

USDA Weekly Retail Turkey Feature Activity

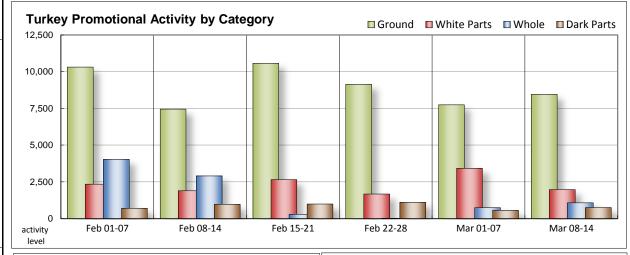
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

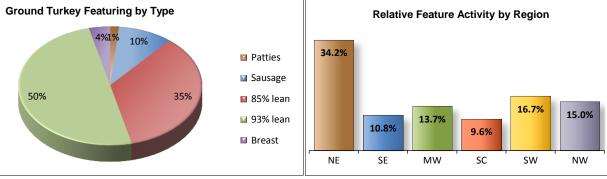
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

THIS WEEK	(prices in dollars per pound fresh unless otherwise noted,											
Feature Rate 1/2	NATIONAL SUMMARY											
Peature Nate Outlets Outlets Outlets Outlets		THIS	WEEK	WEEK	1							
Special Rate 4	Feature Rate 1/		•			outlets						
Name												
WHOLE BIRDS: Fresh -Hens - Toms Fresh -Hens - Toms Frezon - Hens 830 0.99 370 1.25 50 0.95 Frozen - Hens 830 0.99 370 1.25 50 0.95 PARTS: Breast: Bone-in, whole Fresh 20 2.49 10 2.49 1.77 1,320 1.77 Split, bone-in Fresh 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 <td< th=""><th></th><th></th><th></th><th></th><th></th><th colspan="3"></th></td<>												
WHOLE BIRDS: Fresh - Hens 830 0.99 370 1.25 50 0.95 Frozen - Hens 830 0.99 370 1.25 40 1.24 PARTS: Breast: Bone-in, whole Fresh 20 2.49 10 2.49 1,320 1.77 Split, bone-in Fresh 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Wings 40 1.69 190 2.					<u> </u>	,						
Fresh - Hens	•	Stores	wta Avg	Stores	wta Avg	Stores	wta Avg					
" - Toms 830 0.99 370 1.25 50 0.95 " - Toms 240 0.99 370 1.25 40 1.24 PARTS: Breast: Bone-in, whole 570 1.95 700 1.73 1,320 1.77 Split, bone-in Fresh 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88												
Frozen - Hens 830 0.99 370 1.25 50 0.95 - Toms 240 0.99 370 1.25 40 1.24 PARTS: Breast: Bone-in, whole 20 2.49 10 2.49 Frozen 570 1.95 700 1.73 1,320 1.77 Split, bone-in Fresh 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32												
" - Toms 240 0.99 370 1.25 40 1.24 PARTS: Breast: Bone-in, whole Fresh 20 2.49 10 2.49 1,320 1.77 Spitt, bone-in Fresh 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90		830	n 99	370	1 25	50	0.95					
PARTS: Breast: Bone-in, whole Fresh 20 2.49 10 2.49 Frozen 570 1.95 700 1.73 1,320 1.77 Split, bone-in Fresh 180 2.99 Rotisserie 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190					_							
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Split, bone-in Fresh 180 2.99 Rotisserie 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07	·	20	2.49	10	2.49							
Split, bone-in Fresh Rotisserie 800 8.00 2,470 8.27 1,180 7.59 Rotisserie 10 3.99 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty 50 Patties 10 4.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57 Rolls (frsh/frz 1 lb.) 600 4.99 60 5.89 280 6.57 Contact 20 20 20 20 20 20 20 2	Frozen	570	1.95	700	1.73	1,320	1.77					
Rotisserie 800 8.00 2,470 8.27 1,180 7.59 Boneless, whole 10 3.99 650 5.13 Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Necks 180 1.79 20 1.74	Split, bone-in											
Boneless, whole 10 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 680 <td>Fresh</td> <td></td> <td></td> <td></td> <td></td> <td>180</td> <td>2.99</td>	Fresh					180	2.99					
Cutlets 350 5.06 20 3.99 650 5.13 Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 680 4.01 85% lean 2,960 2.58	Rotisserie	800	8.00	2,470	8.27	1,180	7.59					
Cutlets, thin sliced 100 4.99 130 4.99 100 4.99 Strips Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 <td>Boneless, whole</td> <td>10</td> <td>3.99</td> <td></td> <td></td> <td></td> <td></td>	Boneless, whole	10	3.99									
Strips 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3	Cutlets	350	5.06	20	3.99	650	5.13					
Tenders 120 4.99 90 4.32 170 4.69 Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540	Cutlets, thin sliced	100	4.99	130	4.99	100	4.99					
Marinated Tenders 70 4.08 110 4.76 410 4.19 Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310	Strips											
