



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/25 thru 05/01.

Fri. Apr 25, 2008

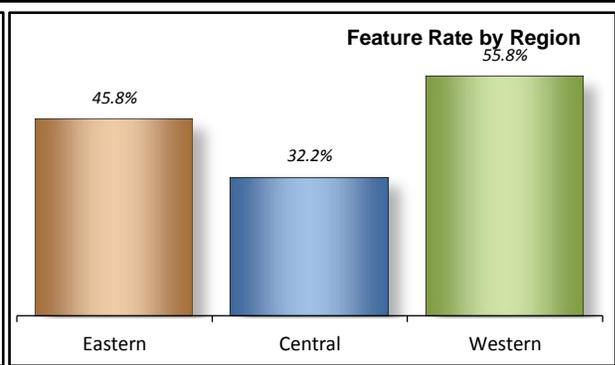
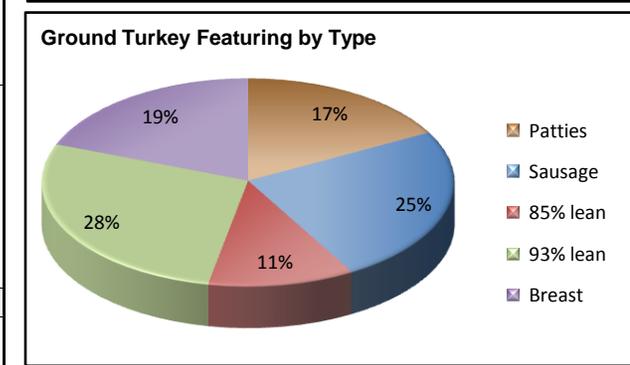
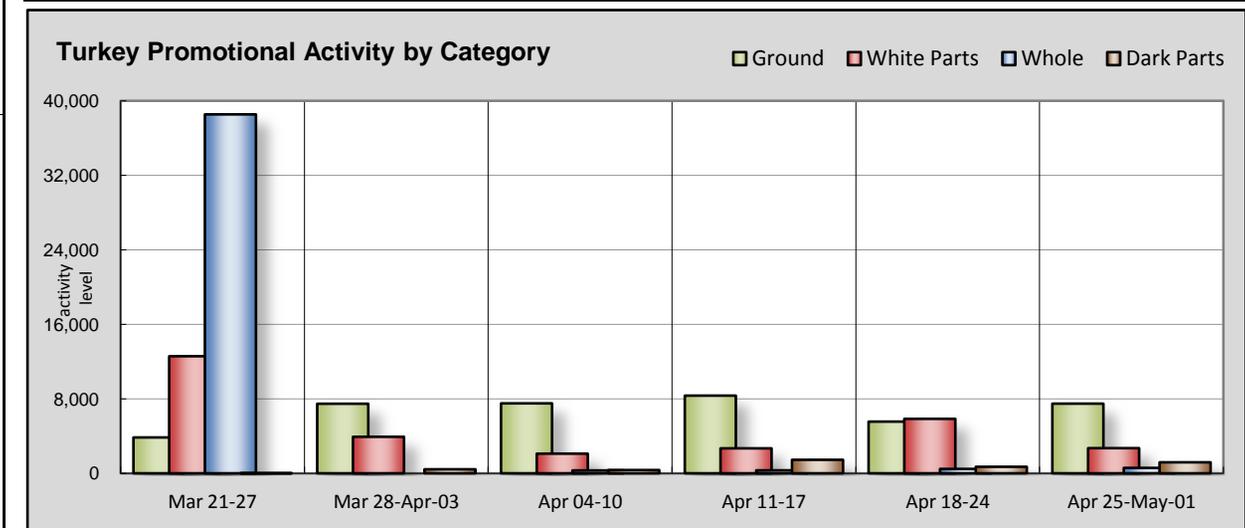
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	43.9% of 18,000 outlets		40.4% of 18,000 outlets		44.9% of 17,000 outlets	
Special Rate ^{4/}	3.9%		4.3%		3.4%	
Activity Index ^{2/}	13,560		14,310		11,770	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			10	1.29		
" - Toms						
Frozen - Hens	290	0.88	450	0.81		
" - Toms	290	0.88	10	1.39		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	450	2.14	740	1.79		
Frozen	120	1.79	460	1.74	460	1.49
Hotel Style						
Fresh			20	1.99	60	0.99
Frozen			120	1.79		
Split, bone-in						
Fresh			10	1.99	780	2.17
Rotisserie	200	7.35	700	8.03	990	6.74
Boneless, whole						
	60	3.99	50	3.99		
Cutlets						
	830	4.10	1,690	4.33	1,120	4.28
Cutlets, thin sliced						
	710	3.97	230	5.25	110	5.99
Strips						
	20	4.54	480	4.08		
Tenders						
	310	3.99	1,350	4.18	830	4.56
Marinated Tenders						
	1,250	4.01	1,690	3.75	680	3.83
Drumsticks						
	510	1.40	300	1.56	620	1.38
Thighs						
	10	1.29			10	1.58
Wings						
	510	1.39	280	1.58	620	1.39
Necks						
	150	1.40	10	1.39	70	1.39
Smoked Drumsticks						
			40	1.55		
Smoked Wings						
			40	1.55		
Smoked Necks						
			30	1.49		
GROUND TURKEY:	7,480	2.75	5,550	2.68	5,200	2.49
Patties	1,290	2.93	870	2.79	620	2.51
Sausage	1,830	2.79	760	2.67	1,680	2.49
85% lean	850	1.84	990	1.99	1,550	1.96
93% lean	2,070	2.35	2,060	2.44	790	2.68
Breast	1,440	3.65	870	3.91	560	3.71
Rolls (frsh/frz 1 lb.)	370	1.13	50	1.17	220	1.14

