



USDA Weekly Retail Turkey Feature Activity

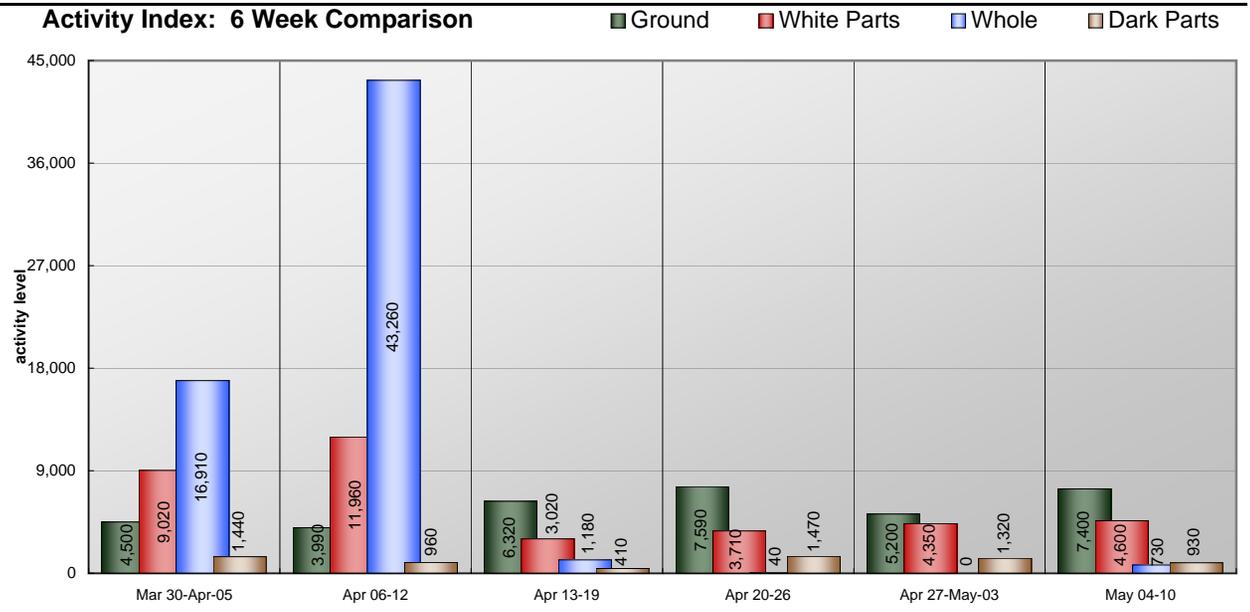
Fri. May 04, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/04 thru 05/10.

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

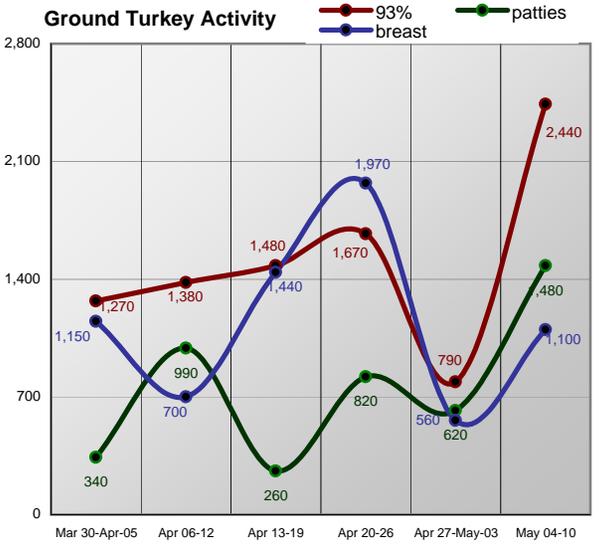
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.2% of 17,000 outlets		44.9% of 17,000 outlets		41.1% of 17,000 outlets	
Special Rate 4/	4.5%		3.4%		2.6%	
Activity Index 2/	14,530		11,770		10,130	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	370	0.96			20	0.79
" - Toms	360	0.98			20	0.79
PARTS:						
Breast:						
Bone-in, whole						
Fresh	1,600	1.95			1,060	1.85
Frozen	230	1.49	460	1.49	370	1.31
Hotel Style						
Fresh	140	1.49	60	0.99		
Frozen						
Split, bone-in						
Fresh	880	2.29	780	2.17		
Rotisserie	670	7.16	990	6.74	170	7.71
Boneless, whole						
Cutlets	440	4.41	1,120	4.28	680	4.01
Cutlets, thin sliced	10	3.99	110	5.99	40	3.99
Strips	110	4.54				
Tenders	520	3.73	830	4.56	190	3.44
Marinated Tenders	450	3.16	680	3.83		
Drumsticks						
Thighs	520	1.26	620	1.38	270	1.09
Wings	40	1.37	10	1.58	150	1.89
Necks	270	1.24	620	1.39	260	1.09
			70	1.39		
Smoked Drumsticks	50	1.39				
Smoked Wings	50	1.39				
Smoked Necks						
GROUND TURKEY:						
Patties	7,400	2.65	5,200	2.49	6,880	2.53
Sausage	1,480	2.81	620	2.51	1,560	2.41
85% lean	1,950	2.44	1,680	2.49	1,750	2.59
93% lean	430	1.82	1,550	1.96	710	1.85
Breast	2,440	2.33	790	2.68	1,810	2.01
Rolls (frsh/frz 1 lb.)	1,100	3.85	560	3.71	1,050	3.98
	420	1.02	220	1.14	--	--

