



# USDA Weekly Retail Turkey Feature Activity

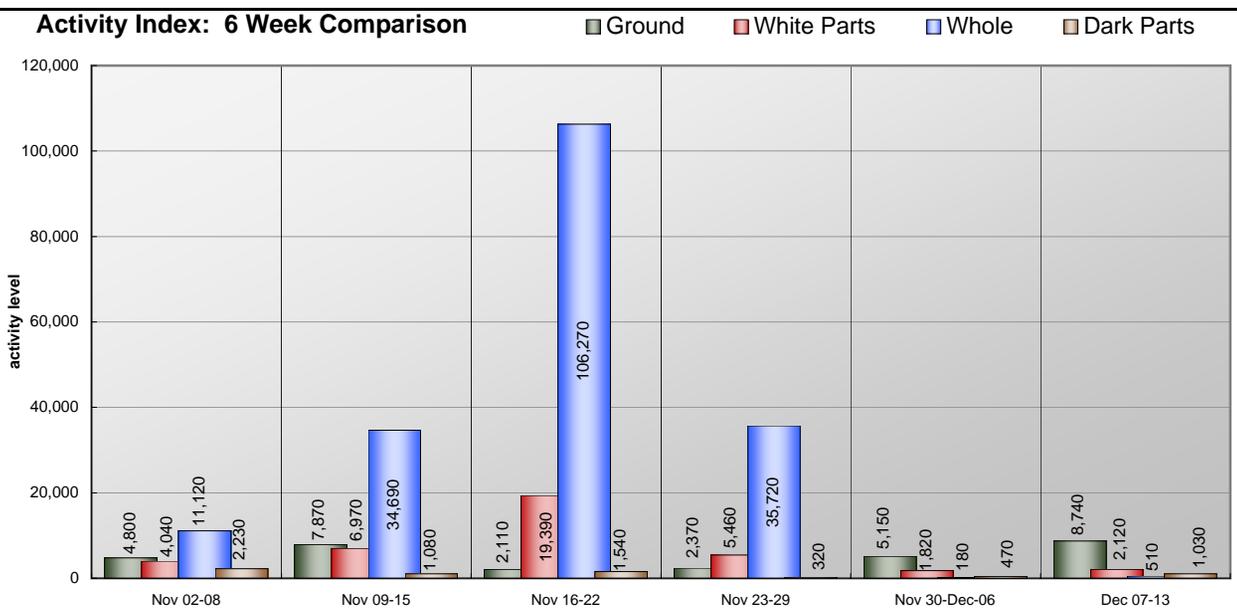
Fri. Dec 07, 2007

## Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/07 thru 12/13.

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

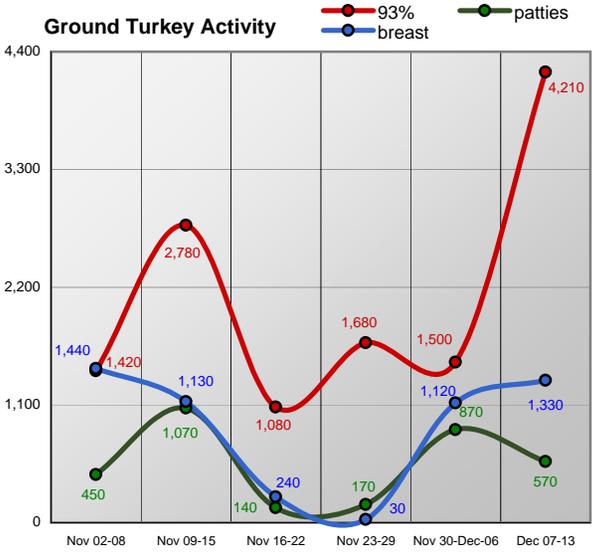
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	51.4% of 17,000 outlets		26.1% of 17,000 outlets		56.8% of 17,000 outlets	
Special Rate 4/	7.8%		0.4%		2.5%	
Activity Index 2/	13,530		9,370		15,590	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					430	0.99
" - Toms					430	0.99
Frozen - Hens	310	0.83	110	0.73	540	0.80
" - Toms	200	0.89	70	0.69	540	0.80
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	140	2.19			520	1.55
Frozen	520	1.91	260	1.85	520	1.55
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	10	2.48				
Rotisserie	350	7.68	160	7.99	2,270	6.24
Boneless, whole						
Cutlets	590	4.35	810	4.50	710	4.22
Cutlets, thin sliced			90	3.99	10	4.49
Strips	80	4.54	20	4.54	110	3.99
Tenders	430	3.99	480	4.32	340	3.96
Marinated Tenders	810	3.76	1,400	3.93	970	3.79
Drumsticks						
Thighs	280	1.34	140	1.23		
Wings	60	1.16	90	0.99	150	0.88
Necks						
Smoked Drumsticks	140	1.55			10	1.48
Smoked Wings	140	1.58			10	1.48
Smoked Necks	130	1.59				
<b>GROUND TURKEY:</b>						
Patties	570	2.78	870	2.63	900	2.66
Sausage	1,980	2.56	1,240	2.38	1,210	2.45
85% lean	650	1.71	420	1.60	60	1.60
93% lean	4,210	2.32	1,500	2.29	4,700	2.17
Breast	1,330	3.66	1,120	3.76	1,540	4.00
Rolls (frsh/frz 1 lb.)	320	1.32	350	1.37	60	1.12

