



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19.**

Fri. Jun 13, 2014

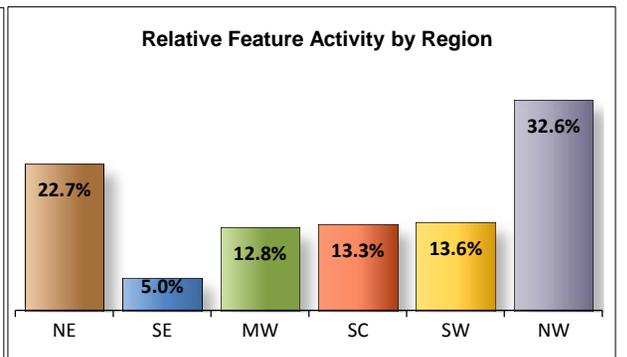
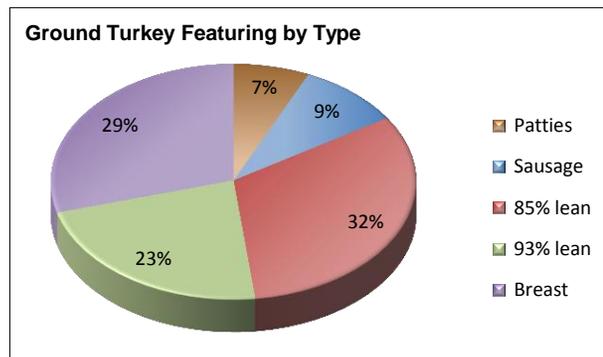
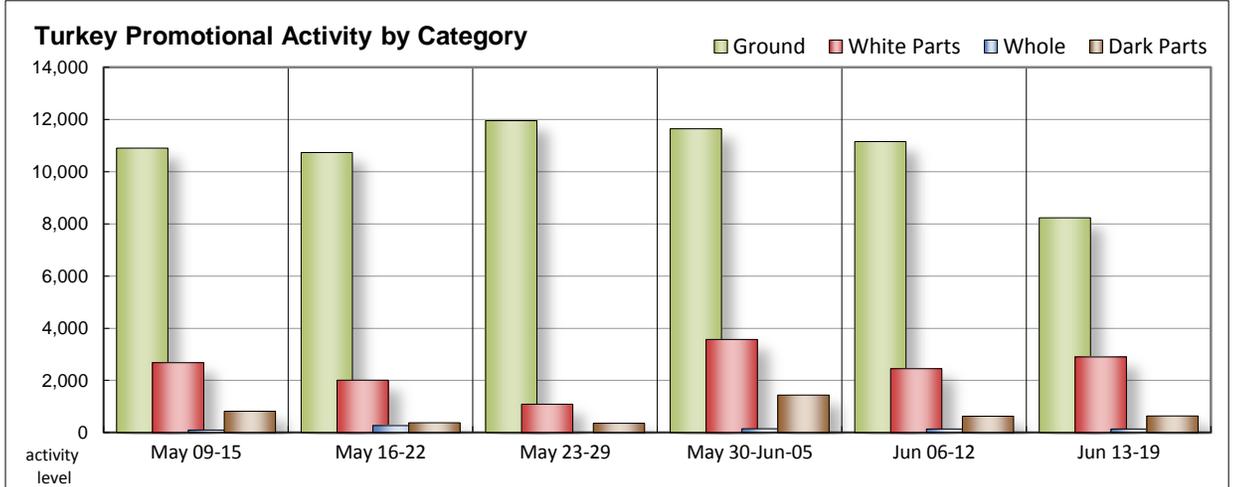
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>41.4% of 22,900 outlets</b>		<b>49.2% of 22,900 outlets</b>		<b>24.2% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.9%</b>		<b>1.6%</b>		<b>1.2%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>13,900</b>		<b>16,630</b>		<b>8,690</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	10	1.00
" - Toms	140	0.99			10	1.00
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh						
Frozen	580	2.09	340	1.47	550	1.79
Split, bone-in						
Fresh						
Rotisserie	40	8.66	580	7.66	350	7.33
Boneless, whole			200	5.73	50	4.31
Cutlets	800	4.89	570	4.68	370	4.48
Cutlets, thin sliced	180	4.99	180	4.99	130	4.99
Strips						
Tenders	510	4.66	280	4.23	170	4.06
Marinated Tenders	790	4.33	300	4.36	410	4.18
Drumsticks	280	1.84	140	2.34		
Thighs	20	1.87	10	1.69		
Wings	270	1.84	140	2.25	20	2.24
Necks	50	1.99	10	1.69		
Smoked Drumsticks	10	1.99	130	2.71	140	2.02
Smoked Wings	10	1.99	90	2.19	40	2.32
Smoked Necks			110	2.24	20	1.99
<b>GROUND TURKEY:</b>	<b>8,230</b>	<b>3.51</b>	<b>11,150</b>	<b>3.07</b>	<b>5,750</b>	<b>3.48</b>
Patties	560	3.89	770	3.58	630	3.79
Sausage	760	3.48	1,220	3.21	1,170	3.53
85% lean	2,640	2.57	4,460	2.55	890	2.66
93% lean	1,850	3.43	3,890	3.23	2,100	3.26
Breast	2,420	4.98	810	4.74	960	4.52
Rolls (frsh/frz 1 lb.)	700	2.90	640	2.68	10	3.49
<b>Specialty</b> <sup>5/</sup>						
Patties			290	4.97	160	3.32
93-94% lean	380	5.36	330	3.99	500	4.17
Breast	910	6.48	1,000	6.35		

