



# USDA Weekly Retail Turkey Feature Activity

Fri. Oct 19, 2007

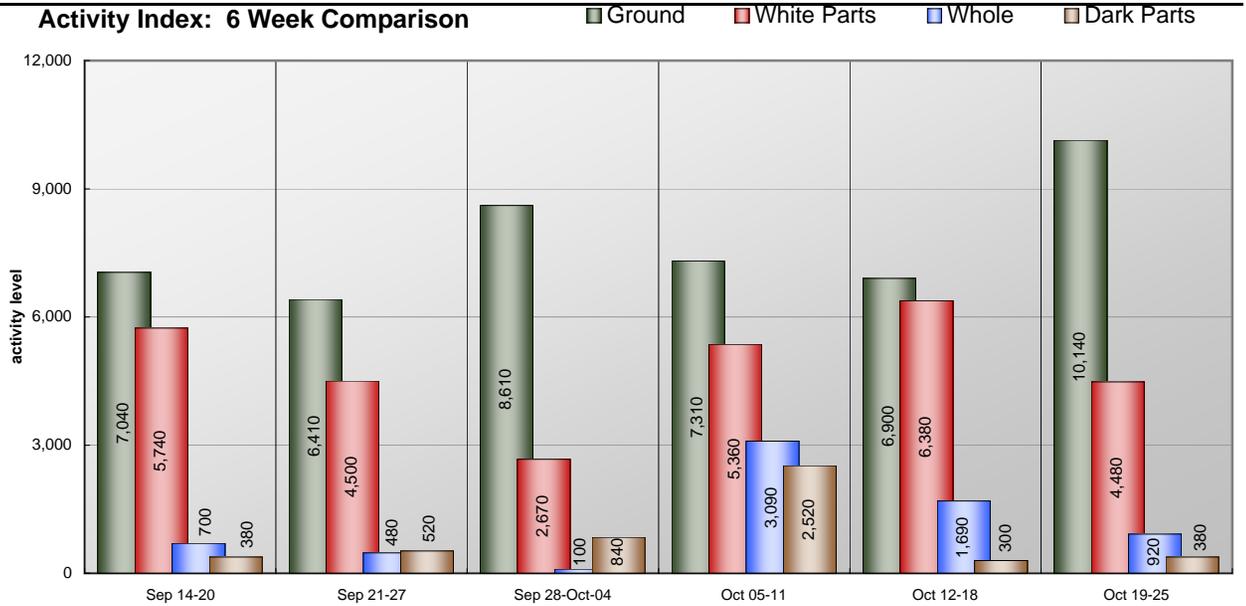
## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/19 thru 10/25.

(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	
<b>Feature Rate 1/</b>	<b>61.0% of 17,000 outlets</b>		<b>58.5% of 17,000 outlets</b>		<b>58.1% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>0.8%</b>		<b>8.6%</b>		<b>13.4%</b>	
<b>Activity Index 2/</b>	<b>16,890</b>		<b>15,750</b>		<b>17,760</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens			320	1.28	600	0.91
" - Toms					600	0.91
Frozen - Hens	550	0.85	680	0.72	2,150	0.69
" - Toms	370	0.74	690	0.69	2,150	0.67
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	360	1.51	20	1.79	150	1.96
Frozen	1,160	1.86	400	1.68	1,150	1.36
<b>Hotel Style</b>						
Fresh						
Frozen			20	0.99		
<b>Split, bone-in</b>						
Fresh						
Rotisserie	700	7.03	1,980	7.45	380	7.79
Boneless, whole	30	2.99	20	3.99		
Cutlets	1,100	4.42	1,910	4.20	820	4.32
Cutlets, thin sliced	50	4.99	620	4.00		
Strips	270	4.54			440	3.98
Tenders	810	4.00	1,410	3.93	1,050	3.99
Marinated Tenders	870	4.44	400	4.27	850	3.38
<b>DRUMSTICKS</b>						
Drumsticks	150	1.48	50	1.48	90	1.36
Thighs			10	1.78		
Wings	150	1.48	50	1.44	90	1.41
Necks	10	1.29			10	1.49
Smoked Drumsticks	40	1.55	170	2.02	170	2.43
Smoked Wings	30	1.49	20	0.99		
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	1,160	2.79	670	2.46	670	2.53
Sausage	2,430	2.75	1,060	2.81	1,520	2.10
85% lean	1,110	1.95	1,100	1.82	190	1.47
93% lean	4,350	2.36	2,670	2.34	3,130	2.16
Breast	1,090	3.91	1,400	3.58	1,170	3.76
Rolls (frsh/frz 1 lb.)	100	1.00	80	1.04	380	1.02

