



USDA Weekly Retail Turkey Feature Activity

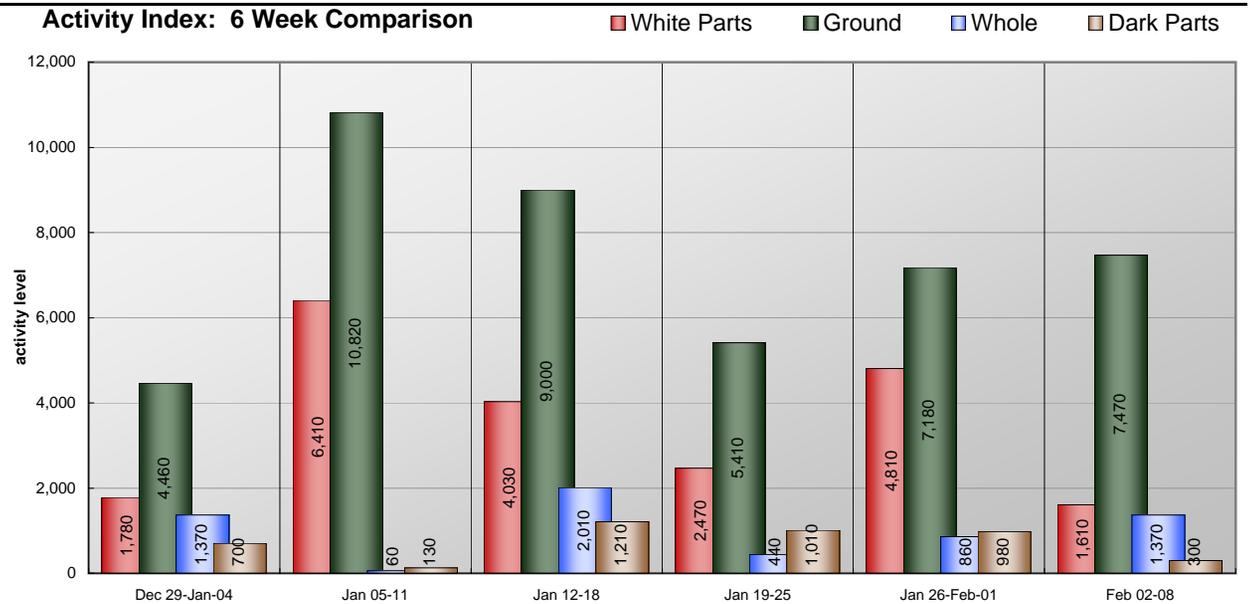
Fri. Feb 02, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/02 thru 02/08.

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

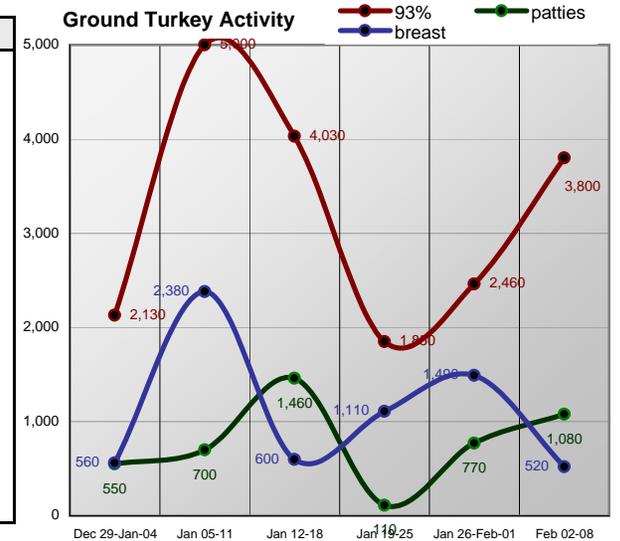
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	39.1% of 17,000 outlets		48.6% of 17,000 outlets		36.5% of 16,700 outlets	
Special Rate 4/	3.1%		1.3%		11.9%	
Activity Index 2/	11,260		14,440		11,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	120	0.99	120	0.79	590	1.15
" - Toms						
Frozen - Hens	790	0.92	370	0.69	200	0.79
" - Toms	460	0.80	370	0.69	160	0.73
PARTS:						
Breast:						
Bone-in, whole						
Fresh	30	0.99	800	1.88	660	1.79
Frozen	540	1.67	380	1.54	320	1.31
Hotel Style						
Fresh	30	0.99	330	0.99		
Frozen					70	1.36
Split, bone-in						
Fresh			50	2.47	20	2.19
Rotisserie	560	6.09	2,140	7.98	210	6.84
Boneless, whole						
Cutlets	330	3.96	420	4.49	1,230	4.24
Cutlets, thin sliced	110	3.99	110	4.69		
Strips			240	4.31	40	3.19
Tenders	10	2.99	340	3.81	700	3.94
Marinated Tenders	260	4.64	320	4.00		
Drumsticks						
Thighs	80	1.35	310	1.10		
Wings			340	1.29		
Necks	80	1.35	320	1.10		
Smoked Drumsticks	10	1.49			230	1.54
Smoked Wings	60	1.46	10	1.46	200	1.55
Smoked Necks	60	1.46			40	1.39
10	1.28					
GROUND TURKEY:	7,470	2.58	7,180	2.51	7,010	2.76
Patties	1,080	3.09	770	2.73	400	2.45
Sausage	1,820	2.54	1,210	2.34	1,920	2.57
85% lean	250	1.88	1,250	1.74	590	1.66
93% lean	3,800	2.37	2,460	2.06	2,200	2.24
Breast	520	3.54	1,490	3.95	1,900	3.95
Rolls (frsh/frz 1 lb.)	250	1.12	290	1.02	--	--

