



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12.**

Fri. Sep 06, 2013

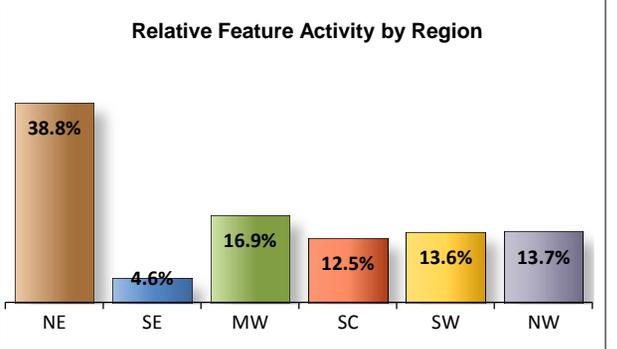
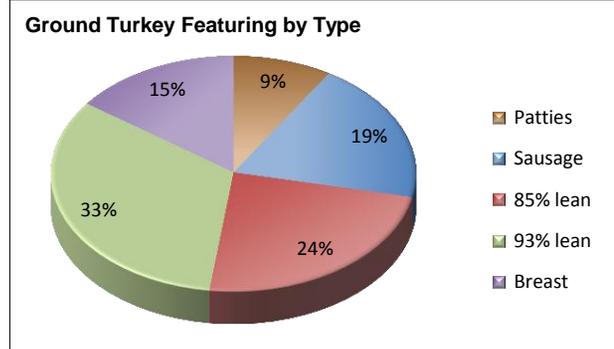
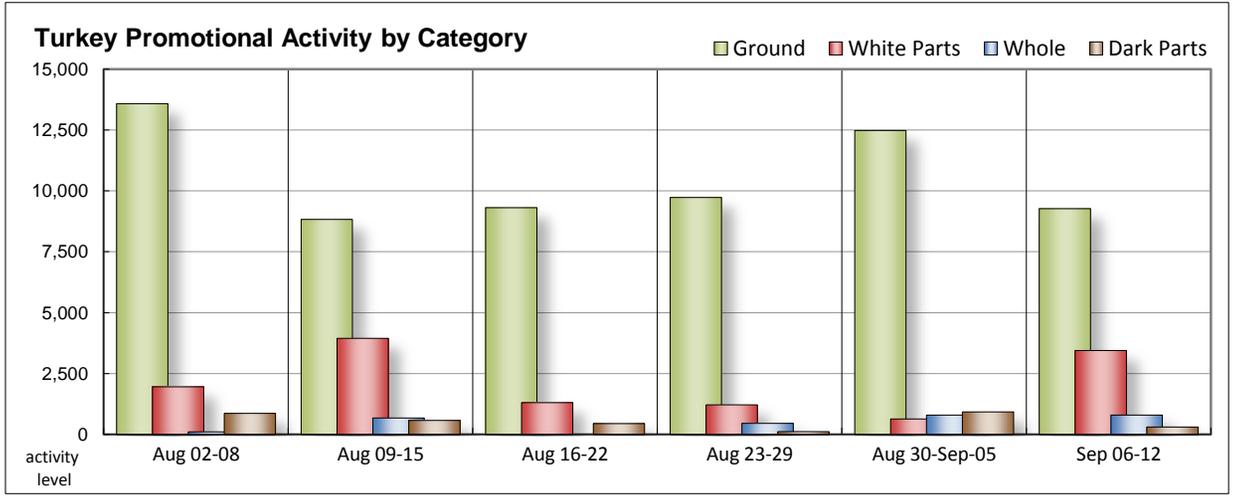
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| NATIONAL SUMMARY                    |                         |             |                         |             |                         |             |
|-------------------------------------|-------------------------|-------------|-------------------------|-------------|-------------------------|-------------|
|                                     | THIS WEEK               |             | LAST WEEK               |             | LAST YEAR               |             |
| <b>Feature Rate</b> <sup>1/</sup>   | 44.4% of 23,200 outlets |             | 45.1% of 23,200 outlets |             | 35.1% of 22,500 outlets |             |
| <b>Special Rate</b> <sup>4/</sup>   | 10.7%                   |             | 3.8%                    |             | 0.8%                    |             |
| <b>Activity Index</b> <sup>2/</sup> | 15,650                  |             | 17,120                  |             | 12,730                  |             |
| <b>3/</b>                           | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     |
| <b>WHOLE BIRDS:</b>                 |                         |             |                         |             |                         |             |
| Fresh - Hens                        | 400                     | 1.88        | 350                     | 1.94        | 280                     | 1.77        |
| " - Toms                            | 400                     | 1.88        | 350                     | 1.94        | 100                     | 1.49        |
| Frozen - Hens                       |                         |             | 50                      | 1.37        |                         |             |
| " - Toms                            |                         |             | 50                      | 1.37        |                         |             |
| <b>PARTS:</b>                       |                         |             |                         |             |                         |             |
| <b>Breast:</b>                      |                         |             |                         |             |                         |             |
| Bone-in, whole                      |                         |             |                         |             |                         |             |
| Fresh                               | 310                     | 3.70        | 270                     | 3.33        | 200                     | 3.09        |
| Frozen                              | 660                     | 1.55        | 50                      | 1.72        | 680                     | 1.86        |
| Split, bone-in                      |                         |             |                         |             |                         |             |
| Fresh                               |                         |             | 10                      | 2.49        | 10                      | 3.49        |
| Rotisserie                          | 280                     | 7.28        | 90                      | 7.36        | 530                     | 7.73        |
| Boneless, whole                     | 20                      | 4.99        | 200                     | 4.99        |                         |             |
