



USDA Weekly Retail Turkey Feature Activity

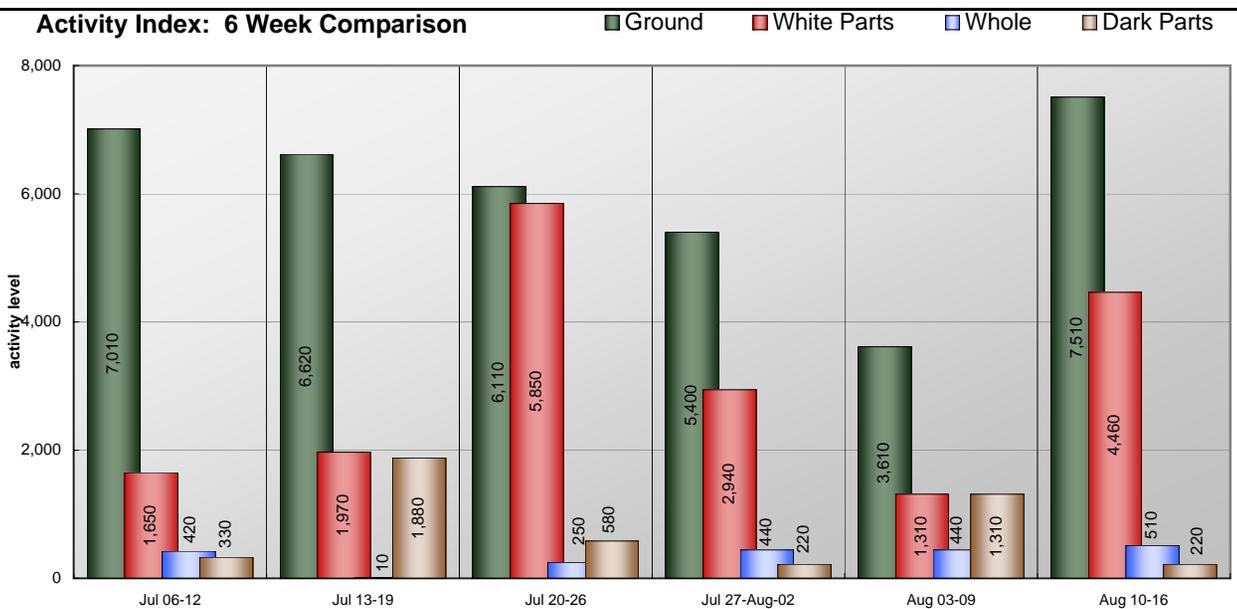
Fri. Aug 10, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/10 thru 08/16.

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

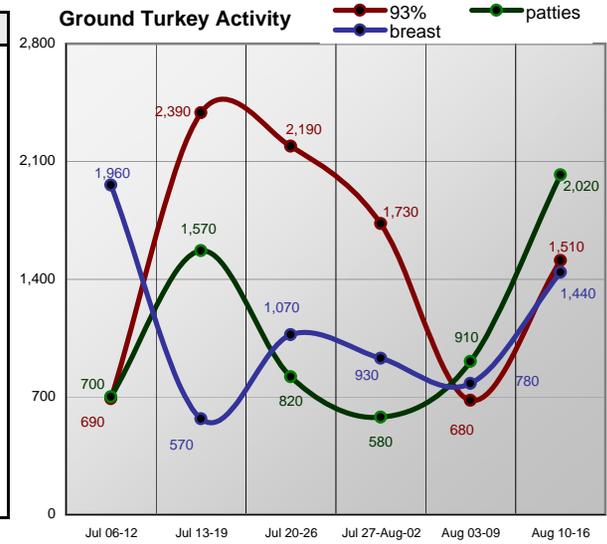
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	53.8% of 17,000 outlets		44.6% of 17,000 outlets		50.2% of 17,000 outlets	
Special Rate 4/	4.5%		10.3%		2.0%	
Activity Index 2/	14,300		7,470		13,810	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	90	1.49	400	1.21		
" - Toms						
Frozen - Hens	210	0.69	20	0.79	60	1.09
" - Toms	210	0.69	20	0.79	70	1.11
PARTS:						
Breast:						
Bone-in, whole						
Fresh	140	2.01	150	2.29	440	1.95
Frozen	560	1.81	210	1.88	360	1.49
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	10	2.48	200	2.49	10	2.48
Rotisserie	820	7.49	460	7.46	1,410	5.51
Boneless, whole	130	3.99				
Cutlets	1,220	4.28	180	3.99	420	3.92
Cutlets, thin sliced	100	4.99	70	3.99	630	3.97
Strips	250	4.54				
Tenders	1,230	3.86	40	3.99	1,280	4.06
Marinated Tenders	1,010	3.85	470	4.24		
Drumsticks	110	1.29	440	1.39	160	1.21
Thighs	90	1.29	10	1.99	130	1.22
Wings	20	1.49	440	1.41	20	1.39
Necks			410	1.39		
Smoked Drumsticks			10	1.59	30	1.39
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	7,510	2.60	3,610	2.58	8,790	2.81
Patties	2,020	2.59	910	2.34	800	2.87
Sausage	1,230	2.28	530	2.46	3,220	2.82
85% lean	1,310	1.79	710	1.97	1,610	1.96
93% lean	1,510	2.27	680	2.26	1,160	2.21
Breast	1,440	3.95	780	3.78	2,000	3.79
Rolls (frsh/frz 1 lb.)	590	1.19	330	1.31	--	--

