



USDA Weekly Retail Turkey Feature Activity

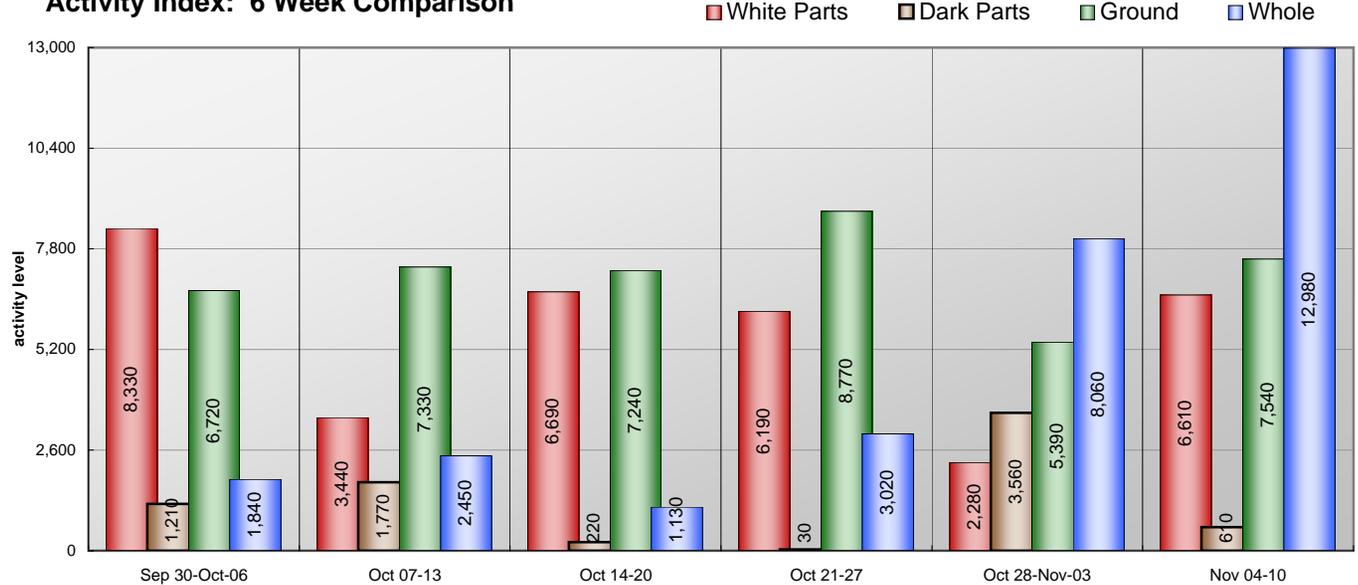
Fri. Nov 04, 2005

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/04 thru 11/10.

(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	
Feature Rate 1/	55.7% of 16,700 outlets		44.8% of 16,700 outlets	
Special Rate 4/	12.7%		2.7%	
Activity Index 2/	27,740		19,290	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	450	1.19	1,150	1.03
" - Toms	100	0.99	560	1.23
Frozen - Hens	6,660	0.72	2,480	0.80
" - Toms	5,770	0.66	3,870	0.79
PARTS:				
Breast:				
Bone-in, whole				
Fresh	40	1.99	700	2.02
Frozen	850	1.50	630	1.49
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	30	3.99		
Rotisserie	3,010	7.00	180	6.03
Boneless, whole	110	3.86	120	2.65
Cutlets	1,190	4.35	190	4.16
Strips	290	3.99	120	3.99
Tenders	1,090	3.72	340	3.99
Drumsticks	160	1.29	1,520	1.09
Thighs			550	1.33
Wings	160	1.29	1,460	1.09
Necks				
Smoked Drumsticks	60	1.46	30	1.39
Smoked Wings	190	1.46		
Smoked Necks	40	1.39		
GROUND TURKEY:				
	7,540	2.72	5,390	2.63
Patties	970	2.52	1,070	2.12
Sausage	1,480	2.33	830	2.61
85% lean	470	1.57	490	1.58
93% lean	2,420	2.30	1,730	2.23
Breast	2,200	3.79	1,270	4.03