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

**This Week's Turkey Feature Highlights**

Going into Father's Day weekend, retail feature activity decreases on both turkey and deli items as retailers focus their attention on other proteins. A light offering of frozen toms at steady prices is only found for whole turkey offerings. Frozen bone-in breasts see a modest increase in viewing and the average price is higher. Rotisserie breasts are barely visible. White parts garner more visibility in circular space. Marinated tenders offer the best value this week with the balance of white items priced at steady to higher levels. Fresh dark part offerings increase. Pricing for both fresh and smoked dark items are lower. Ground turkey is viewed less often. Promotions of grinds center on 85% lean and ground breast meat. All ground offerings are at higher values. Deli feature activity decreases for service and self-service. Service deli offerings increase on processor label thick and thin slicing meats. Private label self-service deli featuring increases. On the average you will have to pay more for all self-service deli items.



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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	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>	52.0% of 4,700 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 4,440			20.1% of 5,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,340			48.0% of 4,200 sampled outlets 4.3% of stores w/ no-price promotions Activity Index = 2,270		
	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	0.99	140	0.99						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.39	10	1.39				1.38 - 1.99	180	1.90
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	30	8.55						
Boneless, whole									
Cutlets	4.59 - 5.49	450	4.99	5.49	100	5.49	3.98 - 4.69	140	4.49
Cutlets, thin sliced	4.99	180	4.99						
Strips									
Tenders	4.06 - 4.99	240	4.91				3.98 - 4.69	140	4.49
Marinated Tenders	4.26 - 4.79	560	4.31	4.26	60	4.26			
Drumsticks				1.99	50	1.99	1.49 - 1.99	50	1.85
Thighs							1.69 - 1.99	20	1.87
Wings				1.79 - 1.99	60	1.96	1.69 - 1.99	30	1.88
Necks				1.99	50	1.99			
Smoked Drumsticks							1.99	10	1.99
Smoked Wings							1.99	10	1.99
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.49 - 3.99	110	3.72				3.33 - 3.99	180	3.92
Sausage	2.79 - 3.99	310	3.24	3.88	200	3.88	3.27 - 3.28	120	3.27
85% lean	2.39 - 3.19	850	2.65	2.39 - 2.99	720	2.51	2.33 - 2.99	650	2.50
93% lean	2.99 - 3.83	540	3.35	3.07 - 3.45	60	3.17	2.49 - 3.74	270	3.29
Breast (99-100% lean)	4.59 - 5.38	660	4.76	4.61	40	4.61	3.99 - 5.19	140	4.80
Rolls (frsh/frz 1 lb.)							1.99 - 2.99	310	2.79
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 5.49	360	5.37						
Breast							5.99	20	5.99



