



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

Fri. Dec 17, 2010

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

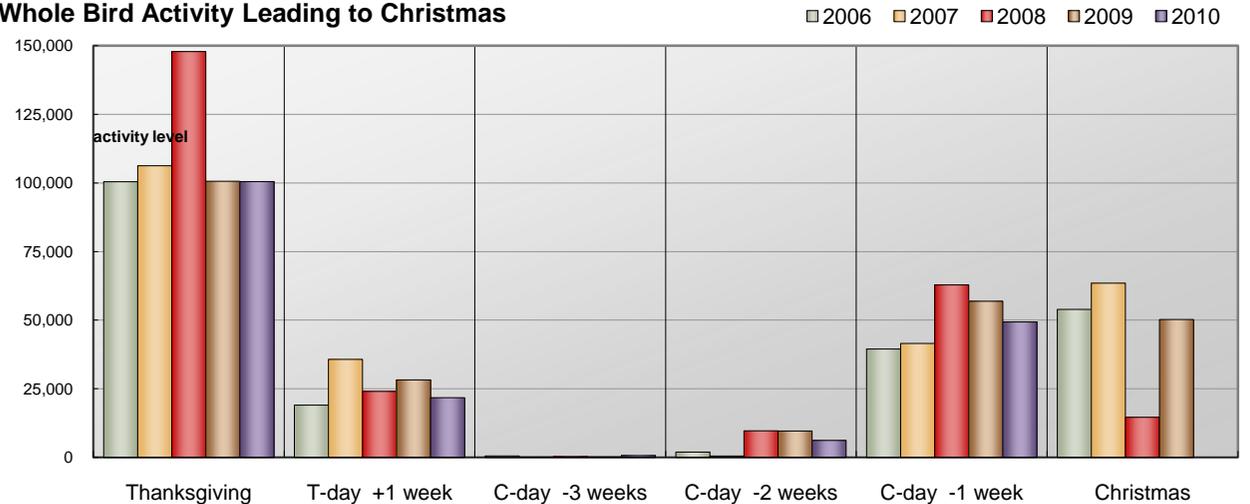
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	87.7% of 19,200 outlets		54.7% of 19,200 outlets		90.0% of 18,600 outlets	
Special Rate ^{4/}	4.7%		4.2%		9.9%	
Activity Index ^{2/}	70,690		21,280		76,820	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	11,840	1.43	80	1.55	15,220	1.37
" - Toms	11,820	1.43	80	1.55	14,410	1.37
Frozen - Hens	12,480	1.02	3,050	0.96	13,590	0.91
" - Toms	13,210	1.02	2,970	0.95	13,680	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	3,400	2.53	160	2.46	2,860	2.31
Frozen	8,740	1.68	1,830	1.95	9,320	1.63
Hotel Style						
Fresh	20	1.99	20	1.99	20	1.99
Frozen						
Split, bone-in						
Fresh	160	2.47			10	2.19
Rotisserie	1,140	7.71	830	8.50	540	7.26
Boneless, whole						
	20	4.99	20	4.99	80	3.99
Cutlets						
	330	5.26	1,180	4.36	140	4.82
Cutlets, thin sliced						
			40	4.59	10	4.99
Strips						
Tenders	280	4.30	380	4.68	20	3.99
Marinated Tenders	720	3.83	1,430	3.82	710	4.26
Drumsticks						
	200	1.49	340	1.47	20	1.59
Thighs						
	180	1.50	20	1.94	10	2.19
Wings						
	260	1.52	340	1.49	20	1.59
Necks						
	70	1.59	10	1.39	10	1.49
Smoked Drumsticks						
	190	2.19	40	2.07	60	1.70
Smoked Wings						
	210	2.29	40	2.07	30	1.71
Smoked Necks						
	190	1.89	30	1.99	30	1.55
GROUND TURKEY:						
	4,940	3.17	8,280	2.85	6,030	2.79
Patties	90	3.06	640	2.76	60	2.58
Sausage	550	3.05	2,190	2.84	1,240	2.66
85% lean	620	2.28	2,110	2.05	510	2.29
93% lean	2,240	2.73	2,020	2.78	3,380	2.53
Breast	1,440	4.29	1,320	4.27	840	4.36
Rolls (frsh/frz 1 lb.)	290	2.04	110	1.22		

