



USDA Weekly Retail Turkey Feature Activity

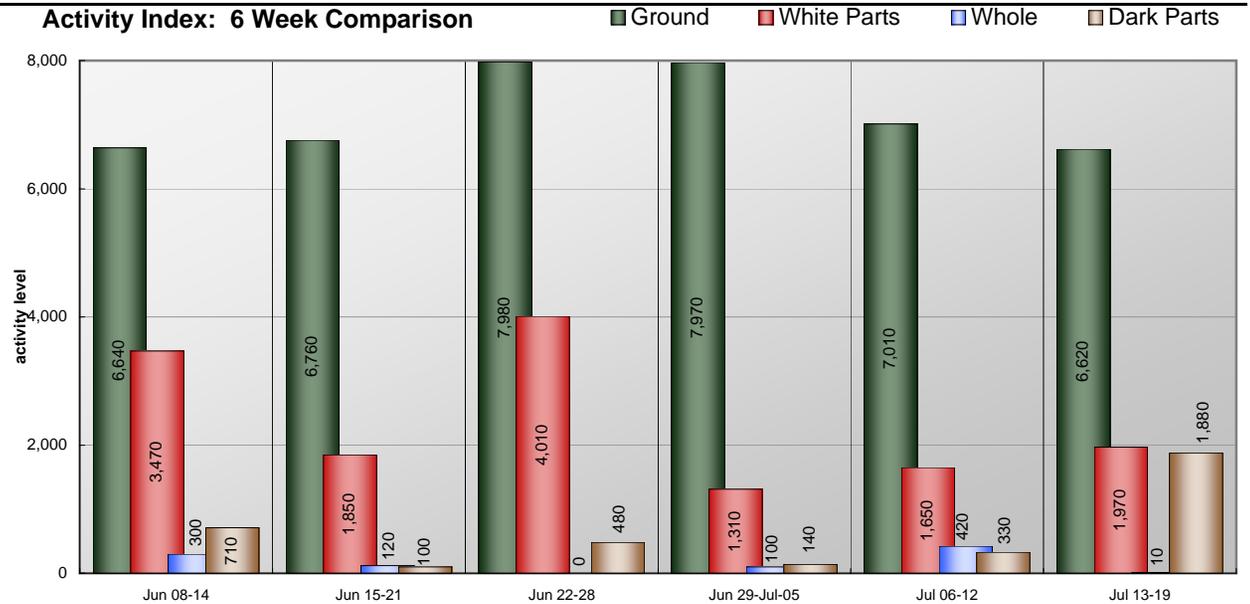
Fri. Jul 13, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/13 thru 07/19.

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

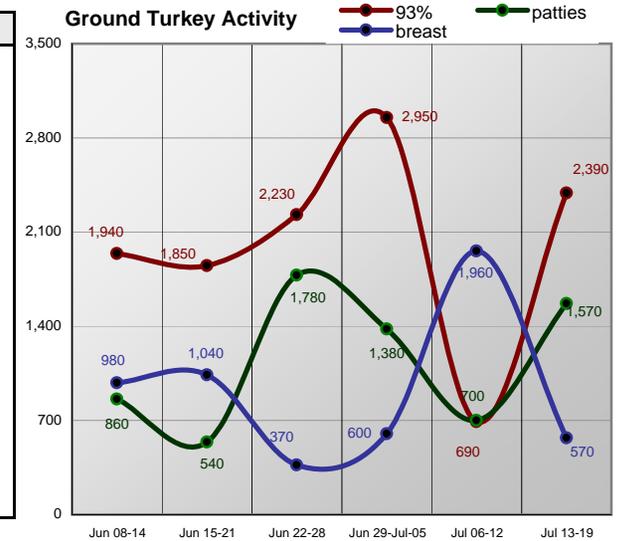
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	42.7% of 17,000 outlets		43.1% of 17,000 outlets		52.4% of 17,000 outlets	
Special Rate 4/	4.4%		6.3%		4.4%	
Activity Index 2/	11,580		10,820		17,740	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			170	1.19	20	0.99
" - Toms			170	1.19		
Frozen - Hens					150	1.30
" - Toms	10	0.89	80	1.69	50	1.11
PARTS:						
Breast:						
Bone-in, whole						
Fresh					1,080	2.10
Frozen	360	1.57	180	1.71	1,510	1.64
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	110	2.15			440	2.29
Rotisserie	270	7.03	220	8.18	1,700	7.98
Boneless, whole	100	3.89			200	3.19
Cutlets	780	3.98	770	4.10	890	4.37
Cutlets, thin sliced	50	3.79	30	3.49	420	4.47
Strips						
Tenders	300	3.39	450	3.98	940	3.97
Marinated Tenders	910	3.76	1,170	3.67		
Drumsticks	860	1.34	160	1.21	750	1.24
Thighs	150	1.34	10	1.69		
Wings	850	1.34	150	1.20	750	1.24
Necks	10	1.39				
Smoked Drumsticks	10	1.08	10	1.28	30	1.31
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	6,620	2.35	7,010	2.70	8,810	2.49
Patties	1,570	2.53	700	2.45	400	2.53
Sausage	1,010	2.20	2,140	2.31	1,780	2.55
85% lean	1,080	1.79	1,520	1.83	1,240	1.58
93% lean	2,390	2.26	690	2.29	3,610	2.18
Breast	570	3.60	1,960	4.04	1,780	3.68
Rolls (frsh/frz 1 lb.)	190	1.16	240	1.00	--	--

