



USDA Weekly Retail Turkey Feature Activity

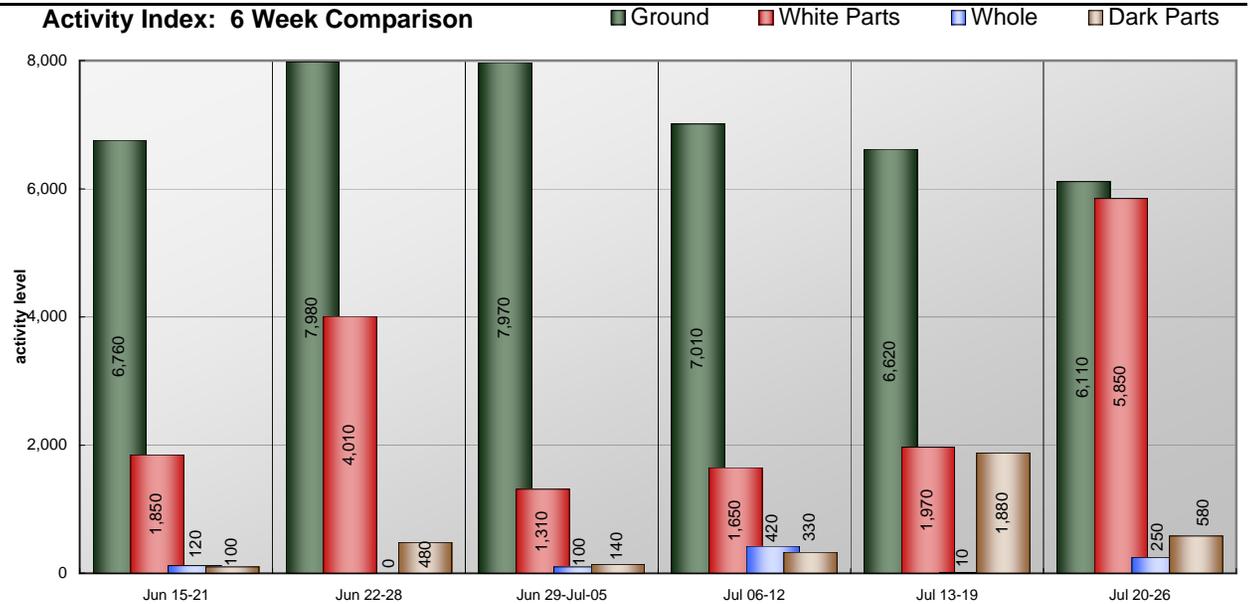
Fri. Jul 20, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/20 thru 07/26.

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

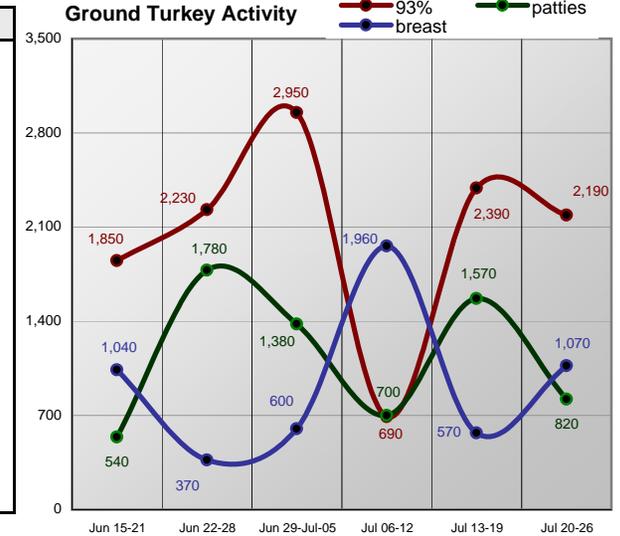
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	44.2% of 17,000 outlets		42.7% of 17,000 outlets		43.4% of 17,000 outlets	
Special Rate 4/	3.8%		4.4%		7.2%	
Activity Index 2/	13,790		11,580		11,130	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	130	0.92			150	1.27
" - Toms	10	1.29			30	0.92
Frozen - Hens	70	1.10				
" - Toms	40	1.04	10	0.89		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	630	2.28			520	1.82
Frozen	740	1.46	360	1.57		
Hotel Style						
Fresh	160	1.95				
Frozen						
Split, bone-in						
Fresh	450	2.38	110	2.15		
Rotisserie	2,670	7.34	270	7.03	50	5.89
Boneless, whole						
Cutlets	40	4.63	100	3.89		
Cutlets, thin sliced	380	4.18	780	3.98	40	3.99
Strips	130	4.99	50	3.79		
Tenders	150	4.96				
Tenders	500	3.87	300	3.39	270	5.87
Marinated Tenders	820	3.83	910	3.76		
Drumsticks						
Drumsticks	290	1.24	860	1.34	470	1.34
Thighs			150	1.34	240	1.69
Wings	290	1.24	850	1.34	330	1.21
Necks			10	1.39	170	1.29
Smoked Drumsticks			10	1.08	50	1.19
Smoked Wings					30	1.39
Smoked Necks						
GROUND TURKEY:	6,110	2.63	6,620	2.35	8,780	2.54
Patties	820	2.47	1,570	2.53	1,820	2.59
Sausage	1,660	2.48	1,010	2.20	2,230	2.50
85% lean	370	1.71	1,080	1.79	1,370	1.85
93% lean	2,190	2.44	2,390	2.26	2,200	2.45
Breast	1,070	3.71	570	3.60	1,160	3.54
Rolls (frsh/frz 1 lb.)	180	1.05	190	1.16	--	--

