



USDA Weekly Retail Turkey Feature Activity

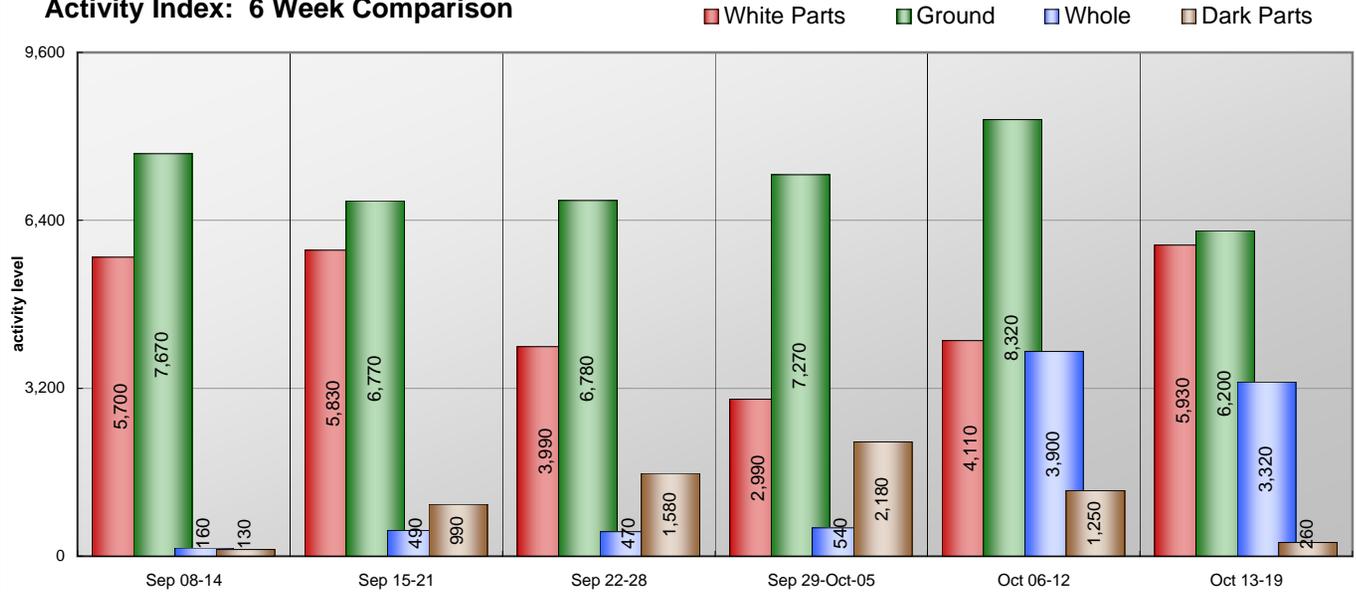
Fri. Oct 13, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/13 thru 10/19.

(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/	44.3% of 17,000 outlets		52.6% of 17,000 outlets	
Special Rate 4/	4.2%		13.1%	
Activity Index 2/	15,710		17,580	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	220	0.87	460	1.29
" - Toms			460	1.29
Frozen - Hens	1,680	0.68	1,490	0.81
" - Toms	1,420	0.63	1,490	0.80
PARTS:				
Breast:				
Bone-in, whole				
Fresh	1,030	1.98	570	2.05
Frozen	30	1.08	920	1.45
Hotel Style				
Fresh	50	0.99	10	0.99
Frozen				
Split, bone-in				
Fresh	10	2.48	610	2.48
Rotisserie	1,810	8.06	470	6.93
Boneless, whole				
Cutlets	1,430	4.19	510	4.27
Strips	620	4.47	360	4.38
Tenders	950	3.82	360	3.99
Drumsticks				
Thighs	120	1.38	410	1.27
Wings	110	1.39	390	1.25
Necks				
Smoked Drumsticks	30	1.44	310	1.17
Smoked Wings				
Smoked Necks				
GROUND TURKEY:				
Patties	880	2.61	870	2.63
Sausage	1,230	2.68	2,090	2.51
85% lean	530	1.46	240	1.83
93% lean	2,260	2.42	3,240	2.12
Breast	1,300	3.79	1,880	3.98

