



USDA Weekly Retail Turkey Feature Activity

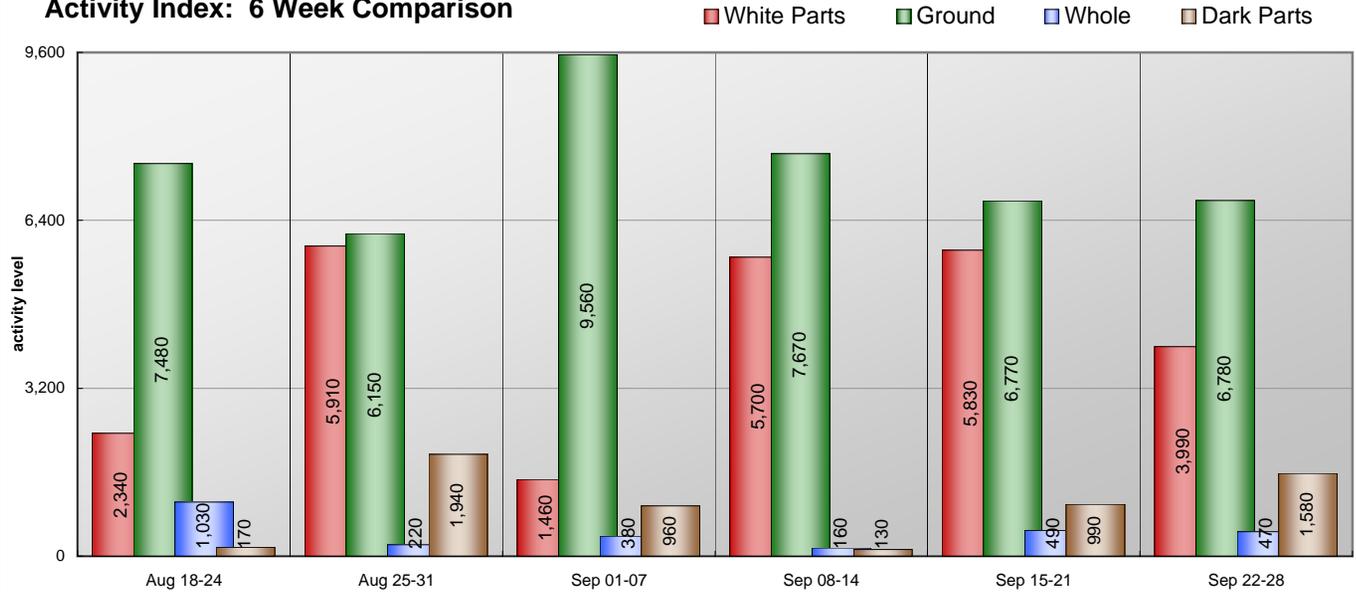
Fri. Sep 22, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/22 thru 09/28.

(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/	42.9% of 17,000 outlets		48.0% of 17,000 outlets	
Special Rate 4/	3.5%		1.5%	
Activity Index 2/	12,820		14,080	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	370	1.15	300	1.49
" - Toms			160	1.79
Frozen - Hens	90	1.28	30	1.29
" - Toms	10	0.77		
PARTS:				
Breast:				
Bone-in, whole				
Fresh	1,100	1.74	400	2.22
Frozen	1,060	1.17	1,860	1.60
Hotel Style				
Fresh	30	0.99	330	0.99
Frozen				
Split, bone-in				
Fresh			140	2.03
Rotisserie	90	6.73	870	5.64
Boneless, whole	10	7.99	90	3.54
Cutlets	880	3.96	1,060	4.01
Strips	10	3.99	250	3.53
Tenders	810	3.89	830	3.60
Drumsticks	470	1.12	280	1.12
Thighs	500	1.59	200	1.00
Wings	460	1.12	370	1.08
Necks	110	1.39	110	0.79
Smoked Drumsticks	30	1.39	10	0.99
Smoked Wings	10	1.37	10	0.99
Smoked Necks			10	0.99
GROUND TURKEY:	6,780	2.73	6,770	2.61
Patties	600	2.76	860	2.65
Sausage	350	2.73	2,210	2.74
85% lean	2,240	1.86	220	1.83
93% lean	920	2.73	2,630	2.27
Breast	2,670	3.45	850	3.53

