



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

Fri. Nov 16, 2012

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

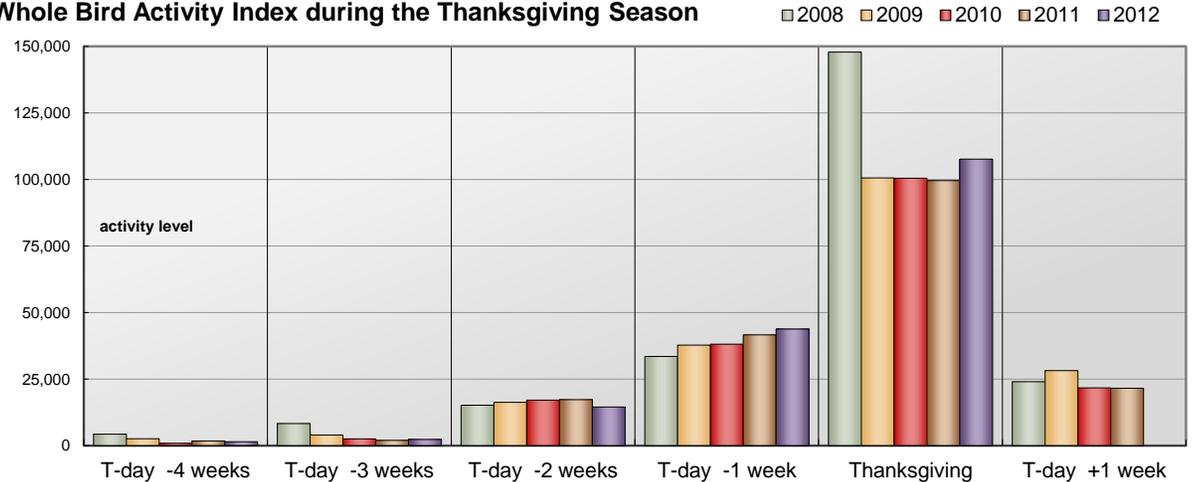
| NATIONAL SUMMARY | | | | | | |
|-------------------------------------|--------------------------------|----------------|--------------------------------|----------------|--------------------------------|----------------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 87.0% of 22,500 outlets | | 75.0% of 22,500 outlets | | 93.2% of 19,500 outlets | |
| Special Rate ^{4/} | 4.3% | | 3.9% | | 6.4% | |
| Activity Index ^{2/} | 135,100 | | 63,280 | | 124,280 | |
| 3/ | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | 17,380 | 1.60 | 1,360 | 1.42 | 17,930 | 1.56 |
| " - Toms | 17,310 | 1.60 | 1,350 | 1.42 | 17,850 | 1.55 |
| Frozen - Hens | 36,510 | 0.95 | 20,280 | 0.90 | 31,690 | 0.89 |
| " - Toms | 36,470 | 0.95 | 20,860 | 0.89 | 32,130 | 0.88 |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | 4,210 | 2.46 | 390 | 2.94 | 3,110 | 2.70 |
| Frozen | 14,710 | 1.80 | 5,180 | 1.94 | 11,400 | 1.85 |
| Split, bone-in | | | | | | |
| Fresh | 30 | 2.73 | 10 | 2.49 | 20 | 1.99 |
| Rotisserie | 1,320 | 8.33 | 660 | 8.53 | 2,620 | 8.69 |
| Boneless, whole | | | | | | |
| Cutlets | 320 | 4.99 | 350 | 4.36 | 430 | 4.82 |
| Cutlets, thin sliced | | | 50 | 4.99 | | |
| Strips | | | | | | |
| Tenders | 170 | 4.09 | 810 | 4.37 | 10 | 4.79 |
| Marinated Tenders | 90 | 4.79 | 410 | 4.25 | | |
| Drumsticks | 330 | 1.89 | 520 | 1.89 | 1,300 | 2.16 |
| Thighs | 10 | 2.19 | | | 20 | 1.79 |
| Wings | 360 | 1.87 | 490 | 1.89 | 1,310 | 2.15 |
| Necks | 20 | 1.57 | | | 570 | 1.74 |
| Smoked Drumsticks | 170 | 1.98 | 170 | 2.10 | 340 | 2.38 |
| Smoked Wings | 200 | 1.89 | 240 | 1.96 | 340 | 2.38 |
| Smoked Necks | 160 | 1.93 | 230 | 1.90 | 330 | 2.14 |
| GROUND TURKEY: | 5,060 | 3.28 | 9,240 | 3.27 | 2,170 | 3.75 |
| Patties | 630 | 3.46 | 780 | 3.73 | | |
| Sausage | 740 | 3.44 | 1,300 | 3.26 | 80 | 3.52 |
| 85% lean | 860 | 2.71 | 1,300 | 2.43 | 310 | 2.74 |
| 93% lean | 2,210 | 3.17 | 4,500 | 3.04 | 1,050 | 3.39 |
| Breast | 620 | 4.82 | 1,360 | 4.72 | 730 | 4.74 |
| Rolls (frsh/frz 1 lb.) | 80 | 2.33 | 230 | 2.28 | 200 | 1.25 |
| Specialty ^{5/} | | | | | | |
| Patties | | | | | | |
| 93-94% lean | 160 | 4.25 | 350 | 3.99 | 510 | 3.72 |
| Breast | | | 30 | 6.32 | | |

