



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

Fri. Mar 28, 2014

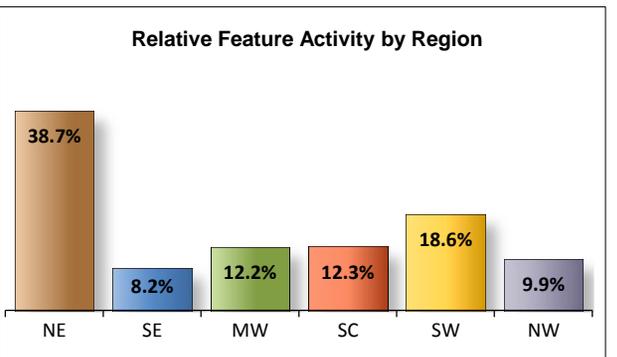
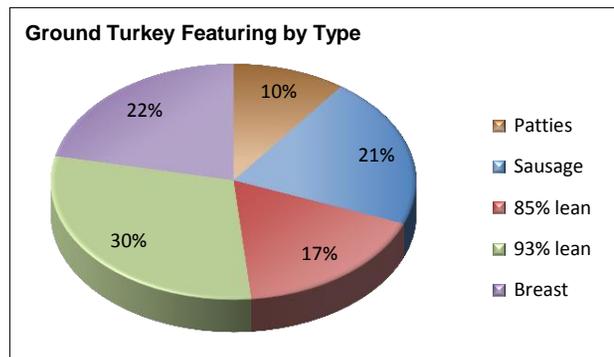
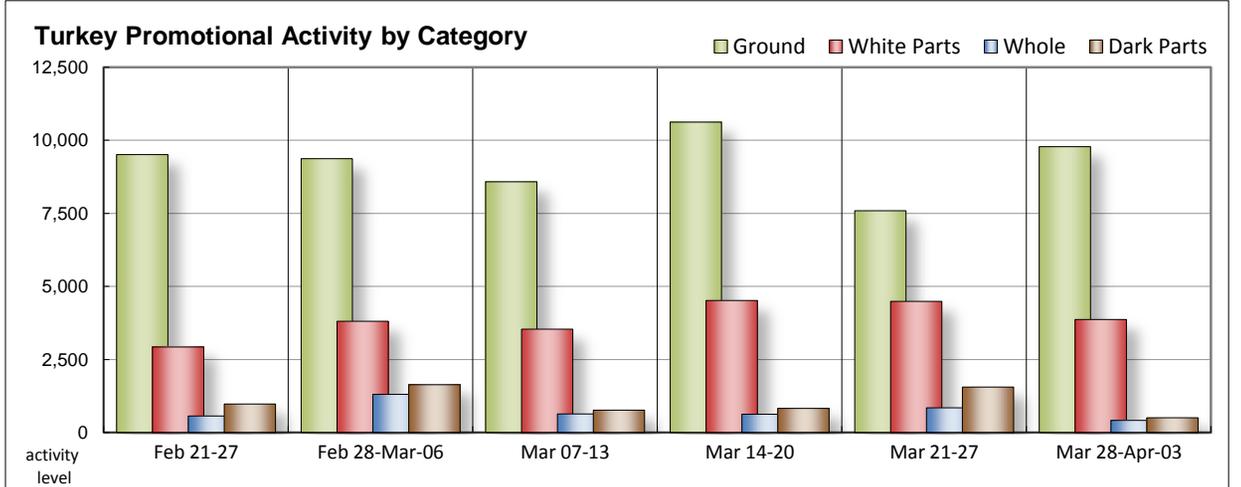
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	39.3% of 22,900 outlets		41.0% of 22,900 outlets		80.6% of 23,200 outlets	
Special Rate ^{4/}	3.2%		4.5%		3.9%	
Activity Index ^{2/}	16,140		16,030		52,810	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					7,500	1.63
" - Toms					6,650	1.61
Frozen - Hens	230	1.01	510	1.03	7,590	1.07
" - Toms	190	0.90	340	0.99	6,880	1.04
PARTS:						
Breast:						
Bone-in, whole						
Fresh			30	2.66	1,620	2.67
Frozen	1,770	1.72	1,770	1.59	10,220	1.52
Split, bone-in						
Fresh			60	2.99		
Rotisserie	100	7.56	40	8.24	3,300	8.08
Boneless, whole			160	5.99	40	4.99
Cutlets	1,050	4.79	1,330	4.82	30	5.45
Cutlets, thin sliced						
Strips						
Tenders	230	4.54	670	4.76	50	5.38
Marinated Tenders	720	4.32	430	4.34	300	4.77
Drumsticks	110	1.87	450	1.81	20	1.80
Thighs	10	1.79	120	1.78		
Wings	180	2.21	330	1.88	40	1.88
Necks			30	1.55	10	1.61
Smoked Drumsticks	150	2.01	220	2.61	110	1.93
Smoked Wings	40	2.15	190	2.31	110	1.92
Smoked Necks	20	1.99	220	2.08	40	1.79
GROUND TURKEY:	9,780	3.58	7,590	3.23	7,810	3.33
Patties	990	3.67	560	3.82	740	2.80
Sausage	2,040	3.41	1,180	2.86	2,160	3.29
85% lean	1,710	2.61	1,950	2.68	830	2.49
93% lean	2,920	3.24	3,210	3.29	2,250	3.18
Breast	2,120	5.07	690	4.73	1,830	4.35
Rolls (frsh/frz 1 lb.)	30	2.79	730	2.38	80	1.49
Specialty ^{5/}						
Patties	290	4.99	10	4.29	10	5.29
93-94% lean	550	4.19	750	3.98	200	3.51
Breast	690	5.27	50	5.89	200	5.49

