



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/12 thru 09/18.**

Fri. Sep 12, 2014

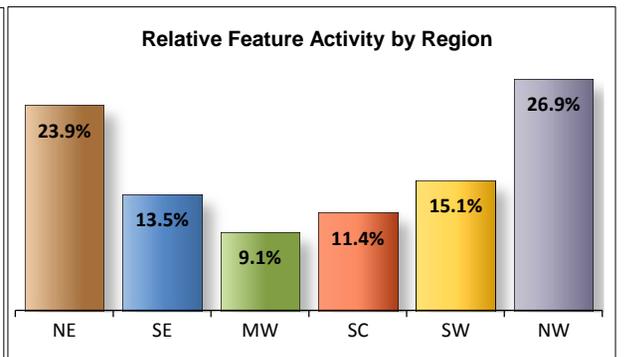
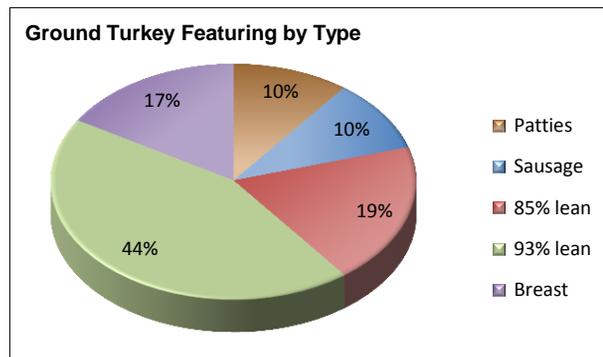
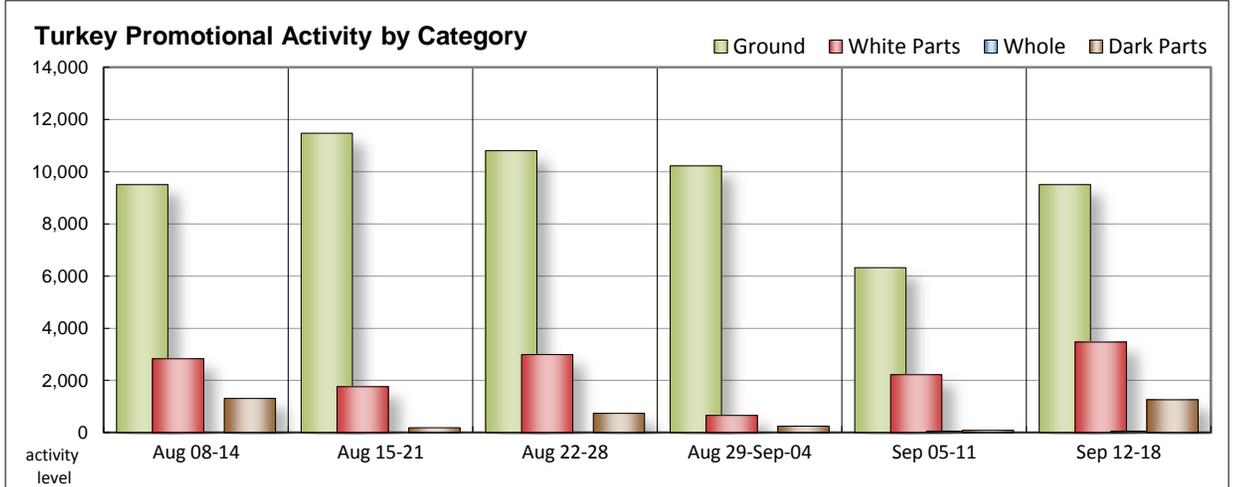
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>51.5% of 22,900 outlets</b>		<b>27.2% of 22,900 outlets</b>		<b>47.2% of 23,200 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.5%</b>		<b>1.1%</b>		<b>2.6%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>16,420</b>		<b>9,740</b>		<b>18,250</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					100	1.69
" - Toms					100	1.69
Frozen - Hens	60	0.99	40	1.47	230	1.41
" - Toms			20	1.44	230	1.41
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					20	2.69
Frozen	1,150	1.59	870	1.67	950	1.67
Split, bone-in						
Fresh					250	2.99
Rotisserie	1,460	9.84	430	7.16	630	7.60
Boneless, whole	10	3.99	10	3.99	10	4.99
Cutlets	170	5.01	630	5.17	700	4.82
Cutlets, thin sliced			180	4.99		
Strips						
Tenders	200	4.67	30	5.99	480	4.49
Marinated Tenders	480	4.24	70	4.66	2,270	4.87
Drumsticks	320	2.06	40	1.73	40	2.05
Thighs	30	2.16	10	1.99	70	1.79
Wings	200	2.30	30	1.72	50	2.26
Necks	20	1.79			10	1.74
Smoked Drumsticks	240	2.48			100	2.10
Smoked Wings	230	2.31	10	1.99	100	1.90
Smoked Necks	220	2.24			90	1.83
<b>GROUND TURKEY:</b>	<b>9,500</b>	<b>3.44</b>	<b>6,320</b>	<b>3.50</b>	<b>10,320</b>	<b>3.20</b>
Patties	990	3.84	880	3.55	450	3.76
Sausage	950	3.44	780	3.07	1,030	3.15
85% lean	1,830	2.61	1,190	2.75	2,070	2.47
93% lean	4,170	3.28	2,590	3.52	6,040	3.29
Breast	1,560	4.66	880	4.71	730	4.41
Rolls (frsh/frz 1 lb.)	1,880	2.56	560	2.58	490	2.38
<b>Specialty</b> <sup>5/</sup>						
Patties			170	4.00	190	4.47
93-94% lean	200	4.36	310	4.50	790	3.96
Breast	50	6.65	10	6.59	30	5.82

