



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.**

Fri. May 03, 2013

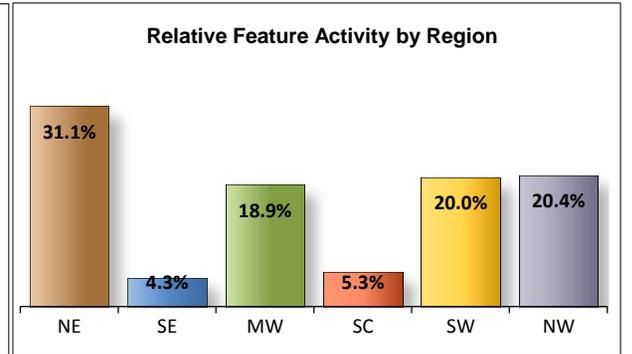
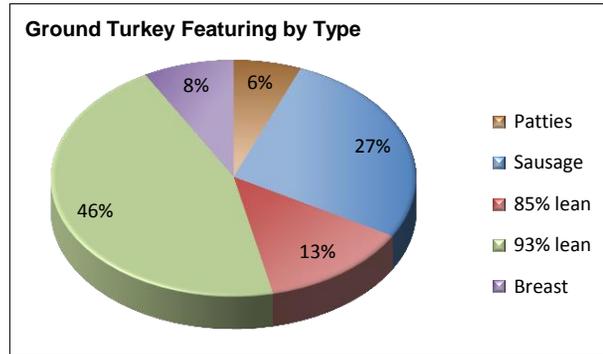
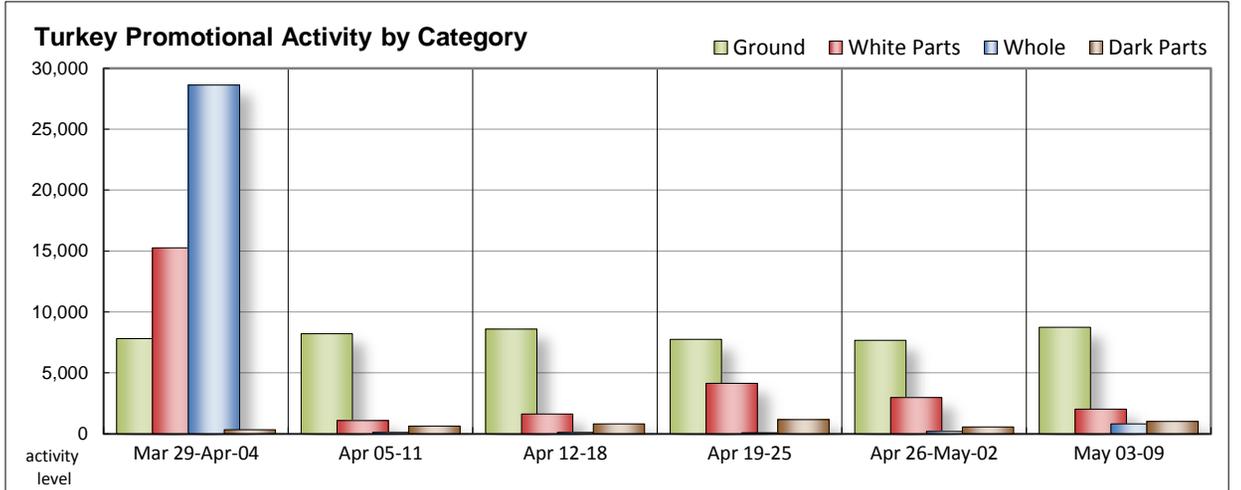
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>38.5% of 23,200 outlets</b>		<b>35.4% of 23,200 outlets</b>		<b>31.6% of 22,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>0.5%</b>		<b>0.1%</b>		<b>2.1%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>14,410</b>		<b>13,490</b>		<b>13,000</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	470	1.33	150	1.13	30	1.09
" - Toms	340	1.27	40	0.99	20	0.99
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	30	2.49	30	2.36	60	2.49
Frozen	620	1.81	840	1.60	740	1.78
Split, bone-in						
Fresh	20	2.99			20	2.99
Rotisserie	570	7.94	660	7.73	400	5.30
Boneless, whole	100	4.71	50	5.29	60	5.99
Cutlets	290	4.04	730	4.24	470	4.69
Cutlets, thin sliced	100	4.99	10	5.99	190	4.99
Strips					20	4.49
Tenders	290	4.33	650	4.04	300	5.08
Marinated Tenders	520	4.39	910	4.32	590	4.75
Drumsticks	300	1.93	260	1.82	310	1.84
Thighs	250	2.08			240	1.92
Wings	260	1.97	250	1.88	330	2.04
Necks	10	1.29	20	1.57	20	1.59
Smoked Drumsticks	20	1.99	10	1.79	240	2.01
Smoked Wings	90	1.91	20	2.19	240	2.01
Smoked Necks	80	1.99			230	1.89
<b>GROUND TURKEY:</b>	<b>8,740</b>	<b>3.32</b>	<b>7,670</b>	<b>3.35</b>	<b>8,070</b>	<b>3.34</b>
Patties	530	3.87	750	3.64	960	3.34
Sausage	2,380	3.43	1,070	3.52	1,940	3.15
85% lean	1,160	2.63	1,230	2.46	220	2.42
93% lean	3,960	3.19	3,330	3.19	3,630	3.02
Breast	710	4.43	1,290	4.52	1,320	4.89
Rolls (frsh/frz 1 lb.)	40	2.26	30	1.76	30	1.65
<b>Specialty</b> <sup>5/</sup>						
Patties	20	4.19	260	4.99	170	4.00
93-94% lean	1,230	4.02	270	4.29	200	4.04
Breast	20	5.99	630	5.45	20	5.99

