



USDA Weekly Retail Turkey Feature Activity

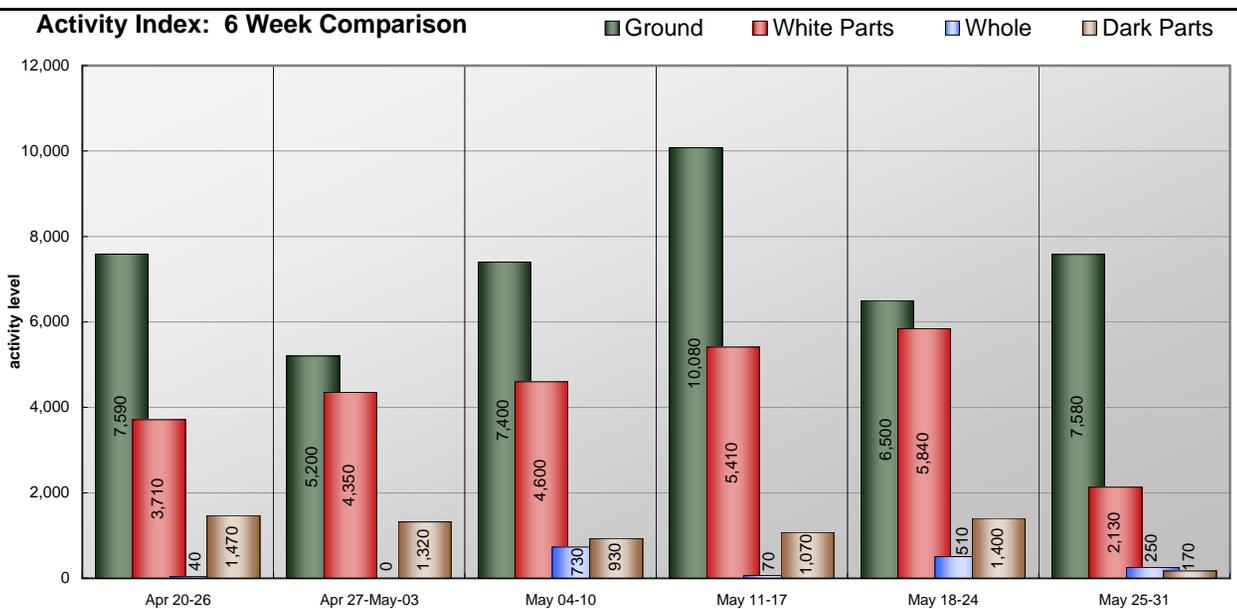
Fri. May 25, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/25 thru 05/31.

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

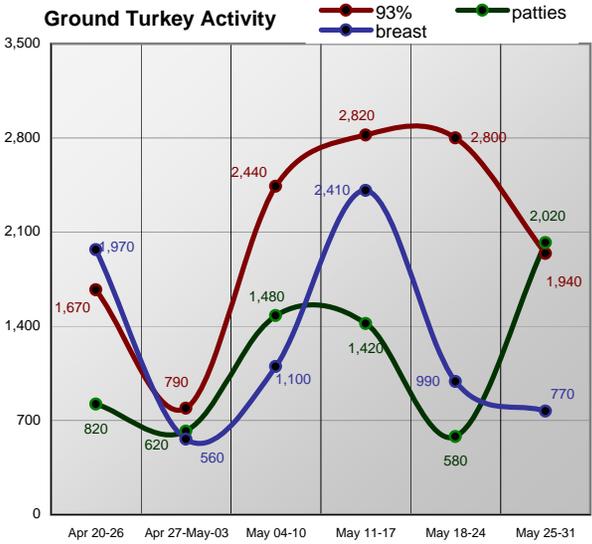
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	41.8% of 17,000 outlets		47.8% of 17,000 outlets		41.1% of 17,000 outlets	
Special Rate 4/	5.4%		7.5%		9.6%	
Activity Index 2/	11,300		15,140		13,450	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	140	1.33			520	1.19
" - Toms	20	0.99			30	1.15
Frozen - Hens	90	0.98	310	0.80	20	0.99
" - Toms			200	0.69	20	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	190	1.97	260	2.16	170	1.97
Frozen	300	1.72	540	1.26	90	1.53
Hotel Style						
Fresh					90	1.49
Frozen						
Split, bone-in						
Fresh	600	1.99	590	1.99	60	2.14
Rotisserie	370	7.13	2,200	7.43	300	5.39
Boneless, whole						
Cutlets	60	3.81	240	3.99	110	2.99
Cutlets, thin sliced	470	4.35	770	4.06	350	3.99
Strips	10	2.66	410	3.90		
Tenders	130	3.99	720	3.82	130	3.91
Marinated Tenders	1,110	3.75	370	3.62		
Drumsticks						
Thighs	80	1.49	680	1.35	20	0.99
Wings	70	1.51	680	1.35		
Necks	10	1.39	40	1.38		
Smoked Drumsticks	10	1.79			20	1.59
Smoked Wings					20	1.59
Smoked Necks						
GROUND TURKEY:						
Patties	7,580	2.52	6,500	2.38	11,500	2.36
Sausage	2,020	2.47	580	2.73	2,470	2.45
85% lean	1,590	2.55	1,260	2.16	3,560	2.23
93% lean	1,260	1.99	870	1.56	240	1.65
Breast	1,940	2.30	2,800	2.14	4,640	2.23
Rolls (frsh/frz 1 lb.)	770	4.01	990	3.89	590	3.99
	60	1.99	520	1.06	--	--