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

**This Week's Turkey Feature Highlights**

Retail activity increases going into the middle of the month. Featuring is light on hens and toms; it is still early for whole turkeys to find their place in the weekly ads. Frozen bone-in breasts gain space in this week's circulars; prices are lower. Rotisserie breasts are heavily promoted this week, providing an easy dinner option. Fewer stores offer boneless white parts, although prices are lower. Marinated tenders are the most actively featured. Dark parts are fully represented and more actively promoted. Ground turkey offerings increase; the weighted average price is lower. Featuring increases on all grinds; 93% lean continues to be the most actively featured. Feature activity increases on rolls; decreases on specialty grinds. Deli feature activity slows on service and self-service deli items. Service deli featuring slows on thick slicing meats, increases on thin slicing and shaving meats; prices are mixed. Advertised prices trend lower on 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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(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>	52.8% of 4,700 sampled outlets 2.4% of stores w/ no-price promotions Activity Index = 5,010			63.0% of 5,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,870			38.6% of 4,200 sampled outlets 5.4% of stores w/ no-price promotions 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	0.99	60	0.99						
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.79	50	1.45	0.99 - 1.68	380	1.58	0.99 - 1.89	310	1.45
Split, bone-in									
Fresh									
Rotisserie	5.49 - 9.99	130	8.71	9.99	40	9.99	9.99 - 10.99	40	10.77
Boneless, whole	3.99	10	3.99						
Cutlets	4.99 - 5.99	150	5.04				4.39 - 5.45	20	4.76
Cutlets, thin sliced									
Strips									
Tenders							4.39 - 4.79	80	4.50
Marinated Tenders	3.73 - 4.26	370	4.23	4.26	20	4.26	5.33	20	5.33
Drumsticks	1.59 - 2.68	280	2.04				1.99 - 2.39	40	2.20
Thighs	1.69	10	1.69				2.39	20	2.39
Wings	1.59 - 2.68	150	2.38	1.59	10	1.59	1.99 - 2.39	40	2.20
Necks							1.79	20	1.79
Smoked Drumsticks	1.99 - 3.29	210	2.55	1.99	20	1.99	1.99	10	1.99
Smoked Wings	1.99 - 2.39	200	2.35	1.99	20	1.99	1.99	10	1.99
Smoked Necks	1.99 - 2.29	200	2.26	1.99	20	1.99			
<b>GROUND TURKEY:</b>									
Patties	3.49 - 4.49	680	3.75				3.48 - 4.49	90	4.38
Sausage	2.86 - 3.99	810	3.48				3.19 - 3.27	60	3.23
85% lean	2.39 - 3.49	200	2.70	2.39 - 3.49	1,190	2.47	2.50 - 2.99	180	2.94
93% lean	2.30 - 3.85	990	2.84	2.30 - 3.85	1,420	3.18	3.16 - 3.99	280	3.34
Breast (99-100% lean)	4.39 - 5.38	270	4.97	3.99 - 4.99	750	4.68	4.79 - 4.99	80	4.97
Rolls (frsh/frz 1 lb.)	1.99	10	1.99				1.99 - 2.99	420	2.74
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.49	180	4.47				3.33	20	3.33
Breast	5.99 - 6.99	50	6.65						



