



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/07 thru 06/13.**

Fri. Jun 07, 2013

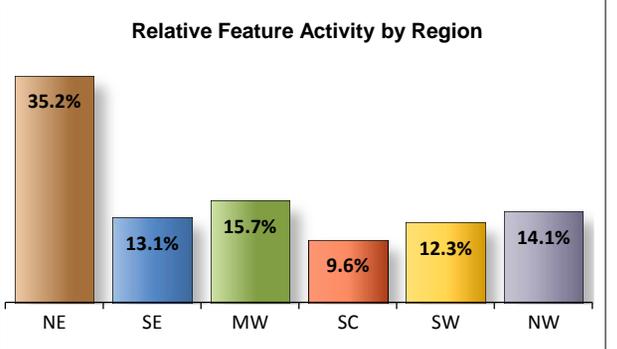
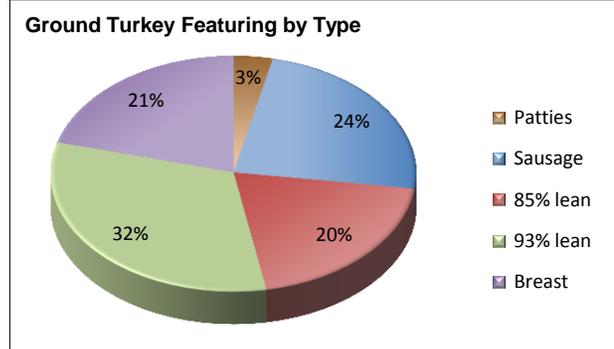
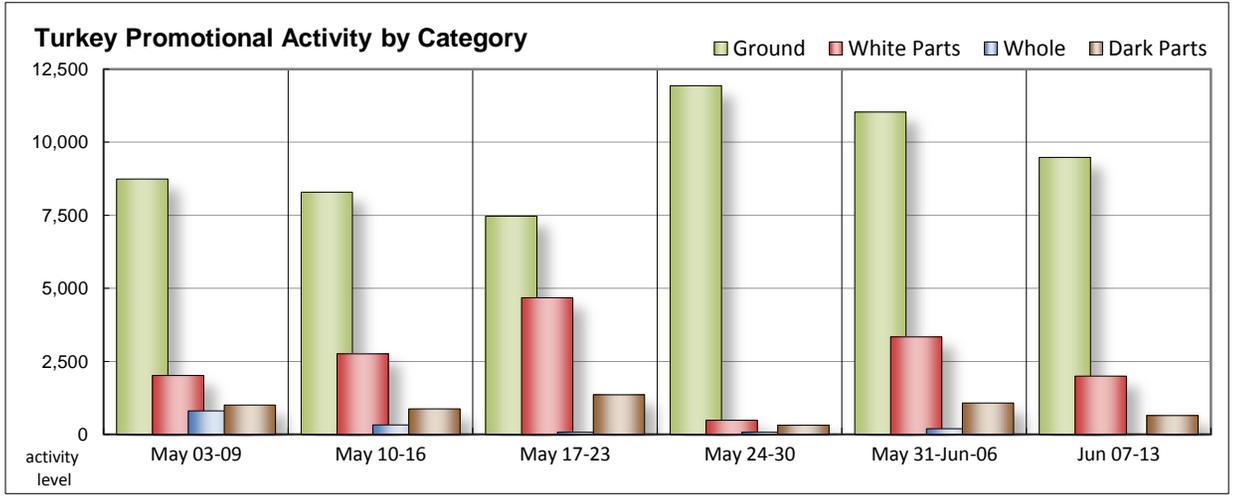
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>42.9% of 23,200 outlets</b>		<b>41.2% of 23,200 outlets</b>		<b>30.0% of 22,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>2.7%</b>		<b>0.6%</b>		<b>1.4%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>15,600</b>		<b>16,760</b>		<b>10,830</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					90	1.62
" - Toms						
Frozen - Hens			100	1.11	190	1.03
" - Toms			100	1.11	190	1.03
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	50	2.35				
Frozen	560	1.57	800	1.81	680	1.95
Split, bone-in						
Fresh	40	2.88	20	2.99		
Rotisserie	230	7.79	460	6.75	430	8.24
Boneless, whole	70	4.16	40	4.11	240	4.33
Cutlets	610	4.58	1,010	4.34	620	4.69
Cutlets, thin sliced						
Strips			20	3.99		
Tenders	440	4.25	990	4.21	460	4.78
Marinated Tenders	1,600	5.14	350	5.20	580	3.74
Drumsticks	190	1.92	40	1.42	240	1.76
Thighs	20	2.99			110	2.20
Wings	270	2.17	100	2.47	60	1.54
Necks	60	2.39	10	1.29	10	1.49
Smoked Drumsticks	50	1.99	650	2.15	140	2.62
Smoked Wings	40	1.99	210	2.01	30	1.98
Smoked Necks	20	1.99	70	1.99	10	1.95
<b>GROUND TURKEY:</b>	<b>9,480</b>	<b>3.42</b>	<b>11,030</b>	<b>3.47</b>	<b>4,840</b>	<b>3.23</b>
Patties	330	3.73	2,770	3.60	410	3.19
Sausage	2,250	3.30	1,610	3.59	490	3.05
85% lean	1,890	2.60	1,920	2.53	610	2.42
93% lean	3,030	3.28	2,710	3.18	2,700	3.12
Breast	1,980	4.55	2,020	4.51	630	4.66
Rolls (frsh/frz 1 lb.)	640	2.56	450	2.63	1,320	1.34
<b>Specialty</b> <sup>5/</sup>						
Patties	380	4.94			20	4.49
93-94% lean	800	4.14	210	4.06	280	4.54
Breast	50	5.65	100	5.64	290	7.10

