



USDA Weekly Retail Turkey Feature Activity

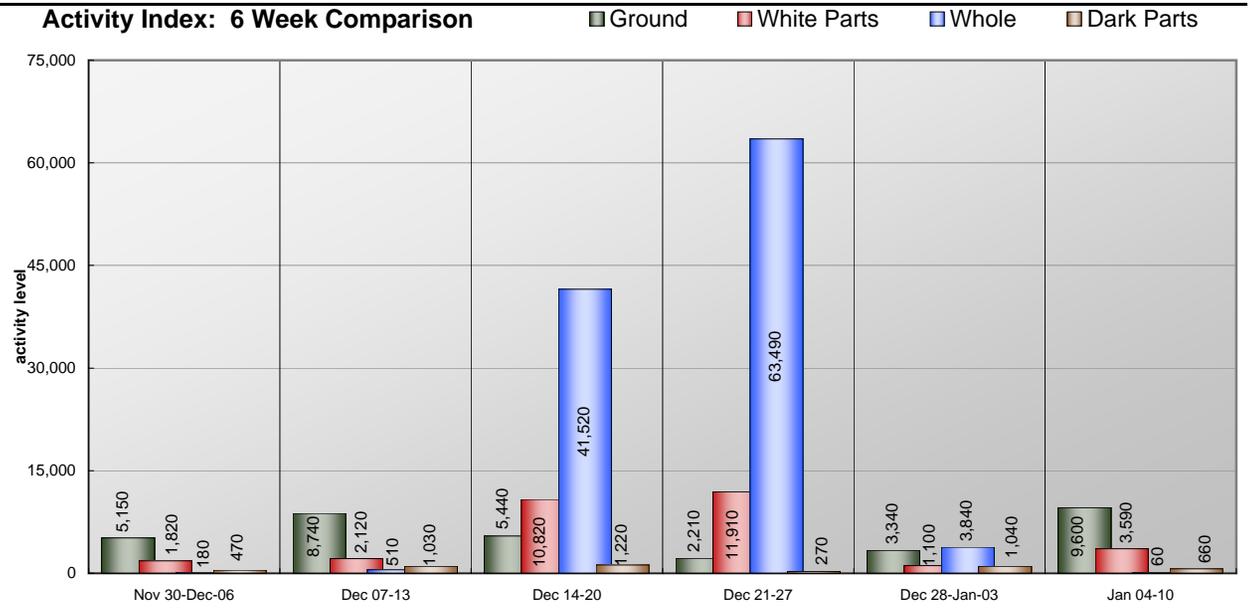
Fri. Jan 04, 2008

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

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

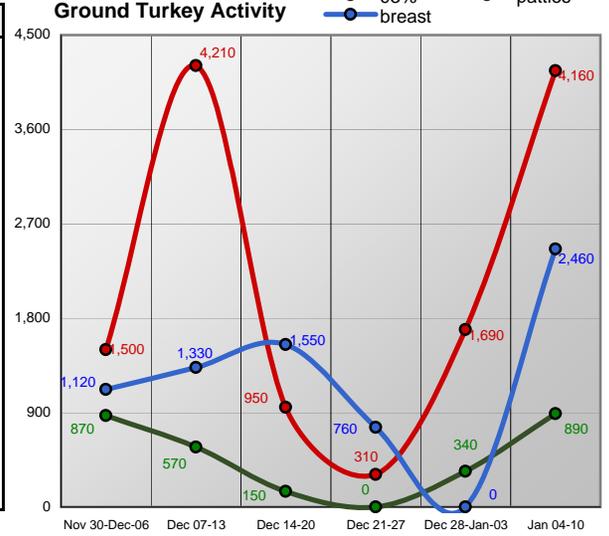
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	51.8% of 17,000 outlets		32.0% of 17,000 outlets		67.8% of 17,000 outlets	
Special Rate 4/	6.0%		2.7%		5.7%	
Activity Index 2/	15,440		9,780		18,770	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			690	1.12	10	1.09
" - Toms			650	1.12	10	1.09
Frozen - Hens	50	0.91	1,310	1.01	20	0.89
" - Toms	10	0.99	1,190	0.98	20	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	50	1.59	180	2.04		
Frozen	110	1.61	360	1.58	480	1.40
Hotel Style						
Fresh			20	1.99	200	1.49
Frozen						
Split, bone-in						
Fresh						
Rotisserie	340	7.88	330	7.90	730	5.73
Boneless, whole	50	3.79	20	4.49		
Cutlets	1,430	4.10	180	3.99	2,150	4.37
Cutlets, thin sliced	520	3.99			310	4.73
Strips	480	4.06			700	4.54
Tenders	610	3.85	10	3.98	1,840	3.96
Marinated Tenders	1,320	4.01	370	3.83	990	3.50
Drumsticks						
Thighs	220	1.60				
Wings	120	1.58			110	0.99
Necks	40	1.49				
Smoked Drumsticks	20	1.69	520	1.79	10	2.39
Smoked Wings		2.49	520	1.79	10	2.39
Smoked Necks						
GROUND TURKEY:						
Patties	890	2.69	340	2.38	10,820	2.59
Sausage	890	2.73	340	2.75	700	2.79
85% lean	1,240	2.12	640	2.57	1,030	2.59
93% lean	850	1.68	670	1.79	1,710	1.70
Breast	4,160	2.39	1,690	2.46	5,000	2.18
Rolls (frsh/frz 1 lb.)	2,460	3.84			2,380	4.02
	210	1.37	90	1.02	360	1.02

