



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/17 thru 01/23.

Fri. Jan 17, 2014

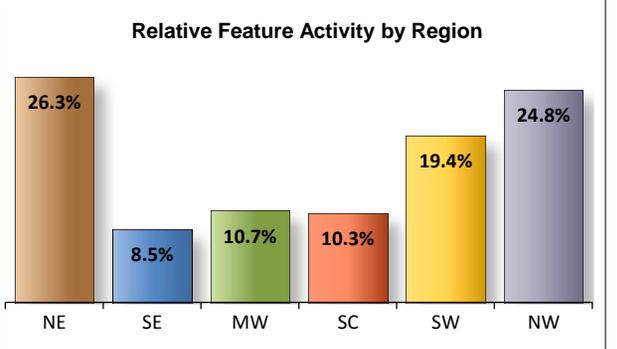
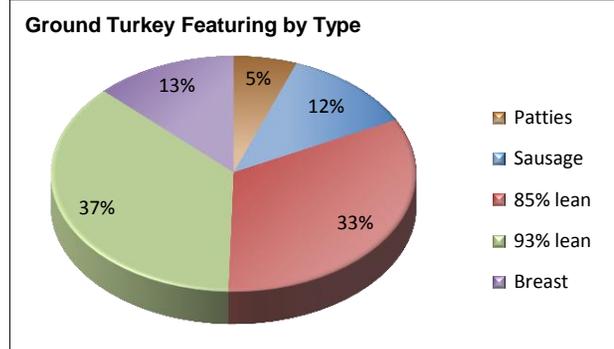
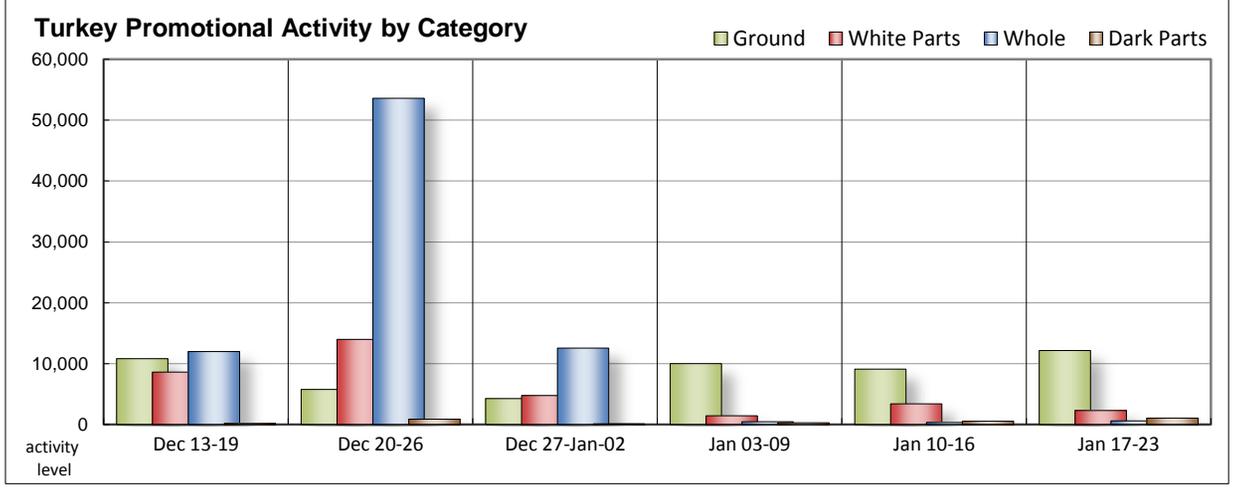
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	44.6% of 23,200 outlets		48.1% of 23,200 outlets		42.3% of 23,200 outlets	
Special Rate ^{4/}	1.8%		4.0%		0.3%	
Activity Index ^{2/}	21,080		17,720		17,130	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	440	1.18	250	1.01	360	1.23
" - Toms	180	1.26	110	1.03	360	1.23
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	2.99	80	3.23	20	3.20
Frozen	1,140	1.86	930	1.86	330	1.82
Split, bone-in						
Fresh	10	2.49	30	2.99	190	2.99
Rotisserie	470	7.11	580	8.49	510	7.96
Boneless, whole	200	5.85	20	3.99	30	4.69
Cutlets	290	4.90	940	4.81	460	4.88
Cutlets, thin sliced						
Strips						
Tenders	200	4.14	840	4.73	350	4.06
Marinated Tenders	270	4.61	1,820	4.92	1,560	4.20
Drumsticks	270	1.84	160	1.75	40	2.13
Thighs	70	2.28	30	2.38	90	2.50
Wings	220	1.83	30	2.23	20	2.24
Necks	70	1.82	10	1.49		
Smoked Drumsticks	150	2.61	70	2.36	220	2.18
Smoked Wings	150	2.26	170	2.00	260	2.05
Smoked Necks	150	1.99	90	1.96	150	1.81
GROUND TURKEY:	12,170	3.18	9,120	3.40	11,040	3.32
Patties	690	3.49	90	3.88	1,140	3.52
Sausage	1,450	3.18	960	3.29	2,190	3.36
85% lean	4,000	2.62	2,840	2.69	3,260	2.58
93% lean	4,480	3.14	2,970	3.20	2,060	3.09
Breast	1,550	4.69	2,260	4.96	2,390	4.82
Rolls (frsh/frz 1 lb.)	1,720	2.64	610	1.99	520	2.48
Specialty ^{5/}						
Patties					260	4.99
93-94% lean	2,890	4.61	1,180	4.31	320	4.17
Breast	10	4.99	650	5.99	40	5.63

