



# USDA Weekly Retail Turkey Feature Activity

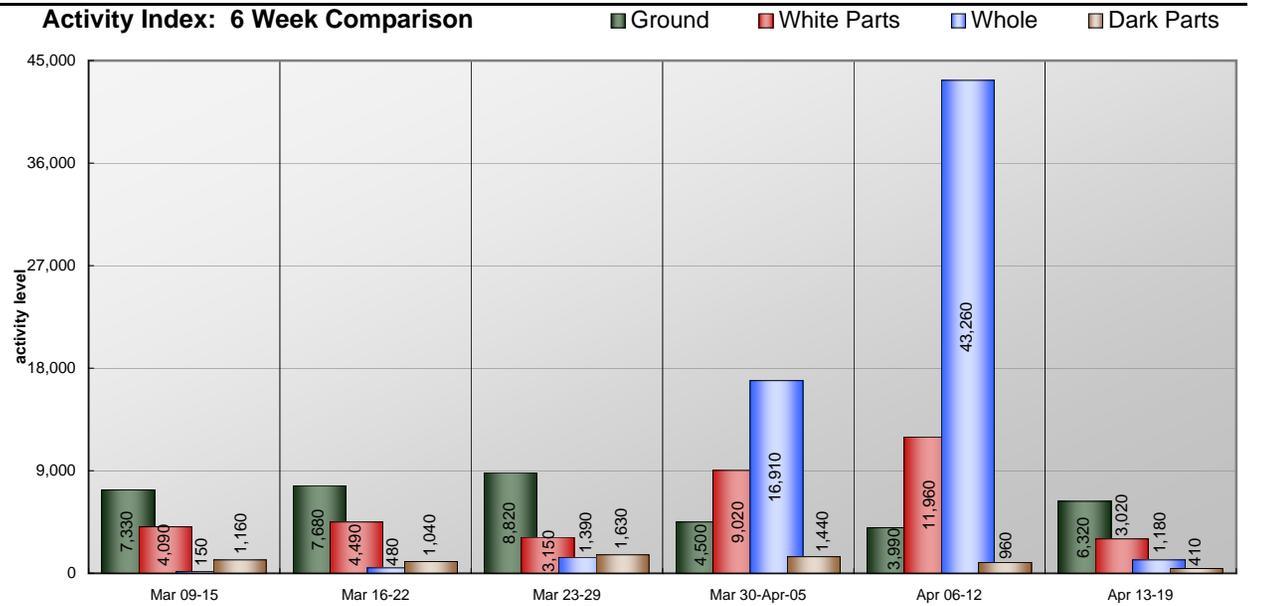
Fri. Apr 13, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/13 thru 04/19.

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

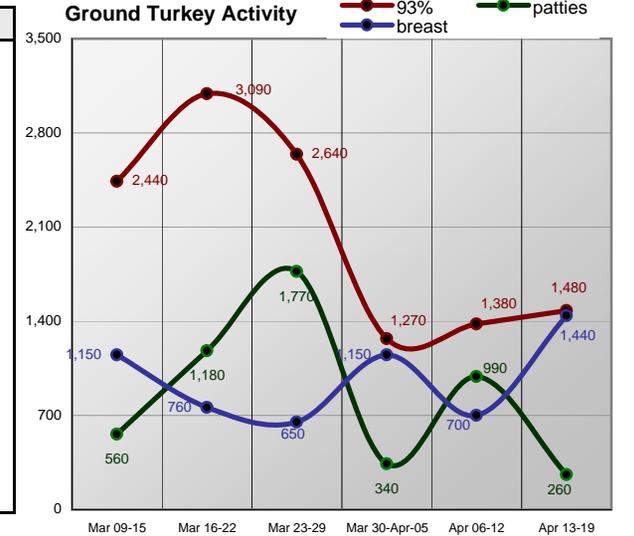
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate 1/</b>	<b>38.1% of 17,000 outlets</b>		<b>88.6% of 17,000 outlets</b>		<b>89.2% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>3.3%</b>		<b>8.8%</b>		<b>3.7%</b>	
<b>Activity Index 2/</b>	<b>12,450</b>		<b>60,810</b>		<b>63,150</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	590	0.99	15,070	1.18	15,200	1.13
" - Toms	590	0.99	13,190	1.18	11,980	1.14
Frozen - Hens			7,830	0.84	8,590	0.86
" - Toms			7,170	0.84	8,000	0.86
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	210	1.51	4,710	2.00	4,770	1.97
Frozen	120	1.08	5,260	1.63	4,940	1.39
<b>Hotel Style</b>						
Fresh	340	1.15			10	1.99
Frozen					880	1.79
<b>Split, bone-in</b>						
Fresh					40	2.59
Rotisserie	520	7.49	1,110	6.72	2,650	7.22
<b>Boneless, whole</b>						
Cutlets	70	3.99	600	4.49	50	3.88
Cutlets, thin sliced	930	3.96	140	3.99	530	3.89
Strips	120	4.93			320	3.99
Tenders	230	3.49				
Tenders	480	3.75	140	3.49	320	3.99
Marinated Tenders	1,190	3.63	630	3.58		
<b>DRUMSTICKS</b>						
Drumsticks	200	0.96	320	1.29	430	1.19
<b>THIGHS</b>						
Thighs			320	1.29		
<b>WINGS</b>						
Wings	200	0.96	320	1.29	430	1.19
<b>NECKS</b>						
Necks						
Smoked Drumsticks	10	1.79			30	1.39
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	6,320	2.58	3,990	2.65	3,980	2.68
Patties	260	2.76	990	2.57	160	2.84
Sausage	1,920	2.40	580	2.53	1,800	2.44
85% lean	1,220	1.82	340	2.02	180	1.83
93% lean	1,480	2.24	1,380	2.35	1,100	2.32
Breast	1,440	3.79	700	3.75	740	3.94
Rolls (frsh/frz 1 lb.)	330	1.17	10	1.00	--	--

