



# USDA Weekly Retail Turkey Feature Activity

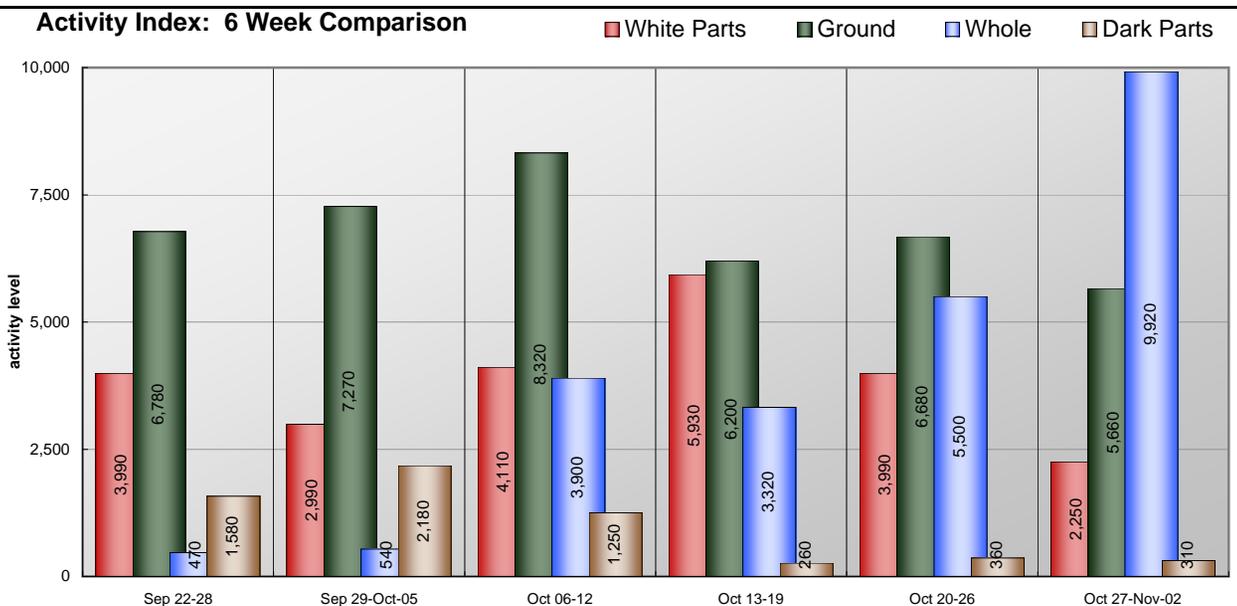
Fri. Oct 27, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/27 thru 11/02.

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

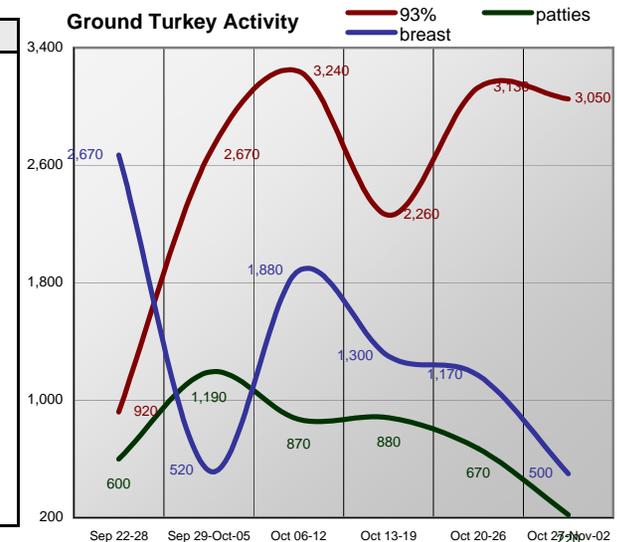
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	48.2% of 17,000 outlets		58.1% of 17,000 outlets		44.8% of 16,700 outlets	
<b>Special Rate 4/</b>	6.2%		13.4%		2.7%	
<b>Activity Index 2/</b>	18,790		17,760		19,290	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	600	0.91	600	0.91	1,150	1.03
" - Toms	600	0.91	600	0.91	560	1.23
Frozen - Hens	4,420	0.84	2,150	0.69	2,480	0.80
" - Toms	4,300	0.83	2,150	0.67	3,870	0.79
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			150	1.96	700	2.02
Frozen	800	1.73	1,150	1.36	630	1.49
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	20	1.99				
Rotisserie	510	7.51	380	7.79	180	6.03
Boneless, whole						
Cutlets	600	4.03	820	4.32	190	4.16
Cutlets, thin sliced	30	4.99				
Strips			440	3.98	120	3.99
Tenders	290	3.99	1,050	3.99	340	3.99
Marinated Tenders	330	3.61	850	3.38		
Drumsticks						
Thighs	160	1.63	90	1.36	1,520	1.09
Wings	150	1.68			550	1.33
Necks			90	1.41	1,460	1.09
Smoked Drumsticks			10	1.49		
Smoked Wings			170	2.43	30	1.39
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	5,660	2.34	6,680	2.45	5,390	2.63
Sausage	220	2.60	670	2.53	1,070	2.12
85% lean	1,450	2.30	1,520	2.10	830	2.61
93% lean	440	1.71	190	1.47	490	1.58
Breast	3,050	2.19	3,130	2.16	1,730	2.23
Rolls (frsh/frz 1 lb.)	500	3.82	1,170	3.76	1,270	4.03
	320	1.40	380	1.02	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



