



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

Fri. Sep 25, 2009

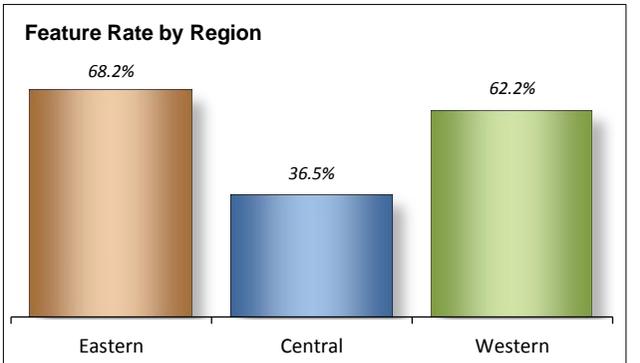
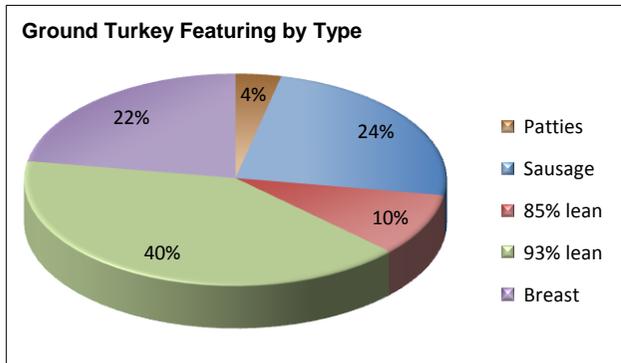
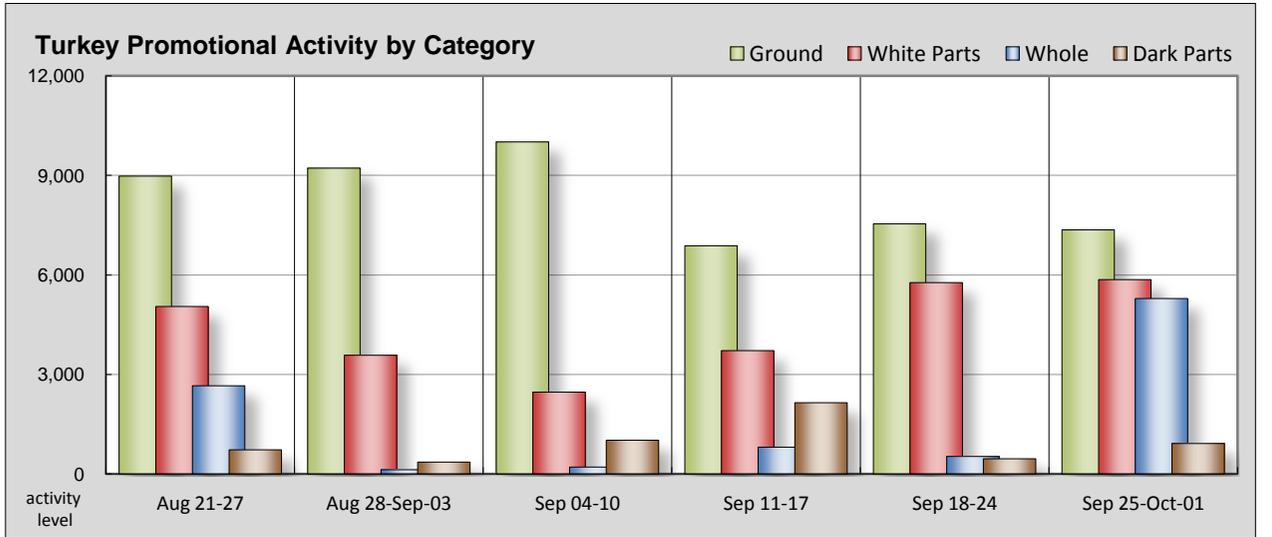
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	56.7% of 18,600 outlets		48.6% of 18,600 outlets		40.4% of 18,000 outlets	
Special Rate ^{4/}	9.2%		3.6%		2.7%	
Activity Index ^{2/}	20,740		15,460		16,950	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	390	1.44	390	1.30	270	1.53
" - Toms	310	1.48	140	1.23	30	1.49
Frozen - Hens	2,350	0.84			1,980	0.88
" - Toms	2,240	0.83			2,100	0.85
PARTS:						
Breast:						
Bone-in, whole						
Fresh	640	1.78	400	2.20	230	2.33
Frozen	1,770	1.13	2,180	1.49	600	1.84
Hotel Style						
Fresh	350	1.20	150	1.07	30	1.92
Frozen						
Split, bone-in						
Fresh						
Rotisserie	2,530	6.33	420	7.64	200	8.29
Boneless, whole						
	30	4.79	40	4.38	80	4.71
Cutlets						
	380	4.03	1,180	4.72	1,010	4.83
Cutlets, thin sliced						
	140	4.80	240	4.70		
Strips						
			130	5.45	310	4.99
Tenders						
	20	4.69	1,030	4.38	680	4.42
Marinated Tenders						
	950	3.70	1,080	3.58	610	3.87
Drumsticks						
	280	1.42	190	1.55	60	1.49
Thighs						
	100	1.78	40	1.84		
Wings						
	270	1.49	120	1.55	50	1.59
Necks						
	130	1.30				
Smoked Drumsticks						
	50	1.71	50	1.42	140	1.70
Smoked Wings						
	50	1.71	30	1.59	140	1.69
Smoked Necks						
	40	1.69	30	1.59	130	1.69
GROUND TURKEY:	7,360	2.79	7,540	2.99	6,700	2.89
Patties	260	2.72	550	2.68	590	2.44
Sausage	1,770	2.71	1,980	2.61	1,450	2.79
85% lean	700	1.86	500	2.07	600	2.04
93% lean	2,980	2.37	2,540	2.46	2,720	2.51
Breast	1,650	4.05	1,970	4.37	1,340	4.34
Rolls (frsh/frz 1 lb.)	360	1.67	80	2.29	1,600	1.08

