



USDA Weekly Retail Turkey Feature Activity

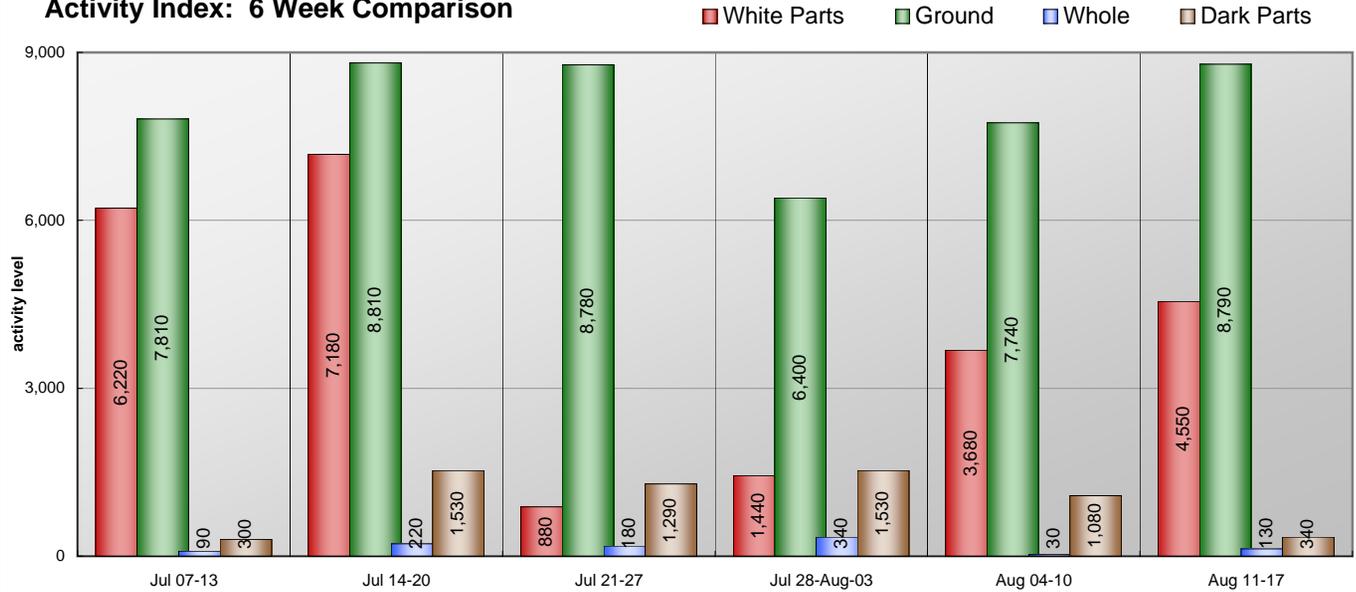
Fri. Aug 11, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/11 thru 08/17.

(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/	50.2% of 17,000 outlets		36.5% of 17,000 outlets	
Special Rate 4/	2.0%		3.9%	
Activity Index 2/	13,810		12,530	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			10	1.08
" - Toms			10	1.08
Frozen - Hens	60	1.09	10	0.88
" - Toms	70	1.11		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	440	1.95	210	1.43
Frozen	360	1.49	280	1.51
Hotel Style				
Fresh			10	1.29
Frozen				
Split, bone-in				
Fresh	10	2.48	180	2.57
Rotisserie	1,410	5.51	1,980	5.85
Boneless, whole			250	7.99
Cutlets	420	3.92	40	3.67
Strips	630	3.97	230	3.57
Tenders	1,280	4.06	500	3.62
Drumsticks	160	1.21	400	1.25
Thighs	130	1.22	20	1.49
Wings	20	1.39	400	1.25
Necks				
Smoked Drumsticks	30	1.39	70	1.51
Smoked Wings			130	1.33
Smoked Necks			60	1.15
GROUND TURKEY:	8,790	2.81	7,740	2.65
Patties	800	2.87	1,540	2.75
Sausage	3,220	2.82	2,450	2.56
85% lean	1,610	1.96	1,510	1.93
93% lean	1,160	2.21	1,070	2.75
Breast	2,000	3.79	1,170	3.57