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



Turkey Featuring - 05/25 thru 05/31

Feature activity on turkeys is lower going into the Memorial Day weekend as more ad space is dedicated to alternative meats for picnics and BBQs. The few offers of whole turkey focus on lighter weight birds. Bone-in breasts are less active and prices are irregular. Rotisserie ads are sharply lower in volume and value but offers of marinated tenders are very active at firmer prices. Offers of other white meat items are light. Features on dark meat cuts are light and prices edge higher on all items. Ground turkey is prominent in this week's ads. The feature rate is higher than last week but lower than the same week a year ago. Promotions of patties surge ahead of last week and prices are 10 percent lower. Prices on 85% lean rose 28% and prices on 93% lean are up 8%.



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/	44.0% of 7,950 sampled outlets 5.2% of stores w/ no-price promotions Activity Index = 5,280			27.6% of 5,300 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 2,330			57.3% of 3,750 sampled outlets 8.0% of stores w/ no-price promotions Activity Index = 3,630		
	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	1.39	120	1.39				0.99	20	0.99
" - Toms							0.99	20	0.99
Frozen - Hens				0.98	90	0.98			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.99	10	1.99	1.69 - 1.99	180	1.96
Frozen	1.69	190	1.69	1.69 - 1.79	110	1.77			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	600	1.99						
Rotisserie	5.99 - 7.99	330	7.09	6.99 - 7.99	40	7.48			
Boneless, whole	3.99	50	3.99				2.89	10	2.89
Cutlets	3.99	160	3.99				4.54	310	4.54
Cutlets, thin sliced									
Strips							2.66	10	2.66
Tenders	3.99	10	3.99				3.99	120	3.99
Marinated Tenders	3.49 - 4.79	640	3.81	2.66 - 4.26	120	4.15	2.66 - 4.26	350	3.50
Drumsticks	1.39 - 1.49	50	1.47	1.59	20	1.59	1.39	10	1.39
Thighs									
Wings	1.39 - 1.49	50	1.47	1.59	20	1.59			
Necks	1.39	10	1.39						
Smoked Drumsticks				1.79	10	1.79			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.79	870	2.36	1.99 - 3.00	570	2.46	2.49 - 3.00	580	2.66
Sausage	1.63 - 3.19	560	2.36	2.00 - 3.19	520	2.57	2.46 - 2.87	510	2.72
85% lean	1.49 - 2.00	640	1.99	1.41 - 2.40	620	1.99			
93% lean	1.99 - 2.69	930	2.09	1.66 - 2.50	190	2.28	2.40 - 2.80	820	2.56
Breast (99-100% lean)	4.16	70	4.16	3.99	10	3.99	3.99	690	3.99
Rolls (frsh/frz 1 lb.)				1.99	60	1.99			