



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

Fri. Feb 22, 2013

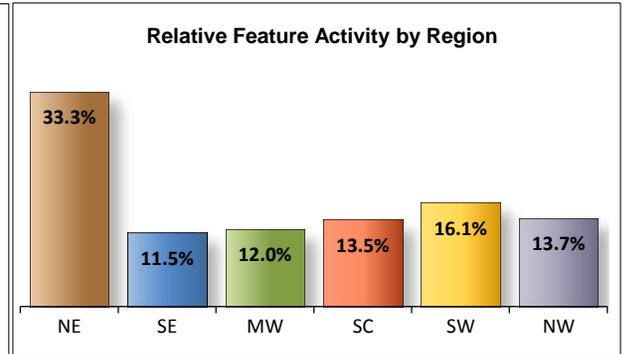
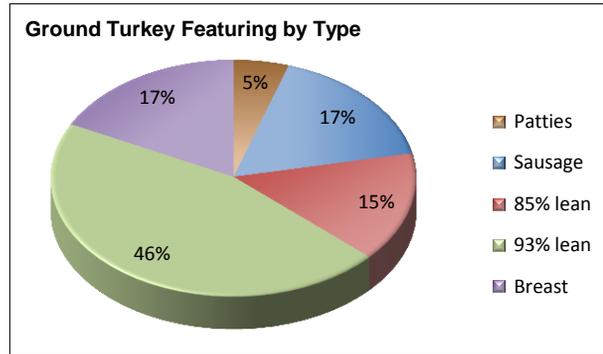
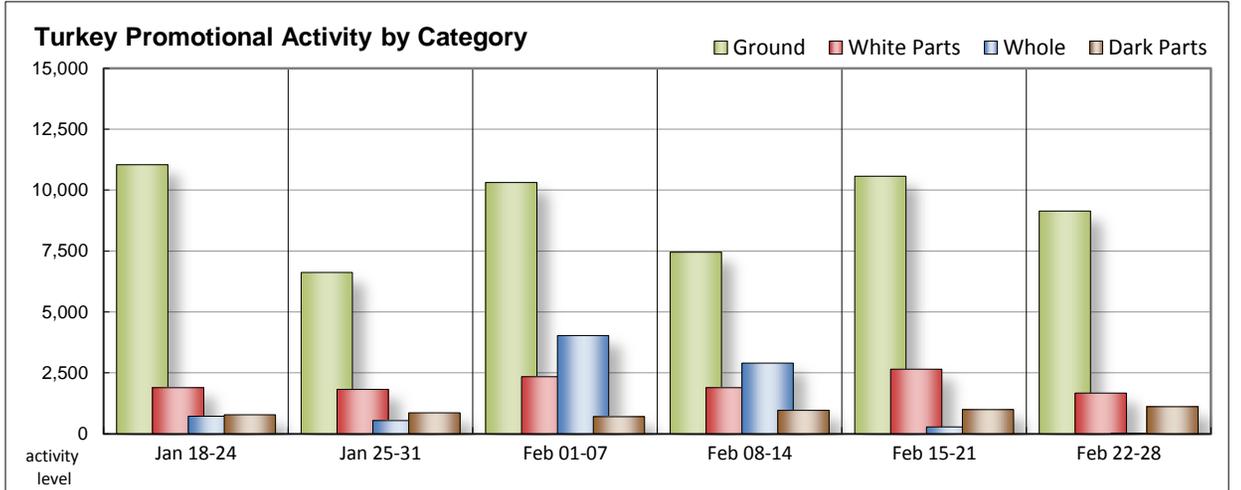
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	42.0% of 23,200 outlets		45.0% of 23,200 outlets		39.8% of 22,500 outlets	
Special Rate ^{4/}	2.8%		1.4%		0.0%	
Activity Index ^{2/}	12,710		14,880		11,440	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	10	1.14	220	1.11	50	1.39
" - Toms	10	1.14	60	1.42	200	1.14
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	2.79	720	1.99	10	2.29
Frozen	730	1.99	510	2.06	2,690	1.79
Split, bone-in						
Fresh	10	2.49			100	1.89
Rotisserie	30	8.52	480	7.90	290	6.35
Boneless, whole	40	3.99	10	3.99	30	4.09
Cutlets	330	4.96	480	5.21	770	5.32
Cutlets, thin sliced	60	5.18	100	4.99	100	4.99
Strips	130	4.99				
Tenders	320	4.39	350	4.93	510	5.18
Marinated Tenders	260	4.11	230	4.63	290	3.83
Drumsticks	240	1.55	80	1.62	60	1.43
Thighs	110	1.77	30	1.79	20	2.24
Wings	260	1.82	40	1.82	60	1.43
Necks	200	1.51			90	1.25
Smoked Drumsticks	60	1.99	310	1.99	30	2.06
Smoked Wings	120	1.99	220	1.84	10	2.49
Smoked Necks	120	1.92	310	1.85		
GROUND TURKEY:	9,140	3.51	10,570	3.40	5,650	3.24
Patties	450	3.39	1,030	3.43	330	3.23
Sausage	1,540	3.60	820	3.31	750	3.74
85% lean	1,370	2.68	2,240	2.71	570	2.35
93% lean	4,170	3.36	4,600	3.23	3,110	3.02
Breast	1,610	4.53	1,880	4.75	890	4.39
Rolls (frsh/frz 1 lb.)	340	2.43	60	1.49	280	1.84
Specialty ^{5/}						
Patties	130	4.49				
93-94% lean	30	4.49	90	3.92	180	4.27
Breast	10	5.99	10	6.99	20	5.79

