



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/20 thru 06/26.**

Fri. Jun 20, 2008

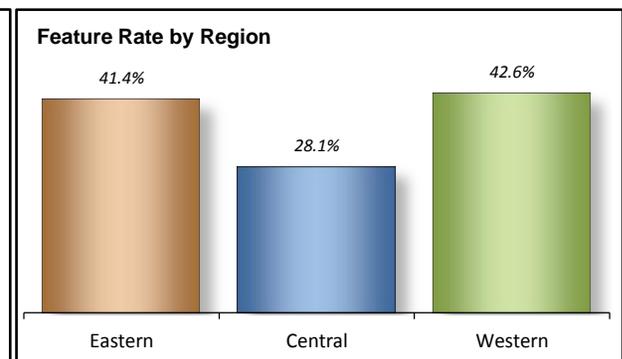
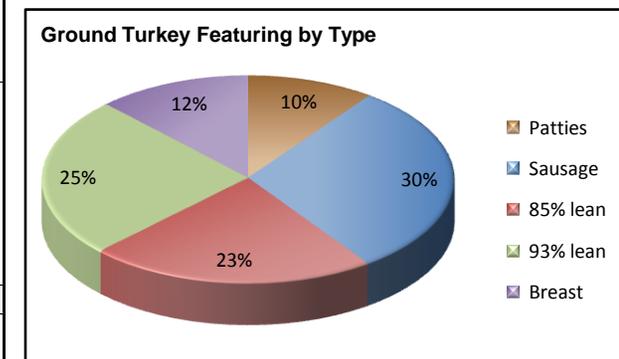
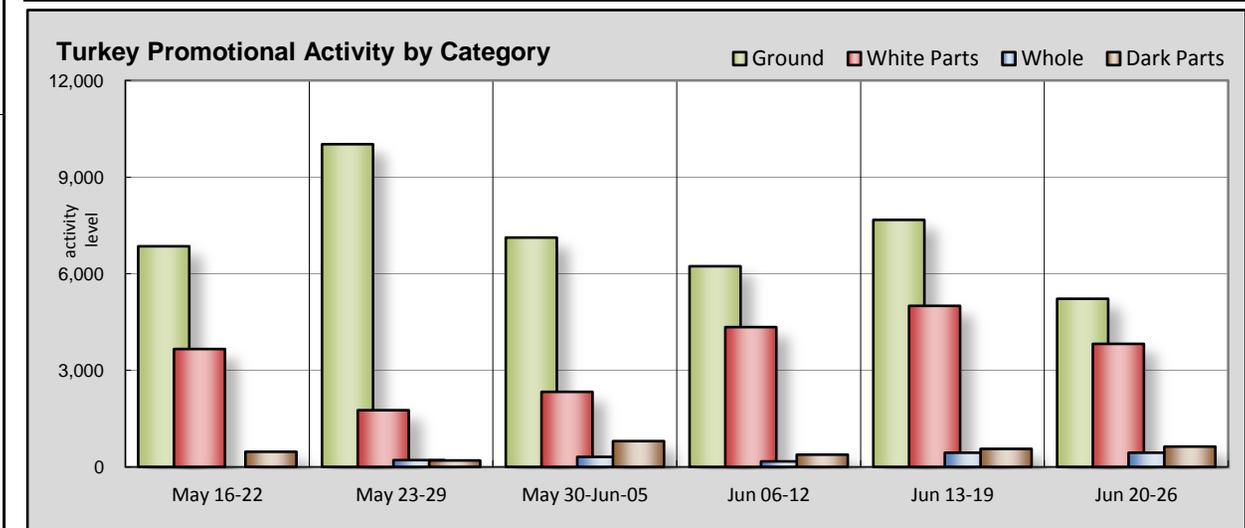
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>37.5% of 18,000 outlets</b>		<b>41.8% of 18,000 outlets</b>		<b>46.9% of 17,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>6.7%</b>		<b>5.8%</b>		<b>0.3%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>10,880</b>		<b>14,370</b>		<b>13,610</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	20	1.39	10	1.39		
" - Toms			10	1.39		
Frozen - Hens	210	0.99	210	0.99		
" - Toms	210	0.99	210	0.99		
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	110	2.99	700	2.12	560	1.97
Frozen	640	1.61	650	1.47	440	1.68
<b>Hotel Style</b>						
Fresh					20	1.69
Frozen						
<b>Split, bone-in</b>						
Fresh						
Rotisserie	920	7.24	50	7.52	560	6.06
<b>Boneless, whole</b>						
Fresh	250	3.99	220	4.89	260	3.99
Frozen						
<b>Cutlets</b>						
Fresh	850	4.37	1,780	4.53	620	4.18
Frozen						
<b>Cutlets, thin sliced</b>						
Fresh	230	4.81	10	4.39	110	4.93
Frozen						
<b>Strips</b>						
Fresh	180	5.15	260	4.54	200	4.83
Frozen						
<b>Tenders</b>						
Fresh	640	4.15	1,330	4.14	1,240	3.97
Frozen						
<b>Marinated Tenders</b>						
Fresh	390	3.68	630	3.44	900	3.85
Frozen						
<b>DRUMSTICKS:</b>						
Fresh	240	1.35	240	1.28	230	1.02
Frozen						
<b>THIGHS:</b>						
Fresh			60	1.79	10	1.58
Frozen						
<b>WINGS:</b>						
Fresh	240	1.35	220	1.27	230	1.01
Frozen						
<b>NECKS:</b>						
Fresh			20	1.54		
Frozen						
<b>SMOKED TURKEY:</b>						
Drumsticks	120	1.60				
Wings	20	2.14	10	1.39	10	1.58
Necks	10	1.49	10	1.39		
<b>GROUND TURKEY:</b>	<b>5,220</b>	<b>2.55</b>	<b>7,670</b>	<b>2.58</b>	<b>7,980</b>	<b>2.54</b>
Patties	530	2.68	1,880	2.31	1,780	2.64
Sausage	1,570	2.60	2,090	2.42	2,100	2.59
85% lean	1,170	1.91	580	1.98	1,500	1.93
93% lean	1,310	2.35	1,780	2.20	2,230	2.59
Breast	640	3.91	1,340	3.98	370	4.02
Rolls (frsh/frz 1 lb.)	380	1.42	70	1.77	240	1.00

