



USDA Weekly Retail Turkey Feature Activity

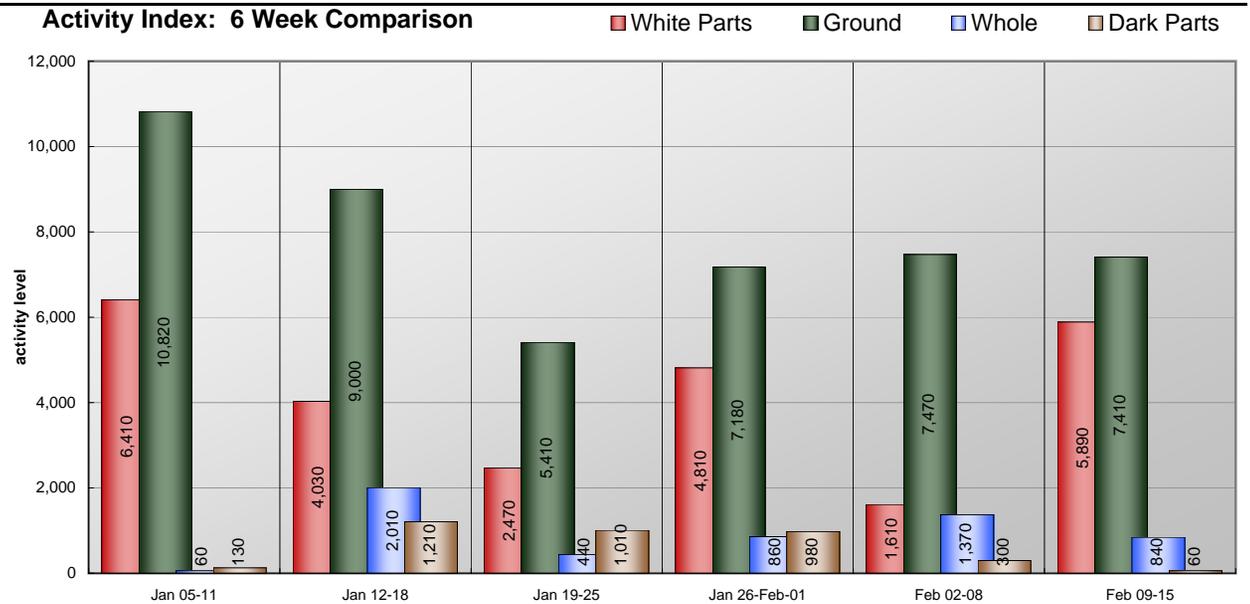
Fri. Feb 09, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/09 thru 02/15.

