



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/01 thru 11/07.

Fri. Nov 01, 2013

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

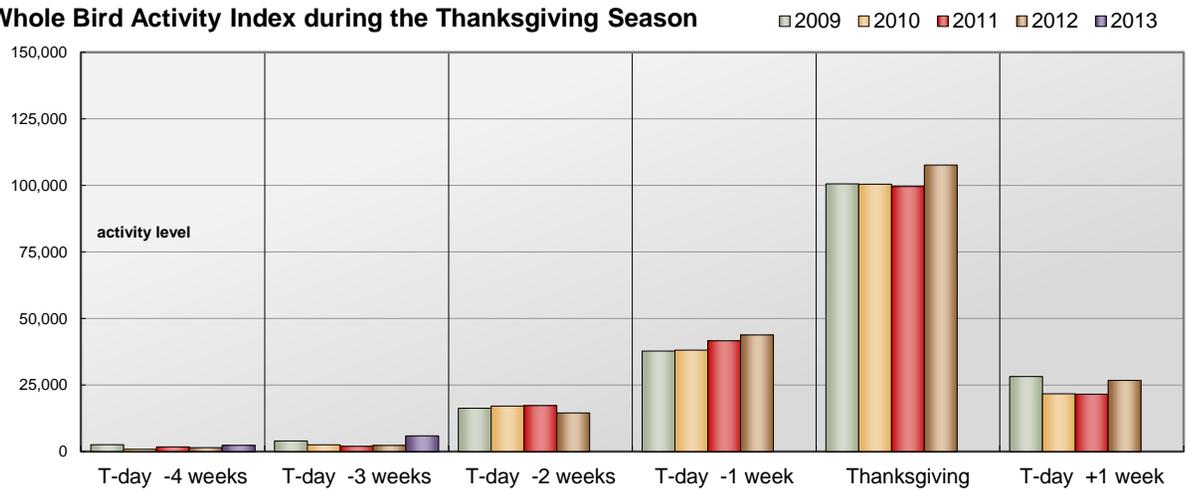
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	49.6% of 23,200 outlets		53.6% of 23,200 outlets		33.1% of 22,500 outlets	
Special Rate ^{4/}	0.7%		2.9%		1.8%	
Activity Index ^{2/}	21,530		19,290		13,490	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	2,980	0.90	1,200	1.09	1,180	1.07
" - Toms	2,980	0.90	1,180	1.09	1,180	1.07
PARTS:						
Breast:						
Bone-in, whole						
Fresh	20	1.89			40	2.39
Frozen	2,840	1.65	990	1.75	570	2.02
Split, bone-in						
Fresh	210	2.99			170	1.99
Rotisserie	430	7.32	400	8.32	400	8.33
Boneless, whole	400	5.04				
Cutlets	710	4.24	780	4.88	230	5.16
Cutlets, thin sliced	140	4.99	180	4.99	100	4.99
Strips						
Tenders			20	4.79	690	4.55
Marinated Tenders			580	4.71	260	4.28
Drumsticks	130	1.70	300	1.76	110	1.75
Thighs			100	1.98	140	1.80
Wings	40	1.65	50	1.86	70	1.82
Necks	10	1.49	10	1.49	60	1.69
Smoked Drumsticks	10	1.99	60	1.99	160	1.95
Smoked Wings	60	1.91	190	1.96	150	1.90
Smoked Necks	10	2.19	30	1.82	150	1.80
GROUND TURKEY:	8,660	3.53	12,490	3.29	7,510	3.31
Patties	650	3.40	1,870	3.09	630	3.23
Sausage	620	2.94	1,670	3.02	1,690	3.55
85% lean	820	2.53	2,030	2.85	1,470	2.41
93% lean	4,180	3.16	5,060	3.20	2,620	3.26
Breast	2,390	4.84	1,860	4.81	1,100	4.57
Rolls (frsh/frz 1 lb.)	250	2.67	180	2.32	30	2.00
Specialty ^{5/}						
Patties	60	4.99	80	4.18	20	3.79
93-94% lean	970	4.30	460	3.68	270	4.41
Breast	620	5.50	10	5.99		