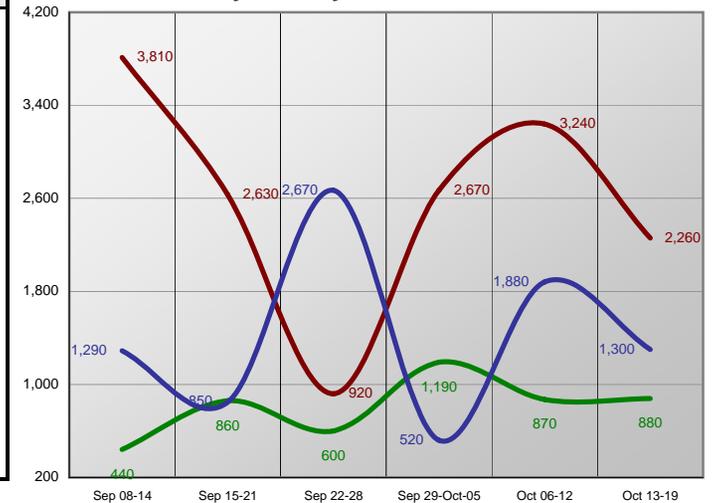
Activity Index: 6 Week Comparison



Turkey Featuring - 10/13 thru 10/19

Although overall featuring is off last week's pace, breast meat featuring is up significantly. Whole bird ads continue to see ad space but average feature price levels are down sharply this week. Over 20% of all sampled stores are now conducting Thanksgiving turkey promotions building to the holiday. Fresh whole bone-in breast promotions are twice as common as last week with price levels off slightly. Rotisserie breasts are enjoying increased feature activity although predominately concentrated under one or two banners. Breast cut ads are more common this week with price levels mixed but mostly lower. Dark parts have largely fallen out of the ads this week. Ground turkey is seeing less featuring than in recent weeks with sausage and 93% lean holding price levels with other types lower on price and quantity.

Ground Turkey Activity - 93% patties - breast



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,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	41.0% of 7,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 7,220			29.4% of 5,200 sampled outlets 4.4% of stores w/ no-price promotions Activity Index = 2,580			70.7% of 3,900 sampled outlets 12.6% of stores w/ no-price promotions Activity Index = 5,910		
	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	0.77	50	0.77	0.89 - 0.99	160	0.90	0.99	10	0.99
" - Toms									
Frozen - Hens	0.49 - 0.89	1,240	0.64	0.49 - 0.99	440	0.80			
" - Toms	0.49 - 0.89	1,240	0.63	0.49 - 0.99	180	0.68			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	700	1.99	1.98	10	1.98	1.89 - 1.99	320	1.97
Frozen	0.88	20	0.88	1.49	10	1.49			
Hotel Style									
Fresh	0.99	50	0.99						
Frozen									
Split, bone-in									
Fresh				2.48	10	2.48			
Rotisserie	6.99 - 7.99	330	7.62	7.99	370	7.99	7.99 - 8.99	1,110	8.22
Boneless, whole									
Cutlets	3.49 - 3.99	680	3.86	3.99 - 4.54	180	4.36	4.54	570	4.54
Strips	3.66	50	3.66				4.54	570	4.54
Tenders	3.66 - 3.99	160	3.88	3.99	100	3.99	2.80 - 3.99	690	3.78
Drumsticks	1.29 - 1.39	120	1.38						
Thighs									
Wings	1.39	110	1.39						
Necks									
Smoked Drumsticks				1.28 - 1.49	30	1.44			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.59	370	2.28	2.29	10	2.29	2.87	500	2.87
Sausage	1.99 - 3.27	920	2.76	1.99 - 2.79	290	2.41	2.99	20	2.99
85% lean	0.99	110	0.99	1.00 - 1.69	250	1.51	1.63 - 2.00	170	1.70
93% lean	1.99 - 2.59	460	2.37	1.49 - 2.40	320	2.13	2.00 - 2.80	1,480	2.50
Breast	3.19 - 3.99	610	3.81	3.79 - 4.39	220	4.00	2.80 - 3.99	470	3.66

Note: See page 1 for explanatory notes.