



# USDA Weekly Retail Turkey Feature Activity

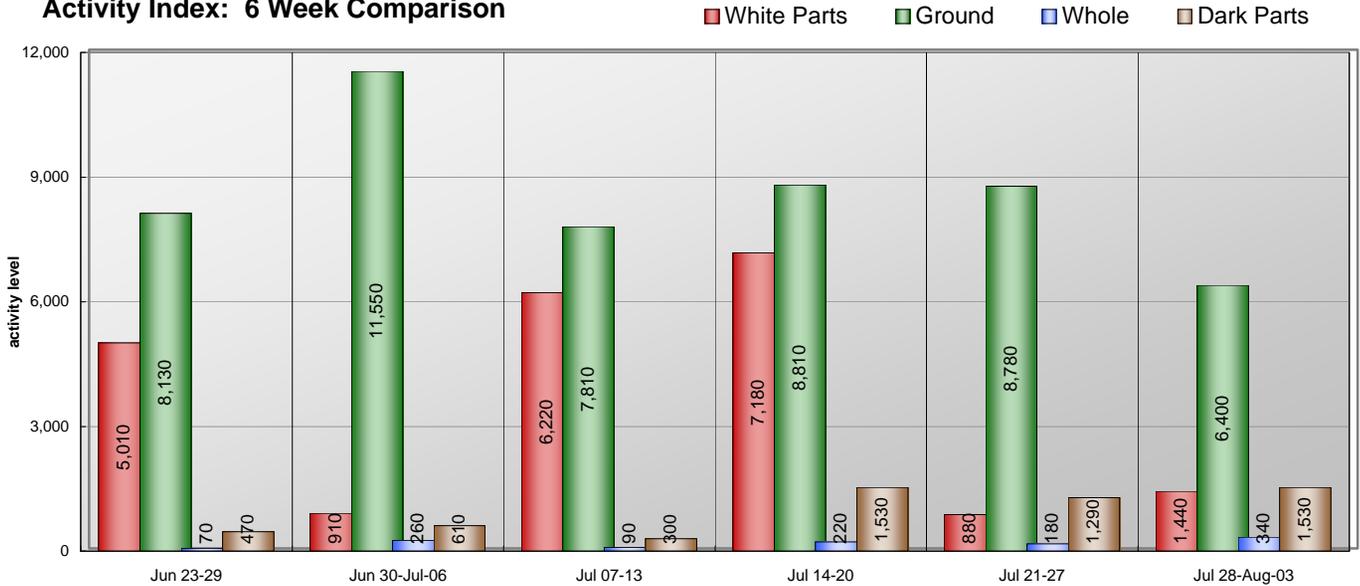
Fri. Jul 28, 2006

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/28 thru 08/03.

(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	
<b>Feature Rate 1/</b>	33.7% of 17,000 outlets		43.4% of 17,000 outlets	
<b>Special Rate 4/</b>	4.2%		7.2%	
<b>Activity Index 2/</b>	9,710		11,130	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	330	1.18		
" - Toms	10	0.99		
Frozen - Hens			150	1.27
" - Toms			30	0.92
<b>PARTS:</b>				
<b>Breast:</b>				
Bone-in, whole				
Fresh	10	1.99		
Frozen	320	1.81	520	1.82
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh				
Rotisserie	460	6.21	50	5.89
Boneless, whole				
Cutlets	200	4.14	40	3.99
Strips	140	3.99		
Tenders	310	4.11	270	5.87
Drumsticks	700	1.00	470	1.34
Thighs	340	1.02	240	1.69
Wings	410	0.94	330	1.21
Necks	50	0.58	170	1.29
Smoked Drumsticks	30	1.39	50	1.19
Smoked Wings			30	1.39
Smoked Necks				
<b>GROUND TURKEY:</b>	<b>6,400</b>	<b>2.72</b>	<b>8,780</b>	<b>2.54</b>
Patties	910	2.43	1,820	2.59
Sausage	2,040	2.51	2,230	2.50
85% lean	810	1.83	1,370	1.85
93% lean	1,200	2.37	2,200	2.45
Breast	1,440	4.00	1,160	3.54

