



USDA Weekly Retail Turkey Feature Activity

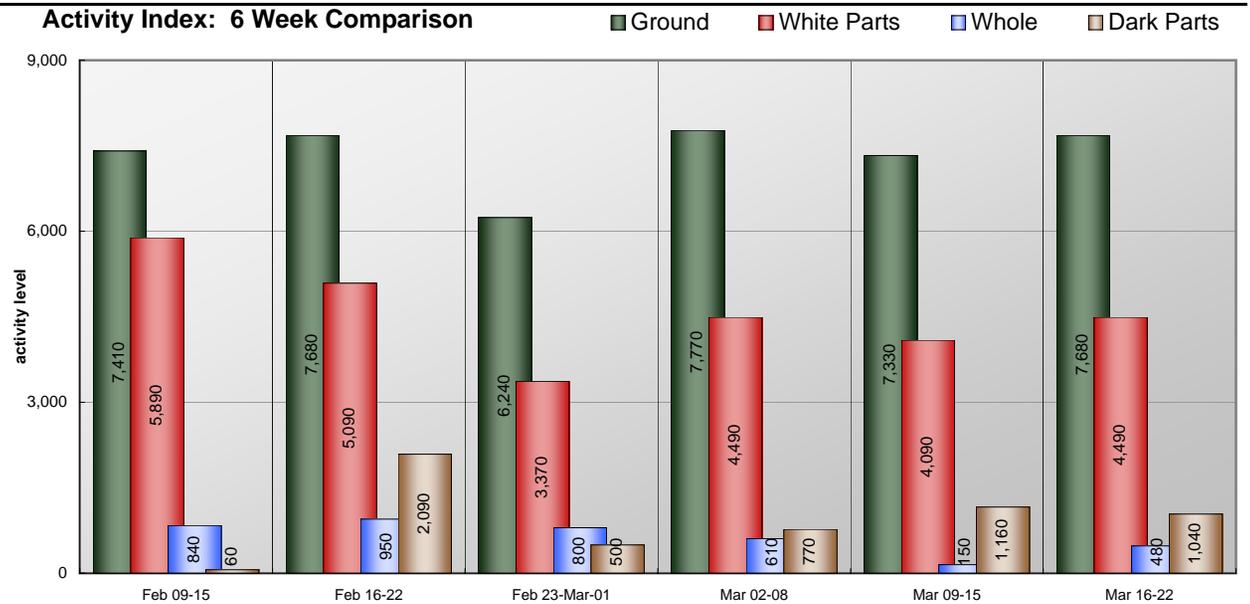
Fri. Mar 16, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/16 thru 03/22.

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

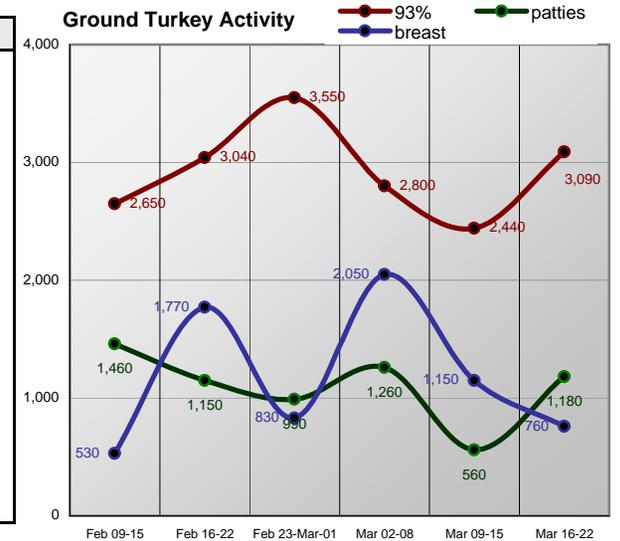
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	45.9% of 17,000 outlets		47.5% of 17,000 outlets		48.3% of 17,000 outlets	
Special Rate 4/	1.5%		2.6%		4.9%	
Activity Index 2/	14,330		14,010		15,320	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	420	1.25	30	0.99	380	1.38
" - Toms	20	1.19			330	1.44
Frozen - Hens	10	0.58	60	0.96	570	1.03
" - Toms	30	0.89	60	1.09	570	1.03
PARTS:						
Breast:						
Bone-in, whole						
Fresh	730	1.91	800	1.18	450	2.09
Frozen	570	1.53	1,670	1.31	740	1.48
Hotel Style						
Fresh					10	0.88
Frozen						
Split, bone-in						
Fresh						
Rotisserie	880	6.58	110	3.99	2,490	7.06
Boneless, whole	150	3.99	50	3.99		
Cutlets	1,020	4.32	780	4.08	1,160	3.69
Cutlets, thin sliced	60	4.49	160	3.99		
Strips	250	4.54	140	4.54		
Tenders	830	4.22	380	4.22	250	3.93
Marinated Tenders	450	4.15	900	3.73		
Drumsticks	520	1.38	490	1.09	680	1.29
Thighs					10	1.39
Wings	520	1.38	490	1.09	680	1.29
Necks			180	1.26	100	1.29
Smoked Drumsticks					30	1.39
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	7,680	2.37	7,330	2.47	6,870	2.57
Patties	1,180	2.43	560	2.58	960	2.44
Sausage	2,290	2.24	1,660	2.52	1,250	2.51
85% lean	360	1.64	1,520	1.69	550	1.28
93% lean	3,090	2.14	2,440	2.18	2,790	2.28
Breast	760	3.97	1,150	3.99	1,320	3.85
Rolls (frsh/frz 1 lb.)	190	1.25	380	1.15	--	--

