



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/06 thru 06/12.

Fri. Jun 06, 2008

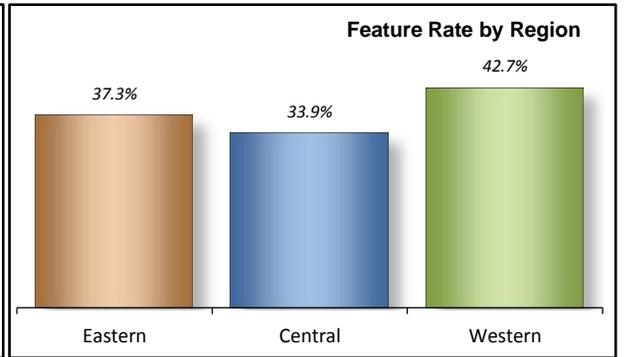
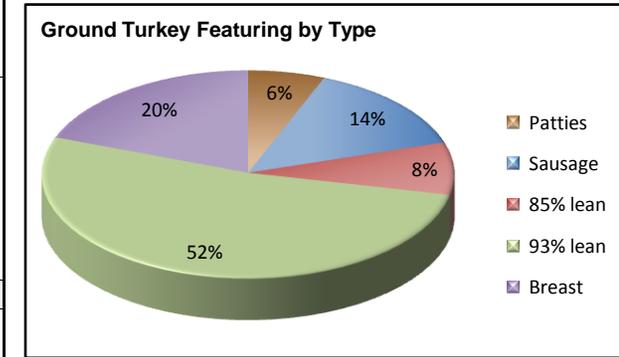
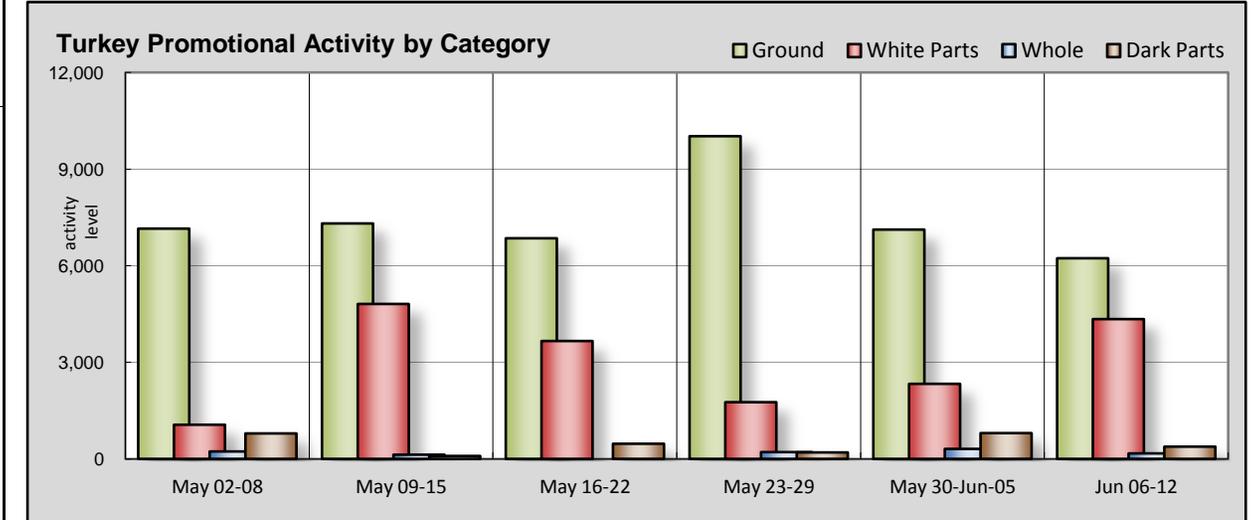
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	37.5% of 18,000 outlets		40.1% of 18,000 outlets		47.8% of 17,000 outlets	
Special Rate ^{4/}	4.9%		5.3%		6.4%	
Activity Index ^{2/}	12,310		10,930		12,470	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	140	1.34			120	1.24
" - Toms					60	1.19
Frozen - Hens	20	0.94	230	0.96	50	0.89
" - Toms	10	0.99	80	0.93	70	1.18
PARTS:						
Breast:						
Bone-in, whole						
Fresh	210	0.99	150	2.06	420	1.89
Frozen	1,020	1.65	690	1.61	390	1.66
Hotel Style						
Fresh	300	1.04			20	1.49
Frozen						
Split, bone-in						
Fresh			140	1.99	30	2.88
Rotisserie	1,010	7.73	80	7.46	670	6.35
Boneless, whole						
	10	3.99	220	4.89	20	3.99
Cutlets						
	600	4.24	540	4.13	660	4.12
Cutlets, thin sliced						
	100	4.99	100	4.99	120	3.99
Strips						
	380	3.99			310	3.75
Tenders						
	710	3.94	410	4.53	830	3.72
Marinated Tenders						
	1,110	3.95	130	3.82	720	3.99
Drumsticks						
	160	1.65	270	1.58	290	1.24
Thighs						
	140	1.69	10	1.89	40	1.44
Wings						
	40	1.54	270	1.58	290	1.24
Necks						
	20	1.39	10	1.39	90	1.36
Smoked Drumsticks						
	10	2.29	120	2.03		
Smoked Wings						
	10	2.29	120	2.03		
Smoked Necks						
GROUND TURKEY:	6,230	2.64	7,120	2.84	6,640	2.41
Patties	380	2.26	530	2.90	860	2.59
Sausage	880	2.58	1,250	2.48	1,830	2.43
85% lean	510	1.65	1,060	1.83	1,030	1.78
93% lean	3,250	2.34	2,470	2.41	1,940	2.15
Breast	1,210	4.00	1,810	4.25	980	3.39
Rolls (frsh/frz 1 lb.)	80	1.18	240	1.17	630	1.24