| Cutlets                             | 880                     | 4.58        | 20                      | 3.99        | 630                     | 4.84        |
| Cutlets, thin sliced                |                         |             |                         |             |                         |             |
| Strips                              | 540                     | 4.99        |                         |             |                         |             |
| Tenders                             | 760                     | 4.38        |                         |             | 500                     | 4.03        |
| Marinated Tenders                   | 480                     | 4.75        | 1,340                   | 5.30        | 390                     | 4.40        |
| Drumsticks                          | 40                      | 1.72        | 330                     | 2.00        | 210                     | 1.99        |
| Thighs                              | 40                      | 2.29        | 180                     | 1.99        | 190                     | 1.99        |
| Wings                               | 20                      | 1.44        | 270                     | 1.88        | 220                     | 2.00        |
| Necks                               | 10                      | 1.19        | 100                     | 2.07        |                         |             |
| Smoked Drumsticks                   | 70                      | 1.97        | 20                      | 1.79        | 130                     | 1.96        |
| Smoked Wings                        | 70                      | 2.04        | 20                      | 1.79        | 130                     | 1.96        |
| Smoked Necks                        | 60                      | 1.96        | 10                      | 1.89        | 40                      | 1.89        |
| <b>GROUND TURKEY:</b>               | <b>9,270</b>            | <b>3.34</b> | <b>12,480</b>           | <b>3.20</b> | <b>8,160</b>            | <b>3.51</b> |
| Patties                             | 820                     | 3.44        | 2,830                   | 3.34        | 610                     | 3.17        |
| Sausage                             | 1,810                   | 3.24        | 3,250                   | 3.32        | 650                     | 3.52        |
| 85% lean                            | 2,200                   | 2.67        | 3,440                   | 2.79        | 580                     | 2.57        |
| 93% lean                            | 3,050                   | 3.20        | 2,640                   | 3.28        | 4,120                   | 3.29        |
| Breast                              | 1,390                   | 4.77        | 320                     | 5.04        | 2,200                   | 4.38        |
| Rolls (frsh/frz 1 lb.)              | 240                     | 1.91        | 800                     | 2.83        | 80                      | 2.54        |
| <b>Specialty</b> <sup>5/</sup>      |                         |             |                         |             |                         |             |
| Patties                             | 50                      | 3.99        | 20                      | 5.24        |                         |             |
| 93-94% lean                         | 870                     | 3.87        | 70                      | 3.80        | 220                     | 4.02        |
| Breast                              | 180                     | 5.99        | 40                      | 6.74        | 30                      | 6.69        |