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

**This Week's Turkey Feature Highlights**

The feature rate on turkey is lower in all three regions. Promotional activity on whole turkeys is unchanged in price and volume compared to last week. Fewer retailers offer white parts, especially in the West where promotions had been strong last week. Offers on bone-in breasts are lighter this week and prices are higher. Rotisserie breasts return and are widely featured in the East and Central regions. Offers on cutlets retreat, but thin sliced cutlets are more popular. Feature activity on tenders and marinated tenders is sharply lower this week and the weighted average prices are higher. Dark parts are more available due to increased promotional activity on smoked drums. Ground turkey is lightly featured and weighted average prices are lower due to fewer ads on ground breast. Sausage is the most popular item again this week and prices are higher. Offers on 85% lean are sharply higher than last week and prices are more competitive. This is the first week of summer and it is time to go on vacation.



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>	41.4% of 8,100 sampled outlets			28.1% of 5,650 sampled outlets			42.6% of 4,250 sampled outlets		
Special Rate <sup>4/</sup>	5.2% of stores w/ no-price promotions			4.6% of stores w/ no-price promotions			12.5% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 5,830			Activity Index = 2,010			Activity Index = 2,660		
	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	20	1.39						
" - Toms									
Frozen - Hens	0.99	180	0.99	0.99	30	0.99			
" - Toms	0.99	180	0.99	0.99	30	0.99			
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	2.99	110	2.99						
Frozen	1.69	180	1.69	1.38 - 1.99	430	1.56	1.99	30	1.99
<b>Hotel Style</b>									
Fresh									
Frozen									
<b>Split, bone-in</b>									
Fresh									
Rotisserie	5.99 - 9.99	650	7.38	6.02 - 6.99	270	6.91			
Boneless, whole	3.99 - 4.59	230	4.02	3.69	20	3.69			
Cutlets	3.99 - 4.99	510	4.29	3.59	20	3.59	4.54	320	4.54
Cutlets, thin sliced	3.49 - 4.99	230	4.81						
Strips				3.59	20	3.59	4.54 - 5.45	160	5.35
Tenders	4.99	10	4.99	3.59 - 3.69	40	3.63	3.99 - 4.79	590	4.18
Marinated Tenders	2.66 - 3.73	390	3.68						
Drumsticks	1.19 - 1.79	170	1.30				1.49	70	1.49
Thighs									
Wings	1.19 - 1.79	170	1.30				1.49	70	1.49
Necks									
Smoked Drumsticks	1.49	100	1.49	1.49 - 2.49	20	2.14			
Smoked Wings				1.49 - 2.49	20	2.14			
Smoked Necks				1.49	10	1.49			
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	170	2.75	2.49 - 3.00	220	2.74	2.50	140	2.50
Sausage	1.59 - 2.99	830	2.56	2.39 - 2.84	290	2.47	2.50 - 3.50	450	2.76
85% lean	1.29 - 1.99	620	1.87	1.19 - 2.31	150	1.84	1.99 - 2.08	400	2.02
93% lean	1.91 - 2.68	760	2.29	2.08 - 2.50	420	2.33	2.63 - 2.80	130	2.78
Breast (99-100% lean)	3.08 - 4.22	320	3.86	3.69	20	3.69	2.79 - 4.79	300	3.97
Rolls (frsh/frz 1 lb.)	1.99	60	1.99	1.00 - 1.50	300	1.29	1.69	20	1.69