



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.**

Fri. Mar 26, 2010

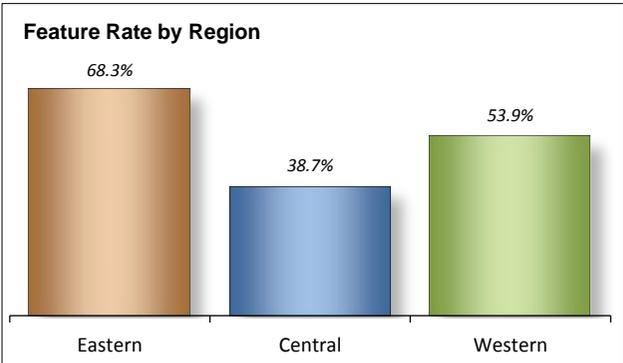
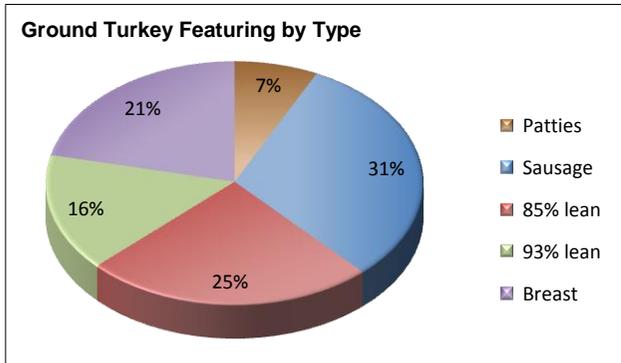
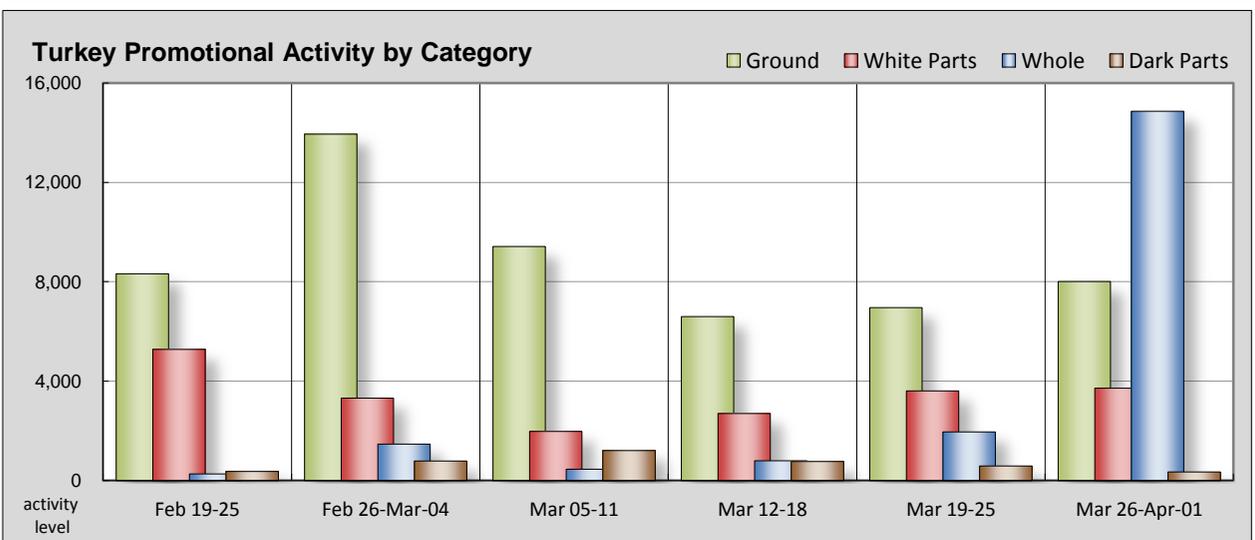
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	<b>55.2% of 19,200 outlets</b>		<b>43.0% of 19,200 outlets</b>		<b>36.7% of 18,600 outlets</b>	
<b>Special Rate <sup>4/</sup></b>	<b>7.2%</b>		<b>8.4%</b>		<b>3.5%</b>	
<b>Activity Index <sup>2/</sup></b>	<b>27,860</b>		<b>14,310</b>		<b>13,400</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	4,110	1.37	140	1.57		
" - Toms	3,220	1.34	140	1.57		
Frozen - Hens	3,430	0.94	810	0.87	740	1.17
" - Toms	4,100	0.95	870	0.87	630	1.16
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	270	2.41	250	2.38	10	2.39
Frozen	2,440	1.47	1,410	1.40	740	1.79
<b>Hotel Style</b>						
Fresh	180	1.64	60	0.99	30	1.89
Frozen						
<b>Split, bone-in</b>						
Fresh	10	2.69			20	2.58
Rotisserie	10	8.99	500	7.26	220	7.63
<b>Boneless, whole</b>						
Cutlets	410	4.76	640	4.62	80	4.39
Cutlets, thin sliced	150	4.99	260	4.59	10	4.59
Strips			30	4.54	20	5.60
Tenders	180	3.99	250	4.60	30	4.39
Marinated Tenders	900	3.89	780	3.93	680	4.75
<b>DRUMSTICKS:</b>						
Drumsticks	40	1.63	200	1.42	700	1.52
<b>THIGHS:</b>						
Thighs	50	1.99	10	1.89	20	1.85
<b>WINGS:</b>						
Wings	80	1.54	210	1.44	700	1.51
<b>NECKS:</b>						
Necks	10	1.39	10	1.39		
<b>SMOKED:</b>						
Smoked Drumsticks	60	1.64	40	1.79	40	1.79
Smoked Wings	60	1.64	80	1.79	50	1.73
Smoked Necks	50	1.69	40	1.64	40	1.79
<b>GROUND TURKEY:</b>	<b>8,010</b>	<b>2.85</b>	<b>6,960</b>	<b>2.67</b>	<b>7,430</b>	<b>2.69</b>
Patties	580	2.56	860	2.64	650	2.46
Sausage	2,480	2.78	3,140	2.58	1,990	2.61
85% lean	1,980	2.06	860	2.00	1,130	2.17
93% lean	1,250	2.58	1,340	2.71	2,770	2.54
Breast	1,720	4.17	760	3.80	890	4.15
Rolls (frsh/frz 1 lb.)	20	1.12	410	1.34	1,160	1.15