Drumsticks 70 1.87 170 2.05 310 1.83 Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 <t< td=""><td>Tenders</td><td>120</td><td>4.99</td><td>90</td><td>4.32</td><td>170</td><td>4.69</td></t<>	Tenders	120	4.99	90	4.32	170	4.69					
Thighs 70 2.32 40 2.58 160 1.88 Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty 5/ Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57	Marinated Tenders	70	4.08	110	4.76	410	4.19					
Wings 40 1.69 190 2.32 280 1.90 Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34	Drumsticks	70	1.87	170	2.05	310	1.83					
Necks 10 1.29 20 1.39 190 1.72 Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} Pat	Thighs	70	2.32	40	2.58	160	1.88					
Smoked Drumsticks 190 2.01 60 1.93 200 2.07 Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty br 20 3.99 93-94% lean 380 3.52 390 4.27 Breast <td>Wings</td> <td>40</td> <td>1.69</td> <td>190</td> <td>2.32</td> <td>280</td> <td>1.90</td>	Wings	40	1.69	190	2.32	280	1.90					
Smoked Wings 190 1.82 60 1.92 150 2.00 Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty br Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 <t< td=""><td>Necks</td><td>10</td><td>1.29</td><td>20</td><td>1.39</td><td>190</td><td>1.72</td></t<>	Necks	10	1.29	20	1.39	190	1.72					
Smoked Necks 180 1.79 20 1.74 10 2.10 GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ST Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57	Smoked Drumsticks	190	2.01	60	1.93	200	2.07					
GROUND TURKEY: 8,450 3.11 7,740 3.47 2,630 3.36 Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ⁵⁷ Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57	Smoked Wings	190	1.82	60	1.92	150	2.00					
Patties 130 3.95 550 3.93 320 3.49 Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} 7 20 3.99 3.99 93-94% lean 380 3.52 390 4.27 3.90 4.27 8 8 6.57 </td <td></td> <td>180</td> <td></td> <td></td> <td></td> <td>10</td> <td>2.10</td>		180				10	2.10					
Sausage 820 3.51 1,540 3.47 680 4.01 85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57												
85% lean 2,960 2.58 1,310 2.35 380 2.25 93% lean 4,220 3.24 2,770 3.25 1,070 3.05 Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57												
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Breast 320 4.57 1,570 4.83 180 4.75 Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57				,								
Rolls (frsh/frz 1 lb.) 600 2.34 120 1.00 10 2.69 Specialty ^{5/} Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57		-				-						
Specialty 5/ Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57												
Patties 10 4.99 20 3.99 93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57		600	2.34	120	1.00	10	2.69					
93-94% lean 380 3.52 390 4.27 Breast 20 4.99 60 5.89 280 6.57		4.0	4.00			00	2.00					
Breast 20 4.99 60 5.89 280 6.57				200	4.07	20	3.99					
						202	6 57					

This Week's Turkey Feature Highlights

Retail promotional activity increases on turkey items, even while competing for space in this week's circulars with Lent and St. Patrick's Day. Kosher turkey is appearing in circulars for the upcoming Passover holiday period. Offerings increase on frozen hens, decrease on toms; prices are lower on both hens and toms. Fewer stores promote frozen bone-in breasts; prices are higher. Promotional activity slows on rotisserie breasts, but shoppers will still find them easy to find in the Northeast region. Feature activity on boneless white parts focuses on cutlets at sharply higher prices. Featuring slows on fresh dark parts, increases on smoked dark parts. Ground turkey is heavily promoted and the weighted average price is lower due to fewer ads for ground breast. Almost all the promotions are on 85% lean and 93% lean. Deli promotional activity slows. Stores increase featuring on service deli processor labels; thick slicing meats are the most popular. Self-service deli prices trend higher on processor labels, lower on private labels.





