



USDA Weekly Retail Turkey Feature Activity

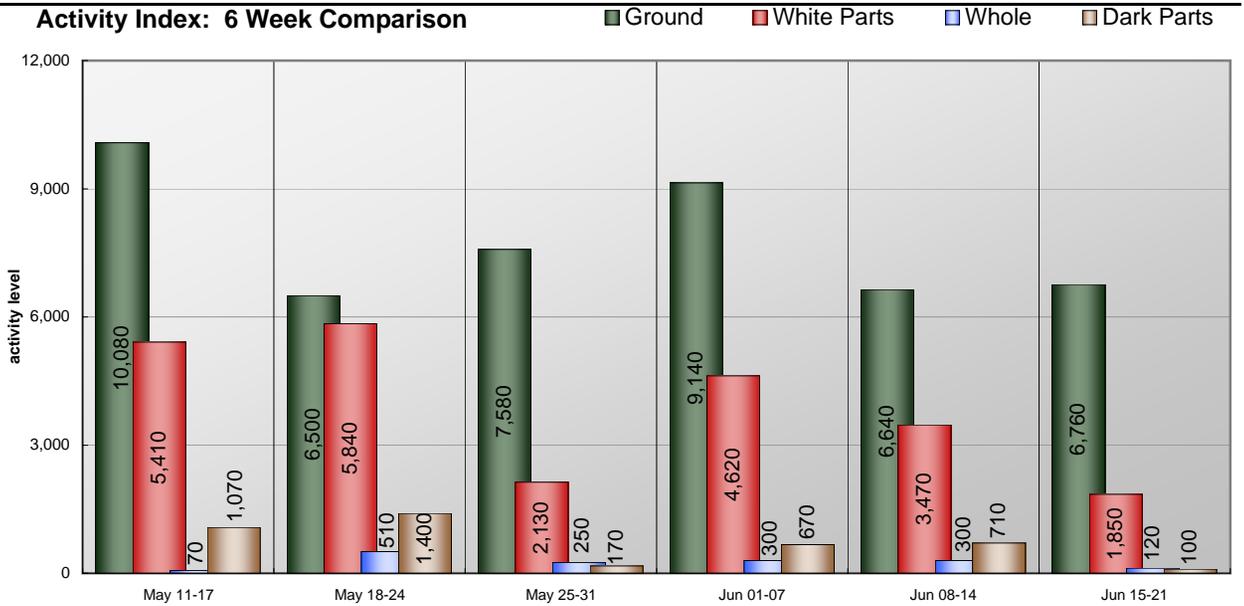
Fri. Jun 15, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/15 thru 06/21.

