



USDA Weekly Retail Turkey Feature Activity

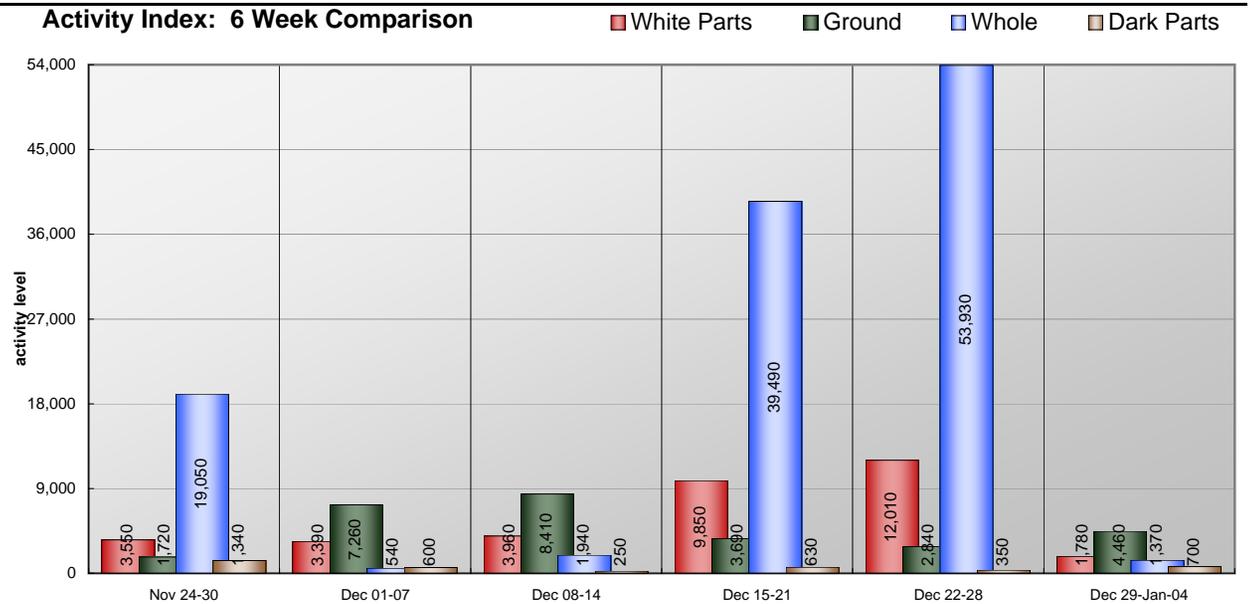
Fri. Dec 29, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/29 thru 01/04.

