

USDA Weekly Retail Turkey Feature Activity

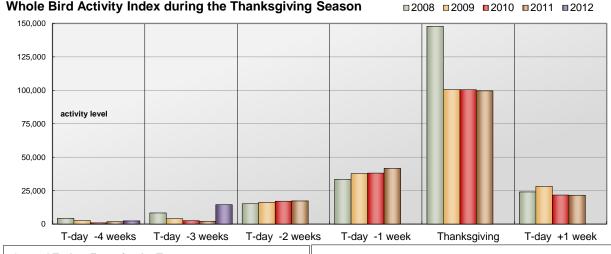
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08.

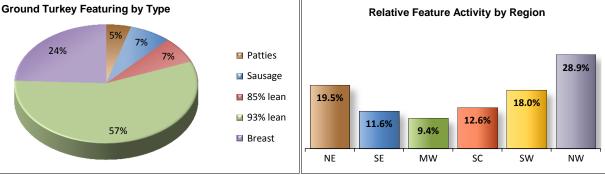
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

THIS WEEK	NATIONAL SUMMARY												
Feature Rate 1/2													
Peature Nate Outlets Outlets Special Rate 1.9% 1.8% 11.1%													
Special Rate 4	Feature Rate 1/		•			outlets							
Strips													
WHOLE BIRDS: Fresh - Hens 20 1.99 " - Toms 20 1.99 Frozen - Hens 7,310 0.92 1,180 1.07 8,760 0.85 Frozen - Hens 7,310 0.92 1,180 1.07 8,760 0.83 PARTS: Breast: Bone-in, whole 30 3.49 40 2.39 Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Rotisserie 870 8.31 400 8.33 300 8.99 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47													
WHOLE BIRDS: Fresh - Hens 20 1.99 " - Toms 20 1.99 Frozen - Hens 7,310 0.92 1,180 1.07 8,760 0.85 PARTS: Breast: Bone-in, whole Fresh 30 3.49 40 2.39 Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 100 4.99 4.67 210 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450	•				<u> </u>								
Fresh - Hens	•	Stores	wtu Avg	Stores	wtu Avg	Stores	wtu Avg						
Toms		20	1 99										
Frozen - Hens 7,310 0.92 1,180 1.07 8,760 0.85 " - Toms 7,220 0.89 1,180 1.07 8,760 0.83 PARTS: Breast: Bone-in, whole 8 40 2.39 1.76 <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>													
" - Toms 7,220 0.89 1,180 1.07 8,560 0.83 PARTS: Breast: Bone-in, whole 30 3.49 40 2.39 1.76 1.76 1.76 1.77 1.90 570 2.02 2,130 1.76 1.80 1.76 1.76 1.76 1.76 1.77 1.76 1.77 <				1.180	1.07	8.760	0.85						
PARTS: Breast: Bone-in, whole Fresh 30 3.49 40 2.39 Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 2.75 7.16 210 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.67<		· ·		,									
Bone-in, whole Fresh 30 3.49 40 2.39 Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 Strips Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/7 Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36		, -		,		-,							
Fresh 30 3.49 40 2.39 7 Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 8 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 5.16 210 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.67 20 4.67 Cutlets, thin sliced 100 4.99 4.67 4.99 4.67 20 4.67 Cutlets, thin sliced 100 4.99 4.55 260 4.67 4.67 20 4.67 20 4.47 2.00 4.28 730 4.47 2.00 4.28 730 4.47 2.00 4.28 730 4.47 2.00 1.83 1.83 1.80 1	Breast:												
Frozen 1,740 1.90 570 2.02 2,130 1.76 Split, bone-in Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 3.99 20 210 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 4.67 1.83 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 <td>Bone-in, whole</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>	Bone-in, whole												
Split, bone-in 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 3.99 20 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.67 4.99 5.70 4.99 5.70 4.67 6.70 4.70 6.70 4.70 6.70 4.70 6.70 4.70 6.70 4.70 6.70 4.70 4.70 6.70 4.70 4.70 6.70 4.80 4.70 4.8	Fresh	30	3.49	40	2.39								
Fresh 20 2.99 170 1.99 Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 3.99 20 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.67 4.99 4.67 Strips Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 1.80 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Necks 60 1.82 150 1.80	Frozen	1,740	1.90	570	2.02	2,130	1.76						
Rotisserie 870 8.31 400 8.33 300 8.99 Boneless, whole 20 3.99 20 3.99 4.67 4.67 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.67 4.67 Strips Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 1.80 1.83 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Necks 60 1.82 150	Split, bone-in												
Boneless, whole 20 3.99 Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.67 Strips Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 4.87 4.87 4.87 4.80 4.87 4.80 4.87 4.80 4.87 4.80 4.83 4.80 4.83 4.80 4.81 4.80 4.83 4.80 4.83 4.80 4.81 4.80 4.87 4.80 4.82 730 4.47 4.80 4.83 4.80 4.81 4.80 4.81 4.80 4.81 4.80 4.80 4.81 4.80 4.81 4.80 4.81 4.80 4.8	Fresh	20	2.99	170	1.99								
Cutlets 880 4.15 230 5.16 210 4.67 Cutlets, thin sliced 100 4.99 4.99 4.67 Strips 100 4.99 4.99 4.67 Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 1.80 1.83 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35	Rotisserie	870	8.31	400	8.33	300	8.99						
