



# USDA Weekly Retail Turkey Feature Activity

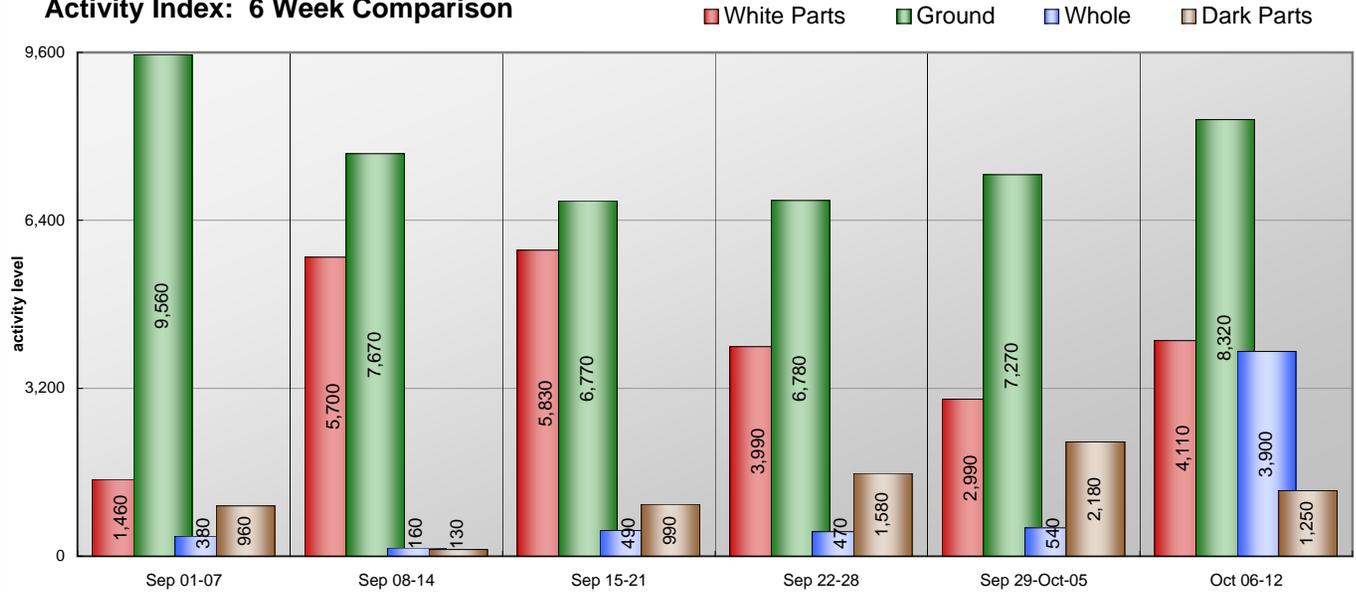
Fri. Oct 06, 2006

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/06 thru 10/12.

(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	
<b>Feature Rate 1/</b>	52.6% of 17,000 outlets		43.3% of 17,000 outlets	
<b>Special Rate 4/</b>	13.1%		9.4%	
<b>Activity Index 2/</b>	17,580		12,980	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	460	1.29	100	1.49
" - Toms	460	1.29		
Frozen - Hens	1,490	0.81	220	0.93
" - Toms	1,490	0.80	220	0.96
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh	570	2.05	540	1.95
Frozen	920	1.45	1,060	1.08
<b>Hotel Style</b>				
Fresh	10	0.99	100	1.79
Frozen				
<b>Split, bone-in</b>				
Fresh	610	2.48	20	3.99
Rotisserie	470	6.93	400	7.16
<b>Boneless, whole</b>	300	2.91		
<b>Cutlets</b>	510	4.27	410	3.99
<b>Strips</b>	360	4.38	70	3.62
<b>Tenders</b>	360	3.99	390	4.07
<b>Drumsticks</b>	410	1.27	740	1.14
<b>Thighs</b>	140	1.92	330	1.20
<b>Wings</b>	390	1.25	1,100	1.19
<b>Necks</b>				
<b>Smoked Drumsticks</b>	310	1.17		
<b>Smoked Wings</b>			10	1.37
<b>Smoked Necks</b>				
<b>GROUND TURKEY:</b>	<b>8,320</b>	<b>2.68</b>	<b>7,270</b>	<b>2.46</b>
Patties	870	2.63	1,190	2.54
Sausage	2,090	2.51	1,340	2.41
85% lean	240	1.83	1,550	1.94
93% lean	3,240	2.12	2,670	2.46
Breast	1,880	3.98	520	3.90

