



USDA Weekly Retail Turkey Feature Activity

Fri. Aug 25, 2006

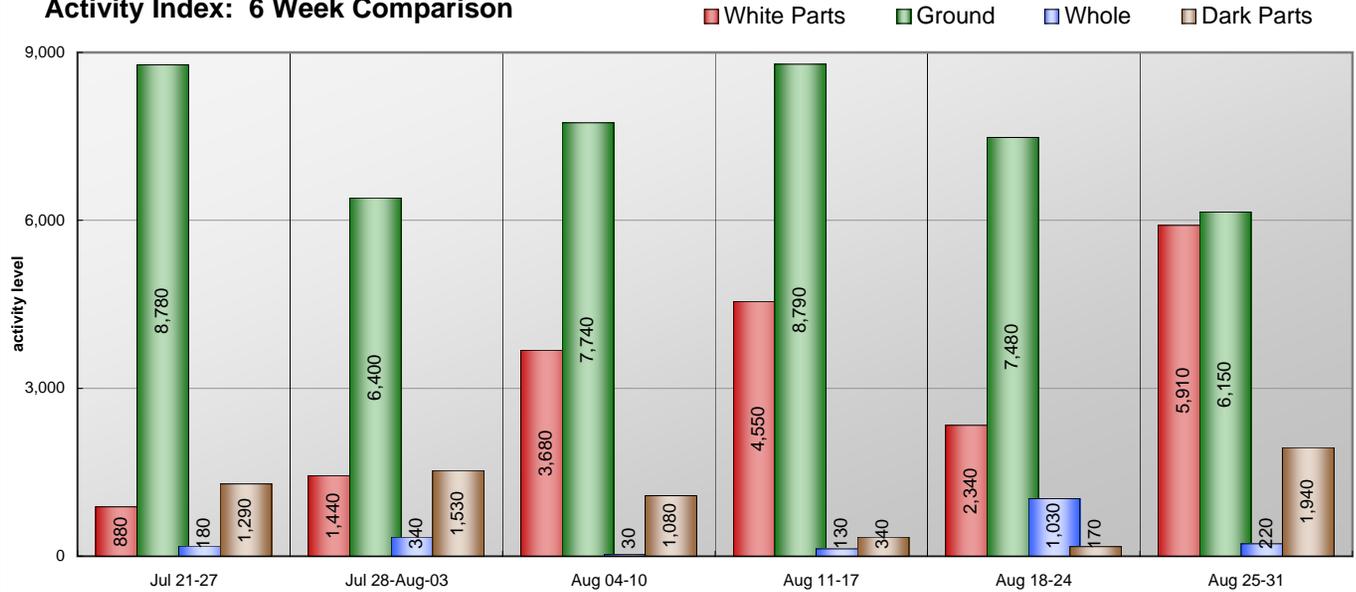
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/25 thru 08/31.

(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/	43.9% of 17,000 outlets		45.1% of 17,000 outlets	
Special Rate 4/	4.5%		6.3%	
Activity Index 2/	14,220		11,020	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			650	1.15
" - Toms			150	1.03
Frozen - Hens	210	0.98	130	0.97
" - Toms	10	0.99	100	0.98
PARTS:				
Breast:				
Bone-in, whole				
Fresh	540	1.72	130	2.06
Frozen	180	1.42	380	1.56
Hotel Style				
Fresh			50	1.79
Frozen				
Split, bone-in				
Fresh				
Rotisserie	2,620	7.14	190	6.47
Boneless, whole	640	3.29	10	3.99
Cutlets	1,040	4.07	1,130	4.03
Strips	190	4.54	150	4.54
Tenders	700	3.86	300	3.93
Drumsticks	730	1.18	50	1.39
Thighs	10	1.58		
Wings	740	1.18	60	1.27
Necks	150	1.39		
Smoked Drumsticks	170	1.56	30	1.06
Smoked Wings	140	1.59	30	1.39
Smoked Necks				
GROUND TURKEY:	6,150	2.71	7,480	2.48
Patties	1,530	2.70	1,160	2.35
Sausage	460	2.65	1,570	2.65
85% lean	220	1.74	1,730	1.74
93% lean	2,380	2.15	2,160	2.40
Breast	1,560	3.73	860	4.01