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

**This Week's Turkey Feature Highlights**

Retail feature activity slows. Retailers take a break from featuring whole turkeys; we will have to wait for the fall to see much activity on them. Fewer stores offer of bone-in breasts but prices are sharply lower. Rotisserie breasts are not as actively promoted; prices are higher. Offerings increase on boneless white parts. Last week was the time to buy cutlets, this week the spotlight is on marinated tenders. Dark parts are fully represented; prices are mixed. There are still plenty of promotions on ground turkey, even as feature activity slows from the previous two weeks. Offerings increase on sausage and 93% lean; prices are lower on sausage, higher on the balance of grinds. Specialty grinds gain more ad space, especially the 93-94% lean. Deli market activity is slightly lower this week. Fewer stores offer service deli items, although offerings on private label whole muscle chicken are sharply higher. Prices trend lower on turkey, mixed on chicken. Self-service deli promotional activity increases; offerings increase on processor labels, decrease on private labels.



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>	62.9% of 4,600 sampled outlets			46.1% of 6,100 sampled outlets			33.6% of 4,200 sampled outlets		
Special Rate <sup>4/</sup>	4.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			4.7% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 6,230			Activity Index = 3,170			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	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
	1.39 - 1.59	70	1.52	1.48 - 1.79	250	1.49	1.29 - 1.79	150	1.70
Split, bone-in									
Fresh									
	2.69 - 2.99	40	2.88						
Rotisserie									
	6.89 - 7.99	230	7.79						
Boneless, whole									
	3.99 - 4.99	50	4.42						
Cutlets									
	3.99 - 5.45	470	4.73	3.99	40	3.99	4.99	20	4.99
Cutlets, thin sliced									
Strips									
Tenders									
	3.99 - 4.79	280	4.37	3.99	40	3.99	4.39	20	4.39
Marinated Tenders									
	3.99 - 5.33	360	4.56	5.33	1,140	5.33	4.66 - 5.33	100	5.01
Drumsticks									
	1.69 - 2.49	190	1.92						
Thighs									
	2.99	20	2.99						
Wings									
	1.69 - 2.99	250	2.11	2.99	20	2.99			
Necks									
	2.39	40	2.39	2.39	20	2.39			
Smoked Drumsticks									
	1.99	30	1.99				1.98 - 1.99	20	1.99
Smoked Wings									
	1.99	30	1.99				1.99	10	1.99
Smoked Necks									
	1.99	20	1.99						
<b>GROUND TURKEY:</b>									
Patties									
	2.99 - 3.99	60	3.62	3.50	20	3.50	2.86 - 3.99	200	3.72
Sausage									
	2.79 - 4.09	1,040	3.45	3.19	10	3.19	2.87 - 3.91	810	3.36
85% lean									
	2.30 - 3.07	800	2.73	2.00 - 2.50	450	2.39	2.50 - 3.00	150	2.64
93% lean									
	2.66 - 3.84	710	3.19	2.66 - 3.49	1,100	3.45	2.80 - 3.49	390	3.14
Breast (99-100% lean)									
	3.76 - 4.61	790	4.58	4.61	70	4.61	3.78 - 4.39	140	4.05
Rolls (frsh/frz 1 lb.)									
	3.00	130	3.00				1.25 - 2.59	240	1.97
<b>Specialty <sup>5/</sup></b>									
Patties									
	3.99 - 4.99	380	4.94						
93-94% lean									
	2.99 - 4.99	230	3.99	3.99	10	3.99	3.33 - 3.99	280	3.95
Breast									
	6.99	10	6.99						



