



USDA Weekly Retail Turkey Feature Activity *No data available for the previous week due to the gov. shut down.
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/25 thru 10/31.

Fri. Oct 25, 2013

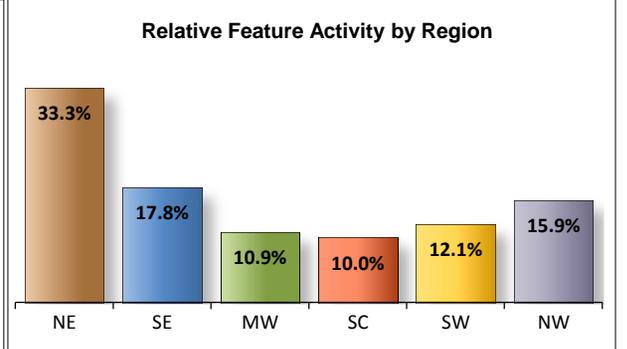
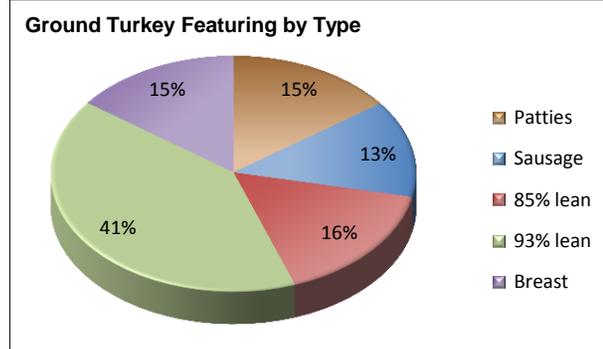
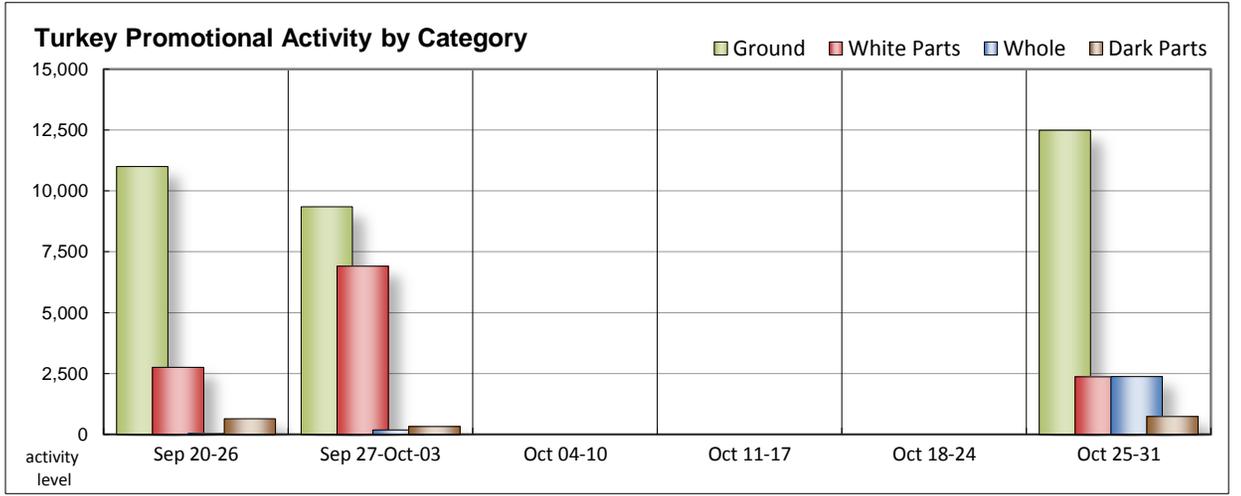
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	53.6% of 23,200 outlets				33.1% of 22,500 outlets	
Special Rate ^{4/}	2.9%				1.8%	
Activity Index ^{2/}	19,290				13,490	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	1,200	1.09			1,180	1.07
" - Toms	1,180	1.09			1,180	1.07
PARTS:						
Breast:						
Bone-in, whole						
Fresh					40	2.39
Frozen	990	1.75			570	2.02
Split, bone-in						
Fresh					170	1.99
Rotisserie	400	8.32			400	8.33
Boneless, whole						
Cutlets	780	4.88			230	5.16
Cutlets, thin sliced	180	4.99			100	4.99
Strips						
Tenders	20	4.79			690	4.55
Marinated Tenders	580	4.71			260	4.28
Drumsticks	300	1.76			110	1.75
Thighs	100	1.98			140	1.80
Wings	50	1.86			70	1.82
Necks	10	1.49			60	1.69
Smoked Drumsticks	60	1.99			160	1.95
Smoked Wings	190	1.96			150	1.90
Smoked Necks	30	1.82			150	1.80
GROUND TURKEY:	12,490	3.29			7,510	3.31
Patties	1,870	3.09			630	3.23
Sausage	1,670	3.02			1,690	3.55
85% lean	2,030	2.85			1,470	2.41
93% lean	5,060	3.20			2,620	3.26
Breast	1,860	4.81			1,100	4.57
Rolls (frsh/frz 1 lb.)	180	2.32			30	2.00
Specialty ^{5/}						
Patties	80	4.18			20	3.79
93-94% lean	460	3.68			270	4.41
Breast	10	5.99				

