



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

Fri. Mar 28, 2008

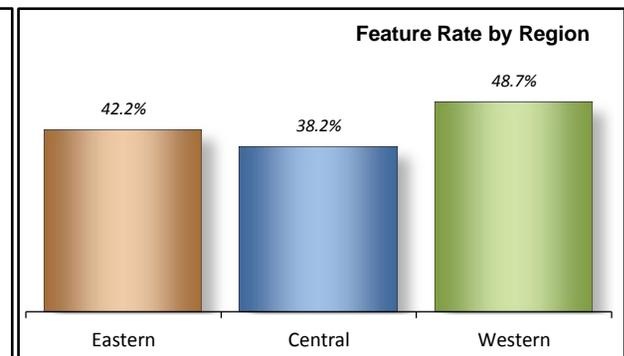
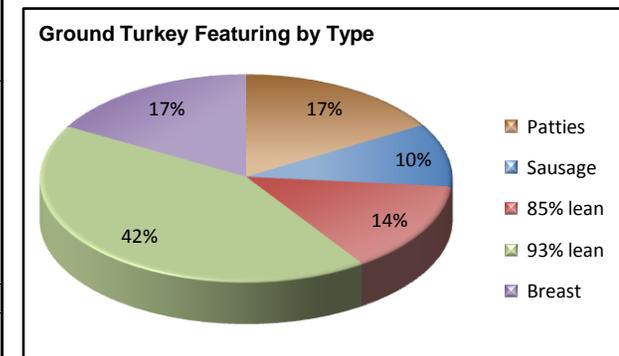
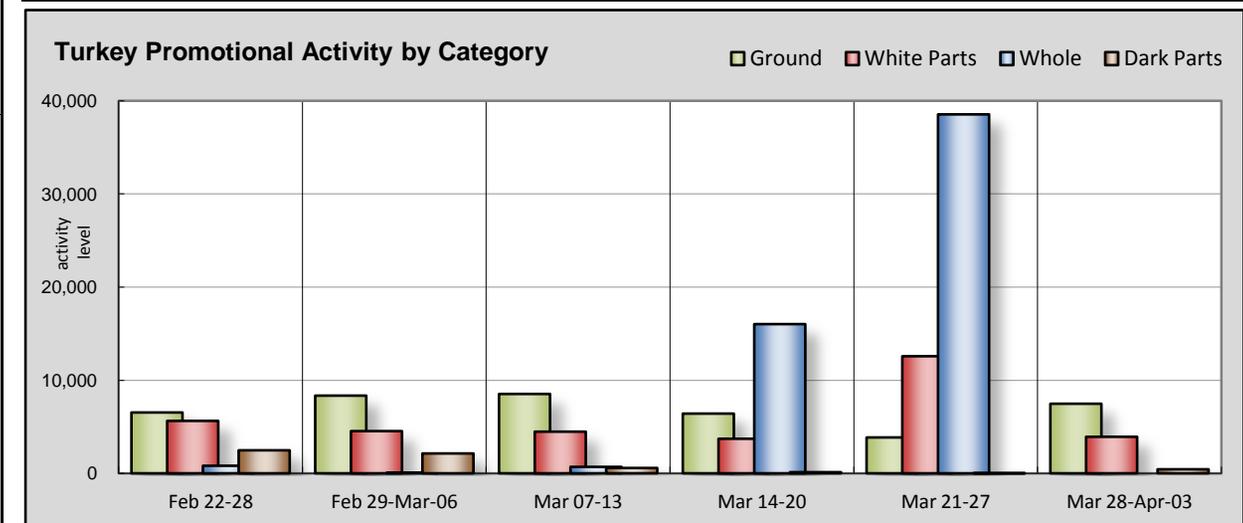
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	42.5% of 18,000 outlets		81.0% of 18,000 outlets		55.1% of 17,000 outlets	
Special Rate ^{4/}	2.5%		9.4%		2.5%	
Activity Index ^{2/}	13,120		55,400		32,510	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			12,340	1.25	6,900	1.17
" - Toms			10,410	1.26	5,430	1.18
Frozen - Hens			8,490	0.92	2,380	0.91
" - Toms			7,300	0.91	2,200	0.91
PARTS:						
Breast:						
Bone-in, whole						
Fresh	100	2.49	2,930	2.11	2,180	2.17
Frozen	910	1.68	7,280	1.67	1,830	1.67
Hotel Style						
Fresh			20	1.99	250	1.59
Frozen						
Split, bone-in						
Fresh						
Rotisserie	700	6.73	890	8.11	2,550	7.30
Boneless, whole						
	190	3.86	260	2.43	680	4.00
Cutlets						
	1,460	4.15	450	4.75	810	4.30
Cutlets, thin sliced						
	190	3.99	370	5.49	120	3.99
Strips						
	10	4.54				
Tenders						
	360	3.70	370	3.71	600	3.98
Marinated Tenders						
	820	3.90	340	3.90	590	3.72
Drumsticks						
	160	1.22			540	0.99
Thighs						
	10	1.39	10	1.29	230	0.99
Wings						
	240	1.25	10	1.49	540	0.99
Necks						
					110	0.79
Smoked Drumsticks						
	10	1.69			10	2.49
Smoked Wings						
	10	1.69			10	2.49
Smoked Necks						
GROUND TURKEY:						
	7,470	2.63	3,850	2.76	4,500	2.71
Patties	1,240	2.79	300	2.69	340	2.59
Sausage	740	2.75	1,510	2.57	1,240	2.63
85% lean	1,050	1.71	110	1.81	500	1.78
93% lean	3,180	2.37	1,150	2.25	1,270	2.29
Breast	1,260	3.85	780	4.05	1,150	3.70
Rolls (frsh/frz 1 lb.)	480	1.03	80	1.25	50	1.50

