



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/27 thru 07/03.

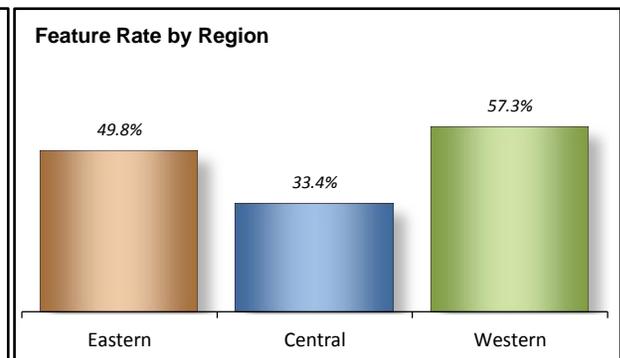
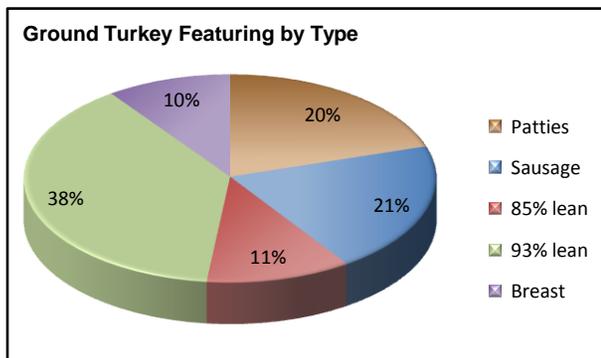
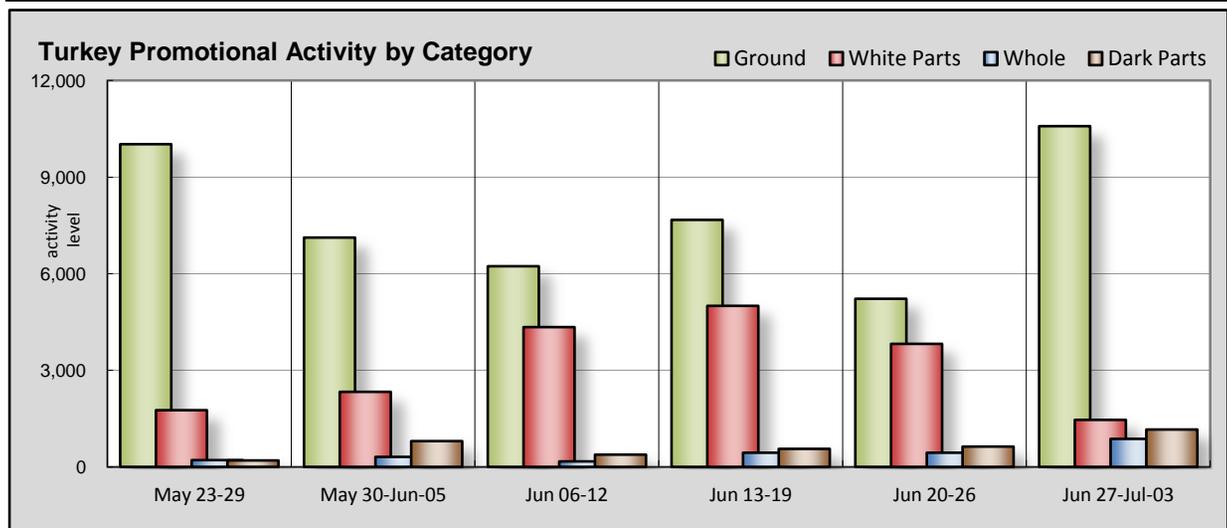
Fri. Jun 27, 2008

