



USDA Weekly Retail Turkey Feature Activity

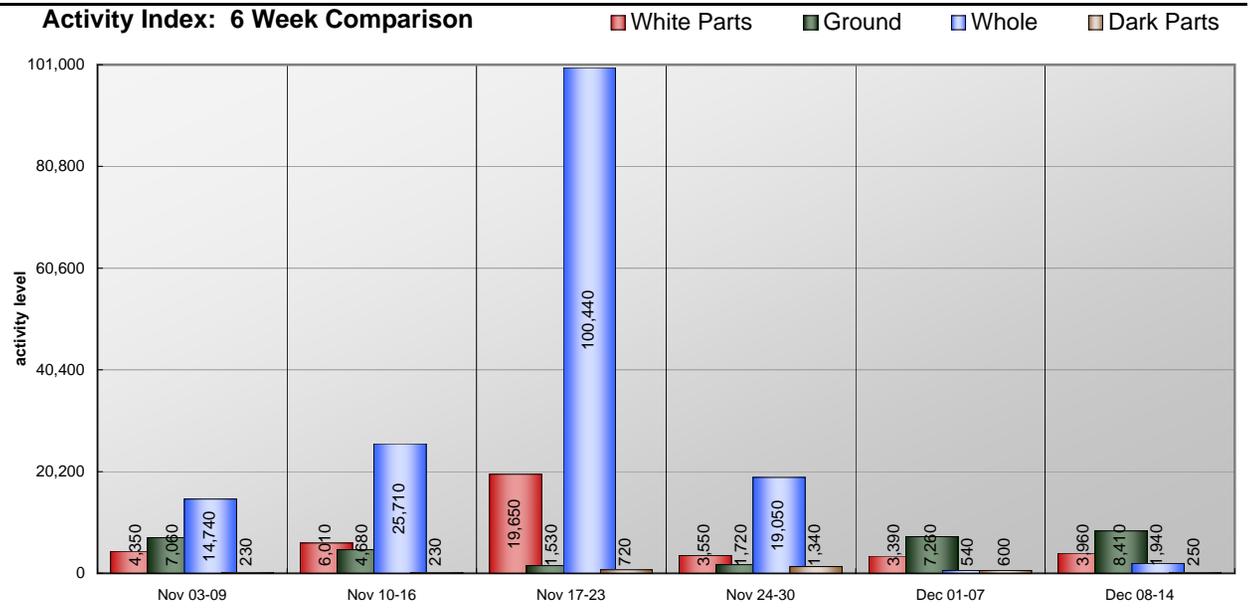
Fri. Dec 08, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/08 thru 12/14.

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

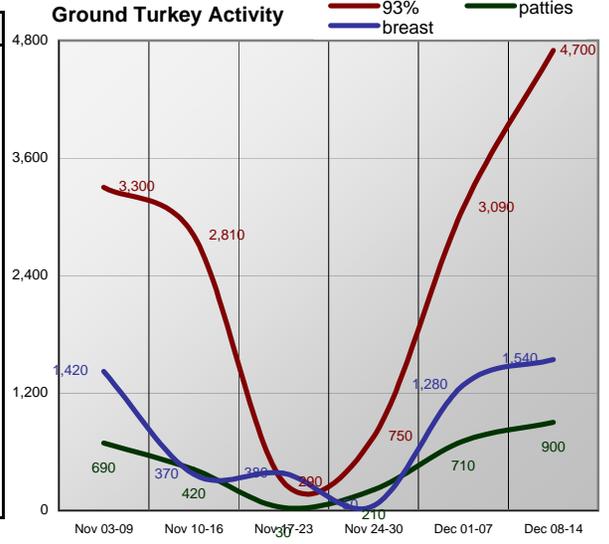
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	56.8% of 17,000 outlets		46.4% of 17,000 outlets		39.4% of 16,700 outlets	
Special Rate 4/	2.5%		8.2%		6.2%	
Activity Index 2/	15,590		12,810		11,390	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	430	0.99	10	0.98	70	1.29
" - Toms	430	0.99	10	0.98	70	1.29
Frozen - Hens	540	0.80	260	0.86	800	0.98
" - Toms	540	0.80	260	0.86	800	0.98
PARTS:						
Breast:						
Bone-in, whole						
Fresh					840	1.58
Frozen	520	1.55				
Hotel Style						
Fresh					220	1.99
Frozen					600	7.99
Split, bone-in						
Fresh					220	1.99
Rotisserie	2,270	6.24	720	5.41	600	7.99
Boneless, whole						
Cutlets	710	4.22	1,120	4.27	1,010	4.00
Cutlets, thin sliced	10	4.49	160	4.49		
Strips	110	3.99	420	4.08	270	3.82
Tenders	340	3.96	970	3.84	500	3.76
Marinated Tenders	970	3.79	870	3.89		
Drumsticks						
Thighs	40	1.09	150	1.26	20	1.19
Wings	150	0.88	100	1.49	10	1.68
Necks	40	1.09	100	1.49	20	1.19
Smoked Drumsticks	10	1.48	60	1.52	10	2.29
Smoked Wings	10	1.48	60	1.52	110	1.65
Smoked Necks			10	1.67		
GROUND TURKEY:						
Patties	8,410	2.59	7,260	2.54	6,040	2.58
Sausage	900	2.66	710	2.60	700	2.53
85% lean	1,210	2.45	1,160	2.43	1,320	2.46
93% lean	60	1.60	1,020	1.86	450	1.97
Breast	4,700	2.17	3,090	2.26	2,640	2.30
Rolls (frsh/frz 1 lb.)	1,540	4.00	1,280	3.79	930	3.88
	60	1.12	150	1.00	--	--