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

This Week's Turkey Feature Highlights

Retailers are beginning to show some of their Thanksgiving programs for free or reduced price holiday meat items. Offerings on whole turkeys are active. Promotions are active on frozen bone-in breasts; advertised prices are in wide range. Rotisserie breasts are offered for a quick hot take-out meal. Boneless white parts offerings are most active on cutlets; marinated tenders have the lowest advertised price. Shoppers will find dark parts fully represented in this week's circulars. Featuring is active on ground turkey. The 93% lean captures the most ad space; 85% lean is the lowest priced. Service deli offerings are most active on thin slicing meats; full service and self-service deli offerings center on processor labels this week.



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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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Feature Rate ^{1/}	67.1% of 4,600 sampled outlets			60.7% of 6,100 sampled outlets			40.5% of 4,200 sampled outlets		
Special Rate ^{4/}	0.5% of stores w/ no-price promotions			3.4% of stores w/ no-price promotions			5.2% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,220			Activity Index = 5,280			Activity Index = 2,140		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.49	180	1.45	0.79 - 1.79	570	1.20	0.88 - 1.19	130	0.91
" - Toms	0.99 - 1.49	180	1.45	0.79 - 1.79	570	1.20	0.88	120	0.88
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 2.39	530	1.97	1.49	40	1.49	0.99 - 1.99	220	1.53
Split, bone-in									
Fresh									
Rotisserie	6.89 - 8.99	220	8.59						
Boneless, whole									
Cutlets	4.99 - 5.49	550	5.01				4.49	170	4.49
Cutlets, thin sliced	4.99	180	4.99						
Strips									
Tenders									
Marinated Tenders	3.66 - 4.66	230	4.36				3.73 - 5.33	330	4.94
Drumsticks									
Thighs	1.49 - 1.99	280	1.75				1.49 - 2.28	10	1.85
Wings	2.49	20	2.49				1.79 - 2.28	70	1.83
Necks	1.79 - 2.49	30	2.01	1.78	10	1.78	1.49	10	1.49
Smoked Drumsticks	1.99	20	1.99				1.49	10	1.49
Smoked Wings	1.99	140	1.99						
Smoked Necks	1.99	20	1.99						
GROUND TURKEY:									
Patties	2.49 - 3.69	1,100	3.11	2.50 - 3.00	500	2.57	3.50	40	3.50
Sausage	2.79 - 3.68	1,030	3.26	2.50 - 3.59	450	2.54	2.87 - 3.59	60	3.01
85% lean	2.66 - 2.99	390	2.68	2.50 - 2.99	650	2.58	2.80 - 2.99	130	2.98
93% lean	1.99 - 3.69	970	2.85	2.49 - 3.50	2,490	3.36	2.80 - 3.50	750	3.06
Breast (99-100% lean)	4.61 - 6.15	760	5.06				3.99	70	3.99
Rolls (frsh/frz 1 lb.)							2.29	10	2.29
Specialty ^{5/}									
Patties	3.99	70	3.99						
93-94% lean	2.99 - 4.29	310	3.66				3.99	10	3.99
Breast	5.99	10	5.99						



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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)		
Feature Rate ^{1/}	38.6% of 4,200 sampled outlets			50.8% of 2,900 sampled outlets			70.9% of 1,200 sampled outlets		
Special Rate ^{4/}	4.0% of stores w/ no-price promotions			1.4% of stores w/ no-price promotions			1.2% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,980			Activity Index = 1,730			Activity Index = 940		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.59 - 1.18	320	0.76						
" - Toms	0.59 - 1.18	310	0.75						
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.59	100	1.13	1.59 - 1.79	30	1.72	1.79 - 1.99	70	1.86
Split, bone-in									
Fresh									
Rotisserie	7.99	110	7.99	7.99	70	7.99			
Boneless, whole									
Cutlets	4.49	40	4.49				5.45	20	5.45
Cutlets, thin sliced									
Strips									
Tenders							4.79	20	4.79
Marinated Tenders	5.00	20	5.00						
Drumsticks							1.98	10	1.98
Thighs							1.98	10	1.98
Wings									
Necks									
Smoked Drumsticks				1.99	40	1.99			
Smoked Wings	1.49	10	1.49	1.99	40	1.99			
Smoked Necks	1.49	10	1.49						
GROUND TURKEY:									
Patties	2.50	50	2.50	4.49	180	4.49			
Sausage	2.50 - 2.90	120	2.73	3.27	10	3.27			
85% lean	2.50 - 2.80	450	2.77	2.80 - 3.99	280	3.83	2.79 - 2.99	130	2.83
93% lean	2.49 - 3.19	260	2.78	3.19 - 3.99	390	3.24	3.19 - 3.99	200	3.89
Breast (99-100% lean)				4.79	550	4.79	3.99 - 4.79	480	4.55
Rolls (frsh/frz 1 lb.)	3.39	40	3.39	1.99	130	1.99			
Specialty ^{5/}									
Patties				5.49	10	5.49			
93-94% lean	3.69	140	3.69						
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/25 thru 10/31.

