



USDA Weekly Retail Turkey Feature Activity

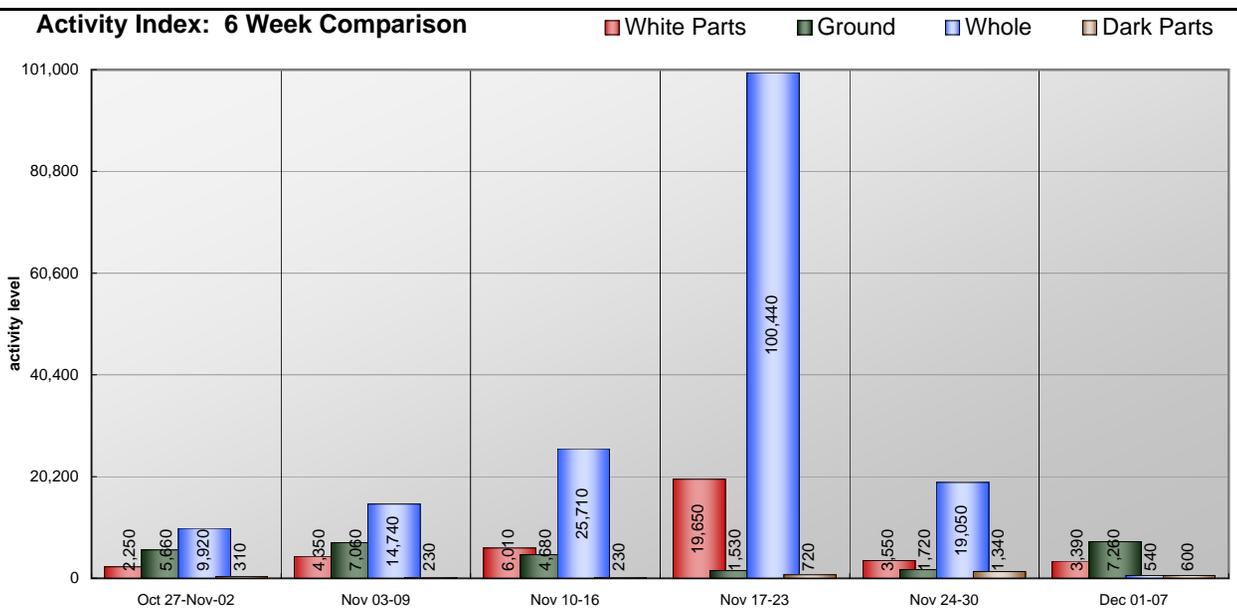
Fri. Dec 01, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/01 thru 12/07.

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

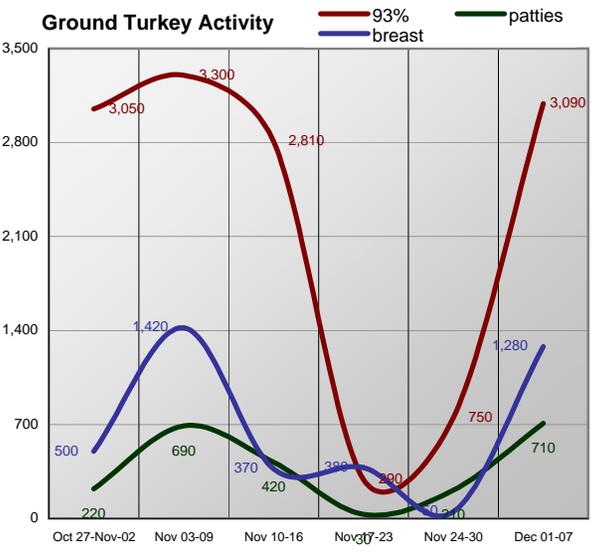
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.4% of 17,000 outlets		29.4% of 17,000 outlets		37.8% of 16,700 outlets	
Special Rate 4/	8.2%		4.4%		4.9%	
Activity Index 2/	12,810		25,750		11,540	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	0.98	4,020	1.21		
" - Toms	10	0.98	4,020	1.21		
Frozen - Hens	260	0.86	5,700	0.82	60	0.79
" - Toms	260	0.86	5,310	0.82	60	0.79
PARTS:						
Breast:						
Bone-in, whole						
Fresh			1,080	2.25	120	1.99
Frozen			2,000	1.65		
Hotel Style						
Fresh			70	1.99		
Frozen						
Split, bone-in						
Fresh					170	2.34
Rotisserie	720	5.41	250	7.66	1,120	4.75
Boneless, whole						
Cutlets	1,120	4.27	80	4.12	1,160	4.25
Cutlets, thin sliced	160	4.49				
Strips	420	4.08			550	4.19
Tenders	970	3.84	50	3.99	610	3.94
Marinated Tenders	870	3.89	90	4.28		
Drumsticks						
Thighs	100	1.49	100	1.49	320	1.83
Wings	120	1.26	20	0.89	320	1.54
Necks	100	1.49				
Smoked Drumsticks	60	1.52	600	1.66	280	1.61
Smoked Wings	60	1.52	500	1.69	240	1.68
Smoked Necks	10	1.67				
GROUND TURKEY:						
Patties	710	2.60	210	2.99	1,000	2.42
Sausage	1,160	2.43	690	2.32	1,390	2.23
85% lean	1,020	1.86	20	1.59	420	1.62
93% lean	3,090	2.26	750	2.03	2,090	2.25
Breast	1,280	3.79	50	3.99	1,310	3.86
Rolls (frsh/frz 1 lb.)	150	1.00			--	--