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

**This Week's Turkey Feature Highlights**

This week, feature activity decreases. Ads for whole turkeys in the Northeast increase, continuing to center on fresh, along with a light volume of frozen Kosher. Bone-in breasts gain some momentum, especially on the frozen side. Prices are lower for fresh and higher for frozen. Looking for a convenient meal, rotisserie breasts are offered more often; Values are lower. As we start a new month, there are plenty of opportunities to plan a meal with fresh white parts; prices are mixed. Marinated tenders decline in offers and pricing. Fresh dark parts are seen less, while the smoked varieties increase. Grind offerings are fewer in numbers, but there continue to be several opportunities if this is your choice for tailgating at the game. Offers of 93% and 85% leans are most prevalent with values lower. Deli feature activity increases this week allowing those affected by unseasonably hot temperatures an alternative to keep the kitchen cool. Offerings increase on thick slicing and shaving meats, along with self-service deli meats, but you will have to pay more.



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.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) |                           |      | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV) |                           |      | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |                           |       |
|-------------------------------------|--|---------------------------|------|--|---------------------------|------|--|---------------------------|-------|
| <b>Feature Rate</b> <sup>1/</sup>   | 66.6% of 4,600 sampled outlets                       |                           |      | 30.1% of 6,100 sampled outlets                 |                           |      | 37.6% of 4,200 sampled outlets                     |                           |       |
| <b>Special Rate</b> <sup>4/</sup>   | 5.9% of stores w/ no-price promotions                |                           |      | 18.9% of stores w/ no-price promotions         |                           |      | 3.2% of stores w/ no-price promotions              |                           |       |
| <b>Activity Index</b> <sup>2/</sup> | Activity Index = 7,190                               |                           |      | Activity Index = 1,160                         |                           |      | Activity Index = 2,850                             |                           |       |
|                                     | Price Range<br>(\$/pound)                            | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)                      | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)                          | Summary<br>Stores Wtd Avg |       |
| <b>WHOLE BIRDS:</b>                 |  |                           |      |  |                           |      |  |                           |       |
| Fresh - Hens                        | 1.69 - 1.99  | 400                       | 1.88 |  |                           |      |  |                           |       |
| " - Toms                            | 1.69 - 1.99  | 400                       | 1.88 |  |                           |      |  |                           |       |
| Frozen - Hens                       |  |                           |      |  |                           |      |  |                           |       |
| " - Toms                            |  |                           |      |  |                           |      |  |                           |       |
| <b>PARTS:</b>                       |  |                           |      |  |                           |      |  |                           |       |
| Breast:                             |  |                           |      |  |                           |      |  |                           |       |
| Bone-in, whole                      |  |                           |      |  |                           |      |  |                           |       |
| Fresh                               | 3.49 - 3.99  | 310                       | 3.70 |  |                           |      |  |                           |       |
| Frozen                              | 1.49 - 1.88  | 150                       | 1.69 | 1.19 - 1.79                                    | 90                        | 1.56 | 0.99 - 1.99  | 90                        | 1.42  |
| Split, bone-in                      |  |                           |      |  |                           |      |  |                           |       |
| Fresh                               |  |                           |      |  |                           |      |  |                           |       |
| Rotisserie                          | 6.00   | 130                       | 6.00 |  |                           |      | 10.99  | 20                        | 10.99 |
