



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/20 thru 12/26.**

Fri. Dec 20, 2013

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

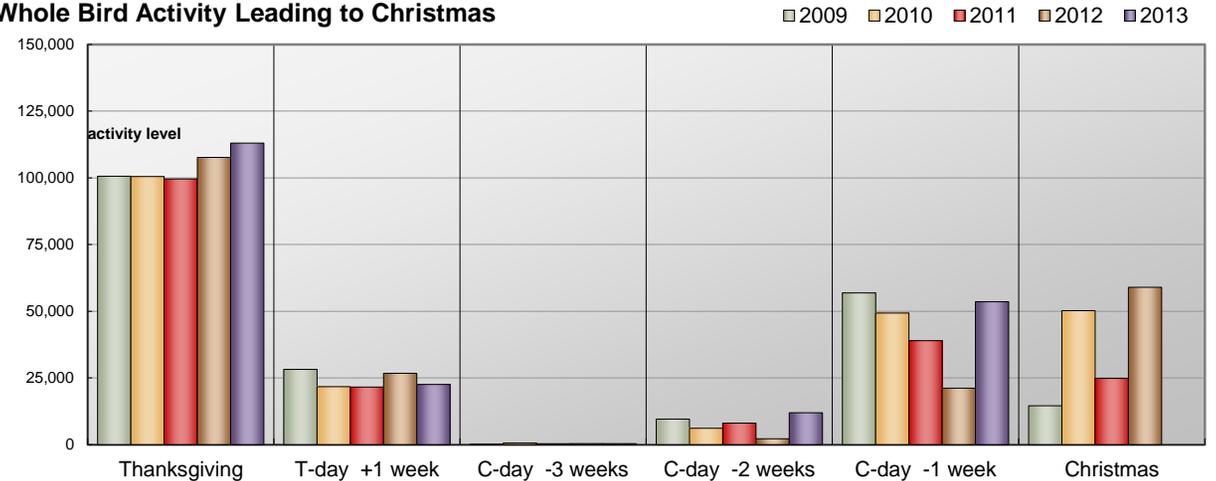
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>80.0% of 23,200 outlets</b>		<b>52.6% of 23,200 outlets</b>		<b>52.4% of 22,500 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>4.7%</b>		<b>0.8%</b>		<b>0.1%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>75,550</b>		<b>32,750</b>		<b>38,030</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	16,110	1.69	1,840	1.56	2,750	1.83
" - Toms	16,050	1.69	1,840	1.56	2,740	1.83
Frozen - Hens	10,750	1.09	4,150	1.06	7,870	1.03
" - Toms	10,670	1.08	4,170	1.05	7,740	1.03
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	1,870	2.66	390	3.04	910	2.71
Frozen	11,420	1.66	5,750	1.71	4,450	2.01
Split, bone-in						
Fresh			180	1.19		
Rotisserie	400	8.40	780	7.58	2,070	7.46
Boneless, whole	20	4.99	180	5.89	30	4.42
Cutlets	40	4.99	980	4.81	320	5.13
Cutlets, thin sliced	250	4.99				
Strips						
Tenders			370	4.24	70	3.99
Marinated Tenders	1,120	4.25	130	4.63	310	4.31
Drumsticks	60	1.94	70	1.85	170	2.01
Thighs	20	2.34	10	2.99	10	2.99
Wings	60	1.99	20	2.24	230	2.25
Necks	30	1.87	10	1.49	50	1.79
Smoked Drumsticks	260	2.24	30	1.91	190	2.12
Smoked Wings	260	2.03	40	1.80	180	2.09
Smoked Necks	210	1.98	20	1.99	170	2.12
<b>GROUND TURKEY:</b>	<b>5,780</b>	<b>3.41</b>	<b>10,830</b>	<b>3.53</b>	<b>7,480</b>	<b>3.29</b>
Patties	150	3.44	520	3.73	590	3.47
Sausage	930	3.31	2,840	3.14	970	3.70
85% lean	810	2.58	970	2.61	1,260	2.51
93% lean	3,660	3.55	5,200	3.58	3,770	3.16
Breast	230	4.88	1,300	4.86	890	4.38
Rolls (frsh/frz 1 lb.)			430	1.94	70	2.30
<b>Specialty</b> <sup>5/</sup>						
Patties					130	4.63
93-94% lean			530	3.71	80	3.82
Breast	170	5.99			10	4.99

