



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/30 thru 06/05.**

Fri. May 30, 2014

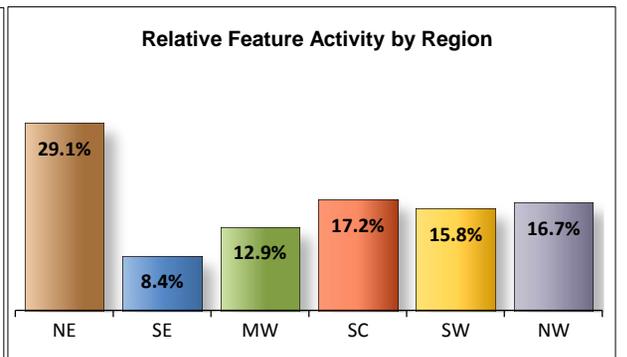
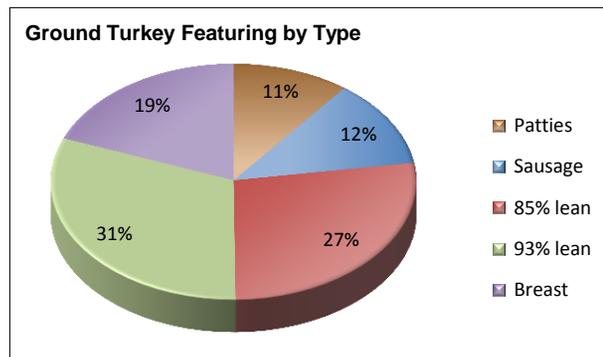
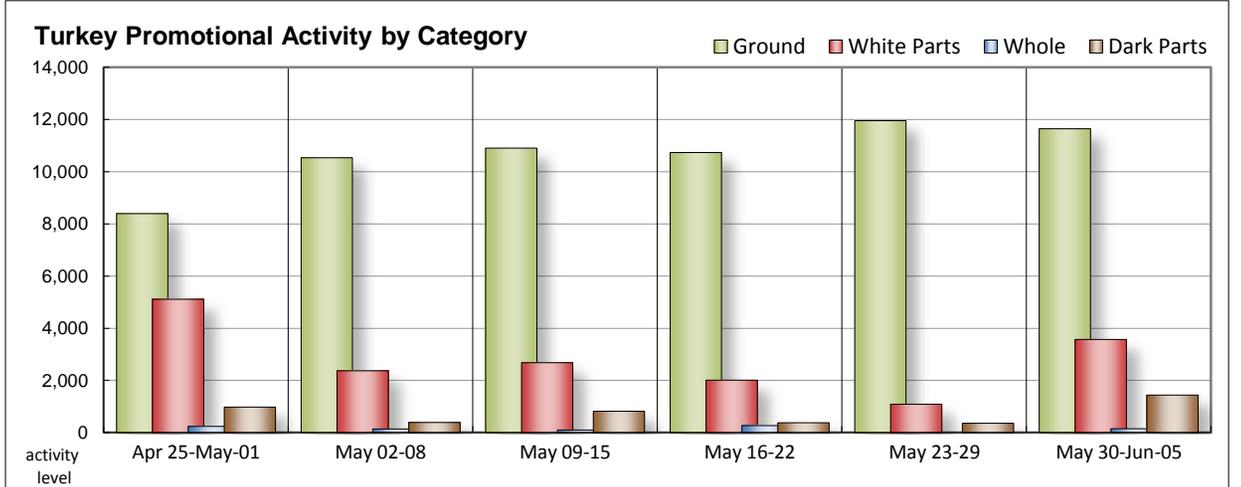
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>50.8% of 22,900 outlets</b>		<b>37.9% of 22,900 outlets</b>		<b>41.2% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.1%</b>		<b>3.4%</b>		<b>0.6%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>18,910</b>		<b>14,160</b>		<b>16,760</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	140	0.99			100	1.11
" - Toms	10	1.19			100	1.11
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh						
Frozen	280	1.78	280	1.69	800	1.81
Split, bone-in						
Fresh					20	2.99
Rotisserie			140	8.99	460	6.75
Boneless, whole	10	4.99			40	4.11
Cutlets	1,000	4.36	30	4.99	1,010	4.34
Cutlets, thin sliced						
Strips					20	3.99
Tenders	540	3.99	50	4.79	990	4.21
Marinated Tenders	1,740	4.64	590	4.38	350	5.20
Drumsticks	380	1.87	150	2.00	40	1.42
Thighs	290	2.12	20	2.29		
Wings	170	2.20	130	1.96	100	2.47
Necks	30	1.88	50	1.63	10	1.29
Smoked Drumsticks	210	2.50	10	2.19	650	2.15
Smoked Wings	190	2.39			210	2.01
Smoked Necks	170	1.97			70	1.99
<b>GROUND TURKEY:</b>	<b>11,640</b>	<b>3.36</b>	<b>11,950</b>	<b>3.06</b>	<b>11,030</b>	<b>3.47</b>
Patties	1,220	3.44	2,670	3.31	2,770	3.60
Sausage	1,410	3.17	2,630	3.19	1,610	3.59
85% lean	3,170	2.62	3,350	2.64	1,920	2.53
93% lean	3,610	3.26	3,230	3.19	2,710	3.18
Breast	2,230	4.90	70	3.84	2,020	4.51
Rolls (frsh/frz 1 lb.)	550	2.44	80	2.57	450	2.63
<b>Specialty</b> <sup>5/</sup>						
Patties	110	4.18	200	4.14		
93-94% lean	60	4.17	480	3.94	210	4.06
Breast	1,390	6.47			100	5.64