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

This Week's Turkey Feature Highlights

This week, retail activity is slightly higher as attention continues to be focused on other proteins, especially those associated with the Lenten season. Whole bird offerings decline this week and patiently wait for their anticipated stronger viewing closer to Easter and Passover holidays. Frozen bone-in breast features equal last week but you will pay more. Rotisserie breasts are viewed slightly more often and at lower values. Offerings of white parts decline as we near the end of the month with the exception of marinated tenders; average prices are lower. Dark parts activity slips for both the fresh and smoked. Where found, you will pay less for smoked and slightly more for fresh. Grinds gain momentum this week due mostly to the large increase in ground breast offerings, but 93% lean continues to be promoted the heaviest. Prices are higher on ground breast and sausage, while the remainder of grind values are lower. If you are looking for a specialty grind, there are several opportunities this week. Deli activity rebounds upward due to increased featuring of processor and private label thin slicing meats; private brand prices are lower, while processor brands rise.



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 03/28 thru 04/03.

Fri. Mar 28, 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 ^{4/} Activity Index ^{2/}	67.0% of 4,700 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 7,170			20.2% of 5,900 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 2,070			31.0% of 4,200 sampled outlets 6.3% of stores w/ no-price promotions Activity Index = 2,060		
	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	1.09 - 1.69	100	1.27	0.79	120	0.79	0.99	10	0.99
" - Toms	1.09	70	1.09	0.79	120	0.79			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	480	1.86	1.49 - 1.97	640	1.71	1.49 - 1.99	290	1.67
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	20	8.34				6.99	70	6.99
Boneless, whole									
Cutlets	3.99 - 4.99	550	4.79	4.49 - 5.18	240	5.07	3.99 - 4.69	200	4.45
Cutlets, thin sliced									
Strips									
Tenders	4.49	160	4.49	4.49	40	4.49	4.69	10	4.69
Marinated Tenders	4.26 - 4.79	560	4.31	4.26	60	4.26	4.33	20	4.33
Drumsticks	1.79 - 2.29	100	1.89				1.69	10	1.69
Thighs	1.79	10	1.79						
Wings	1.79 - 2.99	140	2.20	1.39 - 2.99	30	2.44	1.69	10	1.69
Necks									
Smoked Drumsticks	1.99	140	1.99				1.89 - 2.99	10	2.28
Smoked Wings	1.99	20	1.99				1.99 - 2.99	20	2.30
Smoked Necks	1.99	20	1.99						
GROUND TURKEY:									
Patties	2.99 - 4.49	650	3.62	3.99	10	3.99	3.50 - 3.99	210	3.61
Sausage	2.49 - 3.99	1,360	3.36	3.99	260	3.99	2.86 - 3.89	280	3.03
85% lean	2.66 - 3.33	410	2.97	2.50	80	2.50	2.49 - 2.99	480	2.62
93% lean	2.99 - 3.50	1,560	3.19	3.07 - 3.49	350	3.14	2.49 - 3.49	410	2.99
Breast (99-100% lean)	4.61 - 5.49	480	5.14	4.61	40	4.61	5.19	10	5.19
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	4.99	290	4.99						
93-94% lean				3.99	80	3.99	3.99	10	3.99
Breast	4.99 - 6.99	50	6.31				5.19	10	5.19