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



Turkey Featuring - 12/01 thru 12/07

Featuring activity for turkey at the retail counter is down from the past holiday week but is increasing late in the ad cycle. Nearly half of sampled outlets are promoting turkey with cuts and ground turkey, largely ignored during the Thanksgiving crush, reclaiming center stage. Promotional patterns and price levels are very similar to the same time period a year ago with a noticeable increase in ground turkey ads over last year. A few kosher whole birds are showing up in ads for the upcoming Hanukkah celebration (Dec 15-23) and a handful of stores have begun to advertise the availability of turkey dinners for the December holidays.



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,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	45.5% of 7,900 sampled outlets 4.5% of stores w/ no-price promotions Activity Index = 5,420			33.4% of 5,200 sampled outlets 12.3% of stores w/ no-price promotions Activity Index = 2,000			65.1% of 3,900 sampled outlets 10.5% of stores w/ no-price promotions Activity Index = 5,240		
	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	0.98	10	0.98						
" - Toms	0.98	10	0.98						
Frozen - Hens	0.79	70	0.79				0.89	190	0.89
" - Toms	0.79	70	0.79				0.89	190	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 8.99	460	5.40	4.99 - 5.99	260	5.41			
Boneless, whole									
Cutlets	3.99	220	3.99	4.54	20	4.54	3.18 - 4.54	880	4.34
Cutlets, thin sliced	3.69 - 4.49	150	4.46				4.99	10	4.99
Strips	3.99	40	3.99				3.18 - 4.54	380	4.09
Tenders				3.99	20	3.99	2.80 - 3.99	950	3.83
Marinated Tenders	2.99 - 4.26	820	3.89	3.99	50	3.99			
Drumsticks				0.79 - 1.49	150	1.26			
Thighs				1.49	100	1.49			
Wings	1.27	10	1.27	1.29	100	1.29	0.99	10	0.99
Necks				1.49	100	1.49			
Smoked Drumsticks	1.67	10	1.67	1.49	50	1.49			
Smoked Wings	1.67	10	1.67	1.49	50	1.49			
Smoked Necks	1.67	10	1.67						
GROUND TURKEY:									
Patties	2.49 - 2.59	590	2.52	3.00	120	3.00			
Sausage	1.91 - 2.80	560	2.35	2.49 - 2.50	150	2.50	2.50	450	2.50
85% lean	1.49 - 2.49	250	1.67	1.66 - 1.99	40	1.70	1.87 - 1.99	730	1.94
93% lean	1.87 - 2.99	1,630	2.18	2.00 - 2.50	580	2.27	2.40	880	2.40
Breast (99-100% lean)	2.69 - 4.39	500	3.79	3.99	210	3.99	2.80 - 3.99	570	3.73
Rolls (frsh/frz 1 lb.)				1.00	20	1.00	1.00	130	1.00