



USDA Weekly Retail Turkey Feature Activity

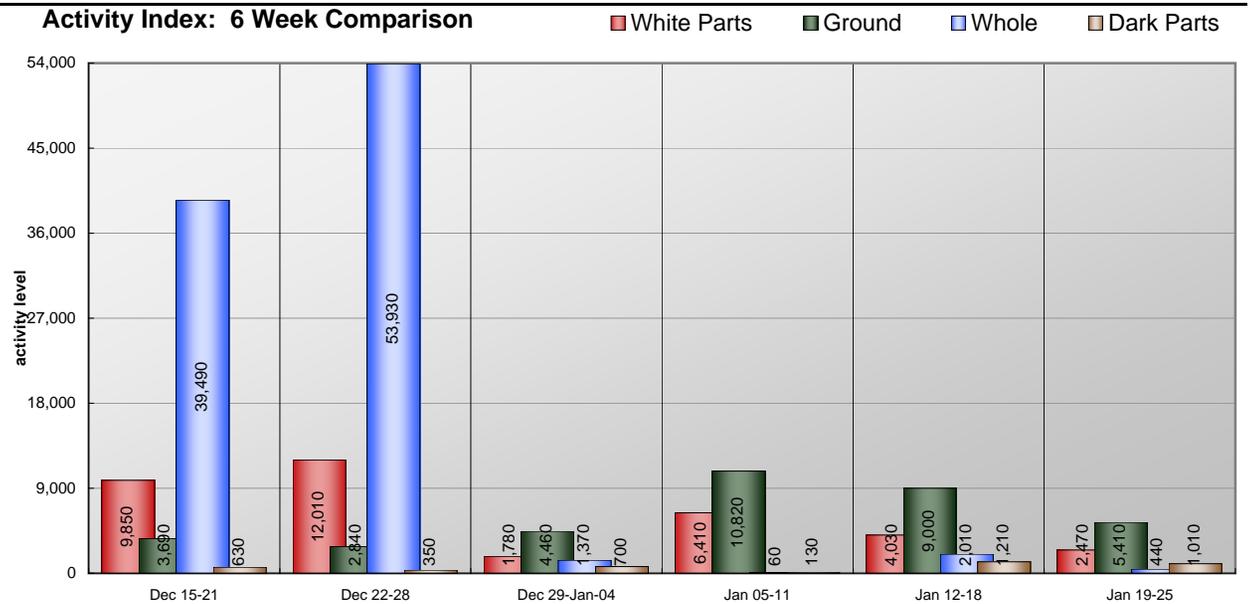
Fri. Jan 19, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/19 thru 01/25.

