



USDA Weekly Retail Turkey Feature Activity

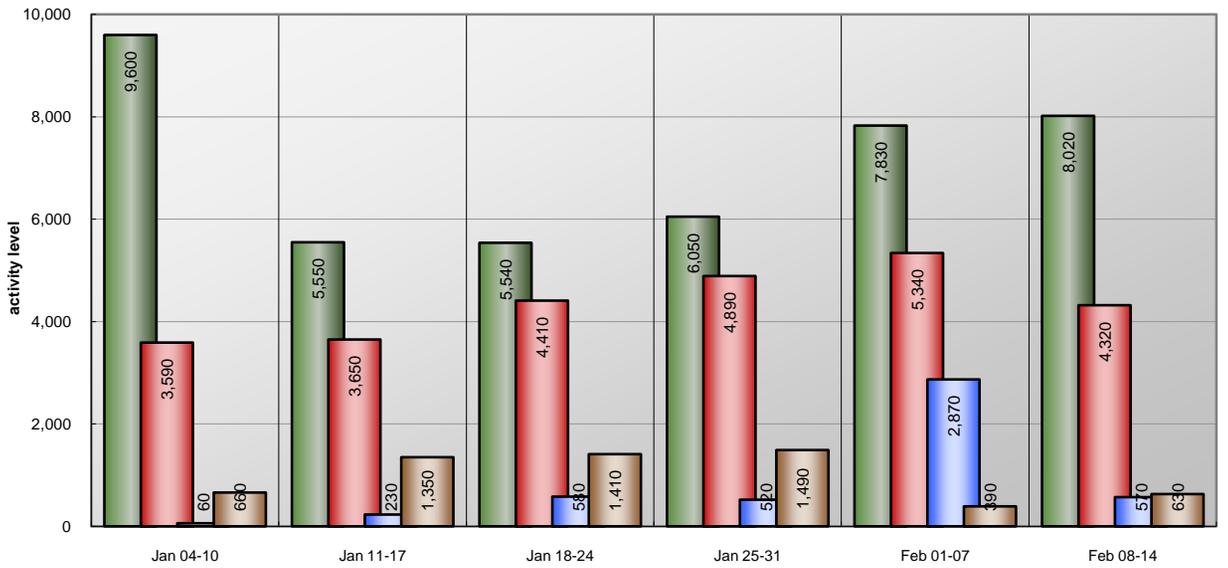
Fri. Feb 08, 2008

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

(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/	49.8% of 18,000 outlets		48.8% of 18,000 outlets		44.0% of 17,000 outlets	
Special Rate 4/	2.7%		6.8%		3.0%	
Activity Index 2/	15,230		16,840		16,300	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	140	1.65	10	1.29		
" - Toms	120	1.69	10	1.29		
Frozen - Hens	180	0.89	1,450	1.04	440	0.94
" - Toms	130	0.89	1,400	1.05	400	0.94
PARTS:						
Breast:						
Bone-in, whole						
Fresh	530	2.34	1,050	1.93	1,080	1.64
Frozen	1,730	1.78	2,020	1.42	1,700	1.40
Hotel Style						
Fresh			50	1.00	10	0.99
Frozen						
Split, bone-in						
Fresh			20	1.99		
Rotisserie	70	8.49	590	6.11	1,100	6.96
Boneless, whole						
Cutlets	900	4.41	660	3.84	1,120	4.25
Cutlets, thin sliced			480	4.35	370	4.03
Strips						
Tenders	1,090	4.06	410	3.94	360	4.71
Marinated Tenders	1,230	3.82	400	3.91	680	3.91
DRUMSTICKS						
Drumsticks	60	1.46	180	1.26	20	1.29
Thighs	70	1.43	20	1.39	20	1.29
Wings	60	1.46	180	1.25	20	1.29
Necks	10	1.29	10	1.49		
Smoked Drumsticks	150	1.56				
Smoked Wings	140	1.57				
Smoked Necks	140	1.57				
GROUND TURKEY:						
Patties	520	2.78	1,130	2.91	1,460	2.66
Sausage	1,190	2.32	2,450	2.54	2,090	2.32
85% lean	1,510	1.81	750	1.59	680	2.16
93% lean	3,390	2.33	2,460	2.42	2,650	2.24
Breast	1,410	3.69	1,040	3.78	530	3.98
Rolls (frsh/frz 1 lb.)	460	1.26	10	1.25	1,420	1.00