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

This Week's Turkey Feature Highlights

Retail activity increases for mid-month sales. Offerings increase on frozen hens and toms; prices are higher. Frozen bone-in breasts continue to be a popular item in this week's circulars; offerings increase while prices are steady with last week's values. Fewer stores offering rotisserie breasts, but where they are promoted the prices are lower. This is not the week for boneless white parts promotions; offerings are light. Featuring increases on fresh and smoked dark parts; prices are mixed on fresh parts, higher on smoked parts. There is a large increase in feature activity on ground turkey and the weighted average price is sharply lower as prices decline on all the regular grinds. Offerings increase on rolls and specialty ground turkey, providing shoppers with a wide choice of selections; prices are higher on these items. Featuring increases on service deli and self-service deli items. Service deli promotions are most active on thick slicing meats; self-service is most active on processor brands.



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/}	71.2% of 4,600 sampled outlets			35.2% of 6,100 sampled outlets			43.9% of 4,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			6.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,240			Activity Index = 3,200			Activity Index = 2,670		
	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 - 1.29	300	1.15	1.29	120	1.29	0.99	20	0.99
" - Toms	1.29	160	1.29				0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	10	2.99						
Frozen	0.99 - 1.99	330	1.74	1.59 - 1.97	250	1.92	1.49 - 1.99	330	1.92
Split, bone-in									
Fresh	2.49	10	2.49						
Rotisserie	5.99 - 8.99	350	6.92	8.99	40	8.99	6.99	80	6.99
Boneless, whole									
Cutlets	3.99 - 4.99	280	4.93				3.98	10	3.98
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.79	100	4.79	4.66	90	4.66	3.98 - 4.49	80	4.36
							4.53 - 4.66	30	4.59
Drumsticks									
	1.79 - 2.39	70	1.93	1.99	50	1.99	1.29 - 1.99	100	1.80
Thighs									
	1.99 - 2.49	70	2.28						
Wings									
	1.99 - 2.49	20	2.34	1.29 - 1.99	50	1.89	1.29 - 1.99	100	1.80
Necks									
				1.99	50	1.99	1.29 - 1.49	20	1.39
Smoked Drumsticks									
	1.99 - 2.69	150	2.61						
Smoked Wings									
	1.99 - 2.29	150	2.26						
Smoked Necks									
	1.99	150	1.99						
GROUND TURKEY:									
Patties									
	2.99 - 3.99	530	3.48				3.50 - 3.89	160	3.51
Sausage									
	2.46 - 3.99	1,050	3.36	3.19	20	3.19	2.86 - 3.89	160	2.90
85% lean									
	1.99 - 3.07	1,620	2.65	2.39 - 2.99	1,600	2.47	2.39 - 2.80	210	2.64
93% lean									
	2.98 - 3.84	730	3.37	2.49 - 3.33	280	3.01	2.49 - 3.75	550	3.16
Breast (99-100% lean)									
	3.84 - 5.59	770	5.13	3.84	200	3.84	4.00	180	4.00
Rolls (frsh/frz 1 lb.)									
				1.99 - 2.50	20	2.26	2.49 - 2.50	200	2.50
Specialty ^{5/}									
Patties									
93-94% lean									
	3.99 - 5.69	180	4.69	3.99 - 5.00	430	4.37	3.33 - 5.00	420	3.98
Breast									
	4.99	10	4.99						