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



Turkey Featuring - 05/04 thru 05/10

The feature rate is slightly higher compared to the previous week due to increased promotions in the East. The activity rate is sharply higher. Frozen hens and toms return to the ad pages this week. Offers of fresh bone-in breasts are active. Frozen bone-in breast prices remain unchanged although the number of promotions is lower. Other white parts are more visible and prices range higher on fresh hotel breasts, split breasts, rotisserie and cutlets. Promotions are sharply lower on tenders and marinated tenders. Offers increase on dark meat parts and prices are lower. Ground turkey ads receive more ad space and are up 42 percent in quantity. The weighted average price for ground turkey is 6 percent higher. Sausage, 93% lean and patties are more prominent as we enter the grilling season.



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/	49.2% of 7,900 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 7,430			41.7% of 5,200 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 4,120			45.9% of 3,900 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 2,560		
	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	0.69 - 1.39	150	1.35	0.69	220	0.69			
" - Toms	1.39	150	1.39	0.69	210	0.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.49	1,440	1.95	1.99	150	1.99	1.59	10	1.59
Frozen	1.28 - 1.69	130	1.65	1.29	100	1.29			
Hotel Style									
Fresh	1.49	140	1.49						
Frozen									
Split, bone-in									
Fresh	2.29	840	2.29	2.29	40	2.29			
Rotisserie	4.94 - 8.99	210	7.50	6.99 - 7.99	460	7.01			
Boneless, whole									
Cutlets	3.99 - 4.49	100	4.03	4.54	330	4.54	3.99	10	3.99
Cutlets, thin sliced	3.99	10	3.99						
Strips				4.54	110	4.54			
Tenders	3.99 - 4.49	60	4.07	2.80 - 3.99	450	3.66	4.69	10	4.69
Marinated Tenders	2.99 - 3.73	260	3.36	2.13 - 2.66	20	2.31	2.66 - 4.26	170	2.97
Drumsticks	1.19	200	1.19	1.37 - 1.39	70	1.38	1.29	250	1.29
Thighs				1.37	40	1.37			
Wings	1.19	200	1.19	1.37 - 1.39	70	1.38			
Necks									
Smoked Drumsticks				1.39	50	1.39			
Smoked Wings				1.39	50	1.39			
Smoked Necks									
GROUND TURKEY:									
Patties	2.00 - 2.99	590	2.50	1.89 - 3.00	390	2.38	3.50	500	3.50
Sausage	1.99 - 3.19	990	2.18	2.00 - 3.19	460	2.52	2.87	500	2.87
85% lean	1.89 - 1.99	260	1.96	1.24 - 2.23	150	1.60	1.60	20	1.60
93% lean	1.45 - 3.07	1,530	2.16	1.38 - 2.80	270	2.22	2.79 - 2.80	640	2.80
Breast (99-100% lean)	3.83 - 3.99	170	3.97	2.80 - 3.99	480	3.68	3.99	450	3.99
Rolls (frsh/frz 1 lb.)	1.00	380	1.00	1.00 - 1.98	40	1.21			