



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/14 thru 11/20.

Fri. Nov 14, 2014

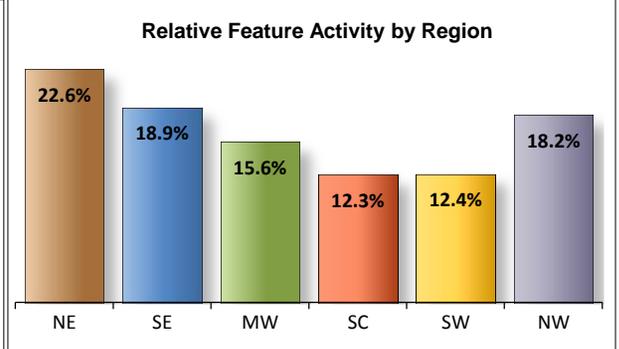
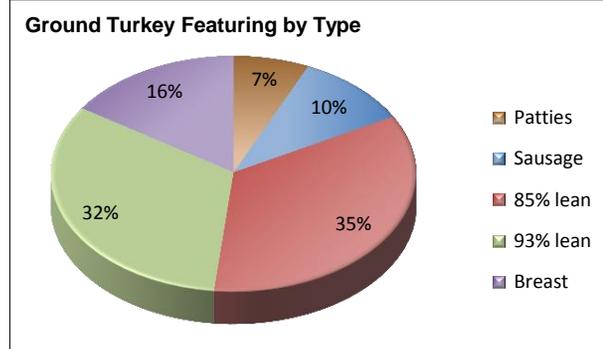
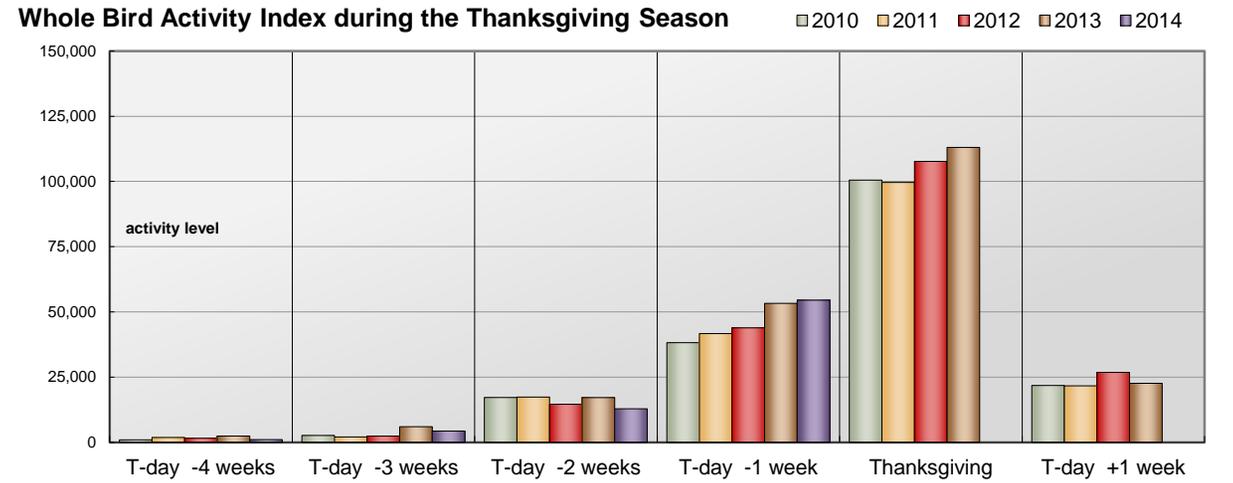
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	80.0% of 22,900 outlets		64.5% of 22,900 outlets		79.1% of 23,200 outlets	
Special Rate ^{4/}	3.9%		2.5%		4.3%	
Activity Index ^{2/}	71,520		34,460		72,240	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	2,200	1.44	30	1.76	2,290	1.45
" - Toms	2,200	1.44	30	1.76	2,290	1.45
Frozen - Hens	24,230	0.91	6,360	0.89	24,110	0.93
" - Toms	25,830	0.93	6,410	0.89	24,560	0.92
PARTS:						
Breast:						
Bone-in, whole						
Fresh	640	3.03			450	2.87
Frozen	7,390	1.72	4,390	1.63	7,540	1.86
Split, bone-in						
Fresh						
Rotisserie	260	7.74	810	8.37	390	8.11
Boneless, whole						
Cutlets	730	5.09	380	4.97	260	4.81
Cutlets, thin sliced						
Strips	140	4.99			170	4.99
Tenders	60	4.23	20	4.73	420	4.45
Marinated Tenders	270	4.75	1,970	4.50	310	4.83
Drumsticks	90	2.24	80	2.09	60	1.54
Thighs	20	2.58	50	2.50	10	2.18
Wings	50	1.63	70	1.85	20	1.41
Necks	30	1.49	20	1.45	10	1.29
Smoked Drumsticks	180	2.72	80	2.77	70	2.43
Smoked Wings	150	2.63	160	2.55	90	2.20
Smoked Necks	80	2.75	80	2.44	70	1.98
GROUND TURKEY:	6,790	3.55	10,770	3.69	8,660	3.39
Patties	460	3.96	1,320	3.92	90	3.50
Sausage	700	3.58	1,560	3.66	1,840	3.34
85% lean	2,350	2.96	970	2.81	3,290	2.69
93% lean	2,210	3.46	5,600	3.52	1,370	3.26
Breast	1,070	4.82	1,320	4.74	2,070	4.83
Rolls (frsh/frz 1 lb.)	170	2.59	1,220	2.94	310	2.23
Specialty ^{5/}						
Patties			60	4.88		
93-94% lean			1,450	4.65	150	3.39
Breast	10	5.99	10	7.49		

