



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/24 thru 12/30.

Fri. Dec 24, 2010

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

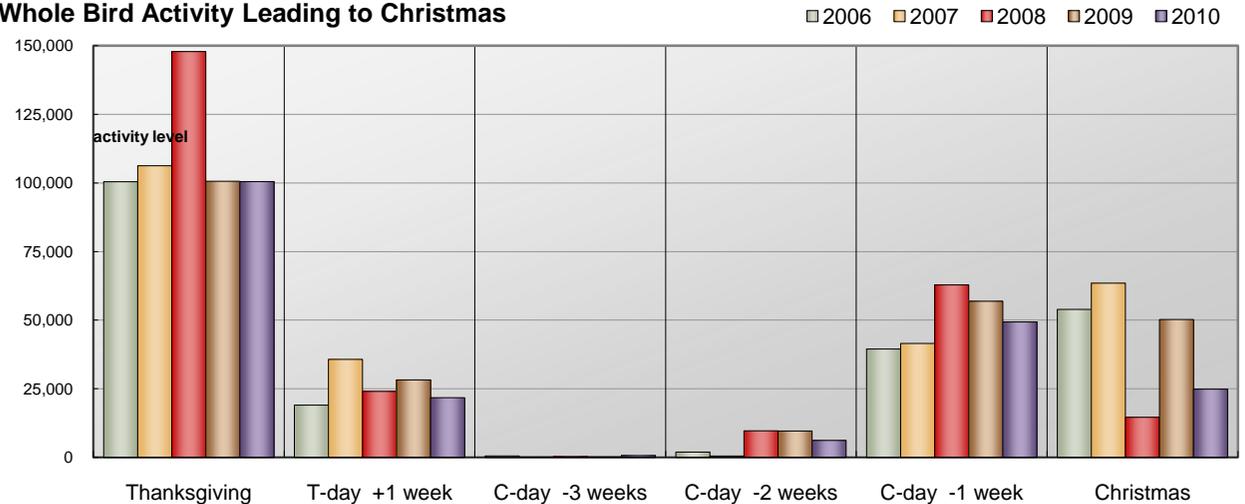
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	50.1% of 19,200 outlets		87.7% of 19,200 outlets		78.9% of 18,600 outlets	
Special Rate ^{4/}	1.7%		4.7%		9.4%	
Activity Index ^{2/}	33,320		70,690		65,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	7,270	1.43	11,840	1.43	13,920	1.39
" - Toms	7,220	1.43	11,820	1.43	13,510	1.39
Frozen - Hens	4,740	1.10	12,480	1.02	10,940	0.90
" - Toms	5,640	1.06	13,210	1.02	11,880	0.90
PARTS:						
Breast:						
Bone-in, whole						
Fresh	2,040	2.37	3,400	2.53	2,020	2.43
Frozen	2,740	1.53	8,740	1.68	8,600	1.61
Hotel Style						
Fresh			20	1.99		
Frozen						
Split, bone-in						
Fresh			160	2.47	30	2.52
Rotisserie	2,810	7.81	1,140	7.71	760	7.66
Boneless, whole						
Cutlets	120	4.29	330	5.26	110	4.28
Cutlets, thin sliced	10	4.59				
Strips					10	5.45
Tenders			280	4.30	20	2.94
Marinated Tenders	170	4.00	720	3.83	50	4.54
Drumsticks	10	1.39	200	1.49	10	1.49
Thighs			180	1.50	10	2.19
Wings	10	1.39	260	1.52	10	1.49
Necks			70	1.59	10	1.49
Smoked Drumsticks			190	2.19	30	1.59
Smoked Wings			210	2.29	50	1.64
Smoked Necks			190	1.89	30	1.38
GROUND TURKEY:						
Patties	540	3.41	4,940	3.17	3,680	2.80
Sausage			90	3.06	150	2.97
85% lean	10	2.91	550	3.05	620	2.31
93% lean	140	2.31	620	2.28	430	2.16
Breast	200	2.30	2,240	2.73	2,090	2.71
Rolls (frsh/frz 1 lb.)	190	5.40	1,440	4.29	390	4.72
			290	2.04		

