



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/21 thru 05/27.

Fri. May 21, 2010

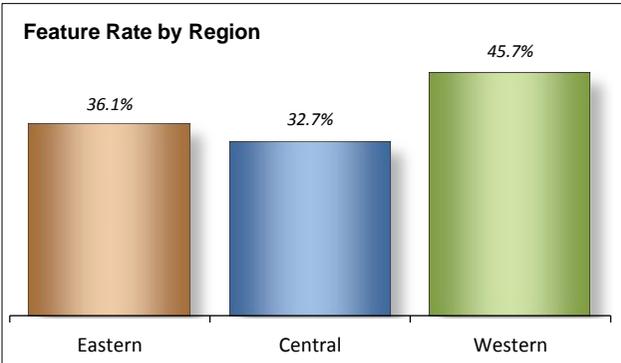
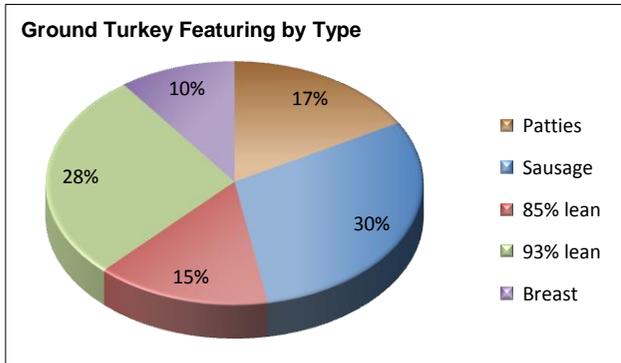
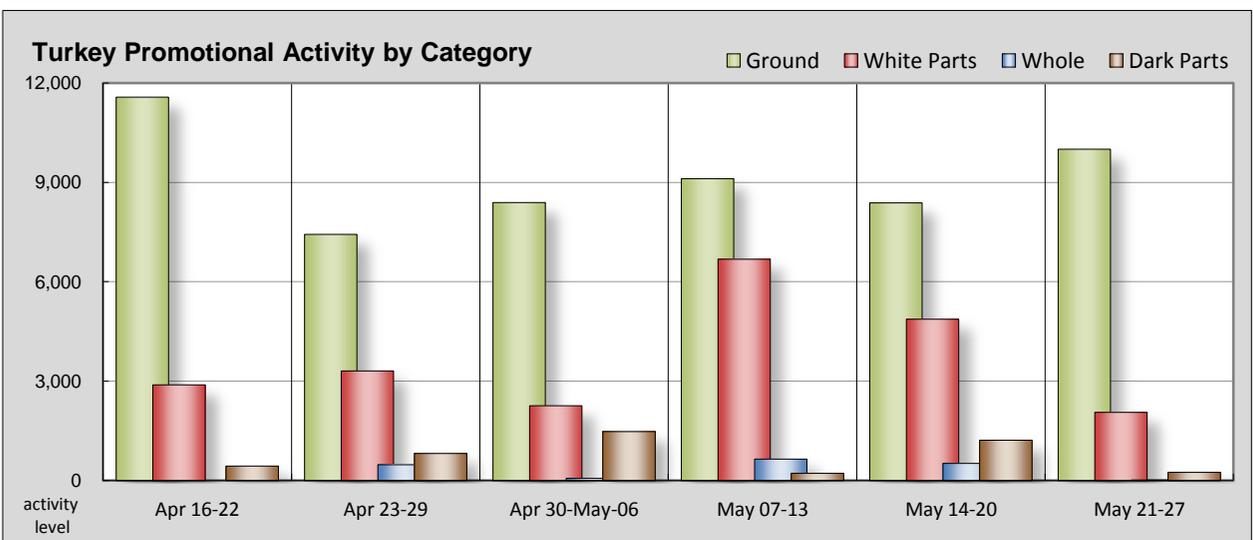
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	37.3% of 19,200 outlets		47.7% of 19,200 outlets		46.7% of 18,600 outlets	
Special Rate ^{4/}	5.1%		5.6%		3.3%	
Activity Index ^{2/}	12,740		16,220		14,540	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					80	1.29
" - Toms						
Frozen - Hens	10	0.99	290	0.85	110	1.18
" - Toms	10	0.99	230	0.88	10	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	30	2.36			120	2.03
Frozen	750	1.62	1,520	1.48	1,090	1.43
Hotel Style						
Fresh						
Frozen			10	0.88		
Split, bone-in						
Fresh			70	2.92	20	2.79
Rotisserie	180	7.60	560	6.29	280	8.03
Boneless, whole	180	5.25	290	4.82		
Cutlets	550	4.34	1,070	4.76	230	4.59
Cutlets, thin sliced	250	4.59	300	4.60		
Strips			20	3.99		
Tenders	120	3.99	1,030	4.40	10	3.99
Marinated Tenders	310	3.91	980	4.08	550	3.84
Drumsticks			240	1.51	30	1.73
Thighs			100	1.81		
Wings			240	1.63	30	1.66
Necks			80	1.44	10	1.39
Smoked Drumsticks	90	1.88	210	1.96	10	1.39
Smoked Wings	80	1.94	200	1.99		
Smoked Necks	80	1.94	150	1.99		
GROUND TURKEY:	10,000	2.74	8,380	2.72	11,860	2.64
Patties	1,690	2.57	1,040	2.68	2,160	2.91
Sausage	3,030	2.81	1,550	2.60	3,460	2.60
85% lean	1,490	2.07	1,460	2.27	1,100	2.05
93% lean	2,780	2.55	3,180	2.54	4,630	2.50
Breast	1,010	4.29	1,150	3.99	510	4.26
Rolls (frsh/frz 1 lb.)	100	1.31	250	1.89	100	2.37