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

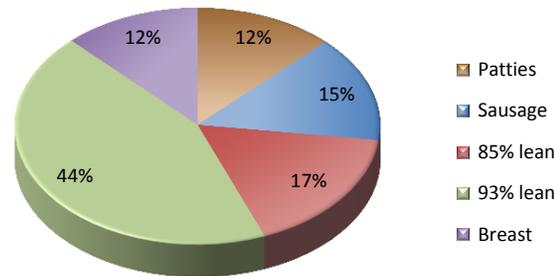
This Week's Turkey Feature Highlights

It is turkey time and Thanksgiving promotions dominate the circulars this week. Promotions include matching competitors' advertised prices on whole turkey, offers of a dollar amount off, and purchase based promotions. Offerings on frozen hens and toms exceeds last year's volume, fresh offerings are less active; prices trend higher on frozen and fresh whole turkeys and are reflective of higher wholesale prices. Many retailers feature fresh and frozen free range, antibiotic free, organic and other specialty turkeys. Offerings are more active on fresh and frozen bone-in breasts compared to a year ago; prices are lower on both. Rotisserie breasts are actively promoted and prices are lower; a rotisserie breast makes for a quick and easy dinner during this hectic holiday week. Retailers give limited space in the circulars to promote boneless white parts. Most of the dark parts are featured at lower prices. Shoppers will find fewer ads for ground turkey; 93% lean commands the majority of ad space and prices are higher on most grinds. Deli promotional activity declines.

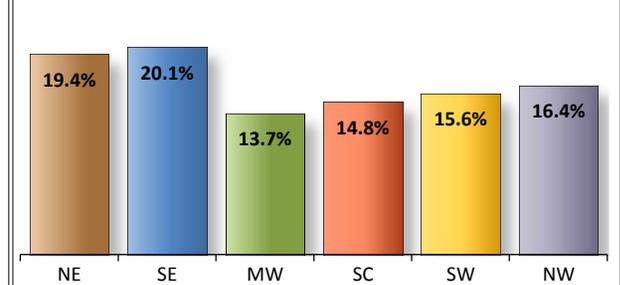
Whole Bird Activity Index during the Thanksgiving Season



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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Fri. Nov 16, 2012