### Turkey Featuring - 10/27 thru 11/02

With only 4 shopping weeks to go until Thanksgiving, feature activity at the retail counter is beginning to heat up. While fresh whole bird ads held steady with last week on price and offer, frozen bird offerings have spiked sharply at higher average feature prices than last week and slightly higher than last year. A third of all sampled stores are now well into holiday promotions leading up to the big day. With whole birds taking such a large portion of ad space, other turkey cuts are being promoted sparingly. Ground turkey, however, continues to be featured with 93% lean dominating in the category, although at lower average ad prices from last week.



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.)



**USDA Weekly Retail Turkey Feature Activity**

Fri. Oct 27, 2006

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/27 thru 11/02.**

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

	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/	48.6% of 7,900 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 10,150			38.7% of 5,200 sampled outlets 11.1% of stores w/ no-price promotions Activity Index = 3,360			60.1% of 3,900 sampled outlets 0.4% of stores w/ no-price promotions Activity Index = 4,960		
	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	0.79 - 0.99	600	0.91						
" - Toms	0.79 - 0.99	600	0.91						
Frozen - Hens	0.48 - 0.99	2,540	0.76	0.49 - 1.29	1,060	0.91	1.00	820	1.00
" - Toms	0.48 - 0.99	2,540	0.74	0.49 - 1.29	940	0.93	1.00	820	1.00
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.58 - 1.59	100	1.59	1.19 - 1.79	290	1.69	1.79	410	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	20	1.99						
Rotisserie	5.99 - 8.99	320	7.83	5.99 - 7.99	30	6.79	6.99	160	6.99
Boneless, whole									
Cutlets	2.99 - 3.99	420	3.83				3.49 - 4.54	180	4.50
Cutlets, thin sliced	4.99	30	4.99						
Strips									
Tenders							3.99	290	3.99
Marinated Tenders	3.72 - 4.26	210	4.15				2.66	120	2.66
Drumsticks	0.77	10	0.77	1.58	10	1.58	1.69	140	1.69
Thighs				1.58	10	1.58	1.69	140	1.69
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.67 - 2.79	90	2.73				2.50	130	2.50
Sausage	1.99 - 2.47	890	2.27	2.05 - 2.50	420	2.43	2.05 - 2.99	140	2.14
85% lean	0.99 - 1.49	70	1.31	1.24	50	1.24	1.87	320	1.87
93% lean	1.97 - 2.99	1,520	2.10	2.00 - 2.40	550	2.13	2.00 - 2.40	980	2.35
Breast (99-100% lean)	3.07 - 3.69	190	3.54				3.99	310	3.99
Rolls (frsh/frz 1 lb.)				1.00	140	1.00	1.49 - 1.89	180	1.70