| Boneless, whole                     | 4.99   | 10                        | 4.99 |  |                           |      | 4.99   | 10                        | 4.99  |
| Cutlets                             | 3.99 - 5.99  | 660                       | 4.48 |  |                           |      | 3.99 - 4.99  | 110                       | 4.71  |
| Cutlets, thin sliced                |  |                           |      |  |                           |      |  |                           |       |
| Strips                              |  |                           |      |  |                           |      |  |                           |       |
|                                     | 4.99   | 530                       | 4.99 |  |                           |      |  |                           |       |
| Tenders                             | 3.99 - 4.99  | 580                       | 4.28 |  |                           |      | 3.99 - 4.99  | 110                       | 4.71  |
| Marinated Tenders                   | 4.66   | 320                       | 4.66 |  |                           |      | 5.34   | 10                        | 5.34  |
| Drumsticks                          |  |                           |      |  |                           |      |  |                           |       |
|                                     | 1.99   | 20                        | 1.99 |  |                           |      | 1.39   | 10                        | 1.39  |
| Thighs                              |  |                           |      |  |                           |      |  |                           |       |
|                                     | 2.29   | 40                        | 2.29 |  |                           |      |  |                           |       |
| Wings                               |  |                           |      |  |                           |      |  |                           |       |
| Necks                               |  |                           |      |  |                           |      |  |                           |       |
| Smoked Drumsticks                   | 1.99   | 20                        | 1.99 | 1.89 - 2.25                                    | 40                        | 1.95 |  |                           |       |
| Smoked Wings                        | 1.99 - 2.49  | 30                        | 2.15 | 1.89 - 2.25                                    | 40                        | 1.95 |  |                           |       |
| Smoked Necks                        | 1.99   | 20                        | 1.99 | 1.89 - 2.25                                    | 40                        | 1.95 |  |                           |       |
| <b>GROUND TURKEY:</b>               |  |                           |      |  |                           |      |  |                           |       |
| Patties                             | 2.99 - 3.69  | 270                       | 3.33 |  |                           |      | 2.99 - 3.50  | 170                       | 3.48  |
| Sausage                             | 3.00 - 3.99  | 830                       | 3.31 | 3.39   | 30                        | 3.39 | 2.87 - 3.99  | 520                       | 3.39  |
| 85% lean                            | 2.30 - 2.99  | 780                       | 2.67 | 2.50 - 2.66                                    | 150                       | 2.57 | 2.32 - 3.19  | 370                       | 2.78  |
| 93% lean                            | 2.53 - 3.99  | 530                       | 3.13 | 2.80 - 3.79                                    | 420                       | 3.17 | 2.80 - 3.49  | 740                       | 3.09  |
| Breast (99-100% lean)               | 4.61 - 5.38  | 820                       | 4.98 | 4.49   | 70                        | 4.49 | 4.16 - 4.79  | 250                       | 4.36  |
| Rolls (frsh/frz 1 lb.)              |  |                           |      |  |                           |      |  |                           |       |
|                                     |  |                           |      |  |                           |      | 1.68 - 2.49  | 90                        | 1.76  |
| <b>Specialty</b> <sup>5/</sup>      |  |                           |      |  |                           |      |  |                           |       |
| Patties                             | 3.99   | 40                        | 3.99 |  |                           |      | 3.99   | 10                        | 3.99  |
| 93-94% lean                         | 2.99 - 4.99  | 260                       | 3.59 | 3.99   | 280                       | 3.99 | 3.99   | 330                       | 3.99  |
| Breast                              | 5.99   | 40                        | 5.99 |  |                           |      |  |                           |       |



