



**USDA Weekly Retail Turkey Feature Activity**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/17 thru 10/23.**

Fri. Oct 17, 2014

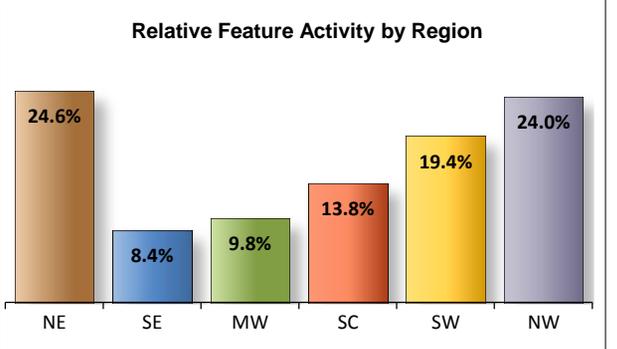
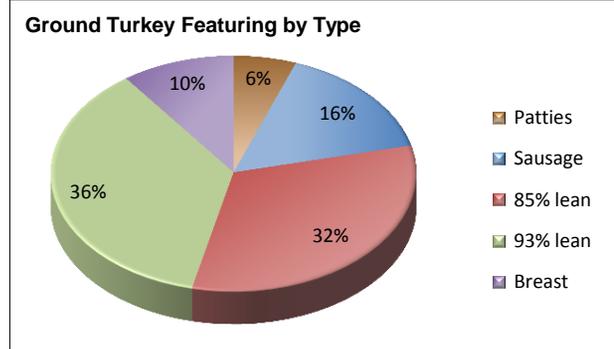
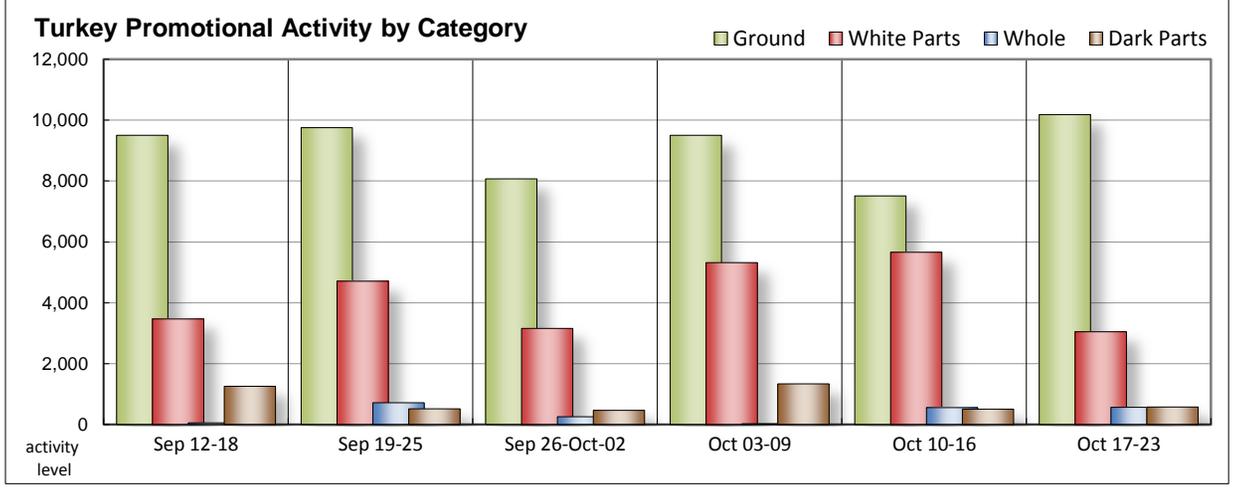
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	44.4% of 22,900 outlets		43.0% of 22,900 outlets		N/A	
<b>Special Rate</b> <sup>4/</sup>	0.6%		5.5%		N/A	
<b>Activity Index</b> <sup>2/</sup>	15,770		15,700		N/A	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					N/A	N/A
" - Toms					N/A	N/A
Frozen - Hens	290	1.03	280	1.19	N/A	N/A
" - Toms	280	1.02	280	1.19	N/A	N/A
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole					N/A	N/A
Fresh	50	2.71			N/A	N/A
Frozen	1,640	1.67	2,490	1.59	N/A	N/A
Split, bone-in					N/A	N/A
Fresh			20	3.49	N/A	N/A
Rotisserie	190	6.99	1,650	9.47	N/A	N/A
Boneless, whole	30	4.64	140	4.99	N/A	N/A
Cutlets	410	5.39	410	5.11	N/A	N/A
Cutlets, thin sliced	210	5.03	140	4.99	N/A	N/A
Strips					N/A	N/A
Tenders	280	5.04	30	5.32	N/A	N/A
Marinated Tenders	240	4.44	780	4.28	N/A	N/A
Drumsticks	40	1.76	180	1.83	N/A	N/A
Thighs	20	1.89	20	2.58	N/A	N/A
Wings	50	1.70	140	1.89	N/A	N/A
Necks	20	1.54	30	1.99	N/A	N/A
Smoked Drumsticks	140	2.43	40	2.14	N/A	N/A
Smoked Wings	200	2.33	50	2.23	N/A	N/A
Smoked Necks	110	2.37	50	2.23	N/A	N/A
<b>GROUND TURKEY:</b>	<b>10,180</b>	<b>3.54</b>	<b>7,510</b>	<b>3.87</b>	<b>N/A</b>	<b>N/A</b>
Patties	570	3.59	940	3.98	N/A	N/A
Sausage	1,600	3.79	890	3.50	N/A	N/A
85% lean	3,290	3.06	530	2.85	N/A	N/A
93% lean	3,690	3.51	2,440	3.29	N/A	N/A
Breast	1,030	4.82	2,710	4.82	N/A	N/A
Rolls (frsh/frz 1 lb.)	180	2.60	90	2.55	N/A	N/A
<b>Specialty</b> <sup>5/</sup>						
Patties	40	4.34			N/A	N/A
93-94% lean	610	5.11	540	4.52	N/A	N/A
Breast	560	5.01	830	6.00	N/A	N/A

