price promotions			6.9% of stores w/ no-price promotions			23.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 8,440			Activity Index = 2,840			Activity Index = 2,910		
	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	0.99	140	0.99						
" - Toms	0.99	140	0.99						
Frozen - Hens	0.78	120	0.78	0.78	30	0.78			
" - Toms	0.78	120	0.78	0.78	30	0.78			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.39	10	1.39	1.89	10	1.89	1.69	90	1.69
Frozen	0.98 - 1.69	270	1.14	0.99 - 1.49	180	1.03	1.19 - 1.59	140	1.30
Hotel Style									
Fresh									
Frozen	1.39	10	1.39						
Split, bone-in									
Fresh				1.89 - 2.99	40	2.74			
Rotisserie	6.99 - 7.99	330	7.77	5.99 - 8.99	110	6.12			
Boneless, whole	3.99 - 4.99	300	4.43				4.99	10	4.99
Cutlets	3.99 - 4.99	1,110	4.74				4.99	10	4.99
Cutlets, thin sliced	4.99	570	4.99						
Strips							4.79	70	4.79
Tenders	3.99 - 4.99	360	4.52				4.99 - 5.99	140	5.90
Marinated Tenders	3.99 - 4.26	320	4.16	3.19 - 4.33	450	3.67	4.99	10	4.99
Drumsticks	1.19 - 1.59	40	1.46	1.39	10	1.39	1.29 - 1.59	390	1.52
Thighs	1.19 - 1.79	40	1.67				1.29	90	1.29
Wings	1.49	10	1.49	1.39	10	1.39	1.29 - 1.59	390	1.52
Necks	1.59	10	1.59	1.39	10	1.39			
Smoked Drumsticks				1.49	10	1.49	1.49	10	1.49
Smoked Wings				1.49	10	1.49			
Smoked Necks									
GROUND TURKEY:									
Patties	1.97 - 3.19	730	2.58	2.00 - 3.00	300	2.31	1.99 - 2.99	250	2.12
Sausage	2.19 - 3.19	1,550	2.73	2.50 - 3.00	230	2.84	2.46 - 3.99	120	2.56
85% lean	1.50 - 2.30	800	1.80	1.66 - 2.30	460	1.81	1.59 - 2.49	350	2.02
93% lean	1.84 - 3.07	1,070	2.59	2.08 - 2.80	530	2.60	2.40 - 3.19	530	2.50
Breast (99-100% lean)	3.08 - 4.61	390	4.22	3.59 - 4.79	420	4.34	3.49 - 4.55	310	3.97
Rolls (frsh/frz 1 lb.)	1.00 - 2.00	160	1.06	0.99 - 2.49	220	1.55	1.89	10	1.89