



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/16 thru 05/22.**

Fri. May 16, 2008

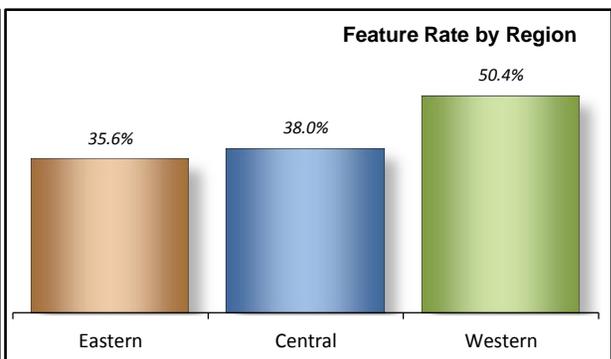
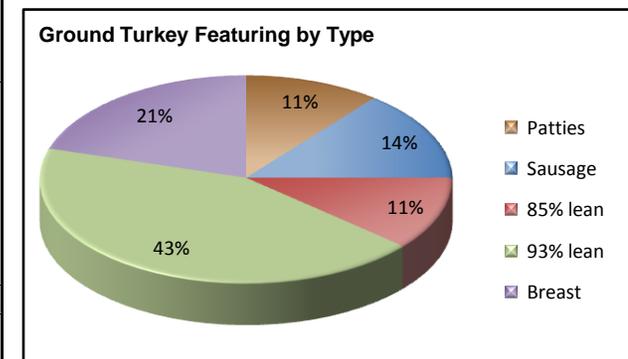
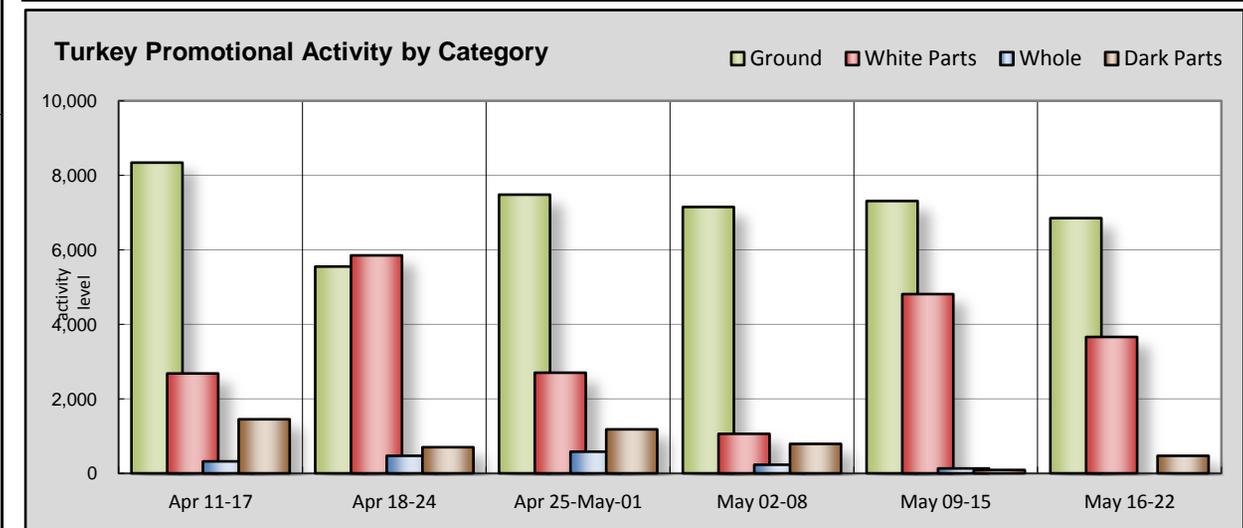
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>39.9% of 18,000 outlets</b>		<b>49.1% of 18,000 outlets</b>		<b>47.8% of 17,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>6.9%</b>		<b>2.8%</b>		<b>7.5%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>12,060</b>		<b>13,630</b>		<b>15,140</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			30	1.20		
" - Toms						
Frozen - Hens			100	0.99	310	0.80
" - Toms					200	0.69
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	190	1.90	400	2.15	260	2.16
Frozen	200	1.15	1,860	1.43	540	1.26
<b>Hotel Style</b>						
Fresh	10	1.89				
Frozen						
<b>Split, bone-in</b>						
Fresh	50	2.49	10	2.19	590	1.99
Rotisserie	130	8.69	940	7.61	2,200	7.43
<b>Boneless, whole</b>						
	10	3.99	370	3.92	240	3.99
<b>Cutlets</b>						
	1,320	4.37	540	3.99	770	4.06
<b>Cutlets, thin sliced</b>						
	100	4.99	40	3.75	110	4.99
<b>Strips</b>						
	550	4.73	30	4.54	410	3.90
<b>Tenders</b>						
	1,100	4.09	620	4.14	720	3.82
<b>Marinated Tenders</b>						
	510	3.81	710	4.20	370	3.62
<b>Drumsticks</b>						
	10	1.59	20	1.29	680	1.35
<b>Thighs</b>						
	20	1.39	30	1.36		
<b>Wings</b>						
	10	1.49	20	1.29	680	1.35
<b>Necks</b>						
	10	1.59			40	1.38
<b>Smoked Drumsticks</b>						
	140	1.62	10	1.69		
<b>Smoked Wings</b>						
	140	1.62	10	1.69		
<b>Smoked Necks</b>						
	140	1.62				
<b>GROUND TURKEY:</b>	<b>6,850</b>	<b>2.60</b>	<b>7,310</b>	<b>2.72</b>	<b>6,500</b>	<b>2.38</b>
Patties	740	2.67	730	2.66	580	2.73
Sausage	970	2.49	2,070	2.69	1,260	2.16
85% lean	780	1.96	290	1.55	870	1.56
93% lean	2,960	2.11	2,960	2.39	2,800	2.14
Breast	1,400	4.02	1,260	3.84	990	3.89
Rolls (frsh/frz 1 lb.)	570	1.61	580	1.40	520	1.06