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



Turkey Featuring - 01/04 thru 01/10

Promotions with special rates are more common this week as retailers in the west use more ads with buy one get one free or with a percent discount. The extremely light offers for whole turkeys and bone-in breasts reflect the shift away from holiday items. Cutlets and marinated tenders dominate the white parts category and average prices edge higher. Promotions for dark parts focus on fresh drums and thighs, offers on smoked parts are light. Ground turkey is the most active it has been since early December. Ground breast and 93% lean are very popular and provide healthy and low cost choices after the long holiday season.



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/	51.4% of 7,950 sampled outlets 2.0% of stores w/ no-price promotions Activity Index = 5,050			43.3% of 5,300 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 3,690			64.2% of 3,750 sampled outlets 22.3% of stores w/ no-price promotions Activity Index = 6,490		
	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									
" - Toms									
Frozen - Hens				0.89 - 0.99	50	0.91			
" - Toms				0.99	10	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.59	50	1.59						
Frozen				1.28 - 1.59	20	1.37	1.59 - 1.79	90	1.67
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	150	8.83	6.99 - 7.99	110	7.23	6.99	80	6.99
Boneless, whole				3.79	50	3.79			
Cutlets	3.99 - 4.29	360	4.11	3.49 - 5.17	300	3.89	3.99 - 4.55	770	4.17
Cutlets, thin sliced							3.99	520	3.99
Strips				3.49 - 4.54	230	3.52	4.55	250	4.55
Tenders				3.49 - 4.55	350	3.74	3.99 - 4.00	260	4.00
Marinated Tenders	3.73 - 4.26	610	3.88	3.99 - 4.26	340	4.16	3.49 - 4.26	370	4.09
Drumsticks	1.69	40	1.69				1.39 - 1.69	220	1.58
Thighs							1.39 - 1.69	220	1.58
Wings	1.69	40	1.69				1.39	80	1.39
Necks	1.69	40	1.69						
Smoked Drumsticks	2.49	10	2.49	2.49	10	2.49			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.50 - 2.59	130	2.56	2.50 - 3.00	220	2.98	2.50 - 3.50	540	2.66
Sausage	1.59 - 2.40	620	2.07	1.99 - 2.50	30	2.24	2.05 - 2.87	590	2.16
85% lean	1.33 - 1.92	360	1.74	1.29 - 2.00	450	1.62	1.58 - 2.00	40	1.84
93% lean	1.69 - 2.59	1,890	2.42	2.00 - 2.59	750	2.32	1.99 - 2.80	1,520	2.39
Breast (99-100% lean)	2.99 - 4.16	750	3.55	2.99 - 4.55	770	3.91	3.91 - 4.16	940	4.01
Rolls (frsh/frz 1 lb.)				1.25 - 1.50	210	1.37			