Cutlets, thin sliced 100 4.99 Strips Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 4.60 1.83 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34<	Boneless, whole	20	3.99										
Strips Renders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 1.80 1.83 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 85% lean 610 2.52	Cutlets	880	4.15	230	5.16	210	4.67						
Tenders 890 4.01 690 4.55 260 4.45 Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140	Cutlets, thin sliced			100	4.99								
Marinated Tenders 310 4.87 260 4.28 730 4.47 Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280	Strips												
Drumsticks 20 1.64 110 1.75 450 1.83 Thighs 10 1.99 140 1.80 Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 <t< td=""><td>Tenders</td><td>890</td><td>4.01</td><td>690</td><td>4.55</td><td>260</td><td>4.45</td></t<>	Tenders	890	4.01	690	4.55	260	4.45						
Thighs Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	Marinated Tenders	310	4.87	260	4.28	730	4.47						
Wings 70 2.75 70 1.82 390 1.86 Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30	Drumsticks	20	1.64	110	1.75	450	1.83						
Necks 10 1.29 60 1.69 20 1.24 Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ^{5/2} Patt	Thighs	10	1.99	140	1.80								
Smoked Drumsticks 70 1.99 160 1.95 180 2.46 Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ 20 3.79 130 4.00 93-94% lean 180 4.55 270	Wings	70	2.75	70	1.82	390	1.86						
Smoked Wings 60 1.82 150 1.90 250 2.41 Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	Necks	10	1.29	60	1.69	20	1.24						
Smoked Necks 60 1.82 150 1.80 180 1.88 GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	Smoked Drumsticks	70	1.99	160	1.95	180	2.46						
GROUND TURKEY: 8,420 3.53 7,510 3.31 4,640 3.35 Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	Smoked Wings	60	1.82	150	1.90	250	2.41						
Patties 370 3.81 630 3.23 790 3.34 Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	Smoked Necks	60	1.82	150	1.80	180	1.88						
Sausage 620 3.40 1,690 3.55 2,140 3.14 85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ^{5/} Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	GROUND TURKEY:	8,420	3.53	7,510	3.31	4,640	3.35						
85% lean 610 2.52 1,470 2.41 280 2.35 93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ^{5/} Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36													
93% lean 4,770 3.24 2,620 3.26 600 2.94 Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ^{5/} Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36	•												
Breast 2,050 4.61 1,100 4.57 830 4.51 Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ⁵⁷ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36			_	,									
Rolls (frsh/frz 1 lb.) 80 2.10 30 2.00 60 1.63 Specialty ^{5/} 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36		-											
Specialty 5/ Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36				-									
Patties 10 5.99 20 3.79 130 4.00 93-94% lean 180 4.55 270 4.41 240 4.36		80	2.10	30	2.00	60	1.63						
93-94% lean 180 4.55 270 4.41 240 4.36		4.0	F 00	00	0.70	400	4.00						
				-									
DIESS I DU D.6/I I 20 5/49				270	4.41								
Note: rolls & specialty not included in ground turkey total and weighted average.				turkey tot	al and weig								

This Week's Turkey Feature Highlights

Retail activity increases heading into November and the Thanksgiving holiday; it is turkey time and turkey promotions are getting front page exposure. Offerings are very active on frozen hens and toms, only slightly behind last year's activity level. Prices are sharply lower compared to last week, higher compared to a year ago. Feature activity increases on frozen bone-in breasts compared to last week; prices are lower. More stores are promoting rotisserie breasts and prices are slightly lower. Offerings are very active on cutlets and tenders; both are priced lower to catch the shoppers' attention. There is less interest in promoting dark parts. More stores are placing ground turkey in this week's circulars; the majority of the ads are on 93% lean at slightly lower prices. Feature activity slows on deli items. Offerings on service deli thick slicing meats increase in volume and price. Self-service deli promotions are less active. The East coast is dealing with the aftermath of Hurricane Sandy and marketing and delivery will be impacted in some areas. Let's hope things get back to normal as quickly as possible.





