



USDA Weekly Retail Turkey Feature Activity

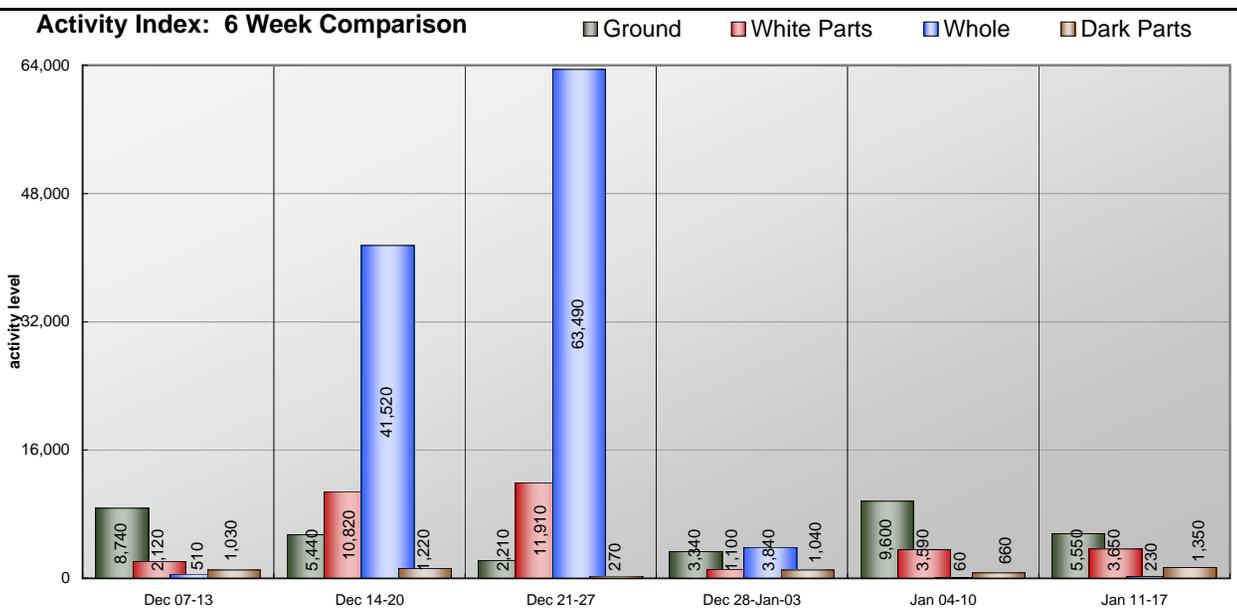
Fri. Jan 11, 2008

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

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

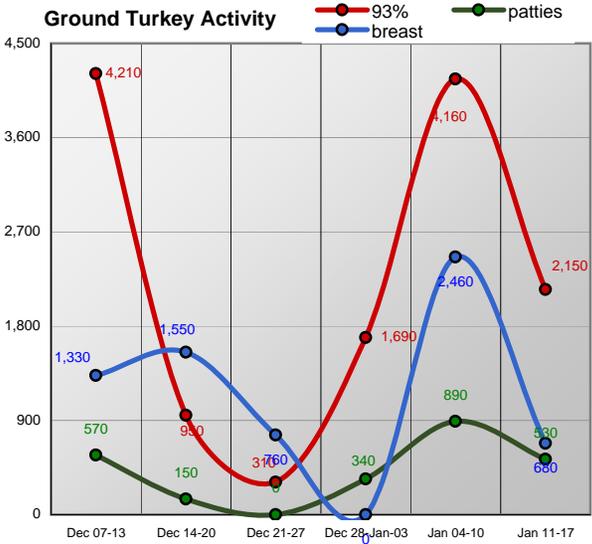
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	53.5% of 17,000 outlets		51.8% of 17,000 outlets		51.5% of 17,000 outlets	
Special Rate 4/	15.3%		6.0%		8.2%	
Activity Index 2/	11,220		15,440		17,480	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					10	0.98
" - Toms					10	0.98
Frozen - Hens	230	1.06	50	0.91	980	0.71
" - Toms			10	0.99	1,010	0.70
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	1.84	50	1.59	410	2.17
Frozen	230	1.73	110	1.61	270	1.73
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie	910	6.87	340	7.88	810	6.70
Boneless, whole						
Cutlets	880	4.18	1,430	4.10	1,120	3.95
Cutlets, thin sliced						
Strips	370	4.08	480	4.06	450	4.48
Tenders	1,140	3.88	610	3.85	610	3.85
Marinated Tenders	180	3.79	1,320	4.01	750	3.99
Drumsticks						
Thighs	560	1.31	260	1.60	540	1.39
Wings	150	1.28	220	1.58	40	1.37
Necks	540	1.31	120	1.49	550	1.38
Smoked Drumsticks	90	1.19	40	1.69		
Smoked Wings			20	2.49	80	1.27
Smoked Necks	10	1.59				
GROUND TURKEY:	5,550	2.32	9,600	2.69	9,000	2.52
Patties	530	2.74	890	2.73	1,460	2.89
Sausage	1,270	2.42	1,240	2.12	2,110	2.60
85% lean	920	1.79	850	1.68	800	1.67
93% lean	2,150	1.89	4,160	2.39	4,030	2.32
Breast	680	3.87	2,460	3.84	600	3.89
Rolls (frsh/frz 1 lb.)	260	1.26	210	1.37	480	1.00