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



### Turkey Featuring - 12/07 thru 12/13

Retail activity recovers from the post Thanksgiving lull and turkeys are once again offered at over half of the stores surveyed. Whole turkeys are more available at stronger prices, with a few stores running buy one turkey and get one free. Bone-in breasts are more active and offers on rotisserie breasts, while still limited, improve over last week. Dark parts are fully represented and smoked items are once again in store flyers. Ground turkey fully recovered from the low post holiday offers and is back in the spotlight. Offers on lean ground turkey are sharply higher this week and widely promoted in all regions. Sausage is more popular this week, especially in the West. Dinners and deli trays are widely offered for holiday entertaining.



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/	48.6% of 7,950 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 5,120			44.2% of 5,300 sampled outlets 9.9% of stores w/ no-price promotions Activity Index = 3,240			66.7% of 3,750 sampled outlets 13.1% of stores w/ no-price promotions Activity Index = 4,850		
	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	0.69	70	0.69	0.79 - 0.89	240	0.87			
" - Toms				0.89	200	0.89			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.49 - 2.99	40	2.90	1.79	90	1.79	2.99	10	2.99
Frozen	1.59 - 2.49	360	2.00	1.49 - 2.49	160	1.71			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.48	10	2.48			
Rotisserie	7.49	220	7.49				7.99	130	7.99
Boneless, whole									
Cutlets	3.99	200	3.99				4.54	390	4.54
Cutlets, thin sliced									
Strips							4.54	80	4.54
Tenders	3.99	40	3.99				3.99	390	3.99
Marinated Tenders	1.96 - 4.05	400	3.69	4.05 - 4.26	120	4.06	3.73	290	3.73
Drumsticks				0.89 - 1.19	140	0.99	1.69	140	1.69
Thighs				0.89 - 1.19	140	0.99	1.69	140	1.69
Wings				1.19	50	1.19	0.99	10	0.99
Necks									
Smoked Drumsticks	1.59	130	1.59	1.08	10	1.08			
Smoked Wings	1.59	130	1.59	1.49	10	1.49			
Smoked Necks	1.59	130	1.59						
<b>GROUND TURKEY:</b>									
Patties	2.50 - 2.99	380	2.75	2.00 - 2.99	80	2.54	2.99 - 3.49	110	3.07
Sausage	2.39 - 2.55	310	2.43	2.00 - 2.87	420	2.53	2.04 - 2.87	1,250	2.60
85% lean	1.54 - 1.99	550	1.73	1.54 - 1.58	100	1.55			
93% lean	1.53 - 3.19	1,780	2.22	1.37 - 2.63	1,090	2.20	1.99 - 2.80	1,340	2.56
Breast (99-100% lean)	1.50 - 3.99	380	3.59	3.19 - 3.33	380	3.25	3.99	570	3.99
Rolls (frsh/frz 1 lb.)	1.25 - 1.50	290	1.33	1.25	30	1.25			