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/12 thru 09/18.**

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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>	45.3% of 4,200 sampled outlets			45.3% of 2,800 sampled outlets			69.9% of 1,200 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% 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 = 2,170			Activity Index = 2,090			Activity Index = 1,540		
	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	0.99 - 1.59	110	1.04	1.99	280	1.99	1.79	20	1.79
Split, bone-in									
Fresh									
Rotisserie	5.99 - 9.99	370	9.77	9.99	550	9.99	9.99	330	9.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders				4.79	120	4.79			
Marinated Tenders	3.99	30	3.99				3.99	40	3.99
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.79	100	3.79	3.99	50	3.99	3.99	70	3.99
Sausage				2.87	10	2.87	3.27	70	3.27
85% lean				2.39 - 3.19	260	2.96			
93% lean	2.79 - 7.99	810	3.86	3.19 - 3.43	130	3.27	3.16 - 4.39	540	3.45
Breast (99-100% lean)	3.74 - 4.99	170	4.40	4.47 - 4.79	140	4.71	3.99 - 4.79	150	4.10
Rolls (frsh/frz 1 lb.)	2.50 - 2.99	580	2.55	2.50	550	2.50	2.50	320	2.50
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean									
Breast									



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

Fri. Sep 12, 2014

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/12 thru 09/18.

