



USDA Weekly Retail Turkey Feature Activity

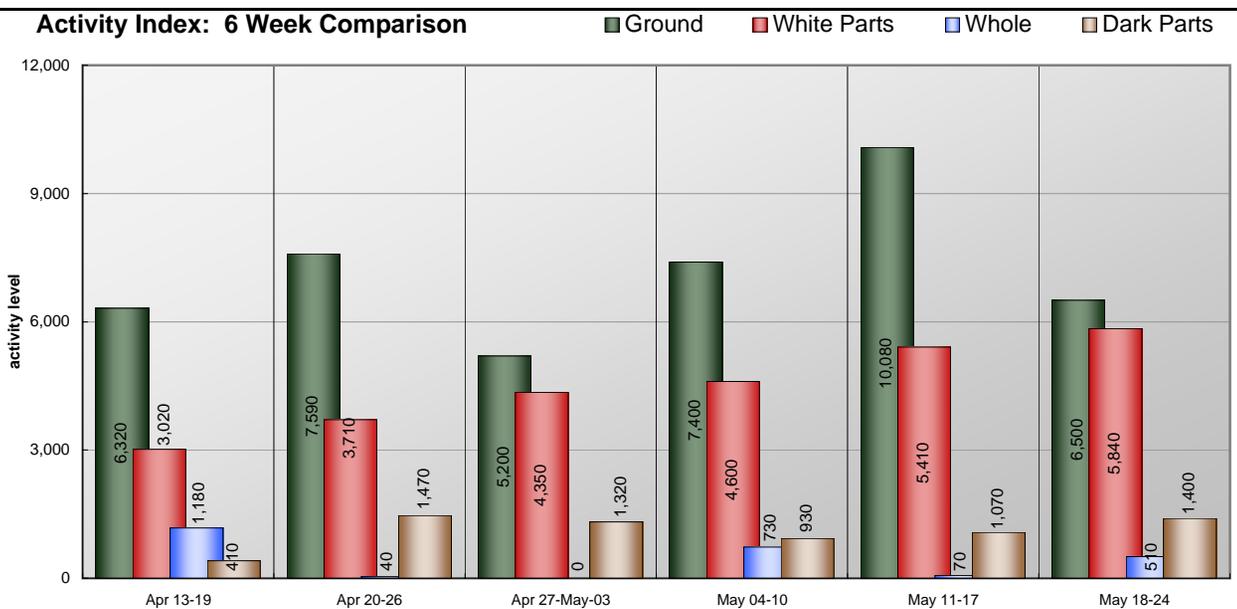
Fri. May 18, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/18 thru 05/24.

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

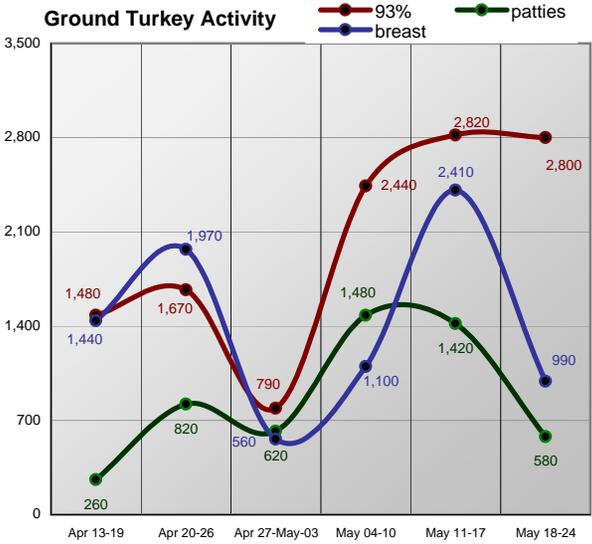
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	47.8% of 17,000 outlets		54.4% of 17,000 outlets		48.3% of 17,000 outlets	
Special Rate 4/	7.5%		2.2%		2.3%	
Activity Index 2/	15,140		17,300		16,020	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			30	1.07	220	1.27
" - Toms			10	1.19		
Frozen - Hens	310	0.80	30	0.88		
" - Toms	200	0.69				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	260	2.16	480	1.59		
Frozen	540	1.26	380	1.48	660	1.31
Hotel Style						
Fresh			160	0.99		
Frozen						
Split, bone-in						
Fresh	590	1.99	150	1.35		
Rotisserie	2,200	7.43	730	5.98	450	7.27
Boneless, whole						
Cutlets	240	3.99	40	3.34	350	3.63
Cutlets, thin sliced	770	4.06	1,530	4.40	1,240	3.62
Strips	110	4.99	370	4.64	150	3.99
Tenders	410	3.90	570	4.54		
Tenders	720	3.82	1,000	4.01	430	3.68
Marinated Tenders	370	3.62	600	3.37		
Drumsticks						
Thighs	680	1.35	580	1.87	810	1.31
Wings			150	1.71		
Wings	680	1.35	310	1.19	820	1.31
Necks	40	1.38				
Smoked Drumsticks						
Smoked Wings			30	1.29		
Smoked Necks						
GROUND TURKEY:						
Patties	6,500	2.38	10,080	2.58	10,890	2.79
Sausage	580	2.73	1,420	2.45	2,860	2.48
85% lean	1,260	2.16	1,590	2.22	1,540	2.88
93% lean	870	1.56	1,840	1.82	1,480	1.85
Breast	2,800	2.14	2,820	2.12	2,000	2.19
Breast	990	3.89	2,410	4.02	3,010	3.90
Rolls (frsh/frz 1 lb.)	520	1.06	70	0.99	--	--