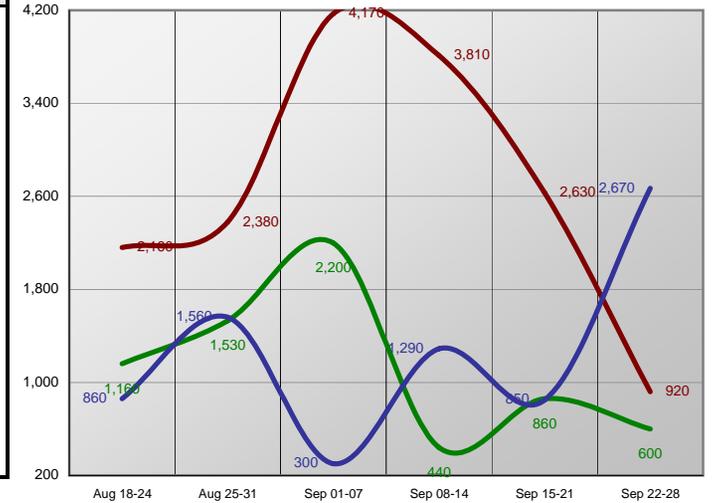
Activity Index: 6 Week Comparison



Turkey Featuring - 09/22 thru 09/28

Turkey feature activity is generally unchanged from the past week. Fresh whole turkeys increase in availability with a few frozen hens and toms showing. Whole fresh breast continue to increase in offerings while decreasing in price. Frozen breast remain in good volume also offering a price decline. White meat parts trended lower on volume but were mixed on values. Dark meat parts returned in volume but also rose in price. Grinds were about unchanged on volume but concentrated on 85% and breast at steady values. Kosher turkeys were prevalent with the start of Rosh Hashanah. A few retailers encouraged consumers to begin thinking about their Thanksgiving turkey.

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/	54.5% of 7,900 sampled outlets 7.5% of stores w/ no-price promotions Activity Index = 7,070			32.3% of 5,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,050			33.3% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,700		
	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	0.89 - 1.39	370	1.15						
" - Toms									
Frozen - Hens	1.19	10	1.19	0.77 - 1.39	80	1.29			
" - Toms				0.77	10	0.77			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49 - 2.29	840	1.69	1.59 - 1.69	90	1.65	1.99	170	1.99
Frozen	0.99 - 1.69	470	1.20	0.99 - 1.49	380	1.00	1.19 - 1.89	210	1.40
Hotel Style									
Fresh				0.99	30	0.99			
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.69	10	4.69	4.69		4.69	6.99	80	6.99
Boneless, whole				7.99	10	7.99			
Cutlets	2.99 - 3.99	380	3.89	3.99	220	3.99	3.99 - 4.99	280	4.04
Strips							3.99	10	3.99
Tenders	3.49 - 3.99	290	3.67	3.29 - 3.99	230	3.95	3.99 - 4.99	290	4.05
Drumsticks	1.39	10	1.39	1.37 - 1.39	140	1.38	0.99 - 1.39	320	1.00
Thighs	1.59	310	1.59	1.37 - 1.69	190	1.60			
Wings	1.39	10	1.39	1.37 - 1.39	140	1.38	0.99	310	0.99
Necks	1.39	10	1.39	1.39	100	1.39			
Smoked Drumsticks	1.39	30	1.39						
Smoked Wings	1.37	10	1.37						
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	510	2.74	1.99	10	1.99	2.99	80	2.99
Sausage	2.49	170	2.49	2.49 - 2.99	100	2.94	2.99	80	2.99
85% lean	1.49 - 2.29	1,160	1.98	1.25 - 2.39	670	1.74	1.66 - 1.79	410	1.75
93% lean	1.59 - 2.79	700	2.53	2.50 - 3.99	130	3.67	2.49 - 2.99	90	2.92
Breast	2.99 - 3.99	1,780	3.39	2.99 - 3.99	520	3.23	3.99	370	3.99

Note: See page 1 for explanatory notes.