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

This Week's Turkey Feature Highlights

Fall has arrived and supermarket ads are beginning to talk turkey once again with a wide variety of offerings to be found on sale this week. Grocers increase offerings of whole birds with their sights set on the not-too-far off Thanksgiving holiday and price levels are pennies per pound less than last year. Whole breasts are available and taking a beating on price; shoppers can find some good deals here to stock the freezer. Don't want to cook? No problem, delis are more than happy to cook for you with rotisserie breasts a popular offering. Other white parts are thin but dark parts are well-represented in circulars both fresh and smoked. Ground turkey almost catches last week's volume but ad pricing is down noticeably for loose product, higher for formed offerings. October is almost here and with it, cooler temperatures, that are sure to inspire home cooks. What better way to please the folks than to serve turkey?



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/}	68.2% of 8,400 sampled outlets			36.5% of 5,900 sampled outlets			62.2% of 4,300 sampled outlets		
Special Rate ^{4/}	19.3% of stores w/ no-price promotions			1.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 13,110			Activity Index = 3,370			Activity Index = 3,900		
	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	1.19 - 1.69	290	1.48	1.39	20	1.39	1.29	80	1.29
" - Toms	1.19 - 1.69	290	1.48	1.39	20	1.39			
Frozen - Hens	0.69 - 1.09	2,010	0.84	0.78 - 0.99	200	0.80	0.79	140	0.79
" - Toms	0.69 - 1.09	1,910	0.84	0.78 - 0.79	190	0.78	0.79	140	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.99	590	1.77	1.99	20	1.99	1.99	30	1.99
Frozen	0.98 - 0.99	520	0.98	0.98 - 1.99	530	1.45	0.99 - 1.29	720	1.00
Hotel Style									
Fresh	0.97 - 1.59	350	1.20						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.00 - 8.99	540	6.45	5.00 - 9.99	600	7.29	5.00 - 8.99	1,390	5.87
Boneless, whole	4.79	30	4.79						
Cutlets	3.99	360	3.99	4.69	20	4.69			
Cutlets, thin sliced	3.99 - 4.99	140	4.80						
Strips									
Tenders				4.69	20	4.69			
Marinated Tenders	3.83 - 4.79	460	4.22	2.67 - 3.19	290	3.14	3.32 - 3.33	200	3.32
Drumsticks	0.99 - 1.59	270	1.42	1.39	10	1.39			
Thighs	1.39 - 1.99	100	1.78						
Wings	0.99 - 1.89	260	1.50	1.39	10	1.39			
Necks	1.39 - 1.59	80	1.55	0.68 - 1.39	50	0.88			
Smoked Drumsticks	1.69 - 1.79	50	1.71						
Smoked Wings	1.69 - 1.79	50	1.71						
Smoked Necks	1.69	40	1.69						
GROUND TURKEY:									
Patties	2.99	140	2.99				2.40	120	2.40
Sausage	1.91 - 3.00	1,230	2.71	2.40 - 2.87	420	2.82	2.40	120	2.40
85% lean	1.67 - 2.00	610	1.84	1.99 - 2.04	90	2.01			
93% lean	1.99 - 3.07	2,150	2.36	1.99 - 2.80	520	2.50	2.00 - 2.40	310	2.19
Breast (99-100% lean)	3.84 - 4.61	640	4.04	2.99 - 3.99	360	3.69	2.99 - 4.78	650	4.25
Rolls (frsh/frz 1 lb.)				1.25 - 2.00	300	1.65	1.79	60	1.79