



USDA Weekly Retail Turkey Feature Activity

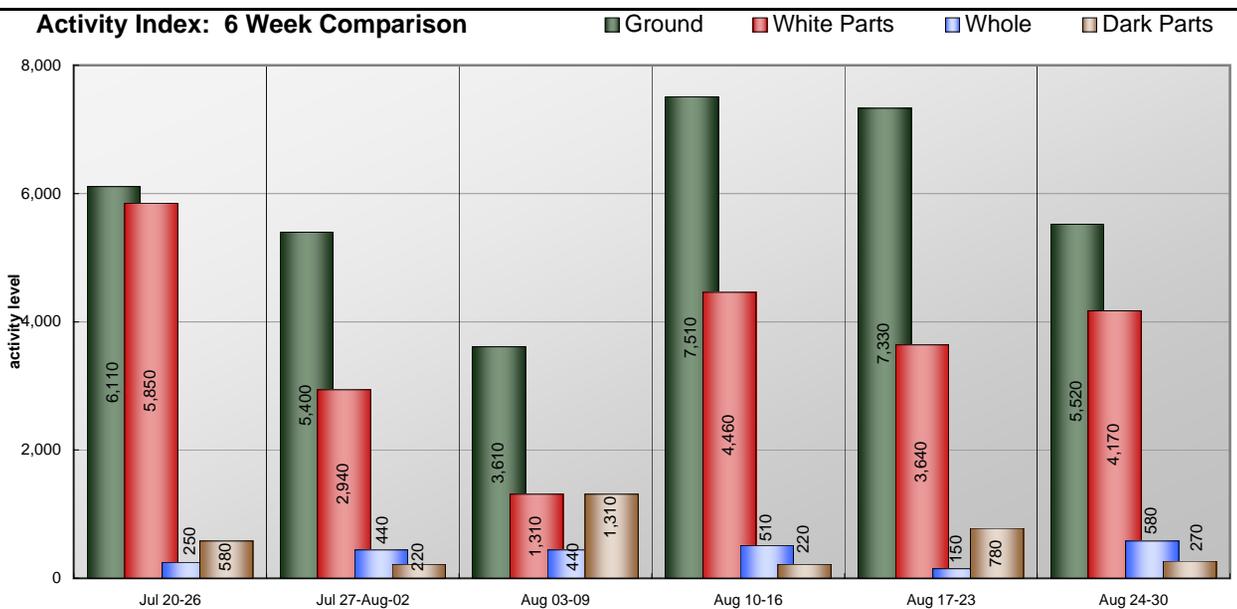
Fri. Aug 24, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/24 thru 08/30.

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

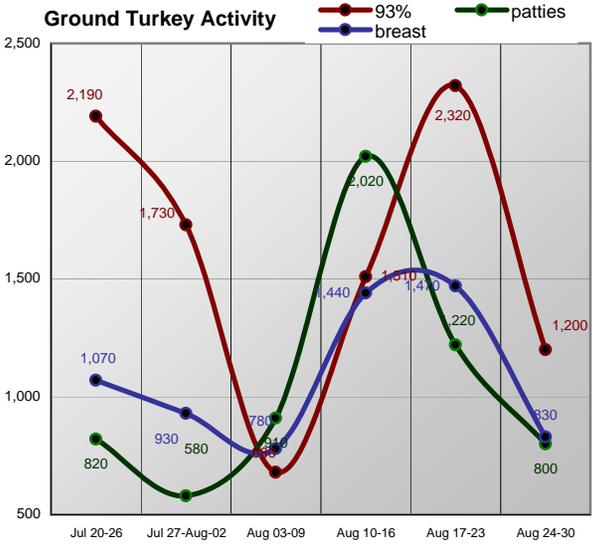
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.7% of 17,000 outlets		56.5% of 17,000 outlets		43.9% of 17,000 outlets	
Special Rate 4/	2.4%		7.4%		4.5%	
Activity Index 2/	12,680		13,840		14,220	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			130	1.49		
" - Toms					210	0.98
Frozen - Hens	290	1.12			210	0.98
" - Toms	290	1.12	20	0.89	10	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	290	1.88	10	2.49	540	1.72
Frozen	280	1.63	1,310	1.92	180	1.42
Hotel Style						
Fresh	60	1.10	130	1.79		
Frozen						
Split, bone-in						
Fresh			30	2.69		
Rotisserie	1,840	7.33	600	7.38	2,620	7.14
Boneless, whole	110	3.99	40	3.99	640	3.29
Cutlets	970	4.81	520	4.09	1,040	4.07
Cutlets, thin sliced	250	4.79			190	4.54
Strips			140	4.99		
Tenders	370	3.97	860	3.69	700	3.86
Marinated Tenders	1,550	3.83	1,530	4.11		
Drumsticks	120	1.31	280	1.49	730	1.18
Thighs	10	1.58	140	1.69	10	1.58
Wings	60	1.29	250	1.22	740	1.18
Necks	40	1.29			150	1.39
Smoked Drumsticks			110	1.67	170	1.56
Smoked Wings	40	1.39			140	1.59
Smoked Necks						
GROUND TURKEY:	5,520	2.41	7,330	2.58	6,150	2.71
Patties	800	2.53	1,220	2.48	1,530	2.70
Sausage	910	2.50	1,200	2.52	460	2.65
85% lean	1,780	1.70	1,120	1.91	220	1.74
93% lean	1,200	2.30	2,320	2.26	2,380	2.15
Breast	830	3.92	1,470	3.73	1,560	3.73
Rolls (frsh/frz 1 lb.)	590	1.21	410	1.01	--	--

