



USDA Weekly Retail Turkey Feature Activity

Fri. Sep 15, 2006

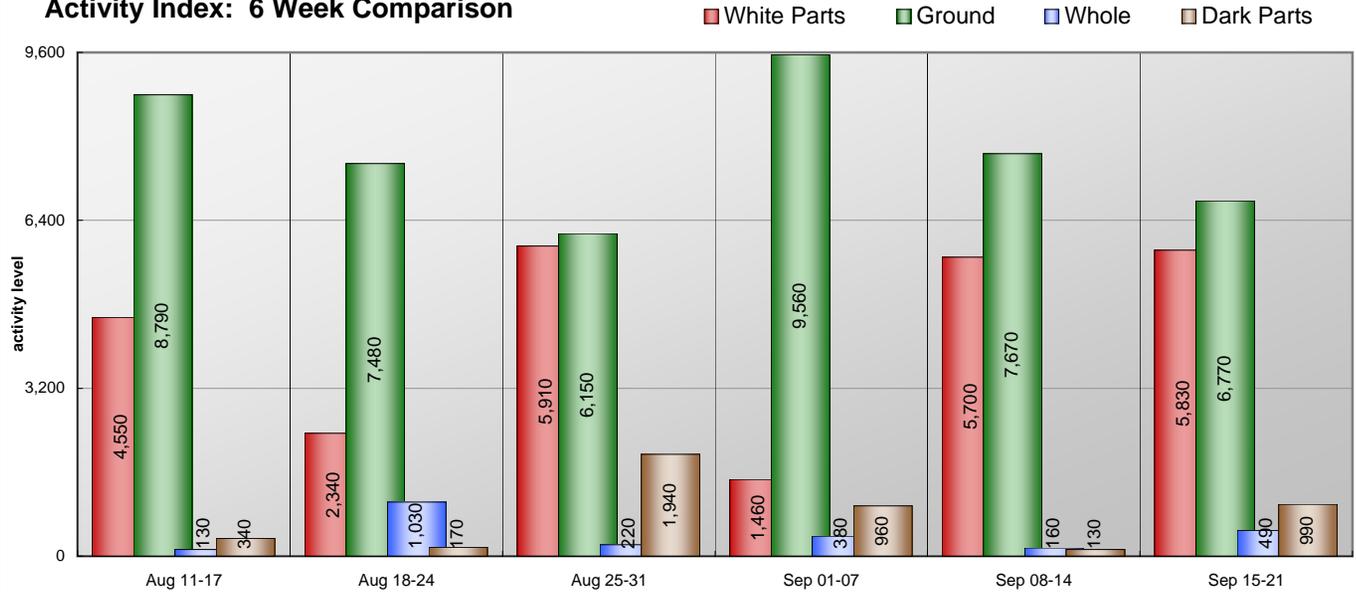
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/15 thru 09/21.

(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/	48.0% of 17,000 outlets		51.6% of 17,000 outlets	
Special Rate 4/	1.5%		5.8%	
Activity Index 2/	14,080		13,660	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	300	1.49	160	1.10
" - Toms	160	1.79		
Frozen - Hens	30	1.29		
" - Toms				
PARTS:				
Breast:				
Bone-in, whole				
Fresh	400	2.22	290	1.96
Frozen	1,860	1.60	350	1.58
Hotel Style				
Fresh	330	0.99		
Frozen				
Split, bone-in				
Fresh	140	2.03		
Rotisserie	870	5.64	820	5.44
Boneless, whole				
	90	3.54	140	3.33
Cutlets				
	1,060	4.01	2,100	4.10
Strips				
	250	3.53	560	4.09
Tenders				
	830	3.60	1,440	3.91
Drumsticks				
	280	1.12	40	1.34
Thighs				
	200	1.00	20	1.39
Wings				
	370	1.08	20	1.49
Necks				
	110	0.79		
Smoked Drumsticks				
	10	0.99	40	1.67
Smoked Wings				
	10	0.99	10	2.49
Smoked Necks				
	10	0.99		
GROUND TURKEY:				
	6,770	2.61	7,670	2.47
Patties	860	2.65	440	2.73
Sausage	2,210	2.74	1,560	2.43
85% lean	220	1.83	570	1.69
93% lean	2,630	2.27	3,810	2.04
Breast	850	3.53	1,290	4.02

