



**USDA Weekly Retail Turkey Feature Activity**

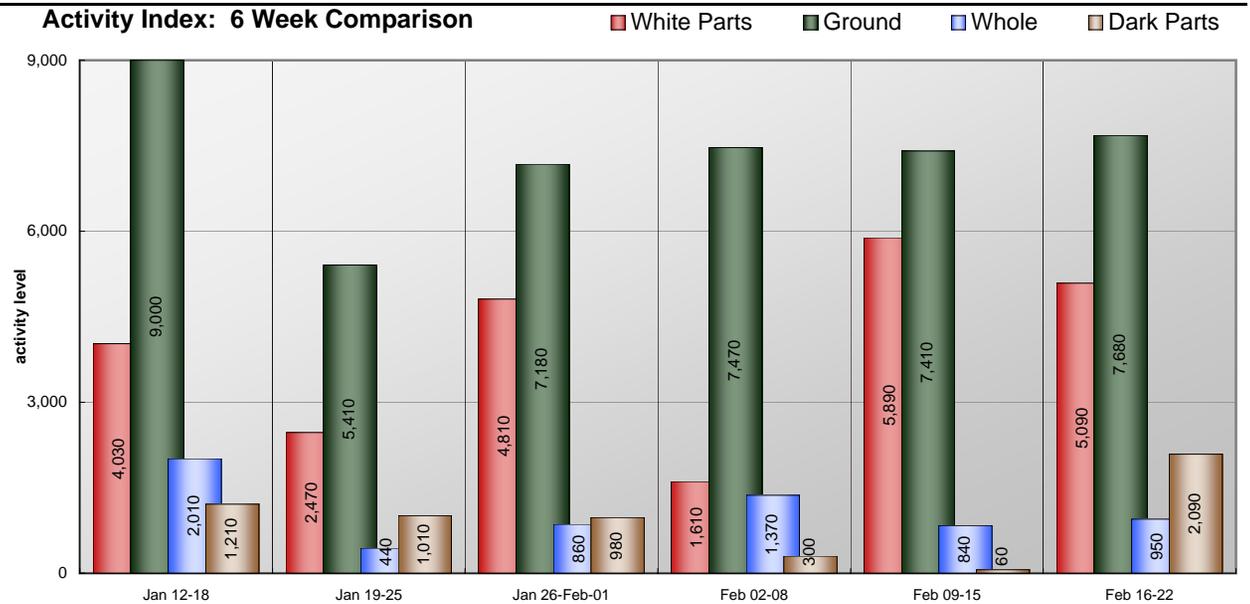
Fri. Feb 16, 2007

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/16 thru 02/22.**

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

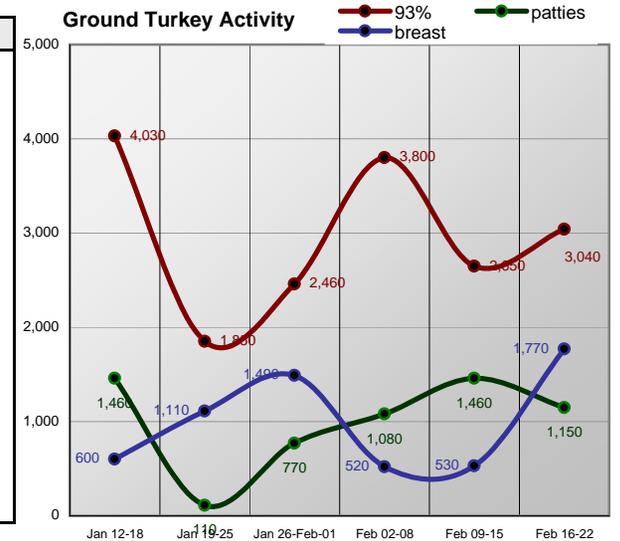
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	48.4% of 17,000 outlets		44.0% of 17,000 outlets		53.9% of 17,000 outlets	
<b>Special Rate 4/</b>	5.3%		3.0%		16.7%	
<b>Activity Index 2/</b>	16,770		16,300		15,240	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	10	1.49			590	1.18
" - Toms	180	1.40			190	1.33
Frozen - Hens	480	0.85	440	0.94	210	0.89
" - Toms	280	0.95	400	0.94	210	0.89
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	440	1.68	1,080	1.64	210	2.00
Frozen	340	1.42	1,700	1.40	300	1.30
<b>Hotel Style</b>						
Fresh			10	0.99	50	0.99
Frozen						
<b>Split, bone-in</b>						
Fresh						
Rotisserie	2,130	7.73	1,100	6.96	1,530	6.62
Boneless, whole	50	3.99	150	3.41	40	3.19
Cutlets	1,150	4.41	1,120	4.25	1,290	4.11
Cutlets, thin sliced	230	4.46	370	4.03		
Strips	20	4.54			850	4.24
Tenders	730	4.06	360	4.71	1,040	3.85
Marinated Tenders	730	3.17	680	3.91		
<b>Drumsticks</b>	940	1.14	20	1.29	330	1.36
Thighs	140	1.69	20	1.29	270	1.77
Wings	800	1.04	20	1.29	430	1.27
Necks	40	1.29			140	0.99
Smoked Drumsticks					180	1.35
Smoked Wings	170	1.39			140	1.39
Smoked Necks						
<b>GROUND TURKEY:</b>	<b>7,680</b>	<b>2.60</b>	<b>7,410</b>	<b>2.46</b>	<b>7,240</b>	<b>2.71</b>
Patties	1,150	2.45	1,460	2.66	970	2.61
Sausage	1,510	2.31	2,090	2.32	2,080	2.42
85% lean	210	1.54	680	2.16	780	1.44
93% lean	3,040	2.17	2,650	2.24	1,530	2.39
Breast	1,770	3.82	530	3.98	1,880	3.86
Rolls (frsh/frz 1 lb.)	230	1.14	1,420	1.00	--	--