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

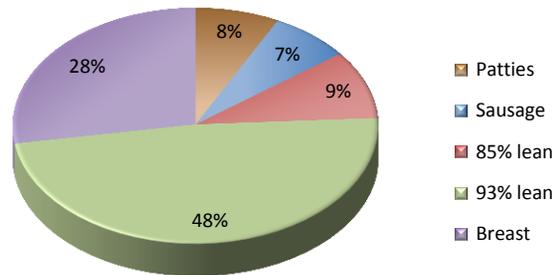
This Week's Turkey Feature Highlights

Retail activity increases going into November with Thanksgiving now in sight. Stores increase offerings on frozen hens and toms; prices are lower than both the previous week and the same week a year ago. Purchase based promotions increase as more stores roll out their holiday programs; shoppers who want a free or reduced price turkey will have to start planning now. Offerings of frozen bone-in breast surge in volume and drop in price; there are some very attractive prices out there. Offerings of rotisserie breast increase slightly; prices are lower. Offerings of boneless white parts center on cutlets and boneless whole breasts. Fewer store promote dark parts; prices are mostly unchanged to lower. Promotional activity slows on ground turkey items. Ground breast promotions have replaced the lower priced 85% lean; 93% lean continues to command the most ad space. Deli feature activity is sharply higher due to strong promotional activity on self-service deli items. Retailers are giving more ad space to their private brands of service and self-service deli items.

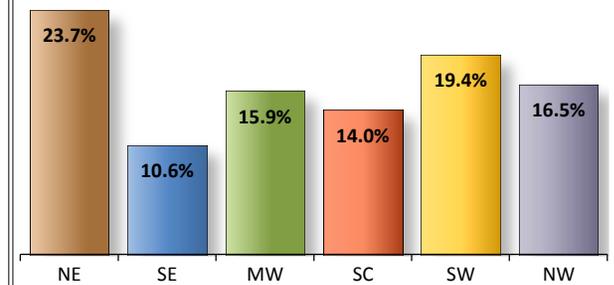
Whole Bird Activity Index during the Thanksgiving Season



Ground Turkey Featuring by Type



Relative Feature Activity by Region



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/}	72.3% of 4,600 sampled outlets			30.9% of 6,100 sampled outlets			50.1% of 4,200 sampled outlets		
Special Rate ^{4/}	1.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 6,190			Activity Index = 3,760			Activity Index = 3,760		
	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	0.37 - 0.99	240	0.56	0.79 - 1.49	1,020	1.08	0.59 - 1.69	390	0.92
" - Toms	0.37 - 0.99	240	0.56	0.79 - 1.49	1,020	1.08	0.59 - 1.69	400	0.91
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	10	2.99				0.78	10	0.78
Frozen	1.49 - 2.79	730	1.98	0.99 - 1.59	850	1.50	1.25 - 1.99	800	1.54
Split, bone-in									
Fresh	2.99	210	2.99						
Rotisserie	6.00 - 7.99	240	6.88	7.99	20	7.99	6.99	20	6.99
Boneless, whole	4.99 - 5.97	210	5.14				3.99	10	3.99
Cutlets	3.99 - 5.99	630	4.22	3.99 - 5.99	80	4.40			
Cutlets, thin sliced	4.99	140	4.99						
Strips									
Tenders									
Marinated Tenders									
Drumsticks				1.69	110	1.69	1.49 - 1.69	10	1.58
Thighs									
Wings				1.68	10	1.68	1.29 - 1.69	20	1.46
Necks							1.49	10	1.49
Smoked Drumsticks							1.99	10	1.99
Smoked Wings							1.49 - 1.99	20	1.74
Smoked Necks	2.19	10	2.19						
GROUND TURKEY:									
Patties	3.00 - 3.99	250	3.19	3.00 - 3.49	120	3.32	3.49	170	3.49
Sausage	2.49 - 4.49	220	3.04				3.19 - 3.52	50	3.27
85% lean	2.48 - 2.99	140	2.58	2.50	100	2.50	1.99 - 2.99	220	2.51
93% lean	2.68 - 3.84	1,390	3.07	2.80 - 3.49	320	3.12	2.91 - 3.99	830	3.16
Breast (99-100% lean)	4.61 - 6.15	750	4.99				4.79	260	4.79
Rolls (frsh/frz 1 lb.)	1.59	20	1.59						
Specialty ^{5/}									
Patties	4.99	40	4.99	4.99	20	4.99			
93-94% lean	2.99 - 4.99	170	3.53	3.99	20	3.99	3.99 - 4.49	530	4.01
Breast	5.00 - 6.99	550	5.50	5.49	70	5.49			



