



USDA Weekly Retail Turkey Feature Activity

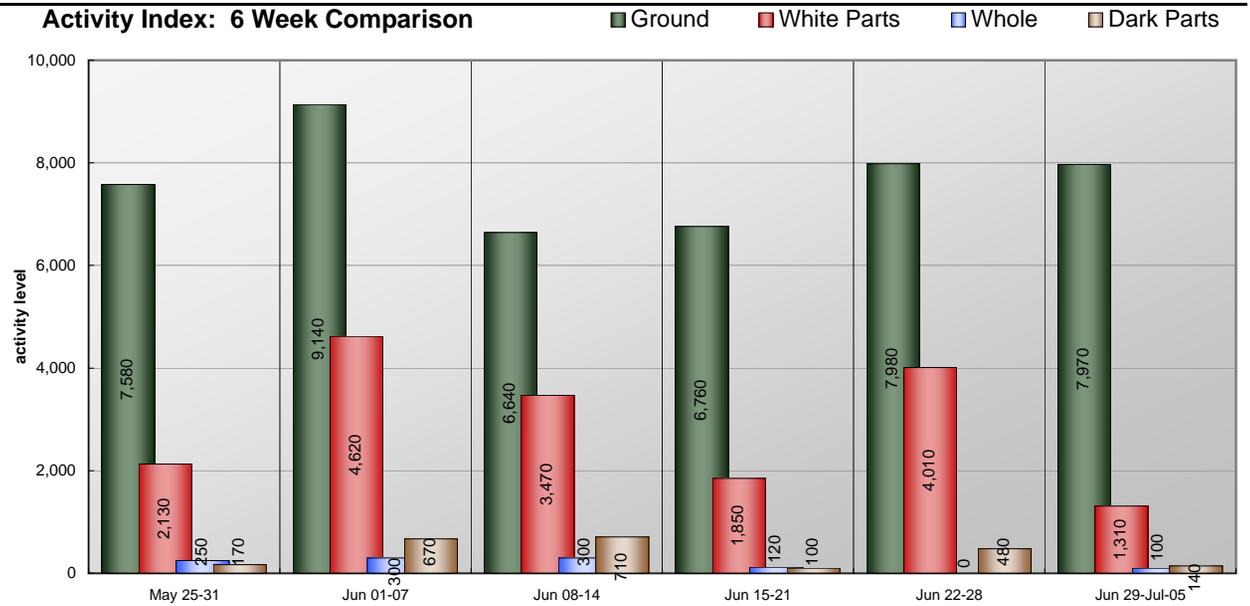
Fri. Jun 29, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/29 thru 07/05.