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

This Week's Turkey Feature Highlights

This week, retail feature activity decreases. Whole turkeys almost fall from sight awaiting to make a greater presence closer to the upcoming religious holidays. Frozen bone-in breasts are offered more often with pricing at levels more attractive than the previous week. As the end of the month approaches, boneless white parts are viewed less often; prices are mixed. Consumers will find fresh dark parts more available at steady to lower price levels. Smoked dark part offers decline with pricing trending higher. Ground turkey features decline this week, but there are plenty of purchase opportunities with 85% lean and sausage offerings more available. Values are lower for 85% lean and patties, while the balance of grinds increase in price. Both service and self-service deli are less active this week. Most deli offering values decline with the exception of private brand turkey thick slicing meats, family pack self-service turkey, and self-service processor brand chicken.



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 02/22 thru 02/28.

Fri. Feb 22, 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/}	67.0% of 4,600 sampled outlets			32.2% of 6,100 sampled outlets			34.9% of 4,200 sampled outlets		
Special Rate ^{4/}	6.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			5.4% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 4,900			Activity Index = 2,300			Activity Index = 1,600		
	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 - 1.29	10	1.14
" - Toms							0.99 - 1.29	10	1.14
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.79	20	2.79						
Frozen	1.79 - 2.27	310	1.92	1.99 - 2.27	230	2.23	1.49 - 1.99	110	1.93
Split, bone-in									
Fresh	2.49	10	2.49						
Rotisserie	6.99 - 8.99	20	7.79						
Boneless, whole	3.99	40	3.99						
Cutlets	3.99 - 5.99	290	4.94	5.99	20	5.99	4.69	10	4.69
Cutlets, thin sliced	4.99 - 6.49	60	5.18						
Strips	4.99	130	4.99						
Tenders	3.99 - 4.55	40	4.28	4.99	110	4.99	4.69	10	4.69
Marinated Tenders	3.73 - 4.26	240	4.13						
Drumsticks	1.49 - 1.99	30	1.91	1.29	10	1.29	1.79	10	1.79
Thighs	1.59	10	1.59				1.79	100	1.79
Wings	1.49 - 2.99	40	2.82	2.99	20	2.99	1.79	10	1.79
Necks							1.79	10	1.79
Smoked Drumsticks	1.99	20	1.99						
Smoked Wings	1.99	80	1.99						
Smoked Necks	1.99	80	1.99	1.79	40	1.79			
GROUND TURKEY:									
Patties	2.99 - 3.99	170	3.73	3.00	20	3.00	2.99 - 4.00	260	3.21
Sausage	2.87 - 3.99	880	3.62	2.79 - 3.99	330	3.83	3.19 - 3.59	300	3.32
85% lean	1.99 - 3.18	380	2.83	2.00 - 2.99	350	2.52	2.00 - 2.91	270	2.64
93% lean	3.19 - 3.84	1,110	3.36	3.00 - 3.49	1,150	3.20	2.80 - 3.69	280	3.26
Breast (99-100% lean)	4.00 - 5.38	780	4.85	4.99	20	4.99	4.00 - 4.79	90	4.63
Rolls (frsh/frz 1 lb.)							2.79	110	2.79
Specialty ^{5/}									
Patties	4.49	130	4.49						
93-94% lean	4.49	30	4.49						
Breast							5.99	10	5.99