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

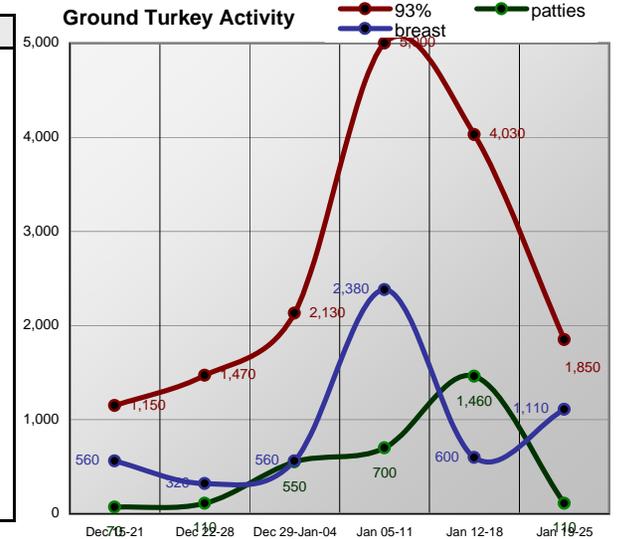
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	38.6% of 17,000 outlets		51.5% of 17,000 outlets		49.5% of 16,700 outlets	
Special Rate 4/	7.3%		8.2%		3.9%	
Activity Index 2/	10,520		17,480		14,400	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			10	0.98		
" - Toms			10	0.98		
Frozen - Hens	220	0.70	980	0.71	100	0.78
" - Toms	220	0.70	1,010	0.70	100	0.78
PARTS:						
Breast:						
Bone-in, whole						
Fresh	580	1.90	410	2.17	140	1.29
Frozen	330	1.50	270	1.73	610	1.52
Hotel Style						
Fresh	60	0.99				
Frozen						
Split, bone-in						
Fresh						
Rotisserie	200	6.22	810	6.70	2,860	6.49
Boneless, whole						
Cutlets	770	4.43	1,120	3.95	1,080	3.87
Cutlets, thin sliced	110	4.99	360	4.18		
Strips	40	3.99	450	4.48	680	3.82
Tenders	380	4.49	610	3.85	690	3.81
Marinated Tenders	1,080	3.83	750	3.99		
Drumsticks						
Thighs	490	1.12	540	1.39	1,250	1.36
Wings			40	1.37	110	1.59
Necks	480	1.12	550	1.38	1,190	1.37
Smoked Drumsticks			80	1.27	30	1.82
Smoked Wings					50	1.68
Smoked Necks						
GROUND TURKEY:						
Patties	5,410	2.65	9,000	2.52	5,460	2.37
Sausage	110	2.49	1,460	2.89	900	2.52
85% lean	1,870	2.39	2,110	2.60	620	2.48
93% lean	470	1.59	800	1.67	710	1.55
Breast	1,850	2.36	4,030	2.32	2,620	2.14
Rolls (frsh/frz 1 lb.)	1,110	4.02	600	3.89	610	3.98
	110	1.11	480	1.00	--	--

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



Turkey Featuring - 01/19 thru 01/25

Late month feature activity is only fair on most product lines, especially in the West where offers are limited to a few ads on rotisserie, cutlets, tenders and marinated tenders. A few frozen hens and toms are available at mostly unchanged prices. Fresh and frozen bone-in breast are offered at sharply lower prices compared to last week. Rotisserie ads fell 75 percent from last week and are 93 percent lower than a year earlier. Marinated tenders are a more likely substitute for rotisserie this week. Breast meat cut offers are lighter and dark meat items are slightly lower. Ground turkey ads are about the same as a year ago, but sharply lower than last week. The average price is higher due to more offers on ground breast meat at higher prices.



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/	38.2% of 7,900 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 5,870			37.7% of 5,200 sampled outlets 15.6% of stores w/ no-price promotions Activity Index = 3,010			40.7% of 3,900 sampled outlets 10.0% of stores w/ no-price promotions Activity Index = 1,530		
	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									
" - Toms									
Frozen - Hens	0.99	10	0.99	0.69	210	0.69			
" - Toms	0.99	10	0.99	0.69	210	0.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.39	460	2.13	0.99	120	0.99			
Frozen	1.49 - 1.58	260	1.51	1.49	70	1.49			
Hotel Style									
Fresh	0.99	60	0.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	90	8.16	5.99 - 8.99	30	6.34	3.99	80	3.99
Boneless, whole									
Cutlets	3.99	140	3.99	4.54	500	4.54	3.99 - 4.54	130	4.51
Cutlets, thin sliced	4.99	110	4.99						
Strips	3.99	40	3.99						
Tenders	3.99 - 4.89	250	4.76	3.99	10	3.99	3.99	120	3.99
Marinated Tenders	3.29 - 3.99	770	3.88	3.73	120	3.73	2.99 - 3.99	190	3.71
Drumsticks									
Thighs				1.19	100	1.19			
Wings	0.99 - 1.29	380	1.10	1.19	100	1.19			
Necks	1.29	40	1.29						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.50	110	2.49						
Sausage	1.99 - 3.19	1,170	2.55	2.00 - 2.50	700	2.12			
85% lean	1.49 - 1.59	380	1.50	2.00	90	2.00			
93% lean	1.99 - 2.59	770	2.33	2.08 - 2.50	190	2.34	1.49 - 2.80	890	2.39
Breast (99-100% lean)	3.99 - 4.99	430	4.13	3.84 - 3.99	560	3.95	3.99	120	3.99
Rolls (frsh/frz 1 lb.)	0.99 - 1.00	100	1.00	2.18	10	2.18			