



USDA Weekly Retail Turkey Feature Activity

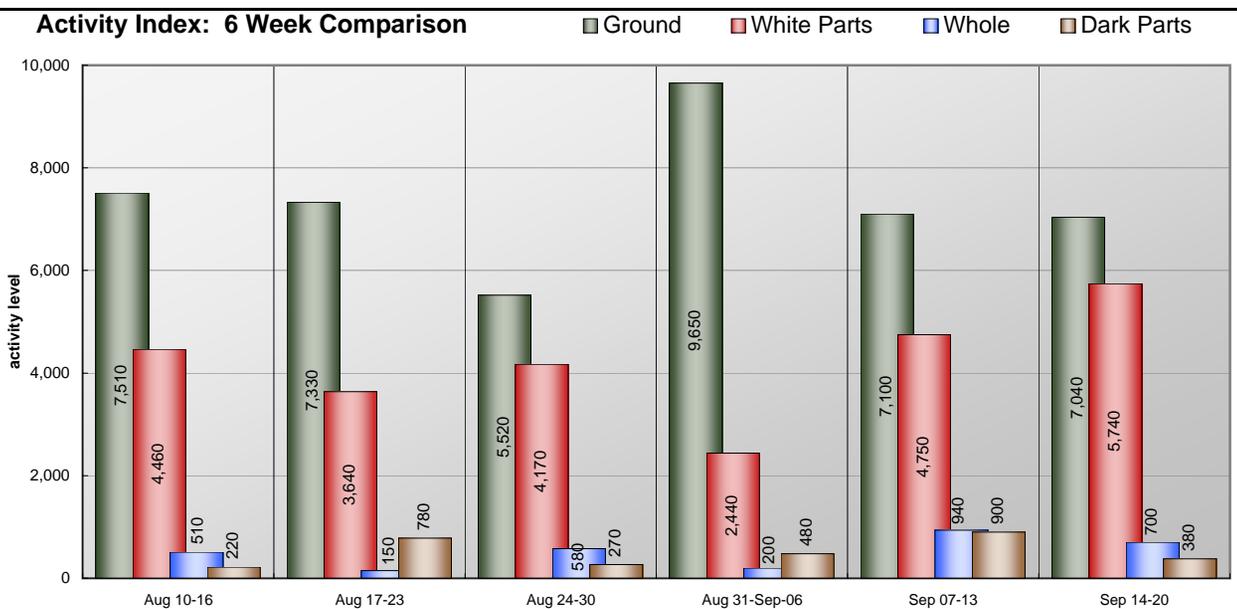
Fri. Sep 14, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.

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

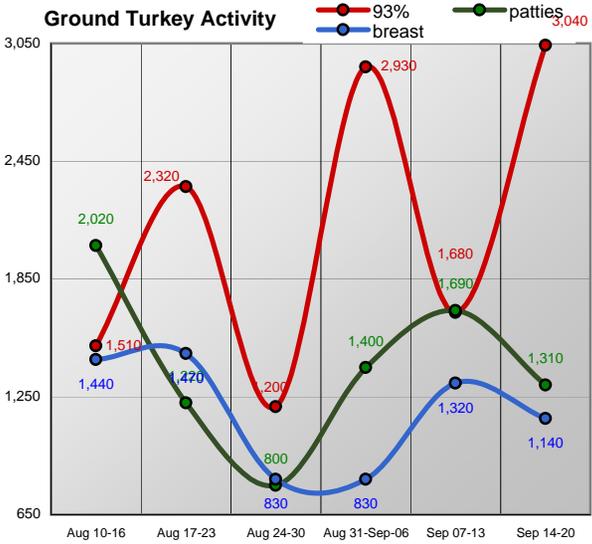
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	53.4% of 17,000 outlets		41.5% of 17,000 outlets		48.0% of 17,000 outlets	
Special Rate 4/	4.6%		3.4%		1.5%	
Activity Index 2/	15,370		14,690		14,080	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	150	1.08	450	1.14	300	1.49
" - Toms	10	1.28	30	1.19	160	1.79
Frozen - Hens	270	1.23	230	0.72	30	1.29
" - Toms	270	1.24	230	0.72		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	960	1.77	390	1.96	400	2.22
Frozen	930	1.69	560	1.61	1,860	1.60
Hotel Style						
Fresh	200	1.30	610	0.94	330	0.99
Frozen	120	1.39				
Split, bone-in						
Fresh	310	1.99	230	2.94	140	2.03
Rotisserie	850	7.16	470	7.74	870	5.64
Boneless, whole	270	3.73			90	3.54
Cutlets	780	4.02	980	4.25	1,060	4.01
Cutlets, thin sliced	360	4.27			250	3.53
Strips	250	3.69	560	4.19		
Tenders	710	3.87	950	3.94	830	3.60
Marinated Tenders	1,400	3.73	620	3.89		
Drumsticks	90	1.33	450	1.46	280	1.12
Thighs	70	1.46			200	1.00
Wings	70	1.25	450	1.46	370	1.08
Necks					110	0.79
Smoked Drumsticks	140	2.31			10	0.99
Smoked Wings	10	2.49			10	0.99
Smoked Necks					10	0.99
GROUND TURKEY:	7,040	2.53	7,100	2.62	6,770	2.61
Patties	1,310	2.52	1,690	2.51	860	2.65
Sausage	920	2.72	1,350	2.40	2,210	2.74
85% lean	630	1.90	1,060	1.79	220	1.83
93% lean	3,040	2.16	1,680	2.33	2,630	2.27
Breast	1,140	3.74	1,320	4.00	850	3.53
Rolls (frsh/frz 1 lb.)	110	1.29	380	1.09	--	--

