



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/13 thru 12/19.

Fri. Dec 13, 2013

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

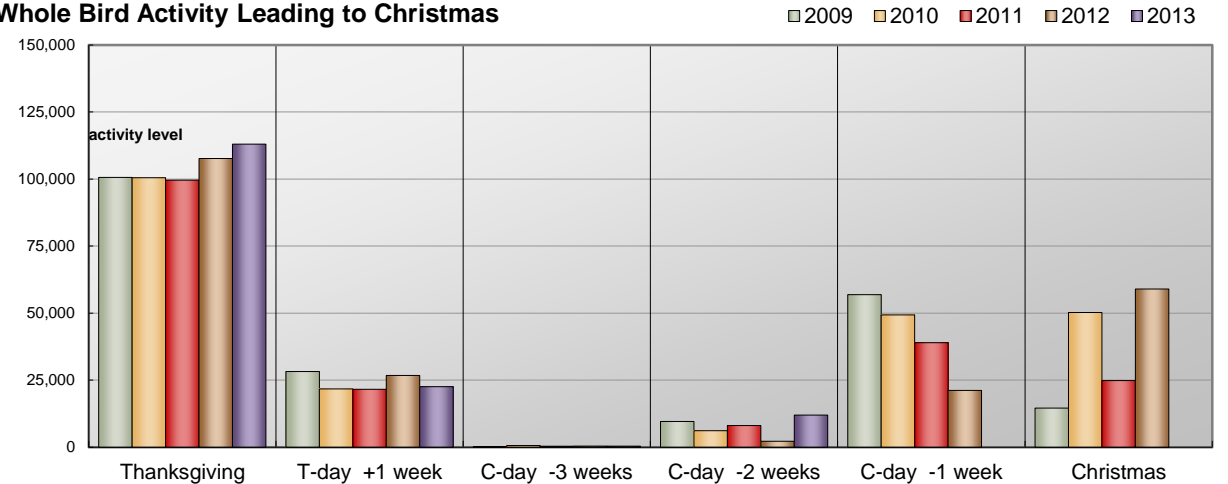
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	52.6% of 23,200 outlets		45.7% of 23,200 outlets		39.0% of 22,500 outlets	
Special Rate ^{4/}	0.8%		1.9%		1.6%	
Activity Index ^{2/}	32,750		18,880		15,830	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	1,840	1.56	10	1.69	20	1.49
" - Toms	1,840	1.56	10	1.69	20	1.49
Frozen - Hens	4,150	1.06	200	1.08	1,080	1.14
" - Toms	4,170	1.05	200	1.08	1,120	1.18
PARTS:						
Breast:						
Bone-in, whole						
Fresh	390	3.04	10	2.69	180	2.92
Frozen	5,750	1.71	750	1.61	690	2.12
Split, bone-in						
Fresh	180	1.19	20	2.34		
Rotisserie	780	7.58	370	7.89	100	7.24
Boneless, whole	180	5.89	40	5.48		
Cutlets	980	4.81	1,350	4.48	330	5.40
Cutlets, thin sliced					100	4.99
Strips						
Tenders	370	4.24	410	3.99	50	4.52
Marinated Tenders	130	4.63	510	4.34	570	3.93
Drumsticks	70	1.85	260	1.81	30	1.60
Thighs	10	2.99				
Wings	20	2.24	300	1.82	80	1.64
Necks	10	1.49	20	1.37	10	1.25
Smoked Drumsticks	30	1.91	80	2.42	200	1.98
Smoked Wings	40	1.80	90	2.11	200	1.78
Smoked Necks	20	1.99	70	1.92	190	1.79
GROUND TURKEY:	10,830	3.53	12,900	3.23	10,410	3.32
Patties	520	3.73	750	3.44	840	3.58
Sausage	2,840	3.14	790	3.48	2,150	3.24
85% lean	970	2.61	5,260	2.84	1,340	2.67
93% lean	5,200	3.58	5,830	3.46	4,870	3.21
Breast	1,300	4.86	270	4.84	1,210	4.70
Rolls (frsh/frz 1 lb.)	430	1.94	280	2.18	90	2.00
Specialty ^{5/}						
Patties			70	4.31	130	3.00
93-94% lean	530	3.71	860	3.72	160	3.35
Breast			70	5.96	70	6.03