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

**This Week's Turkey Feature Highlights**

Retail promotional activity increases over the previous week. Offerings remain light on frozen hens and toms. Where found, pricing is higher. Bone-in breasts are viewed less often; prices are at higher levels for both fresh and frozen. Offerings decline again on rotisserie breasts. Boneless white parts are promoted less. Values are higher for fresh and marinated tenders; lower for the balance of white items. Dark parts garner more circular space; pricing is mixed. Grinds are more active this week and allow several opportunities to fire up the grill. Regular and specialty 93% lean are heavily promoted. Prices are lower for sausage, ground breast, and specialty 93-94% lean, steady for regular 93% lean, and higher for patties and 85% lean. Deli promotions decrease due to less self-service activity. Thick and thin slicing meat prices increase for both processor and private labels. Self-service values decrease for private brands, increase for processor 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.



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(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 <sup>1/</sup>	66.4% of 4,600 sampled outlets			30.5% of 6,100 sampled outlets			29.8% of 4,200 sampled outlets		
Special Rate <sup>4/</sup>	1.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.7% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 5,760			Activity Index = 1,090			Activity Index = 3,180		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	1.49	130	1.49	0.99	10	0.99	0.99 - 1.49	290	1.32
" - Toms				0.99	10	0.99	0.99 - 1.49	290	1.32
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.49	10	2.49				2.49	20	2.49
Frozen	1.29 - 2.27	190	1.68	1.48 - 2.27	390	1.88	1.49 - 1.99	10	1.70
Split, bone-in									
Fresh	2.99	20	2.99						
Rotisserie	5.99 - 9.99	490	7.93				7.99	80	7.99
Boneless, whole									
	4.79	70	4.79	4.79	20	4.79			
Cutlets	3.99 - 4.99	230	4.05	3.99	40	3.99			
Cutlets, thin sliced									
Strips							4.99	100	4.99
Tenders	3.99	150	3.99	3.99	40	3.99	4.99	100	4.99
Marinated Tenders	4.26 - 4.79	450	4.39				3.99 - 4.26	20	4.14
Drumsticks									
	1.59 - 1.99	80	1.89				1.29 - 2.39	20	1.90
Thighs									
	2.29	50	2.29				2.39	10	2.39
Wings									
	1.49 - 2.49	50	1.85				1.29 - 2.39	20	1.90
Necks									
							1.29	10	1.29
Smoked Drumsticks									
	1.99	20	1.99						
Smoked Wings									
	1.99	80	1.99	1.29	10	1.29			
Smoked Necks									
	1.99	80	1.99						
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	40	3.54	3.49	10	3.49	2.99 - 3.99	230	3.83
Sausage	2.87 - 3.99	1,300	3.43	3.60	20	3.60	2.50 - 3.27	370	3.20
85% lean	1.99 - 3.00	580	2.69	2.50	70	2.50	2.33 - 3.00	320	2.46
93% lean	2.30 - 3.61	780	3.05	2.90 - 3.49	400	2.98	2.79 - 3.49	660	3.13
Breast (99-100% lean)	4.15 - 5.38	210	5.04				3.33	170	3.33
Rolls (frsh/frz 1 lb.)									
							1.67 - 2.50	40	2.26
<b>Specialty <sup>5/</sup></b>									
Patties	4.39	10	4.39				3.99	10	3.99
93-94% lean	3.49 - 4.99	730	3.72	3.49 - 4.99	70	3.64	3.33 - 4.99	410	4.60
Breast	6.99	10	6.99						



