



USDA Weekly Retail Turkey Feature Activity

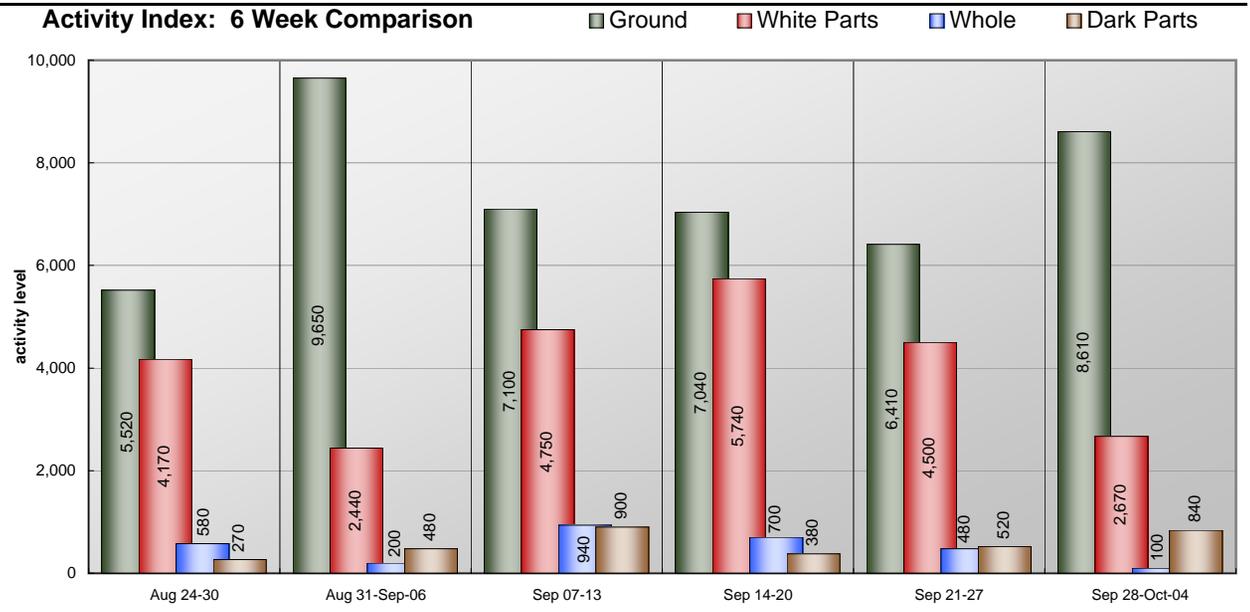
Fri. Sep 28, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/28 thru 10/04.

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

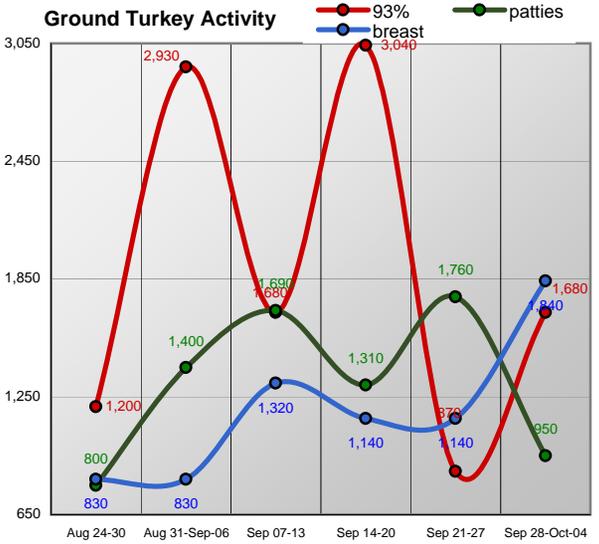
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	46.9% of 17,000 outlets		52.5% of 17,000 outlets		43.3% of 17,000 outlets	
Special Rate 4/	3.0%		6.0%		9.4%	
Activity Index 2/	13,460		12,640		12,980	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	30	1.18	470	1.28	100	1.49
" - Toms	30	1.18				
Frozen - Hens	20	0.99	10	0.99	220	0.93
" - Toms	20	0.99			220	0.96
PARTS:						
Breast:						
Bone-in, whole						
Fresh			740	1.85	540	1.95
Frozen	960	1.70	660	1.76	1,060	1.08
Hotel Style						
Fresh			20	1.99	100	1.79
Frozen						
Split, bone-in						
Fresh	40	2.29			20	3.99
Rotisserie	480	7.48	1,240	7.09	400	7.16
Boneless, whole						
Cutlets	550	3.95	860	4.47	410	3.99
Cutlets, thin sliced	430	4.33			70	3.62
Strips			30	4.54		
Tenders	210	3.75	950	4.32	390	4.07
Marinated Tenders	540	3.84	220	3.00		
Drumsticks						
Thighs	370	1.76	230	1.29	740	1.14
Wings	90	1.32	50	1.48	330	1.20
Necks	160	1.40	190	1.29	1,100	1.19
Smoked Drumsticks	130	1.59	10	1.39		
Smoked Wings	40	1.29	40	1.90		
Smoked Necks	50	1.29			10	1.37
GROUND TURKEY:	8,610	2.56	6,410	2.64	7,270	2.46
Patties	950	2.62	1,760	2.52	1,190	2.54
Sausage	2,270	2.17	1,570	2.60	1,340	2.41
85% lean	1,870	1.95	1,070	1.87	1,550	1.94
93% lean	1,680	2.49	870	2.58	2,670	2.46
Breast	1,840	3.67	1,140	3.63	520	3.90
Rolls (frsh/frz 1 lb.)	700	1.25	510	1.19	--	--

