



USDA Weekly Retail Turkey Feature Activity

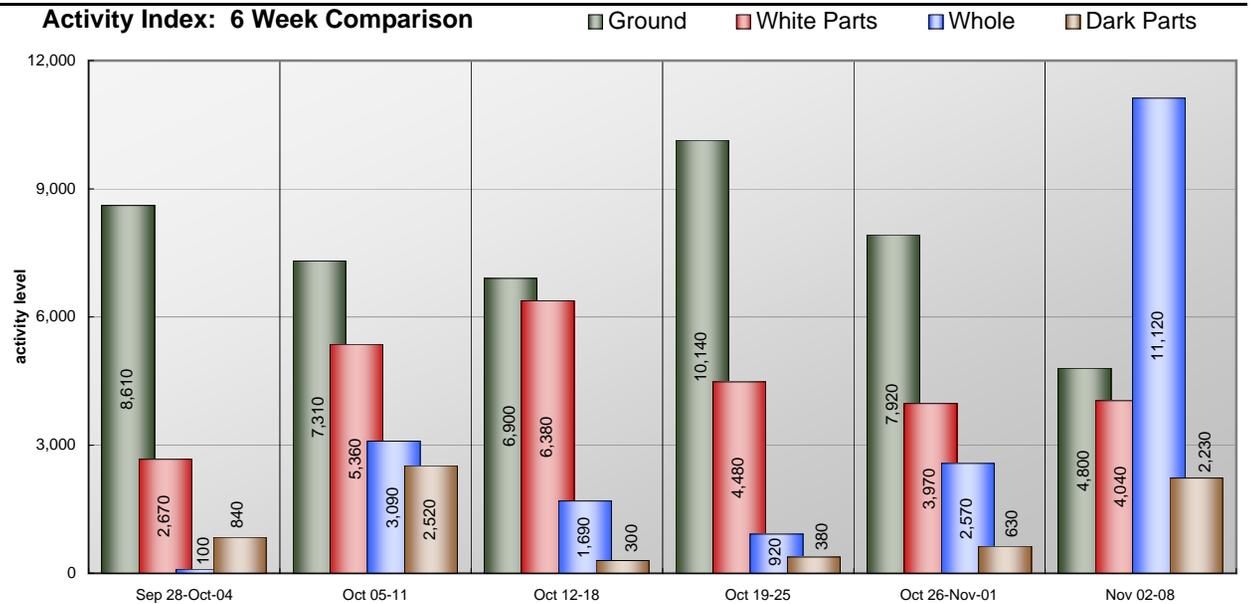
Fri. Nov 02, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08.

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

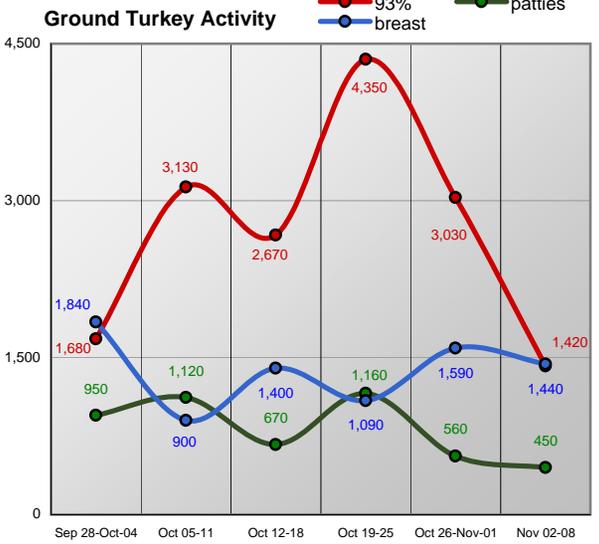
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	54.4% of 17,000 outlets		54.6% of 17,000 outlets		66.7% of 17,000 outlets	
Special Rate 4/	2.1%		6.3%		15.8%	
Activity Index 2/	23,710		16,550		27,320	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	10	1.28			670	0.88
" - Toms	10	1.28			670	0.88
Frozen - Hens	5,740	0.69	1,420	0.96	6,820	0.67
" - Toms	5,360	0.67	1,150	0.98	6,580	0.63
PARTS:						
Breast:						
Bone-in, whole						
Fresh	300	2.29	40	2.23		
Frozen	1,630	1.44	1,020	1.61	1,550	1.33
Hotel Style						
Fresh					10	1.18
Frozen						
Split, bone-in						
Fresh			60	2.53		
Rotisserie	1,180	8.23	700	5.73	960	6.33
Boneless, whole	60	3.49	230	3.88	10	3.99
Cutlets	590	3.98	1,390	4.09	840	4.18
Cutlets, thin sliced	210	4.99	110	4.99	250	4.70
Strips			80	3.99	360	4.44
Tenders	70	4.59	340	3.97	370	3.96
Marinated Tenders	1,200	3.87	1,170	3.95	840	3.85
Drumsticks	590	1.35	70	1.38	60	1.15
Thighs	40	1.37			20	1.29
Wings	570	1.37	20	1.59	60	1.15
Necks					40	1.09
Smoked Drumsticks	430	2.01	280	1.90	20	1.94
Smoked Wings	300	1.89	130	1.59	20	1.94
Smoked Necks	300	1.89	130	1.59	10	1.38
GROUND TURKEY:	4,800	2.74	7,920	2.77	7,060	2.59
Patties	450	2.62	560	2.75	690	2.74
Sausage	600	2.53	1,830	2.96	1,220	2.44
85% lean	890	1.84	910	1.68	430	1.74
93% lean	1,420	2.30	3,030	2.34	3,300	2.18
Breast	1,440	3.84	1,590	3.99	1,420	3.86
Rolls (frsh/frz 1 lb.)	320	1.29	290	1.20	100	1.00