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

| | 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/} | 90.9% of 4,400 sampled outlets | | | 90.4% of 6,000 sampled outlets | | | 82.1% of 4,000 sampled outlets | | |
| Special Rate ^{4/} | 4.3% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | | 6.6% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 30,010 | | | Activity Index = 42,340 | | | Activity Index = 19,210 | | |
| | 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 | 0.89 - 1.99 | 3,520 | 1.48 | 0.99 - 1.99 | 5,470 | 1.68 | 1.19 - 2.49 | 2,040 | 1.70 |
| " - Toms | 0.89 - 1.99 | 3,550 | 1.48 | 0.99 - 1.99 | 5,470 | 1.68 | 1.19 - 2.49 | 1,980 | 1.70 |
| Frozen - Hens | 0.39 - 1.89 | 6,980 | 0.96 | 0.37 - 1.59 | 12,060 | 0.92 | 0.47 - 1.79 | 5,780 | 1.07 |
| " - Toms | 0.39 - 1.89 | 6,980 | 0.96 | 0.37 - 1.59 | 12,050 | 0.92 | 0.47 - 1.69 | 5,820 | 1.07 |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | 1.79 - 3.49 | 1,130 | 2.75 | 1.79 - 2.99 | 1,650 | 2.00 | 1.79 - 2.99 | 210 | 2.63 |
| Frozen | 0.99 - 2.99 | 2,720 | 2.00 | 0.99 - 2.99 | 4,930 | 1.76 | 0.99 - 2.99 | 2,570 | 1.70 |
| Split, bone-in | | | | | | | | | |
| Fresh | 2.79 - 2.99 | 20 | 2.86 | | | | 2.49 | 10 | 2.49 |
| Rotisserie | 6.99 - 10.99 | 700 | 8.44 | 6.99 - 7.99 | 390 | 7.94 | 6.99 | 30 | 6.99 |
| Boneless, whole | | | | | | | | | |
| Cutlets | 4.99 | 320 | 4.99 | | | | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | 3.99 - 4.39 | 130 | 4.12 | 3.99 | 40 | 3.99 | | | |
| Marinated Tenders | 4.79 | 90 | 4.79 | | | | | | |
| Drumsticks | 1.59 - 2.19 | 270 | 1.98 | | | | 1.28 - 1.99 | 20 | 1.57 |
| Thighs | 2.19 | 10 | 2.19 | | | | | | |
| Wings | 1.59 - 1.99 | 270 | 1.97 | 1.67 | 30 | 1.67 | 1.28 - 1.99 | 20 | 1.57 |
| Necks | | | | | | | 1.28 - 1.99 | 20 | 1.57 |
| Smoked Drumsticks | 1.99 | 160 | 1.99 | | | | 1.89 | 10 | 1.89 |
| Smoked Wings | 1.68 - 1.99 | 160 | 1.92 | 1.75 - 1.79 | 30 | 1.76 | 1.89 | 10 | 1.89 |
| Smoked Necks | 1.79 - 1.99 | 160 | 1.93 | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 2.99 - 3.99 | 470 | 3.32 | 3.50 | 40 | 3.50 | 3.99 | 110 | 3.99 |
| Sausage | 3.19 - 3.99 | 570 | 3.50 | 3.19 | 40 | 3.19 | 3.27 | 110 | 3.27 |
| 85% lean | 2.16 - 3.33 | 690 | 2.76 | 2.80 - 2.83 | 60 | 2.81 | 1.99 - 2.91 | 80 | 2.22 |
| 93% lean | 2.66 - 3.99 | 900 | 3.25 | 2.49 - 3.00 | 80 | 2.91 | 2.99 - 3.19 | 310 | 3.13 |
| Breast (99-100% lean) | 4.99 - 5.38 | 40 | 5.23 | | | | | | |
| Rolls (frsh/frz 1 lb.) | 2.99 | 10 | 2.99 | | | | 1.79 - 3.00 | 50 | 2.34 |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | 4.39 - 4.99 | 130 | 4.43 | | | | 3.33 - 3.69 | 30 | 3.45 |
| Breast | | | | | | | | | |



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

| | 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/} | 80.7% of 4,000 sampled outlets | | | 89.1% of 2,900 sampled outlets | | | 88.9% of 1,200 sampled outlets | | |
| Special Rate ^{4/} | 1.0% of stores w/ no-price promotions | | | 15.0% of stores w/ no-price promotions | | | 2.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 20,770 | | | Activity Index = 15,870 | | | Activity Index = 6,900 | | |
| | 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 | 1.19 - 1.48 | 2,670 | 1.64 | 0.69 - 1.99 | 2,820 | 1.42 | 1.29 - 2.49 | 860 | 1.82 |
| " - Toms | 1.19 - 1.48 | 2,630 | 1.64 | 0.69 - 1.99 | 2,820 | 1.42 | 1.29 - 2.49 | 860 | 1.82 |
| Frozen - Hens | 0.35 - 0.49 | 5,950 | 1.00 | 0.23 - 1.59 | 3,940 | 0.77 | 0.49 - 1.79 | 1,800 | 1.02 |
| " - Toms | 0.35 - 0.49 | 5,620 | 1.02 | 0.38 - 1.59 | 4,190 | 0.76 | 0.49 - 1.79 | 1,810 | 1.01 |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | 2.39 - 2.99 | 660 | 2.80 | 2.39 - 2.99 | 480 | 2.75 | 2.49 - 2.99 | 80 | 2.83 |
| Frozen | 0.99 - 1.57 | 2,670 | 1.72 | 0.99 - 1.99 | 760 | 1.49 | 0.99 - 3.29 | 1,060 | 2.13 |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | | | |
| Rotisserie | 6.99 - 10.99 | 140 | 8.99 | 8.99 | 10 | 8.99 | 7.99 - 8.99 | 50 | 8.70 |
| Boneless, whole | | | | | | | | | |
| Cutlets | | | | | | | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | | | | | | | | | |
| Marinated Tenders | | | | | | | | | |
| Drumsticks | | | | 1.49 | 40 | 1.49 | | | |
| Thighs | | | | | | | | | |
| Wings | | | | 1.49 | 40 | 1.49 | | | |
| Necks | | | | | | | | | |
| Smoked Drumsticks | | | | | | | | | |
| Smoked Wings | | | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | | | | 3.99 | 10 | 3.99 | | | |
| Sausage | | | | | | | 3.27 | 20 | 3.27 |
| 85% lean | | | | | | | 2.63 | 30 | 2.63 |
| 93% lean | 3.19 | 410 | 3.19 | 2.80 - 3.59 | 490 | 3.08 | 3.19 | 20 | 3.19 |
| Breast (99-100% lean) | | | | 4.79 | 270 | 4.79 | 4.79 | 310 | 4.79 |
| Rolls (frsh/frz 1 lb.) | 1.99 | 20 | 1.99 | | | | | | |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | | | | | | | | | |
| Breast | | | | | | | | | |