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|                                     | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) |                           |      | SOUTHWEST U.S.<br>(CA,HI,NV)           |                           |      | NORTHWEST U.S.<br>(AK,ID,MT,OR,WA,WY)  |                           |      |
|-------------------------------------|---|---------------------------|------|--|---------------------------|------|--|---------------------------|------|
| <b>Feature Rate</b> <sup>1/</sup>   | 39.3% of 4,200 sampled outlets                        |                           |      | 49.0% of 2,900 sampled outlets         |                           |      | 62.4% of 1,200 sampled outlets         |                           |      |
| <b>Special Rate</b> <sup>4/</sup>   | 1.2% of stores w/ no-price promotions                 |                           |      | 18.9% of stores w/ no-price promotions |                           |      | 27.2% of stores w/ no-price promotions |                           |      |
| <b>Activity Index</b> <sup>2/</sup> | Activity Index = 2,100                                |                           |      | Activity Index = 1,660                 |                           |      | Activity Index = 690                   |                           |      |
|                                     | Price Range<br>(\$/pound)                             | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)              | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)              | Summary<br>Stores Wtd Avg |      |
| <b>WHOLE BIRDS:</b>                 |   |                           |      |  |                           |      |  |                           |      |
| Fresh - Hens                        |   |                           |      |  |                           |      |  |                           |      |
| " - Toms                            |   |                           |      |  |                           |      |  |                           |      |
| Frozen - Hens                       |   |                           |      |  |                           |      |  |                           |      |
| " - Toms                            |   |                           |      |  |                           |      |  |                           |      |
| <b>PARTS:</b>                       |   |                           |      |  |                           |      |  |                           |      |
| Breast:                             |   |                           |      |  |                           |      |  |                           |      |
| Bone-in, whole                      |   |                           |      |  |                           |      |  |                           |      |
| Fresh                               |   |                           |      |  |                           |      |  |                           |      |
| Frozen                              | 0.99 - 1.99   | 310                       | 1.48 |  |                           |      | 1.88 - 1.99                            | 20                        | 1.94 |
| Split, bone-in                      |   |                           |      |  |                           |      |  |                           |      |
| Fresh                               |   |                           |      |  |                           |      |  |                           |      |
| Rotisserie                          |   |                           |      | 7.99                                   | 130                       | 7.99 |  |                           |      |
| Boneless, whole                     |   |                           |      |  |                           |      |  |                           |      |
| Cutlets                             | 3.99 - 5.72   | 70                        | 4.76 | 4.99 - 5.45                            | 20                        | 5.24 | 5.72                                   | 20                        | 5.72 |
| Cutlets, thin sliced                |   |                           |      |  |                           |      |  |                           |      |
| Strips                              |   |                           |      | 4.99                                   | 10                        | 4.99 |  |                           |      |
| Tenders                             | 5.01 - 5.03   | 30                        | 5.02 |  |                           |      | 3.99 - 5.03                            | 40                        | 4.48 |
| Marinated Tenders                   | 4.39 - 5.34   | 130                       | 4.98 |  |                           |      | 4.39                                   | 20                        | 4.39 |
| Drumsticks                          |   |                           |      | 1.49                                   | 10                        | 1.49 |  |                           |      |
| Thighs                              |   |                           |      |  |                           |      |  |                           |      |
| Wings                               |   |                           |      | 1.49                                   | 10                        | 1.49 |  |                           |      |
| Necks                               | 1.19  | 10                        | 1.19 |  |                           |      |  |                           |      |
| Smoked Drumsticks                   | 1.99  | 10                        | 1.99 |  |                           |      |  |                           |      |
| Smoked Wings                        |   |                           |      |  |                           |      |  |                           |      |
| Smoked Necks                        |   |                           |      |  |                           |      |  |                           |      |
| <b>GROUND TURKEY:</b>               |   |                           |      |  |                           |      |  |                           |      |
| Patties                             | 3.00  | 10                        | 3.00 | 3.00 - 3.99                            | 300                       | 3.41 | 3.99                                   | 70                        | 3.99 |
| Sausage                             | 2.46 - 2.78   | 20                        | 2.61 | 2.46 - 3.27                            | 300                       | 2.80 | 3.27 - 3.51                            | 110                       | 3.36 |
| 85% lean                            | 2.59 - 3.19   | 230                       | 2.93 | 2.39 - 3.19                            | 650                       | 2.54 | 3.19                                   | 20                        | 3.19 |
| 93% lean                            | 2.74 - 3.00   | 810                       | 3.34 | 3.19 - 3.99                            | 220                       | 3.31 | 3.10 - 3.42                            | 330                       | 3.18 |
| Breast (99-100% lean)               | 4.16 - 4.79   | 210                       | 4.57 | 4.79                                   | 10                        | 4.79 | 4.39 - 4.79                            | 30                        | 4.54 |
| Rolls (frsh/frz 1 lb.)              | 1.73 - 2.79   | 120                       | 2.00 |  |                           |      | 2.00                                   | 30                        | 2.00 |
| <b>Specialty</b> <sup>5/</sup>      |   |                           |      |  |                           |      |  |                           |      |
| Patties                             |   |                           |      |  |                           |      |  |                           |      |
| 93-94% lean                         |   |                           |      |  |                           |      |  |                           |      |
| Breast                              | 5.99  | 140                       | 5.99 |  |                           |      |  |                           |      |



