



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.**

Fri. Jan 31, 2014

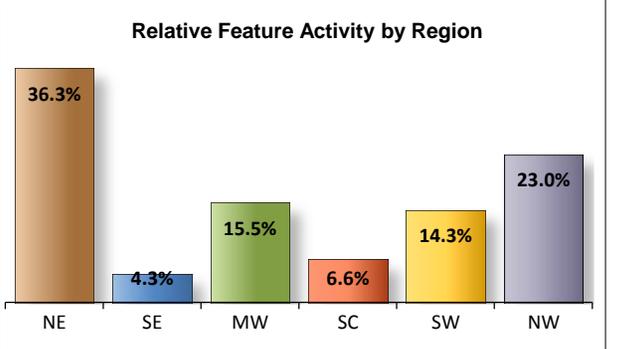
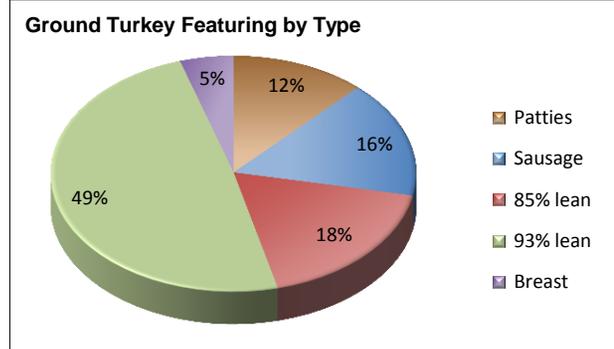
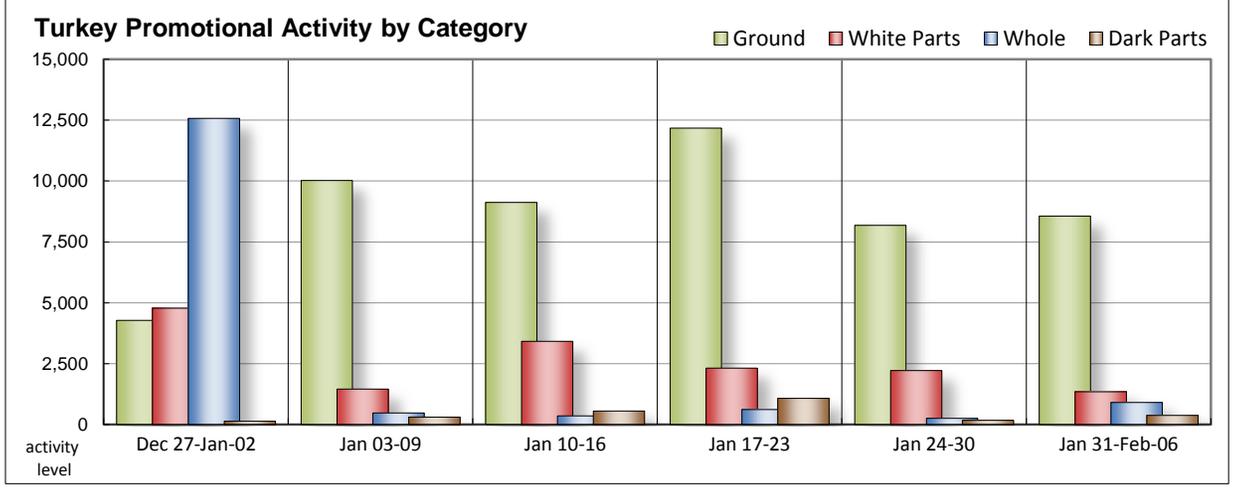
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>33.7% of 22,900 outlets</b>		<b>41.5% of 23,200 outlets</b>		<b>40.1% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>0.9%</b>		<b>5.6%</b>		<b>0.3%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>12,080</b>		<b>13,750</b>		<b>19,710</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						
" - Toms						
Frozen - Hens	480	0.95	80	1.13	2,070	1.06
" - Toms	430	0.91	180	1.05	1,960	1.05
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	10	2.99				
Frozen	1,060	1.82	1,200	1.88	1,710	2.08
Split, bone-in						
Fresh					250	3.99
Rotisserie	50	6.36	40	7.59	50	7.01
Boneless, whole	10	4.99	60	5.47	20	4.49
Cutlets	150	5.11	470	4.89	90	4.76
Cutlets, thin sliced			380	4.99	150	4.99
Strips						
Tenders	70	4.79	70	4.95	70	3.29
Marinated Tenders	290	4.42	950	4.20	570	4.24
Drumsticks	100	1.75	80	2.12	230	2.01
Thighs	10	2.49	20	2.39	190	2.14
Wings	50	1.83	40	1.76	200	2.09
Necks	20	1.62	10	1.49		
Smoked Drumsticks	110	2.03			50	2.07
Smoked Wings	50	2.13	20	1.99	30	2.60
Smoked Necks	40	2.17	10	1.99		
<b>GROUND TURKEY:</b>	<b>8,560</b>	<b>3.30</b>	<b>8,180</b>	<b>3.19</b>	<b>10,310</b>	<b>3.24</b>
Patties	1,030	3.44	350	3.31	510	3.68
Sausage	1,380	3.46	590	3.56	2,090	3.61
85% lean	1,540	2.73	3,780	2.94	1,770	2.58
93% lean	4,200	3.27	2,760	3.20	5,480	3.16
Breast	410	4.81	700	4.32	460	4.30
Rolls (frsh/frz 1 lb.)	250	2.08	630	2.17	280	2.26
<b>Specialty</b> <sup>5/</sup>						
Patties	10	5.49	10	6.99	520	3.99
93-94% lean	300	4.82	1,220	3.91	960	4.27
Breast	30	5.99	100	5.99		