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

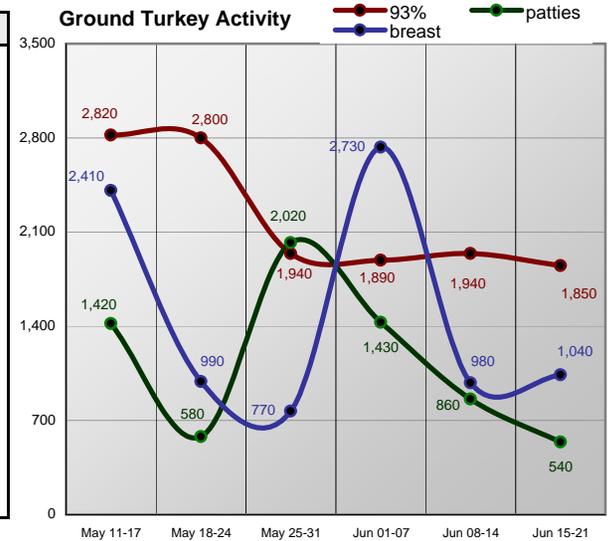
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	42.5% of 17,000 outlets		47.8% of 17,000 outlets		41.7% of 17,000 outlets	
Special Rate 4/	2.6%		6.4%		8.5%	
Activity Index 2/	9,750		12,470		12,460	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	50	1.83	120	1.24	390	1.05
" - Toms	50	1.83	60	1.19	120	0.99
Frozen - Hens	10	1.09	50	0.89		
" - Toms	10	1.09	70	1.18		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	310	1.73	420	1.89	360	2.01
Frozen	360	1.44	390	1.66	310	1.40
Hotel Style						
Fresh			20	1.49	150	1.49
Frozen						
Split, bone-in						
Fresh	40	2.49	30	2.88	80	2.30
Rotisserie	500	7.59	670	6.35	870	5.65
Boneless, whole						
	50	3.99	20	3.99	120	3.99
Cutlets						
	310	3.99	660	4.12	580	3.97
Cutlets, thin sliced						
			120	3.99		
Strips						
			310	3.75		
Tenders						
	280	3.05	830	3.72	510	3.95
Marinated Tenders						
	770	3.65	720	3.99		
Drumsticks						
	50	2.07	290	1.24	590	1.38
Thighs						
			40	1.44	90	1.31
Wings						
	30	1.46	290	1.24	660	1.32
Necks						
	10	1.39	90	1.36		
Smoked Drumsticks						
					60	1.72
Smoked Wings						
	10	0.99				
Smoked Necks						
GROUND TURKEY:						
Patties	540	2.87	860	2.59	380	2.76
Sausage	2,310	2.54	1,830	2.43	2,900	2.56
85% lean	1,020	1.97	1,030	1.78	780	1.79
93% lean	1,850	2.46	1,940	2.15	2,130	2.38
Breast	1,040	3.88	980	3.39	1,380	3.61
Rolls (frsh/frz 1 lb.)	150	1.01	630	1.24	--	--

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



Turkey Featuring - 06/15 thru 06/21

The National feature rate on turkeys continues to slow going into the Father's Day weekend, however promotions increase in the Western region. Offers of whole birds decline this week and prices are sharply higher on fresh hens and toms, mixed on frozen hens and toms. Bone-in breast items are less active and prices trend lower. The limited offers of breast meat cuts are at weaker prices. Minimal offers of dark cuts are at stronger prices. Ground turkey ads inch ahead of last week and the weighted average price is firm on all items compared to last week. Western region promotions are sharply higher on ground turkey this week, especially sausage.



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/	38.4% of 7,950 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 4,280			34.8% of 5,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,210			61.3% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,110		
	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	1.99	40	1.99	1.18	10	1.18			
" - Toms	1.99	40	1.99	1.18	10	1.18			
Frozen - Hens							1.09	10	1.09
" - Toms							1.09	10	1.09
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.49	160	1.49	1.99	100	1.99	1.99	50	1.99
Frozen	0.99 - 1.39	120	1.35	1.39 - 1.77	210	1.45	1.79	30	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.49	40	2.49						
Rotisserie	5.24 - 7.99	110	7.84	7.49 - 9.99	170	8.21	6.99	220	6.99
Boneless, whole	3.99	50	3.99						
Cutlets	3.99	280	3.99	3.99	30	3.99			
Cutlets, thin sliced									
Strips									
Tenders				2.77 - 3.99	40	3.63	2.79 - 3.19	240	2.95
Marinated Tenders	3.19 - 4.26	330	3.99	3.19 - 4.26	390	3.28	4.26	50	4.26
Drumsticks	1.39	10	1.39	1.49	20	1.49	2.99	20	2.99
Thighs									
Wings	1.39	10	1.39	1.49	20	1.49			
Necks	1.39	10	1.39						
Smoked Drumsticks									
Smoked Wings				0.99	10	0.99			
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	290	2.67	3.00 - 3.29	110	3.25	3.00	140	3.00
Sausage	1.88 - 3.19	390	2.69	2.39 - 3.19	820	2.56	2.46	1,100	2.46
85% lean	1.33 - 2.45	640	2.04	1.66 - 1.99	70	1.85	1.87	310	1.87
93% lean	1.49 - 3.19	1,180	2.42	2.00 - 2.63	200	2.53	2.40 - 2.79	470	2.53
Breast (99-100% lean)	3.30 - 4.61	580	4.16				2.79 - 4.00	460	3.52
Rolls (frsh/frz 1 lb.)				1.00 - 1.25	150	1.01			