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

Fri. Sep 06, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12.

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

|  | NATIONAL SUMMARY       |         |                        |         |                        |         | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)      |                |                 | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)            |                |                 |
|--|------------------------|---------|------------------------|---------|------------------------|---------|---|----------------|-----------------|---|----------------|-----------------|
|  | This Week              |         | Last Week              |         | Last Year              |         | 91.9% of 4,600 sampled outlets<br>Activity Index = 15,810 |                |                 | 82.1% of 6,100 sampled outlets<br>Activity Index = 14,070 |                |                 |
| Feature Rate <sup>1/</sup>                             | 81.2% of 23,200 stores |         | 75.9% of 23,200 stores |         | 73.3% of 22,500 stores |         |   |                |                 |   |                |                 |
| Activity Index <sup>2/</sup>                           | 56,190                 |         | 45,570                 |         | 48,840                 |         |   |                |                 |   |                |                 |
|  | 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 |
| <b>SERVICE DELI - Turkey</b>                           |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Category 1</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 3,360                  | 8.43    | 3,460                  | 8.08    | 3,900                  | 8.10    | 5.99 - 12.99  | 1,590          | 8.24            | 6.99 - 8.99   | 500            | 8.58            |
| Private Brand  | 1,870                  | 7.64    | 900                    | 7.30    | 2,110                  | 7.26    | 6.99 - 8.99   | 1,380          | 7.45            | 7.49  | 70             | 7.49            |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 4,320                  | 5.79    | 4,700                  | 5.95    | 4,510                  | 5.92    | 4.98 - 6.99   | 910            | 5.35            | 4.99 - 6.99   | 500            | 6.01            |
| Private Brand  | 2,980                  | 6.33    | 4,130                  | 6.83    | 2,190                  | 6.41    | 4.98 - 6.99   | 980            | 5.78            | 5.99 - 6.99   | 920            | 6.56            |
| <b>Category 3</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 2,100                  | 4.02    | 1,160                  | 3.78    | 970                    | 3.72    | 2.99 - 4.99   | 850            | 4.31            | 3.49 - 3.99   | 70             | 3.75            |
| Private Brand  | 1,420                  | 6.94    | 70                     | 4.57    | 1,620                  | 5.69    | 6.99  | 80             | 6.99            | 6.99  | 40             | 6.99            |
| <b>Turkey Ham</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 260                    | 3.50    | 290                    | 3.25    | 480                    | 3.61    | 4.99  | 30             | 4.99            | 2.99 - 3.99   | 90             | 3.56            |
| Private Brand  |                        |         | 20                     | 3.99    |                        |         |   |                |                 |   |                |                 |
| <b>Turkey Pastrami</b>                                 |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 490                    | 5.40    | 170                    | 3.62    | 280                    | 4.46    | 3.99 - 7.99   | 420            | 5.70            | 3.49  | 30             | 3.49            |
| Private Brand  |                        |         |                        |         | 120                    | 5.29    |   |                |                 |   |                |                 |
| <b>SERVICE DELI - Chicken</b>                          |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Category 1</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 5,110                  | 7.51    | 4,120                  | 7.74    | 3,560                  | 7.31    | 5.98 - 9.49   | 1,750          | 7.71            | 5.99 - 8.49   | 1,600          | 6.86            |
| Private Brand  | 1,560                  | 7.10    | 1,650                  | 7.33    | 3,640                  | 7.15    | 6.99 - 8.99   | 660            | 7.11            | 6.99  | 440            | 6.99            |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 210                    | 5.57    | 260                    | 5.76    | 350                    | 4.99    | 4.99 - 5.99   | 30             | 5.46            | 6.99  | 70             | 6.99            |
| Private Brand  | 290                    | 5.31    | 50                     | 5.25    |                        |         | 4.99 - 5.99   | 230            | 5.39            |   |                |                 |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Turkey 7-10 oz</b>                                  |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 11,800                 | 3.00    | 9,250                  | 2.97    | 10,540                 | 3.00    | 2.49 - 3.99   | 2,890          | 3.07            | 1.99 - 3.79   | 1,880          | 2.94            |
| Private Brand  | 3,220                  | 3.00    | 2,500                  | 2.60    | 2,190                  | 3.13    | 2.79 - 3.50   | 460            | 3.09            | 2.69 - 3.33   | 2,470          | 3.02            |
| <b>Turkey 16 oz</b>                                    |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 2,430                  | 4.67    | 1,870                  | 5.00    | 350                    | 5.12    | 3.99 - 5.99   | 400            | 5.27            | 3.99 - 5.49   | 1,050          | 4.01            |
| Private Brand  |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Chicken 7-10 oz</b>                                 |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 11,550                 | 3.00    | 8,590                  | 2.96    | 9,940                  | 3.03    | 2.49 - 3.99   | 2,690          | 3.04            | 1.99 - 3.79   | 1,870          | 2.94            |
| Private Brand  | 3,220                  | 3.00    | 2,380                  | 2.59    | 2,090                  | 3.12    | 2.79 - 3.50   | 460            | 3.09            | 2.69 - 3.33   | 2,470          | 3.02            |

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. Sep 06, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12.

