



USDA Weekly Retail Turkey Feature Activity

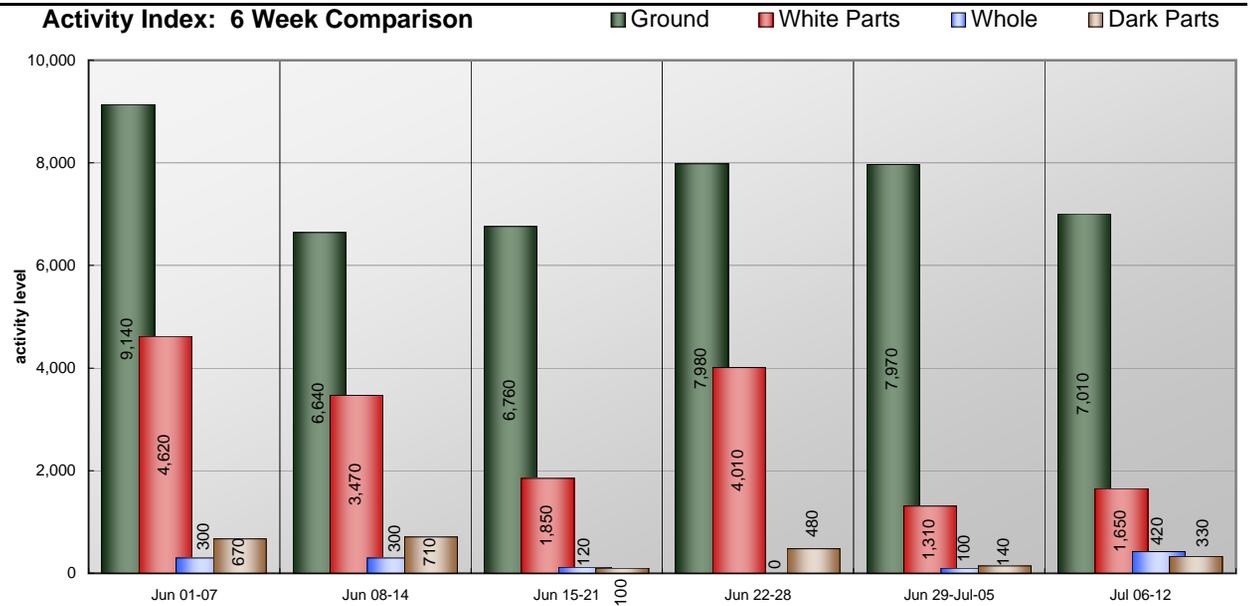
Fri. Jul 06, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/06 thru 07/12.

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

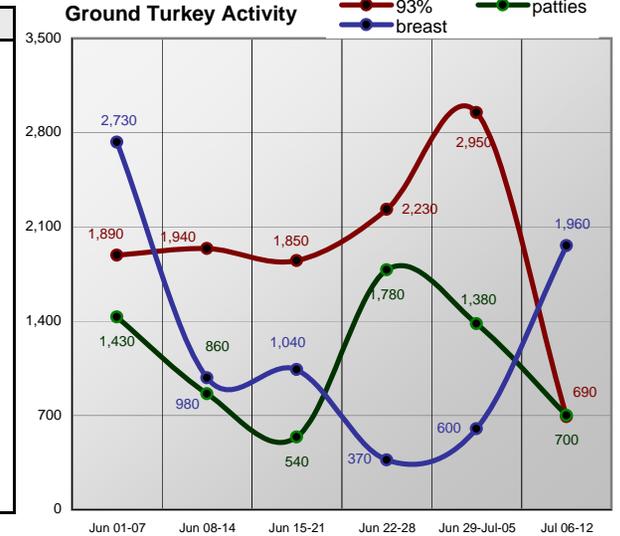
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	43.1% of 17,000 outlets		44.7% of 17,000 outlets		47.1% of 17,000 outlets	
Special Rate 4/	6.3%		3.9%		6.0%	
Activity Index 2/	10,820		10,100		14,420	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	170	1.19	70	1.01		
" - Toms	170	1.19	10	1.18		
Frozen - Hens			10	0.99	90	0.99
" - Toms	80	1.69	10	0.99		
PARTS:						
Breast:						
Bone-in, whole						
Fresh			90	2.10	400	1.99
Frozen	180	1.71	230	1.41	280	1.44
Hotel Style						
Fresh					30	2.28
Frozen						
Split, bone-in						
Fresh					30	2.28
Rotisserie	220	8.18	580	6.39	590	6.03
Boneless, whole						
Cutlets	770	4.10	150	4.49	2,150	3.93
Cutlets, thin sliced	30	3.49			580	3.79
Strips			20	4.54		
Tenders	450	3.98	150	4.02	1,960	3.79
Marinated Tenders	1,170	3.67	550	4.18		
DRUMSTICKS						
Drumsticks	160	1.21	70	1.42	10	1.29
THIGHS						
Thighs	10	1.69			10	1.29
WINGS						
Wings	150	1.20	70	1.45	120	0.78
NECKS						
Necks					110	0.79
SMOKED						
Smoked Drumsticks	10	1.28			20	1.63
Smoked Wings					20	1.63
SMOKED NECKS					10	0.97
GROUND TURKEY:						
Patties	700	2.45	1,380	2.77	1,070	2.52
Sausage	2,140	2.31	1,900	2.41	1,900	2.35
85% lean	1,520	1.83	1,140	1.83	1,260	1.68
93% lean	690	2.29	2,950	2.17	2,020	2.27
Breast	1,960	4.04	600	4.03	1,560	3.99
Rolls (frsh/frz 1 lb.)	240	1.00	30	1.44	--	--