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

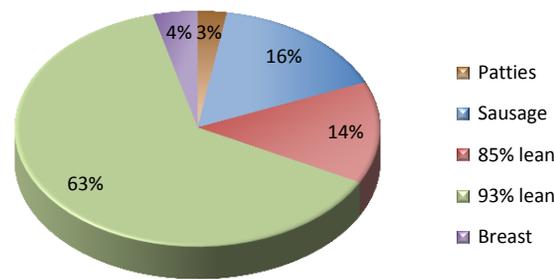
**This Week's Turkey Feature Highlights**

Retail activity increases going into the week of Christmas. There are plenty of ads featuring fresh and frozen whole turkeys; prices are higher compared to last week. Shoppers looking for specialty turkeys will find plenty to choose from. Fresh and frozen bone-in breasts are heavily promoted and prices trend lower this week. There are not as many ads for rotisserie breasts and prices are sharply higher. Marinated tenders are the most widely advertised boneless white part; prices are sharply lower. Dark parts are fully represented in this week's circulars, and featuring is most active on smoked parts. Offerings decline on ground turkey; most ads center on the 93% lean. Deli feature activity slows on service and self-service deli items. Offerings are most active on processor label thick slicing meats and processor label self-service deli items.

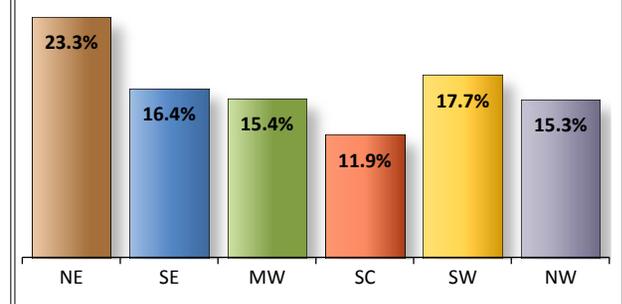
**Whole Bird Activity Leading to Christmas**