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

**This Week's Turkey Feature Highlights**

Promotional activity for turkey products is increasing dramatically as we enter the Easter/Passover season. Whole turkeys are a popular choice for holiday meals and there are plenty to choose from in the Eastern and Central regions. Western region promotions for whole birds can be expected to appear early in next week's cycle. Offers on frozen bone-in breasts are plentiful and there are some very attractive prices; more ads with fresh bone-in breasts will appear next week as we get closer to the holidays. Most of the activity on other breast cuts centers on cutlets and marinated tenders. Offers on dark parts are slow as more ad space is devoted to holiday items. Ground product feature activity is higher this week going into the end of the month. The increase comes in offers on 85% lean and ground breast, but sausage is once again the main attraction. Offerings are down slightly from the week before Easter last year, particularly on frozen birds, with fresh ad pricing fully 8 cents per pound higher.



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.)



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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> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	<b>68.3% of 8,400 sampled outlets</b> <b>9.0% of stores w/ no-price promotions</b> <b>Activity Index = 19,060</b>			<b>38.7% of 6,300 sampled outlets</b> <b>5.0% of stores w/ no-price promotions</b> <b>Activity Index = 4,960</b>			<b>53.9% of 4,500 sampled outlets</b> <b>6.7% of stores w/ no-price promotions</b> <b>Activity Index = 3,840</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	0.99 - 1.99	3,800	1.37	0.99 - 1.59	310	1.34			
" - Toms	0.99 - 1.99	2,960	1.34	0.99 - 1.49	260	1.35			
Frozen - Hens	0.59 - 1.29	2,700	0.94	0.59 - 1.29	730	0.92			
" - Toms	0.59 - 1.29	3,020	0.95	0.59 - 1.29	1,080	0.96			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	250	2.41	2.49	20	2.49			
Frozen	0.99 - 1.99	1,460	1.45	0.98 - 1.99	650	1.34	1.49 - 1.99	330	1.77
Hotel Style									
Fresh	1.59 - 1.69	160	1.60	1.99	20	1.99			
Frozen									
Split, bone-in									
Fresh	2.69	10	2.69						
Rotisserie	8.99	10	8.99						
Boneless, whole	3.99 - 4.99	70	4.30						
Cutlets	3.99 - 4.99	410	4.76						
Cutlets, thin sliced	4.99	150	4.99						
Strips									
Tenders							3.99	180	3.99
Marinated Tenders	3.73 - 4.26	450	4.01	3.19 - 3.73	150	3.32	3.99	300	3.99
Drumsticks	1.39 - 1.69	40	1.63						
Thighs	1.99	50	1.99						
Wings	1.49 - 1.89	80	1.54						
Necks	1.39	10	1.39						
Smoked Drumsticks	1.69	50	1.69	1.39	10	1.39			
Smoked Wings	1.69	50	1.69	1.39	10	1.39			
Smoked Necks	1.69	50	1.69						
<b>GROUND TURKEY:</b>									
Patties	1.97 - 3.00	300	2.23	1.99 - 2.50	30	2.20	2.99 - 3.00	250	2.99
Sausage	1.99 - 3.99	1,070	2.72	2.05 - 3.19	220	2.76	2.40 - 3.19	1,190	2.85
85% lean	1.83 - 2.79	880	2.19	1.66 - 2.08	480	1.90	1.59 - 2.39	620	2.01
93% lean	2.29 - 3.84	470	2.63	2.31 - 2.79	400	2.54	1.99 - 2.99	380	2.56
Breast (99-100% lean)	3.84 - 4.79	550	4.44	2.49 - 4.00	580	3.68	3.99 - 4.81	590	4.39
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.25	10	1.25			

A full breakdown of supermarket promotions featuring turkey and other poultry for **Easter/Passover** will be available on April 02, 2010 on our website at:

[www.ams.usda.gov/pymarketnews.htm](http://www.ams.usda.gov/pymarketnews.htm)

"Poultry and Egg Market Reports"  
"Holiday Advertising"

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, egg nog, and liquid egg products.

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This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.

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