**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>	31.3% of 4,200 sampled outlets			33.6% of 2,900 sampled outlets			44.0% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	6.2% 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 = 1,550			Activity Index = 1,440			Activity Index = 680		
	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	2.59	20	2.59				2.19	30	2.19
Frozen	1.39 - 1.79	90	1.58						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	3.49	20	3.49						
Cutlets	3.79 - 3.99	80	3.94						
Cutlets, thin sliced									
Strips									
Tenders	3.95 - 3.99	100	3.98						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				3.99	10	3.99	3.99	40	3.99
Sausage	2.91 - 3.49	80	3.20	2.45 - 3.27	270	2.53	3.27	40	3.27
85% lean	2.39 - 3.33	50	3.12	2.39 - 2.66	410	2.50	2.50	30	2.50
93% lean	3.19 - 3.50	420	3.21	3.19	240	3.19	3.19	170	3.19
Breast (99-100% lean)	3.99 - 4.16	350	4.12	3.99 - 5.35	510	4.77	3.99 - 5.99	120	5.23
Rolls (frsh/frz 1 lb.)	1.69 - 2.89	70	2.55				2.99	200	2.99
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.47	270	4.47				3.98	10	3.98
Breast							4.98 - 5.49	40	5.32



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

Fri. Jun 07, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/07 thru 06/13.

(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		96.8% of 4,600 sampled outlets			90.2% of 6,100 sampled outlets		
Feature Rate <sup>1/</sup>	83.5% of 23,200 stores		75.1% of 23,200 stores		69.7% of 22,500 stores		<b>Activity Index = 15,450</b>			<b>Activity Index = 10,100</b>		
Activity Index <sup>2/</sup>	<b>49,260</b>		<b>49,390</b>		<b>43,850</b>		Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5,670	7.93	5,550	8.12	5,210	7.77	5.99 - 10.99	3,410	8.02	6.98 - 8.99	1,570	7.87
Private Brand	1,290	7.16	1,680	7.65	2,460	7.30	6.99 - 7.99	900	7.00	6.99 - 7.49	170	7.30
<b>Category 2</b>												
Processor Brand	4,110	5.77	5,530	6.09	4,800	6.07	4.99 - 6.99	880	6.14	4.99 - 6.99	220	5.98
Private Brand	4,140	6.78	8,190	7.14	3,050	6.64	4.99 - 6.99	1,680	6.74	5.99 - 6.99	820	6.70
<b>Category 3</b>												
Processor Brand	870	3.95	750	4.10	1,060	3.94	3.88 - 4.99	340	4.26	2.97 - 3.99	260	3.29
Private Brand	140	3.99	60	4.98	200	4.69	3.98 - 3.99	130	3.99			
<b>Turkey Ham</b>												
Processor Brand	490	3.98	80	3.02	290	3.89	3.49 - 4.99	320	4.38	3.49 - 4.99	40	4.28
Private Brand			20	4.99								
<b>Turkey Pastrami</b>												
Processor Brand	470	4.27	90	4.50	310	4.29	3.79 - 4.99	440	4.27	4.99	20	4.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,020	7.68	3,580	7.96	2,600	7.46	5.99 - 8.99	1,970	7.80	5.99 - 8.99	200	7.11
Private Brand	2,550	7.20	290	6.85	2,530	7.12	5.99 - 8.99	1,080	6.89	5.99 - 6.99	580	6.85
<b>Category 2</b>												
Processor Brand	930	5.58	350	6.42	70	5.91	4.99 - 5.99	450	5.38	4.99	40	4.99
Private Brand	50	5.99	180	5.99	180	5.98						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,120	3.22	5,630	3.14	9,710	3.11	2.50 - 3.99	1,140	3.29	2.29 - 3.99	1,580	3.30
Private Brand	3,140	2.86	4,400	3.46	890	2.70	2.33 - 3.33	570	2.72	2.33 - 3.99	560	2.77
<b>Turkey 16 oz</b>												
Processor Brand	5,380	4.49	2,150	4.40	370	5.57	3.99 - 5.99	620	4.28	3.99 - 5.99	1,900	4.87
Private Brand			1,040	3.99								
<b>Chicken 7-10 oz</b>												
Processor Brand	6,830	3.22	5,440	3.17	9,230	3.13	2.50 - 3.99	1,020	3.32	2.29 - 3.99	1,580	3.30
Private Brand	3,060	2.91	4,380	3.47	890	2.70	2.33 - 3.33	500	2.74	2.33 - 3.99	560	2.77