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

**This Week's Turkey Feature Highlights**

Feature activity rebounds as retailers finish with Memorial Day promotions and head into the first of the month. Offerings of whole birds are very light. Ads for bone-in breasts are unchanged in volume, lower in price. This is the week to look for boneless white parts to place on the grill. Feature activity is sharply higher on cutlets at lower prices and on marinated tenders at higher prices. Dark parts are getting more ad space; prices are mostly lower. Featuring is slightly less active on ground turkey but promotions are still easy to find; the weighted average price is higher. Retailers increase offerings on ground breast and 93% lean, the healthiest choices for grinds. Specialty ground breast is also heavily promoted this week. Promotional activity increases on service and self-service deli items. Advertised prices are higher on service deli processor brands, mixed on private brands. Featuring slows on self-service processor brands, increases on private brands; prices are unchanged to higher on private brands, lower 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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(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>	66.6% of 4,700 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 6,640			38.1% of 5,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,630			52.9% of 4,200 sampled outlets 0.0% of stores w/ no-price promotions 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	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99	140	0.99						
" - Toms	1.19	10	1.19						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.88	170	1.88	1.59	20	1.59	1.29 - 1.99	90	1.65
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	10	4.99						
Cutlets	3.99 - 4.99	880	4.41	3.99	60	3.99	3.99	10	3.99
Cutlets, thin sliced									
Strips									
Tenders	3.99	400	3.99				3.99	80	3.99
Marinated Tenders	4.66 - 4.79	320	4.68	4.66	1,290	4.66	4.66	20	4.66
Drumsticks	1.49 - 1.79	130	1.66				1.59 - 2.19	170	1.97
Thighs							1.69 - 2.19	170	1.98
Wings	1.59 - 2.99	120	2.16	2.99	20	2.99	1.59 - 1.99	30	1.83
Necks							1.69 - 1.99	30	1.88
Smoked Drumsticks	1.99 - 2.79	190	2.57	1.79	20	1.79			
Smoked Wings	2.39 - 2.79	170	2.47	1.79	20	1.79			
Smoked Necks	1.99	140	1.99	1.79	20	1.79	1.99	10	1.99
<b>GROUND TURKEY:</b>									
Patties	2.49 - 4.99	940	3.35	3.49	40	3.49	3.29 - 3.99	190	3.88
Sausage	3.19 - 4.09	560	3.35	3.35	20	3.35	2.99 - 3.99	170	3.27
85% lean	1.98 - 3.33	750	2.69	2.39 - 2.99	680	2.51	2.00 - 3.33	810	2.54
93% lean	2.53 - 3.84	1,290	3.32	2.49 - 3.50	390	3.15	2.50 - 4.58	520	3.26
Breast (99-100% lean)	5.19	160	5.19	4.16	10	4.16	3.99 - 5.19	150	4.15
Rolls (frsh/frz 1 lb.)							2.98 - 2.99	210	2.99
<b>Specialty <sup>5/</sup></b>									
Patties	3.79 - 4.99	110	4.18						
93-94% lean	3.99 - 4.99	50	4.08						
Breast	5.00 - 6.49	100	6.22	6.49	40	6.49	6.49	10	6.49