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

This Week's Turkey Feature Highlights

This week, feature activity increases as the Thanksgiving holiday nears. Retailers heavily promote frozen hens and toms with pricing slightly higher than last week but similar to a year ago. Fresh whole turkey offerings begin to garner increased circular space; prices are lower. Frozen bone-in breasts are more available but you will have to pay more. Fresh bone-in breast make a prominent appearance after last week's void. Rotisserie breasts fade in offers; where found values are lower. White parts are more prevalent this week. Pricing is lower for whole tenders with balance at higher levels. Smoked dark parts are offered more often; fresh slightly less. Prices are mixed for both. Featuring of grinds decline with 85% and 93% lean most visible. Values are lower for sausage, 93% lean, and rolls. Deli feature activity decreases for both service and self-service deli items. Prices are usually lower for service deli. Processor label self-service deli prices trend higher.



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 ^{4/} Activity Index ^{2/}	81.7% of 4,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 18,610			92.2% of 5,900 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 21,200			91.7% of 4,200 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 11,650		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 1.99	1,270	1.33	1.39 - 2.69	310	1.55	1.49 - 1.99	340	1.62
" - Toms	0.99 - 1.99	1,270	1.33	1.39 - 2.69	310	1.55	1.49 - 1.99	340	1.62
Frozen - Hens	0.39 - 1.99	4,790	0.90	0.47 - 1.69	8,740	0.90	0.48 - 1.99	4,060	0.92
" - Toms	0.39 - 1.99	5,100	0.90	0.47 - 1.69	8,710	0.90	0.48 - 1.99	4,300	0.92
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.59 - 3.99	450	2.97				2.99 - 3.49	120	3.28
Frozen	0.99 - 3.49	1,830	1.82	0.99 - 1.79	2,530	1.57	1.39 - 1.99	1,440	1.70
Split, bone-in									
Fresh									
Rotisserie	7.99	80	7.99	6.99 - 7.99	30	7.76	6.99 - 8.99	140	7.43
Boneless, whole									
Cutlets	4.59 - 5.49	510	5.16				5.45	10	5.45
Cutlets, thin sliced									
Strips	4.99	140	4.99						
Tenders							5.45	10	5.45
Marinated Tenders	3.73 - 4.79	110	4.56				3.99	60	3.99
Drumsticks				1.79 - 2.48	50	2.34	1.69 - 2.99	30	2.32
Thighs							1.99 - 2.99	20	2.58
Wings				1.49	10	1.49	1.69 - 1.79	20	1.73
Necks				1.29	10	1.29			
Smoked Drumsticks	2.29 - 2.49	80	2.45						