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



Turkey Featuring - 07/06 thru 07/12

The feature rate is slightly lower this week and the Western region continues to be the most active. Offers on whole turkeys are slightly higher in quantity and value. The limited offers of frozen bone-in breasts are at firm prices. Rotisserie ads are less visible this week and pricing is less aggressive. Promotions on boneless breast cuts are at lower trending values. Marinated tenders are active and prices are firm. Ground turkey was featured at fewer stores this week and the weighted average price is sharply higher. This is due to strong promotional activity on ground breasts. Western region offers are very strong on ground breast while Eastern and Central region retailers focus on sausage. Prices are about the same for ground breasts and 85% lean, lower for patties, and higher for 93% lean. July's hot weather makes grilling outside a pleasant alternative to indoor cooking.



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/	41.2% of 7,950 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 5,150			39.9% of 5,300 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 2,480			51.5% of 3,750 sampled outlets 16.0% of stores w/ no-price promotions Activity Index = 2,950		
	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	1.19	140	1.19	1.19	30	1.19			
" - Toms	1.19	140	1.19	1.19	30	1.19			
Frozen - Hens									
" - Toms	1.69	70	1.69	1.69	10	1.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.69	120	1.69	1.39 - 1.59	30	1.49	1.99	30	1.99
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.99 - 8.99	160	7.71	5.99 - 9.99	60	9.41			
Boneless, whole									
Cutlets	3.99 - 4.08	180	4.00	3.69 - 4.56	330	3.80	4.56	260	4.56
Cutlets, thin sliced	3.49	30	3.49						
Strips									
Tenders	3.59 - 3.99	180	3.95	4.00	10	4.00	4.00	260	4.00
Marinated Tenders	3.73	340	3.73	3.73	140	3.73	3.19 - 3.73	690	3.63
Drumsticks	1.19 - 1.39	160	1.21						
Thighs	1.69	10	1.69						
Wings	1.19 - 1.39	150	1.20						
Necks									
Smoked Drumsticks				1.28	10	1.28			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.79	660	2.46	1.99	20	1.99	2.50 - 2.99	20	2.72
Sausage	1.63 - 3.03	1,040	2.21	1.99 - 2.70	930	2.43	2.05 - 2.61	170	2.19
85% lean	0.99 - 2.31	890	1.87	1.19 - 2.00	310	1.66	1.87 - 1.99	320	1.87
93% lean	2.50 - 2.99	100	2.67	1.99 - 2.63	540	2.20	2.40 - 2.55	50	2.44
Breast (99-100% lean)	3.83 - 4.16	780	4.06	3.99 - 4.22	30	4.16	3.91 - 4.55	1,150	4.03
Rolls (frsh/frz 1 lb.)				0.98 - 1.19	240	1.00			