



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/02 thru 05/08.

Fri. May 02, 2014

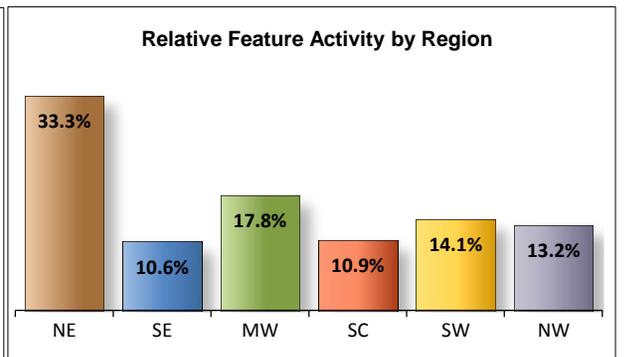
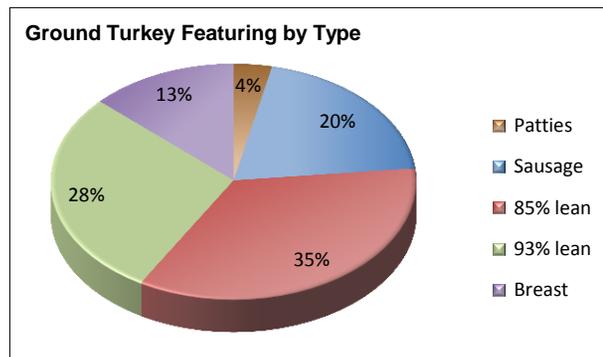
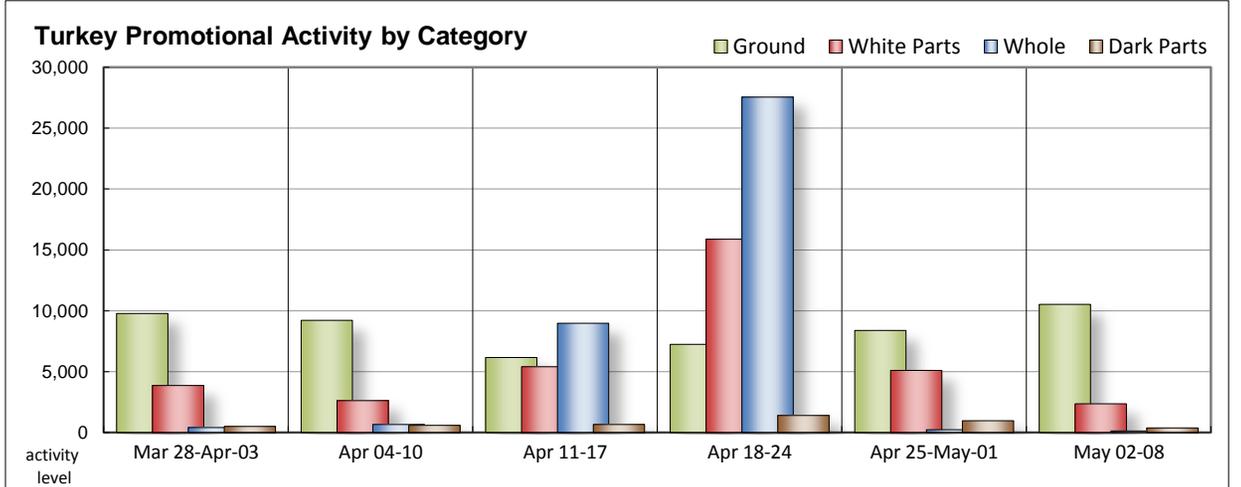
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	48.0% of 22,900 outlets		44.2% of 22,900 outlets		38.5% of 23,200 outlets	
Special Rate ^{4/}	8.1%		3.0%		0.5%	
Activity Index ^{2/}	15,870		17,630		14,410	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			60	1.39		
" - Toms			60	1.39		
Frozen - Hens	70	1.09	60	0.99	470	1.33
" - Toms	70	1.09	60	0.99	340	1.27
PARTS:						
Breast:						
Bone-in, whole						
Fresh			60	2.99	30	2.49
Frozen	530	1.54	1,770	1.50	620	1.81
Split, bone-in						
Fresh					20	2.99
Rotisserie	100	7.99	310	9.43	570	7.94
Boneless, whole	170	5.96	190	5.85	100	4.71
Cutlets	900	4.71	630	4.04	290	4.04
Cutlets, thin sliced	180	4.99			100	4.99
Strips						
Tenders	280	4.24	600	4.06	290	4.33
Marinated Tenders	210	4.26	1,550	5.07	520	4.39
Drumsticks	40	1.74	380	1.65	300	1.93
Thighs	10	1.99	10	1.69	250	2.08
Wings	40	1.74	250	1.63	260	1.97
Necks	30	1.88	10	1.69	10	1.29
Smoked Drumsticks	90	2.49	140	2.02	20	1.99
Smoked Wings	90	2.29	150	1.99	90	1.91
Smoked Necks	90	2.29	40	1.91	80	1.99
GROUND TURKEY:	10,530	3.16	8,390	3.55	8,740	3.32
Patties	360	3.56	990	4.05	530	3.87
Sausage	2,100	3.42	1,660	3.59	2,380	3.43
85% lean	3,690	2.46	1,060	2.80	1,160	2.63
93% lean	2,990	3.26	3,770	3.33	3,960	3.19
Breast	1,390	4.40	910	4.67	710	4.43
Rolls (frsh/frz 1 lb.)	490	2.00	180	2.27	40	2.26
Specialty ^{5/}						
Patties			330	4.98	20	4.19
93-94% lean	670	4.31	740	4.28	1,230	4.02
Breast	1,280	6.50	1,660	6.38	20	5.99