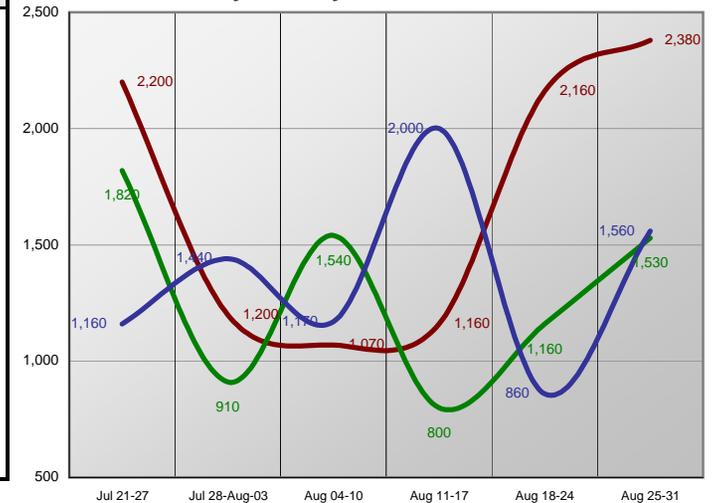
Activity Index: 6 Week Comparison



Turkey Featuring - 08/25 thru 08/31

Supermarket promotion of turkey is up from the past week lead by a significant increase in both white and dark cuts. Bone-in whole breasts are up on offer but at reduced feature prices. Rotisserie breast ads are up sharply in number and price. Boneless breast cuts are prominently featured at slightly higher prices. Dark cut ads are more prevalent this week across all categories. Ground turkey features are less prevalent then last week with the focus shifting to 93% and ground breast at lower feature prices and patties at higher feature pricing.

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 4/ Activity Index 2/	50.8% of 7,900 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 7,340			32.1% of 5,200 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 2,800			45.4% of 3,900 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 4,080		
	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	170	0.98	0.88 - 0.98	30	0.96	0.99	10	0.99
" - Toms							0.99	10	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69	440	1.69	1.69	50	1.69	1.99	50	1.99
Frozen	1.18 - 1.27	40	1.21	0.99 - 1.49	110	1.39	1.79	30	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.50 - 7.99	760	5.68	4.99 - 7.99	530	6.87	6.99 - 8.99	1,330	8.07
Boneless, whole	3.49 - 3.99	360	3.56				2.89 - 3.69	280	2.96
Cutlets	3.49 - 4.49	530	3.75	3.29 - 4.54	220	4.24	4.54	290	4.54
Strips				4.53	70	4.53	4.54	120	4.54
Tenders	3.49 - 3.99	230	3.65	3.29 - 3.99	180	3.93	3.99	290	3.99
Drumsticks	1.39	150	1.39	1.58	10	1.58	0.99 - 1.29	570	1.12
Thighs				1.58	10	1.58			
Wings	0.99 - 1.39	160	1.37	0.99	10	0.99	0.99 - 1.29	570	1.12
Necks	1.39	150	1.39						
Smoked Drumsticks	1.39 - 1.59	170	1.56						
Smoked Wings	1.59	140	1.59						
Smoked Necks									
GROUND TURKEY:									
Patties	1.87 - 3.00	930	2.74	2.00 - 3.00	280	2.81	2.50	320	2.50
Sausage	2.08 - 2.49	220	2.34	1.99 - 3.41	220	2.84	3.99	20	3.99
85% lean	1.49 - 2.49	70	1.96	1.49 - 1.66	150	1.64			
93% lean	1.38 - 2.69	1,740	2.06	1.60 - 2.50	620	2.40	2.40	20	2.40
Breast	2.99 - 4.49	1,080	3.59	2.99 - 4.49	310	4.06	3.99	170	3.99

Note: See page 1 for explanatory notes.