



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/23.**

Fri. May 17, 2013

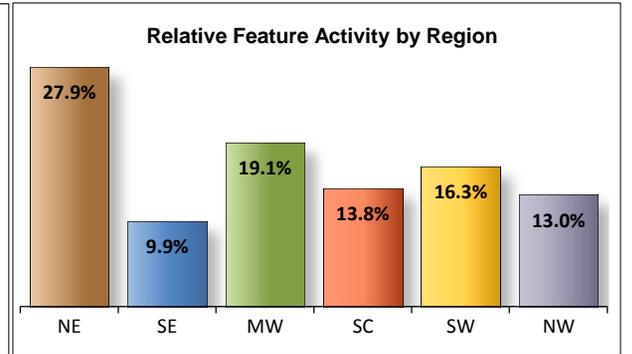
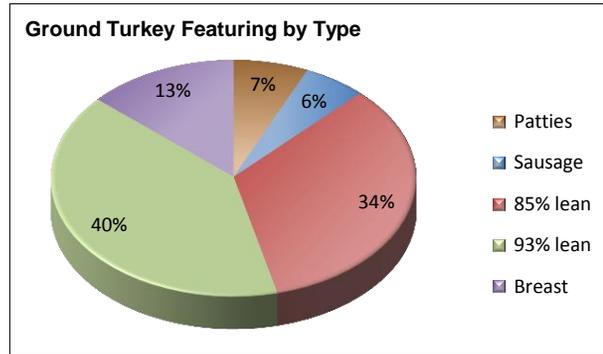
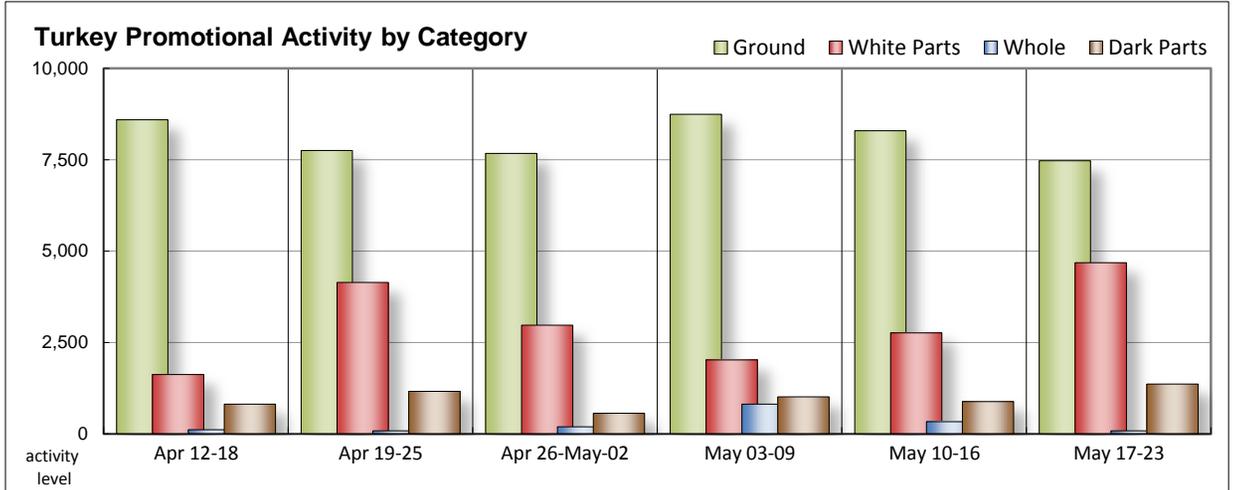
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>48.6% of 23,200 outlets</b>		<b>39.3% of 23,200 outlets</b>		<b>35.9% of 22,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>4.4%</b>		<b>1.4%</b>		<b>1.4%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>14,980</b>		<b>13,610</b>		<b>12,890</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					60	1.59
" - Toms						
Frozen - Hens	40	0.99	260	1.04	230	1.10
" - Toms	40	0.99	70	1.33	230	1.10
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	30	2.49	170	2.75	30	2.68
Frozen	2,470	1.29	920	1.66	2,540	1.15
Split, bone-in						
Fresh					100	2.99
Rotisserie	1,710	9.62	220	7.80	110	7.99
Boneless, whole	30	3.99	90	5.02		
Cutlets	330	4.87	990	5.01	670	4.87
Cutlets, thin sliced			170	4.99	100	4.99
Strips			170	4.99	240	5.45
Tenders	110	4.17	30	3.98	790	4.39
Marinated Tenders	100	4.27	650	4.52	480	4.41
Drumsticks	280	1.88	100	1.55	160	1.63
Thighs	20	1.99	130	1.90	120	1.97
Wings	330	2.14	50	1.82	60	1.82
Necks	20	1.99	10	1.29	100	1.40
Smoked Drumsticks	290	2.08	210	2.18	80	2.29
Smoked Wings	290	1.99	200	2.01	40	2.29
Smoked Necks	130	1.99	180	1.99		
<b>GROUND TURKEY:</b>	<b>7,470</b>	<b>3.19</b>	<b>8,290</b>	<b>3.51</b>	<b>6,460</b>	<b>3.47</b>
Patties	500	3.44	250	3.56	1,160	3.68
Sausage	420	3.35	1,220	3.52	1,890	3.41
85% lean	2,530	2.44	1,580	2.65	450	2.64
93% lean	3,010	3.23	3,000	3.31	1,760	3.23
Breast	1,010	4.77	2,240	4.62	1,200	4.08
Rolls (frsh/frz 1 lb.)	490	2.15	140	2.14	60	1.97
<b>Specialty</b> <sup>5/</sup>						
Patties	70	5.07	20	4.68	50	5.97
93-94% lean	700	4.08	450	4.50	160	3.46
Breast	30	5.82	90	5.79	20	5.00

