



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/02 thru 04/08.**

Fri. Apr 02, 2010

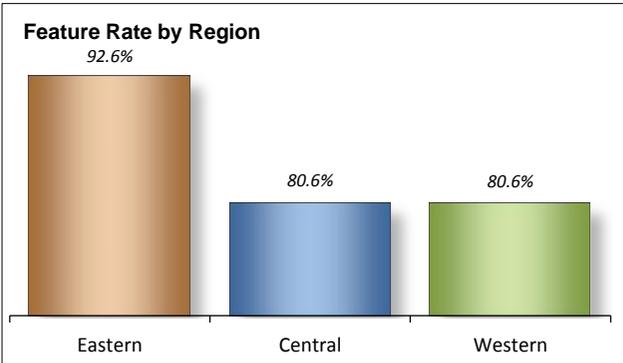
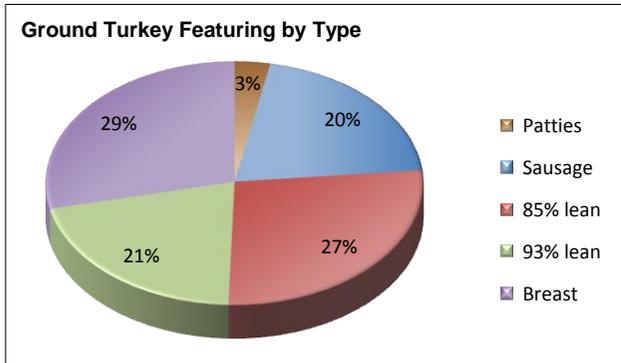
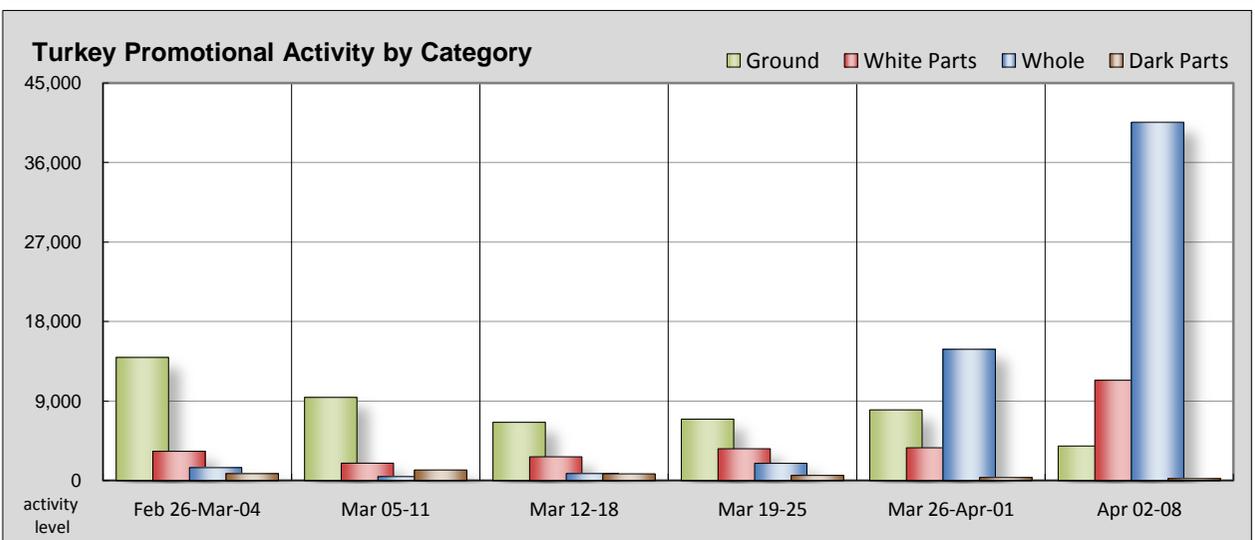
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	<b>85.8% of 19,200 outlets</b>		<b>55.2% of 19,200 outlets</b>		<b>60.5% of 18,600 outlets</b>	
<b>Special Rate <sup>4/</sup></b>	<b>4.6%</b>		<b>7.2%</b>		<b>4.8%</b>	
<b>Activity Index <sup>2/</sup></b>	<b>57,010</b>		<b>27,860</b>		<b>30,810</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	11,950	1.31	4,110	1.37	4,120	1.29
" - Toms	9,940	1.30	3,220	1.34	3,550	1.26
Frozen - Hens	10,040	0.90	3,430	0.94	5,020	0.94
" - Toms	8,620	0.88	4,100	0.95	4,540	0.92
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	2,620	2.30	270	2.41	870	2.59
Frozen	6,820	1.50	2,440	1.47	3,570	1.51
<b>Hotel Style</b>						
Fresh	40	2.00	180	1.64	290	1.04
Frozen						
<b>Split, bone-in</b>						
Fresh	60	2.49	10	2.69		
Rotisserie	870	6.81	10	8.99	240	7.10
<b>Boneless, whole</b>	260	4.16	70	4.30	80	3.99
<b>Cutlets</b>	380	4.25	410	4.76	350	5.08
<b>Cutlets, thin sliced</b>	300	4.78	150	4.99	240	5.21
<b>Strips</b>					140	5.37
<b>Tenders</b>	10	4.99	180	3.99	440	4.77
<b>Marinated Tenders</b>	950	3.99	900	3.89	400	3.82
<b>Drumsticks</b>	10	1.49	40	1.63	280	1.30
<b>Thighs</b>	10	1.49	50	1.99	100	1.54
<b>Wings</b>	10	1.49	80	1.54	200	1.24
<b>Necks</b>			10	1.39	20	1.69
<b>Smoked Drumsticks</b>	80	1.84	60	1.64	500	1.65
<b>Smoked Wings</b>	70	1.94	60	1.64	500	1.65
<b>Smoked Necks</b>	50	1.48	50	1.69	160	1.78
<b>GROUND TURKEY:</b>	<b>3,920</b>	<b>3.10</b>	<b>8,010</b>	<b>2.85</b>	<b>5,060</b>	<b>2.92</b>
Patties	120	2.89	580	2.56	480	2.49
Sausage	800	2.64	2,480	2.78	950	2.60
85% lean	1,060	2.24	1,980	2.06	890	1.95
93% lean	820	2.70	1,250	2.58	1,750	2.66
Breast	1,120	4.55	1,720	4.17	990	4.76
Rolls (frsh/frz 1 lb.)			20	1.12	140	1.40