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

Fri. Feb 22, 2013

(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/}	36.5% of 4,200 sampled outlets			41.2% of 2,900 sampled outlets			41.4% of 1,200 sampled outlets		
Special Rate ^{4/}	3.5% 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 = 1,800			Activity Index = 1,560			Activity Index = 550		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	50	1.49				1.89	30	1.89
Split, bone-in									
Fresh									
Rotisserie	9.99	10	9.99						
Boneless, whole									
Cutlets	3.99	10	3.99						
Cutlets, thin sliced									
Strips									
Tenders	3.99	90	3.99	3.99	70	3.99			
Marinated Tenders							3.99	20	3.99
Drumsticks	1.49	190	1.49						
Thighs									
Wings	1.49	190	1.49						
Necks	1.49	190	1.49						
Smoked Drumsticks				1.99	40	1.99			
Smoked Wings				1.99	40	1.99			
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage				3.19	10	3.19	3.19	20	3.19
85% lean	2.49 - 2.99	320	2.76	2.39 - 2.40	50	2.40			
93% lean	3.19 - 3.69	290	3.40	3.19 - 3.59	930	3.46	3.19 - 3.99	410	3.65
Breast (99-100% lean)	3.99 - 4.16	290	4.11	3.99 - 4.23	380	4.13	4.38 - 5.49	50	4.69
Rolls (frsh/frz 1 lb.)	0.99 - 2.99	170	2.00	2.99	40	2.99	2.99	20	2.99
Specialty ^{5/}									
Patties									
93-94% lean									
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Feb 22, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

(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		78.8% of 4,600 sampled outlets Activity Index = 14,030			32.4% of 6,100 sampled outlets Activity Index = 5,220		
Feature Rate ^{1/}	48.3% of 23,200 stores		66.0% of 23,200 stores		61.4% of 22,500 stores							
Activity Index ^{2/}	34,550		40,910		35,570							
	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	4,110	7.88	5,460	7.77	4,890	8.00	6.49 - 10.49	2,410	8.07	6.99 - 8.99	670	7.57
Private Brand	2,900	7.75	1,380	7.56	1,540	7.32	6.99 - 8.49	2,380	7.71	7.49 - 7.99	150	7.64
Category 2												
Processor Brand	4,180	5.74	4,770	5.86	3,860	6.36	4.98 - 6.99	1,340	5.74	4.99 - 6.99	580	5.76
Private Brand	3,640	6.37	3,590	6.71	3,250	7.07	4.99 - 6.99	820	5.85	5.99 - 6.99	650	6.88
Category 3												
Processor Brand	950	3.84	690	4.25	840	4.32	2.99 - 4.99	240	3.99	3.99	60	3.99
Private Brand			220	4.91	1,530	4.84						
Turkey Ham												
Processor Brand	440	3.94	520	4.03	690	3.71	3.79 - 4.99	300	4.16			
Private Brand					40	3.33						
Turkey Pastrami												
Processor Brand	400	4.49	460	3.88	550	4.16	3.79 - 4.99	120	4.71			
Private Brand					10	3.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,650	7.63	3,590	7.91	2,060	7.41	6.49 - 8.99	1,420	7.74	5.49 - 8.99	520	7.88
Private Brand	730	7.56	2,360	7.64	1,650	7.40	5.99 - 6.99	290	6.90			
Category 2												
Processor Brand	110	5.04	640	5.20	190	5.59	3.99	10	3.99	4.99	10	4.99
Private Brand	400	5.84	170	5.99	450	6.32						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,540	3.10	4,670	3.12	4,970	3.36	2.00 - 3.99	1,570	3.48	1.97 - 3.69	700	3.27
Private Brand	2,200	2.82	2,270	3.18	2,180	2.94	2.48 - 3.99	440	3.07	1.79 - 3.50	610	2.88
Turkey 16 oz												
Processor Brand	1,050	5.70	3,670	4.99	730	4.26	4.49 - 6.99	660	5.88	4.99 - 5.99	30	5.67
Private Brand												
Chicken 7-10 oz												
Processor Brand	4,140	3.16	4,400	3.11	3,880	3.37	2.00 - 3.99	1,650	3.42	2.50 - 3.69	660	3.34
Private Brand	2,110	2.83	2,050	3.17	2,260	2.98	2.48 - 3.99	380	3.09	2.49 - 3.50	580	2.95