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

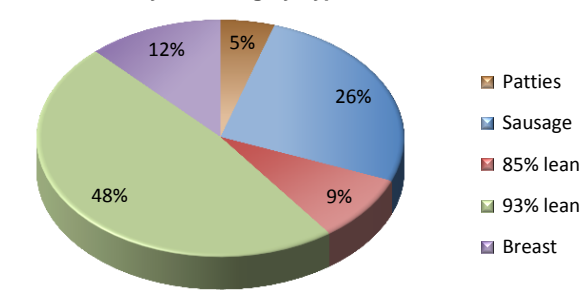
This Week's Turkey Feature Highlights

Retailers are gearing up for the next holiday period and turkey is back on the menu. Offers increase on fresh and frozen whole turkeys; prices are lower. Fresh bone-in breasts are more actively featured, but the big story is the large volume of frozen bone-in breasts being offere; prices are higher. Featuring increases on rotisserie breasts and prices are lower, making a tempting option for a quick and easy meal. Fewer stores promote boneless white parts; prices trend high. Shoppers will find limited offerings on dark parts this week, maybe next week will bring more feature activity on dark parts. Ground turkey promotions decline from last week, but are still actively promoted. Retailers reduce offerings of 85% lean and give more ad space to sausage and ground breast. Deli featuring slows due to a sharp decrease in offerings on self-service deli items. Service deli offerings increase and are most active on thick slicing meats; prices are mixed. Self-service deli is almost equally divided between processor brands and private brands; prices are mostly lower.

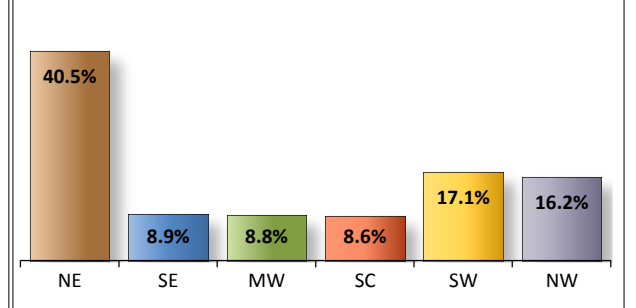
Whole Bird Activity Leading to Christmas



Ground Turkey Featuring by Type



Relative Feature Activity by Region



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



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Feature Rate ^{1/}	75.7% of 4,600 sampled outlets			43.7% of 6,100 sampled outlets			46.1% of 4,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 15,780			Activity Index = 4,720			Activity Index = 3,120		
	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	1.29 - 1.99	1,570	1.56	1.29 - 1.59	200	1.46	1.69	70	1.69
" - Toms	1.29 - 1.99	1,570	1.56	1.29 - 1.59	200	1.46	1.69	70	1.69
Frozen - Hens	0.68 - 1.69	1,900	1.11	0.99 - 1.69	580	1.10	0.88 - 1.69	330	1.27
" - Toms	0.68 - 1.69	1,900	1.11	0.99 - 1.69	580	1.10	0.79 - 1.69	350	1.26
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99 - 3.99	310	3.17				1.99	10	1.99
Frozen	1.49 - 1.99	1,540	1.82	0.99 - 1.99	2,010	1.58	1.29 - 1.99	1,080	1.66
Split, bone-in									
Fresh				1.19	180	1.19			
Rotisserie	5.99 - 8.99	610	7.76	1.49 - 7.99	80	6.84			
Boneless, whole									
Cutlets	4.99 - 5.99	180	5.89						
Cutlets, thin sliced	3.99 - 6.35	890	4.88	3.00 - 4.99	90	4.12			
Strips									
Tenders	3.99 - 4.79	310	4.40	3.00	40	3.00			
Marinated Tenders	4.79	90	4.79	4.26	40	4.26			
Drumsticks	1.59 - 2.99	60	1.91				1.49	10	1.49
Thighs	2.99	10	2.99						
Wings	2.99	10	2.99				1.49	10	1.49
Necks							1.49	10	1.49
Smoked Drumsticks	1.68 - 1.99	20	1.92				1.89	10	1.89
Smoked Wings	1.68 - 1.99	20	1.92				1.49 - 1.89	20	1.69
Smoked Necks	1.99	20	1.99						
GROUND TURKEY:									
Patties	3.49	10	3.49				3.49 - 3.99	210	3.56
Sausage	2.80 - 4.09	2,300	3.21	2.80 - 3.59	200	3.11	3.19 - 3.79	60	3.28
85% lean	2.49 - 3.07	340	2.77	2.50 - 3.00	160	2.65	2.80 - 2.99	30	2.87
93% lean	2.68 - 3.99	900	3.31	2.99 - 3.99	340	3.17	2.49 - 4.00	400	3.21
Breast (99-100% lean)	4.16 - 6.15	850	5.11	4.16	20	4.16	4.48 - 4.99	200	4.80
Rolls (frsh/frz 1 lb.)							1.88 - 1.99	230	1.91
Specialty ^{5/}									
Patties									
93-94% lean	2.99 - 6.99	370	3.73				3.33	20	3.33
Breast									



