



USDA Weekly Retail Turkey Feature Activity

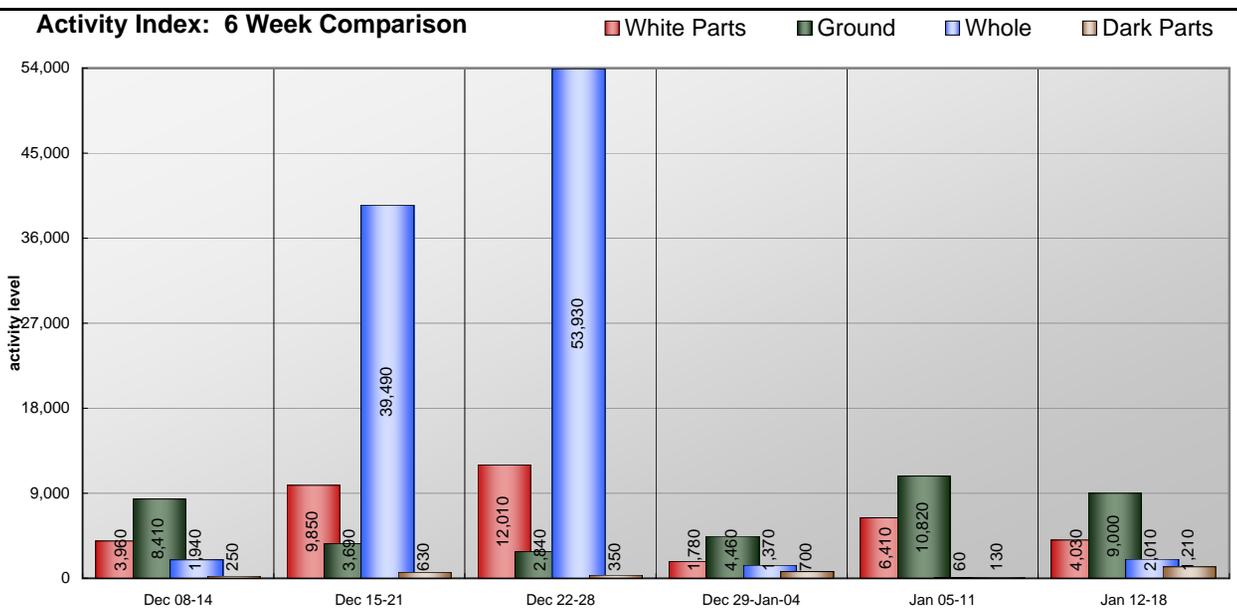
Fri. Jan 12, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/12 thru 01/18.

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

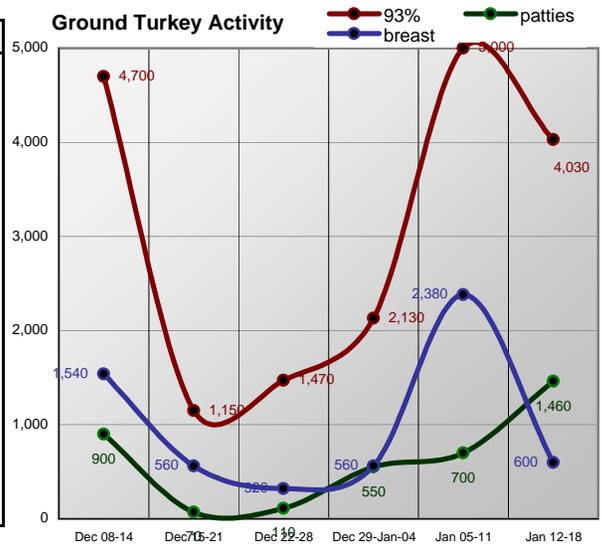
| NATIONAL SUMMARY | | | | | | |
|--------------------------|-------------------------|---------|-------------------------|---------|-------------------------|---------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate 1/ | 51.5% of 17,000 outlets | | 67.8% of 17,000 outlets | | 47.9% of 16,700 outlets | |
| Special Rate 4/ | 8.2% | | 5.7% | | 7.2% | |
| Activity Index 2/ | 17,480 | | 18,770 | | 12,720 | |
| 3/ | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | 10 | 0.98 | 10 | 1.09 | 20 | 1.09 |
| " - Toms | 10 | 0.98 | 10 | 1.09 | 20 | 1.09 |
| Frozen - Hens | 980 | 0.71 | 20 | 0.89 | 800 | 0.81 |
| " - Toms | 1,010 | 0.70 | 20 | 0.89 | 800 | 0.81 |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | 410 | 2.17 | | | 320 | 1.47 |
| Frozen | 270 | 1.73 | 480 | 1.40 | 450 | 1.50 |
| Hotel Style | | | | | | |
| Fresh | | | 200 | 1.49 | | |
| Frozen | | | | | | |
| Split, bone-in | | | | | | |
| Fresh | | | | | 10 | 2.48 |
| Rotisserie | 810 | 6.70 | 730 | 5.73 | 1,360 | 6.00 |
| Boneless, whole | | | | | | |
| Cutlets | 1,120 | 3.95 | 2,150 | 4.37 | 660 | 4.24 |
| Cutlets, thin sliced | 360 | 4.18 | 310 | 4.73 | | |
| Strips | 450 | 4.48 | 700 | 4.54 | | |
| Tenders | 610 | 3.85 | 1,840 | 3.96 | 440 | 3.67 |
| Marinated Tenders | 750 | 3.99 | 990 | 3.50 | | |
| Drumsticks | | | | | | |
| Thighs | 540 | 1.39 | | | 60 | 1.29 |
| Wings | 40 | 1.37 | | | 60 | 1.59 |
| Necks | 550 | 1.38 | 110 | 0.99 | 180 | 1.09 |
| Smoked Drumsticks | 80 | 1.27 | 10 | 2.39 | 250 | 1.50 |
| Smoked Wings | | | 10 | 2.39 | 140 | 1.59 |
| Smoked Necks | | | | | | |
| GROUND TURKEY: | | | | | | |
| Patties | 9,000 | 2.52 | 10,820 | 2.59 | 6,970 | 2.45 |
| Sausage | 1,460 | 2.89 | 700 | 2.79 | 180 | 2.55 |
| 85% lean | 2,110 | 2.60 | 1,030 | 2.59 | 1,120 | 2.24 |
| 93% lean | 800 | 1.67 | 1,710 | 1.70 | 1,490 | 1.60 |
| Breast | 4,030 | 2.32 | 5,000 | 2.18 | 2,880 | 2.26 |
| Rolls (frsh/frz 1 lb.) | 600 | 3.89 | 2,380 | 4.02 | 1,300 | 3.99 |
| | 480 | 1.00 | 360 | 1.02 | -- | -- |