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



Turkey Featuring - 07/13 thru 07/19

The feature rate continues to decline as expected for mid-month. Offers of frozen bone-in breasts are twice as high as last week and prices are lower. White parts are only slightly more visible this week as retailers turn to most attention to dark parts. Promotions on drumsticks and wings are very active and prices are firm. Offers on ground turkey continue to fall and the weighted average price is sharply lower due to a drop in ground breast ads. Activity on 93% lean surged this week after last week's extremely low levels. Patties are more available this week. Prices on patties are higher with the balance of grinds at lower trending prices.



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/	52.9% of 7,950 sampled outlets 6.7% of stores w/ no-price promotions Activity Index = 6,510			29.2% of 5,300 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 2,560			40.6% of 3,750 sampled outlets 5.5% of stores w/ no-price promotions Activity Index = 2,320		
	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									
" - Toms				0.89	10	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.69	130	1.63	1.19 - 1.89	150	1.41	1.79	80	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99 - 2.49	110	2.15						
Rotisserie	6.99 - 8.99	130	7.10	5.99 - 6.99	10	6.63	6.99	130	6.99
Boneless, whole	3.99	50	3.99	3.79	50	3.79			
Cutlets	3.29 - 3.99	750	3.97	3.99	20	3.99	4.54	10	4.54
Cutlets, thin sliced				3.79	50	3.79			
Strips									
Tenders	3.49	160	3.49	2.69 - 3.79	130	3.22	3.99	10	3.99
Marinated Tenders	3.49 - 4.99	770	3.90	2.67 - 3.99	140	3.03			
Drumsticks	1.25 - 1.39	360	1.28	1.28 - 1.59	100	1.36	1.39	400	1.39
Thighs				1.29	70	1.29	1.39	80	1.39
Wings	1.25 - 1.39	360	1.28	1.29 - 1.59	90	1.36	1.39	400	1.39
Necks	1.39	10	1.39						
Smoked Drumsticks				1.08	10	1.08			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.79	870	2.57	2.00 - 3.00	580	2.36	3.00	120	3.00
Sausage	1.99 - 2.99	420	2.13	1.99 - 2.38	230	2.01	2.40	360	2.40
85% lean	1.49 - 1.92	530	1.80	1.41 - 2.08	480	1.75	2.00 - 2.08	70	2.05
93% lean	1.53 - 2.49	1,400	2.11	1.53 - 2.79	340	2.41	2.39 - 2.80	650	2.49
Breast (99-100% lean)	3.07 - 4.16	460	3.51	4.00	100	4.00	3.99	10	3.99
Rolls (frsh/frz 1 lb.)	1.00 - 1.19	130	1.13	1.00 - 1.50	40	1.16	1.39	20	1.39