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

Fri. Mar 28, 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)		
Feature Rate ^{1/}	24.5% of 4,200 sampled outlets			59.0% of 2,800 sampled outlets			60.1% of 1,200 sampled outlets		
Special Rate ^{4/}	1.0% 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 = 2,070			Activity Index = 2,270			Activity Index = 500		
	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	1.59 - 1.99	80	1.89	1.49	250	1.49	1.88 - 1.89	30	1.89
Split, bone-in									
Fresh									
Rotisserie	9.99	10	9.99						
Boneless, whole	3.99		3.99						
Cutlets	4.49 - 4.99	60	4.68						
Cutlets, thin sliced									
Strips									
Tenders	4.99	20	4.99						
Marinated Tenders	4.53	70	4.53	3.99	10	3.99			
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	120	3.99						
Sausage	3.27	120	3.27	4.99	20	4.99			
85% lean	2.49	20	2.49	1.99 - 2.99	720	2.42			
93% lean	2.41 - 3.99	270	3.32	3.59 - 3.99	100	3.73	2.79 - 3.99	230	3.83
Breast (99-100% lean)	4.16 - 5.19	470	4.97	4.79 - 5.19	890	5.09	4.39 - 5.19	230	5.13
Rolls (frsh/frz 1 lb.)	2.79	30	2.79						
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 5.00	460	4.23						
Breast	5.19	340	5.19	5.19	280	5.19	5.19	10	5.19



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. Mar 28, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

(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		84.7% of 4,700 sampled outlets Activity Index = 15,380			72.5% of 5,900 sampled outlets Activity Index = 8,580		
Feature Rate ^{1/}	70.7% of 22,900 stores		66.0% of 22,900 stores		53.8% of 23,200 stores							
Activity Index ^{2/}	44,630		42,310		35,260							
	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	4,730	8.18	4,520	7.76	4,060	8.22	5.99 - 12.99	1,600	8.05	6.99 - 9.99	1,480	8.87
Private Brand	1,230	8.26	2,390	7.42	1,670	7.49	6.99 - 8.99	810	8.05			
Category 2												
Processor Brand	4,220	5.90	2,680	5.80	5,330	5.95	4.99 - 6.99	1,100	6.22	4.99 - 6.49	430	6.01
Private Brand	7,790	6.05	2,110	6.68	2,540	6.74	4.98 - 6.99	3,090	5.89	5.99 - 6.99	320	6.39
Category 3												
Processor Brand	1,950	4.17	2,310	3.95	660	4.38	2.99 - 4.99	760	4.44	3.99 - 4.38	140	4.06
Private Brand	1,350	4.84	40	3.33	20	3.99	3.99 - 4.99	190	4.65	4.99	1,020	4.99
Turkey Ham												
Processor Brand	270	3.22	330	3.35	250	3.36	3.98 - 4.99	10	4.63			
Private Brand												
Turkey Pastrami												
Processor Brand	440	3.88	360	4.95	60	3.82	2.69 - 4.99	60	3.49			
Private Brand			10	2.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,720	7.39	3,200	7.93	2,510	7.93	5.99 - 9.99	520	7.94	5.99 - 8.99	330	8.57
Private Brand	1,920	7.68	1,470	7.20	1,770	7.20	6.99 - 8.49	1,710	7.75	6.99	70	6.99
Category 2												
Processor Brand	220	4.95	40	5.49	210	5.57						
Private Brand	1,110	4.99	440	5.89	70	5.99	4.99	100	4.99	4.99	1,010	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,120	3.06	9,020	3.05	6,010	3.10	2.50 - 3.99	2,060	3.22	1.97 - 3.69	1,380	3.24
Private Brand	930	3.20	1,280	2.61	1,440	2.91	2.48 - 3.33	460	3.01			
Turkey 16 oz												
Processor Brand	2,030	4.18	2,140	5.09	1,490	4.90	3.99	610	3.99	3.99	1,070	3.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	6,710	3.07	8,700	3.07	5,730	3.11	2.50 - 3.99	1,840	3.25	2.50 - 3.69	1,330	3.27
Private Brand	890	3.23	1,270	2.60	1,440	2.91	2.48 - 3.33	460	3.01			