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

This Week's Turkey Feature Highlights

Post holiday supermarket promotions are sharply lower this week, as expected. There are no ads for fresh or frozen whole turkeys and only limited offers of bone-in breasts. Boneless breast cuts more widely featured this week. Cutlets move to the number 1 position of breast cuts and prices are very competitive. Marinated tenders also have more ad space and prices are steady. Dark parts are more active this week and wings are the most popular item. Promotional activity for ground turkey rebounds to pre-holiday levels. The average price is lower due to a larger percentage of ads on 85% and 93% leans, and a smaller percentage of ads on sausage. The largest increase is for 93% lean and prices are higher. Ground turkey is a popular choice for end of the month features.



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/}	42.2% of 8,100 sampled outlets			38.2% of 5,650 sampled outlets			48.7% of 4,250 sampled outlets		
Special Rate ^{4/}	1.8% of stores w/ no-price promotions			5.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,320			Activity Index = 2,640			Activity Index = 2,680		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	100	2.49						
Frozen	1.59 - 1.79	530	1.65	1.19 - 1.79	380	1.71			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.49 - 8.99	540	6.43	5.99 - 7.99	30	6.57	7.99	130	7.99
Boneless, whole	3.84 - 3.99	190	3.86						
Cutlets	3.99 - 4.54	720	4.08	2.99 - 4.99	620	4.16	4.54	120	4.54
Cutlets, thin sliced	3.99	190	3.99						
Strips				4.54	10	4.54			
Tenders	3.99	130	3.99	2.99 - 3.99	110	3.04	3.99	120	3.99
Marinated Tenders	2.93 - 4.26	810	3.90				3.99	10	3.99
Drumsticks	1.19 - 1.49	150	1.21				1.39	10	1.39
Thighs							1.39	10	1.39
Wings	1.19 - 1.49	150	1.21	1.29	80	1.29	1.39	10	1.39
Necks									
Smoked Drumsticks				1.69	10	1.69			
Smoked Wings				1.69	10	1.69			
Smoked Necks									
GROUND TURKEY:									
Patties	2.29 - 3.00	950	2.74	2.29 - 3.00	160	2.92	3.00	130	3.00
Sausage	2.39 - 3.27	350	2.75	2.30 - 3.27	240	2.92	2.46 - 3.27	150	2.50
85% lean	1.33 - 1.99	600	1.63	1.53 - 1.83	150	1.57	1.34 - 2.49	300	1.93
93% lean	1.53 - 2.68	1,360	2.28	1.53 - 2.79	790	2.23	2.00 - 2.80	1,030	2.61
Breast (99-100% lean)	2.99 - 4.99	550	3.61	2.99 - 4.39	50	3.36	3.99 - 4.39	660	4.08
Rolls (frsh/frz 1 lb.)	0.99	10	0.99	1.00 - 1.39	160	1.08	1.00	310	1.00