



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

Fri. Jan 11, 2013

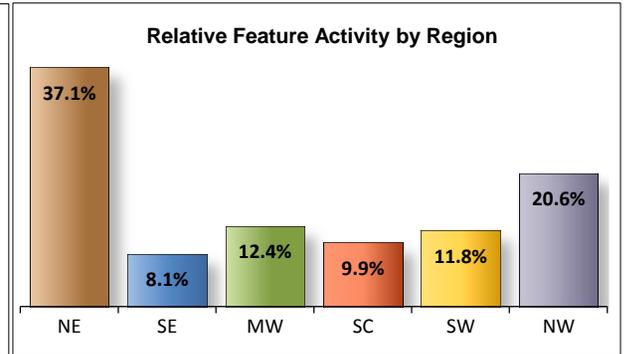
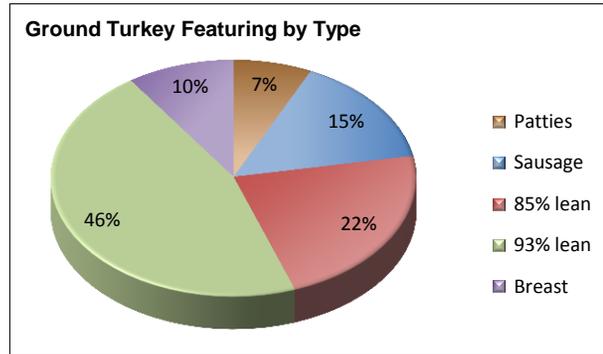
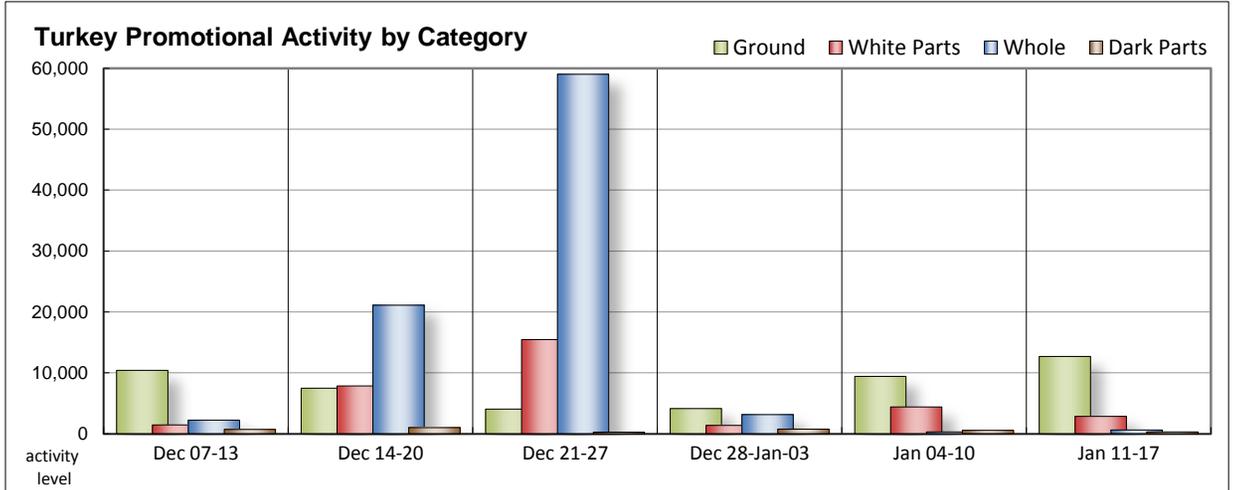
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	49.6% of 23,200 outlets		50.9% of 22,500 outlets		43.3% of 22,500 outlets	
Special Rate ^{4/}	0.9%		2.1%		7.4%	
Activity Index ^{2/}	18,330		19,070		12,610	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	310	1.02	150	1.18		
" - Toms	310	1.03	150	1.18	820	1.47
PARTS:						
Breast:						
Bone-in, whole						
Fresh	180	3.03	10	2.19	20	2.48
Frozen	360	1.94	360	1.96	970	1.88
Split, bone-in						
Fresh	170	2.99	240	2.99	20	2.64
Rotisserie	1,060	8.57	2,370	7.96	770	8.55
Boneless, whole						
Cutlets	400	4.51	770	4.25	1,330	4.69
Cutlets, thin sliced	130	4.99				
Strips						
Tenders	550	4.44	600	4.00	780	4.62
Marinated Tenders	220	3.89	1,850	4.20	1,310	4.24
Drumsticks	60	1.72	190	1.90	330	1.48
Thighs	40	2.25	10	1.89	130	1.50
Wings	120	2.35	170	1.93	360	1.51
Necks	20	1.44			50	1.69
Smoked Drumsticks	20	2.24	30	1.99	50	2.02
Smoked Wings	30	2.06	60	1.87	50	2.02
Smoked Necks	10	1.99	100	2.12	60	1.99
GROUND TURKEY:	12,690	3.21	9,420	3.61	5,020	3.20
Patties	890	3.77	400	3.84	10	2.99
Sausage	1,920	3.42	1,390	3.49	1,400	3.41
85% lean	2,850	2.73	1,000	2.50	440	2.35
93% lean	5,810	3.05	3,520	3.17	2,370	2.95
Breast	1,220	4.27	3,110	4.67	800	4.12
Rolls (frsh/frz 1 lb.)	320	1.78	800	2.49	90	1.66
Specialty ^{5/}						
Patties	230	3.99	630	4.12	10	4.99
93-94% lean	460	3.99	1,080	3.90	410	4.29
Breast	640	5.50	30	5.99	20	5.99