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



Turkey Featuring - 12/08 thru 12/14

Retail promotional activity for turkey has begun to rise as the holiday season approaches. A few whole birds ads have begun to appear, foretelling the activity yet to come. Deli ovens are working overtime with rotisserie breast features 3 to 4 times more common than last week and last year. Bone-in breast featuring remains quite but can be expected to rise in the next cycle. Featuring of other turkey parts is evenly spread among items but is down in total from last week. Ground turkey continues to enjoy tremendous feature activity on firm pricing with 93% lean promotion surpassing levels not seen since Labor Day. Ground breast and sausage items continue to enjoy favorable showing in ad space as well. A few ads for kosher birds are showing up as Hanukkah approaches and holiday dinner promotions are reappearing in ads.



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/	63.5% of 7,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 7,880			34.9% of 5,200 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 2,240			71.6% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,410		
	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 - 0.99	270	0.99	0.99	160	0.99			
" - Toms	0.98 - 0.99	270	0.99	0.99	160	0.99			
Frozen - Hens	0.79 - 0.99	140	0.84	0.69	210	0.69	0.89	190	0.89
" - Toms	0.79 - 0.99	140	0.84	0.69	210	0.69	0.89	190	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	260	1.49	1.49 - 1.79	250	1.60	1.79	10	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	2.99 - 7.99	940	6.26	5.99 - 7.99	150	6.11	4.99 - 7.99	1,180	6.25
Boneless, whole									
Cutlets	3.99 - 4.54	520	4.14	3.49	20	3.49	4.54	170	4.54
Cutlets, thin sliced	4.49	10	4.49						
Strips	3.99	110	3.99						
Tenders	3.99	150	3.99	3.49	20	3.49	3.99	170	3.99
Marinated Tenders	3.19 - 4.26	430	4.02	3.73 - 4.26	220	4.22	3.19	320	3.19
Drumsticks	1.09	40	1.09						
Thighs									
Wings	0.80 - 1.09	150	0.88						
Necks	1.09	40	1.09						
Smoked Drumsticks				1.48	10	1.48			
Smoked Wings				1.48	10	1.48			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.67	360	2.58				2.50 - 3.00	540	2.71
Sausage	2.49 - 2.80	460	2.64	2.23 - 2.50	290	2.45	1.64 - 2.50	460	2.26
85% lean				1.66 - 1.89	50	1.75	0.83	10	0.83
93% lean	1.69 - 2.49	2,920	2.07	1.99 - 2.50	460	2.34	1.60 - 2.40	1,320	2.32
Breast (99-100% lean)	3.49 - 4.39	670	4.03	3.49 - 3.99	20	3.61	3.19 - 3.99	850	3.98
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	0.90 - 2.00	50	1.15			