Smoked Wings	2.29 - 2.49	80	2.45	2.49	10	2.49			
Smoked Necks	2.29	20	2.29						
GROUND TURKEY:									
Patties	3.50 - 4.49	230	3.94	3.49 - 3.99	70	3.66	3.33	10	3.33
Sausage	3.03 - 3.99	370	3.60	3.19 - 3.50	60	3.39	3.19 - 4.00	40	3.44
85% lean	2.66 - 3.66	1,220	3.00	2.39 - 3.33	200	2.56	2.33 - 2.99	240	2.86
93% lean	2.91 - 3.84	900	3.24	3.00 - 3.49	120	3.05	2.99 - 3.99	190	3.51
Breast (99-100% lean)	4.61	160	4.61	4.61	40	4.61	4.16 - 4.99	250	4.26
Rolls (frsh/frz 1 lb.)							2.00	30	2.00
Specialty ^{5/}									
Patties									
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)		
Feature Rate ^{1/}	66.6% of 4,200 sampled outlets			58.2% of 2,800 sampled outlets			68.4% of 1,200 sampled outlets		
Special Rate ^{4/}	2.1% of stores w/ no-price promotions			14.5% of stores w/ no-price promotions			8.5% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 9,230			Activity Index = 6,750			Activity Index = 4,080		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.49 - 1.69	280	1.60						
" - Toms	1.49 - 1.69	280	1.60						
Frozen - Hens	0.50 - 1.59	2,890	0.87	0.57 - 1.99	2,350	1.00	0.69 - 1.79	1,400	0.99
" - Toms	0.50 - 1.59	3,110	0.91	0.57 - 1.99	2,890	1.07	0.69 - 1.79	1,720	1.06
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	70	2.99						
Frozen	1.38 - 2.98	790	1.76	1.49 - 1.99	510	1.89	1.99	290	1.99
Split, bone-in									
Fresh									
Rotisserie	9.99	10	9.99						
Boneless, whole									
Cutlets	3.99 - 5.45	170	4.78				5.45	40	5.45
Cutlets, thin sliced									
Strips									
Tenders	3.99	50	3.99						
Marinated Tenders							3.99 - 5.99	100	5.42
Drumsticks							1.49	10	1.49
Thighs									
Wings				1.69	10	1.69	1.49	10	1.49
Necks				1.69	10	1.69	1.49	10	1.49
Smoked Drumsticks	2.99	10	2.99	2.99	80	2.99	2.49	10	2.49
Smoked Wings	2.99	10	2.99	2.99	40	2.99	2.49	10	2.49
Smoked Necks	2.99	10	2.99	2.99	40	2.99	2.49	10	2.49
GROUND TURKEY:									
Patties	3.49 - 4.99	140	4.19	3.99	10	3.99			
Sausage	2.79 - 4.09	140	3.39	3.29	10	3.29	4.09	80	4.09
85% lean	2.83 - 3.49	370	3.07	2.39 - 3.19	280	2.98	2.50 - 3.49	40	2.98
93% lean	2.90 - 3.99	530	3.67	3.19	190	3.19	3.19 - 4.39	280	4.11
Breast (99-100% lean)	4.16 - 4.99	260	4.75	5.19 - 5.59	320	5.46	4.79	40	4.79
Rolls (frsh/frz 1 lb.)	1.99 - 3.00	110	2.63				3.00	30	3.00
Specialty ^{5/}									
Patties									
93-94% lean									
Breast				5.99	10	5.99			



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 11/14 thru 11/20.