**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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(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>	87.0% of 4,600 sampled outlets			85.4% of 6,100 sampled outlets			76.6% of 4,200 sampled outlets		
Special Rate <sup>4/</sup>	2.7% of stores w/ no-price promotions			6.4% of stores w/ no-price promotions			6.6% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 20,420			Activity Index = 19,540			Activity Index = 12,250		
	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	0.99 - 2.39	3,030	1.58	0.99 - 2.29	5,200	1.65	1.38 - 2.29	2,080	1.78
" - Toms	0.99 - 2.39	3,020	1.58	0.99 - 2.29	5,190	1.65	1.38 - 2.29	2,080	1.78
Frozen - Hens	0.59 - 1.69	3,360	1.18	0.59 - 1.69	2,270	1.01	0.79 - 1.69	2,510	1.12
" - Toms	0.59 - 1.69	3,330	1.17	0.59 - 1.69	2,270	1.00	0.79 - 1.69	2,480	1.12
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 3.90	480	2.93	1.59 - 2.99	510	2.28	1.99 - 2.99	370	2.57
Frozen	0.99 - 1.99	2,160	1.77	0.99 - 2.49	3,540	1.59	0.79 - 1.99	2,150	1.64
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	100	8.14	7.99	40	7.99			
Boneless, whole	4.99	20	4.99						
Cutlets	4.99	40	4.99						
Cutlets, thin sliced	4.99	250	4.99						
Strips									
Tenders									
Marinated Tenders	3.73 - 4.66	1,000	4.26	4.26	70	4.26	3.46 - 4.66	30	4.25
Drumsticks	2.99	10	2.99				1.49 - 1.79	40	1.54
Thighs	2.99	10	2.99				1.69	10	1.69
Wings	2.99	10	2.99	1.79	10	1.79	1.49 - 1.79	30	1.55
Necks							1.49 - 1.79	20	1.57
Smoked Drumsticks	1.99 - 2.29	200	2.26				1.89	10	1.89
Smoked Wings	1.99	200	1.99				1.89	10	1.89
Smoked Necks	1.68 - 1.99	200	1.98						
<b>GROUND TURKEY:</b>									
Patties	3.50	110	3.50	3.00 - 3.50	40	3.27			
Sausage	2.79 - 3.99	620	3.21	2.80 - 3.49	190	3.18	3.99	70	3.99
85% lean	1.99 - 3.33	390	2.76	2.19 - 2.91	90	2.58	2.33 - 2.99	200	2.39
93% lean	2.53 - 3.99	1,560	3.19	3.00 - 3.45	120	3.19	2.49 - 4.00	100	3.19
Breast (99-100% lean)	4.59 - 5.38	170	4.86				5.38	40	5.38
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean									
Breast	5.99	150	5.99				5.99	20	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)		
<b>Feature Rate</b> <sup>1/</sup>	<b>74.0% of 4,200 sampled outlets</b>			<b>72.8% of 2,900 sampled outlets</b>			<b>76.7% of 1,200 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>4.2% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>			<b>9.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 9,470</b>			<b>Activity Index = 10,210</b>			<b>Activity Index = 3,660</b>		
	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	1.29 - 1.59	1,930	1.66	1.49 - 1.99	2,900	1.79	1.18 - 1.99	970	1.79
" - Toms	1.29 - 1.59	1,890	1.66	1.49 - 1.99	2,900	1.79	1.18 - 1.99	970	1.79
Frozen - Hens	0.69 - 0.99	1,280	1.02	0.68 - 2.29	1,100	1.04	0.59 - 1.68	230	0.93
" - Toms	0.69 - 0.99	1,280	1.02	0.49 - 1.49	1,080	1.01	0.59 - 1.68	230	0.93
<b>PARTS:</b>									
<b>Breast:</b>									
<b>Bone-in, whole</b>									
Fresh	2.69 - 2.99	200	2.80	2.99	220	2.99	2.29 - 2.99	90	2.54
Frozen	0.99 - 1.69	2,230	1.69	0.99 - 2.29	1,000	1.67	0.99 - 1.99	340	1.70
<b>Split, bone-in</b>									
Fresh									
Rotisserie	6.99 - 9.99	190	8.10	8.99 - 9.99	30	9.66	9.99	40	9.99
<b>Boneless, whole</b>									
<b>Cutlets</b>									
<b>Cutlets, thin sliced</b>									
<b>Strips</b>									
<b>Tenders</b>									
<b>Marinated Tenders</b>									
							3.99	20	3.99
Drumsticks	2.49	10	2.49						
Thighs									
Wings	2.49	10	2.49						
Necks	2.49	10	2.49						
Smoked Drumsticks				2.29	40	2.29	1.99	10	1.99
Smoked Wings				2.29	40	2.29	1.99	10	1.99
Smoked Necks							1.99	10	1.99
<b>GROUND TURKEY:</b>									
<b>Patties</b>									
Sausage				4.79	30	4.79	3.27	20	3.27
85% lean	2.16 - 2.39	80	2.31	3.19	10	3.19	2.16 - 2.39	40	2.27
93% lean	2.91 - 4.00	360	3.45	3.99 - 4.00	860	4.00	3.19 - 4.00	660	3.97
Breast (99-100% lean)							3.99	20	3.99
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>5/</sup>									
<b>Patties</b>									
<b>93-94% lean</b>									
<b>Breast</b>									



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

Fri. Dec 20, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/20 thru 12/26.