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

**This Week's Turkey Feature Highlights**

Retail features are slightly more active on turkey items; less active on deli items. A few more stores are promoting frozen hens and toms; prices are lower. There is a sharp decline in the number of ads for frozen bone-in breasts; prices are higher. Anyone looking for rotisserie breasts in this week's circulars will find them few and far between. Feature activity slows on boneless white parts; cutlets are the most actively featured and highest priced boneless white part. Dark parts featuring centers on smoked parts at higher prices; limited promotions on fresh dark parts are at lower prices. Ground turkey feature activity surges to the highest level in several weeks; advertised prices are mostly higher. Shoppers who found limited featuring on 85% lean last week will have a much easier time finding promotions this week. Feature activity slows on service deli and self-service deli items; self-service deli captures a larger share of the promotions this week. Service deli featuring is most active on thick slicing meats. Self-service deli offerings decline on private brands, increase 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>	68.4% of 4,700 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 5,050			32.5% of 5,900 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 2,350			31.8% of 4,200 sampled outlets 1.1% of stores w/ no-price promotions Activity Index = 1,830		
	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	10	0.99	0.99	210	0.99	0.88 - 1.29	20	1.12
" - Toms	0.99	10	0.99	0.99	210	0.99	0.88 - 1.29	10	1.09
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							3.29	10	3.29
Frozen	1.79 - 1.99	280	1.92	1.59	10	1.59	1.27 - 1.99	520	1.64
Split, bone-in									
Fresh									
Rotisserie	6.99	20	6.99						
Boneless, whole	3.99 - 4.97	30	4.64						
Cutlets	4.79 - 5.49	340	5.18						
Cutlets, thin sliced	4.99 - 5.99	210	5.03						
Strips									
Tenders	4.39 - 5.06	100	4.94						
Marinated Tenders	4.26 - 4.79	230	4.45				4.26	10	4.26
Drumsticks	1.79	10	1.79	1.79	10	1.79	1.69 - 1.79	20	1.72
Thighs	1.79	10	1.79				1.99	10	1.99
Wings	1.79	10	1.79	1.69	10	1.69	1.49 - 1.79	30	1.68
Necks				1.29	10	1.29	1.79	10	1.79
Smoked Drumsticks	1.99 - 2.59	90	2.41	2.59	40	2.59	1.99	10	1.99
Smoked Wings	1.99 - 2.49	150	2.35	2.19 - 2.29	50	2.27			
Smoked Necks	2.29 - 2.39	70	2.36	2.39	40	2.39			
<b>GROUND TURKEY:</b>									
Patties	3.33 - 3.99	350	3.72	2.99 - 3.50	20	3.34	2.99 - 3.19	20	3.11
Sausage	2.92 - 5.00	630	3.77	3.50 - 5.00	260	4.12	3.19 - 3.99	370	3.57
85% lean	2.30 - 3.66	1,280	2.91	2.39 - 3.49	1,340	3.31	1.98 - 3.29	150	2.59
93% lean	2.30 - 3.84	1,000	3.32	3.00 - 3.84	140	3.59	2.74 - 3.99	480	3.18
Breast (99-100% lean)	3.76 - 6.15	180	4.72				4.99	10	4.99
Rolls (frsh/frz 1 lb.)							2.49 - 3.39	150	2.56
<b>Specialty <sup>5/</sup></b>									
Patties	3.99 - 4.49	40	4.34						
93-94% lean									
Breast									