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



Turkey Featuring - 02/02 thru 02/08

Feature activity is sharply lower this week as promotions focus on party trays and other items for the upcoming Super Bowl weekend. Whole bird offers are up from last week. Offers on hens exceed those on toms and average prices on both are up from last week. Frozen bone-in breast s are more available this week and prices are higher. Rotisserie breast activity is down almost 75% compared to last week and prices are significantly lower. Boneless breast cuts and dark meat parts promotion activity is lower this week. Prices are mostly unchanged on breast cuts; dark meat prices are higher on fresh items and unchanged on smoked parts. Ground turkey edged ahead of last week in volume and price with a very strong showing of lean ground turkey.



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/	43.1% of 7,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 5,670			29.3% of 5,200 sampled outlets 5.2% of stores w/ no-price promotions Activity Index = 1,720			43.6% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,620		
	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	0.99	120	0.99						
" - Toms									
Frozen - Hens	0.69 - 1.49	440	0.93	0.69 - 0.99	340	0.92	0.99	10	0.99
" - Toms	0.59 - 0.99	350	0.74	0.59 - 0.99	110	0.97			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99	30	0.99						
Frozen	1.49 - 1.69	400	1.69	1.49	100	1.49	1.99	40	1.99
Hotel Style									
Fresh	0.99	30	0.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	390	6.04	5.99 - 7.49	170	6.20			
Boneless, whole									
Cutlets	3.99	320	3.99	2.99	10	2.99			
Cutlets, thin sliced	3.99	110	3.99						
Strips									
Tenders									
Marinated Tenders	3.99 - 4.79	260	4.64	2.99	10	2.99			
Drumsticks									
Thighs	1.39 - 1.49	60	1.41	1.19	20	1.19			
Wings	1.39 - 1.49	60	1.41	1.19	20	1.19			
Necks	1.49	10	1.49						
Smoked Drumsticks	1.28	10	1.28	1.49	50	1.49			
Smoked Wings	1.28	10	1.28	1.49	50	1.49			
Smoked Necks	1.28	10	1.28						
GROUND TURKEY:									
Patties	2.29 - 2.49	80	2.33	2.00 - 2.50	30	2.13	2.50 - 3.50	970	3.18
Sausage	1.99 - 3.00	430	2.41	2.08 - 2.70	460	2.40	2.46 - 2.87	930	2.68
85% lean	0.88 - 2.49	170	2.06	1.18 - 1.66	80	1.51			
93% lean	1.99 - 2.69	2,070	2.21	2.00 - 2.63	240	2.48	2.39 - 2.80	1,490	2.58
Breast (99-100% lean)	2.99 - 3.99	310	3.33	2.99	30	2.99	3.99	180	3.99
Rolls (frsh/frz 1 lb.)	1.00	150	1.00	1.00 - 1.33	100	1.31			