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

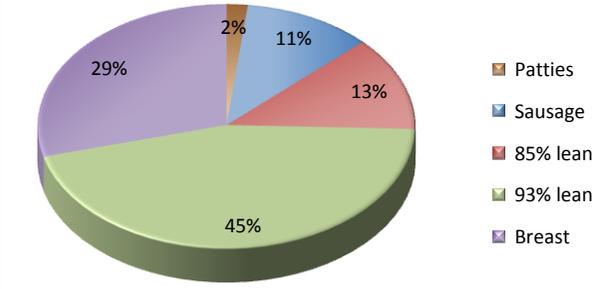
This Week's Turkey Feature Highlights

Retailers are back in the holiday advertising mode with plenty of offers on turkey. Specialty turkeys are available with a wide range of choices. Fresh and frozen whole birds are heavily promoted, but not as active as the same week a year ago. Prices on fresh turkeys average 6 cents higher this year; frozen are about 10 to 11 cents higher on average. Offers on fresh bone-in breasts are more active than last year; advertised prices are sharply higher. Frozen bone-in breasts are less active; prices are about 5 cents higher. More stores offer rotisserie breasts for an easy meal option during this busy shopping season. Offers on white parts drop from last week; marinated tenders are the most active and the easiest to prepare. Promotions on dark parts increase; prices are mixed. Ground turkey activity is sharply lower compared to last week. Most stores focus on 93% lean and ground breast.

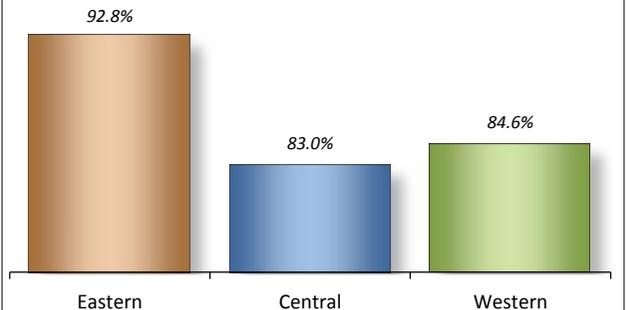
Whole Bird Activity Leading to Christmas



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.

^{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/}	92.8% of 8,400 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 39,760			83.0% of 6,300 sampled outlets 10.8% of stores w/ no-price promotions Activity Index = 17,470			84.6% of 4,500 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 13,460		
	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	0.99 - 1.99	6,030	1.36	1.19 - 1.99	2,810	1.43	0.99 - 1.89	3,000	1.56
" - Toms	0.99 - 1.99	5,800	1.36	1.19 - 1.99	2,880	1.43	0.99 - 1.89	3,140	1.57
Frozen - Hens	0.58 - 1.69	7,960	1.02	0.47 - 1.59	3,300	0.98	0.67 - 1.49	1,220	1.06
" - Toms	0.58 - 1.69	7,860	1.02	0.47 - 1.69	3,400	1.00	0.79 - 1.49	1,950	1.07
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	2,140	2.45	1.99 - 2.99	810	2.77	1.99 - 2.89	450	2.52
Frozen	0.95 - 2.69	4,430	1.56	0.97 - 2.59	2,800	1.69	1.58 - 2.29	1,510	2.01
Hotel Style									
Fresh	1.99	20	1.99						
Frozen									
Split, bone-in									
Fresh	2.49	20	2.49	2.19	10	2.19	2.49	130	2.49
Rotisserie	3.73 - 9.99	840	7.83	5.69 - 9.99	140	7.83	6.99	160	6.99
Boneless, whole	4.99	20	4.99						
Cutlets	3.49 - 5.99	330	5.26						
Cutlets, thin sliced									
Strips									
Tenders				4.79	110	4.79	3.99	170	3.99
Marinated Tenders	3.73 - 4.59	650	3.84	3.73	70	3.73			
Drumsticks	1.49 - 1.69	180	1.50	1.39	10	1.39	1.39	10	1.39
Thighs	1.49	170	1.49	1.69	10	1.69			
Wings	1.49 - 1.69	250	1.53	1.39	10	1.39			
Necks	1.59	70	1.59						
Smoked Drumsticks	2.19	190	2.19						
Smoked Wings	1.58 - 2.39	210	2.29						
Smoked Necks	1.89	190	1.89						
GROUND TURKEY:									
Patties	3.00	70	3.00	2.59 - 3.50	20	3.26			
Sausage	2.63 - 3.50	460	3.02	2.91 - 3.27	90	3.21			
85% lean	1.99 - 2.66	540	2.35	1.67 - 2.08	80	1.75			
93% lean	2.30 - 3.84	940	2.51	2.40 - 3.19	290	2.74	2.33 - 3.99	1,010	2.93
Breast (99-100% lean)	3.84 - 5.38	390	4.22	3.99 - 4.58	340	4.13	3.99 - 5.59	710	4.41
Rolls (frsh/frz 1 lb.)				1.88 - 2.49	290	2.04			

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

"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.

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.

USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911 - PYMN@ams.usda.gov