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



**Turkey Featuring - 02/16 thru 02/22**

Feature activity increased this week with 48% of stores promoting turkey. Whole turkey offers are about level with last week although more fresh is promoted this week. Bone-in breasts are less visible this week and prices are slightly higher. Rotisserie ad activity nearly doubles over last week's high levels and the weighted average price is substantially higher compared to the previous week. Boneless breast cuts are offered more freely; prices trended lower on tenders and higher on cutlets. Drumsticks and wings are offered at greater volumes and lower values. Ground turkey activity and weighted average price is higher than last week. Offers of 93% lean and ground breast increased and offers of fresh and frozen rolls of ground turkey fell.



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)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>52.1% of 7,900 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 7,470</b>			<b>33.0% of 5,200 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 3,500</b>			<b>60.9% of 3,900 sampled outlets 10.5% of stores w/ no-price promotions Activity Index = 5,570</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens							1.49	10	1.49
" - Toms	1.39	170	1.39				1.49	10	1.49
Frozen - Hens				0.58 - 1.19	480	0.85			
" - Toms				0.58 - 1.19	270	0.90	2.49	10	2.49
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.28 - 1.99	420	1.66	1.99	10	1.99	2.49	10	2.49
Frozen	1.28 - 1.49	220	1.48	0.78 - 1.49	110	1.31	1.38	10	1.38
<b>Hotel Style</b>									
Fresh									
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	5.99 - 7.99	370	7.29	4.49 - 7.99	490	7.19	6.99 - 8.99	1,270	8.06
<b>Boneless, whole</b>									
Cutlets	3.99 - 4.99	730	4.28	4.55 - 4.89	230	4.72	4.54	190	4.54
Cutlets, thin sliced	3.99 - 4.99	230	4.46						
<b>Strips</b>							4.54	20	4.54
Tenders	3.07 - 4.99	200	4.46	4.00 - 4.89	230	4.43	2.80 - 4.00	300	3.50
Marinated Tenders	3.19 - 4.26	360	3.65	2.67 - 4.26	120	2.77	2.67	250	2.67
<b>Drumsticks</b>							0.99 - 1.69	450	1.21
Thighs							1.69	140	1.69
Wings	0.99 - 1.29	490	1.07				0.99	310	0.99
Necks	1.29	40	1.29						
<b>Smoked Drumsticks</b>									
Smoked Wings	1.39	170	1.39						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.49	280	2.41	2.00 - 3.00	420	2.27	2.50 - 3.00	450	2.65
Sausage	1.99 - 3.49	790	2.29	2.05 - 2.46	240	2.06	2.45 - 2.49	480	2.46
85% lean	1.49 - 1.69	150	1.50	1.59 - 1.69	30	1.68	1.60	30	1.60
93% lean	1.49 - 2.99	1,520	2.04	2.00 - 2.50	570	2.14	1.99 - 2.49	950	2.40
Breast (99-100% lean)	3.59 - 4.61	790	3.98	1.99 - 3.99	300	3.48	2.80 - 4.00	680	3.78
Rolls (frsh/frz 1 lb.)	1.00	30	1.00	1.00 - 1.33	200	1.16			