



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/14 thru 03/20.

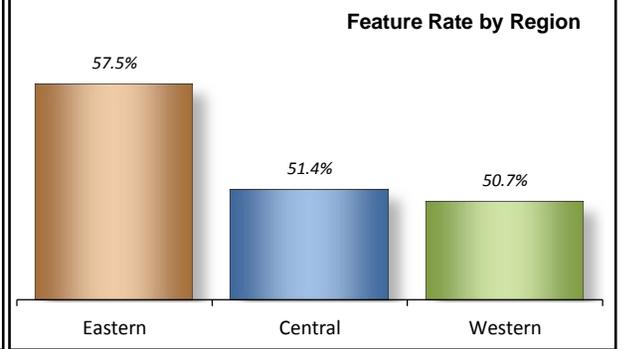
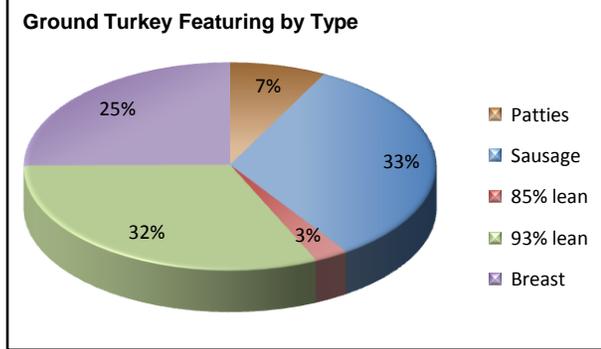
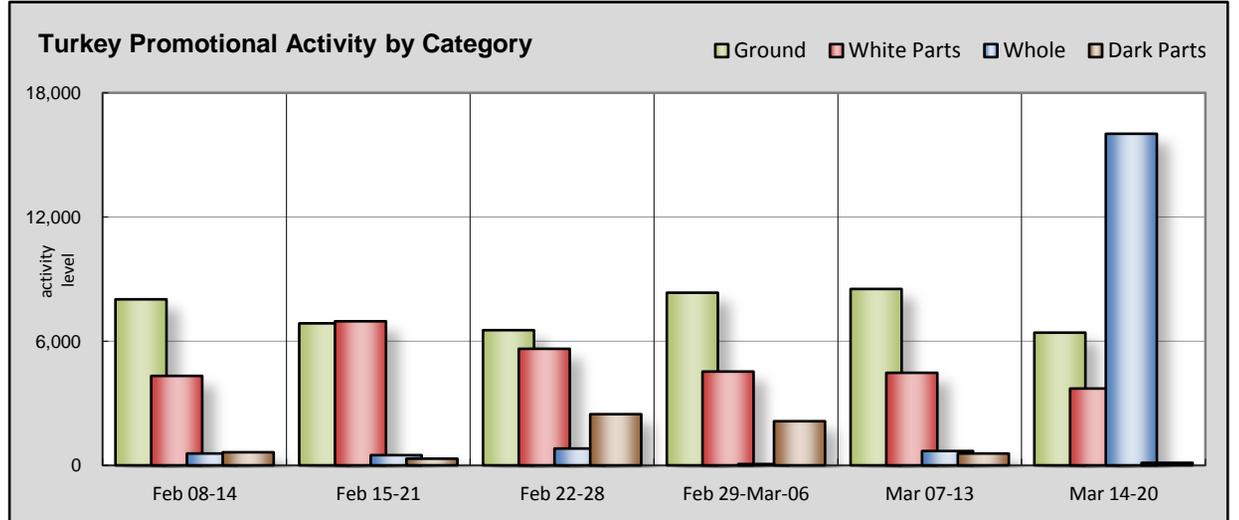
Fri. Mar 14, 2008