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

This Week's Turkey Feature Highlights

Fewer retailers feature turkey this week, but many of the retailers who feature turkey offer multiple items. Retailers in the West continue to be the most active. Promotions on frozen whole turkeys retreat while several retailers in the Central region offer fresh hens. White parts are favorites in all regions. Fresh bone-in breasts are offered at prices hard to resist and frozen bone-in breasts are aggressively promoted at slightly higher prices this week. Rotisserie breasts are an easy fix for dinner and are heavily promoted. Offers are active on cutlets at higher trending prices and on tenders at lower trending prices, the opposite of last week. Marinated tenders are heavily promoted and the average price is higher. Dark parts are most popular in the West. There are fewer features on ground turkey this week and prices are trending lower on everything except sausage. Over half the ground ads are on 93% lean this week, followed by ground breast. June is Turkey Month!



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/}	37.3% of 8,100 sampled outlets 7.3% of stores w/ no-price promotions Activity Index = 5,580			33.9% of 5,650 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 3,320			42.7% of 4,250 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,330		
	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				0.99 - 1.59	140	1.34			
" - Toms									
Frozen - Hens				0.88	10	0.88	0.99	10	0.99
" - Toms							0.99	10	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	0.99	210	0.99						
Frozen	1.39 - 1.79	430	1.61	1.19 - 2.19	560	1.66	1.79 - 1.99	30	1.87
Hotel Style									
Fresh	0.99 - 1.49	300	1.04						
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 7.99	620	7.88	5.99 - 6.99	110	6.27	6.99 - 8.99	280	7.98
Boneless, whole	3.99	10	3.99						
Cutlets	3.99	40	3.99	3.67 - 4.99	350	4.09	4.54	210	4.54
Cutlets, thin sliced	4.99	100	4.99						
Strips				3.67 - 3.99	250	3.70	4.54	130	4.54
Tenders	3.99	90	3.99	3.67 - 4.39	330	3.89	3.99	290	3.99
Marinated Tenders	3.73 - 4.26	660	3.86	3.19 - 4.26	140	3.81	3.19 - 4.26	310	4.18
Drumsticks	1.39	20	1.39				1.69	140	1.69
Thighs							1.69	140	1.69
Wings	1.69	20	1.69	1.39	20	1.39			
Necks				1.39	20	1.39			
Smoked Drumsticks							2.29	10	2.29
Smoked Wings							2.29	10	2.29
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.99	200	2.38	2.00 - 3.00	180	2.14			
Sausage	2.39 - 2.99	540	2.69	1.83 - 2.68	230	2.32	1.99 - 3.99	110	2.55
85% lean	1.49 - 1.53	200	1.50	1.48 - 1.67	190	1.60	1.99	120	1.99
93% lean	1.61 - 2.99	1,960	2.24	1.37 - 3.00	570	2.27	2.39 - 3.99	720	2.67
Breast (99-100% lean)	3.99 - 4.60	180	4.09	3.19 - 4.39	220	3.84	3.91 - 4.39	810	4.02
Rolls (frsh/frz 1 lb.)				1.00 - 1.50	80	1.18			