



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.**

Fri. Dec 03, 2010

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

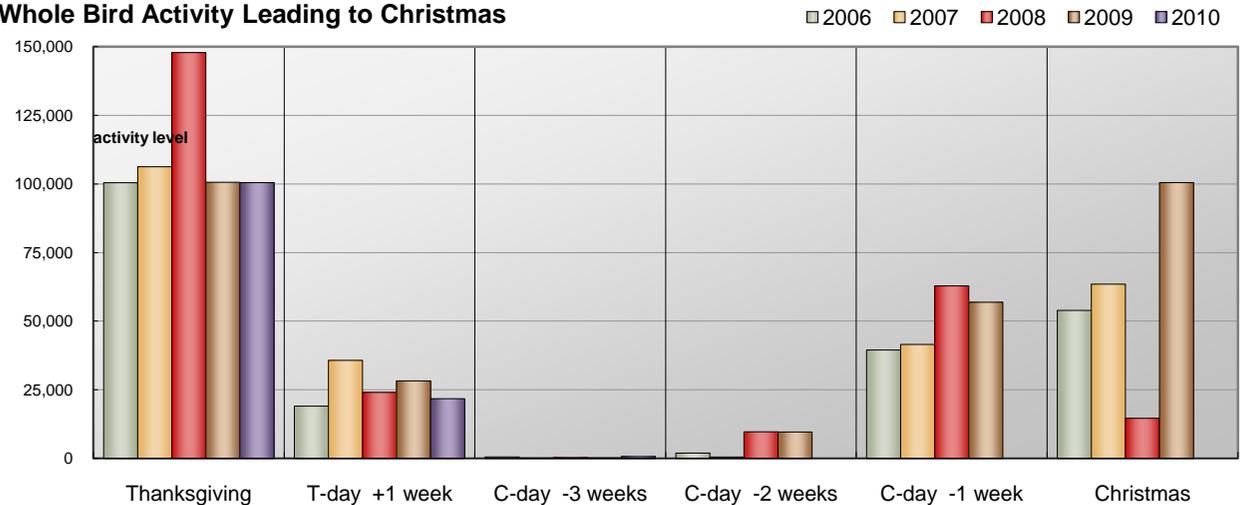
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	40.8% of 19,200 outlets		29.0% of 19,200 outlets		42.7% of 18,600 outlets	
Special Rate <sup>4/</sup>	4.7%		2.5%		3.3%	
Activity Index <sup>2/</sup>	11,080		31,370		10,610	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens			4,780	1.38		
" - Toms			4,650	1.38		
Frozen - Hens	330	0.94	6,290	0.84	110	0.89
" - Toms	320	0.93	6,040	0.85	110	0.89
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh			1,500	2.53		
Frozen	290	1.79	3,290	1.56	220	1.19
<b>Hotel Style</b>						
Fresh						
Frozen						
<b>Split, bone-in</b>						
Fresh	10	2.89			10	2.89
Rotisserie	510	8.01	600	8.25	620	7.65
<b>Boneless, whole</b>						
Cutlets	1,060	4.89	660	4.44	460	4.35
Cutlets, thin sliced	170	4.55			10	4.59
Strips					10	5.08
Tenders	290	4.57	190	4.04	40	4.65
Marinated Tenders	1,320	3.95	60	4.26	790	3.75
<b>Drumsticks</b>						
Thighs	40	2.16	80	1.72	180	1.45
Wings	100	1.71	180	1.60	180	1.45
Necks			100	1.49		
Smoked Drumsticks	30	1.99	200	2.50	10	2.19
Smoked Wings	30	1.99	30	1.68	50	1.79
Smoked Necks	30	1.89			40	1.49
<b>GROUND TURKEY:</b>						
Patties	810	2.88	260	2.82	990	2.70
Sausage	970	2.66	590	2.91	930	2.77
85% lean	260	2.04	600	2.19	700	2.33
93% lean	2,760	2.75	280	3.03	3,280	2.61
Breast	1,270	4.26	680	4.43	1,120	4.13
Rolls (frsh/frz 1 lb.)	340	1.47	90	2.50	700	1.86