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

This Week's Turkey Feature Highlights

Retail activity is light going into the end of the month. Offers are extremely light on whole turkeys; sharply lower on bone-in breasts. Promotions on rotisserie breasts are few and far between. Boneless white parts are not attracting much interest either; cutlets are the most available and advertised prices trend lower. Shoppers will have to search for specials on tenders. There were no ads to be found on fresh drums, thighs, wings and necks; light activity on smoked dark parts. Grinds are more available this week; they are a great selection for the grill and the budget. Sausage is the popular choice, followed by 93% lean. Average advertised prices are higher on all grinds with the exception of patties and 85% lean. Next weekend is the Memorial Day holiday; there should be even more ground turkey promotions to look forward to.



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/} Special Rate ^{4/} Activity Index ^{2/}	36.1% of 8,400 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 6,810			32.7% of 6,300 sampled outlets 8.2% of stores w/ no-price promotions Activity Index = 3,240			45.7% of 4,500 sampled outlets 9.4% of stores w/ no-price promotions Activity Index = 2,690		
	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									
" - Toms									
Frozen - Hens				0.99	10	0.99			
" - Toms				0.99	10	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	10	2.49				2.29	20	2.29
Frozen	0.98 - 1.49	200	1.02	0.99 - 1.99	550	1.84			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99	110	7.99	6.99	70	6.99			
Boneless, whole	4.79 - 5.29	180	5.25						
Cutlets	3.64 - 4.59	530	4.30	5.45	20	5.45			
Cutlets, thin sliced	4.59	250	4.59						
Strips									
Tenders							3.99	120	3.99
Marinated Tenders	3.67 - 4.26	310	3.91						
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	1.39 - 1.99	90	1.88						
Smoked Wings	1.88 - 1.99	80	1.94						
Smoked Necks	1.88 - 1.99	80	1.94						
GROUND TURKEY:									
Patties	2.29 - 2.99	1,100	2.67	1.99 - 2.59	410	2.17	2.49 - 3.00	180	2.87
Sausage	1.99 - 3.99	980	2.76	2.00 - 3.99	790	3.22	2.00 - 3.00	1,260	2.60
85% lean	1.83 - 2.79	1,090	2.15	1.67 - 2.50	370	1.83	2.00	30	2.00
93% lean	1.79 - 3.07	1,080	2.46	2.00 - 2.80	770	2.46	2.00 - 3.19	930	2.72
Breast (99-100% lean)	3.20 - 4.61	710	4.28	3.50 - 4.79	150	4.59	3.99 - 4.08	150	4.01
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	0.99 - 1.69	90	1.34			