



USDA Weekly Retail Turkey Feature Activity

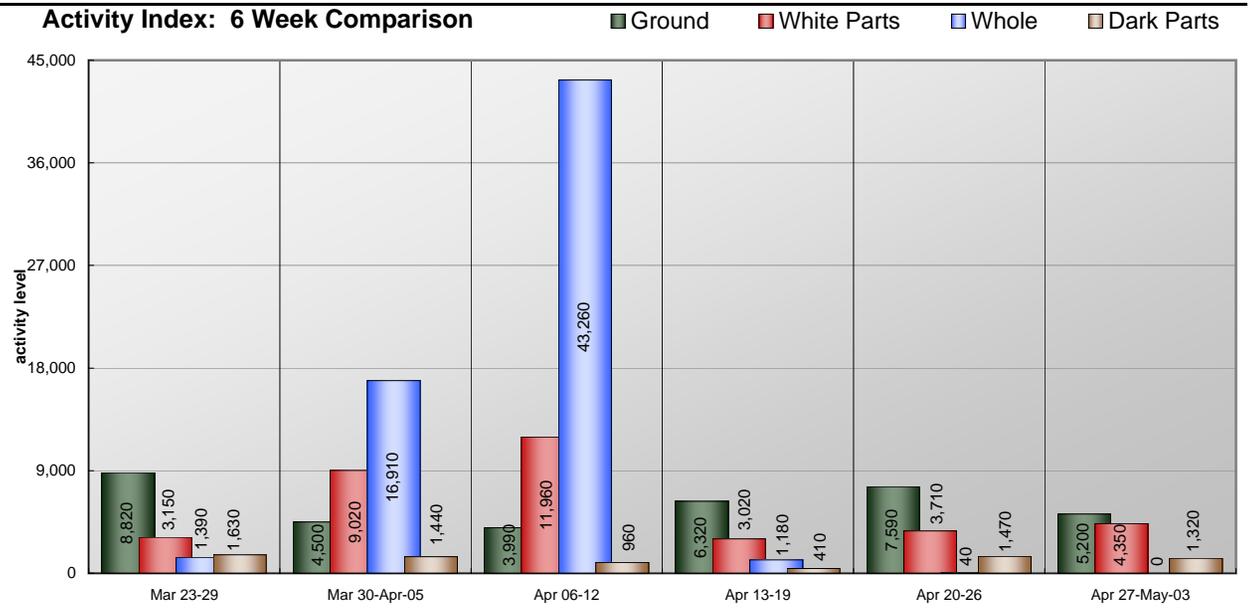
Fri. Apr 27, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/27 thru 05/03.

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

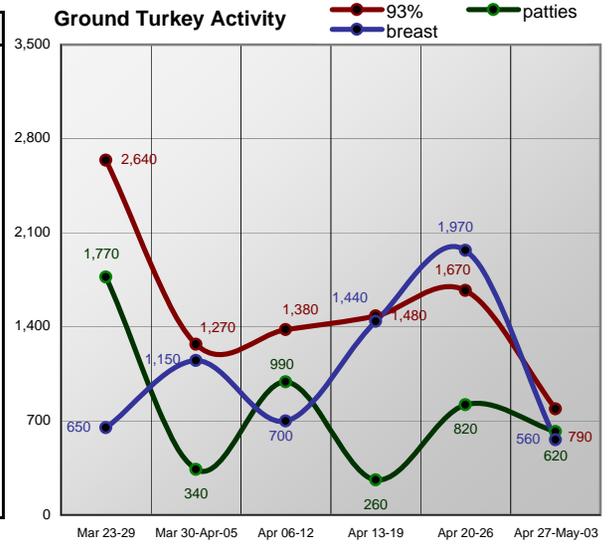
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	44.9% of 17,000 outlets		46.7% of 17,000 outlets		46.3% of 17,000 outlets	
Special Rate 4/	3.4%		11.0%		4.3%	
Activity Index 2/	11,770		13,530		12,760	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			20	0.89	20	1.11
" - Toms			20	0.89	20	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh			280	1.52	10	2.28
Frozen	460	1.49	170	1.10	280	1.71
Hotel Style						
Fresh	60	0.99	10	1.49		
Frozen						
Split, bone-in						
Fresh	780	2.17	200	2.49	500	2.27
Rotisserie	990	6.74	930	7.65	990	7.61
Boneless, whole						
Cutlets	1,120	4.28	970	4.19	1,170	3.90
Cutlets, thin sliced	110	5.99				
Strips			400	4.54		
Tenders	830	4.56	730	3.85	540	3.78
Marinated Tenders	680	3.83	550	2.86		
Drumsticks						
Thighs	620	1.38	700	1.38	370	1.36
Wings	10	1.58	90	1.39	170	1.56
Wings	620	1.39	670	1.38	340	1.37
Necks	70	1.39				
Smoked Drumsticks			10	1.08	30	1.39
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	5,200	2.49	7,590	2.68	8,220	2.40
Patties	620	2.51	820	2.73	1,210	2.64
Sausage	1,680	2.49	620	2.23	860	2.16
85% lean	1,550	1.96	2,510	1.81	1,820	1.76
93% lean	790	2.68	1,670	2.59	3,160	2.18
Breast	560	3.71	1,970	3.97	1,170	3.94
Rolls (frsh/frz 1 lb.)	220	1.14	170	0.99	--	--