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. Mar 08, 2013

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

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

	NORTH	HEAST U.S.		SOUT	HEAST U.S.		MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 42.3% of 4,200 sampled outlets			
	(CT,DE,MA,MD,M	IE,NH,NJ,NY,PA,I	RI,VT)	(AL,FL,GA,M	S,NC,SC,TN,VA,W	′V)				
Feature Rate 1/	 	0 sampled outle		·	00 sampled outle					
Special Rate 4/	3.3% of stores w	•		,	v/ no-price promo		·	•		
Activity Index 2/		Index = 5,340	, tions			ilons	5.6% of stores w/ no-price promotions Activity Index = 1,940			
Activity index	Price Range	Summar	2.7	Activity Index = 2,310 Price Range Summary			Price Range Summary			
	(\$/pound)		Vtd Avg	(\$/pound)		y Vtd Avg	(\$/pound)		Vtd Avg	
WHOLE BIRDS:										
Fresh - Hens										
" - Toms										
Frozen - Hens	0.99	520	0.99	0.99	130	0.99	0.99	100	0.99	
" - Toms				0.99	60	0.99	0.99	100	0.99	
PARTS:										
Breast:										
Bone-in, whole										
Fresh										
Frozen	1.29 - 2.27	60	1.61	1.49 - 2.27	280	2.07	1.49 - 1.99	160	1.88	
Split, bone-in										
Fresh										
Rotisserie	7.99 - 8.99	590	8.00	7.99	80	7.99				
Boneless, whole										
Cutlets	4.99 - 5.99	350	5.06							
Cutlets, thin sliced							4.99	100	4.99	
Strips										
Tenders							4.99	120	4.99	
Marinated Tenders	3.69	20	3.69							
Drumsticks	1.89 - 2.29	50	2.10	1.29	10	1.29	1.29	10	1.29	
Thighs	1.99 - 2.49	70	2.32							
Wings	1.79 - 2.59	20	2.15	1.19	10	1.19	1.29	10	1.29	
Necks							1.29	10	1.29	
Smoked Drumsticks	1.99	180	1.99	2.30	10	2.30				
Smoked Wings	1.79	180	1.79	2.30	10	2.30				
Smoked Necks	1.79	180	1.79							
GROUND TURKEY:										
Patties	3.99	20	3.99				3.49 - 3.50	20	3.49	
Sausage	2.87 - 3.99	470	3.60	3.50	80	3.50	2.87 - 3.29	40	3.21	
85% lean	2.16 - 3.07	570	2.63	2.33 - 3.07	370	2.80	1.99 - 2.99	410	2.50	
93% lean	2.59 - 4.22	1,630	3.27	2.99 - 3.50	1,210	3.46	2.50 - 3.50	610	3.11	
Breast (99-100% lean)	3.99 - 4.79	60	4.58							
Rolls (frsh/frz 1 lb.)				1.69	60	1.69	1.49 - 2.79	220	2.67	
Specialty ^{5/}										
Patties	4.99	10	4.99							
93-94% lean	2.99 - 4.99	340	3.49				3.33 - 3.99	30	3.55	
Breast	4.99	20	4.99	Nove (545) 204 4474			/ADAC1 O/LDCDA	+N		