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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>	37.6% of 4,200 sampled outlets			47.6% of 2,800 sampled outlets			68.7% 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 = 2,580			Activity Index = 2,620			Activity Index = 1,340		
	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 - 1.19	50	1.17						
" - Toms	0.99 - 1.19	50	1.17						
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh							2.29 - 2.88	40	2.56
Frozen	1.48 - 1.99	230	1.72	1.79	210	1.79	1.29 - 1.99	390	1.43
Split, bone-in									
Fresh									
Rotisserie	6.99	90	6.99	6.99	80	6.99			
Boneless, whole									
Cutlets	6.38	50	6.38				6.38	20	6.38
Cutlets, thin sliced									
Strips									
Tenders	5.59	50	5.59	4.79	110	4.79	5.59	20	5.59
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.00 - 3.99	140	3.34	2.99 - 3.99	20	3.41	3.99	20	3.99
Sausage	2.99 - 4.00	260	3.75	2.45 - 5.49	80	4.07			
85% lean	2.74 - 3.00	420	2.92	2.49 - 3.19	80	2.86	2.79	20	2.79
93% lean	3.19 - 3.99	640	3.86	2.39 - 4.09	960	3.47	3.19 - 4.39	470	3.86
Breast (99-100% lean)	4.16 - 4.99	350	4.74	4.79 - 5.00	450	4.92	4.79	40	4.79
Rolls (frsh/frz 1 lb.)	2.79	30	2.79						
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	5.00	220	5.00	5.99	70	5.99	5.00	320	5.00
Breast				5.00 - 5.49	560	5.01			