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



Turkey Featuring - 05/18 thru 05/24

The feature rate is lower in all three regions this week. Offers increased on hens and toms and values are lower. Bone-in whole breasts are less active and the price spread between fresh and frozen is \$0.90. Fresh prices are up while frozen prices are lower. Split breasts offers increase in volume and price. Rotisserie breast ads are prominent this week and the weighted average price is \$1.45 higher. Boneless white meat cuts are less active and prices are irregular, but mostly lower than a week earlier. More drums and wings are offered. Prices are lower on drums, higher on wings. Offers of ground turkey retreat and the weighted average price is lower. Promotions are sharply lower for patties and ground breast, almost unchanged on 93% lean. Buy one get one free ads focus on ground turkey items.



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/	44.3% of 7,900 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 6,720			40.6% of 5,200 sampled outlets 7.8% of stores w/ no-price promotions Activity Index = 3,460			64.2% of 3,900 sampled outlets 10.0% of stores w/ no-price promotions Activity Index = 4,440		
	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 - 0.99	310	0.80						
" - Toms	0.69	200	0.69						
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.29	260	2.16						
Frozen	0.99 - 1.49	200	1.10	0.99 - 1.79	320	1.32	1.79	20	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	590	1.99						
Rotisserie	5.99 - 7.99	570	6.62	5.99 - 7.99	520	7.12	6.99 - 8.99	1,110	7.99
Boneless, whole	3.99	240	3.99						
Cutlets	3.99	160	3.99	3.49 - 3.99	280	3.54	4.54	330	4.54
Cutlets, thin sliced	4.99	110	4.99						
Strips				3.49	250	3.49	4.54	160	4.54
Tenders				3.49	250	3.49	3.99	470	3.99
Marinated Tenders	3.73 - 3.99	270	3.77	3.19	100	3.19			
Drumsticks	1.19 - 1.39	180	1.23				1.39	500	1.39
Thighs									
Wings	1.19 - 1.39	180	1.23				1.39	500	1.39
Necks	1.38 - 1.39	40	1.38						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.59 - 2.99	260	2.86	2.50	120	2.50	2.50 - 2.99	200	2.70
Sausage	1.91 - 2.47	410	2.13	2.05 - 2.44	480	2.06	2.05 - 2.46	370	2.33
85% lean	0.99 - 1.99	490	1.83	0.83 - 1.90	380	1.21			
93% lean	1.99 - 2.87	1,510	2.14	2.00 - 2.49	750	2.09	1.59 - 2.79	540	2.20
Breast (99-100% lean)	3.07 - 3.99	740	3.86	3.84	10	3.84	3.99	240	3.99
Rolls (frsh/frz 1 lb.)	1.00	60	1.00	0.99 - 1.33	330	1.09	1.00	130	1.00