



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/06 thru 06/12.**

Fri. Jun 06, 2014

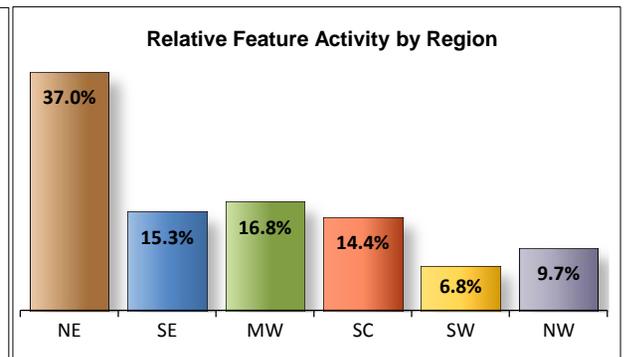
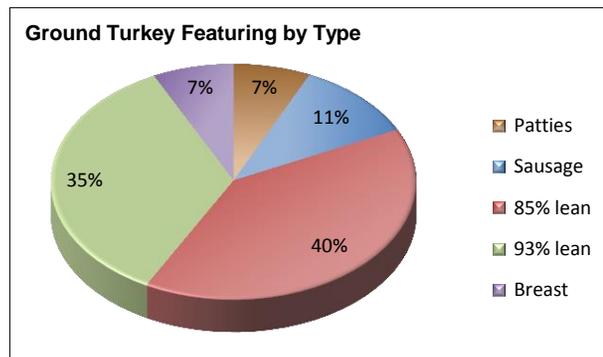
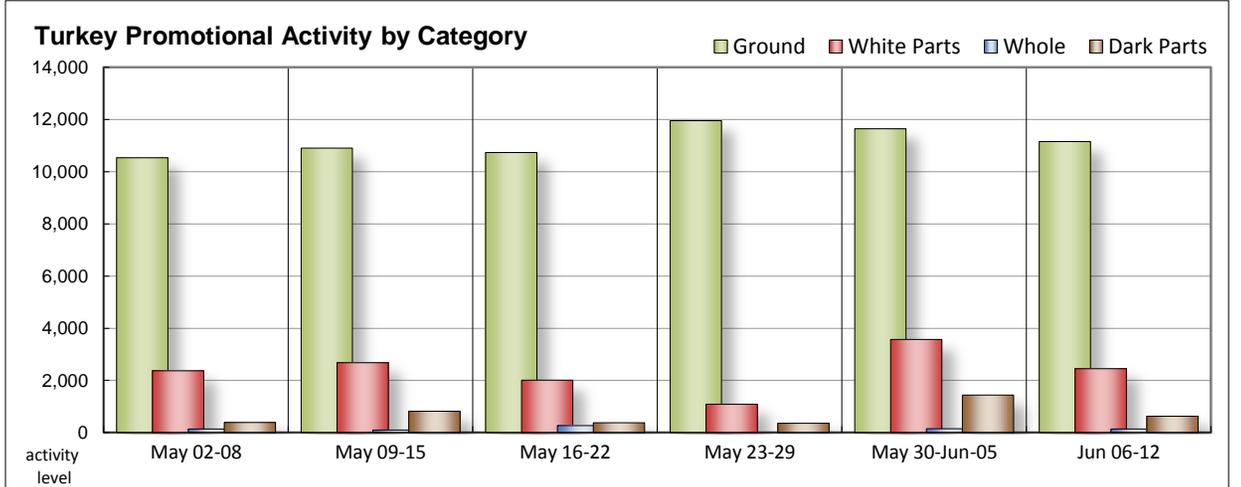
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>49.2% of 22,900 outlets</b>		<b>50.8% of 22,900 outlets</b>		<b>42.9% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.6%</b>		<b>1.1%</b>		<b>2.7%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>16,630</b>		<b>18,910</b>		<b>15,600</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	140	0.99		
" - Toms			10	1.19		
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole					50	2.35
Fresh					560	1.57
Frozen	340	1.47	280	1.78		
Split, bone-in					40	2.88
Fresh					230	7.79
Rotisserie	580	7.66			70	4.16
Boneless, whole	200	5.73	10	4.99	610	4.58
Cutlets	570	4.68	1,000	4.36		