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Nov 16, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

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

| | NATIONAL SUMMARY | | | | | | 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) | | |
|--|------------------------|---------|------------------------|---------|------------------------|---------|---|----------------|-----------------|---|----------------|-----------------|
| | This Week | | Last Week | | Last Year | | 73.5% of 4,400 sampled outlets Activity Index = 12,630 | | | 71.0% of 6,000 sampled outlets Activity Index = 11,590 | | |
| Feature Rate ^{1/} | 55.6% of 22,500 stores | | 70.9% of 22,500 stores | | 74.9% of 19,500 stores | | | | | | | |
| Activity Index ^{2/} | 35,360 | | 48,360 | | 33,760 | | | | | | | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Price Range (\$/pound) | Summary Stores | Summary Wtd Avg | Price Range (\$/pound) | Summary Stores | Summary Wtd Avg |
| SERVICE DELI - Turkey | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 4,600 | 7.92 | 3,180 | 7.91 | 5,100 | 7.69 | 6.49 - 9.99 | 1,700 | 7.94 | 6.49 - 9.49 | 1,770 | 8.07 |
| Private Brand | 2,940 | 7.63 | 3,260 | 7.18 | 2,080 | 7.96 | 5.97 - 9.99 | 2,260 | 7.79 | 6.99 | 460 | 6.99 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4,000 | 6.08 | 5,110 | 5.79 | 4,580 | 6.17 | 4.49 - 5.99 | 740 | 5.94 | 4.99 - 6.99 | 1,340 | 6.26 |
| Private Brand | 2,300 | 5.85 | 4,810 | 6.82 | 2,380 | 6.12 | 4.99 | 100 | 4.99 | 5.98 - 5.99 | 650 | 5.98 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 590 | 3.78 | 850 | 4.04 | 1,070 | 4.45 | 3.49 - 4.99 | 250 | 3.62 | 3.99 | 110 | 3.99 |
| Private Brand | 70 | 4.70 | 40 | 4.48 | 230 | 4.72 | 4.98 | 40 | 4.98 | 4.99 | 10 | 4.99 |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 350 | 4.12 | 130 | 3.61 | 260 | 3.64 | 3.99 - 4.49 | 260 | 4.34 | 3.49 | 20 | 3.49 |
| Private Brand | | | | | | | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 430 | 3.60 | 180 | 4.27 | 50 | 4.69 | 3.49 - 3.99 | 220 | 3.57 | | | |
| Private Brand | | | | | 30 | 4.44 | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 3,330 | 7.77 | 3,050 | 7.87 | 2,170 | 7.24 | 5.99 - 9.79 | 2,180 | 8.00 | 6.99 - 9.79 | 100 | 8.77 |
| Private Brand | 1,060 | 7.28 | 1,460 | 7.40 | 2,560 | 7.45 | 6.99 - 7.99 | 960 | 7.23 | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 20 | 4.97 | 250 | 5.71 | 1,260 | 6.44 | | | | | | |
| Private Brand | 1,720 | 5.11 | 410 | 6.45 | 200 | 5.49 | 4.99 | 120 | 4.99 | 4.99 | 1,180 | 4.99 |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 4,960 | 3.26 | 8,120 | 3.02 | 4,200 | 3.22 | 2.50 - 3.99 | 1,150 | 3.42 | 2.50 - 3.79 | 2,200 | 3.36 |
| Private Brand | 1,210 | 2.88 | 4,250 | 2.92 | 920 | 3.21 | 2.48 - 3.50 | 690 | 2.83 | 2.69 - 2.99 | 80 | 2.76 |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 1,930 | 4.96 | 1,030 | 5.31 | 1,670 | 4.97 | 4.69 - 4.99 | 180 | 4.91 | 3.49 - 4.99 | 1,390 | 4.97 |
| Private Brand | 40 | 4.49 | 160 | 3.99 | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 4,740 | 3.28 | 7,880 | 3.03 | 4,080 | 3.23 | 2.50 - 3.99 | 1,090 | 3.44 | 2.50 - 3.79 | 2,200 | 3.36 |
| Private Brand | 1,070 | 2.86 | 4,190 | 2.93 | 920 | 3.21 | 2.48 - 3.50 | 690 | 2.83 | 2.69 - 2.99 | 80 | 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)