(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/}	54.0% of 18,000 outlets		46.6% of 18,000 outlets		45.9% of 17,000 outlets	
Special Rate ^{4/}	8.0%		3.1%		1.5%	
Activity Index ^{2/}	27,410		14,920		14,330	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	4,620	1.23	20	1.39	420	1.25
" - Toms	4,510	1.23	20	1.39	20	1.19
Frozen - Hens	3,570	0.89	160	0.91	10	0.58
" - Toms	3,320	0.88	490	0.61	30	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	680	2.20	250	2.13	730	1.91
Frozen	1,380	1.75	2,570	1.47	570	1.53
Hotel Style						
Fresh	320	1.06				
Frozen			10	1.19		
Split, bone-in						
Fresh	40	2.49	10	2.49		
Rotisserie	190	7.43	370	5.15	880	6.58
Boneless, whole	60	4.16			150	3.99
Cutlets	20	4.49	430	3.93	1,020	4.32
Cutlets, thin sliced	370	4.54	360	4.28	60	4.49
Strips	270	4.46	200	4.95	250	4.54
Tenders	380	4.02	270	4.28	830	4.22
Marinated Tenders	950	3.94	280	3.69	450	4.15
Drumsticks	40	1.49	260	1.32	520	1.38
Thighs	40	1.79	70	1.50		
Wings	10	0.99	230	1.33	520	1.38
Necks			10	1.39		
Smoked Drumsticks	30	2.99				
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	6,410	2.79	8,520	2.53	7,680	2.37
Patties	490	2.70	990	2.69	1,180	2.43
Sausage	2,110	2.62	1,480	2.46	2,290	2.24
85% lean	170	1.43	1,720	1.71	360	1.64
93% lean	2,030	2.20	2,920	2.34	3,090	2.14
Breast	1,610	3.92	1,410	3.88	760	3.97
Rolls (frsh/frz 1 lb.)	200	1.06	390	1.51	190	1.25

This Week's Turkey Feature Highlights

Supermarket promotional activity for turkey has begun to rise sharply with the onset of the Easter demand period, particularly in the East, and is can be expected to continue through the ad cycle. Whole bird offers dominate the turkey category on ad prices that are higher on fresh and lower on frozen birds than the week before Easter last year. Breast cuts enjoy broad featuring led by whole bone-in breasts on rising ad pricing. Dark parts are scarce in ads this week. Ground turkey continues to be featured and, although volume of ads is down from last week, average ad prices are higher and sausage is much more prominent. As usual, turkey faces stiff competition for the holiday season from a flood of competing meats, most notably ham, as consumers are barraged with a wealth of choices for their holiday meal.



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) 		
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	57.5% of 8,100 sampled outlets 9.0% of stores w/ no-price promotions Activity Index = 17,580			51.4% of 5,650 sampled outlets 7.5% of stores w/ no-price promotions Activity Index = 6,350			50.7% of 4,250 sampled outlets 6.6% of stores w/ no-price promotions Activity Index = 3,280		
	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	0.98 - 1.49	3,670	1.19	0.89 - 1.49	940	1.39	1.39	10	1.39
" - Toms	0.98 - 1.49	3,570	1.19	0.89 - 1.49	940	1.39			
Frozen - Hens	0.79 - 1.19	2,620	0.86	0.79 - 1.19	950	0.97			
" - Toms	0.69 - 1.19	2,560	0.86	0.79 - 1.19	760	0.97			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79 - 2.69	350	2.28	1.89 - 2.29	320	2.10	2.99	10	2.99
Frozen	1.59 - 1.99	610	1.71	1.38 - 2.19	770	1.78			
Hotel Style									
Fresh	0.98 - 1.99	320	1.06						
Frozen									
Split, bone-in									
Fresh	2.49	40	2.49						
Rotisserie	5.99 - 7.99	170	7.60	5.99	20	5.99			
Boneless, whole	4.49	20	4.49	3.99	40	3.99			
Cutlets	3.99	10	3.99				4.99	10	4.99
Cutlets, thin sliced				4.54	120	4.54	4.54	250	4.54
Strips				3.49	20	3.49	4.54	250	4.54
Tenders				3.99	120	3.99	3.99 - 4.99	260	4.04
Marinated Tenders	3.73 - 4.26	490	3.97				3.49 - 4.26	460	3.91
Drumsticks	1.49	40	1.49						
Thighs	1.79	40	1.79						
Wings	0.99	10	0.99						
Necks									
Smoked Drumsticks				2.99	30	2.99			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	260	2.50	2.84	20	2.84	2.84 - 3.00	210	2.93
Sausage	2.39 - 3.19	780	2.63	2.39 - 2.50	490	2.41	1.99 - 2.87	840	2.72
85% lean	1.29 - 1.83	140	1.36	1.74	30	1.74			
93% lean	1.99 - 2.69	1,290	2.19	1.99 - 2.50	460	2.19	1.99 - 3.03	280	2.25
Breast (99-100% lean)	3.50 - 3.99	590	3.88	3.33 - 3.99	320	3.92	3.91 - 3.99	700	3.95
Rolls (frsh/frz 1 lb.)	0.75 - 1.29	190	1.07	1.00	10	1.00			