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

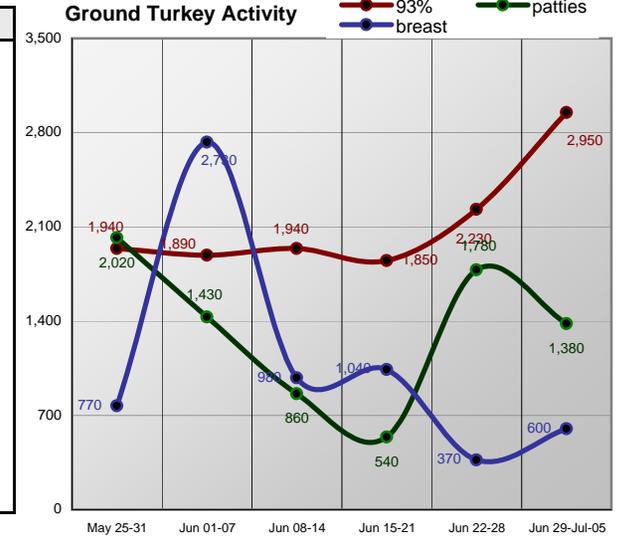
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	44.7% of 17,000 outlets		46.9% of 17,000 outlets		41.9% of 17,000 outlets	
Special Rate 4/	3.9%		0.3%		3.2%	
Activity Index 2/	10,100		13,610		13,330	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	70	1.01			10	1.08
" - Toms	10	1.18			10	1.08
Frozen - Hens	10	0.99			120	0.91
" - Toms	10	0.99			120	0.91
PARTS:						
Breast:						
Bone-in, whole						
Fresh	90	2.10	560	1.97	370	2.06
Frozen	230	1.41	440	1.68	210	1.58
Hotel Style						
Fresh						
Frozen			20	1.69		
Split, bone-in						
Fresh						
Rotisserie	580	6.39	560	6.06	140	6.99
Boneless, whole						
Cutlets	90	3.68	260	3.99		
Cutlets, thin sliced	150	4.49	620	4.18	160	3.87
Strips	20	4.54	110	4.93		
Tenders	150	4.02	200	4.83		
Marinated Tenders	150	4.02	1,240	3.97	30	3.66
Drumsticks						
Thighs	70	1.42	230	1.02	250	1.29
Wings			10	1.58		
Necks	70	1.45	230	1.01	250	1.29
Smoked Drumsticks					60	1.89
Smoked Wings			10	1.58	50	1.23
Smoked Necks						
GROUND TURKEY:						
Patties	7,970	2.42	7,980	2.54	11,550	2.42
Sausage	1,380	2.77	1,780	2.64	3,230	2.60
85% lean	1,900	2.41	2,100	2.59	2,950	2.37
93% lean	1,140	1.83	1,500	1.93	1,020	1.66
Breast	2,950	2.17	2,230	2.59	3,600	2.20
Rolls (frsh/frz 1 lb.)	600	4.03	370	4.02	750	3.91
	30	1.44	240	1.00	--	--

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



Turkey Featuring - 06/29 thru 07/05

The feature rate is lower in the Eastern and Central regions, higher in the Western region, and overall down from the previous week's levels. Retailers focus much of their attention on grilling and picnic items for the upcoming 4th of July celebrations. Special rate ads increase this week and focus on ground turkey items. Light offers of whole birds centered on fresh hens. Promotions on bone-in breasts and breast cuts fell to a third of last week's volume while prices edged higher on most items compared to a week earlier. Offers of dark meats are very light and prices are higher. Ground turkey items continue to be the most active category. The weighted average price is lower than last week, but unchanged compared to a year ago. Lean ground turkey is the most active item in this category and lean prices trend lower than last week.



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/	45.2% of 7,950 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 4,610			36.9% of 5,300 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 2,250			54.5% of 3,750 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 3,210		
	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 - 1.18	70	1.01			
" - Toms				1.18	10	1.18			
Frozen - Hens				0.99	10	0.99			
" - Toms				0.99	10	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.99 - 2.69	60	2.16	1.99	30	1.99
Frozen	1.19 - 1.49	190	1.38	1.49 - 1.59	40	1.56			
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	5.99 - 8.99	390	6.08	5.99 - 9.99	190	7.03			
Boneless, whole	2.99 - 3.99	90	3.68						
Cutlets	3.89 - 4.59	20	4.14	4.55	110	4.55	4.54	20	4.54
Cutlets, thin sliced									
Strips							4.54	20	4.54
Tenders	3.89 - 4.59	20	4.20	4.00	110	4.00	3.99	20	3.99
Marinated Tenders	3.69 - 4.79	390	4.36	3.73	160	3.73			
Drumsticks	1.39	50	1.39	1.59	10	1.59	1.39	10	1.39
Thighs									
Wings	1.39	50	1.39	1.59	20	1.59			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.19 - 2.99	610	2.63	1.99 - 3.00	150	2.43	2.50 - 3.00	620	2.99
Sausage	1.63 - 2.91	770	2.30	2.00 - 2.67	460	2.23	2.39 - 2.87	670	2.65
85% lean	1.33 - 2.39	630	1.98	1.19 - 2.00	340	1.69	1.41 - 2.55	170	1.58
93% lean	1.53 - 2.40	1,230	1.90	1.59 - 2.40	380	1.88	2.40 - 2.80	1,340	2.49
Breast (99-100% lean)	3.84	170	3.84	4.00 - 4.16	120	4.01	3.99 - 4.16	310	4.15
Rolls (frsh/frz 1 lb.)				1.29 - 1.98	30	1.44			