



# USDA Weekly Retail Turkey Feature Activity

Fri. Feb 29, 2008

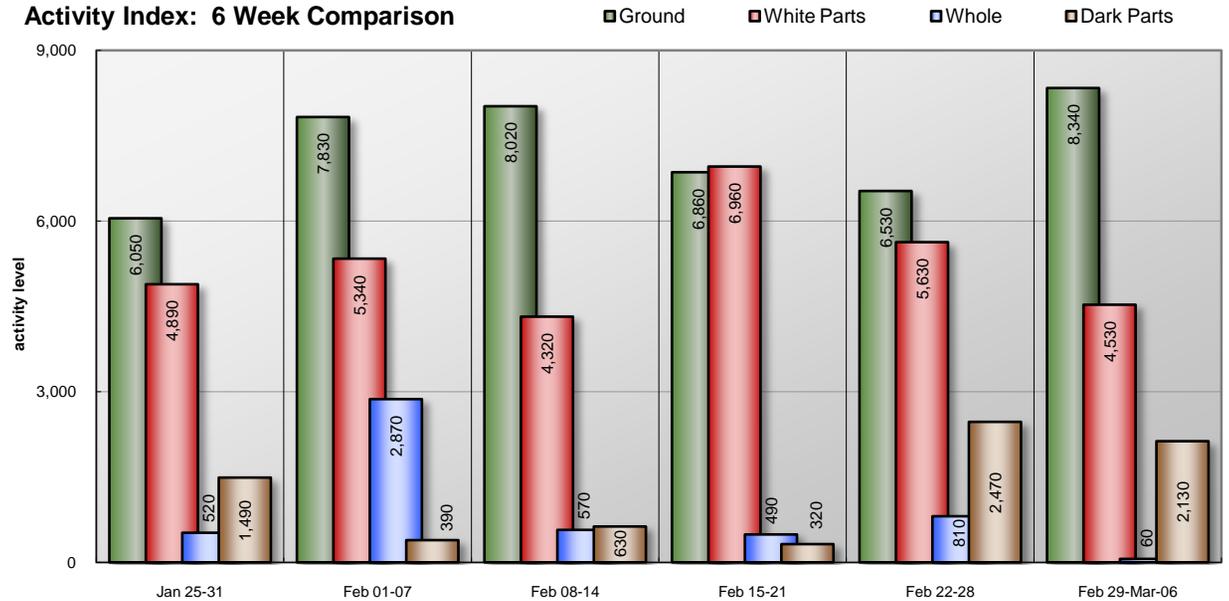
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/29 thru 03/06.

(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	
<b>Feature Rate 1/</b>	47.6% of 18,000 outlets		47.0% of 18,000 outlets		45.1% of 17,000 outlets	
<b>Special Rate 4/</b>	4.5%		4.3%		4.7%	
<b>Activity Index 2/</b>	16,770		16,330		14,570	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	20	1.49			10	1.29
" - Toms	20	1.49				
Frozen - Hens	10	0.99	520	0.84	230	1.18
" - Toms	10	0.99	290	0.71	370	0.96
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	720	1.92	40	2.72	590	1.78
Frozen	540	1.80	1,090	1.73	760	1.66
<b>Hotel Style</b>						
Fresh	120	1.49	260	0.99	140	0.99
Frozen						
<b>Split, bone-in</b>						
Fresh					310	1.99
Rotisserie	1,220	6.77	490	7.60	430	6.97
<b>Boneless, whole</b>						
	40	3.58	90	3.99	70	3.39
<b>Cutlets</b>						
	1,270	3.97	1,600	4.35	1,110	4.30
<b>Cutlets, thin sliced</b>						
	560	3.99	380	4.45	160	4.75
<b>Strips</b>						
			230	3.60	50	3.99
<b>Tenders</b>						
	60	4.11	1,450	4.03	870	3.98
<b>Marinated Tenders</b>						
	1,430	3.83	800	3.99	820	3.62
<b>Drumsticks</b>						
	800	1.35	840	1.31	360	1.06
<b>Thighs</b>						
	260	1.66	460	1.32	50	1.49
<b>Wings</b>						
	660	1.28	1,150	1.36	310	0.99
<b>Necks</b>						
	10	1.39	10	1.39		
<b>Smoked Drumsticks</b>						
	140	1.58	10	1.49	40	1.98
<b>Smoked Wings</b>						
	130	1.59			10	2.49
<b>Smoked Necks</b>						
	130	1.59				
<b>GROUND TURKEY:</b>	<b>8,340</b>	<b>2.77</b>	<b>6,530</b>	<b>2.67</b>	<b>7,770</b>	<b>2.85</b>
Patties	1,110	2.51	680	2.61	1,260	2.91
Sausage	1,620	2.78	2,200	2.66	1,090	2.60
85% lean	690	1.73	900	1.80	570	1.67
93% lean	3,440	2.57	1,480	2.26	2,800	2.32
Breast	1,480	3.89	1,270	3.80	2,050	3.98
Rolls (frsh/frz 1 lb.)	280	1.05	90	1.07	110	1.52