(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.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |                           |      | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) |                           |      | SOUTHWEST U.S.<br>(CA,HI,NV)   |                           |      | NORTHWEST U.S.<br>(AK,ID,MT,OR,WA,WY) |                           |      |
|--|--|---------------------------|------|---|---------------------------|------|--------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
|  | 78.5% of 4,200 sampled outlets                     |                           |      | 74.3% of 4,200 sampled outlets                        |                           |      | 73.8% of 2,900 sampled outlets |                           |      | 87.0% of 1,200 sampled outlets        |                           |      |
|  | Activity Index = 9,340                             |                           |      | Activity Index = 7,710                                |                           |      | Activity Index = 6,360         |                           |      | Activity Index = 2,900                |                           |      |
| Activity Index <sup>2/</sup>                           | Price Range<br>(\$/pound)                          | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)                             | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)      | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      |
| <b>SERVICE DELI - Turkey</b>                           |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Category 1</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 6.98 - 9.99  | 310                       | 8.45 | 6.49 - 10.49  | 360                       | 8.25 | 7.99 - 10.99                   | 490                       | 8.78 | 7.99 - 10.99                          | 110                       | 9.48 |
| Private Brand  | 6.99 - 10.99                                       | 210                       | 7.98 | 6.99 - 7.49   | 80                        | 7.14 | 9.49                           | 130                       | 9.49 |                                       |                           |      |
| <b>Category 2</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 4.94 - 6.99  | 1,430                     | 6.12 | 4.99 - 5.88   | 1,210                     | 5.69 | 4.99                           | 170                       | 4.99 | 5.98 - 6.99                           | 100                       | 6.63 |
| Private Brand  | 4.99 - 6.99  | 310                       | 6.14 | 5.99 - 6.99   | 700                       | 6.82 | 6.99                           | 70                        | 6.99 |                                       |                           |      |
| <b>Category 3</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 2.99 - 4.49  | 250                       | 3.91 | 2.99 - 4.49   | 190                       | 3.40 | 2.99 - 3.99                    | 570                       | 3.88 | 3.99 - 4.99                           | 170                       | 4.04 |
| Private Brand  | 5.99 - 6.99  | 80                        | 6.09 | 6.99  | 350                       | 6.99 | 6.99                           | 550                       | 6.99 | 6.99                                  | 320                       | 6.99 |
| <b>Turkey Ham</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  |  |                           |      |   |                           |      | 2.69 - 3.49                    | 140                       | 3.13 |                                       |                           |      |
| Private Brand  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Turkey Pastrami</b>                                 |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  |  |                           |      |   |                           |      |                                |                           |      | 2.99 - 3.99                           | 40                        | 3.74 |
| Private Brand  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>SERVICE DELI - Chicken</b>                          |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Category 1</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 5.95 - 8.99  | 510                       | 7.05 | 5.99 - 8.99   | 540                       | 7.87 | 7.99 - 9.99                    | 610                       | 8.80 | 6.99                                  | 100                       | 6.99 |
| Private Brand  | 6.99   | 250                       | 6.99 | 6.99 - 7.99   | 80                        | 7.29 |                                |                           |      | 7.49                                  | 130                       | 7.49 |
| <b>Category 2</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 3.75 - 4.99  | 100                       | 4.66 | 4.99  | 10                        | 4.99 |                                |                           |      |                                       |                           |      |
| Private Brand  | 4.99   | 60                        | 4.99 |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Turkey 7-10 oz</b>                                  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 1.99 - 3.50  | 2,630                     | 2.70 | 1.99 - 2.50   | 1,870                     | 2.96 | 2.50 - 3.99                    | 1,660                     | 3.29 | 2.50 - 3.99                           | 870                       | 3.39 |
| Private Brand  | 2.50 - 2.99  | 160                       | 2.71 | 2.50 - 2.99   | 90                        | 2.55 |                                |                           |      | 2.29 - 2.50                           | 40                        | 2.47 |
| <b>Turkey 16 oz</b>                                    |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 3.99 - 4.99  | 260                       | 4.32 | 4.47 - 5.79   | 300                       | 5.12 | 4.79 - 5.99                    | 310                       | 5.50 | 5.99                                  | 110                       | 5.99 |
| Private Brand  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Chicken 7-10 oz</b>                                 |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 1.99 - 3.50  | 2,620                     | 2.70 | 2.29 - 2.50   | 1,840                     | 2.96 | 2.50 - 3.99                    | 1,660                     | 3.29 | 2.50 - 3.99                           | 870                       | 3.39 |
| Private Brand  | 2.50 - 2.99  | 160                       | 2.71 | 2.50 - 2.99   | 90                        | 2.55 |                                |                           |      | 2.29 - 2.50                           | 40                        | 2.47 |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

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