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 <u>any</u> 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.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



USDA Weekly Retail Turkey Feature Activity

Fri. Nov 02, 2012

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08.

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

	NORT	HEAST U.S.		SOUT	HEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 39.2% of 4,000 sampled outlets 0.3% of stores w/ no-price promotions			
	(CT,DE,MA,MD,N	ΛΕ,NH,NJ,NY,PA,I	RI,VT)	(AL,FL,GA,M	S,NC,SC,TN,VA,W	/V)				
Feature Rate 1/		00 sampled outle	,		00 sampled outle	,				
Special Rate 4/	•	v/ no-price promo		·	v/ no-price promo					
Activity Index 2/		Index = 7,390			Index = 5,960			dex = 3,230		
Activity index	Price Range	Summar	V	Price Range Summary			Price Range Summary			
	(\$/pound)		Vtd Avg	(\$/pound)		Vtd Avg	(\$/pound)		Vtd Avg	
WHOLE BIRDS:										
Fresh - Hens	1.99	20	1.99							
" - Toms	1.99	20	1.99							
Frozen - Hens	0.59 - 1.39	1,210	0.69	0.59 - 1.49	1,680	1.05	0.69 - 1.49	770	0.97	
" - Toms	0.59 - 1.39	1,210	0.69	0.59 - 1.49	1,680	1.05	0.69 - 1.49	760	0.97	
PARTS:										
Breast:										
Bone-in, whole										
Fresh	3.49	30	3.49							
Frozen	1.38 - 2.99	350	2.12	1.29 - 2.49	680	1.91	1.38 - 1.99	470	1.75	
Split, bone-in										
Fresh	2.99	20	2.99							
Rotisserie	6.89 - 8.99	470	7.55				7.49	10	7.49	
Boneless, whole							3.99	10	3.99	
Cutlets	3.99 - 4.99	720	4.16	3.99	70	3.99				
Cutlets, thin sliced										
Strips										
Tenders	3.99	510	3.99	3.99	70	3.99				
Marinated Tenders	3.73 - 5.33	280	4.85			5.55	4.99	30	4.99	
Drumsticks	1.99	10	1.99				1.29	10	1.29	
Thighs	1.99	10	1.99							
Wings	2.99	40	2.99	2.99	20	2.99	1.29	10	1.29	
Necks							1.29	10	1.29	
Smoked Drumsticks	1.99	50	1.99	1.99	10	1.99	1.99	10	1.99	
Smoked Wings	1.79	50	1.79				1.99	10	1.99	
Smoked Necks	1.79	50	1.79				1.99	10	1.99	
GROUND TURKEY:										
Patties	3.50	70	3.50	3.50	40	3.50	2.99 - 3.99	190	3.96	
Sausage	2.80 - 3.59	230	3.14	2.80 - 3.59	40	3.18	3.11 - 4.79	280	3.69	
85% lean	1.99 - 3.29	150	2.81	1.99 - 2.83	240	2.13	2.48 - 2.63	20	2.58	
93% lean	2.30 - 3.99	1,300	3.25	2.30 - 3.49	1,330	3.37	2.99 - 3.49	560	3.18	
Breast (99-100% lean)	3.99 - 5.38	390	4.65	3.99	90	3.99	3.99	20	3.99	
Rolls (frsh/frz 1 lb.)							1.98 - 2.50	20	2.12	
Specialty ^{5/}										
Patties	5.99	10	5.99							
93-94% lean	3.99 - 5.00	160	4.58				4.29	20	4.29	
Breast	5.49 - 6.99	30	5.87	5.49	10	5.49	5.99	10	5.99	