(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		72.5% of 4,700 sampled outlets Activity Index = 13,080			57.0% of 5,900 sampled outlets Activity Index = 8,740		
Feature Rate <sup>1/</sup>	64.3% of 22,900 stores		76.6% of 22,900 stores		74.3% of 23,200 stores		Price Range (\$/pound)			Summary (Stores Wtd Avg)		
Activity Index <sup>2/</sup>	41,490		45,480		42,620		Price Range (\$/pound)			Summary (Stores Wtd Avg)		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Stores	Wtd Avg	Price Range (\$/pound)	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	3,760	8.16	6,870	8.07	6,610	7.99	6.49 - 9.99	1,340	8.38	6.49 - 9.99	900	8.11
Private Brand	1,140	8.47	1,690	7.42	900	7.55	6.99 - 9.99	470	8.83			
<b>Category 2</b>												
Processor Brand	3,740	6.11	4,090	6.20	4,800	6.10	4.98 - 6.99	1,450	6.17	4.99 - 6.99	150	5.64
Private Brand	3,470	6.98	2,440	6.81	3,020	6.99	5.99 - 6.99	2,160	6.96	4.99 - 6.99	170	6.63
<b>Category 3</b>												
Processor Brand	1,140	4.31	990	3.93	970	4.03	2.99 - 4.99	740	4.42	2.99 - 4.59	140	3.63
Private Brand	50	4.38	70	4.88	70	3.65	4.48	40	4.48			
<b>Turkey Ham</b>												
Processor Brand	270	4.03	300	4.11	200	3.34	3.99 - 4.99	200	4.21			
Private Brand					20	4.49						
<b>Turkey Pastrami</b>												
Processor Brand	50	4.34	270	4.82	80	3.98	3.79 - 4.99	40	4.68			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,500	7.73	2,480	8.00	3,260	7.22	5.99 - 9.99	1,100	7.68	5.99 - 9.49	860	7.86
Private Brand	1,690	7.54	1,820	7.24	1,910	7.53	6.99 - 7.99	1,510	7.57			
<b>Category 2</b>												
Processor Brand	250	5.16	150	5.22	370	5.01	4.99	20	4.99			
Private Brand			1,320	5.31	550	6.03						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	9,770	3.44	8,280	3.47	6,730	2.97	2.50 - 3.99	2,080	3.54	1.99 - 3.99	2,570	3.33
Private Brand	630	2.95	3,310	3.02	2,730	2.56				2.50 - 3.00	550	2.96
<b>Turkey 16 oz</b>												
Processor Brand	1,990	5.53	290	5.77	980	4.29	5.99 - 6.49	180	6.08	4.99 - 6.49	440	5.78
Private Brand	220	5.77										
<b>Chicken 7-10 oz</b>												
Processor Brand	9,190	3.45	7,800	3.51	6,580	2.95	2.50 - 3.99	1,750	3.57	1.99 - 3.99	2,410	3.34
Private Brand	630	2.95	3,310	3.02	2,840	2.65				2.50 - 3.00	550	2.96

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)		
	67.9% of 4,200 sampled outlets			61.2% of 4,200 sampled outlets			60.2% of 2,800 sampled outlets			76.3% of 1,200 sampled outlets		
	Activity Index = 7,980			Activity Index = 5,870			Activity Index = 3,700			Activity Index = 2,120		
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	6.89 - 9.99	600	7.48	7.99 - 11.49	330	9.22	6.99 - 8.99	310	7.34	7.99 - 11.99	280	8.33
Private Brand	6.99 - 8.99	320	8.43	6.49 - 8.49	280	7.91				8.49	70	8.49
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	1,120	5.69	5.29 - 6.99	490	6.29	5.99 - 6.99	450	6.98	5.49 - 5.99	80	5.73
Private Brand	5.99 - 6.99	490	6.55	4.99 - 7.99	460	7.39	7.99	40	7.99	7.49 - 7.99	150	7.54
<b>Category 3</b>												
Processor Brand	3.99	90	3.99	4.38 - 4.99	80	4.93	3.67	50	3.67	4.99	40	4.99
Private Brand	3.98	10	3.98									
<b>Turkey Ham</b>												
Processor Brand	3.79 - 3.99	20	3.88	2.79 - 3.59	30	3.28	2.99 - 3.58	20	3.41			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.99	10	2.99									
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.49 - 9.49	640	7.57	6.99 - 8.99	590	7.77	6.99 - 8.49	230	7.10	9.99	80	9.99
Private Brand	6.99 - 7.99	160	7.15	7.99	20	7.99						
<b>Category 2</b>												
Processor Brand	5.49 - 5.99	60	5.71				4.99	170	4.99			
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.98 - 3.99	1,780	3.23	2.49 - 2.95	1,640	3.41	2.95 - 3.99	1,150	3.68	2.68 - 3.99	550	3.78
Private Brand	2.79	30	2.79	3.00	50	3.00						
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	710	4.83	4.99 - 5.79	210	5.41	4.29	130	4.29	6.99	320	6.99
Private Brand	5.77	180	5.77	5.77	40	5.77						
<b>Chicken 7-10 oz</b>												
Processor Brand	1.98 - 3.99	1,730	3.24	2.49 - 2.97	1,600	3.43	2.95 - 3.99	1,150	3.68	2.68 - 3.99	550	3.78
Private Brand	2.79	30	2.79	3.00	50	3.00						

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)