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

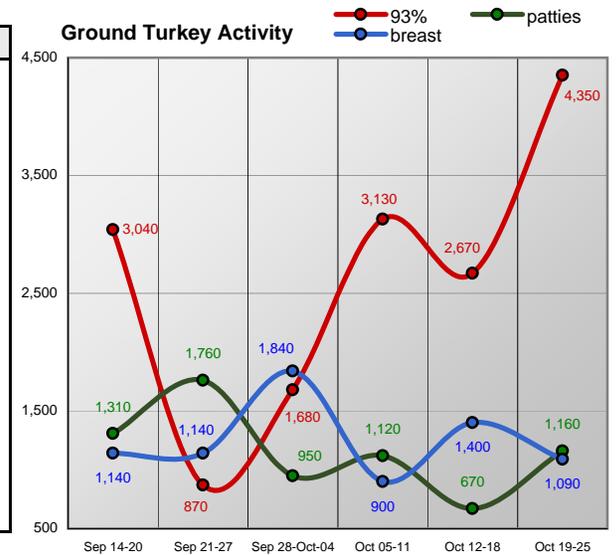
### Activity Index: 6 Week Comparison



### Turkey Featuring - 10/19 thru 10/25

Retail promotional activity increases slightly as more stores in the East feature turkey items. Fewer stores offer frozen hens and toms this week and prices are higher compared to last week. Last year at this time, fresh and frozen ads on whole turkeys were much stronger and prices were more competitive. Offers are sharply higher on fresh and frozen bone-in breasts compared to last week. Prices are very competitive on the fresh, but trend higher on the frozen. Stores back away from rotisserie ads but offer more marinated tenders. White parts generally are less visible than the previous week and prices are mixed. Dark parts are slightly more available this week. Ground turkey ads surge, led by strong feature activity on 93% lean, followed by sausage. Prices are higher on all items except sausage, which is slightly lower than last week.

### Ground Turkey Activity



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/	64.7% of 7,950 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 7,700			49.8% of 5,300 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 3,180			68.7% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,910		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.49 - 0.89	330	0.75	0.79 - 1.29	200	1.00	0.88 - 0.99	20	0.93
" - Toms	0.49 - 0.89	330	0.70	0.69 - 1.29	20	1.12	0.88 - 0.99	20	0.93
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.28	160	1.28	1.49	120	1.49	1.99	80	1.99
Frozen	1.39 - 2.48	700	1.76	0.99 - 2.48	260	1.81	1.99 - 2.49	200	2.29
<b>Hotel Style</b>									
Fresh									
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	5.99 - 7.99	350	7.27	5.00 - 7.99	220	6.08	7.99	130	7.99
<b>Boneless, whole</b>									
Cutlets	3.99 - 4.49	370	4.18				4.54	730	4.54
Cutlets, thin sliced	4.99	50	4.99						
<b>Strips</b>									
Tenders	3.99	40	3.99	3.99	20	3.99	3.99 - 4.79	750	4.00
Marinated Tenders	3.73 - 6.99	690	4.57	2.21 - 4.26	160	4.01	3.69	20	3.69
<b>Drumsticks</b>									
Thighs									
Wings	1.29 - 1.49	150	1.48						
Necks	1.29	10	1.29						
Smoked Drumsticks	1.49	30	1.49	1.29 - 1.99	10	1.72			
Smoked Wings	1.49	30	1.49						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	280	2.57	1.99 - 3.00	260	2.55	3.00	620	3.00
Sausage	1.99 - 3.27	710	2.52	2.39 - 3.59	730	2.96	2.05 - 2.87	990	2.75
85% lean	1.99 - 2.31	690	2.10	1.19 - 2.31	170	1.71	1.43 - 1.99	250	1.71
93% lean	1.52 - 3.49	2,150	2.15	1.83 - 3.49	790	2.52	2.39 - 2.80	1,410	2.59
Breast (99-100% lean)	3.19 - 4.16	450	3.42	4.22 - 4.79	220	4.73	3.99	420	3.99
Rolls (frsh/frz 1 lb.)				1.00	100	1.00			