USDA Weekly Retail Turkey Feature Activity



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

	SOUTH (ENTRAL U.S.		SC	UTHWEST U.S.		NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 50.5% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions			
	(AR,AZ,CO,KS,I	_A,MO,NM,OK,TX	(,UT)		(CA,HI,NV)					
Feature Rate 1/	40.1% of 4,00	0 sampled outle	ts	38.7% of	2,900 sampled o	utlets				
Special Rate 4/	8.0% of stores w	/ no-price promo	otions		es w/ no-price pro					
Activity Index ^{2/}		Index = 4,320			ivity Index = 4,490			ndex = 2,980		
, , , , , , , , , , , , , , , , , , , ,	Price Range	Summai	Ϋ́	Price Range		mary	Price Range	Summa	ary	
	(\$/pound)		Vtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.98 - 1.49	1,450	0.87	0.59 - 1.00	1,240	0.83	0.67 - 1.49	960	1.15	
" - Toms	0.98 - 1.49	1,370	0.81	0.55 - 0.99	1,240	0.71	0.55 - 1.49	960	1.14	
PARTS:										
Breast:										
Bone-in, whole										
Fresh										
Frozen	1.38 - 2.88	220	1.89				1.48	20	1.48	
Split, bone-in										
Fresh										
Rotisserie				8.99	190	8.99	9.49	200	9.49	
Boneless, whole	3.99	10	3.99							
Cutlets	3.99	70	3.99				4.79	20	4.79	
Cutlets, thin sliced										
Strips										
Tenders	3.99	100	3.99	3.99	190	3.99	4.79	20	4.79	
Marinated Tenders										
Drumsticks										
Thighs										
Wings										
Necks										
Smoked Drumsticks										
Smoked Wings										
Smoked Necks										
GROUND TURKEY:										
Patties				3.49 - 3.99	30	3.77	3.99	40	3.99	
Sausage				2.86 - 3.27	30	3.09	3.27	40	3.27	
85% lean	2.33 - 2.91	190	2.77	2.39	10	2.39				
93% lean	2.49 - 3.19	410	3.14	2.79 - 3.99	780	3.13	3.19	390	3.19	
Breast (99-100% lean)	2.39 - 4.79	460	4.61	3.99 - 5.19	770	4.61	4.79	320	4.79	
Rolls (frsh/frz 1 lb.)	1.50 - 1.98	40	1.84	2.29	10	2.29	2.89	10	2.89	
Specialty ^{5/}										
Patties										
93-94% lean										
Breast										



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Nov 02, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08.

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

	N	ATIONAL	SUMMAR	Υ			NORTHEAST U.S.		SOUTH	SOUTHEAST U.S.			
	This	Week	Last	Week	Last	Year	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)		(AL,FL,GA,MS,NC,SC,TN,VA,WV)				
1/	69.2% o	f 22,500	69.6% o	f 22,500	81.6% o	f 19,500							
Feature Rate 1/	sto	res	sto	res	sto	res	79.0% of 4,40	79.0% of 4,400 sampled outlets		76.6% of 6,000 sampled outlets			
Activity Index 2/	46	010	47,0	000	46	770	Activity I	ndex = 16,620)	Activity In	ndex = 7,910		
Activity Index 2/	40,	010	47,0	090	46,	770	Price Range	Sum	mary	Price Range	Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores	Wtd Avg	(\$/pound)	Stores	Ntd Avg	
SERVICE DELI - Turkey													
Category 1													
Processor Brand	9,050	7.74	4,270	7.70		8.12	5.99 - 9.99	3,580	8.07	6.98 - 9.99	4,090	7.44	
Private Brand	4,630	7.51	3,060	7.45	1,980	7.27	6.99 - 9.99	3,840	7.58	6.99 - 7.49	240	7.22	
Category 2 Processor Brand	4,320	5.91	6,090	5.96	4,370	5.92	4.99 - 6.99	910	6.03	4.99 - 6.99	860	5.81	
Private Brand	2,100	6.19	2,170	6.50		5.72	5.99 - 6.99	580	6.56	5.99 - 6.99	100	6.37	
Category 3	2,100	0.13	2,170	0.50	3,700	5.72	3.99 - 0.99	300	0.50	3.99 - 0.99	100	0.57	
Processor Brand	420	3.80	680	3.73	1,590	4.12	3.67 - 3.99	50	3.88	3.99	70	3.99	
Private Brand	1,490	5.26	40	2.98	150	4.98	2.98 - 4.98	140	4.28	0.00		0.00	
Turkey Ham	.,	0.20	.0						0				
Processor Brand	610	3.82	470	4.34	140	2.76	2.99 - 4.98	510	4.03				
Private Brand					20	4.99							
Turkey Pastrami													
Processor Brand	440	3.98	500	4.11	440	3.75	3.79 - 3.99	430	3.99				
Private Brand													
SERVICE DELI - Chicken													
Category 1													
Processor Brand	2,470	7.27	4,480	7.12	3,200	7.44	5.99 - 9.99	720	7.69	8.99	160	8.99	
Private Brand	2,050	7.22	1,210	6.40	610	6.62	5.99 - 7.99	1,720	7.36	7.99	10	7.99	
Category 2													
Processor Brand	70	5.46	460	5.47	1,840	6.62	4.99	10	4.99				
Private Brand			10	3.98									
SELF-SERVICE DELI													
(dollars per tub or pouch)													
Turkey 7-10 oz	0.040	0.40	0.000	0.05	44 470	0.44	0.00	4.040	0.04	0.77 0.00	4.400	0.00	
Processor Brand	8,340	3.16	-,	2.95		3.11	2.99 - 3.99	1,640	3.31	2.77 - 3.99	1,120	3.06	
Private Brand Turkey 16 oz	630	3.11	2,510	2.93	660	2.94	2.99 - 3.33	310	3.10	2.99	30	2.99	
Processor Brand	790	5.05	1,220	4.99	480	4.73	5.00 - 5.99	550	5.07	5.00 - 5.99	80	5.21	
Private Brand	190	5.05	1,220	4.33	400	4.73	5.00 - 5.99	350	5.07	5.00 - 5.88	80	5.21	
Chicken 7-10 oz													
Processor Brand	7,970	3.15	8,520	2.52	10,530	3.11	2.99 - 3.99	1,320	3.32	2.77 - 3.99	1.120	3.06	
Private Brand	630	3.11	2,510	2.93		2.95	2.99 - 3.33	310	3.10	2.99	30	2.99	
			, , ,				·				1	-	

