



USDA Weekly Retail Turkey Feature Activity

Fri. Jul 14, 2006

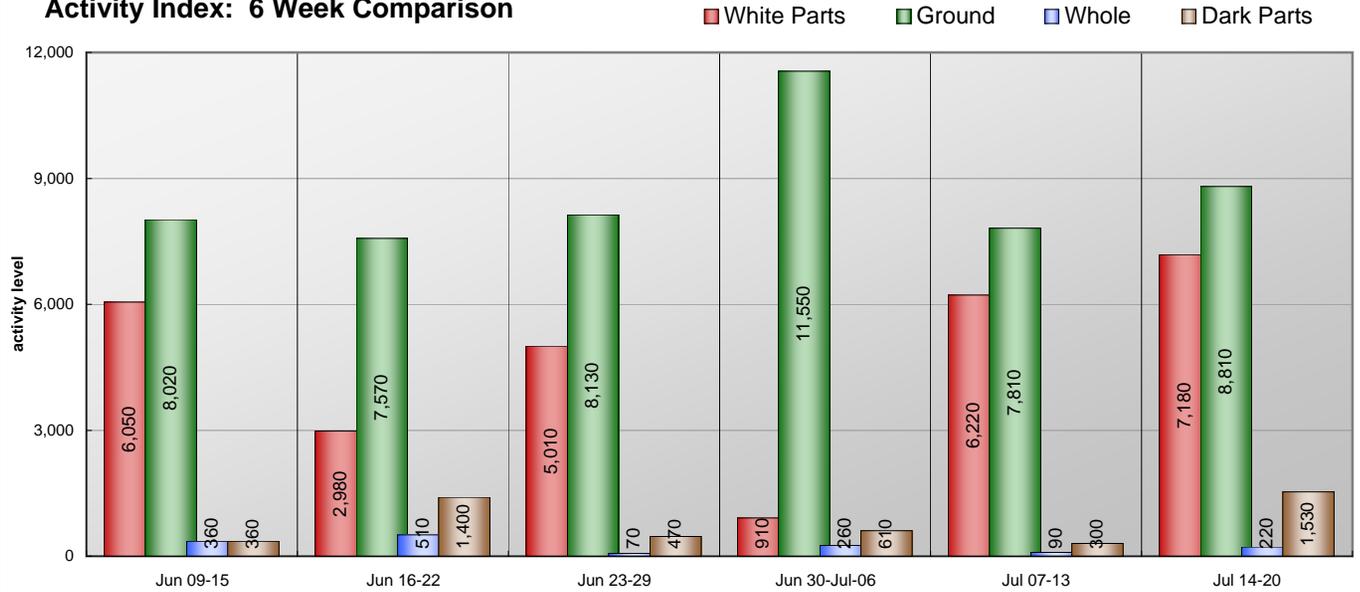
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/14 thru 07/20.

(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/	52.4% of 17,000 outlets		47.1% of 17,000 outlets	
Special Rate 4/	4.4%		6.0%	
Activity Index 2/	17,740		14,420	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	20	0.99		
" - Toms				
Frozen - Hens	150	1.30	90	0.99
" - Toms	50	1.11		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	1,080	2.10	400	1.99
Frozen	1,510	1.64	280	1.44
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	440	2.29	30	2.28
Rotisserie	1,700	7.98	590	6.03
Boneless, whole				
	200	3.19	230	3.49
Cutlets				
	890	4.37	2,150	3.93
Strips				
	420	4.47	580	3.79
Tenders				
	940	3.97	1,960	3.79
Drumsticks				
	750	1.24	10	1.29
Thighs				
			10	1.29
Wings				
	750	1.24	120	0.78
Necks				
			110	0.79
Smoked Drumsticks				
	30	1.31	20	1.63
Smoked Wings				
			20	1.63
Smoked Necks				
			10	0.97
GROUND TURKEY:				
	8,810	2.49	7,810	2.57
Patties	400	2.53	1,070	2.52
Sausage	1,780	2.55	1,900	2.35
85% lean	1,240	1.58	1,260	1.68
93% lean	3,610	2.18	2,020	2.27
Breast	1,780	3.68	1,560	3.99