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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/}	43.3% of 4,200 sampled outlets			57.1% of 2,900 sampled outlets			57.7% of 1,200 sampled outlets		
Special Rate ^{4/}	2.1% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 3,320			Activity Index = 3,330			Activity Index = 1,170		
	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	0.65 - 1.38	890	0.82	0.59 - 0.98	440	0.82			
" - Toms	0.98 - 1.38	870	0.83	0.59 - 0.98	440	0.82	0.99	10	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	380	1.52	1.49	20	1.49	1.58 - 1.88	60	1.79
Split, bone-in									
Fresh									
Rotisserie	7.99	80	7.99	7.99	70	7.99			
Boneless, whole				4.99	180	4.99			
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks							1.99	10	1.99
Thighs									
Wings							1.99	10	1.99
Necks									
Smoked Drumsticks									
Smoked Wings	1.99	40	1.99						
Smoked Necks									
GROUND TURKEY:									
Patties	3.49	40	3.49				3.99	70	3.99
Sausage	3.43	10	3.43	2.45 - 4.99	270	2.69	3.27	70	3.27
85% lean	2.49	20	2.49	2.39 - 3.19	300	2.48	2.99	40	2.99
93% lean	2.91 - 3.33	530	3.16	3.19 - 3.99	640	3.27	3.19 - 3.99	470	3.30
Breast (99-100% lean)	3.96 - 4.83	410	4.73	4.79	550	4.79	4.39 - 4.79	420	4.77
Rolls (frsh/frz 1 lb.)	2.29 - 3.99	50	3.70	2.49	170	2.49	2.79	10	2.79
Specialty ^{5/}									
Patties									
93-94% lean				4.59 - 5.49	250	5.46			
Breast									



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Nov 01, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/01 thru 11/07.