Cutlets, thin sliced	180	4.99				
Strips						
Tenders	280	4.23	540	3.99	440	4.25
Marinated Tenders	300	4.36	1,740	4.64	1,600	5.14
Drumsticks	140	2.34	380	1.87	190	1.92
Thighs	10	1.69	290	2.12	20	2.99
Wings	140	2.25	170	2.20	270	2.17
Necks	10	1.69	30	1.88	60	2.39
Smoked Drumsticks	130	2.71	210	2.50	50	1.99
Smoked Wings	90	2.19	190	2.39	40	1.99
Smoked Necks	110	2.24	170	1.97	20	1.99
<b>GROUND TURKEY:</b>	<b>11,150</b>	<b>3.07</b>	<b>11,640</b>	<b>3.36</b>	<b>9,480</b>	<b>3.42</b>
Patties	770	3.58	1,220	3.44	330	3.73
Sausage	1,220	3.21	1,410	3.17	2,250	3.30
85% lean	4,460	2.55	3,170	2.62	1,890	2.60
93% lean	3,890	3.23	3,610	3.26	3,030	3.28
Breast	810	4.74	2,230	4.90	1,980	4.55
Rolls (frsh/frz 1 lb.)	640	2.68	550	2.44	640	2.56
<b>Specialty</b> <sup>5/</sup>						
Patties	290	4.97	110	4.18	380	4.94
93-94% lean	330	3.99	60	4.17	800	4.14
Breast	1,000	6.35	1,390	6.47	50	5.65