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

**This Week's Turkey Feature Highlights**

Retailers are very active with Easter and Passover promotions. Whole turkeys provide an alternative to the large quantities of hams being featured. Offers on fresh and frozen whole turkeys are slightly lower than Easter last year; prices on fresh are almost unchanged but average frozen prices are 6 to 7 cents lower. Fresh and frozen bone-in breasts continue to be a favorite, but less active compared to Easter last year; advertised prices are slightly lower. Rotisserie breasts are widely promoted and offer an easy no-cook option for smaller families. Whole boneless breast has a higher profile this week and is attractively priced. The limited interest in dark parts centered on smoked items. Ground turkey is seasonally slow due to the holidays. Ground breasts claim the most ad space, followed by 85% lean. Advertised prices trend markedly higher on all grinds except sausage prices are lower.



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>92.6% of 8,400 sampled outlets</b> <b>1.8% of stores w/ no-price promotions</b> <b>Activity Index = 29,320</b>			<b>80.6% of 6,300 sampled outlets</b> <b>7.8% of stores w/ no-price promotions</b> <b>Activity Index = 17,320</b>			<b>80.6% of 4,500 sampled outlets</b> <b>5.4% of stores w/ no-price promotions</b> <b>Activity Index = 10,370</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	0.49 - 1.79	6,210	1.26	0.89 - 2.19	3,100	1.45	0.99 - 1.49	2,640	1.27
" - Toms	0.49 - 1.79	5,080	1.23	0.89 - 2.19	2,980	1.46	0.99 - 1.49	1,880	1.27
Frozen - Hens	0.59 - 1.49	4,930	0.97	0.59 - 1.29	3,700	0.83	0.57 - 1.49	1,410	0.84
" - Toms	0.48 - 2.49	4,400	0.93	0.59 - 1.29	3,010	0.84	0.59 - 1.49	1,210	0.80
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	0.89 - 2.99	1,010	2.20	1.68 - 2.99	830	2.49	1.99 - 2.49	780	2.24
Frozen	0.78 - 1.99	2,900	1.46	0.98 - 1.99	2,320	1.49	0.97 - 2.19	1,600	1.61
<b>Hotel Style</b>									
Fresh	1.69 - 2.49	40	2.00						
Frozen									
<b>Split, bone-in</b>									
Fresh							2.49	60	2.49
Rotisserie	3.74 - 8.99	490	5.81	6.99 - 8.99	120	8.36	7.49 - 8.99	260	7.99
<b>Boneless, whole</b>	3.99 - 4.79	260	4.16						
Cutlets	3.99 - 4.59	380	4.25						
Cutlets, thin sliced	4.59 - 4.99	300	4.78						
<b>Strips</b>									
Tenders	4.99	10	4.99						
Marinated Tenders	3.49 - 4.66	600	4.08	3.36 - 3.99	350	3.84			
<b>Drumsticks</b>				1.49	10	1.49			
Thighs				1.49	10	1.49			
Wings				1.49	10	1.49			
Necks									
Smoked Drumsticks	1.59 - 2.19	60	1.78	1.78 - 2.19	20	2.01			
Smoked Wings	1.79 - 2.19	60	1.90	2.19	10	2.19			
Smoked Necks	1.39 - 1.69	50	1.48						
<b>GROUND TURKEY:</b>									
Patties	2.86 - 2.99	50	2.93	2.86	70	2.86			
Sausage	2.40 - 3.99	410	2.66	2.45 - 3.11	390	2.62			
85% lean	1.75 - 2.79	820	2.32	1.83 - 2.20	240	1.98			
93% lean	2.33 - 3.84	670	2.68	2.40 - 3.11	150	2.79			
Breast (99-100% lean)	3.84 - 4.99	590	4.44				4.16 - 4.79	530	4.67
Rolls (frsh/frz 1 lb.)									

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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