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

**This Week's Turkey Feature Highlights**

This week, feature activity increases. Whole turkey offers are almost non-existent. There are plenty of opportunities to purchase a frozen bone-in breast; price levels are lower. For a quick and easy alternative, there are several rotisserie breast offerings. However, for this convenience you will pay more. White meat offers decline as we approach the third week of the month; pricing is lower. Drumsticks, wings, and necks gain more circular space. Fresh dark part pricing is higher and smoked parts are steady to lower. Grinds decline in activity. 93% and 85% lean are featured most often. Ground breast prices are higher with the balance of grinds viewed at lower average prices. Service and self service deli activity slows, but can be found should you have a graduation platter to put together. Service processor label thick slicing meats are lower, private label higher. Both processor and private brand thin slicing meats are lower, shaving meats are mixed. Self-service deli price levels are lower.



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)		
<b>Feature Rate</b> <sup>1/</sup>	63.2% of 4,600 sampled outlets			41.0% of 6,100 sampled outlets			49.8% of 4,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			1.2% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 4,880			Activity Index = 2,370			Activity Index = 3,040		
	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									
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	2.49	10	2.49						
Frozen	1.19 - 1.99	490	1.48	1.19 - 1.39	380	1.20	0.99 - 1.79	800	1.23
Split, bone-in									
Fresh									
Rotisserie	6.99 - 9.99	160	8.72	7.99 - 9.99	150	8.56	9.99	80	9.99
Boneless, whole									
	3.99	30	3.99						
Cutlets									
	3.99 - 4.99	320	4.85						
Cutlets, thin sliced									
Strips									
Tenders	4.39	50	4.39				3.99	60	3.99
Marinated Tenders	4.65	20	4.65				4.33	20	4.33
Drumsticks									
	1.88 - 1.99	150	1.91	1.29	10	1.29	1.99	100	1.99
Thighs									
	1.99	20	1.99						
Wings									
	1.88 - 2.99	200	2.15	1.69 - 2.99	30	2.57	1.99	100	1.99
Necks									
	1.99	20	1.99						
Smoked Drumsticks									
	1.99 - 2.19	250	2.09						
Smoked Wings									
	1.99	250	1.99						
Smoked Necks									
	1.99	130	1.99						
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	80	3.50	3.00	10	3.00	3.49 - 3.50	280	3.49
Sausage	3.19 - 3.99	80	3.45	3.19	30	3.19	2.86 - 3.99	240	3.18
85% lean	1.99 - 2.66	550	2.29	1.99 - 2.60	1,310	2.38	1.99 - 3.00	210	2.69
93% lean	3.07 - 3.84	1,070	3.43	2.74 - 3.99	200	3.61	2.49 - 3.99	820	3.00
Breast (99-100% lean)	3.84 - 5.99	730	4.91	3.84	40	3.84	4.16 - 4.99	210	4.47
Rolls (frsh/frz 1 lb.)									
							1.79 - 2.00	90	1.99
<b>Specialty</b> <sup>5/</sup>									
Patties	4.99 - 5.99	70	5.07						
93-94% lean	3.49 - 4.49	190	3.70	3.99	210	3.99	3.33	20	3.33
Breast	5.49	10	5.49				6.49	10	6.49



