



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/01 thru 08/07.**

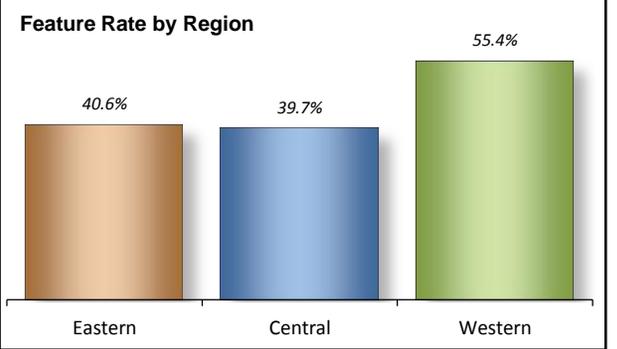
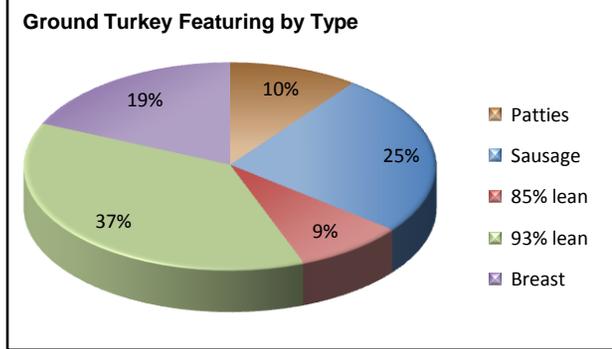
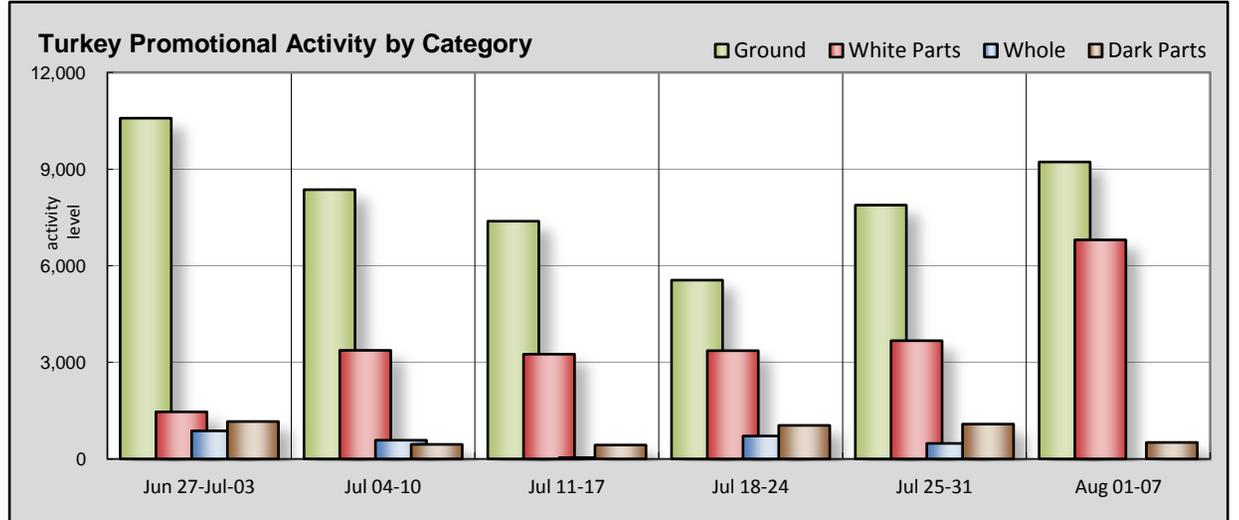
Fri. Aug 01, 2008