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	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		78.5% of 4,600 sampled outlets Activity Index = 11,010			48.1% of 6,100 sampled outlets Activity Index = 8,480		
Feature Rate <sup>1/</sup>	55.0% of 23,200 stores		75.5% of 23,200 stores		67.1% of 22,500 stores							
Activity Index <sup>2/</sup>	33,410		42,430		41,880							
	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	5,470	7.79	7,070	8.36	6,700	7.77	6.98 - 12.99	2,290	8.43	5.99 - 8.99	1,120	7.22
Private Brand	2,560	7.32	2,440	7.42	2,200	7.01	6.47 - 9.99	2,180	7.24	7.99	70	7.99
<b>Category 2</b>												
Processor Brand	2,840	5.97	4,260	5.84	4,030	5.87	4.99 - 6.99	770	6.00	4.99 - 6.99	450	6.22
Private Brand	1,910	7.54	2,820	7.26	1,960	5.81	5.99 - 6.99	110	6.93	6.99	40	6.99
<b>Category 3</b>												
Processor Brand	380	4.11	2,090	4.09	420	3.73	3.99 - 4.98	310	4.06			
Private Brand	200	5.01	1,300	4.96	140	5.45	3.99 - 5.48	200	5.01			
<b>Turkey Ham</b>												
Processor Brand	650	5.17	260	4.00	380	4.30	3.99	60	3.99			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	40	3.99	360	6.27	260	3.64	3.99	40	3.99			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,870	7.22	1,690	6.99	3,130	7.40	5.97 - 9.99	490	7.62	5.99 - 8.99	760	7.25
Private Brand	1,090	6.11	1,430	7.20	1,400	7.00	5.99 - 6.99	940	6.07			
<b>Category 2</b>												
Processor Brand	140	5.16	40	4.99	430	5.31	4.59 - 4.99	50	4.73			
Private Brand	90	5.99	1,720	5.25	170	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,880	2.99	4,160	3.02	8,400	3.32	2.00 - 4.00	1,790	3.30	2.33 - 3.99	3,010	3.07
Private Brand	190	3.27	4,040	2.67	1,510	3.17						
<b>Turkey 16 oz</b>												
Processor Brand	480	4.44	860	5.24	1,120	5.80	3.99 - 5.99	420	4.31	5.99	20	5.99
Private Brand			60	3.77								
<b>Chicken 7-10 oz</b>												
Processor Brand	7,430	2.96	3,790	2.99	8,120	3.32	2.00 - 4.00	1,360	3.23	2.33 - 3.99	3,010	3.07
Private Brand	190	3.27	4,040	2.67	1,510	3.17						

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. Dec 20, 2013

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/20 thru 12/26.

(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)		
	54.5% of 4,200 sampled outlets			50.2% of 4,200 sampled outlets			37.9% of 2,900 sampled outlets			59.3% of 1,200 sampled outlets		
	Activity Index = 6,440			Activity Index = 4,250			Activity Index = 2,040			Activity Index = 1,190		
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 - 10.99	570	7.25	6.49 - 8.49	560	7.49	6.99 - 8.99	310	7.76	6.99 - 12.99	620	7.28
Private Brand	6.98 - 10.99	280	7.76	7.99	30	7.99						
<b>Category 2</b>												
Processor Brand	3.99 - 6.99	930	5.96	5.49 - 6.99	660	5.77				4.99 - 6.99	30	6.18
Private Brand	5.90 - 7.99	490	6.73	5.99 - 7.99	390	7.79	7.99	560	7.99	7.99	320	7.99
<b>Category 3</b>												
Processor Brand	3.99 - 4.99	60	4.44	3.99	10	3.99						
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.69	10	2.69	2.99	130	2.99	2.79 - 6.99	450	6.02			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 10.99	490	6.72	6.99 - 8.99	130	7.37						
Private Brand	5.99	120	5.99	7.99	30	7.99						
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	90	5.41									
Private Brand	5.99	90	5.99									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.49	1,640	2.71	2.98 - 3.50	970	2.76	2.50 - 3.00	360	2.75	2.69 - 3.49	110	2.92
Private Brand					190	3.27						
<b>Turkey 16 oz</b>												
Processor Brand	4.98 - 4.99	40	4.99									
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.49	1,630	2.71	2.98 - 3.50	960	2.77	2.50 - 3.00	360	2.75	2.69 - 3.49	110	2.92
Private Brand					190	3.27						

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)