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



Turkey Featuring - 01/12 thru 01/18

Feature activity is lighter this week than the previous week, but still active overall. Promotions of frozen hens and toms are more common and some prices are sharply lower as retailers clear any excess carryover from the holidays. Rotisserie ads are more active than last week, but slower than a year ago. Rotisseries prices are higher than last week and a year earlier. Boneless breast cuts offers and prices are lower on all items except marinated tenders, which are shown at higher prices. Retailers offer more dark meat items than last week, but similar to year ago levels. Ground turkey is still a popular item and the weighted average price dipped slightly due to fewer ground breast 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/ | 47.2% of 7,900 sampled outlets 4.2% of stores w/ no-price promotions Activity Index = 6,150 | | | 37.8% of 5,200 sampled outlets 10.8% of stores w/ no-price promotions Activity Index = 2,590 | | | 78.2% of 3,900 sampled outlets 13.0% of stores w/ no-price promotions Activity Index = 8,260 | | |
| | 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 - 0.88 | 160 | 0.82 | | | | 0.69 | 820 | 0.69 |
| " - Toms | 0.38 - 0.88 | 190 | 0.75 | | | | 0.69 | 820 | 0.69 |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | 1.99 - 2.69 | 410 | 2.17 | | | | | | |
| Frozen | 1.28 - 1.99 | 160 | 1.94 | 0.89 - 1.49 | 110 | 1.44 | | | |
| Hotel Style | | | | | | | | | |
| Fresh | | | | | | | | | |
| Frozen | | | | | | | | | |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | | | |
| Rotisserie | 5.99 - 8.99 | 510 | 6.27 | 5.99 - 6.99 | 150 | 6.05 | 6.99 - 8.99 | 150 | 8.81 |
| Boneless, whole | | | | | | | | | |
| Cutlets | 2.99 - 4.49 | 810 | 3.76 | 3.99 - 4.54 | 60 | 4.09 | 4.54 | 250 | 4.54 |
| Cutlets, thin sliced | 3.33 - 4.99 | 360 | 4.18 | | | | | | |
| Strips | | | | 3.99 - 4.54 | 60 | 4.07 | 4.54 | 390 | 4.54 |
| Tenders | 3.33 - 4.39 | 110 | 3.71 | 2.99 - 3.99 | 110 | 3.51 | 3.99 | 390 | 3.99 |
| Marinated Tenders | 4.32 - 4.53 | 280 | 4.42 | 3.73 | 100 | 3.73 | 3.73 | 370 | 3.73 |
| Drumsticks | | | | 1.37 | 40 | 1.37 | 1.39 | 500 | 1.39 |
| Thighs | | | | 1.37 | 40 | 1.37 | | | |
| Wings | 0.99 | 10 | 0.99 | 0.99 - 1.37 | 40 | 1.34 | 1.39 | 500 | 1.39 |
| Necks | | | | | | | | | |
| Smoked Drumsticks | 1.29 | 60 | 1.29 | 1.19 | 20 | 1.19 | | | |
| Smoked Wings | | | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 2.39 - 2.99 | 450 | 2.54 | 1.66 - 3.00 | 280 | 2.31 | 2.99 - 3.50 | 730 | 3.34 |
| Sausage | 2.00 - 2.80 | 80 | 2.77 | 2.00 - 2.87 | 410 | 2.42 | 2.45 - 3.99 | 1,620 | 2.63 |
| 85% lean | 0.99 - 2.49 | 330 | 1.70 | 1.19 - 2.08 | 340 | 1.72 | 1.43 | 130 | 1.43 |
| 93% lean | 1.79 - 2.59 | 1,790 | 2.20 | 1.60 - 2.63 | 790 | 2.20 | 1.47 - 2.80 | 1,450 | 2.53 |
| Breast (99-100% lean) | 3.79 - 3.99 | 440 | 3.88 | 3.49 | 20 | 3.49 | 3.99 | 140 | 3.99 |
| Rolls (frsh/frz 1 lb.) | | | | 0.99 - 1.25 | 40 | 1.04 | 1.00 | 440 | 1.00 |