(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>43.8% of 18,000 outlets</b>		<b>38.6% of 18,000 outlets</b>		<b>44.6% of 17,000 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>3.9%</b>		<b>2.4%</b>		<b>10.3%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>17,000</b>		<b>13,840</b>		<b>7,470</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			40	1.49	400	1.21
" - Toms			40	1.49		
Frozen - Hens			200	0.80	20	0.79
" - Toms			200	0.80	20	0.79
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	320	2.02			150	2.29
Frozen	760	1.52	1,530	1.65	210	1.88
<b>Hotel Style</b>						
Fresh						
Frozen						
<b>Split, bone-in</b>						
Fresh			40	2.69	200	2.49
Rotisserie	740	8.68	390	7.61	460	7.46
<b>Boneless, whole</b>	410	3.84	320	4.38		
Cutlets	2,090	4.25	740	4.58	180	3.99
Cutlets, thin sliced	820	4.29	80	3.99	70	3.99
Strips	380	3.95				
Tenders	1,280	4.19	570	4.27	40	3.99
Marinated Tenders	270	3.82	700	3.61	470	4.24
Drumsticks	220	1.12	290	1.46	440	1.39
Thighs			130	1.69	10	1.99
Wings	250	1.15	210	1.38	440	1.41
Necks	10	1.39	10	1.39	410	1.39
Smoked Drumsticks	30	1.40	150	1.63	10	1.59
Smoked Wings			150	1.63		
Smoked Necks			140	1.58		
<b>GROUND TURKEY:</b>	<b>9,220</b>	<b>2.92</b>	<b>7,880</b>	<b>2.81</b>	<b>3,610</b>	<b>2.58</b>
Patties	950	2.96	1,320	2.82	910	2.34
Sausage	2,340	2.65	2,250	2.63	530	2.46
85% lean	790	1.93	810	1.82	710	1.97
93% lean	3,440	2.56	2,010	2.30	680	2.26
Breast	1,700	4.47	1,490	4.31	780	3.78
Rolls (frsh/frz 1 lb.)	200	1.36	30	1.42	330	1.31

**This Week's Turkey Feature Highlights**

The feature rate is higher as more retailers offer turkey for first of the month promotions. Offers on whole turkeys are lacking this week, and fewer stores offer bone-in breast. Rotisserie breasts are more available and prices are very strong. White meat cuts are popular, especially cutlets, thin sliced cutlets and tenders. Prices are more competitive on regular cutlets this week, higher on thin sliced cutlets for scallopini. Offers on tenders are less expensive compared to last week while marinated tenders cost more. Fewer dark parts are shown, mostly drums and wings at prices sure to attract buyers' interest. Ground turkey is very popular this week and the weighted average prices are higher on all varieties. The 93% lean has the lion's share of ground turkey ads, followed by sausage and ground breast.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **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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	<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>	40.6% of 8,100 sampled outlets			39.7% of 5,650 sampled outlets			55.4% of 4,250 sampled outlets		
Special Rate <sup>4/</sup>	0.7% of stores w/ no-price promotions			6.9% of stores w/ no-price promotions			6.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 9,000			Activity Index = 3,110			Activity Index = 4,690		
	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	1.99	210	1.99	1.99	100	1.99	2.99	10	2.99
Frozen	0.99 - 1.79	660	1.52	1.29 - 1.69	100	1.54			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	590	8.86	7.99	20	7.99	7.99	130	7.99
Boneless, whole	3.69 - 3.99	400	3.84	3.99	10	3.99			
Cutlets	3.29 - 3.99	1,060	3.98	3.57 - 3.99	270	3.63	4.54 - 4.99	760	4.86
Cutlets, thin sliced	3.99 - 4.99	820	4.29						
Strips				3.57	230	3.57	4.54	150	4.54
Tenders	4.49	210	4.49	3.57 - 3.99	260	3.63	3.99 - 4.61	810	4.29
Marinated Tenders	3.73 - 4.26	270	3.82						
Drumsticks	1.11	210	1.11	1.39	10	1.39			
Thighs									
Wings	1.11 - 1.59	220	1.13	1.19 - 1.39	30	1.24			
Necks				1.39	10	1.39			
Smoked Drumsticks				1.40	30	1.40			
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 3.29	330	2.79	2.49 - 3.00	310	2.99	2.99 - 3.50	310	3.11
Sausage	2.39 - 3.19	1,480	2.71	2.00 - 2.84	410	2.40	2.00 - 3.99	450	2.67
85% lean	1.39 - 2.29	560	2.03	1.54 - 2.29	60	1.98	1.43 - 2.15	170	1.59
93% lean	2.07 - 3.00	1,410	2.34	1.83 - 3.50	840	2.55	2.31 - 3.19	1,190	2.84
Breast (99-100% lean)	3.84 - 4.99	570	4.70	3.83 - 4.99	420	4.47	3.99 - 4.39	710	4.29
Rolls (frsh/frz 1 lb.)	0.99 - 1.50	150	1.42	1.00 - 1.49	50	1.16			