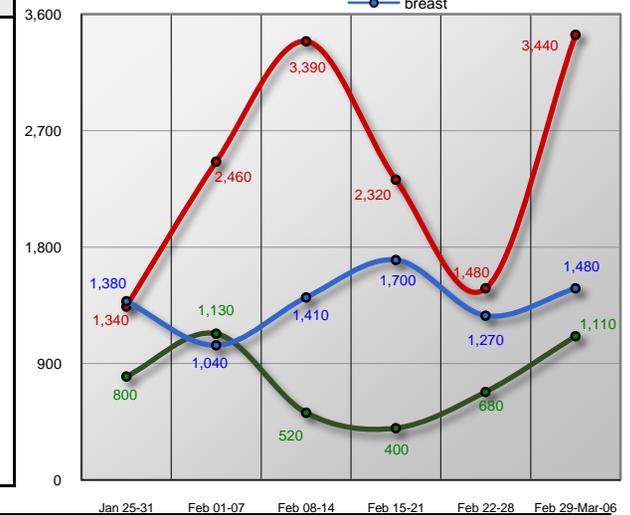
## Activity Index: 6 Week Comparison



## Turkey Featuring - 02/29 thru 03/06

Feature activity switched places this week with the Eastern and Western Regions more active than the Central Region. Whole turkey features are not as active as last week with only spotty activity in the Central Region. Rotisserie breasts and marinated tenders continue to be active this week even though cutlets are not as active as last week. Bone-in breasts are more active on fresh, but frozen, even though moderate, are considerably less active than last week. Bone-in drums, wings and necks feature activity was moderate to active with wings less aggressively featured than last week. Ground turkey features improved from last week with activity the most active on 93% lean.

## 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.)

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



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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)		
<b>Feature Rate 1/ Special Rate 4/ Activity Index 2/</b>	<b>53.3% of 8,100 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 10,210</b>			<b>34.2% of 5,650 sampled outlets 4.4% of stores w/ no-price promotions Activity Index = 2,700</b>			<b>54.3% of 4,250 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 3,580</b>		
	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				1.48 - 1.49	20	1.49			
" - Toms				1.48 - 1.49	20	1.49			
Frozen - Hens				0.99	10	0.99			
" - Toms				0.99	10	0.99			
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	1.89 - 2.18	510	2.00	1.69 - 2.49	130	1.76	1.59 - 1.69	80	1.65
Frozen	1.49 - 1.79	160	1.66	1.28 - 2.19	220	1.79	1.59 - 1.99	160	1.93
<b>Hotel Style</b>									
Fresh	1.49	120	1.49						
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	4.49 - 8.99	920	6.91	5.99 - 6.99	280	6.49	4.49	20	4.49
<b>Boneless, whole</b>									
	2.99 - 3.99	40	3.58						
<b>Cutlets</b>									
	2.69 - 3.99	1,270	3.97						
<b>Cutlets, thin sliced</b>									
	3.99	560	3.99						
<b>Strips</b>									
<b>Tenders</b>									
	3.99 - 4.19	60	4.11						
<b>Marinated Tenders</b>							4.26	590	4.26
	2.66 - 4.26	840	3.53						
<b>Drumsticks</b>									
	1.04 - 1.39	280	1.13	1.37 - 1.39	70	1.38	1.39 - 1.69	450	1.48
<b>Thighs</b>									
	1.49 - 1.79	80	1.75	1.37	40	1.37	1.69	140	1.69
<b>Wings</b>									
	1.04 - 1.39	280	1.13	1.37 - 1.39	70	1.38	1.39	310	1.39
<b>Necks</b>									
				1.39	10	1.39			
<b>Smoked Drumsticks</b>									
	1.59	130	1.59	1.48	10	1.48			
<b>Smoked Wings</b>									
	1.59	130	1.59						
<b>Smoked Necks</b>									
	1.59	130	1.59						
<b>GROUND TURKEY:</b>									
<b>Patties</b>									
	2.00 - 2.99	380	2.55	2.00 - 3.50	390	2.50	2.23 - 2.50	340	2.48
<b>Sausage</b>									
	1.59 - 3.49	1,190	2.70	1.79 - 3.49	420	3.02	2.79	10	2.79
<b>85% lean</b>									
	1.19 - 1.99	300	1.64	1.67 - 1.99	250	1.69	1.99	140	1.99
<b>93% lean</b>									
	1.49 - 3.33	1,760	2.28	1.31 - 2.80	590	2.49	1.99 - 3.99	1,090	3.10
<b>Breast (99-100% lean)</b>									
	2.99 - 5.19	1,070	3.73	2.99 - 5.19	160	4.76	3.99 - 4.16	250	4.00
<b>Rolls (frsh/frz 1 lb.)</b>									
				1.00	250	1.00	1.50	30	1.50