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



Turkey Featuring - 01/11 thru 01/17

Feature activity is light as retailers focus more attention on other meats and seafood items. Scattered offers of whole turkey consist of frozen hens in the central region. Compared to a year ago, the extremely low volume and very strong prices suggest a good year-end cleanup on whole birds. Light offers on fresh and frozen bone-in breasts are also at stronger price levels. Rotisserie breasts gain ad space and prices are attractive. Promotions on dark parts are more active this week, especially fresh drums and wings at competitive price levels. Ground turkey promotions with prices are sharply lower this week, but grinds are heavily promoted through "buy one get one free" ads.



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/	56.1% of 7,950 sampled outlets 5.2% of stores w/ no-price promotions Activity Index = 6,220			41.2% of 5,300 sampled outlets 12.6% of stores w/ no-price promotions Activity Index = 2,640			65.5% of 3,750 sampled outlets 39.1% of stores w/ no-price promotions Activity Index = 2,100		
	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 - 1.29	230	1.06			
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99 - 1.19	20	1.11	1.89 - 1.99	100	1.98			
Frozen	1.48 - 1.79	170	1.77	1.19 - 1.28	30	1.23	1.99	30	1.99
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	720	6.88	5.99 - 9.99	190	6.82			
Boneless, whole									
Cutlets	3.59 - 3.99	210	3.91	3.49 - 4.54	230	3.52	4.54 - 4.70	440	4.66
Cutlets, thin sliced									
Strips				3.49 - 4.54	230	3.52	4.99	140	4.99
Tenders	3.77 - 4.19	220	3.97	3.49 - 3.99	350	3.50	3.99 - 4.39	570	4.09
Marinated Tenders	3.73	160	3.73				4.26	20	4.26
Drumsticks	1.19 - 1.49	470	1.33	1.19	90	1.19			
Thighs	1.29 - 1.59	50	1.44	1.19 - 1.29	100	1.20			
Wings	1.19 - 1.49	450	1.33	1.19	90	1.19			
Necks				1.19	90	1.19			
Smoked Drumsticks									
Smoked Wings				1.59	10	1.59			
Smoked Necks									
GROUND TURKEY:									
Patties	2.40 - 2.99	400	2.80	2.50 - 2.99	30	2.71	2.50	100	2.50
Sausage	2.04 - 2.99	930	2.40	1.69 - 2.63	210	2.47	2.46	130	2.46
85% lean	1.19 - 1.92	290	1.62	0.89 - 2.08	260	1.62	1.59 - 2.08	370	2.03
93% lean	1.14 - 3.19	1,900	1.84	1.59 - 2.49	90	2.02	1.59 - 2.40	160	2.31
Breast (99-100% lean)	3.19 - 3.99	230	3.76	3.33 - 3.99	310	3.72	4.39	140	4.39
Rolls (frsh/frz 1 lb.)	0.99 - 1.25	220	1.24	0.99 - 1.98	40	1.39			