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

This Week's Turkey Feature Highlights

Retail feature activity slows on turkey and deli items. Featuring on whole turkeys is all but gone from the circulars. Offerings decline on frozen bone-in breasts; prices are higher. Shoppers looking for ads on rotisserie breasts will find them hard to find this week. Fewer stores are offering boneless white parts; cutlets are the only items to increase. Prices are mostly higher on boneless white parts. Offerings decline on dark parts; prices are higher. The only bright spot is ground turkey; offerings increase and the weighted average price declines. The 85% lean is the most actively featured grind and is also the lowest priced ground item. Featuring slows on service deli and self-service deli. Thick slicing meats are the most active service deli item, also the most expensive. Prices on 7-10 oz. self-service deli items decline on processor brands, increase 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 05/02 thru 05/08.

Fri. May 02, 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/}	69.3% of 4,700 sampled outlets 7.5% of stores w/ no-price promotions Activity Index = 6,090			52.8% of 5,900 sampled outlets 12.4% of stores w/ no-price promotions Activity Index = 2,650			51.9% of 4,200 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 2,960		
	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	1.39 - 1.69	180	1.68				1.17 - 1.99	210	1.43
Split, bone-in									
Fresh									
Rotisserie	7.99	80	7.99	7.99	20	7.99			
Boneless, whole	5.49 - 5.99	150	5.96	5.99	20	5.99			
Cutlets	3.99 - 4.99	760	4.73	3.99 - 4.79	50	4.24	4.99	20	4.99
Cutlets, thin sliced	4.99	180	4.99						
Strips									
Tenders	3.99	170	3.99	3.99	40	3.99	4.98 - 4.99	50	4.99
Marinated Tenders	4.26	210	4.26						
Drumsticks	1.49	10	1.49				1.59 - 1.99	30	1.83
Thighs	1.99	10	1.99						
Wings	1.49	10	1.49				1.59 - 1.99	30	1.83
Necks							1.69 - 1.99	30	1.88
Smoked Drumsticks	2.49	50	2.49	2.49	40	2.49			
Smoked Wings	2.29	50	2.29	2.29	40	2.29			
Smoked Necks	2.29	50	2.29	2.29	40	2.29			
GROUND TURKEY:									
Patties	3.00 - 3.99	60	3.29				3.49 - 3.99	260	3.63
Sausage	2.79 - 3.99	1,260	3.34				2.79 - 3.99	600	3.30
85% lean	2.33 - 3.68	730	2.64	2.33 - 3.49	1,770	2.46	1.99 - 3.49	630	2.36
93% lean	2.30 - 3.99	1,380	3.24	2.69 - 3.99	320	3.09	2.79 - 3.99	330	3.13
Breast (99-100% lean)	3.84 - 5.38	290	4.70	4.38 - 4.99	220	4.43	3.99 - 5.00	550	4.37
Rolls (frsh/frz 1 lb.)	1.50	20	1.50	2.99	10	2.99	1.00 - 2.50	60	1.16
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.99	400	4.26	3.99	80	3.99	3.50 - 4.99	150	4.71
Breast	6.99	40	6.99				6.49	10	6.49



