



USDA Weekly Retail Turkey Feature Activity

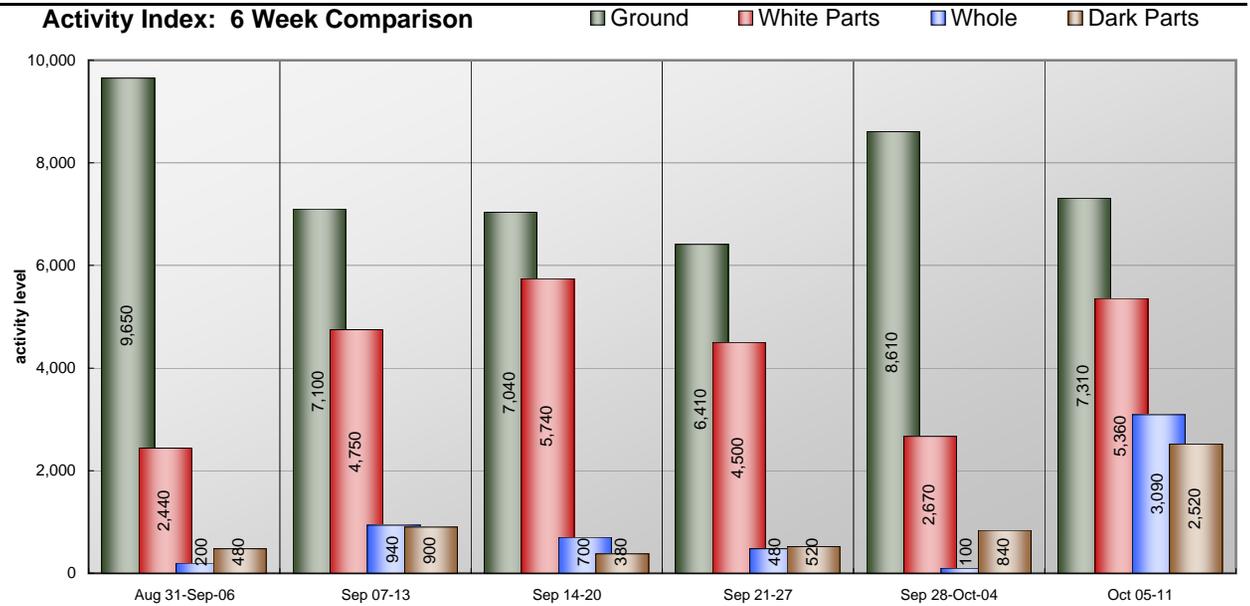
Fri. Oct 05, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/05 thru 10/11.

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

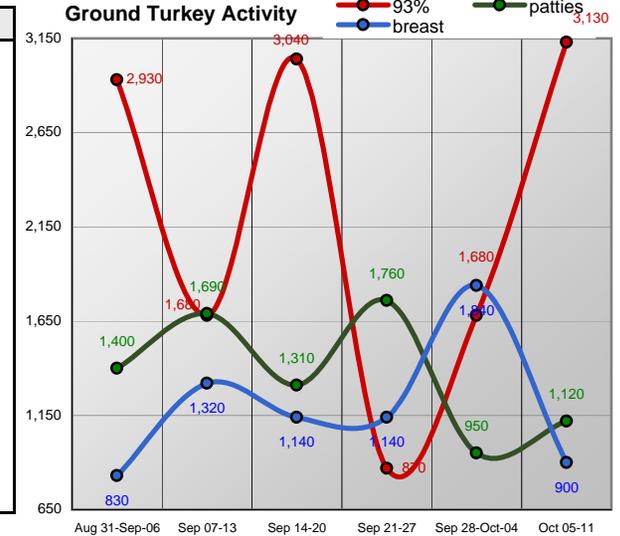
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	57.8% of 17,000 outlets		46.9% of 17,000 outlets		52.6% of 17,000 outlets	
Special Rate 4/	7.0%		3.0%		13.1%	
Activity Index 2/	20,470		13,460		17,580	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	440	1.29	30	1.18	460	1.29
" - Toms			30	1.18	460	1.29
Frozen - Hens	1,380	0.74	20	0.99	1,490	0.81
" - Toms	1,270	0.72	20	0.99	1,490	0.80
PARTS:						
Breast:						
Bone-in, whole						
Fresh	860	1.27			570	2.05
Frozen	700	1.84	960	1.70	920	1.45
Hotel Style						
Fresh	10	0.99			10	0.99
Frozen						
Split, bone-in						
Fresh	10	2.38	40	2.29	610	2.48
Rotisserie	1,580	7.42	480	7.48	470	6.93
Boneless, whole						
Cutlets	240	4.69			300	2.91
Cutlets, thin sliced	890	4.30	550	3.95	510	4.27
Strips	100	4.29	430	4.33	360	4.38
Tenders	140	4.99				
Tenders	830	4.20	210	3.75	360	3.99
Marinated Tenders	2,190	3.75	540	3.84		
DRUMSTICKS						
Drumsticks	1,110	1.33	370	1.76	410	1.27
THIGHS						
Thighs	330	1.37	90	1.32	140	1.92
WINGS						
Wings	690	1.28	160	1.40	390	1.25
NECKS						
Necks			130	1.59		
SMOKED						
Smoked Drumsticks	130	1.59	40	1.29	310	1.17
Smoked Wings	130	1.59	50	1.29		
Smoked Necks	130	1.59				
GROUND TURKEY:						
Patties	7,310	2.50	8,610	2.56	8,320	2.68
Patties	1,120	2.60	950	2.62	870	2.63
Sausage	1,240	2.48	2,270	2.17	2,090	2.51
85% lean	920	1.95	1,870	1.95	240	1.83
93% lean	3,130	2.22	1,680	2.49	3,240	2.12
Breast	900	3.94	1,840	3.67	1,880	3.98
Rolls (frsh/frz 1 lb.)			700	1.25	--	--

