



USDA Weekly Retail Turkey Feature Activity

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/04 thru 09/10.

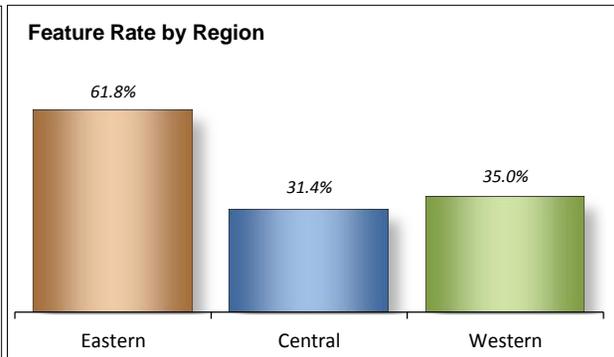
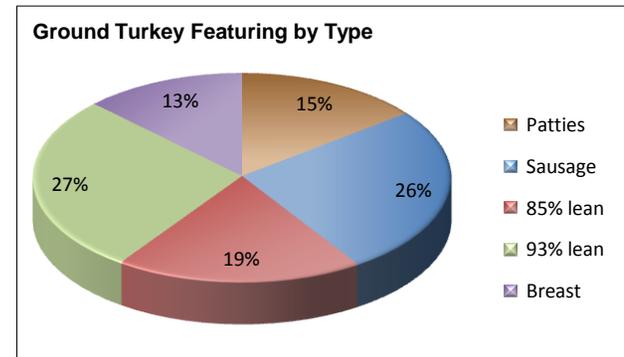
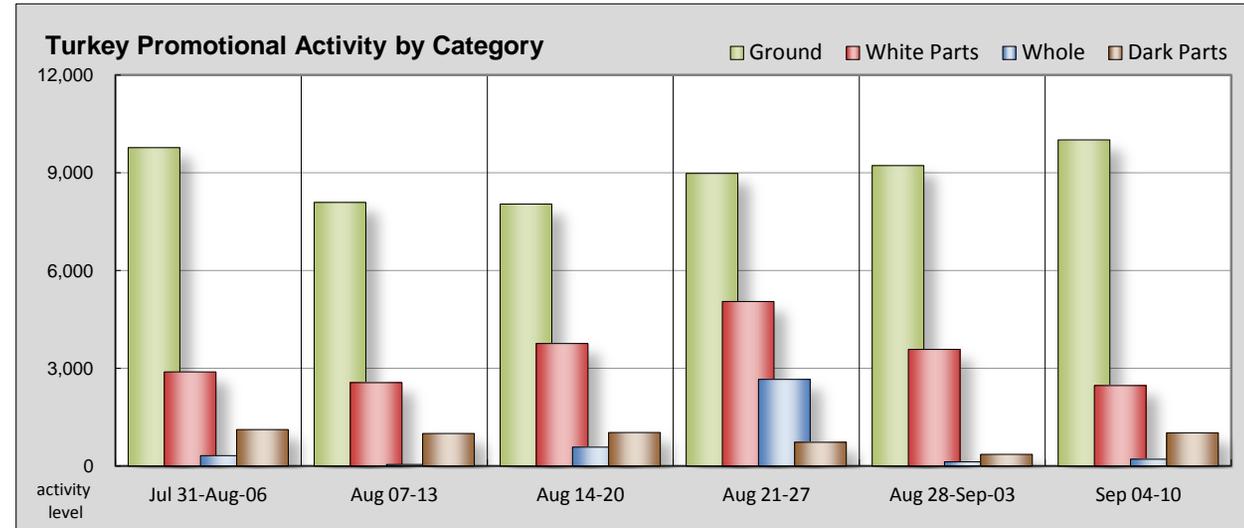
Fri. Sep 04, 2009