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

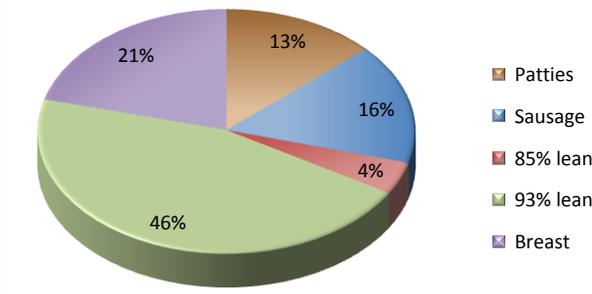
**This Week's Turkey Feature Highlights**

Retail activity improves going into the first of the month. There are still a few ads for frozen whole turkeys and prices are higher, but the Thanksgiving holiday rush is over and Christmas is still weeks away. Same can be said for bone-in breasts, only a few offers at higher prices. Some stores run ads on kosher turkeys for Chanukah. Rotisserie breast promotions slow and prices are lower. White parts are back in the picture and promotions on cutlets and marinated tenders are very active. Prices trend higher on cutlets, lower on marinated tenders. A few stores in the Eastern Region have fresh and smoked dark parts in their circulars. Ground turkey is back to pre-holiday levels. Ground breast and 93% lean are the most active and prices are more competitive this week.

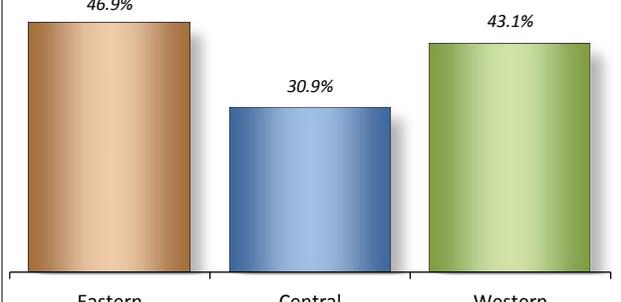
**Whole Bird Activity Leading to Christmas**



**Ground Turkey Featuring by Type**



**Feature Rate by Region**



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>	46.9% of 8,400 sampled outlets			30.9% of 6,300 sampled outlets			43.1% of 4,500 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			3.0% of stores w/ no-price promotions			15.7% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 6,910			Activity Index = 2,560			Activity Index = 1,610		
	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									
" - Toms									
Frozen - Hens	0.89 - 0.99	170	0.93	0.89 - 1.29	160	0.95			
" - Toms	0.89 - 0.99	170	0.93	0.89 - 0.99	150	0.93			
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.00 - 1.99	130	1.94	1.49 - 1.99	160	1.67			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.89	10	2.89						
Rotisserie	7.99 - 8.99	250	8.03				7.99	260	7.99
Boneless, whole							5.45	10	5.45
Cutlets	3.99 - 4.99	870	4.93	5.45	20	5.45	3.99 - 4.79	170	4.65
Cutlets, thin sliced	3.49 - 4.99	170	4.55						
Strips									
Tenders	4.29 - 4.49	130	4.31	4.79	20	4.79	4.79	140	4.79
Marinated Tenders	3.73 - 4.66	720	3.96	3.73 - 4.66	550	3.93	3.99	50	3.99
Drumsticks	1.69 - 1.99	130	1.75						
Thighs	1.99 - 2.19	40	2.16						
Wings	1.69 - 1.99	100	1.71						
Necks									
Smoked Drumsticks	1.99	30	1.99						
Smoked Wings	1.99	30	1.99						
Smoked Necks	1.89	30	1.89						
<b>GROUND TURKEY:</b>									
Patties	2.49 - 3.29	620	2.85	2.50 - 3.50	190	3.00			
Sausage	2.19 - 3.59	820	2.69	2.39	100	2.39	2.71 - 2.94	50	2.78
85% lean	1.99 - 2.33	200	2.02	2.00 - 2.08	30	2.04	2.08 - 2.39	30	2.18
93% lean	1.79 - 3.59	1,740	2.70	2.24 - 3.49	530	2.77	2.80 - 3.19	490	2.91
Breast (99-100% lean)	3.08 - 4.99	490	3.89	3.08 - 4.79	370	4.17	4.79	410	4.79
Rolls (frsh/frz 1 lb.)	1.34	60	1.34	1.00 - 2.49	280	1.50			

A full breakdown of supermarket promotions featuring turkey and other poultry for **Christmas** will be available on December 23, 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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USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911 - [PYMN@ams.usda.gov](mailto:PYMN@ams.usda.gov)