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



Turkey Featuring - 04/27 thru 05/03

The feature rate is lower this week in all three regions compared to the previous week. Offers of fresh and frozen hens and toms are absent this week. No fresh bone-in whole breasts are offered, features for frozen increase from the previous week and prices are higher. Promotions increase on white parts and the values are higher on all white parts with the exceptions of hotel style, fresh split bone-in and rotisserie breasts, which are at lower prices. Dark meat parts are slightly less available. Most prices are close to unchanged from the previous week. Ground turkey offers are down 31 percent compared to the previous week and the weighted average is 19 cents lower. Retailers are retreating from patties, 85 percent lean, 93 percent lean and ground breast. More attention is focused on sausage, especially in the East where 68 percent of the sausages ads are located.



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/	40.4% of 7,900 sampled outlets 1.4% of stores w/ no-price promotions Activity Index = 5,770			42.7% of 5,200 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 2,230			56.9% of 3,900 sampled outlets 6.4% of stores w/ no-price promotions Activity Index = 3,550		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99	70	0.99	1.39 - 1.99	350	1.57	1.49 - 1.69	40	1.65
Hotel Style									
Fresh	0.99	60	0.99						
Frozen									
Split, bone-in									
Fresh	2.29	450	2.29	2.29	20	2.29	1.99	310	1.99
Rotisserie	4.89 - 7.99	570	6.58	5.99 - 6.99	290	6.49	7.99	130	7.99
Boneless, whole									
Cutlets	3.66 - 4.89	700	4.07	4.89	110	4.89	4.54	310	4.54
Cutlets, thin sliced	5.99	110	5.99						
Strips									
Tenders	2.99 - 4.89	410	4.67	4.89	110	4.89	3.99 - 4.54	310	4.30
Marinated Tenders	3.73 - 4.26	560	3.97	3.19	100	3.19	2.99	20	2.99
Drumsticks	1.29 - 1.39	90	1.37	1.29 - 1.58	30	1.34	1.39	500	1.39
Thighs				1.58	10	1.58			
Wings	1.39 - 1.49	90	1.41	1.29	30	1.29	1.39	500	1.39
Necks	1.39	70	1.39						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.29 - 2.59	380	2.44	1.89 - 2.39	40	2.07	2.50 - 3.07	200	2.73
Sausage	1.59 - 3.27	1,150	2.54	1.99 - 2.50	360	2.47	2.08 - 2.46	170	2.19
85% lean	1.33 - 2.31	660	1.89	1.99 - 2.08	190	2.00	1.55 - 2.08	700	2.02
93% lean	1.99 - 3.49	360	2.63	2.40 - 3.49	360	2.78	2.39 - 2.40	70	2.40
Breast (99-100% lean)	3.91 - 3.99	40	3.98	3.32	230	3.32	3.99	290	3.99
Rolls (frsh/frz 1 lb.)				1.00 - 1.33	220	1.14			