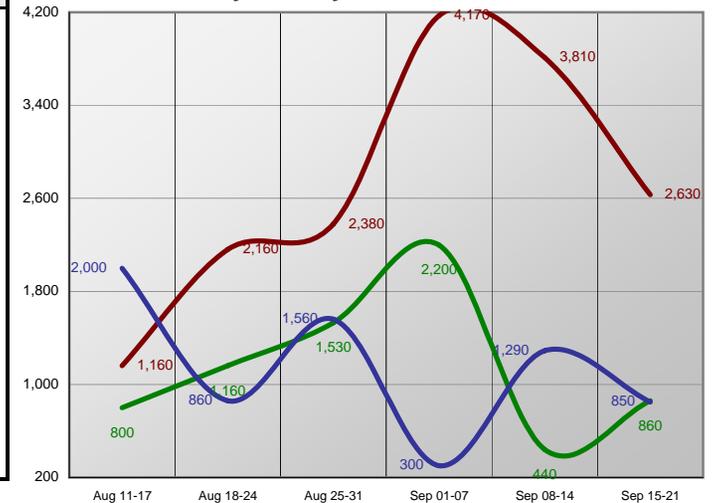
Activity Index: 6 Week Comparison



Turkey Featuring - 09/15 thru 09/21

Turkey feature activity is up from last week's fairly active pace. Fresh whole turkeys have returned in the Eastern area. Whole bone-in breasts are being actively promoted, especially frozen types, and at steady levels from last week. Boneless breast cut ads are much less common this week and at lower average feature price levels. Dark part promotions are more frequent this week but at sharply lower feature price levels. Ground turkey feature activity is down slightly following several weeks of good activity. Average feature price levels are higher, particularly for 93% lean. Ground breast feature prices, however, are down from previous weeks with a few stores running ads at bargain 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/	61.7% of 7,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 7,390				36.5% of 5,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,020				35.2% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,670			
	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 - 1.79	300	1.49									
" - Toms	1.79	160	1.79									
Frozen - Hens	1.29	30	1.29									
" - Toms												
PARTS:												
Breast:												
Bone-in, whole												
Fresh	1.99 - 2.99	400	2.22									
Frozen	0.99 - 1.79	1,390	1.70	0.99 - 1.79	440	1.29	1.49	30	1.49			
Hotel Style												
Fresh	0.88 - 0.99	330	0.99									
Frozen												
Split, bone-in												
Fresh	1.99	130	1.99	2.48	10	2.48						
Rotisserie	2.99 - 7.99	420	4.74	4.49 - 6.99	180	5.00	6.99 - 7.99	270	7.46			
Boneless, whole												
Cutlets	3.49 - 3.69	90	3.54									
Cutlets	3.49 - 3.99	460	3.90	3.49 - 4.54	480	3.99	4.54	120	4.54			
Strips				3.49 - 3.99	250	3.53						
Tenders	3.49 - 3.69	140	3.52	3.49 - 3.99	450	3.74	2.80 - 3.99	240	3.38			
Drumsticks												
Drumsticks	0.99 - 1.17	180	1.00	0.99 - 1.49	100	1.35						
Thighs	0.99	170	0.99	0.99 - 1.19	30	1.05						
Wings	0.99	280	0.99	0.99 - 1.49	90	1.37						
Necks	0.79	110	0.79									
Smoked Drumsticks	0.99	10	0.99									
Smoked Wings	0.99	10	0.99									
Smoked Necks	0.99	10	0.99									
GROUND TURKEY:												
Patties	1.99 - 2.99	370	2.58	2.50 - 3.00	360	2.86	2.08 - 2.49	130	2.23			
Sausage	1.89 - 3.99	1,110	2.69	2.49 - 3.00	430	2.78	2.45 - 2.99	670	2.80			
85% lean	2.29	10	2.29	0.99 - 2.09	90	1.84	1.79	120	1.79			
93% lean	1.66 - 2.99	1,000	2.12	1.60 - 3.00	970	2.36	2.00 - 2.40	660	2.35			
Breast	2.99 - 3.99	280	3.56	2.99 - 3.99	140	3.19	2.80 - 3.99	430	3.62			

Note: See page 1 for explanatory notes.