



USDA Weekly Retail Turkey Feature Activity

Fri. May 05, 2006

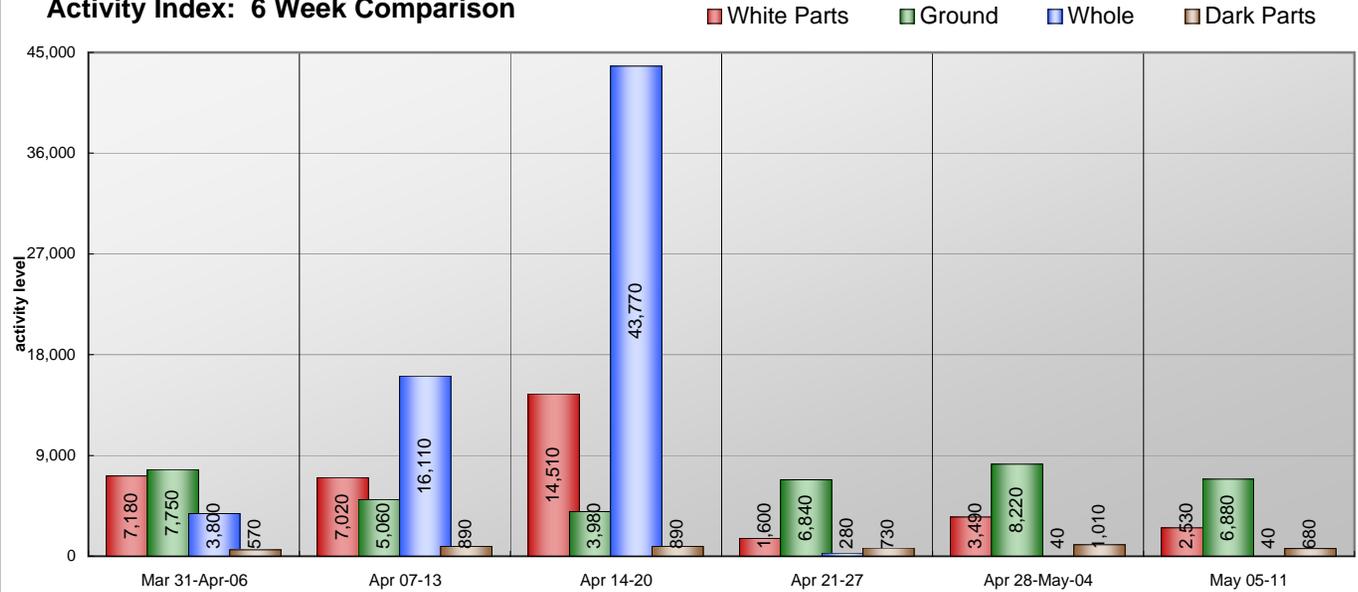
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/05 thru 05/11.

(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/	41.1% of 17,000 outlets		46.3% of 17,000 outlets	
Special Rate 4/	2.6%		4.3%	
Activity Index 2/	10,130		12,760	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens				
" - Toms				
Frozen - Hens	20	0.79	20	1.11
" - Toms	20	0.79	20	0.99
PARTS:				
Breast:				
Bone-in, whole				
Fresh	1,060	1.85	10	2.28
Frozen	370	1.31	280	1.71
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh			500	2.27
Rotisserie	170	7.71	990	7.61
Boneless, whole				
Cutlets	680	4.01	1,170	3.90
Strips	40	3.99		
Tenders	190	3.44	540	3.78
Drumsticks				
Thighs	270	1.09	370	1.36
Wings	150	1.89	170	1.56
Necks	260	1.09	340	1.37
Smoked				
Smoked Drumsticks			100	1.39
Smoked Wings			30	1.39
Smoked Necks				
GROUNDED TURKEY:				
Patties	6,880	2.53	8,220	2.40
Sausage	1,560	2.41	1,210	2.64
85% lean	1,750	2.59	860	2.16
93% lean	710	1.85	1,820	1.76
Breast	1,810	2.01	3,160	2.18
Breast	1,050	3.98	1,170	3.94

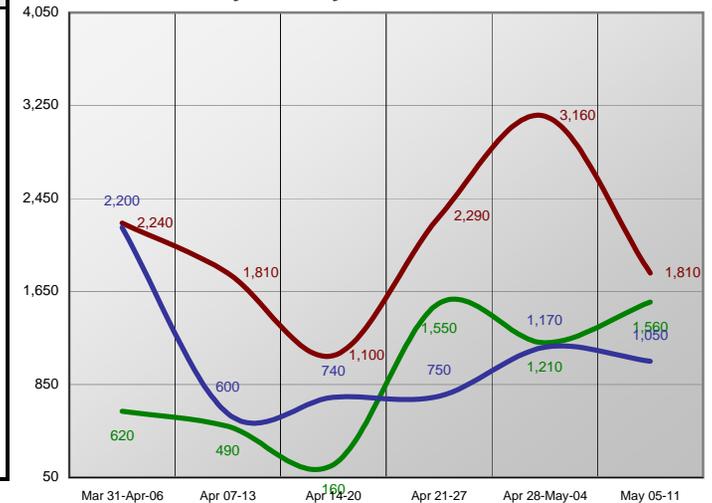
Activity Index: 6 Week Comparison



Turkey Featuring - 05/05 thru 05/11

Retail feature activity for turkey items continues to maintain a slow pace with most advertising focusing on whole breasts and ground turkey. Featuring of fresh whole breasts is up considerably this week but on much lower average price levels. Boneless breast cuts were all represented this week on mixed pricing. Occasional ads for dark cuts are noted at lower price levels. Ground turkey was evenly featured with average feature price levels higher this week. Lean 93% continues to command the most ad space but patties and sausage items kept pace and are enjoying good featuring. Limited references to the upcoming Mother's Day observance were noted late in the cycle but without any specific reference to a particular turkey item.

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,MN,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	34.2% of 7,900 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 4,340			37.0% of 5,200 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 2,620			60.8% of 3,900 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 3,170		
	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							0.79	20	0.79
" - Toms							0.79	20	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69	440	1.69	1.69 - 2.28	70	1.79	1.99	550	1.99
Frozen	1.49	80	1.49	1.19 - 1.49	290	1.26			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie				5.99 - 6.49	30	6.41	7.99	140	7.99
Boneless, whole	3.69	20	3.69						
Cutlets	3.69 - 4.49	680	4.01						
Strips	3.99	40	3.99						
Tenders	2.99 - 3.99	140	3.25				3.99	50	3.99
Drumsticks	0.80 - 0.98	110	0.81	1.19 - 1.29	20	1.24	1.29	140	1.29
Thighs				1.89	10	1.89	1.89	140	1.89
Wings	0.80 - 0.98	110	0.81	1.29	10	1.29	1.29	140	1.29
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.50	540	2.35	1.90 - 2.99	750	2.42	2.50 - 2.99	270	2.53
Sausage	2.49 - 2.99	680	2.65	2.05 - 2.99	760	2.42	2.86	310	2.86
85% lean	1.69 - 1.99	340	1.79	1.69 - 1.99	220	1.85	1.99 - 2.00	150	1.99
93% lean	1.49 - 2.80	870	1.87	1.91 - 3.03	350	2.37	1.66 - 2.80	590	2.00
Breast	3.69 - 4.29	290	3.88	3.75 - 3.99	110	3.77	3.75 - 4.39	650	4.06

Note: See page 1 for explanatory notes.