**USDA Weekly Retail Turkey Feature Activity**  
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(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>	46.7% of 4,200 sampled outlets			54.1% of 2,800 sampled outlets			51.6% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	2.1% 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 = 3,560			Activity Index = 2,370			Activity Index = 1,040		
	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									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	3.99	50	3.99						
Cutlets, thin sliced									
Strips									
Tenders	3.99	60	3.99						
Marinated Tenders	4.26	100	4.26				3.99	10	3.99
Drumsticks	1.99	70	1.99				1.99	10	1.99
Thighs	1.99 - 2.89	110	2.34				1.99	10	1.99
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.29	50	3.29						
Sausage	2.79 - 3.68	340	3.30	2.45 - 3.99	300	2.61	3.27	20	3.27
85% lean	2.39 - 2.99	610	2.82	2.39 - 3.19	320	2.51			
93% lean	2.73 - 3.59	840	3.40	2.39 - 3.67	300	2.64	2.79 - 3.99	270	3.36
Breast (99-100% lean)	4.16 - 4.99	950	4.73	4.79 - 5.19	590	5.16	3.99 - 5.19	370	5.10
Rolls (frsh/frz 1 lb.)	2.99	40	2.99	1.99	300	1.99			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean							4.59	10	4.59
Breast	6.49	340	6.49	5.49 - 6.49	560	6.48	6.49 - 6.59	340	6.49



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

Fri. May 30, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/30 thru 06/05.