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



Turkey Featuring - 09/14 thru 09/20

Turkey continues to enjoy good feature activity at retail outlets across the nation with over half of all sampled stores devoting some ad space to the protein. A broad range of items were offered again this week with virtually all sampled items tested. Whole birds continue to see some ad space on an inconsistent basis. White parts of all types were offered with rotisserie breasts and marinated tenders enjoying the most ad space. Dark parts saw some activity late in the cycle. Ground turkey activity is only slightly less than last week although leaner grinds and sausages are more common and at mostly lower average ad prices. With the approach of the Fall season, retailers are concentrating their feature activity on cool weather "comfort" foods of which turkey is a major player.



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/	53.4% of 7,950 sampled outlets 3.3% of stores w/ no-price promotions Activity Index = 7,140			52.3% of 5,300 sampled outlets 7.4% of stores w/ no-price promotions Activity Index = 4,170			54.8% of 3,750 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 3,950		
	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	0.87 - 1.39	130	1.05	1.28 - 1.49	10	1.39	1.29	10	1.29
" - Toms				1.28	10	1.28			
Frozen - Hens	0.99 - 1.49	260	1.24	0.99	10	0.99			
" - Toms	0.99 - 1.49	260	1.25	0.99	10	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.29 - 1.99	790	1.72	1.99	10	1.99	1.79 - 2.19	160	1.99
Frozen	1.69 - 1.99	380	1.98	0.98 - 1.99	540	1.48	1.99	10	1.99
Hotel Style									
Fresh	1.19 - 1.49	200	1.30						
Frozen				1.39	120	1.39			
Split, bone-in									
Fresh	1.99	310	1.99						
Rotisserie	5.99 - 8.99	220	8.27	5.99	100	5.99	5.99 - 8.99	530	6.91
Boneless, whole	3.99	40	3.99	3.69	230	3.69			
Cutlets	3.29 - 4.54	320	3.98	3.69 - 3.99	270	3.71	4.54	190	4.54
Cutlets, thin sliced	3.99 - 4.99	360	4.27						
Strips				3.69	250	3.69			
Tenders	3.19 - 3.99	150	3.90	3.69	250	3.69	3.99	310	3.99
Marinated Tenders	3.20 - 3.73	580	3.72	3.73 - 4.26	220	3.75	3.73	600	3.73
Drumsticks	1.39 - 1.59	30	1.53	1.29 - 1.39	50	1.30	0.89	10	0.89
Thighs	1.89	20	1.89	1.29	50	1.29			
Wings	1.39	10	1.39	1.29 - 1.39	50	1.30	0.89	10	0.89
Necks									
Smoked Drumsticks	2.29	120	2.29	2.29 - 2.49	20	2.41			
Smoked Wings				2.49	10	2.49			
Smoked Necks									
GROUND TURKEY:									
Patties	2.00 - 2.99	610	2.63	2.00 - 3.00	290	2.16	2.50 - 2.99	410	2.61
Sausage	1.99 - 3.00	330	2.30	2.28 - 3.42	290	3.02	2.85 - 2.99	300	2.90
85% lean	0.99 - 1.92	190	1.79	1.91 - 2.31	330	1.94	1.99	110	1.99
93% lean	1.60 - 2.69	1,300	2.18	1.49 - 2.50	1,010	2.08	1.99 - 2.40	730	2.22
Breast (99-100% lean)	3.20 - 3.99	530	3.64	3.99 - 4.22	40	4.12	3.19 - 3.99	570	3.81
Rolls (frsh/frz 1 lb.)	1.49		1.49	0.99 - 1.69	110	1.29			