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. Jun 07, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/07 thru 06/13.

(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)		
	87.3% of 4,200 sampled outlets			73.4% of 4,200 sampled outlets			59.8% of 2,900 sampled outlets			77.5% of 1,200 sampled outlets		
	Activity Index = 9,670			Activity Index = 7,840			Activity Index = 3,720			Activity Index = 2,480		
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	390	6.99	7.99 - 10.99	90	9.19				7.99 - 12.99	210	8.21
Private Brand	6.99 - 10.99	140	8.13	6.99	80	6.99						
<b>Category 2</b>												
Processor Brand	4.89 - 6.99	1,160	5.74	4.50 - 5.99	1,650	5.55	5.99	150	5.99	4.99 - 5.99	50	5.82
Private Brand	5.76 - 6.49	730	6.34	5.88 - 8.49	660	7.17	7.99	40	7.99	7.49 - 7.99	210	7.53
<b>Category 3</b>												
Processor Brand	2.98 - 4.99	180	3.98				3.49 - 6.99	50	3.90	3.98 - 5.99	40	5.53
Private Brand					10	3.99						
<b>Turkey Ham</b>												
Processor Brand	2.98 - 3.58	20	3.34	2.59 - 2.79	30	2.69	2.59 - 3.29	80	2.89			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.98	10	2.98									
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 10.99	390	7.09	5.99 - 8.79	240	7.88	6.99 - 7.99	20	7.45	7.99	200	7.99
Private Brand	5.98 - 7.99	170	7.46	6.99 - 8.49	280	7.92	7.99	290	7.99	7.49 - 7.99	150	7.54
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	350	5.79	5.99	90	5.99						
Private Brand	5.98 - 5.99	50	5.99									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.49 - 3.50	1,560	2.94	2.49 - 3.33	1,530	3.26	2.59 - 3.49	810	3.33	2.98 - 3.49	500	3.33
Private Brand	2.33 - 3.99	1,040	3.04	2.33 - 3.99	560	2.94	2.33	270	2.33	2.33 - 3.99	140	3.13
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.19	920	4.18	3.99 - 4.99	670	4.17	3.99 - 5.99	930	4.57	3.99	340	3.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.49 - 3.50	1,530	2.94	2.49 - 3.49	1,390	3.27	2.59 - 3.49	810	3.33	2.98 - 3.49	500	3.33
Private Brand	2.33 - 3.99	1,030	3.16	2.33 - 3.99	560	2.94	2.33	270	2.33	2.33 - 3.99	140	3.13

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)