(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		78.4% of 4,700 sampled outlets Activity Index = 13,740			62.4% of 5,900 sampled outlets Activity Index = 10,360		
Feature Rate <sup>1/</sup>	63.4% of 22,900 stores		62.4% of 22,900 stores		75.1% of 23,200 stores							
Activity Index <sup>2/</sup>	50,420		47,540		49,390							
	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	7,260	8.19	6,830	7.84	5,550	8.12	5.99 - 9.99	2,880	8.11	6.99 - 8.99	1,620	8.18
Private Brand	2,210	7.65	1,910	7.76	1,680	7.65	6.99 - 9.99	1,570	7.62	6.99 - 7.99	480	7.86
<b>Category 2</b>												
Processor Brand	4,710	5.94	3,430	5.76	5,530	6.09	4.99 - 6.99	410	5.84	4.99 - 6.99	340	6.46
Private Brand	7,000	7.25	6,620	7.16	8,190	7.14	4.99 - 7.99	1,340	6.39	5.98 - 6.99	800	6.16
<b>Category 3</b>												
Processor Brand	1,010	3.97	740	3.94	750	4.10	3.49 - 4.98	150	3.83	3.99 - 4.00	150	3.99
Private Brand	210	4.53	20	4.88	60	4.98	3.99 - 4.99	210	4.53			
<b>Turkey Ham</b>												
Processor Brand	440	4.27	270	3.45	80	3.02	3.99 - 4.79	290	4.58			
Private Brand					20	4.99						
<b>Turkey Pastrami</b>												
Processor Brand	300	3.88	230	3.62	90	4.50	3.79	220	3.79			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,910	8.05	2,630	7.42	3,580	7.96	5.99 - 9.99	1,330	8.60	5.99 - 8.99	1,150	8.03
Private Brand	770	7.10	2,370	7.47	290	6.85	6.99 - 7.48	560	7.20	6.99	70	6.99
<b>Category 2</b>												
Processor Brand	300	5.80	160	5.25	350	6.42	5.99	20	5.99			
Private Brand			360	5.99	180	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	8,150	3.15	8,980	3.15	5,630	3.14	2.29 - 3.99	1,840	3.32	1.96 - 3.79	1,470	3.24
Private Brand	2,820	2.84	810	3.06	4,400	3.46	3.00 - 3.33	460	3.08	2.50 - 3.00	1,490	2.87
<b>Turkey 16 oz</b>												
Processor Brand	2,010	5.02	1,480	4.96	2,150	4.40	3.99 - 4.99	350	4.76	4.99	1,050	4.99
Private Brand			1,080	4.50	1,040	3.99						
<b>Chicken 7-10 oz</b>												
Processor Brand	7,670	3.18	8,810	3.15	5,440	3.17	2.49 - 3.99	1,710	3.38	2.50 - 3.79	1,350	3.29
Private Brand	1,650	2.73	810	3.06	4,380	3.47	3.00 - 3.33	400	3.09	2.50 - 2.79	390	2.53

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 <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)		
	64.2% of 4,200 sampled outlets			52.6% of 4,200 sampled outlets			52.4% of 2,800 sampled outlets			69.6% of 1,200 sampled outlets		
	Activity Index = 9,820			Activity Index = 6,090			Activity Index = 6,370			Activity Index = 4,040		
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	1,310	8.00	8.69 - 10.99	260	9.48	6.99 - 9.99	550	8.45	6.99 - 12.99	640	8.17
Private Brand	7.99 - 10.99	40	8.67	5.99 - 8.49	120	6.92						
<b>Category 2</b>												
Processor Brand	4.88 - 6.99	2,680	5.93	4.99 - 6.99	1,020	5.81	4.99 - 6.49	60	5.41	4.99 - 6.99	200	6.08
Private Brand	4.99 - 7.99	550	5.76	6.49 - 7.99	1,280	7.70	7.99	1,930	7.99	7.99	1,100	7.99
<b>Category 3</b>												
Processor Brand	2.69 - 4.99	390	4.28	3.49 - 3.99	310	3.65				3.98	10	3.98
Private Brand												
<b>Turkey Ham</b>												
Processor Brand				3.79 - 3.99	30	3.82	2.69 - 3.79	120	3.65			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.68 - 3.99	40	3.94							4.29	40	4.29
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 9.99	550	7.86	5.99 - 6.99	780	7.31	8.49	10	8.49	5.98 - 7.99	90	7.57
Private Brand	6.49 - 6.98	120	6.55	7.99	20	7.99						
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	280	5.78									
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.49 - 3.79	1,750	2.88	2.19 - 3.49	920	2.98	3.00 - 4.59	1,260	3.26	2.49 - 3.79	910	3.24
Private Brand	2.50 - 3.50	140	2.54	2.50 - 3.19	240	2.70	2.50 - 2.99	420	2.69	2.50	70	2.50
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.00	130	4.85	4.99 - 5.00	140	4.99	4.99 - 5.99	340	5.49			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.49 - 3.79	1,700	2.87	2.19 - 3.49	740	3.09	3.00 - 4.59	1,260	3.26	2.49 - 3.79	910	3.24
Private Brand	2.50 - 3.50	140	2.54	2.50 - 2.99	230	2.69	2.50 - 2.99	420	2.69	2.50	70	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)