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/02 thru 05/08.

Fri. May 02, 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/}	28.4% of 4,200 sampled outlets			35.6% of 2,800 sampled outlets			22.7% of 1,200 sampled outlets		
Special Rate ^{4/}	3.9% of stores w/ no-price promotions			10.1% of stores w/ no-price promotions			16.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,810			Activity Index = 1,700			Activity Index = 660		
	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	70	1.09						
" - Toms	0.99 - 1.29	70	1.09						
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.27 - 1.69	120	1.50				1.47 - 1.88	20	1.72
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	4.59 - 4.99	70	4.73						
Cutlets, thin sliced									
Strips									
Tenders	4.99	20	4.99						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.50	40	3.50			
Sausage	2.99	70	2.99	3.99 - 4.99	170	4.71			
85% lean	2.37 - 2.95	330	2.53	1.99 - 3.19	200	2.11	2.00 - 2.39	30	2.26
93% lean	2.39 - 3.99	370	3.04	2.39 - 4.39	490	3.58	2.79 - 3.99	100	3.67
Breast (99-100% lean)	3.74 - 5.00	120	4.31	4.00	60	4.00	3.99 - 5.59	150	4.13
Rolls (frsh/frz 1 lb.)	1.00 - 3.19	190	2.24	1.99 - 2.50	180	2.02	1.99	30	1.99
Specialty ^{5/}									
Patties									
93-94% lean	3.99	40	3.99						
Breast	6.49	340	6.49	5.49 - 6.49	560	6.48	6.49	330	6.49



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. May 02, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/02 thru 05/08.