(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/}	45.8% of 18,600 outlets		41.9% of 18,600 outlets		38.9% of 18,000 outlets	
Special Rate ^{4/}	6.5%		6.2%		8.2%	
Activity Index ^{2/}	14,850		14,240		11,900	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	50	1.17	50	1.49	90	1.63
" - Toms	50	1.17				
Frozen - Hens	80	1.02	60	0.92	120	0.99
" - Toms	30	1.07	20	1.09		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	60	1.95	230	2.11	460	2.78
Frozen	1,590	1.25	1,420	1.90	490	1.62
Hotel Style						
Fresh			430	1.31	300	0.99
Frozen			10	0.99		
Split, bone-in						
Fresh	70	2.49	20	2.69	70	2.69
Rotisserie	380	5.88	560	7.76	1,790	8.12
Boneless, whole						
Cutlets	80	4.27	240	4.49	1,230	4.62
Cutlets, thin sliced	120	4.80	10	4.59	10	3.49
Strips	10	5.90	10	5.45	20	4.99
Tenders	110	4.06	520	4.07	210	4.78
Marinated Tenders	790	3.92	800	3.53	190	4.20
GROUND TURKEY:	10,010	2.71	9,220	2.70	6,350	2.83
Patties	1,460	2.75	1,600	2.47	810	2.72
Sausage	2,620	2.66	1,440	2.80	930	2.41
85% lean	1,900	2.23	2,310	2.09	430	1.90
93% lean	2,760	2.43	2,670	2.52	2,990	2.47
Breast	1,270	4.05	1,200	4.46	1,190	4.47
Rolls (frsh/frz 1 lb.)	350	1.57	150	1.73	240	1.65

This Week's Turkey Feature Highlights

More retailers are promoting turkey this week. Offers on fresh and frozen whole turkeys and on fresh bone-in breasts are light. Frozen bone-in breasts are actively featured and average ad prices trend lower due to very competitive pricing in the Eastern region. Fewer stores are featuring rotisserie breasts and ad prices trend sharply lower. White boneless parts are less visible although marinated tenders continue to be popular. Fresh dark parts are heavily promoted in the Eastern region and are priced to attract budget-conscious shoppers. Ground turkey is very active, especially 93% lean and sausage. Ad prices trend higher on patties and 85% lean, lower on 93% lean, sausage and ground breast. Labor Day weekend is later this year but it is still a great time to fire up the grill. There is a slight increase in offerings of kosher product for the upcoming Rosh Hashanah holiday that starts September 18 this year.



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.)

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

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

website: <http://www.ams.usda.gov/pymarketnews.htm>



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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/} Special Rate ^{4/} Activity Index ^{2/}	61.8% of 8,400 sampled outlets 6.1% of stores w/ no-price promotions Activity Index = 10,410			31.4% of 5,900 sampled outlets 0.8% of stores w/ no-price promotions Activity Index = 2,670			35.0% of 4,300 sampled outlets 15.1% of stores w/ no-price promotions Activity Index = 1,420		
	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				1.28 - 1.29	30	1.29	0.99	20	0.99
" - Toms				1.28 - 1.29	30	1.29	0.99	20	0.99
Frozen - Hens				0.99 - 1.09	80	1.02			
" - Toms				0.99 - 1.09	30	1.07			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69	10	2.69	1.59 - 2.49	30	1.95	1.59	20	1.59
Frozen	0.99 - 1.59	1,280	1.17	1.29 - 1.69	310	1.59			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.49	10	2.49	2.49	60	2.49
Rotisserie	4.49 - 10.49	350	5.82	4.49 - 6.99	30	6.59			
Boneless, whole	3.99 - 4.69	50	4.45						
Cutlets	3.29 - 4.48	70	4.20				3.99 - 5.90	10	4.81
Cutlets, thin sliced	3.99 - 4.99	120	4.80						
Strips							5.90	10	5.90
Tenders							3.99 - 5.19	110	4.06
Marinated Tenders	3.49 - 4.26	770	3.95	2.40 - 3.19	20	2.92			
Drumsticks	1.19 - 1.49	520	1.26						
Thighs	1.19	10	1.19						
Wings	1.19 - 1.79	480	1.25						
Necks	1.29	10	1.29						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 3.00	1,170	2.70	2.00 - 3.49	130	2.83	3.00 - 3.59	160	3.11
Sausage	1.88 - 3.50	1,750	2.60	1.99 - 3.02	610	2.60	2.94 - 3.40	260	3.23
85% lean	1.60 - 2.50	1,670	2.29	1.60 - 2.50	100	1.97	1.59	130	1.59
93% lean	1.92 - 3.84	1,390	2.46	2.00 - 3.20	840	2.38	2.39 - 3.49	530	2.45
Breast (99-100% lean)	2.48 - 5.99	760	4.05	3.99 - 4.49	420	4.08	3.99	90	3.99
Rolls (frsh/frz 1 lb.)	2.00	130	2.00	0.99 - 1.59	220	1.32			