**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 10/17 thru 10/23.

(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		80.0% of 4,700 sampled outlets Activity Index = 14,170			57.6% of 5,900 sampled outlets Activity Index = 7,710		
Feature Rate <sup>1/</sup>	64.5% of 22,900 stores		77.0% of 22,900 stores		N/A							
Activity Index <sup>2/</sup>	44,700		52,180		N/A							
	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	6,520	8.17	3,940	7.85	N/A	N/A	5.99 - 12.99	2,090	8.40	6.99 - 9.49	1,240	8.44
Private Brand	1,740	7.94	2,160	7.91	N/A	N/A	6.99 - 9.49	1,360	8.01			
<b>Category 2</b>												
Processor Brand	3,440	6.07	5,960	6.12	N/A	N/A	5.99 - 6.99	940	6.19	4.99 - 6.99	610	6.16
Private Brand	2,330	7.47	3,840	6.22	N/A	N/A	4.99 - 7.99	890	7.11	6.92 - 7.99	60	7.70
<b>Category 3</b>												
Processor Brand	610	3.95	790	4.08	N/A	N/A	2.99 - 4.99	130	3.73			
Private Brand	20	4.88	50	4.88	N/A	N/A	4.88	20	4.88			
<b>Turkey Ham</b>												
Processor Brand	490	4.31	480	3.94	N/A	N/A	3.49 - 4.99	460	4.38			
Private Brand					N/A	N/A						
<b>Turkey Pastrami</b>												
Processor Brand	500	4.05	310	4.70	N/A	N/A	3.79 - 3.99	440	3.89			
Private Brand					N/A	N/A						
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,120	7.93	1,690	7.56	N/A	N/A	5.88 - 10.49	1,310	8.71	5.99 - 9.99	740	8.31
Private Brand	900	7.30	6,120	7.09	N/A	N/A	6.99 - 8.99	500	7.42	6.99	70	6.99
<b>Category 2</b>												
Processor Brand	680	5.42	180	5.10	N/A	N/A	3.99	140	3.99			
Private Brand	130	5.90	360	6.25	N/A	N/A						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	10,020	3.29	10,000	3.47	N/A	N/A	2.50 - 4.49	2,620	3.48	2.50 - 4.00	1,980	3.34
Private Brand	710	3.10	2,420	2.98	N/A	N/A	2.99 - 3.50	370	3.22	2.99	50	2.99
<b>Turkey 16 oz</b>												
Processor Brand	3,330	5.89	1,900	5.14	N/A	N/A				4.99 - 5.50	1,100	5.50
Private Brand			10	4.99	N/A	N/A						
<b>Chicken 7-10 oz</b>												
Processor Brand	9,450	3.32	9,890	3.47	N/A	N/A	2.50 - 4.49	2,530	3.48	2.50 - 4.00	1,810	3.41
Private Brand	710	3.10	2,080	2.97	N/A	N/A	2.99 - 3.50	370	3.22	2.99	50	2.99

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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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)		
	67.2% of 4,200 sampled outlets			57.9% of 4,200 sampled outlets			51.5% of 2,800 sampled outlets			80.8% of 1,200 sampled outlets		
	Activity Index = 9,630			Activity Index = 6,640			Activity Index = 3,920			Activity Index = 2,630		
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	6.96 - 9.99	1,010	7.91	5.99 - 11.49	1,450	7.77	7.99 - 9.49	60	8.74	6.99 - 13.99	670	8.20
Private Brand	6.99 - 8.99	270	7.97	5.49 - 8.49	110	6.99						
<b>Category 2</b>												
Processor Brand	4.94 - 6.99	1,440	6.02	5.99 - 6.99	210	6.31	4.99 - 6.99	180	5.17	4.88 - 6.99	60	6.52
Private Brand	5.98 - 7.99	150	6.13	4.99 - 7.99	350	7.60	7.99	550	7.99	7.99	330	7.99
<b>Category 3</b>												
Processor Brand	3.98 - 3.99	140	3.99	3.99	210	3.99	3.99 - 4.79	120	4.08	3.99	10	3.99
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.79	10	3.79	2.99	10	2.99	2.99 - 3.29	10	3.18			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.79 - 7.99	40	5.30	4.99	20	4.99						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 8.98	660	6.77	5.99 - 7.99	290	6.47	8.99	10	8.99	5.99 - 7.99	110	7.02
Private Brand	6.99 - 10.99	130	7.27	6.99 - 7.99	70	7.31				6.99	130	6.99
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	500	5.78	5.99	40	5.99						
Private Brand	4.79 - 5.99	130	5.90									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.19 - 3.99	2,090	2.95	2.49 - 2.69	1,610	3.14	3.00 - 3.99	1,220	3.60	2.50 - 3.99	500	3.26
Private Brand	1.68 - 3.49	200	3.01	2.67 - 3.00	90	2.88						
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	740	5.36	4.99 - 5.49	620	5.70	6.99	550	6.99	6.99	320	6.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.19 - 3.99	1,920	2.99	2.49 - 2.88	1,470	3.16	3.00 - 3.99	1,220	3.60	2.50 - 3.99	500	3.26
Private Brand	1.68 - 3.49	200	3.01	2.67 - 3.00	90	2.88						

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)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.