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

**This Week's Turkey Feature Highlights**

Retail feature activity declines on turkey items, increases on deli items. A light offering of frozen hens at unchanged prices is all there is for whole turkey featuring. Offerings increase on frozen bone-in breasts; prices are lower. This week shoppers will find rotisserie breasts are back in the circulars. Featuring slows on boneless white parts; offerings are sharply lower on cutlets and marinated tenders. Prices trend lower on marinated tenders, higher on other advertised boneless white parts. Fewer stores offer dark parts; prices are mixed. Featuring on ground turkey is less active; the weighted average price is sharply lower due to fewer promotions for ground breast and lower prices on 85% and 93% lean. Offerings slow on specialty ground breast but there are still plenty of ads and prices are lower this week. Deli feature activity increases due to very active offerings on self-service deli. An increase on feature active for shaving meats is not enough to offset declines on thick and thin slicing meats. Self-service deli featuring increases on processor brands. Prices are lower on all self-service deli items with the exception of private brand chicken.



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**  
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Fri. Jun 06, 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>	70.3% of 4,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,590			58.5% of 5,900 sampled outlets 1.7% of stores w/ no-price promotions Activity Index = 3,710			53.7% of 4,200 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 2,720		
	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									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	0.98 - 1.57	90	1.19	1.29	10	1.29	1.19 - 1.99	70	1.41
Split, bone-in									
Fresh									
Rotisserie	7.99	400	7.99						
Boneless, whole	4.99 - 5.99	190	5.82						
Cutlets	3.99 - 5.49	480	4.71	3.99 - 4.79	60	4.30	4.99	10	4.99
Cutlets, thin sliced	4.99	180	4.99						
Strips									
Tenders	3.99	160	3.99	3.99	40	3.99			
Marinated Tenders	3.99 - 4.79	280	4.36				3.46 - 4.33	20	4.33
Drumsticks	2.48	100	2.48				1.69 - 2.19	40	2.00
Thighs							1.69	10	1.69
Wings	2.48	100	2.48	1.39	10	1.39	1.69 - 1.79	30	1.75
Necks							1.69	10	1.69
Smoked Drumsticks	2.59	50	2.59	2.59	40	2.59			
Smoked Wings	2.19	50	2.19	2.19	40	2.19			
Smoked Necks	1.99 - 2.29	70	2.21	2.29	40	2.29			
<b>GROUND TURKEY:</b>									
Patties	2.99 - 4.48	470	3.53	2.99 - 3.59	50	3.38	2.99 - 4.29	140	3.95
Sausage	2.39 - 3.99	640	2.94	3.49	10	3.49	3.19 - 3.99	460	3.51
85% lean	2.33 - 3.33	850	2.58	2.29 - 3.07	2,020	2.47	2.39 - 3.20	820	2.57
93% lean	2.84 - 3.84	1,570	3.23	2.49 - 3.99	1,320	3.30	2.49 - 3.99	610	3.02
Breast (99-100% lean)	4.00 - 5.38	160	4.97	5.38	20	5.38	4.16 - 5.00	230	4.91
Rolls (frsh/frz 1 lb.)							1.00 - 3.00	230	2.55
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	310	4.03				3.33	20	3.33
Breast	4.79 - 6.99	300	6.12	4.79 - 6.49	50	6.18	4.79 - 6.49	20	5.64



**USDA Weekly Retail Turkey Feature Activity**  
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Fri. Jun 06, 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>	27.3% of 4,200 sampled outlets			24.3% of 2,800 sampled outlets			36.8% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	1.2% 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 = 2,340			Activity Index = 800			Activity Index = 470		
	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>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.19 - 1.69	170	1.65						
Split, bone-in									
Fresh									
Rotisserie	9.99	10	9.99	5.99 - 7.99	170	6.73			
Boneless, whole	3.99	10	3.99						
Cutlets	4.99	20	4.99						
Cutlets, thin sliced									
Strips									
Tenders	4.99	20	4.99	4.79	60	4.79			
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	2.99	40	2.99						
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.29	70	3.29	3.50	40	3.50			
Sausage	2.79 - 3.99	110	3.44						
85% lean	2.39 - 2.67	370	2.48	2.39 - 3.60	200	2.71	2.43 - 3.19	200	3.11
93% lean	2.49 - 3.33	100	2.91	3.19 - 3.29	220	3.29	3.99	70	3.99
Breast (99-100% lean)	4.16 - 5.00	120	4.37	4.79 - 5.99	110	5.17	3.99 - 5.59	170	4.17
Rolls (frsh/frz 1 lb.)	1.00 - 3.00	390	2.77				2.50	20	2.50
<b>Specialty</b> <sup>5/</sup>									
Patties	4.97	290	4.97						
93-94% lean									
Breast	6.49	620	6.49				6.49	10	6.49



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

Fri. Jun 06, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/06 thru 06/12.