(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		75.2% of 4,700 sampled outlets Activity Index = 13,710			71.5% of 5,900 sampled outlets Activity Index = 12,390		
Feature Rate ^{1/}	62.2% of 22,900 stores		68.4% of 22,900 stores		70.0% of 23,200 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index ^{2/}	42,960		49,900		41,190		Summary Stores Wtd Avg			Summary Stores Wtd Avg		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,780	8.12	4,180	7.79	5,260	8.54	5.99 - 9.99	3,780	7.95	6.99 - 9.99	1,790	8.57
Private Brand	1,780	7.57	3,510	7.66	2,190	7.80	5.97 - 7.99	1,370	7.65	6.99	40	6.99
Category 2												
Processor Brand	2,540	5.94	4,500	6.08	5,090	5.84	4.99 - 6.99	850	5.89	4.99 - 6.99	420	6.28
Private Brand	2,400	6.62	6,300	6.88	3,050	7.19	4.99 - 6.99	370	6.53	6.49 - 6.99	590	6.91
Category 3												
Processor Brand	940	4.27	1,420	4.18	960	4.00	3.99 - 4.99	350	4.13	3.99 - 4.49	90	4.10
Private Brand	1,160	5.00	40	3.99	40	5.48	3.99 - 5.48	150	5.10	4.99	1,010	4.99
Turkey Ham												
Processor Brand	370	3.49	320	3.75	460	3.00	2.99 - 4.47	270	3.60	2.99	40	2.99
Private Brand												
Turkey Pastrami												
Processor Brand	140	4.04	240	4.27	90	6.97	3.79 - 4.99	70	4.41	3.99	10	3.99
Private Brand					10	3.79						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,490	7.92	3,080	7.81	3,840	7.58	6.98 - 9.99	1,260	8.08	5.99 - 8.99	690	8.33
Private Brand	970	7.21	1,060	7.78	1,310	7.11	6.99 - 7.48	250	7.45	6.99	500	6.99
Category 2												
Processor Brand	20	4.49	430	5.62	100	4.79						
Private Brand	1,650	5.32	520	5.99	50	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	7,460	2.97	8,390	3.16	4,800	3.15	2.29 - 3.99	1,910	3.03	2.50 - 3.50	1,870	2.78
Private Brand	790	2.79	3,410	2.59	2,670	2.53	2.99 - 3.33	180	3.31	2.50 - 2.99	230	2.63
Turkey 16 oz												
Processor Brand	3,270	5.01	1,240	4.86	3,820	5.15	3.99 - 5.79	800	5.16	4.99 - 5.00	2,000	4.99
Private Brand	120	3.99										
Chicken 7-10 oz												
Processor Brand	7,310	2.98	7,840	3.19	4,780	3.15	2.50 - 3.99	1,830	3.06	2.50 - 3.50	1,870	2.78
Private Brand	770	2.78	3,420	2.58	2,670	2.63	3.33	170	3.33	2.50 - 2.99	230	2.63

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
 Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/02 thru 05/08.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 02, 2014

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)		
	68.3% of 4,200 sampled outlets			53.0% of 4,200 sampled outlets			39.8% of 2,800 sampled outlets			27.6% of 1,200 sampled outlets		
	Activity Index = 7,650			Activity Index = 5,650			Activity Index = 2,660			Activity Index = 900		
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	1,050	7.67	5.99 - 6.99	510	7.73	6.49 - 9.99	560	8.68	7.99 - 12.99	90	10.10
Private Brand	6.99 - 8.99	70	7.91	5.99 - 7.49	300	7.19						
Category 2												
Processor Brand	4.88 - 6.99	950	5.98	4.99 - 5.99	240	5.47				4.99 - 5.99	80	5.71
Private Brand	5.98 - 6.99	840	6.32	5.99 - 6.99	600	6.83						
Category 3												
Processor Brand	2.98 - 4.99	400	4.46	3.79 - 3.89	30	3.82	4.49	50	4.49	3.98 - 3.99	20	3.98
Private Brand	4.99		4.99									
Turkey Ham												
Processor Brand	2.99 - 3.98	50	3.45				2.49 - 2.79	10	2.64			
Private Brand												
Turkey Pastrami												
Processor Brand	3.49 - 3.98	40	3.75				2.69	10	2.69	3.99	10	3.99
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.99	620	7.78	5.98 - 6.99	560	7.23	6.99 - 8.99	110	7.42	6.99 - 11.99	250	8.07
Private Brand					220	7.43						
Category 2												
Processor Brand	3.98	10	3.98	4.99	10	4.99						
Private Brand	4.99 - 5.99	500	5.98	5.99	40	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 3.50	1,310	3.03	1.99 - 2.29	1,380	2.87	2.75 - 3.99	760	3.21	2.49 - 3.50	230	3.34
Private Brand	2.50 - 3.69	170	2.78	2.47 - 3.09	40	2.57	2.50	170	2.50			
Turkey 16 oz												
Processor Brand	3.99 - 4.99	60	4.44	3.99 - 5.99	350	4.81	5.00	60	5.00			
Private Brand	3.99	120	3.99									
Chicken 7-10 oz												
Processor Brand	1.98 - 3.50	1,290	3.03	1.99 - 2.29	1,340	2.88	2.75 - 3.99	760	3.21	2.89 - 3.50	220	3.39
Private Brand	2.50 - 3.69	170	2.78	2.47	30	2.47	2.50	170	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)