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



Turkey Featuring - 07/20 thru 07/26

This week the national feature rate is higher with a sharply higher feature rate in the West. Retailers show more fresh and frozen hens and toms and offers on bone-in breasts are significantly higher. Offers of rotisserie breasts are highly visible and prices are firm. Promotions on bone-in breasts and rotisserie are heavy in the West, fair in the East and Central regions. Dark meat cuts are limited to wings and drums at lower prices. Ground turkey ads are lighter this week but prices average almost 30 cents higher with more sausage and ground breast offered. Prices are slightly lower on patties and 85% lean, higher on other grinds.



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/	50.0% of 7,950 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 5,270			30.4% of 5,300 sampled outlets 6.8% of stores w/ no-price promotions Activity Index = 1,880			51.1% of 3,750 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 6,460		
	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				0.89	120	0.89	1.29	10	1.29
" - Toms							1.29	10	1.29
Frozen - Hens	0.99	10	0.99	1.19	40	1.19	0.99	20	0.99
" - Toms	0.99	10	0.99	1.19	10	1.19	0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69	130	2.69	1.99	40	1.99	1.89 - 2.29	460	2.19
Frozen	0.99 - 1.69	140	1.08	0.99 - 1.79	230	1.15	1.79	370	1.79
Hotel Style									
Fresh	1.69	20	1.69				1.99	140	1.99
Frozen									
Split, bone-in									
Fresh							2.29 - 2.59	450	2.38
Rotisserie	5.99 - 8.99	490	7.63	5.39 - 8.99	440	7.27	5.99 - 7.99	1,740	7.27
Boneless, whole	3.59 - 4.99	40	4.63						
Cutlets	3.88 - 3.99	240	3.97	4.54	20	4.54	3.99 - 4.59	120	4.55
Cutlets, thin sliced	4.99	130	4.99						
Strips				4.54	10	4.54	4.99	140	4.99
Tenders	2.99 - 3.99	100	3.87	3.99	20	3.99	3.19 - 4.39	380	3.87
Marinated Tenders	3.73 - 5.32	590	3.96	3.73	100	3.73	2.99 - 3.49	130	3.34
Drumsticks	1.19	140	1.19	1.29	10	1.29	1.29	140	1.29
Thighs									
Wings	1.19	140	1.19	1.29	10	1.29	1.29	140	1.29
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.79 - 2.69	440	2.10	2.00 - 2.50	60	2.37	2.99 - 3.00	320	3.00
Sausage	1.99 - 3.49	720	2.42	1.99 - 2.87	300	2.40	2.46 - 2.87	640	2.60
85% lean	1.33 - 2.00	320	1.69	1.66 - 2.50	40	1.92	1.49	10	1.49
93% lean	1.99 - 2.69	940	2.10	2.00 - 3.07	330	2.65	2.39 - 3.07	920	2.71
Breast (99-100% lean)	3.29 - 4.22	670	3.74	3.29 - 4.22	100	3.69	3.19 - 3.99	300	3.66
Rolls (frsh/frz 1 lb.)	0.99	170	0.99	1.98	10	1.98			