(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/}	46.4% of 18,000 outlets		37.5% of 18,000 outlets		44.7% of 17,000 outlets	
Special Rate ^{4/}	4.7%		6.7%		3.9%	
Activity Index ^{2/}	16,280		10,880		10,100	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	20	1.39	20	1.39	70	1.01
" - Toms	10	1.59			10	1.18
Frozen - Hens	350	0.98	210	0.99	10	0.99
" - Toms	490	0.83	210	0.99	10	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	120	2.03	110	2.99	90	2.10
Frozen	500	1.77	640	1.61	230	1.41
Hotel Style						
Fresh						
Frozen						
Split, bone-in						
Fresh	170	1.99				
Rotisserie	140	6.18	920	7.24	580	6.39
Boneless, whole	30	4.13	250	3.99	90	3.68
Cutlets	360	3.95	850	4.37	150	4.49
Cutlets, thin sliced			230	4.81		
Strips			180	5.15	20	4.54
Tenders	140	3.99	640	4.15	150	4.02
Marinated Tenders	1,840	3.76	390	3.68	550	4.18
Drumsticks	560	1.39	240	1.35	70	1.42
Thighs	30	1.29				
Wings	570	1.39	240	1.35	70	1.45
Necks						
Smoked Drumsticks			120	1.60		
Smoked Wings			20	2.14		
Smoked Necks			10	1.49		
GROUND TURKEY:	10,580	2.64	5,220	2.55	7,970	2.42
Patties	2,140	2.79	530	2.68	1,380	2.77
Sausage	2,150	2.59	1,570	2.60	1,900	2.41
85% lean	1,190	1.86	1,170	1.91	1,140	1.83
93% lean	4,050	2.42	1,310	2.35	2,950	2.17
Breast	1,050	4.14	640	3.91	600	4.03
Rolls (frsh/frz 1 lb.)	370	1.45	380	1.42	30	1.44

This Week's Turkey Feature Highlights

The feature rate is sharply higher this week and more stores offer multiple turkey items. Several retailers extend their ad dates to include the Fourth of July while other promote early shopping for the holiday. Offers increase on frozen hens and toms with hen prices slightly lower and tom prices very competitive. White parts are less popular this week. Feature activity is about the same on bone-in breasts. Prices are sharply lower on fresh, higher on frozen. Marinated turkeys are heavily featured in the East, lightly featured in the Central region and absent from the ad pages in the West. Other white parts retreat this week, but prices are lower on most items. Strong promotional activity on drums and wings is at higher trending prices. Ground turkey is heavily promoted in all regions for the upcoming Fourth of July and multiple chains also offer grinds at buy one get one free. The 93% lean is the most popular item, followed by patties and sausage. Time to fire up the BBQ and enjoy the summer!



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.)

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



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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/}	49.8% of 8,100 sampled outlets 1.7% of stores w/ no-price promotions Activity Index = 10,020			33.4% of 5,650 sampled outlets 4.8% of stores w/ no-price promotions Activity Index = 3,250			57.3% of 4,250 sampled outlets 10.0% of stores w/ no-price promotions Activity Index = 2,640		
	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				1.19	10	1.19	1.59	10	1.59
" - Toms							1.59	10	1.59
Frozen - Hens	0.99	180	0.99	0.89 - 0.99	170	0.97			
" - Toms	0.99	180	0.99	0.68 - 0.99	310	0.74			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	10	2.49	1.99	100	1.99	1.99	10	1.99
Frozen	1.69	180	1.69	1.69 - 1.99	320	1.82			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh	1.99	170	1.99						
Rotisserie	5.99 - 7.99	130	6.21	5.69	10	5.69			
Boneless, whole	3.99 - 4.39	30	4.13						
Cutlets	3.29 - 3.99	160	3.91				3.99	200	3.99
Cutlets, thin sliced									
Strips									
Tenders							3.99	140	3.99
Marinated Tenders	3.73 - 4.15	1,650	3.76	3.73	190	3.73			
Drumsticks	1.29 - 1.39	420	1.38	1.39	140	1.39			
Thighs	1.29	30	1.29						
Wings	1.29 - 1.59	430	1.39	1.39	140	1.39			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 3.50	1,680	2.88	1.99 - 3.00	460	2.44			
Sausage	1.99 - 3.00	1,500	2.62	1.99 - 3.00	160	2.92	2.05 - 2.86	490	2.37
85% lean	1.33 - 2.19	830	1.93	1.41 - 2.19	360	1.71			
93% lean	1.92 - 3.19	2,100	2.46	2.08 - 2.80	320	2.44	1.99 - 2.95	1,630	2.37
Breast (99-100% lean)	3.84 - 4.99	340	4.25	3.73 - 4.99	560	4.12	3.99	150	3.99
Rolls (frsh/frz 1 lb.)	1.59	180	1.59	0.99 - 1.59	170	1.31	1.39	20	1.39