



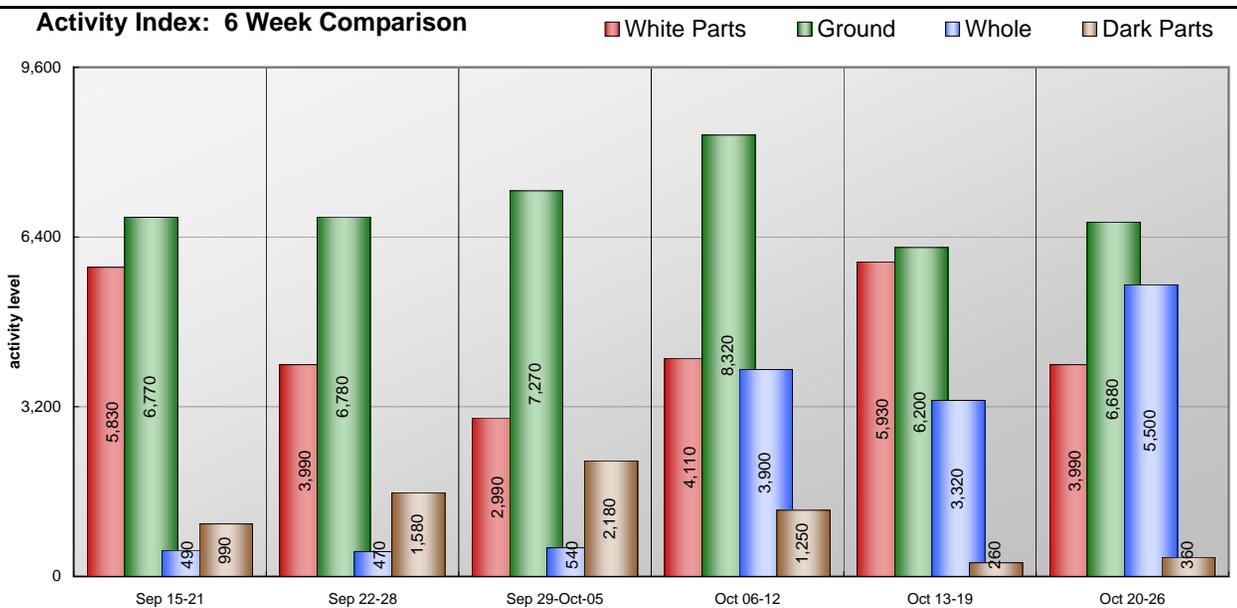
USDA Weekly Retail Turkey Feature Activity

Fri. Oct 20, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/20 thru 10/26.

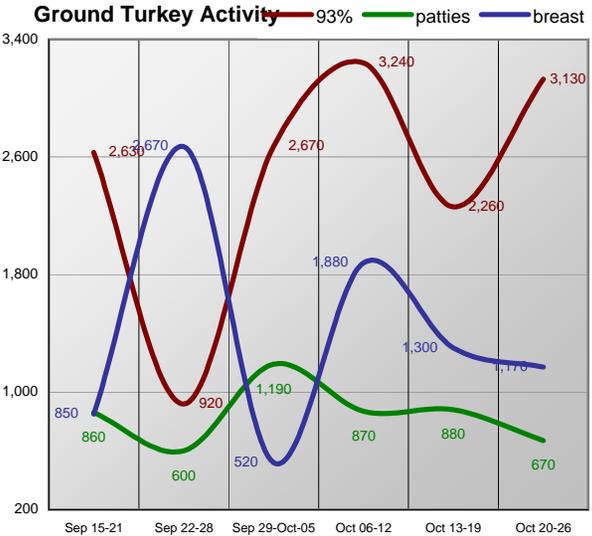
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	58.1% of 17,000 outlets		44.3% of 17,000 outlets		46.7% of 16,700 outlets	
Special Rate 4/	13.4%		4.2%		3.8%	
Activity Index 2/	17,760		15,710		18,010	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	600	0.91	220	0.87	50	1.19
" - Toms	600	0.91				
Frozen - Hens	2,150	0.69	1,680	0.68	1,180	0.69
" - Toms	2,150	0.67	1,420	0.63	1,790	0.68
PARTS:						
Breast:						
Bone-in, whole						
Fresh	150	1.96	1,030	1.98	150	1.99
Frozen	1,150	1.36	30	1.08	670	1.10
Hotel Style						
Fresh			50	0.99		
Frozen						
Split, bone-in						
Fresh			10	2.48		
Rotisserie	380	7.79	1,810	8.06	2,830	7.89
Boneless, whole						
Cutlets	820	4.32	1,430	4.19	710	4.40
Cutlets, thin sliced			--	--	--	--
Strips	440	3.98	620	4.47	330	4.27
Tenders	1,050	3.99	950	3.82	1,290	4.21
Marinated Tenders	850	3.38	--	--	--	--
Drumsticks	90	1.36	120	1.38		
Thighs						
Wings	90	1.41	110	1.39		
Necks	10	1.49				
Smoked Drumsticks	170	2.43	30	1.44		
Smoked Wings					30	1.39
Smoked Necks						
GROUND TURKEY:	6,680	2.45	6,200	2.71	8,770	2.37
Patties	670	2.53	880	2.61	730	2.27
Sausage	1,520	2.10	1,230	2.68	2,850	2.64
85% lean	190	1.47	530	1.46	2,160	1.54
93% lean	3,130	2.16	2,260	2.42	2,380	2.33
Breast	1,170	3.76	1,300	3.79	650	4.22
Rolls (frsh/frz 1 lb.)	380	1.02	--	--	--	--