(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		80.5% of 4,700 sampled outlets			82.2% of 5,900 sampled outlets		
Feature Rate <sup>1/</sup>	76.2% of 22,900 stores		63.4% of 22,900 stores		83.5% of 23,200 stores		Activity Index = 18,040			Activity Index = 13,260		
Activity Index <sup>2/</sup>	55,940		50,420		49,260		Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,090	7.82	7,260	8.19	5,670	7.93	6.48 - 12.99	1,650	7.84	6.99 - 8.99	970	7.95
Private Brand	1,110	8.03	2,210	7.65	1,290	7.16	6.57 - 9.99	510	8.03			
<b>Category 2</b>												
Processor Brand	4,240	5.96	4,710	5.94	4,110	5.77	4.99 - 6.99	1,770	5.84	4.99 - 6.99	350	6.63
Private Brand	3,870	6.63	7,000	7.25	4,140	6.78	4.99 - 6.99	3,080	6.80	6.99	40	6.99
<b>Category 3</b>												
Processor Brand	1,420	3.97	1,010	3.97	870	3.95	3.98 - 4.98	790	4.01	2.99 - 4.99	200	3.96
Private Brand	1,160	4.99	210	4.53	140	3.99	4.88 - 4.99	150	4.96	4.99	1,010	4.99
<b>Turkey Ham</b>												
Processor Brand	370	3.72	440	4.27	490	3.98	3.79 - 3.99	210	3.98			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	390	4.29	300	3.88	470	4.27	3.79 - 4.99	360	4.14			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4,350	7.90	3,910	8.05	3,020	7.68	5.99 - 9.99	2,090	8.03	6.99 - 9.99	1,580	8.11
Private Brand	2,800	7.47	770	7.10	2,550	7.20	6.99 - 7.99	2,120	7.44			
<b>Category 2</b>												
Processor Brand	40	4.99	300	5.80	930	5.58						
Private Brand	1,460	5.23			50	5.99	4.99	100	4.99	4.99	1,010	4.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	12,650	3.11	8,150	3.15	7,120	3.22	2.99 - 3.99	1,880	3.37	1.99 - 3.50	3,280	3.08
Private Brand	1,160	2.82	2,820	2.84	3,140	2.86	1.99 - 3.69	420	2.93	2.50 - 2.79	60	2.74
<b>Turkey 16 oz</b>												
Processor Brand	3,530	4.30	2,010	5.02	5,380	4.49	3.99 - 5.99	820	4.63	3.99 - 4.99	1,520	4.04
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	12,320	3.12	7,670	3.18	6,830	3.22	2.99 - 3.99	1,730	3.38	1.99 - 3.50	3,180	3.09
Private Brand	980	2.96	1,650	2.73	3,060	2.91	2.28 - 3.69	360	3.09	2.50 - 2.79	60	2.74

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**

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/06 thru 06/12.

(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)		
	85.0% of 4,200 sampled outlets			62.3% of 4,200 sampled outlets			60.7% of 2,800 sampled outlets			81.5% of 1,200 sampled outlets		
	Activity Index = 9,750			Activity Index = 8,370			Activity Index = 3,720			Activity Index = 2,800		
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	6.69 - 9.99	380	7.71	6.98 - 6.99	610	7.79	6.49 - 10.99	450	7.56	7.99 - 9.99	30	8.54
Private Brand	6.99 - 10.99	190	8.49	6.49 - 9.99	410	7.81						
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,170	5.88	5.99 - 6.99	650	6.18	4.99 - 6.99	130	5.94	4.99 - 6.99	170	5.71
Private Brand	4.99 - 5.99	450	5.89	5.99	40	5.99				5.99	260	5.99
<b>Category 3</b>												
Processor Brand	2.99 - 4.99	330	4.02	2.99 - 4.38	50	3.20	3.67	50	3.67			
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.49	10	3.49	3.29 - 4.29	40	3.62	2.79 - 3.59	100	3.31	2.99	10	2.99
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	6.99	10	6.99	5.69	20	5.69						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.49 - 9.49	270	7.24	6.49 - 8.49	200	7.50	5.99 - 8.49	190	6.29	6.49	20	6.49
Private Brand	5.49 - 7.49	260	6.93	5.99 - 7.99	110	7.84	7.99	290	7.99	7.99	20	7.99
<b>Category 2</b>												
Processor Brand	4.99	40	4.99									
Private Brand	5.98 - 5.99	310	5.99	5.99	40	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.69	2,260	2.90	1.99 - 2.50	2,950	3.09	2.99 - 3.50	1,140	3.16	2.99 - 3.50	1,140	3.23
Private Brand	1.98 - 3.58	670	2.76	3.19	10	3.19						
<b>Turkey 16 oz</b>												
Processor Brand	3.93 - 4.99	600	4.12	3.99 - 5.99	350	4.58	3.99 - 4.99	230	4.92	5.29	10	5.29
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.69	2,240	2.90	1.99 - 2.50	2,890	3.10	2.99 - 3.50	1,140	3.16	2.99 - 3.50	1,140	3.23
Private Brand	1.98 - 3.58	560	2.90									

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)