



USDA Weekly Retail Turkey Feature Activity

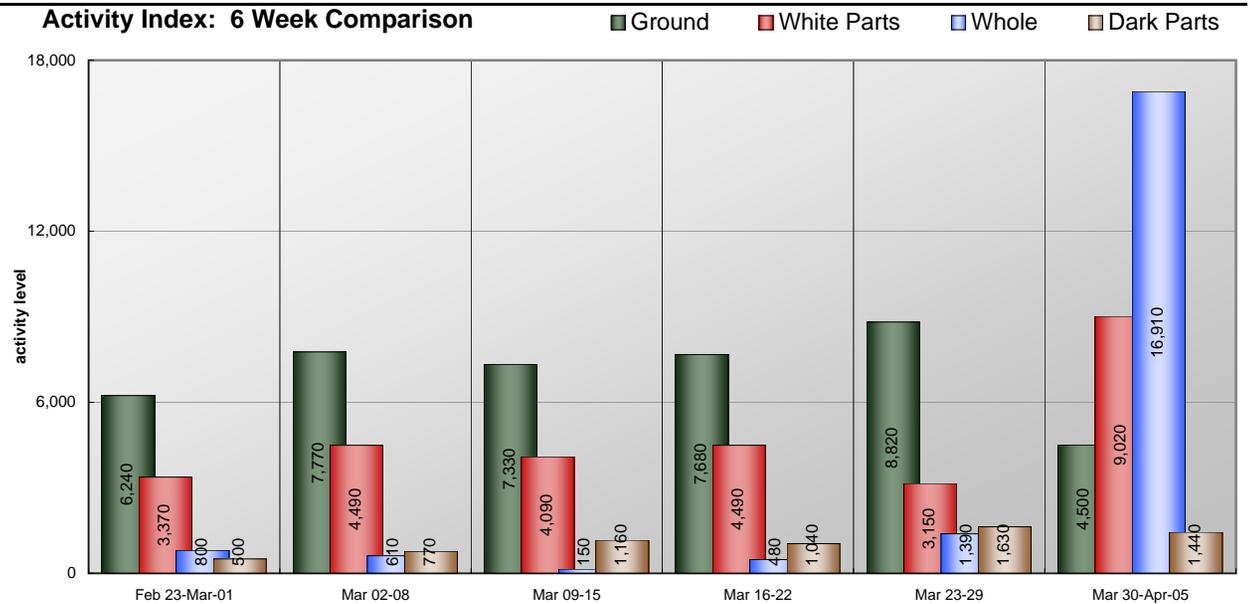
Fri. Mar 30, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/30 thru 04/05.

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

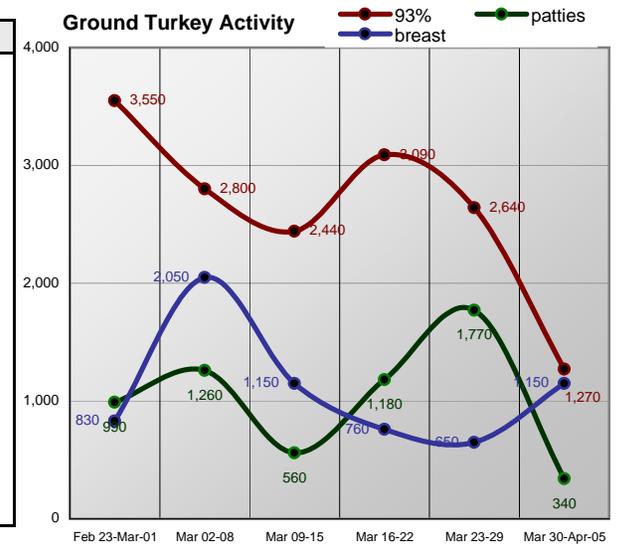
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	55.1% of 17,000 outlets		46.1% of 17,000 outlets		56.1% of 17,000 outlets	
Special Rate 4/	2.5%		7.2%		7.7%	
Activity Index 2/	32,510		15,750		19,300	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	6,900	1.17	310	1.19		
" - Toms	5,430	1.18	110	0.99		
Frozen - Hens	2,380	0.91	440	0.84	1,890	0.92
" - Toms	2,200	0.91	530	0.87	1,910	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	2,180	2.17	220	1.08	1,020	2.07
Frozen	1,830	1.67	950	1.58	1,720	1.33
Hotel Style						
Fresh	250	1.59	300	1.06		
Frozen						
Split, bone-in						
Fresh			110	2.26	770	2.21
Rotisserie	2,550	7.30	460	6.26	950	5.81
Boneless, whole						
Cutlets	680	4.00	10	4.99	230	3.56
Cutlets, thin sliced	810	4.30	650	4.22	920	4.23
Strips	120	3.99	50	4.99	280	3.64
Tenders						
Marinated Tenders	600	3.98	400	3.66	1,290	3.79
Drumsticks						
Thighs	540	0.99	620	1.29	130	1.43
Wings	230	0.99	20	1.49	130	1.57
Necks	540	0.99	600	1.28	150	1.08
Smoked Drumsticks	110	0.79	10	1.49	70	1.43
Smoked Wings	10	2.49	20	1.79	50	0.99
Smoked Necks	10	2.49	190	1.26	40	1.39
GROUND TURKEY:						
Patties	4,500	2.71	8,820	2.35	7,750	2.66
Sausage	340	2.59	1,770	2.56	620	2.54
85% lean	1,240	2.63	1,550	2.44	1,780	2.28
93% lean	500	1.78	2,210	1.78	910	1.82
Breast	1,270	2.29	2,640	2.31	2,240	2.24
Rolls (frsh/frz 1 lb.)	1,150	3.70	650	3.65	2,200	3.79
	50	1.50	10	1.98	--	--

