



# USDA Weekly Retail Turkey Feature Activity

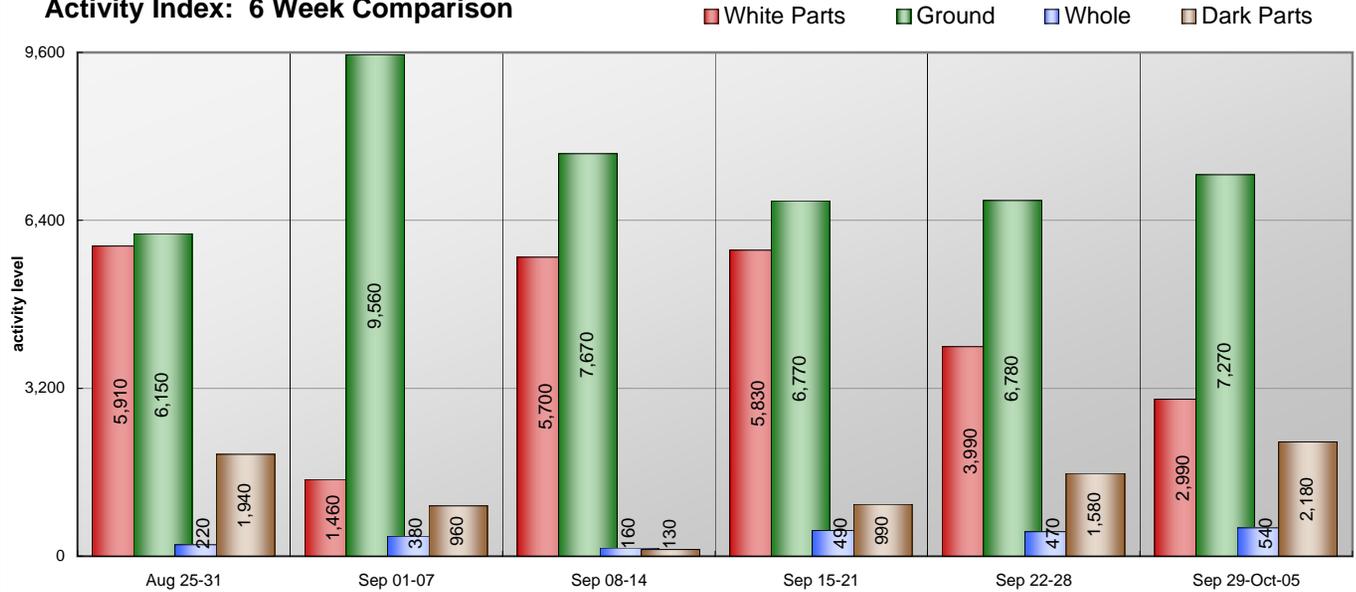
Fri. Sep 29, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/29 thru 10/05.

(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/	43.3% of 17,000 outlets		42.9% of 17,000 outlets	
Special Rate 4/	9.4%		3.5%	
Activity Index 2/	12,980		12,820	
3/	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	100	1.49	370	1.15
" - Toms				
Frozen - Hens	220	0.93	90	1.28
" - Toms	220	0.96	10	0.77
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	540	1.95	1,100	1.74
Frozen	1,060	1.08	1,060	1.17
<b>Hotel Style</b>				
Fresh	100	1.79	30	0.99
Frozen				
<b>Split, bone-in</b>				
Fresh	20	3.99		
Rotisserie	400	7.16	90	6.73
<b>Boneless, whole</b>				
Cutlets	410	3.99	880	3.96
Strips	70	3.62	10	3.99
Tenders	390	4.07	810	3.89
<b>Drumsticks</b>				
Thighs	740	1.14	470	1.12
Wings	330	1.20	500	1.59
Necks	1,100	1.19	460	1.12
Smoked Drumsticks			110	1.39
Smoked Wings	10	1.37	30	1.39
Smoked Necks	10	1.37	10	1.37
<b>GROUNDED TURKEY:</b>				
Patties	7,270	2.46	6,780	2.73
Sausage	1,190	2.54	600	2.76
85% lean	1,340	2.41	350	2.73
93% lean	1,550	1.94	2,240	1.86
Breast	2,670	2.46	920	2.73
	520	3.90	2,670	3.45