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	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	38.5% of 4,200 sampled outlets			57.4% of 2,900 sampled outlets			68.5% of 1,200 sampled outlets		
Special Rate ^{4/}	1.9% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			9.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 3,030			Activity Index = 4,380			Activity Index = 1,720		
	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									
" - Toms									
Frozen - Hens	0.99 - 1.49	820	0.92	0.68 - 1.89	520	0.87			
" - Toms	0.99 - 1.49	820	0.92	0.49 - 1.89	520	0.86			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.59	70	2.59			
Frozen	0.99 - 1.79	420	1.68	1.49 - 1.89	40	1.73	1.69 - 1.99	660	1.91
Split, bone-in									
Fresh									
Rotisserie	6.99	90	6.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	4.29	20	4.29						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.49	40	3.49	3.49 - 3.99	230	3.92	3.99	30	3.99
Sausage				2.45	250	2.45	3.27	30	3.27
85% lean				2.39 - 2.79	440	2.45			
93% lean	2.78 - 3.19	580	3.59	2.95 - 4.00	2,000	3.74	2.39 - 4.00	980	3.76
Breast (99-100% lean)	4.39	30	4.39	4.00	180	4.00	4.39	20	4.39
Rolls (frsh/frz 1 lb.)	1.88 - 1.99	70	1.92	1.99	130	1.99			
Specialty ^{5/}									
Patties									
93-94% lean	3.69	140	3.69						
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Dec 13, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/13 thru 12/19.

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

	NATIONAL SUMMARY						NORTHEAST U.S.			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)		
Feature Rate ^{1/}	75.5% of 23,200 stores		67.1% of 23,200 stores		71.8% of 22,500 stores		86.6% of 4,600 sampled outlets			82.2% of 6,100 sampled outlets		
Activity Index ^{2/}	42,430		46,370		46,120		Activity Index = 13,540			Activity Index = 9,420		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,070	8.36	3,360	8.07	5,600	7.88	5.98 - 9.99	2,970	8.42	6.99 - 8.99	1,730	8.78
Private Brand	2,440	7.42	2,130	7.81	2,340	7.73	6.99 - 9.99	1,760	7.40	7.49 - 7.99	160	7.53
Category 2												
Processor Brand	4,260	5.84	4,090	6.00	4,730	5.83	4.99 - 6.99	1,600	5.82	4.79 - 5.99	580	5.55
Private Brand	2,820	7.26	3,190	5.94	1,760	6.76	4.99	30	4.99	5.99 - 6.99	520	6.83
Category 3												
Processor Brand	2,090	4.09	1,020	4.15	650	3.88	2.99 - 4.98	1,010	4.05	3.99 - 4.99	80	4.42
Private Brand	1,300	4.96	60	4.34	1,410	5.77	3.99 - 4.99	130	4.86	4.99	1,150	4.99
Turkey Ham												
Processor Brand	260	4.00	450	3.34	430	3.53	3.99 - 4.99	120	4.61	4.99	20	4.99
Private Brand			40	3.98								
Turkey Pastrami												
Processor Brand	360	6.27	70	4.17	430	4.13	4.49 - 7.99	330	6.42	4.99	20	4.99
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,690	6.99	3,110	7.59	3,120	7.47	4.99 - 9.99	810	7.14	5.99 - 7.59	130	6.66
Private Brand	1,430	7.20	1,750	6.61	1,840	7.33	6.99 - 7.99	640	7.28	6.99	510	6.99
Category 2												
Processor Brand	40	4.99	70	5.35	460	5.54	4.99	20	4.99	4.99		
Private Brand	1,720	5.25	130	5.99	50	5.98	4.99	110	4.99	4.99	1,150	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,160	3.02	10,090	3.09	10,520	3.10	2.49 - 4.00	1,540	3.19	1.79 - 3.99	840	3.08
Private Brand	4,040	2.67	2,090	2.76	900	2.70	2.50 - 3.49	580	2.96	1.99 - 2.99	700	2.45
Turkey 16 oz												
Processor Brand	860	5.24	2,890	5.03	1,120	4.67	5.99	10	5.99	4.99 - 5.99	290	5.68
Private Brand	60	3.77										
Chicken 7-10 oz												
Processor Brand	3,790	2.99	9,740	3.10	9,860	3.08	2.49 - 4.00	1,300	3.11	1.79 - 3.99	840	3.08
Private Brand	4,040	2.67	2,090	2.76	900	2.70	2.50 - 3.49	580	2.96	1.99 - 2.99	700	2.45