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

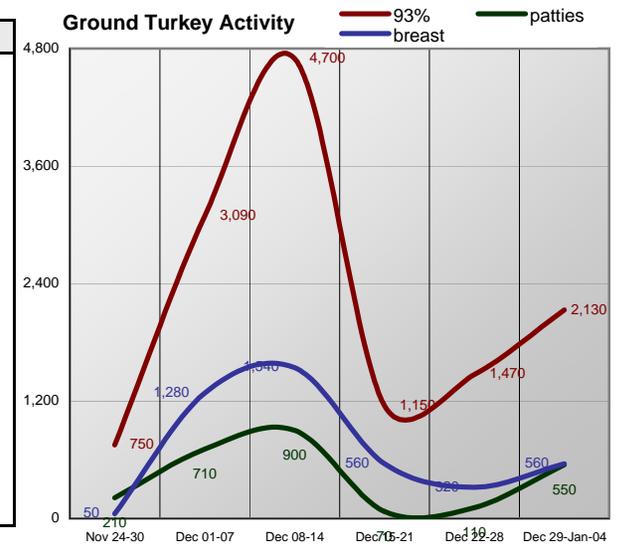
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	25.6% of 17,000 outlets		90.4% of 17,000 outlets		33.5% of 16,700 outlets	
Special Rate 4/	3.6%		5.8%		4.8%	
Activity Index 2/	8,740		69,180		7,970	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	170	1.25	16,210	1.21	580	1.03
" - Toms	170	1.26	16,060	1.20	530	0.99
Frozen - Hens	550	0.83	10,970	0.86	530	1.19
" - Toms	480	0.77	10,690	0.86	530	1.19
PARTS:						
Breast:						
Bone-in, whole						
Fresh	160	2.20	3,340	2.14	130	2.10
Frozen	240	1.85	6,280	1.56	480	1.67
Hotel Style						
Fresh			80	1.99		
Frozen			10	1.59		
Split, bone-in						
Fresh			20	2.48		
Rotisserie	340	5.93	1,980	7.95	1,110	4.75
Boneless, whole						
Cutlets	570	3.99	90	3.99	110	3.84
Cutlets, thin sliced						
Strips					40	3.99
Tenders	420	3.99	210	3.91	180	3.60
Marinated Tenders						
Drumsticks	150	1.22	20	1.17	40	1.19
Thighs	10	1.58			20	1.39
Wings	140	1.19	30	1.22	20	1.19
Necks						
Smoked Drumsticks	380	1.69	140	1.59	190	1.56
Smoked Wings	10	1.69	140	1.59	160	1.59
Smoked Necks	10	1.69				
GROUND TURKEY:						
Patties	550	2.65	110	2.41	250	2.25
Sausage	970	2.55	730	2.48	780	2.34
85% lean	250	1.43	210	1.52	420	1.62
93% lean	2,130	2.22	1,470	2.41	1,760	2.21
Breast	560	3.89	320	3.97	110	3.99
Rolls (frsh/frz 1 lb.)						
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Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 12/29 thru 01/04

Supermarket featuring of turkey products is down significantly in the post-holiday period as ad space shifts to seafood and beef offerings for the New Years celebration. Promotions, dominated by whole birds and bone-in breasts in recent weeks, have shifted towards lean cuts and ground products with these items showing up more and more late in the ad cycle. As the holiday gorging period passes, consumers will be looking to leaner cuts with an eye towards their waistlines and turkey can be expected to be a popular choice. Ground turkey featuring is up over last week and last year with ad prices for 93% lean about steady with last year.



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/	34.7% of 7,900 sampled outlets 2.5% of stores w/ no-price promotions Activity Index = 5,160			21.2% of 5,200 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 3,330			12.7% of 3,900 sampled outlets 10.5% of stores w/ no-price promotions Activity Index = 250		
	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	1.09 - 1.29	160	1.24	1.49	10	1.49			
" - Toms	1.19 - 1.29	160	1.25	1.49	10	1.49			
Frozen - Hens	0.79 - 0.99	320	0.90	0.69 - 1.18	230	0.73			
" - Toms	0.69 - 0.99	250	0.82	0.69 - 1.18	230	0.73			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.49	160	2.20						
Frozen	1.69 - 1.99	210	1.90	1.49	30	1.49			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 7.99	340	5.93						
Boneless, whole	3.99	50	3.99						
Cutlets	3.99	260	3.99	3.99	230	3.99	3.99	80	3.99
Cutlets, thin sliced									
Strips									
Tenders	3.99	140	3.99	3.99	200	3.99	3.99	80	3.99
Marinated Tenders	3.73 - 3.99	400	3.90	3.99	30	3.99			
Drumsticks	1.19	140	1.19	1.58	10	1.58			
Thighs				1.58	10	1.58			
Wings	1.19	140	1.19						
Necks									
Smoked Drumsticks	1.69	380	1.69						
Smoked Wings	1.69	10	1.69						
Smoked Necks	1.69	10	1.69						
GROUND TURKEY:									
Patties	2.27	40	2.27	2.50 - 3.00	510	2.68			
Sausage	1.99 - 3.19	180	2.36	1.99 - 3.19	790	2.59			
85% lean	1.49 - 1.59	160	1.50	1.29 - 1.33	90	1.30			
93% lean	1.92 - 2.59	1,450	2.16	2.00 - 2.50	670	2.33	2.59	10	2.59
Breast (99-100% lean)	3.99	200	3.99	3.73 - 3.99	280	3.79	3.99	80	3.99
Rolls (frsh/frz 1 lb.)									