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

This Week's Turkey Feature Highlights

End of month feature activity improves slightly due to increased promotions on ground items. Frozen hens and toms are evenly featured this week and most active in the Western region. Offers on fresh and frozen bone-in whole breasts retreat and prices are less attractive compared to last week. Fewer rotisserie breasts are offered but the limited promotions are at very attractive prices. Retailers back away from the more expensive white meat items although regular cutlets remain popular with an increased emphasis on thin sliced cutlets. Fresh drums and wings are active at competitive prices while smoked parts disappear this week. Offers on ground turkey recover from last week's light volume. Sausage is heavily promoted in the East and prices are higher. Patties are also popular this week at higher average prices. Ground breast is more available and prices are sharply lower. The 93% lean is always a popular choice and this week prices are lower.



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/}	45.8% of 8,100 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 6,720			32.2% of 5,650 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 2,200			55.8% of 4,250 sampled outlets 12.1% of stores w/ no-price promotions Activity Index = 4,270		
	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				1.19 - 1.39	60	1.23	0.79	230	0.79
" - Toms				1.19 - 1.39	60	1.23	0.79	230	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	320	1.99				2.49 - 2.99	130	2.52
Frozen	1.79	120	1.79						
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	120	8.34	4.49 - 5.24	60	5.16	7.99	20	7.99
Boneless, whole	3.99	60	3.99						
Cutlets	3.99	580	3.99	4.54	20	4.54	3.99 - 4.54	230	4.36
Cutlets, thin sliced	3.49 - 3.99	710	3.97						
Strips							4.54	20	4.54
Tenders	4.19	40	4.19	3.99	20	3.99	3.49 - 3.99	250	3.96
Marinated Tenders	2.66 - 4.26	1,100	3.91	4.79	10	4.79	4.79	140	4.79
Drumsticks	1.29 - 1.49	30	1.37	1.39 - 1.49	170	1.41	1.39	310	1.39
Thighs	1.29	10	1.29						
Wings	1.29 - 1.39	30	1.35	1.39 - 1.49	170	1.41	1.39	310	1.39
Necks	1.49	10	1.49	1.39	140	1.39			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	580	2.79	2.00 - 3.50	50	2.65	2.50 - 3.50	660	3.08
Sausage	1.99 - 3.27	1,170	2.78	1.79 - 3.19	180	2.99	2.45 - 3.33	480	2.72
85% lean	1.53 - 2.66	420	1.91	1.28 - 2.08	300	1.69	1.80 - 1.99	130	1.97
93% lean	1.79 - 3.84	580	2.17	1.49 - 2.69	660	2.16	2.39 - 2.99	830	2.62
Breast (99-100% lean)	2.39 - 4.79	840	3.46	3.33 - 4.39	300	3.67	3.99 - 4.39	300	4.18
Rolls (frsh/frz 1 lb.)	1.00	210	1.00	1.25	130	1.25	1.50	30	1.50