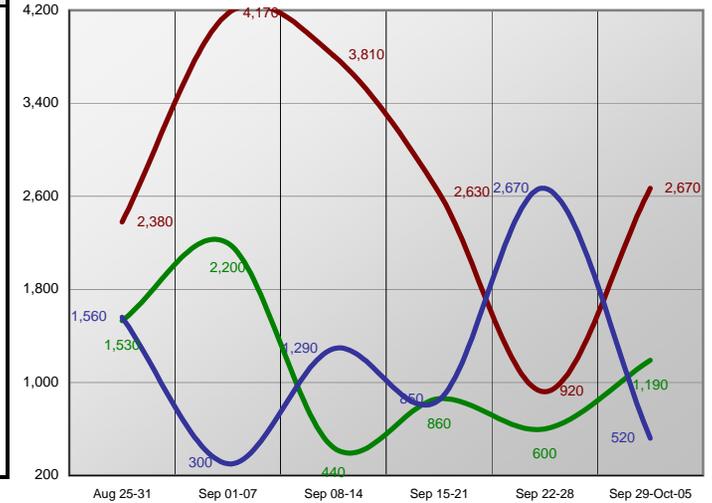
## Activity Index: 6 Week Comparison



## Turkey Featuring - 09/29 thru 10/05

Turkey activity is generally unchanged from the past week although the special rate more than doubled in frequency. Frozen turkeys are offered at lower values with fresh dropping in offers and increasing in price. Breast activity is mixed on both price and volume but frozen remains widely featured. Rotisserie breasts return and are at higher pricing. Dark meat parts are mixed with wings available in higher volume. Ground products increase in offerings with 93% product showing the biggest increase followed by sausage and patties. Each week, more retailers are attempting to encourage consumers to think turkey by beginning seasonal advertisements and promotions.

## 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/	44.7% of 7,900 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 5,900			31.7% of 5,200 sampled outlets 10.9% of stores w/ no-price promotions Activity Index = 2,570			56.0% of 3,900 sampled outlets 15.0% of stores w/ no-price promotions Activity Index = 4,510		
	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	1.49	100	1.49						
" - Toms									
Frozen - Hens	0.99	120	0.99	0.79 - 0.88	100	0.85			
" - Toms	0.99	190	0.99	0.79	30	0.79			
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	2.29	110	2.29	0.99 - 1.69	120	1.53	1.99	310	1.99
Frozen	0.99	590	0.99	0.88 - 1.59	340	1.15	1.29	130	1.29
<b>Hotel Style</b>									
Fresh	1.79	100	1.79						
Frozen									
<b>Split, bone-in</b>									
Fresh				3.99	20	3.99			
Rotisserie	5.99 - 7.99	120	7.82	5.99 - 6.99	130	6.75	6.99	150	6.99
<b>Boneless, whole</b>									
Cutlets	3.99 - 4.39	330	4.00	3.59 - 3.99	80	3.95			
Strips	2.99	20	2.99	3.00 - 3.99	50	3.88			
Tenders	3.49 - 4.99	330	4.10	3.59 - 3.99	60	3.93			
<b>Drumsticks</b>									
Drumsticks	1.39 - 1.69	150	1.59	0.99	230	0.99	0.99 - 1.39	360	1.04
Thighs	1.69	100	1.69	0.99	230	0.99			
Wings	0.97 - 1.39	60	1.29	0.99	230	0.99	0.99 - 1.39	810	1.23
<b>Necks</b>									
Smoked Drumsticks									
Smoked Wings	1.37	10	1.37						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.97 - 2.59	370	2.44	2.40 - 2.50	50	2.45	2.50 - 3.00	770	2.59
Sausage	1.69 - 2.69	610	2.24	2.40 - 2.50	360	2.49	1.60 - 3.19	370	2.62
85% lean	1.42 - 2.59	550	1.73	1.42 - 2.50	80	2.13	1.60 - 2.40	920	2.04
93% lean	1.99 - 3.00	1,530	2.37	2.49 - 2.65	450	2.50	2.00 - 3.19	690	2.64
Breast	3.29 - 3.99	510	3.90	3.85	10	3.85			

Note: See page 1 for explanatory notes.