



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/04 thru 04/10.**

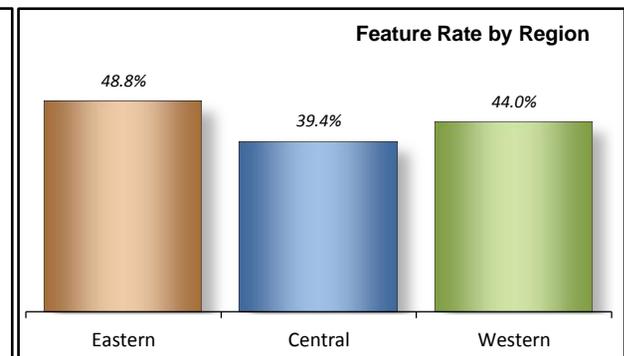
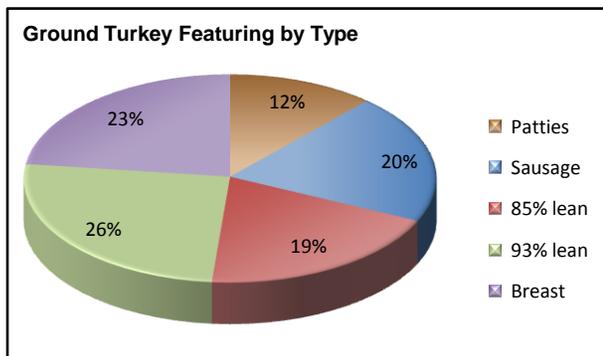
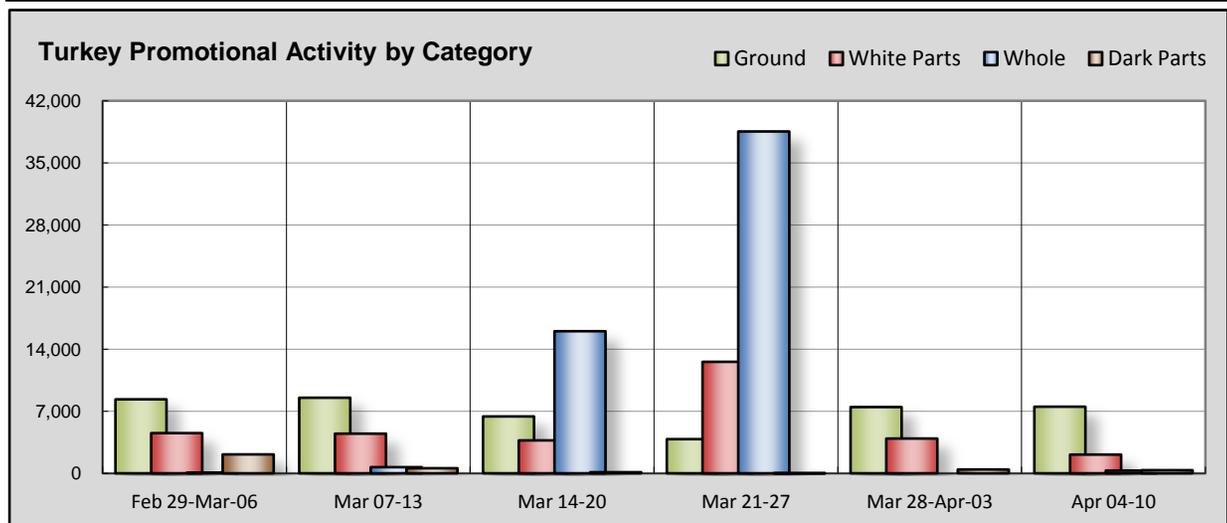
Fri. Apr 04, 2008