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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/}	23.8% of 4,200 sampled outlets			46.2% of 2,900 sampled outlets			58.5% of 1,200 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			5.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,590			Activity Index = 3,520			Activity Index = 1,860		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	90	1.83	1.99	40	1.99	1.58 - 1.99	100	1.92
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders				3.99	120	3.99			
Marinated Tenders	4.19	30	4.19				4.19	20	4.19
Drumsticks	2.29	10	2.29	1.49	40	1.49			
Thighs									
Wings	2.29	10	2.29	1.49	40	1.49			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	2.45 - 2.59	30	2.54	2.45 - 3.99	190	2.55			
85% lean	2.00 - 3.03	170	2.77	2.87 - 3.03	360	3.00	2.99 - 3.03	40	3.01
93% lean	2.39 - 3.50	670	3.10	2.40 - 3.43	1,400	3.10	2.39 - 3.49	850	3.07
Breast (99-100% lean)	4.39 - 4.79	110	4.68	3.99 - 5.43	190	4.42	4.39 - 4.79	100	4.71
Rolls (frsh/frz 1 lb.)	2.49 - 2.50	540	2.55	2.49 - 3.19	550	2.85	2.49 - 2.99	410	2.59
Specialty ^{5/}									
Patties									
93-94% lean	3.69 - 5.49	930	4.57	5.00 - 5.49	590	5.03	5.00 - 5.49	340	5.02
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 01/17 thru 01/23.