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



Turkey Featuring - 08/24 thru 08/30

The National feature rate declines for end of the month promotions, but is sharply higher in the West. Offers on whole frozen turkeys increase and prices are firm. Fresh bone-in breasts are more visible while frozen retreat from last week's high level of offers. Prices are lower on fresh and frozen bone-in breast this week. Offers are sharply higher on rotisserie breasts due to heavy activity in the West. Offers increase on cutlets with the weighted average price 72 cents higher. Marinated tenders continue to be a popular item and prices are lower this week. Promotional activity on dark parts retreated; prices trend lower on drums and thighs, slighter higher on wings. Ground turkey offers are sharply lower and the weighted average price is lower due to increased offers on 85% lean and sharply lower offers on patties, 93% lean and ground breast.



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/	46.0% of 7,950 sampled outlets 5.2% of stores w/ no-price promotions Activity Index = 6,110			38.0% of 5,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,800			60.1% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,180		
	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	0.99 - 1.29	240	1.14	0.98 - 1.29	50	1.04			
" - Toms	0.99 - 1.29	240	1.14	0.98 - 1.29	50	1.04			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.69 - 2.69	290	1.88						
Frozen	1.49 - 1.69	190	1.56	1.49 - 1.69	60	1.65	1.99	30	1.99
Hotel Style									
Fresh	0.99 - 1.39	60	1.10						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 6.99	340	6.76	5.99 - 7.99	240	6.60	6.99 - 8.99	1,260	7.62
Boneless, whole	3.99	110	3.99						
Cutlets	3.99 - 8.99	800	4.88	3.99 - 4.54	40	4.27	4.54	130	4.54
Cutlets, thin sliced	4.99	200	4.99	3.99	50	3.99			
Strips									
Tenders	2.66 - 3.99	120	3.92	3.99	40	3.99	3.99	210	3.99
Marinated Tenders	2.65 - 4.79	820	3.73	2.65 - 4.26	170	4.19	3.73 - 4.26	560	3.86
Drumsticks									
Thighs	1.29	40	1.29	1.29 - 1.58	80	1.31			
Wings	1.29	40	1.29	1.58	10	1.58			
Necks	1.29	40	1.29	1.29	20	1.29			
Smoked Drumsticks									
Smoked Wings				1.39	40	1.39			
Smoked Necks									
GROUND TURKEY:									
Patties	2.19 - 2.99	360	2.85	1.99 - 2.50	330	2.15	2.50 - 2.99	110	2.62
Sausage	2.00 - 3.27	630	2.62	1.59 - 2.23	80	2.03	2.05 - 2.46	200	2.29
85% lean	0.99 - 2.19	680	1.50	0.89 - 1.79	440	1.57	1.43 - 2.08	660	2.00
93% lean	1.99 - 2.68	640	2.22	2.40	20	2.40	1.59 - 2.80	540	2.39
Breast (99-100% lean)	3.49 - 3.99	270	3.94	3.33 - 3.99	80	3.40	3.99	480	3.99
Rolls (frsh/frz 1 lb.)	1.00	90	1.00	1.00 - 1.50	500	1.25			