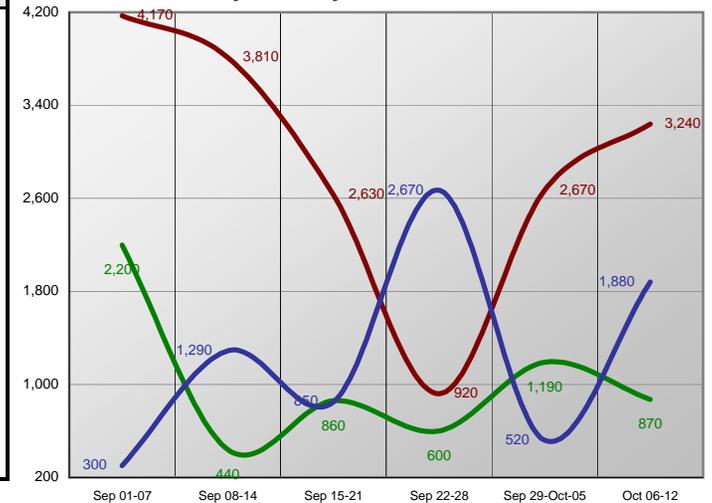
### Activity Index: 6 Week Comparison



### Turkey Featuring - 10/06 thru 10/12

Turkey feature activity is up considerably this week with promotions increasing in frequency late in the ad cycle. Whole bird featuring is quite active as many stores have begun to look toward Thanksgiving. About 13% of sampled stores are now conducting promotions covering the period leading up to the holiday. At least one NW chain was advertising whole birds for Canadian Thanksgiving, on October 9. Breast cuts enjoy broad promotion and at mostly higher feature prices. Dark cuts continue to be featured and at higher average price levels. Ground turkey items are quite prominent in ads this week, particularly for sausage items and leaner grinds at mostly higher ad prices.

### 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.)

Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/poultry/pymn.htm>



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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)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>46.2% of 7,900 sampled outlets 14.2% of stores w/ no-price promotions Activity Index = 8,140</b>			<b>48.7% of 5,200 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 3,980</b>			<b>70.9% of 3,900 sampled outlets 21.0% of stores w/ no-price promotions Activity Index = 5,460</b>		
	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	1.29	180	1.29	1.18	10	1.18	1.29	270	1.29
" - Toms	1.29	180	1.29	1.18	10	1.18	1.29	270	1.29
Frozen - Hens	0.49 - 0.89	960	0.77	0.49 - 1.09	530	0.88			
" - Toms	0.49 - 0.89	960	0.75	0.49 - 1.09	530	0.88			
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.99 - 2.29	430	2.07				1.99	140	1.99
Frozen	0.99 - 1.79	330	1.37	0.99 - 1.59	440	1.45	1.28 - 1.88	150	1.59
<b>Hotel Style</b>									
Fresh	0.99	10	0.99						
Frozen									
<b>Split, bone-in</b>									
Fresh							1.99 - 2.59	610	2.48
Rotisserie	2.99 - 7.98	50	6.79	4.99 - 6.99	400	6.94	6.99	20	6.99
<b>Boneless, whole</b>	3.99	50	3.99				2.69	250	2.69
Cutlets	3.99	190	3.99	3.99 - 4.54	70	4.05	4.54	250	4.54
Strips	3.99	40	3.99	3.99 - 4.54	70	4.05	4.54	250	4.54
Tenders	3.99	40	3.99	3.99	70	3.99	3.99	250	3.99
<b>Drumsticks</b>				1.19 - 1.49	160	1.23	1.29	250	1.29
Thighs				1.49	20	1.49	1.99	120	1.99
Wings				1.19	140	1.19	1.29	250	1.29
Necks									
Smoked Drumsticks	1.49	110	1.49	1.00	200	1.00			
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.97 - 3.29	570	2.61	1.99 - 2.99	200	2.51	2.99 - 3.00	100	3.00
Sausage	1.99 - 2.69	1,100	2.33	2.15	10	2.15	2.05 - 3.00	980	2.70
85% lean	1.59	80	1.59	1.49 - 1.99	160	1.95			
93% lean	1.59 - 2.79	2,250	2.07	1.60 - 2.99	490	2.30	1.59 - 2.40	500	2.17
Breast	3.49 - 4.89	610	4.11	2.99 - 4.89	470	3.95	3.50 - 3.99	800	3.90

Note: See page 1 for explanatory notes.