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

**This Week's Turkey Feature Highlights**

Retail feature activity continues to decline going into the first of the month. Featuring increases on frozen whole turkeys and prices are lower, could be retailers trying to move excess inventory. Offerings decline on frozen bone-in breasts, but feature activity is still strong; prices are lower. Once again it will be difficult to find advertised specials on rotisserie breasts and shoppers will find very limited offerings of boneless white parts this week. Offerings increase on dark parts but promotions continue to be very light. Ground turkey gets a little more ad space this week; almost half of the ads are for 93% lean. Retailers scale back promotional activity on specialty grinds. Deli featuring slows; increased promotional activity on service deli can't make up for the decline in self-service promotions. Service deli featuring increases on processor brands, declines on private brands. Self-service deli prices are higher on processor brands, lower on private 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.



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.**

Fri. Jan 31, 2014

(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)		
Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	64.7% of 4,700 sampled outlets 1.4% of stores w/ no-price promotions Activity Index = 5,630			12.9% of 5,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 910			30.3% of 4,200 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 2,180		
	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									
" - Toms									
Frozen - Hens	0.79 - 0.99	350	0.87				0.89 - 1.49	50	1.10
" - Toms	0.79 - 0.99	350	0.87				0.89 - 1.49	50	1.10
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh	2.99	10	2.99						
Frozen	1.49 - 1.99	370	1.90	1.79	120	1.79	0.99 - 1.99	550	1.78
Split, bone-in									
Fresh									
Rotisserie				6.99	10	6.99	5.99 - 6.99	40	6.20
Boneless, whole	4.99	10	4.99						
Cutlets	3.99 - 5.99	80	4.82						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.26 - 4.79	250	4.44	4.26	40	4.26			
Drumsticks	1.59 - 2.49	80	1.78				1.49 - 1.79	20	1.62
Thighs	2.49	10	2.49						
Wings	1.89 - 2.49	20	2.26	1.39	10	1.39	1.49 - 1.79	20	1.62
Necks							1.49 - 1.79	20	1.62
Smoked Drumsticks	1.99	90	1.99						
Smoked Wings	1.99	30	1.99						
Smoked Necks	1.99	20	1.99						
<b>GROUND TURKEY:</b>									
Patties	2.99 - 4.99	490	3.30	3.00 - 3.50	100	3.42	2.99 - 3.99	400	3.61
Sausage	2.99 - 3.99	970	3.47	3.00 - 3.39	70	3.30	3.27 - 3.89	340	3.48
85% lean	1.99 - 3.33	1,040	2.77	2.19 - 2.99	300	2.83	2.49 - 2.50	80	2.49
93% lean	2.27 - 3.84	1,220	3.14	2.68 - 3.07	160	2.94	2.49 - 3.33	500	3.05
Breast (99-100% lean)	3.84 - 4.79	170	4.75	5.99	100	5.99	3.99	90	3.99
Rolls (frsh/frz 1 lb.)							1.49	10	1.49
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99	40	3.99				3.99	10	3.99
Breast	5.99	30	5.99						



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.**

Fri. Jan 31, 2014

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

	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>	21.4% of 4,200 sampled outlets			43.3% of 2,800 sampled outlets			47.7% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 930			Activity Index = 1,460			Activity Index = 970		
	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									
" - Toms									
Frozen - Hens	0.88 - 1.29	80	1.19						
" - Toms	0.88 - 1.19	30	1.06						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							1.69	20	1.69
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	5.45	50	5.45				5.45	20	5.45
Cutlets, thin sliced									
Strips									
Tenders	4.79	50	4.79				4.79	20	4.79
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	2.19	10	2.19				2.19	10	2.19
Smoked Wings	2.49	10	2.49				2.19	10	2.19
Smoked Necks	2.49	10	2.49				2.19	10	2.19
<b>GROUND TURKEY:</b>									
Patties	3.49	40	3.49						
Sausage									
85% lean	2.39	30	2.39	2.00 - 2.79	60	2.19	2.39	30	2.39
93% lean	2.99 - 3.99	520	3.32	3.19 - 3.99	970	3.48	3.19 - 3.99	830	3.36
Breast (99-100% lean)	4.16	50	4.16						
Rolls (frsh/frz 1 lb.)	1.00 - 2.50	50	2.36	1.99	170	1.99	2.50	20	2.50
<b>Specialty</b> <sup>5/</sup>									
Patties				5.49	10	5.49			
93-94% lean				4.99	250	4.99			
Breast									



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

Fri. Jan 31, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.