(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		86.5% of 4,700 sampled outlets Activity Index = 13,780			48.7% of 5,900 sampled outlets Activity Index = 7,770		
Feature Rate ^{1/}	69.9% of 22,900 stores		72.8% of 22,900 stores		65.4% of 23,200 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index ^{2/}	43,060		52,600		37,050		Summary Stores Wtd Avg			Summary Stores Wtd Avg		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6,300	8.49	6,060	8.34	4,460	7.99	6.97 - 10.99	2,580	8.88	6.99 - 9.99	1,210	8.57
Private Brand	1,630	7.75	4,430	8.29	2,500	7.62	6.99 - 9.99	1,380	7.69			
Category 2												
Processor Brand	5,250	5.98	3,340	6.13	4,280	5.85	4.98 - 6.99	2,470	6.00	4.98 - 6.99	810	5.94
Private Brand	3,000	6.36	6,910	7.03	3,320	6.60	4.99 - 6.99	890	5.93	4.99 - 6.99	1,020	6.48
Category 3												
Processor Brand	890	3.93	710	4.23	1,200	4.17	2.99 - 4.49	80	3.85	2.99 - 4.38	520	3.59
Private Brand	30	4.66	140	4.68	60	4.41	4.99	20	4.99			
Turkey Ham												
Processor Brand	570	3.58	570	4.23	290	3.60	2.99 - 4.99	230	3.81			
Private Brand												
Turkey Pastrami												
Processor Brand	290	3.94	530	4.68	100	4.37	3.79 - 4.99	270	3.86			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,810	7.75	4,320	7.58	3,350	7.52	5.97 - 8.99	480	8.11	5.98 - 9.49	140	8.49
Private Brand	840	7.13	1,700	7.97	2,090	7.14				6.99	500	6.99
Category 2												
Processor Brand	440	6.04	70	6.25	310	4.96	4.99	10	4.99			
Private Brand	530	5.71	50	5.99	210	5.99	4.99	290	4.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,200	3.46	10,470	3.32	5,360	2.85	2.50 - 4.59	1,890	3.69	2.50 - 4.00	1,210	3.45
Private Brand	2,010	2.94	610	3.20	1,550	2.80	2.99 - 3.33	470	3.03	3.00 - 3.49	470	2.63
Turkey 16 oz												
Processor Brand	1,320	5.70	2,220	5.27	1,140	5.07	3.99 - 6.49	360	5.94	4.99 - 6.99	290	6.36
Private Brand					110	4.71						
Chicken 7-10 oz												
Processor Brand	8,020	3.49	9,860	3.33	5,280	2.84	2.50 - 4.59	1,890	3.69	2.50 - 4.00	1,210	3.45
Private Brand	1,930	3.05	610	3.20	1,440	2.79	2.99 - 3.33	470	3.03	3.00 - 3.49	390	3.12

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 ^{1/}	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)		
	75.9% of 4,200 sampled outlets			72.7% of 4,200 sampled outlets			66.6% of 2,800 sampled outlets			87.1% of 1,200 sampled outlets		
	Activity Index = 8,270			Activity Index = 6,920			Activity Index = 4,270			Activity Index = 2,050		
Activity Index ^{2/}	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	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 10.99	1,030	7.82	6.98 - 11.49	410	8.17	6.99 - 9.99	940	8.30	6.99 - 9.99	130	7.88
Private Brand	6.99 - 10.99	90	8.35	6.99 - 8.99	150	7.85	8.99	10	8.99			
Category 2												
Processor Brand	4.98 - 6.99	1,110	5.99	5.49 - 6.99	760	5.96				4.98 - 6.99	100	5.62
Private Brand	4.99 - 7.49	420	6.38	4.99 - 6.99	600	6.60				7.99	70	7.99
Category 3												
Processor Brand	3.69 - 4.99	210	4.74	4.38	10	4.38	3.77	50	3.77	4.49 - 4.99	20	4.84
Private Brand	3.99	10	3.99									
Turkey Ham												
Processor Brand				3.59 - 3.79	30	3.65	2.69 - 4.99	300	3.42	2.99	10	2.99
Private Brand												
Turkey Pastrami												
Processor Brand	6.99	10	6.99				2.99	10	2.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.49 - 8.99	780	7.49	5.99 - 6.99	50	6.82	6.99 - 8.99	200	7.25	7.99 - 11.99	160	8.22
Private Brand	6.99 - 7.99	30	7.52	6.99 - 8.49	180	7.19				7.48	130	7.48
Category 2												
Processor Brand	4.94 - 6.99	430	6.07									
Private Brand	4.69 - 6.99	150	6.45	4.99 - 6.99	90	6.80						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 3.99	1,490	3.26	2.49 - 3.99	1,820	3.29	2.50 - 3.99	1,250	3.53	1.99 - 3.99	540	3.71
Private Brand	3.00 - 3.50	410	3.08	2.79 - 3.00	400	2.94	3.00	130	3.00	3.00 - 3.49	130	3.26
Turkey 16 oz												
Processor Brand	4.99 - 6.99	220	5.06	4.98 - 5.49	350	5.39				5.49	100	5.49
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 3.99	1,470	3.27	2.49 - 3.99	1,670	3.35	2.50 - 3.99	1,250	3.53	2.68 - 3.99	530	3.74
Private Brand	3.00 - 3.50	410	3.08	2.79 - 3.00	400	2.94	3.00	130	3.00	3.00 - 3.49	130	3.26

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)