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



Turkey Featuring - 11/02 thru 11/08

Feature activity is up sharply from last week. With only three shopping weeks to go until Thanksgiving, whole turkey and bone-in breast ads are becoming more prevalent. Prices on frozen hens and toms dropped compared to last week and are only a few cents higher compared to last year. Fresh bone-in breasts are more expensive this week while frozen is attractively priced. Increased offers on rotisserie breasts are at sharply higher prices; other white parts are mixed in volume and value. Fresh and smoked dark parts are widely promoted. Prices are lower on fresh parts and higher on smoked items. Offers on ground turkey continue to yield ad space to holiday items. The most popular grinds this week are 93% lean and ground breast. Nearly 17% of sampled stores have turkey promotions in place lasting through the holiday and holiday dinner promotions are becoming more common.



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/	54.5% of 7,950 sampled outlets 0.8% of stores w/ no-price promotions Activity Index = 8,470			52.8% of 5,300 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 7,690			56.4% of 3,750 sampled outlets 7.7% of stores w/ no-price promotions Activity Index = 7,230		
	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				1.28	10	1.28			
" - Toms				1.28	10	1.28			
Frozen - Hens	0.29 - 1.19	1,620	0.73	0.29 - 1.39	2,120	0.82	0.38 - 0.79	2,000	0.52
" - Toms	0.29 - 1.19	1,620	0.73	0.29 - 1.39	1,740	0.81	0.33 - 0.79	2,000	0.50
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.29	300	2.29			
Frozen	1.29 - 1.99	530	1.64	0.99 - 1.99	590	1.49	0.99 - 1.99	510	1.19
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.49 - 8.99	310	8.39	5.69 - 8.99	340	7.76	6.99 - 8.99	530	8.44
Boneless, whole		60	3.49						
Cutlets	3.49 - 4.99	570	3.96	4.54	20	4.54			
Cutlets, thin sliced	4.99	210	4.99						
Strips									
Tenders	3.79 - 4.99	50	4.83	3.99	20	3.99			
Marinated Tenders	3.73 - 4.26	530	3.92	3.73 - 3.99	360	3.91	3.73	310	3.73
Drumsticks	1.19 - 1.39	180	1.23	1.37 - 1.59	90	1.43	1.39	320	1.39
Thighs				1.37	40	1.37			
Wings	1.19 - 1.69	160	1.30	1.37 - 1.59	90	1.43	1.39	320	1.39
Necks									
Smoked Drumsticks	2.29	120	2.29	1.89 - 2.29	310	1.90			
Smoked Wings				1.89	300	1.89			
Smoked Necks				1.89	300	1.89			
GROUND TURKEY:									
Patties	2.49 - 2.59	300	2.52	2.00 - 3.00	70	2.62	2.99	80	2.99
Sausage	1.99 - 2.86	420	2.55	1.99 - 2.99	100	2.54	2.45	80	2.45
85% lean	1.19 - 2.30	860	1.84	1.99	30	1.99			
93% lean	1.53 - 3.19	320	2.45	2.00 - 3.19	520	2.46	1.58 - 2.80	580	2.08
Breast (99-100% lean)	3.49 - 3.99	610	3.88	3.33 - 3.99	330	3.54	3.99	500	3.99
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.29 - 1.59	310	1.29			