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



Turkey Featuring - 10/05 thru 10/11

Featuring of turkey is sharply higher this week led by whole bird offers as the Thanksgiving season at retail counters gets underway and turkey begins to take center stage. Not only are more stores running turkey promotions but more are promoting multiple turkey items. Offers of fresh and frozen whole birds surge ahead from last week's levels with frozen birds attractively priced to catch the consumer's eye, and stomach. Fresh bone-in breasts are offered at very attractive prices while frozen breast prices are higher. Rotisserie and marinated tenders are very active, and promotions on cutlets and tenders are more numerous. Offers on dark parts are widespread and ads on drums are three times as common than last week. Ground turkey featuring slipped a bit with 85% lean, sausage and ground breast featured less often but 93% lean making up most of the slack.



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/	63.9% of 7,950 sampled outlets 8.9% of stores w/ no-price promotions Activity Index = 11,830			47.7% of 5,300 sampled outlets 8.9% of stores w/ no-price promotions Activity Index = 3,670			59.3% of 3,750 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 4,970		
	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	1.29	180	1.29	1.39	10	1.39	1.29	250	1.29
" - Toms									
Frozen - Hens	0.49 - 0.99	900	0.73	0.69 - 0.99	480	0.75			
" - Toms	0.49 - 0.89	890	0.71	0.69 - 0.99	380	0.74			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 1.99	830	1.27	1.19 - 1.99	30	1.47			
Frozen	1.28 - 2.49	300	1.81	0.98 - 1.89	260	1.58	1.79 - 2.49	140	2.40
Hotel Style									
Fresh	0.99	10	0.99						
Frozen									
Split, bone-in									
Fresh				2.38	10	2.38			
Rotisserie	4.49 - 7.99	490	6.51	6.99 - 7.99	240	7.39	6.99 - 8.99	850	7.95
Boneless, whole									
	2.99 - 4.89	130	4.52		110	4.89			
Cutlets									
	3.99 - 4.89	600	4.15	3.99 - 4.89	140	4.73	3.99 - 4.54	150	4.51
Cutlets, thin sliced									
	4.29	100	4.29						
Strips							4.99	140	4.99
Tenders							3.99 - 4.39	270	4.19
	3.49 - 4.89	440	4.03	3.99 - 4.89	120	4.83			
Marinated Tenders							4.26	30	4.26
	2.66 - 4.26	1,970	3.81	2.66 - 3.99	190	3.09			
Drumsticks							0.89 - 1.69	720	1.41
	1.29 - 1.39	240	1.33	0.99	150	0.99			
Thighs							1.69	140	1.69
	1.69	40	1.69	0.99	150	0.99			
Wings							0.89 - 1.39	330	1.38
	1.29 - 1.39	210	1.32	0.99	150	0.99			
Necks									
Smoked Drumsticks									
	1.59	130	1.59						
Smoked Wings									
	1.59	130	1.59						
Smoked Necks									
	1.59	130	1.59						
GROUND TURKEY:									
Patties									
	2.46 - 2.99	890	2.62	2.50	230	2.50			
Sausage									
	1.99 - 3.27	660	2.73	1.79 - 2.87	280	2.08	2.05 - 2.46	300	2.29
85% lean									
	1.90 - 1.99	350	1.94	1.41 - 2.00	110	1.88	1.59 - 2.08	460	1.97
93% lean									
	1.99 - 2.63	1,700	2.15	1.66 - 2.80	380	2.23	1.99 - 2.79	1,050	2.33
Breast (99-100% lean)									
	3.84 - 4.39	510	4.08	2.74 - 4.22	250	3.40	4.39	140	4.39
Rolls (frsh/frz 1 lb.)									