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

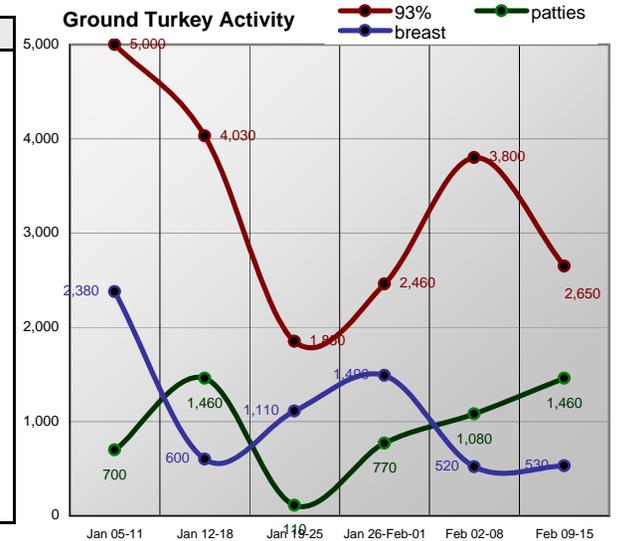
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	44.0% of 17,000 outlets		39.1% of 17,000 outlets		49.3% of 17,000 outlets	
Special Rate 4/	3.0%		3.1%		4.5%	
Activity Index 2/	16,300		11,260		16,380	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			120	0.99	320	1.34
" - Toms					320	1.34
Frozen - Hens	440	0.94	790	0.92	1,190	0.99
" - Toms	400	0.94	460	0.80	1,240	1.00
PARTS:						
Breast:						
Bone-in, whole						
Fresh	1,080	1.64	30	0.99	1,570	1.74
Frozen	1,700	1.40	540	1.67	790	1.39
Hotel Style						
Fresh	10	0.99	30	0.99		
Frozen						
Split, bone-in						
Fresh						
Rotisserie	1,100	6.96	560	6.09	1,340	6.61
Boneless, whole						
Cutlets	1,120	4.25	330	3.96	920	3.96
Cutlets, thin sliced	370	4.03	110	3.99		
Strips					550	3.99
Tenders	360	4.71	10	2.99	790	3.92
Marinated Tenders	680	3.91	260	4.64		
Drumsticks						
Thighs	20	1.29	80	1.35	340	1.42
Wings	20	1.29	80	1.35	340	1.42
Necks			10	1.49	340	1.42
Smoked Drumsticks			60	1.46	30	1.39
Smoked Wings			60	1.46	110	1.49
Smoked Necks			10	1.28		
GROUND TURKEY:						
Patties	7,410	2.46	7,470	2.58	5,880	2.61
Sausage	1,460	2.66	1,080	3.09	810	2.56
85% lean	2,090	2.32	1,820	2.54	1,230	2.42
93% lean	680	2.16	250	1.88	440	1.25
Breast	2,650	2.24	3,800	2.37	2,120	2.20
Rolls (frsh/frz 1 lb.)	530	3.98	520	3.54	1,280	3.99
	1,420	1.00	250	1.12	--	--

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



Turkey Featuring - 02/09 thru 02/15

Feature activity rebounded this week as more stores offered turkey promotions. The feature rate is up in all regions with the highest activity noted in the East. Whole bird offers are slightly lower and prices are higher compared to last week, and sharply lower in volume and value compared to a year ago. Fresh bone-in breast offers surged from last week's limited offers and prices are sharply higher. Frozen bone-in breast offers are over three times higher than last week and prices are lower. Rotisserie ads are almost twice as active and prices are higher. Boneless breast cuts are heavily promoted and offers of dark meat cuts are light. Ground turkey activity is about steady with last week's volume but the weighted average price is lower.



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/	46.8% of 7,900 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 8,310			31.0% of 5,200 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 2,650			54.9% of 3,900 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 3,920		
	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	0.69 - 0.99	420	0.92	0.99 - 1.49	20	1.27			
" - Toms	0.78 - 0.99	390	0.94	0.99	10	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 2.49	1,080	1.64						
Frozen	0.99 - 1.69	1,510	1.39	1.29 - 1.49	100	1.32	1.69 - 1.89	90	1.72
Hotel Style									
Fresh	0.99	10	0.99						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.49 - 8.99	500	6.20	6.99	380	6.99	7.99 - 8.99	220	8.62
Boneless, whole	2.99 - 4.49	150	3.41						
Cutlets	3.99	560	3.99	4.55 - 4.99	110	4.58	3.73 - 4.99	450	4.48
Cutlets, thin sliced	3.99 - 4.49	290	4.05				3.99	80	3.99
Strips									
Tenders				4.00 - 4.99	110	4.07	4.99	250	4.99
Marinated Tenders	3.73 - 3.99	660	3.93	3.14	20	3.14			
Drumsticks	1.29	20	1.29						
Thighs	1.29	20	1.29						
Wings	1.29	20	1.29						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	700	2.64	2.50 - 3.00	310	2.71	2.50 - 3.00	450	2.65
Sausage	2.00 - 2.49	790	2.36	2.05 - 2.61	470	2.37	2.05 - 2.46	830	2.26
85% lean	1.53 - 2.50	330	2.38	1.58	30	1.58	1.99	320	1.99
93% lean	1.99 - 2.99	710	2.34	1.60 - 2.50	790	2.10	2.00 - 2.49	1,150	2.27
Breast (99-100% lean)	3.69 - 3.99	150	3.96	3.99 - 4.00	300	3.99	3.99	80	3.99
Rolls (frsh/frz 1 lb.)	1.00	180	1.00	0.99 - 1.00	130	1.00	1.00	1,110	1.00