(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	
<b>Feature Rate</b> <sup>1/</sup>	<b>44.7% of 18,000 outlets</b>		<b>42.5% of 18,000 outlets</b>		<b>88.6% of 17,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>2.7%</b>		<b>2.5%</b>		<b>8.8%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>11,460</b>		<b>13,120</b>		<b>60,810</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens	160	1.61			15,070	1.18
" - Toms	110	1.61			13,190	1.18
Frozen - Hens	40	0.89			7,830	0.84
" - Toms					7,170	0.84
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	270	2.29	100	2.49	4,710	2.00
Frozen	290	1.85	910	1.68	5,260	1.63
<b>Hotel Style</b>						
Fresh						
Frozen						
<b>Split, bone-in</b>						
Fresh	60	2.49				
Rotisserie	590	7.30	700	6.73	1,110	6.72
<b>Boneless, whole</b>	80	3.99	190	3.86	600	4.49
Cutlets	690	3.98	1,460	4.15	140	3.99
Cutlets, thin sliced			190	3.99		
Strips	20	4.54	10	4.54		
Tenders	110	3.94	360	3.70	140	3.49
Marinated Tenders	970	3.93	820	3.90	630	3.58
Drumsticks	110	1.39	160	1.22	320	1.29
Thighs			10	1.39	320	1.29
Wings	130	1.41	240	1.25	320	1.29
Necks	60	1.29				
Smoked Drumsticks	20	1.64	10	1.69		
Smoked Wings	20	1.64	10	1.69		
Smoked Necks	10	1.49				
<b>GROUND TURKEY:</b>	<b>7,510</b>	<b>2.82</b>	<b>7,470</b>	<b>2.63</b>	<b>3,990</b>	<b>2.65</b>
Patties	880	2.93	1,240	2.79	990	2.57
Sausage	1,520	2.50	740	2.75	580	2.53
85% lean	1,460	1.85	1,050	1.71	340	2.02
93% lean	1,920	2.49	3,180	2.37	1,380	2.35
Breast	1,730	4.21	1,260	3.85	700	3.75
Rolls (frsh/frz 1 lb.)	210	1.25	480	1.03	10	1.00

**This Week's Turkey Feature Highlights**

Supermarkets promotions are slightly more active compared to last week. Last year was Easter, when whole turkey and bone-in breasts were popular holiday items. This week limited whole turkey offers focus on fresh hens and toms with a scattering of frozen hens. Promotions on breast cuts are less visible this week. Bone-in breasts are more active on fresh at lower prices while frozen activity is sharply lower and prices are stronger compared to the previous week. Cutlets retreat from last week's high profile but continue to be a popular item. Activity on dark parts lags last week's volumes. Thighs are the only dark part not represented this week. Ground turkey promotions move away from last week's focus on 93% lean and give more ad space to sausage, 85% lean and ground breast.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **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.

Source: USDA Agricultural Marketing Service, Poultry Market News & Analysis (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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	<b>EASTERN U.S.</b> (CT,DC,DE,FL,GA,MA,MD,ME, NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV) 			<b>CENTRAL U.S.</b> (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN, MO,MS,ND,NE, OH, OK,SD,TN,TX,WI) 			<b>WESTERN U.S.</b> (AZ,CA,CO,ID,MT, NM,NV,OR,UT,WA,WY) 		
Feature Rate <sup>1/</sup>	48.8% of 8,100 sampled outlets			39.4% of 5,650 sampled outlets			44.0% of 4,250 sampled outlets		
Special Rate <sup>4/</sup>	0.7% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions			5.9% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 7,080			Activity Index = 1,770			Activity Index = 2,400		
	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	1.39 - 1.69	130	1.67				1.29 - 1.49	30	1.39
" - Toms	1.69	80	1.69				1.29 - 1.49	30	1.39
Frozen - Hens				0.89	40	0.89			
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	2.19 - 2.49	30	2.38	1.99 - 2.29	230	2.28	2.39	10	2.39
Frozen	1.69	60	1.69	1.39 - 1.99	220	1.89	1.99	10	1.99
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.49	60	2.49			
Rotisserie	6.99 - 9.99	450	7.39	6.99	140	6.99			
Boneless, whole	3.99	80	3.99						
Cutlets	3.49 - 4.54	580	4.04	3.29 - 4.54	100	3.60	3.99	10	3.99
Cutlets, thin sliced									
Strips	4.54	10	4.54	4.54	10	4.54			
Tenders	3.88 - 3.99	100	3.93	3.99	10	3.99			
Marinated Tenders	3.73	590	3.73	3.73 - 4.26	100	4.15	4.26	280	4.26
Drumsticks	1.29 - 1.49	100	1.40	1.29	10	1.29			
Thighs									
Wings	1.29 - 1.49	120	1.42	1.29	10	1.29			
Necks	1.29	50	1.29	1.29	10	1.29			
Smoked Drumsticks				1.49 - 1.77	20	1.64			
Smoked Wings				1.49 - 1.77	20	1.64			
Smoked Necks				1.49	10	1.49			
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.99	360	2.65	2.00 - 2.50	130	2.14	2.50 - 3.99	390	3.46
Sausage	1.89 - 2.99	1,260	2.45				2.46 - 3.02	260	2.74
85% lean	1.33 - 2.08	1,150	1.81	1.54 - 2.00	160	1.86	2.08 - 2.45	150	2.11
93% lean	1.92 - 2.68	860	2.22	1.59 - 2.50	230	1.86	2.79 - 3.19	830	2.94
Breast (99-100% lean)	3.07 - 4.61	1,070	4.04	3.99 - 4.79	260	4.66	4.39	400	4.39
Rolls (frsh/frz 1 lb.)	1.25	180	1.25	1.25	30	1.25			