**USDA Weekly Retail Turkey Feature Activity**  
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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)		
<b>Feature Rate</b> <sup>1/</sup>	19.1% of 4,200 sampled outlets			42.6% of 2,900 sampled outlets			57.7% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 900			Activity Index = 2,450			Activity Index = 1,030		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99	40	0.99						
" - Toms	0.99	40	0.99						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.69 - 1.79	30	1.73						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	3.99	10	3.99						
Cutlets	3.99	20	3.99						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							4.39 - 4.66	50	4.58
Drumsticks	1.39 - 2.39	20	1.66	1.99	180	1.99			
Thighs	2.39	10	2.39	1.99	180	1.99			
Wings	2.39	10	2.39	1.99	180	1.99			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.49	10	3.49	3.99	200	3.99	3.99	40	3.99
Sausage	2.99	20	2.99	3.27 - 4.09	440	3.73	3.27	230	3.27
85% lean	2.74 - 2.79	140	2.76	3.00 - 3.19	30	3.10	2.33	20	2.33
93% lean	3.19 - 3.33	490	3.23	3.19 - 3.99	1,030	3.38	3.19	600	3.19
Breast (99-100% lean)	3.33 - 3.49	60	3.37	4.79 - 5.51	200	4.92	4.79	70	4.79
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean				4.59	10	4.59	3.99	10	3.99
Breast							4.99	10	4.99



**USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats**

Fri. May 03, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.