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. Feb 22, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/22 thru 02/28.

(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)		
	48.2% of 4,200 sampled outlets			52.5% of 4,200 sampled outlets			29.9% of 2,900 sampled outlets			43.6% of 1,200 sampled outlets		
	Activity Index = 7,100			Activity Index = 4,340			Activity Index = 2,450			Activity Index = 1,410		
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	6.49 - 8.99	430	7.40	6.49 - 10.49	350	7.78	6.99 - 8.99	200	7.30	7.99 - 12.99	50	9.51
Private Brand	6.99 - 9.99	70	8.62	7.99	100	7.99				7.99	200	7.99
Category 2												
Processor Brand	4.99 - 6.99	1,670	5.66	4.99 - 6.29	220	5.74	5.99	330	5.99	6.49	40	6.49
Private Brand	4.99 - 7.49	700	6.26	4.99 - 6.99	1,110	6.16	7.99	150	7.99	6.99 - 7.99	210	7.06
Category 3												
Processor Brand	3.29 - 4.99	350	4.16	2.49 - 3.99	170	3.26	2.49 - 3.99	70	3.38	2.98 - 3.99	60	3.37
Private Brand												
Turkey Ham												
Processor Brand	3.49 - 5.49	40	4.40	2.49 - 3.97	90	3.10	2.49 - 3.29	10	3.00			
Private Brand												
Turkey Pastrami												
Processor Brand	3.49 - 7.99	250	4.27	2.99 - 5.99	30	5.49						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.95 - 7.99	340	6.78	4.99 - 8.49	350	7.59	6.99	10	6.99	9.99	10	9.99
Private Brand	7.99	20	7.99	7.99	220	7.99				7.99	200	7.99
Category 2												
Processor Brand	4.58 - 5.99	90	5.16									
Private Brand	4.99 - 5.98	230	5.12	5.98 - 6.99	170	6.82						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 3.29	710	2.64	2.29 - 3.29	700	2.59	1.99 - 3.49	630	2.93	2.50 - 3.50	230	3.36
Private Brand	2.00 - 3.00	750	2.49	2.49 - 3.29	150	3.15	3.00	250	3.00			
Turkey 16 oz												
Processor Brand	4.98 - 5.49	90	5.07	3.99	70	3.99				5.99	200	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.98 - 3.00	610	2.65	2.50 - 3.29	460	2.65	2.50 - 3.49	550	3.03	2.50 - 3.50	210	3.43
Private Brand	2.00 - 3.00	750	2.49	2.49 - 3.29	150	3.15	3.00	250	3.00			

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)