(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		89.2% of 4,700 sampled outlets Activity Index = 12,780			79.2% of 5,900 sampled outlets Activity Index = 11,900		
Feature Rate <sup>1/</sup>	73.5% of 22,900 stores		71.2% of 23,200 stores		70.1% of 23,200 stores							
Activity Index <sup>2/</sup>	43,910		44,740		44,620							
	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	5,150	8.17	4,110	7.89	5,440	8.12	6.99 - 12.90	1,580	7.95	6.29 - 8.99	1,820	8.83
Private Brand	2,710	7.14	2,660	7.36	1,730	7.85	6.49 - 7.99	2,320	7.02	6.99	60	6.99
<b>Category 2</b>												
Processor Brand	4,590	5.73	3,340	5.81	4,850	5.59	4.99 - 6.99	1,600	5.87	4.99 - 6.49	1,190	5.93
Private Brand	1,030	6.17	2,710	6.55	3,630	7.02	5.99 - 6.99	200	6.08			
<b>Category 3</b>												
Processor Brand	730	3.81	750	4.14	770	3.62	3.77 - 4.47	290	4.01	3.99 - 4.49	100	4.28
Private Brand	40	4.98	70	4.86	180	4.90	4.98	40	4.98			
<b>Turkey Ham</b>												
Processor Brand	130	3.93	660	3.75	200	3.56	3.98 - 4.99	60	4.14	4.49	30	4.49
Private Brand					60	3.98						
<b>Turkey Pastrami</b>												
Processor Brand	230	3.85	270	3.57	330	3.48	3.99 - 4.99	180	4.04			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,840	7.14	3,010	7.74	3,610	7.24	5.77 - 9.99	1,020	7.77	5.99 - 8.99	1,840	6.78
Private Brand	1,400	6.39	720	6.92	1,440	7.12	5.99 - 7.99	1,250	6.38			
<b>Category 2</b>												
Processor Brand	270	5.03	90	4.84	170	5.69	4.99	220	4.99	4.99	10	4.99
Private Brand	150	5.99	210	5.99	70	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	9,440	3.00	9,350	2.85	10,620	3.11	1.99 - 3.99	1,280	3.06	2.49 - 3.99	2,780	3.19
Private Brand	1,730	2.61	2,010	3.18	1,120	3.11	2.50 - 3.49	620	2.81	2.50	300	2.50
<b>Turkey 16 oz</b>												
Processor Brand	1,760	5.19	3,980	4.57	480	4.58	4.99 - 5.49	620	5.40	4.99 - 5.49	720	5.04
Private Brand					120	6.29						
<b>Chicken 7-10 oz</b>												
Processor Brand	9,040	2.99	8,810	2.86	8,870	2.97	1.99 - 3.99	940	2.98	2.49 - 3.99	2,750	3.19
Private Brand	1,670	2.60	1,990	3.18	930	3.03	2.50 - 3.49	560	2.79	2.50	300	2.50

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. Jan 31, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/31 thru 02/06.

(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)		
	64.6% of 4,200 sampled outlets			57.3% of 4,200 sampled outlets			66.4% of 2,800 sampled outlets			86.4% of 1,200 sampled outlets		
	Activity Index = 7,790			Activity Index = 5,700			Activity Index = 3,650			Activity Index = 2,090		
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	6.98 - 8.99	780	7.30	6.49 - 10.49	620	8.04	7.99 - 8.99	130	8.07	6.99 - 8.99	220	7.88
Private Brand	6.99 - 8.49	180	7.14	5.99	20	5.99	9.49	130	9.49			
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	590	5.86	4.49 - 5.99	820	5.35	4.99	330	4.99	4.98 - 5.99	60	5.71
Private Brand	5.99 - 6.99	590	6.27	5.99	240	5.99						
<b>Category 3</b>												
Processor Brand	2.98 - 3.99	60	3.69	3.49 - 3.69	160	3.50	2.99 - 3.99	110	3.36	3.98	10	3.98
Private Brand												
<b>Turkey Ham</b>												
Processor Brand				3.29	20	3.29	2.98 - 3.39	20	3.09			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.98	10	3.98				2.99	40	2.99			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	650	7.06	5.99 - 8.99	220	7.32	6.39	30	6.39	7.99	80	7.99
Private Brand	5.99 - 7.99	130	6.26	7.99	20	7.99						
<b>Category 2</b>												
Processor Brand	3.95 - 5.99	40	5.25									
Private Brand	5.99	150	5.99									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.50	1,860	2.67	2.19 - 2.99	1,420	3.06	1.99 - 3.99	1,300	2.87	2.49 - 3.99	800	3.07
Private Brand	2.50	340	2.50	2.50	280	2.50	2.50	130	2.50	2.50	60	2.50
<b>Turkey 16 oz</b>												
Processor Brand	4.49 - 4.99	240	4.97	3.99 - 5.99	180	5.39						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.50	1,830	2.67	2.19 - 3.00	1,420	3.06	1.99 - 3.99	1,300	2.87	2.49 - 3.99	800	3.07
Private Brand	2.50	340	2.50	2.50	280	2.50	2.50	130	2.50	2.50	60	2.50

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)