(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		73.0% of 4,600 sampled outlets			52.7% of 6,100 sampled outlets		
Feature Rate ^{1/}	58.7% of 23,200 stores				69.6% of 22,500 stores		Activity Index = 13,340			Activity Index = 6,830		
Activity Index ^{2/}	36,270				46,010		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6,450	7.84			9,050	7.74	6.98 - 9.99	2,950	7.89	6.99 - 8.99	2,030	8.08
Private Brand	540	8.13			4,630	7.51	7.99 - 9.99	180	8.65	7.49	140	7.49
Category 2												
Processor Brand	4,900	5.70			4,320	5.91	4.48 - 6.99	1,570	5.39	4.99 - 6.99	890	6.06
Private Brand	1,800	5.94			2,100	6.19	4.99 - 6.37	1,260	5.89			
Category 3												
Processor Brand	1,290	3.99			420	3.80	2.99 - 4.99	440	4.13	3.99	240	3.99
Private Brand	30	4.24			1,490	5.26	3.99 - 4.49	30	4.24			
Turkey Ham												
Processor Brand	640	3.76			610	3.82	2.98 - 4.99	370	4.24	2.48 - 3.99	80	3.28
Private Brand												
Turkey Pastrami												
Processor Brand	270	3.66			440	3.98	3.49 - 3.99	260	3.58			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,990	7.33			2,470	7.27	5.98 - 8.99	850	7.50	5.99 - 7.99	130	7.47
Private Brand	760	7.77			2,050	7.22	6.99 - 7.99	430	7.80			
Category 2												
Processor Brand	90	4.89			70	5.46						
Private Brand	750	5.99					5.99	750	5.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,950	3.10			8,340	3.16	2.29 - 4.00	1,680	3.28	2.50 - 4.00	1,040	3.37
Private Brand	910	2.72			630	3.11	2.59 - 3.00	420	2.85	2.50	30	2.50
Turkey 16 oz												
Processor Brand	3,850	5.19			790	5.05	3.99 - 5.99	480	5.58	4.99 - 5.49	1,210	5.03
Private Brand												
Chicken 7-10 oz												
Processor Brand	5,170	3.14			7,970	3.15	2.29 - 4.00	1,250	3.34	2.50 - 4.00	1,040	3.37
Private Brand	880	2.52			630	3.11	2.69 - 3.00	420	2.42			

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)



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Feature Rate ^{1/}	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
	57.5% of 4,200 sampled outlets			64.4% of 4,200 sampled outlets			43.4% of 2,900 sampled outlets			56.5% of 1,200 sampled outlets		
	Activity Index = 7,310			Activity Index = 5,620			Activity Index = 2,330			Activity Index = 840		
Activity Index ^{2/}	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 11.99	1,020 7.12	6.99 - 9.79	420 7.90	8.99	10 8.99	8.99	20 8.99				
Private Brand	6.99 - 8.99	160 8.60	5.99 - 7.99	60 6.77								
Category 2												
Processor Brand	4.49 - 6.99	910 5.93	4.99 - 6.99	1,220 5.61	4.99 - 5.99	240 5.70	6.49	70 6.49				
Private Brand	5.99 - 6.99	80 6.58	5.99	460 5.99								
Category 3												
Processor Brand	3.77 - 4.49	360 4.00	2.99 - 4.99	230 3.71			3.99	20 3.99				
Private Brand												
Turkey Ham												
Processor Brand			2.99 - 3.19	140 3.01	2.98 - 3.29	50 3.02						
Private Brand												
Turkey Pastrami												
Processor Brand	5.58	10 5.58										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3.49 - 7.99	750 6.84	6.99 - 8.99	160 8.33	7.99	10 7.99	6.99 - 10.99	90 7.76				
Private Brand	7.99 - 10.99	130 8.20	6.99 - 7.99	70 7.33			7.49	130 7.49				
Category 2												
Processor Brand	3.99 - 5.99	90 4.89										
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 3.50	1,580 2.90	1.99 - 2.69	1,050 2.93	2.50 - 4.29	510 2.92	2.50 - 4.29	90 3.50				
Private Brand	2.00 - 3.29	220 2.75	1.99 - 2.99	160 2.74	1.99	80 1.99						
Turkey 16 oz												
Processor Brand	3.99 - 5.49	400 5.08	3.99 - 5.49	580 4.95	4.98 - 5.49	850 5.31	5.49	330 5.49				
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.50	1,380 2.96	1.99 - 2.69	910 2.99	2.50 - 4.29	500 2.91	2.50 - 4.29	90 3.50				
Private Brand	2.00 - 3.29	220 2.75	1.99 - 2.99	160 2.74	1.99	80 1.99						

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)