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



Turkey Featuring - 03/16 thru 03/22

Feature activity is slowing in the East but is higher in the Central and Western regions. Whole bird offers increased, mostly on fresh hens at higher prices. Activity on fresh and frozen bone-in breasts is reduced on higher prices. White parts activity increased and prices were unchanged to higher. Increased offers of cutlets were at higher prices and rotisserie breasts are more prominent than the previous week and prices are much higher. Promotions switched from marinated tenders to regular tenders. Dark meat cut activity is unchanged, but prices are sharply higher. Ground turkey features, while more active than last week, are featured at slightly lower prices. Kosher items are being actively featured for Passover.



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 0.1% of stores w/ no-price promotions Activity Index = 4,970			41.9% of 5,200 sampled outlets 4.8% of stores w/ no-price promotions Activity Index = 3,980			66.9% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,190		
	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 - 1.39	260	1.23	1.18	10	1.18	1.19 - 1.29	150	1.28
" - Toms				1.18	10	1.18	1.19	10	1.19
Frozen - Hens				0.58	10	0.58			
" - Toms				0.89	30	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 1.99	160	1.91	1.69	150	1.69	1.99	420	1.99
Frozen	1.29 - 1.69	360	1.49	0.99 - 1.79	210	1.59			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	500	6.26	5.99 - 8.99	240	7.02	6.99	140	6.99
Boneless, whole		150	3.99						
Cutlets	3.99 - 4.39	470	4.08	3.99 - 4.54	120	4.44	4.54	430	4.54
Cutlets, thin sliced	4.49	60	4.49						
Strips							4.54	250	4.54
Tenders	3.99 - 4.89	280	4.67	3.99	120	3.99	3.99	430	3.99
Marinated Tenders	2.66 - 4.79	420	4.14				4.26	30	4.26
Drumsticks	1.17	10	1.17	1.17	10	1.17	1.39	500	1.39
Thighs									
Wings	1.17	10	1.17	1.17	10	1.17	1.39	500	1.39
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	250	2.71	1.99 - 2.49	500	2.23	2.50	430	2.50
Sausage	1.83 - 3.00	710	2.68	1.63 - 2.46	1,080	1.98	1.64 - 2.46	500	2.16
85% lean	0.99 - 1.89	130	1.68	1.25 - 1.66	230	1.62			
93% lean	1.59 - 2.68	970	2.25	1.59 - 2.40	1,150	1.96	1.64 - 2.40	970	2.24
Breast (99-100% lean)	3.59 - 4.07	230	3.93	3.99	100	3.99	3.99	430	3.99
Rolls (frsh/frz 1 lb.)	0.99 - 1.50	100	1.44	1.00 - 1.50	90	1.05			