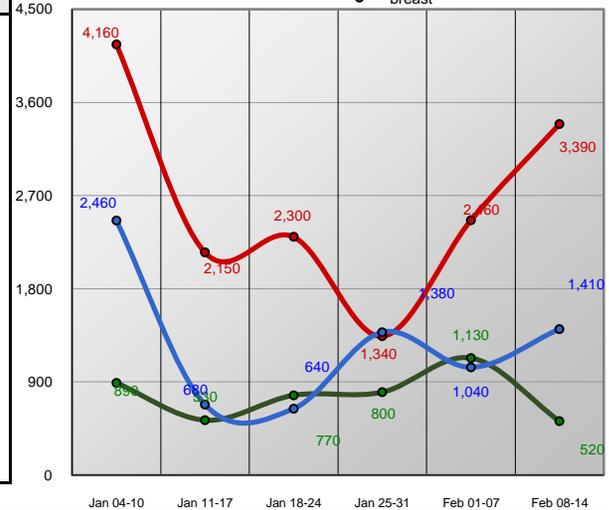
Activity Index: 6 Week Comparison



Turkey Featuring - 02/08 thru 02/14

Retailers shift focus to Valentine's Day and Lenten specials and features on turkey items are slightly lower compared to last week. Offers of frozen hens and toms are light and prices very competitive. Promotions on fresh bone-in breasts retreat while frozen bone-in breasts continue active. Prices on fresh and frozen bone-in breasts are sharply higher this week. Rotisserie ads are almost invisible and attention turns to cutlets, tenders and marinated tenders. Dark parts are fully represented this week and prices are stronger on everything except necks. Offers increase on 85% lean, 93% lean and ground breast this week while sausage and burgers are less active.

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/	44.9% of 8,100 sampled outlets 1.7% of stores w/ no-price promotions Activity Index = 6,270			44.0% of 5,650 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 3,410			67.0% of 4,250 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 5,090		
	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	1.29 - 1.69	140	1.65						
" - Toms	1.69	120	1.69						
Frozen - Hens				0.89 - 0.99	50	0.91	0.89	130	0.89
" - Toms							0.89	130	0.89
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	500	2.36	1.89	10	1.89	1.99	20	1.99
Frozen	1.59 - 1.79	540	1.65	1.19 - 1.79	390	1.54	1.98	800	1.98
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.74	30	6.74	8.99 - 9.99	40	9.79			
Boneless, whole									
Cutlets	3.99	180	3.99	3.99 - 4.99	270	4.25	4.54 - 4.99	450	4.68
Cutlets, thin sliced									
Strips									
Tenders	3.49 - 4.49	370	4.05	3.99 - 4.39	270	4.00	3.99 - 4.39	450	4.11
Marinated Tenders	3.73 - 4.26	570	3.93	3.46 - 4.26	170	3.97	3.49 - 3.73	490	3.63
Drumsticks									
	1.29	10	1.29	1.49	50	1.49			
Thighs									
	1.29	10	1.29	1.29 - 1.49	60	1.46			
Wings									
	1.29	10	1.29	1.49	50	1.49			
Necks									
	1.29	10	1.29						
Smoked Drumsticks									
	1.28 - 1.59	140	1.57	1.49	10	1.49			
Smoked Wings									
	1.28 - 1.59	140	1.57						
Smoked Necks									
	1.28 - 1.59	140	1.57						
GROUND TURKEY:									
Patties	1.28 - 2.99	220	2.52	2.49	30	2.49	3.00 - 3.49	270	3.03
Sausage	2.23 - 2.79	360	2.53	2.46 - 2.50	300	2.47	1.37 - 2.86	530	2.10
85% lean	1.28 - 2.68	840	1.91	1.54 - 2.39	230	1.71	1.34 - 1.79	440	1.65
93% lean	1.59 - 2.79	1,520	2.29	1.32 - 2.79	750	2.22	1.99 - 3.49	1,120	2.46
Breast (99-100% lean)	1.66 - 4.16	420	3.69	3.19 - 3.99	730	3.58	3.99	260	3.99
Rolls (frsh/frz 1 lb.)	1.25	180	1.25	1.25 - 1.33	280	1.27			