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



**Turkey Featuring - 04/13 thru 04/19**

This week's feature rate is sharply lower compared to the past holiday week. Offers of whole birds and bone-in whole breasts are a fraction of the previous week's volume and prices are lower. Promotions on frozen whole birds completely disappeared and only limited offers of fresh are available in the East. Boneless skinless breast meat cuts are more active. Tenders increased in volume and value, other items are mixed. Dark cuts promotions are limited. Ground turkey regains center stage as interest fades on holiday items. Offers are higher in volume and the weighted average price is lower. Sausage and 85% and 93% grinds are prominent and prices are lower. Offers increased on ground breast meat in both volume and value.



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>44.6% of 7,900 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 7,080</b>			<b>32.9% of 5,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,210</b>			<b>31.9% of 3,900 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 2,830</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	0.99	590	0.99						
" - Toms	0.99	590	0.99						
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.49	200	1.49	1.98	10	1.98			
Frozen				1.00 - 1.59	120	1.08			
<b>Hotel Style</b>									
Fresh	0.99 - 1.26	340	1.15						
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	7.49	380	7.49	7.49	140	7.49			
<b>Boneless, whole</b>									
Cutlets	3.29 - 3.99	470	3.90	3.49 - 4.54	340	3.85	4.54	120	4.54
Cutlets, thin sliced	4.49 - 4.99	120	4.93						
<b>Strips</b>									
Tenders				3.49	230	3.49			
Marinated Tenders	2.59 - 4.79	870	3.98	3.49 - 3.99	360	3.66	3.99	120	3.99
<b>Drumsticks</b>							2.66	320	2.66
Drumsticks	0.96	200	0.96						
<b>Thighs</b>									
Wings	0.96	200	0.96						
<b>Necks</b>									
Smoked Drumsticks				1.79	10	1.79			
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.49	70	2.49	2.50	40	2.50	2.50 - 3.00	150	2.96
Sausage	1.99 - 2.99	990	2.31	1.99 - 2.99	330	2.52	2.46 - 2.79	600	2.47
85% lean	1.49 - 1.79	350	1.74	1.41 - 2.00	440	1.71	1.99	430	1.99
93% lean	1.99 - 2.33	690	2.04	2.50	20	2.50	2.39 - 2.79	770	2.41
Breast (99-100% lean)	3.07 - 3.99	950	3.72	3.32 - 3.99	170	3.79	3.99	320	3.99
Rolls (frsh/frz 1 lb.)	0.99	30	0.99	1.00 - 1.50	300	1.19			

A full breakdown of supermarket promotions featuring turkey and other poultry for Easter and Passover will be available on April 6, 2007 on our website at:

[www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm](http://www.ams.usda.gov/poultry/mncs/Holiday%20Ads/HolidayAds.htm)

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, cornish hens, ducklings, geese, baking hens, shell eggs, and liquid eggs.

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**This and all of our other holiday promotions reports are also available in spreadsheet format. Please contact us at the number/e-mail address below to receive the spreadsheet files.**

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