Turkey Featuring - 10/20 thru 10/26

Retail turkey promotional activity increased sharply this week, particularly in the Eastern U.S., led by promotions of frozen whole birds for the upcoming Thanksgiving holiday at steady to firm levels. Frozen whole breast ads are more frequent and at higher average price levels. Boneless breast cuts continue to enjoy feature activity with the emphasis on tender this week. Dark cuts remain lightly featured on mostly steady price levels. Ground turkey, while more actively featured this week, is seeing sharply lower average ad prices. With only 4 weeks to go until Thanksgiving, fully 31% of sampled stores are conducting holiday promotions featuring whole birds and bone-in breasts.



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/	74.3% of 7,900 sampled outlets 19.1% of stores w/ no-price promotions Activity Index = 11,190			22.6% of 5,200 sampled outlets 2.8% of stores w/ no-price promotions Activity Index = 2,080			71.9% of 3,900 sampled outlets 15.8% of stores w/ no-price promotions Activity Index = 4,110		
	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	0.79 - 0.99	600	0.91						
" - Toms	0.79 - 0.99	600	0.91						
Frozen - Hens	0.48 - 0.99	2,000	0.69	0.49 - 0.89	70	0.71	0.59	80	0.59
" - Toms	0.48 - 0.99	2,000	0.67	0.49 - 0.89	70	0.70	0.59	80	0.59
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69 - 1.99	150	1.96						
Frozen	0.98 - 1.49	530	1.12	0.98 - 1.79	200	1.15	1.29 - 1.79	420	1.78
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	230	8.02	5.99 - 7.99	70	6.79	7.99	80	7.99
Boneless, whole									
Cutlets	3.99	170	3.99	3.69 - 3.99	70	3.89	3.99 - 4.54	580	4.46
Cutlets, thin sliced									
Strips				3.99	160	3.99	3.75 - 3.99	280	3.97
Tenders				3.69 - 4.99	200	4.03	3.75 - 3.99	850	3.98
Marinated Tenders	2.99 - 4.99	420	4.11	2.66	120	2.66	2.66	310	2.66
Drumsticks									
Thighs	0.67 - 1.49	90	1.36						
Wings	0.97 - 1.49	90	1.41						
Necks	1.49	10	1.49						
Smoked Drumsticks				2.49	150	2.49	1.99	20	1.99
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	550	2.56	2.40	120	2.40			
Sausage	1.85 - 2.69	1,000	1.96	1.85 - 2.50	190	2.31	2.40 - 2.49	330	2.40
85% lean	1.59 - 1.79	30	1.65	1.27 - 1.79	30	1.36	1.45	130	1.45
93% lean	1.99 - 2.49	2,210	2.10	2.00 - 2.99	470	2.23	2.39 - 3.19	450	2.42
Breast (99-100% lean)	2.99 - 3.99	510	3.54	2.99 - 3.99	160	3.78	3.75 - 3.99	500	3.98
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.00 - 1.92	60	1.10	1.00	310	1.00