USDA Weekly Retail Turkey Feature Activity

Fri. Mar 08, 2013

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

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

	SOUTH	CENTRAL U.S.		SOUT	HWEST U.S.	NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)				
	(AR,AZ,CO,KS,	LA,MO,NM,OK,TX	(,UT)	(0	CA,HI,NV)					
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	28.5% of 4,2 0.0% of stores v	00 sampled outle v/ no-price promo v Index = 1,370	ts	47.7% of 2,9 0.0% of stores v	00 sampled outle v/ no-price promo v Index = 1,720		38.1% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 640			
	Price Range (\$/pound)	Summar Stores V	y Vtd Avg	Price Range (\$/pound)	Summar Stores V	ry Vtd Avg	Price Range (\$/pound)	Summai Stores \	ry Vtd Avg	
WHOLE BIRDS:										
Fresh - Hens " - Toms										
Frozen - Hens	0.99	40	0.99				0.99	40	0.99	
" - Toms	0.99	40	0.99				0.99	40	0.99	
PARTS:	0.00	10	0.00				0.00	10	0.00	
Breast:										
Bone-in, whole										
Fresh	2.49	20	2.49							
Frozen	1.48 - 1.99	70	1.91							
Split, bone-in										
Fresh										
Rotisserie				7.99	130	7.99				
Boneless, whole	3.99	10	3.99							
Cutlets										
Cutlets, thin sliced										
Strips										
Tenders										
Marinated Tenders							3.33 - 4.99	50	4.23	
Drumsticks										
Thighs										
Wings										
Necks										
Smoked Drumsticks										
Smoked Wings										
Smoked Necks										
GROUND TURKEY:						_				
Patties	3.00 - 3.49	10	3.22	3.50 - 3.99	50	3.63	4.99	30	4.99	
Sausage	3.27	120	3.27	2.87 - 3.99	80	3.31	3.27 - 4.09	30	3.87	
85% lean	2.00 - 3.08	700	2.58	2.50	550	2.50	2.50 - 3.00	360	2.52	
93% lean	2.50 - 3.19	140	3.15	2.39 - 3.99	540	2.81	3.19 - 3.99	90	3.41	
Breast (99-100% lean)	4.16 - 4.99 1.99 - 2.79	90	4.50	4.61	170	4.61 2.02				
Rolls (frsh/frz 1 lb.)	1.99 - 2.79	130	2.56	1.99 - 2.50	190	2.02				
•										
				4.50	10	4.50				
				4.05	10	4.08				
Specialty ⁵⁷ Patties 93-94% lean Brease	Markating Coming Live	stock Poultry 9 C	Project Difference	4.59	10	4.59	ANACAT O (I DONALA	AN AND AND AND AND AND AND AND AND AND A		



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Mar 08, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

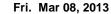
(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	N	ATIONAL	SUMMAR	Υ			NORTHEAST U.S.		SOUTHE	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/	58.7% o	f 23,200	71.5% o	f 23,200	70.8% o	f 22,500						
Feature Rate 1/	sto	res	sto	res	sto	res	71.5% of 4,600 s	71.5% of 4,600 sampled outlets		42.8% of 6,100 sampled outlets		
Activity Index 2/	20	250	40,	620	12	120	Activity Inde	Activity Index = 11,970		Activity Index = 6,280		
Activity Index 2/	38,	250	40,	030	43,	130	Price Range	Summary	Price Range	Summary		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,390	8.24	4,200	7.75		7.90		2,660 8.47	5.99 - 10.99	1,560 7.99		
Private Brand	2,450	7.56	3,430	7.37	1,020	7.49	6.99 - 7.99	1,470 7.82	7.49	110 7.49		
Category 2 Processor Brand	3,090	5.90	2,730	5.81	4,840	5.92	4.99 - 6.99	740 6.23	4.99 - 6.99	620 6.03		
Private Brand	960	5.49	2,730	6.59	3,690	6.63		470 5.12	4.99 - 6.99	60 4.99		
Category 3	300	3.43	2,020	0.55	3,030	0.03	4.99 - 5.99	470 5.12	4.99	00 4.99		
Processor Brand	920	3.68	1,250	4.17	860	3.83	2.99 - 4.99	320 3.84	3.98 - 3.99	110 3.99		
Private Brand	60	4.98	1,450	4.96	10	3.77		40 5.48	0.00	110 0.00		
Turkey Ham			.,			0						
Processor Brand	470	3.87	240	3.45	670	3.63	2.99 - 4.99	280 4.04				
Private Brand			40	3.98								
Turkey Pastrami												
Processor Brand	260	4.82	260	3.93	320	4.41	3.98 - 4.99	170 4.95				
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,310	7.49	1,890	7.44	2,750	7.23	5.98 - 8.99	2,640 7.61	5.99 - 6.99	190 6.68		
Private Brand	510	7.97	2,360	6.86	2,690	6.94	7.49 - 8.49	320 8.11	7.49	70 7.49		
Category 2												
Processor Brand	420	4.99	310	5.46	570	5.35		20 5.99				
Private Brand	220	5.92	1,370	5.05	110	5.99)					
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz	0.500	0.47	0.000	0.04	7 700	0.44		4.000	4.07	4 000		
Processor Brand	8,500	3.17	8,200	3.01	7,730	3.14		1,330 3.28	1.97 - 3.99	1,820 3.11		
Private Brand Turkey 16 oz	610	2.81	640	3.17	1,360	3.20	2.50 - 2.99	140 2.78				
Processor Brand	550	5.09	1,370	4.90	1,740	5.21	4.99	10 4.99				
Private Brand	550	5.09	1,370	4.90	1,740	0.21	4.33	10 4.99				
Chicken 7-10 oz							1					
Processor Brand	7,980	3.20	7,610	3.00	6.770	3.16	2.49 - 3.99	1,280 3.28	1.99 - 3.99	1.740 3.14		
Private Brand	550	2.85	660	3.16	-, -	3.20		80 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)





USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

(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.	SOUTHWEST U.S.	NORTHWEST U.S.		
	(IA,IL,IN,KY,MI,MI	N,ND,NE,OH,SD,WI)	(AR,AZ,CO,KS,L/	A,MO,NM,OK,TX,UT)	(CA,HI,NV)	(AK,ID,MT,OR,WA,WY)		
Feature Rate 1/								
		sampled outlets	· ·) sampled outlets	56.6% of 2,900 sampled outlets	45.7% of 1,200 sampled outlets		
Activity Index 2/	Price Range	ndex = 7,920 Summary	Price Range	ndex = 6,540 Summary	Activity Index = 4,140 Price Range Summary	Activity Index = 1,400 Price Range Summary		
	(\$/pound)	Stores Wtd Avg	(\$/pound)	Stores Wtd Avg	(\$/pound) Stores Wtd Avg	(\$/pound) Stores Wtd Avg		
SERVICE DELI - Turkey	, ,		,		,			
Category 1								
Processor Brand	5.99 - 9.99	670 7.97	6.99 - 9.99	1,060 8.05	6.99 - 9.99 980 8.59	6.98 - 12.99 460 7.90		
Private Brand	6.99 - 9.99	290 7.30	6.97 - 8.49	580 7.03				
Category 2								
Processor Brand	4.94 - 6.99	1,050 5.77	4.99 - 5.99	380 5.81	4.99 - 5.99 240 5.44	4.99 - 5.99 60 5.34		
Private Brand	5.97 - 5.99	260 5.98	4.99 - 5.99	170 5.96				
Category 3	2.00 2.00	240 2.52	2.00 2.40	150 2.12	2.00	4.47 20 4.47		
Processor Brand Private Brand	2.99 - 3.99 3.98 - 3.99	240 3.52 20 3.99	2.99 - 3.49	150 3.13	3.99 80 3.99	4.47 20 4.47		
Turkey Ham	3.90 - 3.99	20 3.99						
Processor Brand	2.99 - 5.98	30 4.13	2.99 - 3.99	60 3.85	2.89 - 3.99 100 3.35			
Private Brand	2.00 0.00	4.10	2.00 0.00	0.00	2.00 0.00			
Turkey Pastrami								
Processor Brand	3.98 - 7.49	30 5.20	3.99 - 5.48	60 4.26				
Private Brand	0.00	0.20	0.00					
SERVICE DELI - Chicken								
Category 1								
Processor Brand	5.98 - 9.99	390 7.15	6.99	80 6.99	7.99 10 7.99			
Private Brand	6.99 - 7.99	60 7.78	7.99	60 7.99				
Category 2								
Processor Brand	3.99 - 4.99	70 4.73			4.99 330 4.99			
Private Brand	3.99 - 5.97	180 5.91	5.97	40 5.97				
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	1.99 - 3.99	2,110 2.90	1.99 - 2.50	1,850 3.11	1.99 - 3.99 960 3.53	2.79 - 3.99 430 3.86		
Private Brand	2.98 - 3.00	120 3.00	2.49 - 2.77	180 2.55	2.99 170 2.99			
Turkey 16 oz								
Processor Brand	3.98 - 5.49	220 4.56	4.00 - 5.00	140 4.77	5.99 180 5.99			
Private Brand Chicken 7-10 oz								
Processor Brand	1.99 - 3.99	2.060 2.00	2.00 2.79	1.550 2.19	3.00 - 3.99 920 3.59	2.79 - 3.99 430 3.86		
Processor Brand Private Brand	1.99 - 3.99 2.98 - 3.00	2,060 2.90 120 3.00	2.00 - 2.78 2.49 - 2.77	1,550 3.18 180 2.55	3.00 - 3.99 920 3.59 2.99 170 2.99	2.79 - 3.99 430 3.86		
Filvale Dialiu	2.30 - 3.00	120 3.00	2.43 - 2.11	100 2.33	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)