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

This Week's Turkey Feature Highlights

Retail activity is less active going into the middle of the month. A few more stores are offering frozen hens and toms; prices are lower. Offerings increase on fresh bone-in breast, decline on frozen bone-in breasts. Fewer stores offer rotisserie breasts, but there are still plenty advertised in this week's circulars. Shoppers looking for boneless white breasts will find fewer offerings this week. Dark parts are fully represented, although offerings are fewer in number. Ground turkey takes off this week as retailers find ground turkey an attractive alternative to other ground meat choices; prices are lower on most grinds. The 93% lean is the most actively promoted grind; offerings decline on ground breasts. Deli promotional activity slows. Offerings increase on service deli thick slicing meats due to more stores featuring their private brands, last week the most actively promoted item was private brand thin slicing meats. Offerings decline on self-service deli. Promotional activity slows on processor brand, increases on private brands.



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.



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

Fri. Jan 11, 2013

(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/}	78.3% of 4,600 sampled outlets			26.3% of 6,100 sampled outlets			49.7% of 4,200 sampled outlets		
Special Rate ^{4/}	0.3% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 8,310			Activity Index = 2,480			Activity Index = 2,530		
	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	0.58 - 0.99	120	0.97	0.99	120	0.99	0.99	10	0.99
" - Toms	0.99	120	0.99	0.99	120	0.99	0.99	10	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99 - 3.49	180	3.03						
Frozen	1.49	140	1.49				1.59 - 1.99	30	1.77
Split, bone-in									
Fresh	2.99	170	2.99						
Rotisserie	6.89 - 9.99	970	8.58	8.49	70	8.49			
Boneless, whole									
Cutlets	3.99 - 5.99	310	4.51	3.99 - 4.99	70	4.47	4.69	10	4.69
Cutlets, thin sliced	4.99	130	4.99						
Strips									
Tenders	3.73 - 3.99	190	3.93	3.99 - 4.99	70	4.47	4.49 - 4.69	30	4.57
Marinated Tenders	3.73	170	3.73						
Drumsticks	1.49 - 2.39	30	1.99				1.28 - 1.79	30	1.44
Thighs	2.29 - 2.39	30	2.33				1.99	10	1.99
Wings	1.49 - 2.99	70	2.59	2.99	20	2.99	1.28 - 1.49	30	1.36
Necks							1.28 - 1.69	20	1.44
Smoked Drumsticks	2.49	10	2.49	1.99	10	1.99			
Smoked Wings	2.49	10	2.49	1.69 - 1.99	20	1.85			
Smoked Necks				1.99	10	1.99			
GROUND TURKEY:									
Patties	2.99 - 4.99	430	3.93	3.29 - 3.99	150	3.46	2.79 - 3.99	260	3.70
Sausage	2.39 - 4.29	1,600	3.45	3.43 - 3.59	30	3.51	3.02 - 3.79	30	3.36
85% lean	2.16 - 3.07	310	2.71	1.99 - 3.19	880	2.85	1.99 - 3.49	310	2.52
93% lean	2.49 - 3.99	1,840	3.16	2.80 - 3.19	760	2.91	2.49 - 3.68	1,280	2.95
Breast (99-100% lean)	4.61 - 4.99	360	4.62				3.74 - 4.68	240	3.95
Rolls (frsh/frz 1 lb.)							1.25 - 2.79	220	1.97
Specialty ^{5/}									
Patties	3.99	190	3.99	3.99	40	3.99			
93-94% lean	3.50 - 5.49	400	4.05	3.50	40	3.50	3.99	10	3.99
Breast	5.49 - 6.99	530	5.52	5.49	70	5.49			