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

**This Week's Turkey Feature Highlights**

Over half of the stores in the Western region feature turkey this week, but the National rate is lower due to limited promotions in the Eastern and Central regions. Several retailers offer incentives for customers to spend their stimulus refunds by exchanging refunds for gift cards with a higher dollar value. There are no whole turkeys offered and only light activity on bone-in breasts. The limited promotions on rotisserie breasts are in the Eastern region. Offers are plentiful on cutlets, strips and tenders due to widespread promotions in the West. Prices are sharply higher on cutlets and strips, but more attractive on tenders. All varieties of dark parts are represented and smoked parts are the most popular choice. Ground turkey found strong competition from other ground meats. The 93% lean and ground breast are the most popular choices this week. Grilling season is upon us and promotions are targeting Memorial Day cookouts.



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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	<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> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	<b>35.6% of 8,100 sampled outlets</b> <b>6.3% of stores w/ no-price promotions</b> <b>Activity Index = 5,720</b>			<b>38.0% of 5,650 sampled outlets</b> <b>12.9% of stores w/ no-price promotions</b> <b>Activity Index = 1,980</b>			<b>50.4% of 4,250 sampled outlets</b> <b>0.0% of stores w/ no-price promotions</b> <b>Activity Index = 3,790</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									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	1.69 - 1.99	160	1.88	0.99 - 1.99	200	1.15	1.99	30	1.99
Frozen									
Hotel Style									
Fresh	1.89	10	1.89						
Frozen									
Split, bone-in									
Fresh	2.49	50	2.49						
Rotisserie	5.24 - 8.99	130	8.69						
Boneless, whole	3.99	10	3.99						
Cutlets	2.69 - 4.54	390	4.03	3.49 - 4.54	50	3.83	4.54 - 4.55	880	4.54
Cutlets, thin sliced	4.99	100	4.99						
Strips				3.49 - 4.54	30	3.72	4.54 - 5.45	520	4.78
Tenders	4.19	40	4.19	3.49 - 3.99	50	3.69	3.99 - 4.79	1,010	4.10
Marinated Tenders	3.46 - 4.26	470	3.86	2.26	20	2.26	4.26	20	4.26
Drumsticks	1.59	10	1.59						
Thighs	1.39	20	1.39						
Wings	1.49	10	1.49						
Necks	1.59	10	1.59						
Smoked Drumsticks	1.59	130	1.59	1.99	10	1.99			
Smoked Wings	1.59	130	1.59	1.99	10	1.99			
Smoked Necks	1.59	130	1.59	1.99	10	1.99			
<b>GROUND TURKEY:</b>									
Patties	2.49 - 2.99	700	2.68	2.49 - 2.50	40	2.50			
Sausage	1.99 - 3.29	570	2.59	2.00 - 2.50	400	2.34			
85% lean	1.54 - 2.50	440	2.13	1.54 - 2.00	340	1.74			
93% lean	1.49 - 2.89	1,840	2.09	1.92 - 2.50	590	2.23	1.59 - 2.79	530	2.02
Breast (99-100% lean)	3.08 - 4.39	370	3.98	3.73	230	3.73	3.99 - 4.79	800	4.13
Rolls (frsh/frz 1 lb.)				2.00	120	2.00	1.50	450	1.50