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	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>	40.6% of 4,200 sampled outlets			49.5% of 2,800 sampled outlets			65.6% 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 = 2,360			Activity Index = 1,750			Activity Index = 1,740		
	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	1.69 - 1.99	170	1.84	2.49	210	2.49	1.99	10	1.99
Split, bone-in									
Fresh									
Rotisserie	8.99	10	8.99						
Boneless, whole									
Cutlets	3.98 - 4.49	100	4.39				4.49	10	4.49
Cutlets, thin sliced									
Strips									
Tenders	3.98 - 4.49	120	4.35				4.49	10	4.49
Marinated Tenders	4.26	100	4.26				4.66	70	4.66
Drumsticks	1.79	10	1.79	1.79	170	1.79			
Thighs									
Wings	1.79	10	1.79	1.79	170	1.79			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.29	130	3.18	3.99 - 4.99	120	4.90	2.99	20	2.99
Sausage	3.19 - 3.68	130	3.63						
85% lean	2.39 - 2.80	280	2.48	2.39 - 3.19	40	2.78	2.39 - 3.19	100	2.99
93% lean	2.90 - 3.59	310	3.29	3.19 - 4.23	390	3.61	3.19 - 4.39	280	3.66
Breast (99-100% lean)	3.27 - 5.19	440	4.93	4.79 - 5.19	310	5.15	4.55 - 5.19	830	5.17
Rolls (frsh/frz 1 lb.)	2.99	330	2.99	2.99	40	2.99	2.99	20	2.99
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean				4.59 - 5.49	20	5.07			
Breast	6.49	220	6.49	6.49	280	6.49	6.49	390	6.49



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

Fri. Jun 13, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/13 thru 06/19.

(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		85.5% of 4,700 sampled outlets Activity Index = 17,920			61.4% of 5,900 sampled outlets Activity Index = 11,250		
Feature Rate <sup>1/</sup>	71.6% of 22,900 stores		76.2% of 22,900 stores		58.8% of 23,200 stores							
Activity Index <sup>2/</sup>	54,530		55,940		40,220							
	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	6,650	8.35	4,090	7.82	5,600	8.13	6.99 - 9.99	3,140	8.38	6.99 - 8.99	1,550	8.66
Private Brand	3,310	7.80	1,110	8.03	1,860	7.80	6.98 - 9.99	1,870	7.57	7.99	920	7.99
<b>Category 2</b>												
Processor Brand	4,620	5.68	4,240	5.96	5,610	5.85	4.98 - 6.99	1,860	5.77	4.99 - 6.99	820	5.28
Private Brand	3,200	6.65	3,870	6.63	1,880	6.08	4.99 - 6.99	1,380	6.36	4.99 - 6.99	260	6.59
<b>Category 3</b>												
Processor Brand	1,010	4.57	1,420	3.97	830	4.06	3.99 - 5.48	760	4.58			
Private Brand	280	4.42	1,160	4.99	90	5.31						
<b>Turkey Ham</b>												
Processor Brand	340	4.16	370	3.72	410	4.06	3.98 - 4.99	130	4.71	2.99 - 4.99	90	3.97
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	180	5.30	390	4.29	270	3.60	3.99 - 8.99	130	5.36	4.99 - 7.99	30	5.59
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,870	8.33	4,350	7.90	3,750	7.19	5.99 - 9.99	1,840	8.59	7.99 - 9.99	120	9.64
Private Brand	2,910	8.11	2,800	7.47	1,730	8.11	7.48 - 8.99	500	7.95	7.99	90	7.99
<b>Category 2</b>												
Processor Brand	280	4.76	40	4.99	240	4.80	4.59	220	4.59			
Private Brand	360	5.98	1,460	5.23	200	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	11,760	3.31	12,650	3.11	6,080	3.01	2.49 - 3.99	2,440	3.43	1.99 - 3.99	3,100	3.25
Private Brand	1,680	3.23	1,160	2.82	2,370	3.47	2.50 - 3.29	550	3.11	3.29	300	3.29
<b>Turkey 16 oz</b>												
Processor Brand	2,070	4.47	3,530	4.30	920	5.45	3.99 - 5.99	380	4.93	3.99 - 5.99	650	4.63
Private Brand	170	4.99										
<b>Chicken 7-10 oz</b>												
Processor Brand	11,300	3.33	12,320	3.12	6,010	3.02	2.49 - 3.99	2,300	3.39	2.49 - 3.99	3,020	3.28
Private Brand	1,540	3.28	980	2.96	2,370	3.47	3.19 - 3.29	420	3.25	3.29	300	3.29