(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/}	46.0% of 4,100 sampled outlets			50.0% of 2,900 sampled outlets			68.0% of 1,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,010			Activity Index = 1,740			Activity Index = 1,260		
	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	1.19	60	1.19						
" - Toms	1.19	60	1.19						
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.29	190	2.29
Frozen									
Split, bone-in									
Fresh									
Rotisserie	8.49	20	8.49						
Boneless, whole									
Cutlets	4.69	10	4.69						
Cutlets, thin sliced									
Strips									
Tenders	4.69	10	4.69	4.79	250	4.79			
Marinated Tenders							3.99 - 4.66	50	4.45
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.50 - 3.99	50	3.63			
Sausage				2.87 - 3.27	50	2.98	3.27 - 4.09	210	3.32
85% lean	2.49 - 2.80	510	2.65	2.66 - 3.00	480	2.79	2.33 - 2.80	360	2.64
93% lean	2.80 - 3.50	790	3.03	2.40 - 3.99	730	3.02	2.80 - 3.99	410	3.16
Breast (99-100% lean)	3.33 - 4.38	420	3.91	4.79 - 4.99	180	4.80	4.39	20	4.39
Rolls (frsh/frz 1 lb.)	1.25 - 1.69	100	1.36						
Specialty ^{5/}									
Patties									
93-94% lean							3.49	10	3.49
Breast	4.99	30	4.99				5.99	10	5.99



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Jan 11, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