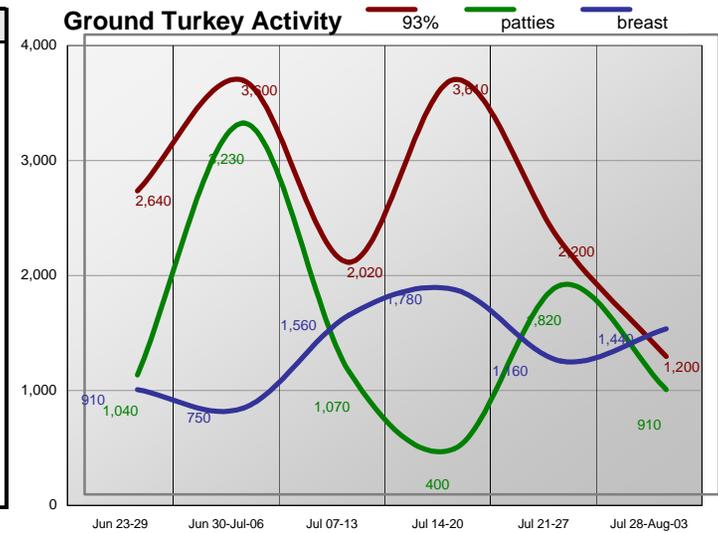
### Activity Index: 6 Week Comparison



### Turkey Featuring - 07/28 thru 08/03

Turkey features in retail outlets fall for the third week in a row. Whole-body offerings were slightly higher at steady pricing, white meat parts are mixed in volume and value. Rotisserie breast rise on price and availability. Dark meat parts rise in volume at attractive pricing. Ground turkey drops in offerings at generally unchanged pricing. First of the month ads appear to be waiting on consumer's dollars and next weekend to reveal themselves.

### 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/	29.0% of 7,900 sampled outlets 5.0% of stores w/ no-price promotions Activity Index = 4,170			29.3% of 5,200 sampled outlets 6.3% of stores w/ no-price promotions Activity Index = 2,010			48.9% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,530		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens							0.99 - 1.19	330	1.18
" - Toms							0.99	10	0.99
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh							1.99	10	1.99
Frozen	1.98	110	1.98	1.49 - 1.79	150	1.67	1.69 - 1.99	60	1.87
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.29 - 7.99	370	6.35	4.99 - 5.99	90	5.66			
Boneless, whole									
Cutlets	3.49 - 4.99	200	4.14						
Strips							3.99	140	3.99
Tenders	3.49 - 4.26	170	4.22				3.99	140	3.99
Drumsticks	0.99 - 1.29	340	1.02	0.99	50	0.99	0.99	310	0.99
Thighs	1.29	30	1.29				0.99	310	0.99
Wings	0.58 - 0.99	310	0.98	0.58 - 0.99	100	0.81			
Necks	0.58	10	0.58	0.58	40	0.58			
Smoked Drumsticks	1.39	30	1.39						
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.98 - 2.99	510	2.49	1.99 - 2.50	300	2.16	2.99	100	2.99
Sausage	1.98 - 2.75	620	2.38	2.39 - 2.79	570	2.46	2.49 - 2.99	850	2.64
85% lean	1.69 - 2.00	330	1.93	1.69 - 2.00	40	1.91	1.45 - 1.87	440	1.75
93% lean	1.59 - 2.79	520	2.31	1.60 - 2.50	560	2.40	2.39 - 2.80	120	2.51
Breast	3.49 - 4.49	620	3.93	4.49	110	4.49	3.85 - 3.99	710	3.98

Note: See page 1 for explanatory notes.