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



Turkey Featuring - 08/10 thru 08/16

The national feature rate is sharply higher this week and the activity index is almost twice as high as last week. Offers on fresh whole turkeys are light and prices are stronger. Frozen whole turkey is more prominent this week and prices are very competitive. Promotions increase on bone-in whole breasts with lower prices. Offers of rotisserie breasts, cutlets, tenders and marinated tenders have recovered from the light levels last week. Prices are stronger on rotisserie and cutlets, lower on both categories of tenders. Dark parts are less visible and prices are mostly lower this week. Offers rebound on ground turkey and are the most active they have been in the past few weeks. The weighted average price is slightly higher. Prices are firm on patties and ground breast, weak on sausage and 85% lean, about unchanged on 93% lean. Stores continue to dedicate ad space to back to school specials as the end of summer vacations nears.



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/	64.8% of 7,950 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,520			30.4% of 5,300 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 2,000			63.7% of 3,750 sampled outlets 19.5% of stores w/ no-price promotions Activity Index = 5,190		
	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	1.49	90	1.49						
" - Toms									
Frozen - Hens				0.69	210	0.69			
" - Toms				0.69	210	0.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	130	1.99	2.28	10	2.28			
Frozen				1.49 - 1.99	240	1.67	1.59 - 1.99	320	1.91
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.48	10	2.48			
Rotisserie	4.49 - 8.99	90	8.28	5.99	140	5.99	7.49 - 7.99	590	7.72
Boneless, whole	3.99	130	3.99						
Cutlets	3.99	580	3.99				4.54	640	4.54
Cutlets, thin sliced	4.99	100	4.99						
Strips							4.54	250	4.54
Tenders	3.49 - 3.99	590	3.71				3.99	640	3.99
Marinated Tenders	3.69 - 4.14	990	3.85				3.73	20	3.73
Drumsticks	1.29	110	1.29						
Thighs	1.29	90	1.29						
Wings	1.49	20	1.49						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	1,140	2.43	2.49 - 3.00	360	2.95	2.49 - 2.99	520	2.68
Sausage	1.63 - 2.55	880	2.27	1.99 - 2.70	140	2.46	2.05 - 2.45	210	2.21
85% lean	0.99 - 2.07	660	1.76	0.99 - 2.00	170	1.46	1.53 - 2.00	480	1.96
93% lean	1.49 - 2.63	440	2.24	1.37 - 2.40	510	2.11	2.39 - 2.80	560	2.43
Breast (99-100% lean)	3.61 - 3.99	480	3.86				3.99	960	3.99
Rolls (frsh/frz 1 lb.)	1.00	140	1.00	1.00 - 1.50	410	1.23	1.50	40	1.50