(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		83.5% of 4,600 sampled outlets Activity Index = 14,250			69.3% of 6,100 sampled outlets Activity Index = 12,400		
Feature Rate ^{1/}	63.5% of 23,200 stores		81.5% of 22,500 stores		77.5% of 22,500 stores							
Activity Index ^{2/}	43,950		57,020		54,830							
	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	5,690	7.76	5,400	8.26	6,310	7.98	6.98 - 9.99	2,330	7.95	6.99 - 8.99	1,320	7.12
Private Brand	3,290	7.64	1,920	7.68	3,750	7.15	6.99 - 7.99	2,250	7.68	6.99 - 7.99	410	7.33
Category 2												
Processor Brand	4,020	6.10	3,990	5.93	5,620	5.76	4.99 - 6.99	1,300	5.79	4.99 - 6.99	480	5.48
Private Brand	1,420	6.59	6,140	6.62	4,080	6.35	3.98 - 6.99	530	6.78	6.99	440	6.99
Category 3												
Processor Brand	940	3.86	2,050	4.28	1,250	3.94	3.98 - 4.99	150	4.86	4.99	10	4.99
Private Brand	80	3.87	70	4.31	160	4.97	3.99	70	3.99			
Turkey Ham												
Processor Brand	190	3.00	760	3.66	350	3.24	3.79 - 3.99	40	3.96			
Private Brand			40	3.98								
Turkey Pastrami												
Processor Brand	370	4.02	530	4.24	540	4.20	3.49 - 4.99	170	3.82			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,640	7.65	5,150	7.47	5,760	7.78	5.99 - 9.99	1,430	8.51	5.99 - 8.99	680	7.58
Private Brand	380	7.41	2,870	7.08	1,480	7.00	6.99 - 7.99	200	7.49	7.99	20	7.99
Category 2												
Processor Brand	90	4.96	110	5.07	120	5.73				4.99	30	4.99
Private Brand	290	5.97	130	6.99	730	6.55						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,380	3.04	11,770	3.04	8,290	3.17	2.49 - 3.99	2,580	3.22	2.00 - 3.79	1,520	2.83
Private Brand	6,460	3.18	1,740	2.96	3,940	2.67	2.49 - 4.29	770	3.32	2.49 - 3.50	4,510	3.28
Turkey 16 oz												
Processor Brand	510	5.17	770	5.06	1,670	4.97	5.99	120	5.99	4.99 - 5.99	70	5.30
Private Brand			240	5.99								
Chicken 7-10 oz												
Processor Brand	6,040	3.02	11,600	3.04	7,130	3.13	2.49 - 3.99	1,720	3.23	2.00 - 3.79	1,520	2.83
Private Brand	3,160	3.04	1,740	2.96	3,650	2.71	2.49 - 4.29	590	3.42	2.49 - 3.50	1,390	3.18

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. Jan 11, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

(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)		
	67.0% of 4,200 sampled outlets			47.7% of 4,100 sampled outlets			43.4% of 2,900 sampled outlets			47.3% of 1,200 sampled outlets		
	Activity Index = 9,860			Activity Index = 3,920			Activity Index = 2,400			Activity Index = 1,120		
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	550	7.93	6.98 - 9.69	550	7.90	7.99 - 8.99	570	8.01	6.99 - 12.99	370	7.91
Private Brand	6.49 - 9.99	130	7.69	6.99 - 7.99	370	7.26	8.99	130	8.99			
Category 2												
Processor Brand	4.49 - 6.99	1,260	6.41	4.59 - 5.99	410	5.86	5.99 - 6.99	410	6.81	6.49 - 6.99	160	6.86
Private Brand	4.48 - 6.99	380	5.84	5.49 - 6.99	70	6.63						
Category 3												
Processor Brand	2.98 - 4.99	400	3.51	3.49 - 4.99	310	3.84	2.99 - 3.49	50	3.38	3.99	20	3.99
Private Brand	2.99	10	2.99									
Turkey Ham												
Processor Brand	2.99 - 3.98	30	3.37	2.49 - 2.99	20	2.75	2.29 - 2.99	100	2.56			
Private Brand												
Turkey Pastrami												
Processor Brand	2.99 - 3.98	30	3.77	3.98 - 5.49	150	4.31				3.98	20	3.98
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.98 - 8.99	1,070	6.73	5.99 - 6.98	100	6.29	6.99	170	6.99	7.99	190	7.99
Private Brand	6.99 - 7.99	140	7.12	7.99	20	7.99						
Category 2												
Processor Brand	3.99 - 5.58	60	4.95									
Private Brand	4.99 - 5.99	290	5.97									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.69 - 3.59	2,030	2.98	1.99 - 2.46	740	2.79	2.99 - 3.50	320	3.48	2.50 - 3.99	190	3.15
Private Brand	2.49 - 3.50	680	2.62	2.49 - 3.00	330	2.66	2.99	170	2.99			
Turkey 16 oz												
Processor Brand	3.99 - 5.99	320	4.83									
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.69 - 3.59	1,800	2.98	1.99 - 2.46	520	2.66	3.00 - 3.50	310	3.49	2.50 - 3.99	170	3.17
Private Brand	2.49 - 3.50	680	2.62	2.49 - 3.00	330	2.66	2.99	170	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)