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Nov 02, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/02 thru 11/08.

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

	MIDW	EST U.S.	SOUTH C	ENTRAL U.S.	SOUTHW	/EST U.S.	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 82.6% of 1,200 sampled outlets			
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L/	A,MO,NM,OK,TX,UT)	(CA,F	H,NV)				
Feature Rate 1/										
		sampled outlets	· ·) sampled outlets	·	sampled outlets				
Activity Index 2/		ndex = 7,980		ndex = 4,850		dex = 5,790	_	Activity Index = 2,860		
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey	(ψ/ροαπα)	Stores With Avg	(ψ/ροαπα)	Stores Wid Avg	(φ/ροαίια)	Stores With Avg	(φ/ροαπα)	Stores With Avg		
Category 1										
Processor Brand	5.99 - 10.49	560 7.51	6.99 - 8.99	470 8.01	6.99 - 7.99	320 7.79	6.99 - 11.99	30 8.93		
Private Brand	6.99 - 8.99	150 7.32	6.99 - 7.99	400 7.11						
Category 2										
Processor Brand	4.49 - 6.99	1,200 5.76	4.99 - 5.99	420 5.71	4.99 - 6.99	610 5.75	6.59 - 6.99	320 6.93		
Private Brand	4.48 - 6.99	910 5.91	5.99	320 5.99	5.99	40 5.99	5.99 - 6.99	150 6.89		
Category 3										
Processor Brand	2.99 - 4.99	230 3.62			2.99	30 2.99	3.98 - 5.97	40 5.03		
Private Brand				480 5.24	5.99	550 5.99	3.50 - 5.99	320 4.46		
Turkey Ham										
Processor Brand	2.49 - 3.49	20 2.89	3.49	10 3.49	2.49 - 2.79	70 2.62				
Private Brand										
Turkey Pastrami										
Processor Brand	3.49	10 3.49								
Private Brand										
SERVICE DELI - Chicken										
Category 1										
Processor Brand	5.98 - 7.99	420 6.91	5.88 - 10.99	190 7.92	5.99 - 7.99	780 6.63	6.99	200 6.99		
Private Brand	5.49 - 7.99	240 5.92	7.99	80 7.99						
Category 2	4.00 5.00	00 554								
Processor Brand	4.98 - 5.99	60 5.54								
Private Brand SELF-SERVICE DELI										
(dollars per tub or pouch)										
Turkey 7-10 oz										
Processor Brand	2.00 - 3.99	1,860 2.88	1.99 - 2.98	1,220 3.04	2.48 - 3.99	1,600 3.35	1.98 - 3.99	900 3.41		
Private Brand	2.50 - 3.33	190 3.19	1.00 2.00	1,220 0.01	2.99	100 2.99	1.00 0.00	0.11		
Turkey 16 oz										
Processor Brand	4.99	120 4.99	4.59	40 4.59						
Private Brand										
Chicken 7-10 oz										
Processor Brand	2.00 - 3.99	1,820 2.87	1.99 - 2.98	1,220 3.04	2.48 - 3.99	1,590 3.35	1.98 - 3.99	900 3.41		
Private Brand	2.50 - 3.33	190 3.19			2.99	100 2.99				

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)