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



Turkey Featuring - 03/30 thru 04/05

Whole turkey features are moving into the forefront for the Easter/Passover observances. Offers of fresh turkey are twice as frequent as frozen, and overall offers are at sharply higher levels than any time since December. Prices were higher than previous week. Promotions of whole bone-in breasts are extremely active and prices are sharply higher on fresh, slightly higher on frozen. Rotisserie is heavily featured as an alternative to cooking a turkey for the holidays and prices averaged over \$1.00 per pound higher than last week. Boneless breasts and cutlets are up from last week in volume. Dark meat parts are down from last week and last year. Ground turkey ads fell over 50%. The weighted average price on ground turkey is higher, mostly due to increased offers of ground breast.



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/	64.9% of 7,900 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 20,660			39.1% of 5,200 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 5,510			55.8% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,290		
	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	0.97 - 1.49	5,690	1.18	1.09 - 1.39	710	1.27	0.99	500	0.99
" - Toms	0.88 - 1.39	4,740	1.16	1.09 - 1.39	690	1.27			
Frozen - Hens	0.78 - 1.89	1,490	0.89	0.69 - 1.19	870	0.96	0.88	20	0.88
" - Toms	0.79 - 1.19	1,380	0.87	0.79 - 1.19	800	0.98	0.88	20	0.88
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	1,730	2.20	1.49 - 2.19	450	2.07			
Frozen	0.99 - 1.99	1,690	1.67	0.99 - 1.89	120	1.48	1.99	20	1.99
Hotel Style									
Fresh	1.49 - 1.99	250	1.59						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	3.50 - 8.99	400	4.89	3.50 - 7.99	600	7.37	7.49 - 7.99	1,550	7.89
Boneless, whole	3.99 - 4.49	180	4.03				3.99	500	3.99
Cutlets	3.99	290	3.99	3.79	20	3.79	4.50	500	4.50
Cutlets, thin sliced	3.99	120	3.99						
Strips									
Tenders				3.79	20	3.79	3.99	580	3.99
Marinated Tenders	3.49 - 3.73	260	3.71	3.48	10	3.48	3.73	320	3.73
Drumsticks				0.99	230	0.99	0.99	310	0.99
Thighs				0.99	230	0.99			
Wings				0.99	230	0.99	0.99	310	0.99
Necks	0.79	110	0.79						
Smoked Drumsticks				2.49	10	2.49			
Smoked Wings				2.49	10	2.49			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.59	200	2.57	1.66 - 2.50	60	2.01	3.07	80	3.07
Sausage	2.15 - 3.27	800	2.72	2.46	50	2.46	2.46	390	2.46
85% lean	0.99 - 2.49	180	1.90	1.66 - 1.99	190	1.91	1.43	130	1.43
93% lean	2.00 - 2.49	720	2.23	1.66 - 2.50	150	2.31	2.40	400	2.40
Breast (99-100% lean)	2.99 - 3.99	430	3.30	2.99 - 3.79	60	3.32	3.99	660	3.99
Rolls (frsh/frz 1 lb.)	1.50	50	1.50						