(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		88.9% of 4,600 sampled outlets Activity Index = 15,230			63.5% of 6,100 sampled outlets Activity Index = 7,170		
Feature Rate <sup>1/</sup>	70.0% of 23,200 stores		79.4% of 23,200 stores		66.2% of 22,500 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index <sup>2/</sup>	41,190		46,130		42,850		Summary Stores Wtd Avg			Summary Stores Wtd Avg		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5,260	8.54	5,470	7.70	4,950	7.41	5.99 - 12.99	2,560	8.55	6.99 - 9.99	1,410	8.68
Private Brand	2,190	7.80	2,300	7.58	2,670	7.68	6.99 - 9.99	1,810	7.90			
<b>Category 2</b>												
Processor Brand	5,090	5.84	3,280	5.70	3,880	5.83	4.99 - 7.99	1,890	6.14	4.99 - 6.99	460	6.20
Private Brand	3,050	7.19	4,760	7.22	3,430	7.61	4.99 - 7.99	460	6.33	6.99 - 7.99	440	7.09
<b>Category 3</b>												
Processor Brand	960	4.00	1,580	4.04	1,170	3.91	2.99 - 4.99	190	4.01	2.99 - 3.99	220	3.73
Private Brand	40	5.48	120	3.66	210	4.74	5.48	40	5.48			
<b>Turkey Ham</b>												
Processor Brand	460	3.00	80	3.53	610	3.63	2.79 - 3.99	210	3.32			
Private Brand			40	4.48								
<b>Turkey Pastrami</b>												
Processor Brand	90	6.97	160	5.40	370	4.24	3.79 - 8.99	60	7.63			
Private Brand	10	3.79					3.79	10	3.79			
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,840	7.58	3,360	7.52	6,480	7.45	5.97 - 8.99	1,850	7.97	5.99 - 8.99	1,020	7.76
Private Brand	1,310	7.11	310	7.75	820	7.43	6.99 - 7.99	1,000	7.24			
<b>Category 2</b>												
Processor Brand	100	4.79	290	6.41	240	5.75				4.99	70	4.99
Private Brand	50	5.99	810	6.81								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	4,800	3.15	8,640	3.08	7,420	3.23	2.29 - 3.99	1,640	3.29	2.50 - 3.99	740	3.38
Private Brand	2,670	2.53	1,660	3.14	1,300	2.98	2.33 - 3.33	500	2.70	2.33 - 2.99	410	2.39
<b>Turkey 16 oz</b>												
Processor Brand	3,820	5.15	3,200	4.81	750	5.91	3.99 - 5.99	880	5.56	3.99 - 5.99	1,250	4.16
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	4,780	3.15	8,410	3.07	7,250	3.23	2.29 - 3.99	1,630	3.29	2.50 - 3.99	740	3.38
Private Brand	2,670	2.63	1,660	3.14	1,300	2.98	2.33 - 3.33	500	2.70	2.33 - 2.99	410	2.39

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. May 03, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.

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

Feature Rate <sup>1/</sup>	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)		
	61.9% of 4,200 sampled outlets			60.7% of 4,200 sampled outlets			74.7% of 2,900 sampled outlets			78.5% of 1,200 sampled outlets		
	Activity Index = 6,780			Activity Index = 5,430			Activity Index = 4,360			Activity Index = 2,220		
Activity Index <sup>2/</sup>	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	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 10.99	460	8.00	6.99 - 8.99	310	7.92	6.99 - 9.99	420	8.87	6.99 - 9.99	100	9.49
Private Brand	6.99 - 10.99	270	7.38	6.99 - 7.99	110	7.20						
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	960	5.77	4.39 - 4.99	990	5.41	4.99 - 6.99	270	6.45	4.79 - 5.98	520	5.09
Private Brand	4.98 - 7.99	630	6.14	4.99 - 8.49	380	7.64	6.99 - 8.99	810	8.03	7.99	330	7.99
<b>Category 3</b>												
Processor Brand	2.99 - 4.99	190	3.88	3.99 - 4.99	340	4.30				2.99	20	2.99
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.95	10	2.95	2.49 - 2.69	200	2.56	3.49	40	3.49			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand					20	5.99				4.99	10	4.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 9.99	430	6.81	5.99 - 8.49	200	7.23	5.99	330	5.99	10.99	10	10.99
Private Brand	6.00 - 7.99	250	6.39	7.99	60	7.99						
<b>Category 2</b>												
Processor Brand	3.99	20	3.99	4.99	10	4.99						
Private Brand	5.99	20	5.99	5.99	30	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.99	810	2.72	1.99 - 3.89	700	3.12	2.48 - 3.49	530	2.85	2.78 - 3.99	380	3.51
Private Brand	2.33 - 2.99	900	2.49	2.33	350	2.33	2.33 - 2.99	440	2.58	3.33	70	3.33
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	120	5.51	3.49 - 5.99	680	5.30	3.99 - 5.99	560	5.96	4.29 - 5.99	330	5.96
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.99	810	2.72	1.99 - 3.89	700	3.12	2.48 - 3.00	520	2.83	2.78 - 3.99	380	3.51
Private Brand	2.33 - 2.99	900	2.49	2.33	350	2.33	2.99 - 3.33	440	3.20	3.33	70	3.33

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)