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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(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)		
	74.0% of 4,200 sampled outlets			69.2% of 4,200 sampled outlets			70.5% of 2,800 sampled outlets			70.6% of 1,200 sampled outlets		
	Activity Index = 8,310			Activity Index = 7,820			Activity Index = 5,990			Activity Index = 3,240		
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	6.49 - 10.99	650	7.71	6.99 - 10.99	370	8.90	7.99 - 9.99	730	8.18	6.99 - 9.99	210	7.28
Private Brand	6.99 - 8.99	50	7.28	6.49 - 8.49	340	7.92	9.49	130	9.49			
<b>Category 2</b>												
Processor Brand	4.88 - 6.99	940	5.78	4.99 - 6.99	810	5.52	6.49 - 6.99	180	6.95	4.99	10	4.99
Private Brand	5.79 - 6.99	760	6.71	5.99 - 7.99	400	7.14	6.99 - 7.99	250	7.15	6.99 - 7.99	150	7.09
<b>Category 3</b>												
Processor Brand	3.89 - 4.99	240	4.60				3.49	10	3.49			
Private Brand	3.98 - 3.99	30	3.99	4.99	120	4.99	3.99	130	3.99			
<b>Turkey Ham</b>												
Processor Brand	6.49	10	6.49	3.29 - 3.49	20	3.41	3.29 - 3.59	90	3.48			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand							4.49	20	4.49			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.49	360	7.06	5.29 - 9.49	270	7.35	6.49 - 8.99	60	8.11	5.99 - 11.99	220	8.78
Private Brand	7.99 - 10.99	160	8.89	5.99 - 8.99	690	7.89	7.99 - 8.99	820	8.33	7.99	650	7.99
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	60	5.39									
Private Brand	5.48	10	5.48	5.99	350	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.98 - 3.69	1,820	3.16	2.00 - 2.50	1,900	3.24	2.50 - 3.99	1,560	3.48	2.49 - 3.79	940	3.36
Private Brand	3.29 - 3.49	350	3.30	3.19 - 3.29	290	3.29	3.29	130	3.29	3.29	60	3.29
<b>Turkey 16 oz</b>												
Processor Brand	3.93 - 4.98	740	4.00	3.99 - 5.99	280	4.74	3.99	20	3.99			
Private Brand							4.99	170	4.99			
<b>Chicken 7-10 oz</b>												
Processor Brand	1.98 - 3.69	1,780	3.18	2.00 - 2.50	1,700	3.32	2.50 - 3.99	1,560	3.48	2.49 - 3.79	940	3.36
Private Brand	3.29 - 3.49	350	3.30	3.29	280	3.29	3.29	130	3.29	3.29	60	3.29

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