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Nov 16, 2012

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

| 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) | | |
|--|--|---------------------------|------|---|---------------------------|------|--------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
| | 48.1% of 4,000 sampled outlets | | | 41.0% of 4,000 sampled outlets | | | 42.1% of 2,900 sampled outlets | | | 22.4% of 1,200 sampled outlets | | |
| | Activity Index = 5,710 | | | Activity Index = 3,340 | | | Activity Index = 1,390 | | | Activity Index = 700 | | |
| 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 | 600 | 7.76 | 5.99 - 7.99 | 310 | 7.70 | 6.99 - 7.99 | 190 | 7.13 | 6.98 - 11.99 | 30 | 8.24 |
| Private Brand | 6.99 - 8.99 | 180 | 7.24 | 6.99 - 7.99 | 40 | 7.60 | | | | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4.95 - 6.99 | 820 | 5.98 | 4.99 - 6.49 | 870 | 6.06 | | | | 5.98 - 5.99 | 230 | 5.99 |
| Private Brand | 4.99 - 6.99 | 1,130 | 5.79 | 4.99 - 6.99 | 360 | 5.83 | 6.99 | 40 | 6.99 | 6.99 | 20 | 6.99 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 2.99 - 4.88 | 190 | 3.87 | 3.49 - 3.89 | 40 | 3.69 | | | | | | |
| Private Brand | 3.98 | 20 | 3.98 | | | | | | | | | |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 5.49 | 20 | 5.49 | 2.69 | 10 | 2.69 | 1.99 - 2.99 | 40 | 2.67 | | | |
| Private Brand | | | | | | | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 3.49 - 5.49 | 210 | 3.64 | | | | | | | | | |
| Private Brand | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 5.98 - 9.99 | 220 | 7.00 | 5.99 - 8.99 | 180 | 7.62 | 5.99 - 8.99 | 650 | 7.15 | | | |
| Private Brand | 7.99 - 9.99 | 30 | 8.68 | 6.99 - 7.99 | 70 | 7.31 | | | | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4.95 - 4.98 | 20 | 4.97 | | | | | | | | | |
| Private Brand | 4.99 - 5.99 | 350 | 5.48 | 4.99 - 5.98 | 70 | 5.39 | | | | | | |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.39 - 3.99 | 640 | 2.93 | 2.50 - 3.50 | 510 | 2.81 | 1.99 - 3.00 | 250 | 2.85 | 3.00 - 3.99 | 210 | 3.96 |
| Private Brand | 2.50 - 3.50 | 300 | 2.97 | 2.99 | 140 | 2.99 | | | | | | |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 4.89 - 4.99 | 20 | 4.93 | 4.88 - 4.99 | 340 | 4.93 | | | | | | |
| Private Brand | 4.49 | 40 | 4.49 | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.39 - 3.99 | 620 | 2.93 | 1.49 - 2.50 | 400 | 2.73 | 3.00 | 220 | 3.00 | 3.00 - 3.99 | 210 | 3.96 |
| Private Brand | 2.50 - 3.50 | 300 | 2.97 | | | | | | | | | |

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)