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

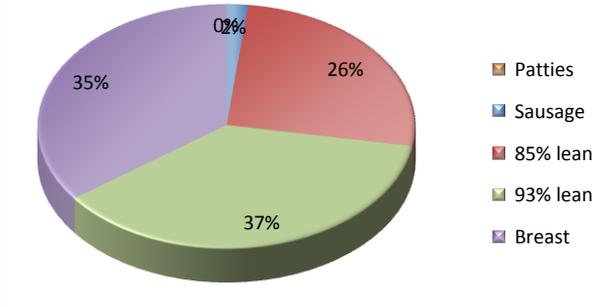
This Week's Turkey Feature Highlights

Turkey is features decline as the end of the ad cycle nears and retailers turn their attention to other varieties of meat. Fresh and frozen whole turkeys are visible in the circulars and at prices similar to last week with a slight increase on frozen toms. Bone-in breasts also decline this week, but when found are at considerably cheaper rates. The volume of rotisserie breast offers increase this period. Pricing is slightly higher but still provides a convenient alternative to meal preparation. Other white items drop from the circular space. Fresh dark parts go virtually unnoticed; smoked dark parts drop out of ad space completely. All grinds are seen less often. When present in feature space, 93% lean and ground breast are most prevalent; 93% ground priced cheaper than a week ago, ground breast at higher rates.

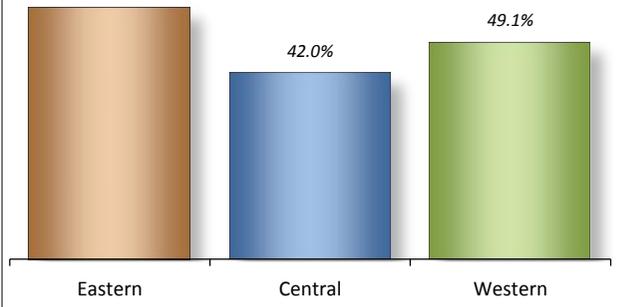
Whole Bird Activity Leading to Christmas



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/}	56.8% of 8,400 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 17,360			42.0% of 6,300 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 8,580			49.1% of 4,500 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 7,380		
	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	4,080	1.40	1.18 - 1.99	1,570	1.49	1.29 - 1.99	1,620	1.44
" - Toms	0.99 - 1.99	4,080	1.40	1.18 - 1.99	1,520	1.49	1.29 - 1.99	1,620	1.44
Frozen - Hens	0.69 - 1.49	2,060	1.05	0.69 - 1.39	1,780	1.06	0.88 - 1.49	900	1.30
" - Toms	0.69 - 1.49	3,010	1.01	0.69 - 1.39	1,830	1.03	0.98 - 1.49	800	1.35
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.79	1,320	2.32	2.29 - 2.99	330	2.51	2.29 - 2.69	390	2.41
Frozen	0.95 - 1.99	1,130	1.47	0.97 - 1.99	1,250	1.51	0.98 - 1.99	360	1.80
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.74 - 9.00	1,040	7.64	6.98 - 8.99	240	7.96	6.99 - 8.99	1,530	7.89
Boneless, whole									
Cutlets	4.29	120	4.29						
Cutlets, thin sliced	4.59	10	4.59						
Strips									
Tenders									
Marinated Tenders	3.72 - 4.26	160	4.03	3.46	10	3.46			
Drumsticks				1.39	10	1.39			
Thighs									
Wings				1.39	10	1.39			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage				2.91	10	2.91			
85% lean	2.16 - 2.33	140	2.31						
93% lean	2.29 - 2.49	180	2.30	2.33	20	2.33			
Breast (99-100% lean)	4.38 - 4.45	30	4.39				5.59 - 5.64	160	5.59
Rolls (frsh/frz 1 lb.)									