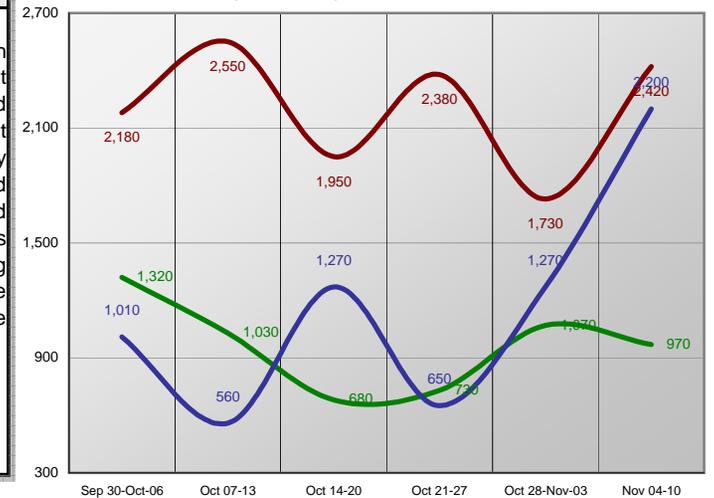
Activity Index: 6 Week Comparison



Turkey Featuring - 11/04 thru 11/10

The Thanksgiving retail season is off to a big start this week with widespread featuring of frozen whole birds across the nation at lower average ad prices than last week. The lowest advertised price for frozen birds, free of conditions, was \$0.29/lb. on toms at one chain in the Central U.S. Featuring of white parts (primarily cutlets and tenders) and of grinds (primarily 93% lean and ground breast) was also much more active than last week with priced levels averaging about steady. Nearly 42% of sampled stores rolled out Thanksgiving dinner promotions this week urging consumers to order early. About 28% of sampled stores continue their programs involving weekly purchases counting towards a free bird or significant savings during the week of Thanksgiving.

Ground Turkey Activity



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 2/ Activity Index 3/	55.5% of 8,200 sampled outlets 13.9% of stores w/ no-price promotions Activity Index = 12,330			48.8% of 4,900 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 6,380			65.2% of 3,600 sampled outlets 19.8% of stores w/ no-price promotions Activity Index = 9,030		
	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	1.49	200	1.49	0.79 - 1.29	250	0.95			
" - Toms				0.99	100	0.99			
Frozen - Hens	0.48 - 1.29	2,960	0.87	0.37 - 0.99	1,480	0.67	0.38 - 0.79	2,220 0.56	
" - Toms	0.39 - 1.29	2,510	0.80	0.29 - 0.99	1,360	0.64	0.33 - 0.69	1,900 0.49	
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.99	40	1.99			
Frozen	0.99 - 1.99	700	1.54	1.29 - 1.49	150	1.34			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	3.99	30	3.99						
Rotisserie	3.99 - 7.99	970	5.42	4.99 - 7.99	510	6.49	6.99 - 8.99	1,530 8.18	
Boneless, whole	3.69 - 3.99	110	3.86						
Cutlets	3.99	500	3.99	4.54 - 4.56	260	4.55	4.54 - 4.70	430 4.63	
Strips	3.99	40	3.99				3.99	250 3.99	
Tenders	3.19 - 3.99	400	3.26	3.99	260	3.99	3.99	430 3.99	
Drumsticks							1.29	160 1.29	
Thighs									
Wings							1.29	160 1.29	
Necks									
Smoked Drumsticks	1.59	20	1.59	1.39	40	1.39			
Smoked Wings	1.39 - 1.59	150	1.48	1.39	40	1.39			
Smoked Necks				1.39	40	1.39			
GROUND TURKEY:									
Patties	2.19 - 2.99	730	2.54	2.40 - 2.50	240	2.46			
Sausage	1.89 - 2.50	810	2.28	2.29 - 2.50	190	2.38	2.40	480 2.40	
85% lean	1.49 - 1.69	330	1.56	0.99 - 1.66	140	1.59			
93% lean	0.99 - 2.99	1,140	2.31	0.99 - 3.00	580	2.34	0.99 - 2.40	700 2.24	
Breast	2.99 - 3.99	730	3.63	3.19 - 3.99	700	3.74	3.99	770 3.99	

Note: See page 1 for explanatory notes.