(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		89.1% of 4,600 sampled outlets Activity Index = 12,360			75.2% of 6,100 sampled outlets Activity Index = 14,660		
Feature Rate ^{1/}	70.5% of 23,200 stores		58.7% of 23,200 stores		69.6% of 22,500 stores							
Activity Index ^{2/}	44,450		36,270		47,090							
	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
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,970	7.98	6,450	7.84	4,270	7.70	6.99 - 9.99	1,990	8.45	5.99 - 8.99	260	7.22
Private Brand	1,490	7.37	540	8.13	3,060	7.45	6.49 - 9.99	1,040	7.40	7.49	70	7.49
Category 2												
Processor Brand	2,960	5.77	4,900	5.70	6,090	5.96	4.98 - 6.99	1,060	5.71	4.98 - 6.49	620	5.93
Private Brand	2,120	6.47	1,800	5.94	2,170	6.50	5.99 - 6.99	990	6.27	6.99	440	6.99
Category 3												
Processor Brand	600	4.00	1,290	3.99	680	3.73	3.59 - 4.99	160	3.96	3.99	20	3.99
Private Brand	2,490	5.54	30	4.24	40	2.98	4.98 - 7.99	220	5.87	3.99 - 5.99	1,210	5.00
Turkey Ham												
Processor Brand	210	3.47	640	3.76	470	4.34	4.99	30	4.99			
Private Brand												
Turkey Pastrami												
Processor Brand	250	6.82	270	3.66	500	4.11	3.79 - 7.99	220	7.10			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,750	7.74	1,990	7.33	4,480	7.12	5.99 - 9.99	950	7.57	5.99 - 8.99	1,270	8.11
Private Brand	1,780	7.30	760	7.77	1,210	6.40	6.99 - 7.99	690	7.54	6.99	440	6.99
Category 2												
Processor Brand	30	5.75	90	4.89	460	5.47						
Private Brand	1,030	5.98	750	5.99	10	3.98	5.99	750	5.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	6,690	2.72	5,950	3.10	8,890	2.95	1.98 - 4.00	1,420	2.92	1.99 - 3.33	2,120	2.33
Private Brand	7,060	3.17	910	2.72	2,510	2.93	2.99 - 3.50	610	3.12	2.50 - 3.33	4,570	3.30
Turkey 16 oz												
Processor Brand	350	5.23	3,850	5.19	1,220	4.99	4.79 - 6.49	180	5.68	3.99 - 6.49	60	5.33
Private Brand	60	4.99					4.99	40	4.99	4.99	20	4.99
Chicken 7-10 oz												
Processor Brand	6,680	2.72	5,170	3.14	8,520	2.52	1.98 - 4.00	1,400	2.91	1.99 - 3.33	2,120	2.33
Private Brand	3,930	3.04	880	2.52	2,510	2.93	2.99 - 3.50	610	3.12	2.50 - 3.33	1,440	3.23

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)		
	72.7% of 4,200 sampled outlets			43.0% of 4,200 sampled outlets			66.5% of 2,900 sampled outlets			70.9% of 1,200 sampled outlets		
	Activity Index = 8,470			Activity Index = 4,140			Activity Index = 3,400			Activity Index = 1,420		
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	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 9.99	930	7.15	6.99 - 7.99	260	7.89	7.99	190	7.99	6.99 - 12.99	340	8.13
Private Brand	6.99 - 10.99	290	7.37	5.99 - 7.99	90	6.97						
Category 2												
Processor Brand	4.79 - 6.99	860	5.86	4.49 - 5.99	130	5.15	4.99	170	4.99	4.99 - 6.99	120	6.59
Private Brand	4.98 - 6.99	420	6.07	6.99	50	6.99	6.99	220	6.99			
Category 3												
Processor Brand	3.84 - 4.99	250	4.14	3.49 - 4.49	120	3.99	2.99	30	2.99	3.99	20	3.99
Private Brand	3.99 - 5.99	100	5.72	5.99 - 6.99	350	6.33	5.99	280	5.99	5.99	330	5.99
Turkey Ham												
Processor Brand				4.99	10	4.99	2.59 - 3.69	170	3.11			
Private Brand												
Turkey Pastrami												
Processor Brand					30	4.74						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 8.99	300	7.06	5.98 - 6.99	110	6.38	8.99	10	8.99	7.99	110	7.99
Private Brand	5.99 - 6.99	330	6.71	6.99	50	6.99	7.99	270	7.99			
Category 2												
Processor Brand	4.98 - 5.99	30	5.75									
Private Brand	4.98 - 5.99	280	5.94									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 4.29	1,280	2.80	2.29 - 2.99	1,130	2.93	2.75 - 3.49	620	3.07	2.75 - 2.79	120	2.76
Private Brand	2.49 - 3.29	1,040	2.75	3.00	300	3.00	2.99 - 3.00	410	3.00	3.00	130	3.00
Turkey 16 oz												
Processor Brand	3.99 - 4.49	40	4.30	3.89 - 4.99	70	4.55						
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 4.29	1,280	2.80	2.29 - 2.99	1,140	2.93	2.75 - 3.49	620	3.07	2.75 - 2.79	120	2.76
Private Brand	2.49 - 3.29	1,040	2.75	3.00	300	3.00	2.99 - 3.00	410	3.00	3.00	130	3.00

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)