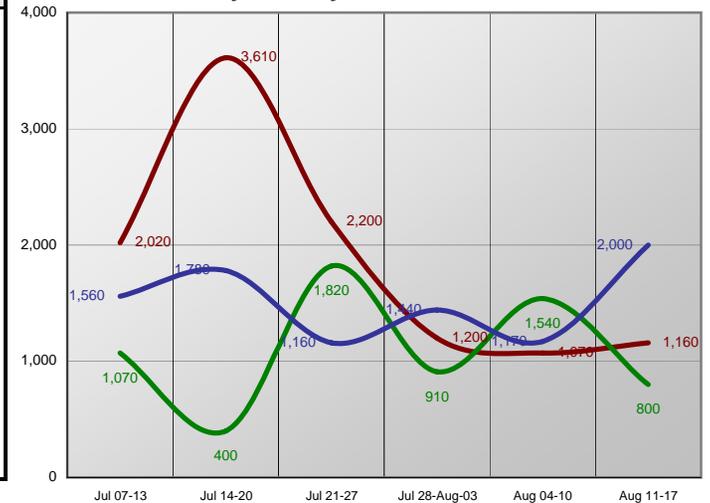
Activity Index: 6 Week Comparison



Turkey Featuring - 08/11 thru 08/17

Overall, promotional activity is up slightly with an average of at least half the stores across the country featuring some form of turkey. A few more whole-body birds are shown to consumers as well as a good increase in the availability of bone-in breasts. Rotisserie volume is holding near last week's levels with a downward trend in pricing noted. Cutlets, tenders, and strips return in volume with prices trending higher. Dark meat, fresh and smoked, are less available. Ground item ads are up in number and at overall higher feature prices with the biggest increases reflected in sausage and ground breast.

Ground Turkey Activity - 93% patties - breast



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/	48.8% of 7,900 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 5,600			36.7% of 5,200 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 3,350			70.7% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,860		
	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				0.98	30	0.98	1.19	30	1.19
" - Toms				0.98 - 1.19	60	1.10	1.19	10	1.19
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.00	20	1.00	1.99 - 2.28	10	2.15	1.99	410	1.99
Frozen	0.88 - 1.99	360	1.49						
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.48	10	2.48			
Rotisserie	4.99	640	4.99	4.49 - 7.99	420	5.06	6.99	350	6.99
Boneless, whole									
Cutlets	3.79 - 3.99	160	3.82	3.98	240	3.98	3.99	20	3.99
Strips				3.59 - 3.98	260	3.94	3.99	370	3.99
Tenders	3.69 - 4.99	340	4.18	2.39 - 4.79	570	4.02	3.99	370	3.99
Drumsticks				1.19 - 1.39	160	1.21			
Thighs				1.19 - 1.39	130	1.22			
Wings				1.39	20	1.39			
Necks									
Smoked Drumsticks	1.39	30	1.39						
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.00 - 2.99	420	2.58	2.50 - 3.99	140	2.81	2.50 - 3.99	240	3.41
Sausage	1.99 - 3.89	1,350	2.83	1.99 - 3.49	520	2.91	2.00 - 3.49	1,350	2.78
85% lean	1.59 - 1.99	1,180	1.97	1.59 - 2.50	340	1.91	2.00	90	2.00
93% lean	1.49 - 2.49	560	1.73	1.49 - 3.19	230	2.57	2.39 - 3.19	370	2.71
Breast	2.39 - 4.49	540	3.14	3.99 - 4.79	210	4.76	3.19 - 3.99	1,250	3.91

Note: See page 1 for explanatory notes.