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. Mar 28, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

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

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)		
	67.9% of 4,200 sampled outlets			61.5% of 4,200 sampled outlets			61.4% of 2,800 sampled outlets			69.0% of 1,200 sampled outlets		
	Activity Index = 7,870			Activity Index = 6,830			Activity Index = 4,260			Activity Index = 1,710		
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 - 10.99	240	7.61	6.99 - 9.49	550	7.96	6.99 - 8.99	470	7.31	6.99 - 11.99	390	7.82
Private Brand	7.49 - 8.99	200	8.55	7.49 - 7.99	80	7.64	8.99 - 9.49	140	9.46			
Category 2												
Processor Brand	4.99 - 6.99	950	6.11	4.99 - 5.99	1,030	5.40	4.99 - 6.49	630	5.76	4.99 - 5.99	80	5.71
Private Brand	4.99 - 6.99	980	5.84	5.99 - 7.99	1,370	6.47	5.99 - 7.99	1,360	6.06	6.00 - 7.99	670	6.04
Category 3												
Processor Brand	2.99 - 4.99	710	4.07	3.49 - 4.39	220	3.94	2.79	40	2.79	3.99	80	3.99
Private Brand	3.99 - 4.99	140	4.01									
Turkey Ham												
Processor Brand	3.49	10	3.49	2.99 - 3.69	140	3.11	2.99 - 3.69	110	3.21			
Private Brand												
Turkey Pastrami												
Processor Brand	3.99 - 4.29	290	4.08				2.99	40	2.99	2.49 - 4.29	50	3.87
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.89 - 8.99	720	6.61	5.89 - 7.99	120	6.40	8.49	10	8.49	5.89 - 7.99	20	7.33
Private Brand	6.98 - 10.99	70	7.51	6.49 - 6.99	70	6.83						
Category 2												
Processor Brand	4.29 - 5.49	50	4.82				4.99	170	4.99			
Private Brand	4.99		4.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.49	1,550	2.90	2.29 - 3.49	1,490	2.90	2.49 - 3.89	540	2.91	3.00 - 3.79	100	3.12
Private Brand	2.69 - 3.69	180	2.96	2.47 - 4.49	180	4.08				2.99	110	2.99
Turkey 16 oz												
Processor Brand	3.99 - 5.99	120	5.29				4.99 - 5.00	230	4.99			
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.49	1,520	2.90	2.29 - 3.49	1,400	2.88	2.49 - 3.89	520	2.92	3.00 - 3.79	100	3.12
Private Brand	2.69 - 3.69	140	3.05	2.47 - 4.49	180	4.11				2.99	110	2.99

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)