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



Turkey Featuring - 09/28 thru 10/04

Fewer stores feature turkey this week, but the activity index is higher due to multiple ads at many stores. Offers on whole turkeys and bone-in breasts are light. Prices are lower on fresh turkeys and frozen bone-in breasts, unchanged on frozen turkeys. Feature activity on rotisserie breasts retreat this week, and prices average sharply higher. White parts offers are light, although activity increases on ads breaking later in the week. Dark parts are more available compared to the past few weeks. Active promotions on drumsticks average almost 50 cents higher this week. Feature activity rebounds on ground turkey items and the average price is lower. Offers on patties slip, but other grinds are more active, especially sausage. Holiday promotions have begun at stores with reward programs to receive a free turkey, Thanksgiving dinner, or other reward. Autumn is here and Thanksgiving is not far off.



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.)



USDA Weekly Retail Turkey Feature Activity

Fri. Sep 28, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/28 thru 10/04.

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

	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/	52.1% of 7,950 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 7,130			43.0% of 5,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,320			41.5% of 3,750 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 2,310		
	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				1.18	30	1.18			
" - Toms				1.18	30	1.18			
Frozen - Hens							0.99	20	0.99
" - Toms							0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29	150	1.29	1.29 - 1.99	380	1.64	1.69 - 1.98	430	1.90
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	2.29	40	2.29						
Rotisserie	5.99 - 7.99	200	6.95	5.39 - 9.99	70	8.66	6.99 - 7.99	210	7.60
Boneless, whole									
Cutlets	3.63 - 3.99	340	3.94	3.63	110	3.63	3.63 - 4.54	100	4.33
Cutlets, thin sliced	3.49 - 4.99	430	4.33						
Strips									
Tenders				2.99	50	2.99	3.99	160	3.99
Marinated Tenders	3.73 - 3.99	380	3.80	3.73 - 3.99	140	3.93	3.99	20	3.99
Drumsticks	1.29 - 2.29	270	1.88	1.29 - 2.29	100	1.42			
Thighs				1.29 - 1.37	90	1.32			
Wings	1.49	20	1.49	1.29 - 1.49	140	1.38			
Necks	1.59	130	1.59						
Smoked Drumsticks				1.29	40	1.29			
Smoked Wings				1.29	50	1.29			
Smoked Necks									
GROUND TURKEY:									
Patties	2.30 - 2.99	540	2.72	2.00 - 2.49	220	2.04	3.00	190	3.00
Sausage	1.39 - 2.99	1,530	2.01	2.19 - 2.87	530	2.44	2.40 - 2.87	210	2.72
85% lean	1.19 - 1.99	1,230	1.83	1.59 - 3.00	630	2.18	1.80	10	1.80
93% lean	1.53 - 3.36	810	2.58	2.00 - 2.97	670	2.34	2.40 - 2.80	200	2.69
Breast (99-100% lean)	3.39 - 4.79	1,060	3.51	3.39	40	3.39	3.91 - 3.99	740	3.93
Rolls (frsh/frz 1 lb.)	1.25 - 1.50	340	1.35	0.99 - 1.79	320	1.18	1.00	40	1.00