**USDA Weekly Retail Turkey Feature Activity**  
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(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)		
<b>Feature Rate</b> <sup>1/</sup>	36.0% of 4,200 sampled outlets			58.5% of 2,900 sampled outlets			46.6% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	1.9% of stores w/ no-price promotions			18.7% of stores w/ no-price promotions			25.3% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 2,190			Activity Index = 1,880			Activity Index = 620		
	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	2.49	20	2.49						
Frozen	1.19 - 1.79	460	1.33	1.19	270	1.19	1.19	70	1.19
Split, bone-in									
Fresh									
Rotisserie	7.49 - 9.99	440	9.49	9.99	550	9.99	9.99	330	9.99
Boneless, whole									
Cutlets									
				5.45	10	5.45			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.39	20	4.39				3.99	40	3.99
Drumsticks									
	1.39	20	1.39						
Thighs									
Wings									
Necks									
Smoked Drumsticks				1.99	40	1.99			
Smoked Wings				1.99	40	1.99			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.79 - 3.49	100	3.18	3.49 - 3.99	30	3.76			
Sausage	2.99	10	2.99	3.27 - 4.99	40	4.37	3.27	20	3.27
85% lean	2.47 - 3.33	180	3.17	2.33 - 3.19	280	2.38			
93% lean	2.91 - 3.33	490	3.14	2.40 - 3.99	310	2.81	3.19 - 3.99	120	3.92
Breast (99-100% lean)				4.79	10	4.79	4.39	20	4.39
Rolls (frsh/frz 1 lb.)	1.49 - 2.49	100	1.91	1.99 - 2.49	300	2.27			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.47	270	4.47				3.99	10	3.99
Breast							5.49	10	5.49



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

Fri. May 17, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/23.