(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		89.7% of 4,600 sampled outlets Activity Index = 15,320			79.4% of 6,100 sampled outlets Activity Index = 14,540		
Feature Rate ^{1/}	69.9% of 23,200 stores		69.6% of 23,200 stores		74.7% of 23,200 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index ^{2/}	47,790		45,240		50,680		Summary Stores Wtd Avg			Summary Stores Wtd Avg		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6,910	7.87	5,720	7.93	5,680	8.22	5.99 - 9.99	3,610	8.04	6.29 - 9.99	1,440	8.23
Private Brand	1,220	7.15	1,850	7.83	1,740	7.88	6.99 - 10.99	760	7.17			
Category 2												
Processor Brand	3,100	5.92	3,330	6.03	4,190	5.39	4.99 - 6.99	820	5.90	4.99 - 6.49	220	5.73
Private Brand	2,290	6.63	2,590	6.32	3,650	7.00	4.99 - 7.99	1,570	6.87	4.99 - 6.99	300	6.26
Category 3												
Processor Brand	1,210	4.29	2,020	3.95	920	4.10	3.99 - 4.47	470	4.01	3.99	10	3.99
Private Brand	1,450	5.06	1,100	6.10	1,560	4.80	4.98 - 4.99	160	4.99	4.99	1,150	4.99
Turkey Ham												
Processor Brand	420	3.45	340	3.91	480	3.82	2.99 - 4.99	370	3.48			
Private Brand												
Turkey Pastrami												
Processor Brand	220	4.20	450	4.14	460	3.84	2.99 - 4.99	190	4.25			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,770	7.77	3,350	7.81	1,890	7.78	5.99 - 9.99	1,020	7.84	6.99 - 8.99	890	8.25
Private Brand	1,460	7.68	1,030	7.46	1,220	7.66	6.99 - 7.99	1,200	7.82			
Category 2												
Processor Brand	180	4.20	480	5.04	50	4.91	3.99 - 5.99	150	4.06			
Private Brand	1,550	5.17	230	5.93	290	5.84	4.99	110	4.99	4.99	1,150	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	10,400	3.02	7,320	2.99	12,850	3.09	1.99 - 3.99	2,210	3.12	2.00 - 3.50	3,640	3.15
Private Brand	950	3.16	3,530	2.56	850	2.96	2.48 - 3.29	40	3.06	3.49	440	3.49
Turkey 16 oz												
Processor Brand	2,450	4.86	1,360	5.22	1,200	5.49	3.99 - 5.99	470	4.39	4.99 - 5.99	1,220	5.05
Private Brand	60	3.99			80	5.49						
Chicken 7-10 oz												
Processor Brand	10,280	3.02	7,010	2.99	12,730	3.10	1.99 - 3.99	2,130	3.10	2.00 - 3.50	3,640	3.15
Private Brand	870	3.18	3,530	2.56	840	2.96	2.48 - 3.29	40	3.06	3.49	440	3.49

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)		
	71.1% of 4,200 sampled outlets			51.6% of 4,200 sampled outlets			45.3% of 2,900 sampled outlets			64.2% of 1,200 sampled outlets		
	Activity Index = 8,080			Activity Index = 5,350			Activity Index = 2,490			Activity Index = 2,010		
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	6.95 - 8.99	880	7.21	6.99 - 9.49	650	7.60	6.99	150	6.99	5.99 - 12.99	180	6.45
Private Brand	6.99 - 9.99	270	7.18	5.99 - 8.49	190	7.01						
Category 2												
Processor Brand	4.98 - 6.99	620	6.04	4.49 - 5.99	580	5.52	4.99 - 6.99	230	6.54	4.99 - 6.49	630	6.06
Private Brand	4.99 - 6.99	420	6.01									
Category 3												
Processor Brand	3.98 - 4.88	120	4.18	2.88 - 3.99	90	2.94	3.59 - 4.99	510	4.83	3.49	10	3.49
Private Brand	2.99 - 4.99	20	3.86							5.99	120	5.99
Turkey Ham												
Processor Brand							2.99 - 3.39	50	3.23			
Private Brand												
Turkey Pastrami												
Processor Brand	3.69 - 3.99	30	3.92									
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.49 - 8.49	670	7.06	7.99 - 10.99	90	9.07	8.49	10	8.49	5.99 - 6.99	90	6.09
Private Brand	6.99 - 7.99	260	7.07									
Category 2												
Processor Brand	4.49 - 4.99	20	4.86	4.99	10	4.99						
Private Brand	4.99 - 5.99	290	5.96									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.67 - 3.99	1,800	2.77	1.99 - 2.49	1,640	2.82	2.67 - 4.49	660	3.09	2.00 - 4.49	450	3.13
Private Brand	2.48 - 3.00	230	2.61	2.99 - 3.49	240	3.10						
Turkey 16 oz												
Processor Brand	3.99 - 5.99	400	4.50	4.99	60	4.99	4.99	220	4.99	5.99	80	5.99
Private Brand	3.99	60	3.99									
Chicken 7-10 oz												
Processor Brand	1.67 - 3.99	1,760	2.77	1.99 - 2.49	1,640	2.82	2.67 - 4.49	660	3.09	2.00 - 4.49	450	3.13
Private Brand	2.48 - 3.00	230	2.61	3.00 - 3.49	160	3.16						

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)