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)



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Feature Rate ^{1/}	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
	71.4% of 4,200 sampled outlets			66.2% of 4,200 sampled outlets			59.7% of 2,900 sampled outlets			84.1% of 1,200 sampled outlets		
	Activity Index = 7,540			Activity Index = 7,060			Activity Index = 3,020			Activity Index = 1,850		
Activity Index ^{2/}	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												
Category 1												
Processor Brand	5.99 - 9.99	640	7.42	6.99 - 10.99	910	7.95	6.99 - 9.99	400	8.86	6.99 - 12.99	420	7.97
Private Brand	7.99 - 10.99	110	8.65	6.99 - 8.49	410	7.14						
Category 2												
Processor Brand	4.79 - 6.99	1,020	6.15	4.99 - 6.99	850	5.69	4.99	40	4.99	5.98 - 6.49	170	6.18
Private Brand	4.99 - 7.99	550	6.38	6.99 - 7.99	840	7.40	7.99	550	7.99	7.99	330	7.99
Category 3												
Processor Brand	2.98 - 4.99	220	4.42	3.49 - 4.99	230	4.04	3.49 - 3.99	510	3.95	4.99	40	4.99
Private Brand	2.99 - 4.99	20	3.90									
Turkey Ham												
Processor Brand	3.98	10	3.98	2.89	10	2.89	2.79 - 3.39	100	3.19			
Private Brand												
Turkey Pastrami												
Processor Brand	3.98	10	3.98									
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.95 - 8.99	420	6.72	5.99 - 6.99	310	7.00	8.99	10	8.99	7.49	10	7.49
Private Brand	6.99 - 7.99	30	7.52	6.99 - 7.99	250	7.38						
Category 2												
Processor Brand	4.99	20	4.99									
Private Brand	4.99 - 5.99	220	5.94	5.99	240	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 3.69	830	2.75	2.00 - 3.33	840	2.95				2.50 - 3.50	110	2.82
Private Brand	1.99 - 3.50	1,130	2.65	2.50	610	2.50	2.50 - 3.00	690	2.80	2.50 - 3.59	330	2.76
Turkey 16 oz												
Processor Brand	3.99 - 5.99	410	5.07	3.99 - 5.99	120	4.84	4.59	30	4.59			
Private Brand	3.77	60	3.77									
Chicken 7-10 oz												
Processor Brand	1.98 - 3.69	710	2.71	2.00 - 3.33	830	2.96				2.50 - 3.50	110	2.82
Private Brand	1.99 - 3.79	1,130	2.65	2.50	610	2.50	2.50 - 3.00	690	2.80	2.50 - 3.59	330	2.76

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)