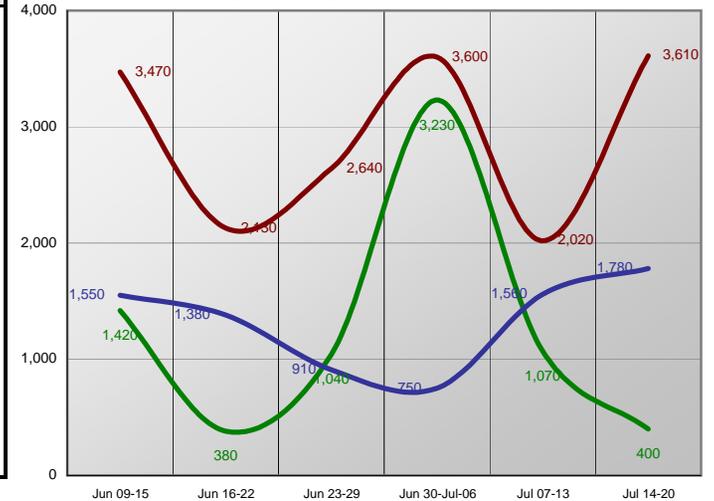
Activity Index: 6 Week Comparison



Turkey Featuring - 07/14 thru 07/20

Supermarkets are actively featuring a wide range of turkey products this week lead by ground products and bone-in breast cuts. Fresh and frozen bone-in breast features are up sharply in number and on average feature price, as are their rotisserie counterparts in the deli. Boneless breast cut featuring is down from last week's pace but still maintaining an ad presence. Dark cut ads are focused on fresh drums and wings with featuring evenly distributed across the country. Ground turkey continues to enjoy active featuring but on slightly lower ad prices. Lean grinds continue to command ad space and consumer attention. Over half of all sampled outlets are featuring turkey this week with over two-thirds of outlets in the Western region conducting turkey promotions.

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/	49.2% of 7,900 sampled outlets 2.0% of stores w/ no-price promotions Activity Index = 6,890			46.2% of 5,200 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 3,660			67.1% of 3,900 sampled outlets 10.4% of stores w/ no-price promotions Activity Index = 7,190		
	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	20	0.99
" - Toms									
Frozen - Hens	1.39	120	1.39	0.88 - 0.98	30	0.96			
" - Toms				0.98 - 1.29	50	1.11			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	350	1.99	1.98	10	1.98	1.69 - 2.29	720	2.16
Frozen	0.99 - 2.49	130	2.30	1.19 - 1.99	560	1.56	1.49 - 1.69	820	1.59
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.48	10	2.48	2.29	430	2.29
Rotisserie	7.99	180	7.99	4.00 - 7.99	270	7.49	6.99 - 8.99	1,250	8.08
Boneless, whole	3.19	200	3.19						
Cutlets	3.49 - 4.59	240	4.02	3.99 - 4.54	160	4.38	4.54	490	4.54
Strips				3.99	50	3.99	4.54	370	4.54
Tenders	3.99	270	3.99	2.99 - 3.99	180	3.88	3.99	490	3.99
Drumsticks	1.29	310	1.29	0.99 - 1.00	120	1.00	1.29	320	1.29
Thighs									
Wings	1.29	310	1.29	0.99 - 1.00	120	1.00	1.29	320	1.29
Necks									
Smoked Drumsticks	0.99 - 1.39	30	1.31						
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	290	2.41	1.99 - 3.17	110	2.83			
Sausage	1.99 - 2.99	1,010	2.52	2.50 - 3.17	630	2.76	1.63 - 3.40	140	1.86
85% lean	1.49 - 1.79	540	1.60	1.28 - 1.69	430	1.55	1.59	270	1.59
93% lean	1.79 - 2.99	1,860	2.11	1.60 - 3.00	760	2.28	2.00 - 2.80	990	2.25
Breast	3.39 - 3.99	1,050	3.51	3.29 - 3.99	170	3.76	3.99	560	3.99

Note: See page 1 for explanatory notes.