(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		75.2% of 4,600 sampled outlets Activity Index = 13,640			61.1% of 6,100 sampled outlets Activity Index = 6,320		
Feature Rate <sup>1/</sup>	63.9% of 23,200 stores		69.9% of 23,200 stores		66.5% of 22,500 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index <sup>2/</sup>	37,400		47,610		41,150		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	5,680	7.97	5,010	8.23	4,570	7.98	5.99 - 12.99	2,200	8.12	6.98 - 8.99	1,480	8.90
Private Brand	2,110	7.73	760	7.27	1,360	7.74	6.99 - 9.99	1,500	7.93	7.49	210	7.49
<b>Category 2</b>												
Processor Brand	3,410	5.91	3,920	5.89	3,590	6.05	4.99 - 6.99	850	5.83	4.99 - 6.99	1,410	6.19
Private Brand	2,730	6.78	6,650	7.29	1,940	6.17	4.99 - 7.99	940	6.59	4.99 - 6.99	300	6.61
<b>Category 3</b>												
Processor Brand	1,420	4.33	1,470	3.97	570	4.12	2.99 - 4.99	190	3.95	3.99	310	3.99
Private Brand	250	4.24	1,300	4.97	1,490	4.97	3.99 - 5.48	250	4.24			
<b>Turkey Ham</b>												
Processor Brand	220	3.56	530	3.40	160	3.33	3.69 - 4.99	50	4.55	3.69	30	3.69
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	290	3.96	310	3.69	250	4.37	3.79 - 3.99	50	3.97	3.69	30	3.69
Private Brand					120	4.99						
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4,130	7.77	2,630	7.71	1,980	7.64	5.98 - 9.99	2,530	8.14	4.99 - 8.99	400	7.13
Private Brand	1,290	7.59	1,300	6.65	4,680	7.70	6.99 - 7.99	260	7.95	6.99	180	6.99
<b>Category 2</b>												
Processor Brand	190	5.58	380	5.11	340	5.59				5.99	20	5.99
Private Brand	190	5.94	1,460	5.13	210	6.82						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	5,930	2.96	8,920	3.11	6,650	3.18	2.50 - 3.99	1,910	3.34	2.00 - 3.99	670	2.83
Private Brand	1,840	2.97	1,840	3.30	3,010	3.34	2.48 - 3.33	720	2.86	2.49 - 3.00	290	2.92
<b>Turkey 16 oz</b>												
Processor Brand	580	4.76	1,020	5.21	1,480	5.40				4.99	50	4.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	5,450	2.95	8,270	3.14	6,060	3.17	2.67 - 3.99	1,620	3.34	2.00 - 3.99	650	2.82
Private Brand	1,690	2.99	1,840	3.30	2,690	3.40	2.48 - 3.33	570	2.87	2.49 - 3.00	290	2.92

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**

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(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)		
	76.1% of 4,200 sampled outlets			59.0% of 4,200 sampled outlets			48.5% of 2,900 sampled outlets			47.6% of 1,200 sampled outlets		
	Activity Index = 9,290			Activity Index = 4,550			Activity Index = 2,820			Activity Index = 780		
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	5.99 - 9.99	1,330	7.02	6.49 - 7.99	500	7.43	6.99	150	6.99	7.49 - 7.99	20	7.69
Private Brand	6.99 - 7.99	140	7.12	6.99 - 7.99	260	7.08						
<b>Category 2</b>												
Processor Brand	4.95 - 6.99	620	5.46	4.99 - 5.99	330	5.73	5.99	170	5.99	5.98	30	5.98
Private Brand	4.99 - 6.99	470	6.39	6.49 - 7.99	380	7.46	7.99	290	7.99	4.99 - 7.99	350	6.27
<b>Category 3</b>												
Processor Brand	3.49 - 6.88	550	4.69	3.49 - 3.99	370	4.27						
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.99 - 3.49	40	3.28				2.49 - 3.79	100	3.14			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.99 - 3.99	60	3.49	3.99 - 4.97	150	4.20						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.95 - 7.49	630	6.82	5.99 - 8.49	510	7.60	7.99	20	7.99	7.99	40	7.99
Private Brand	6.49 - 10.99	170	6.90	6.99 - 7.99	370	7.60	7.99	290	7.99	7.99	20	7.99
<b>Category 2</b>												
Processor Brand	4.89 - 5.99	170	5.54									
Private Brand	5.99	180	5.99	4.99	10	4.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.98 - 3.99	1,830	2.83	2.49 - 3.29	710	2.81	1.99 - 2.99	650	2.57	2.50 - 2.99	160	2.74
Private Brand	2.50 - 3.39	580	2.71				3.99	250	3.99			
<b>Turkey 16 oz</b>												
Processor Brand	4.99	130	4.99	3.59 - 4.99	400	4.66						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.98 - 3.99	1,810	2.83	2.49 - 3.29	560	2.89	1.99 - 2.99	650	2.57	2.50 - 2.99	160	2.74
Private Brand	2.50 - 3.39	580	2.71				3.99	250	3.99			

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)