



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.**

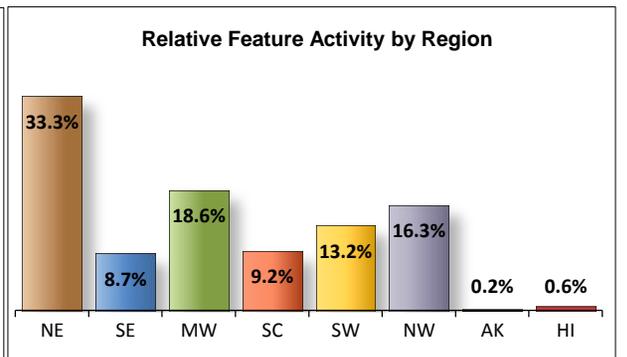
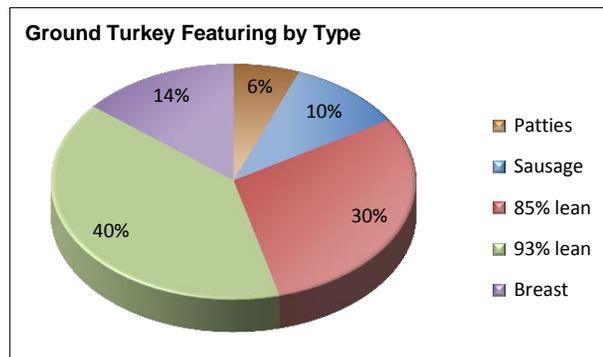
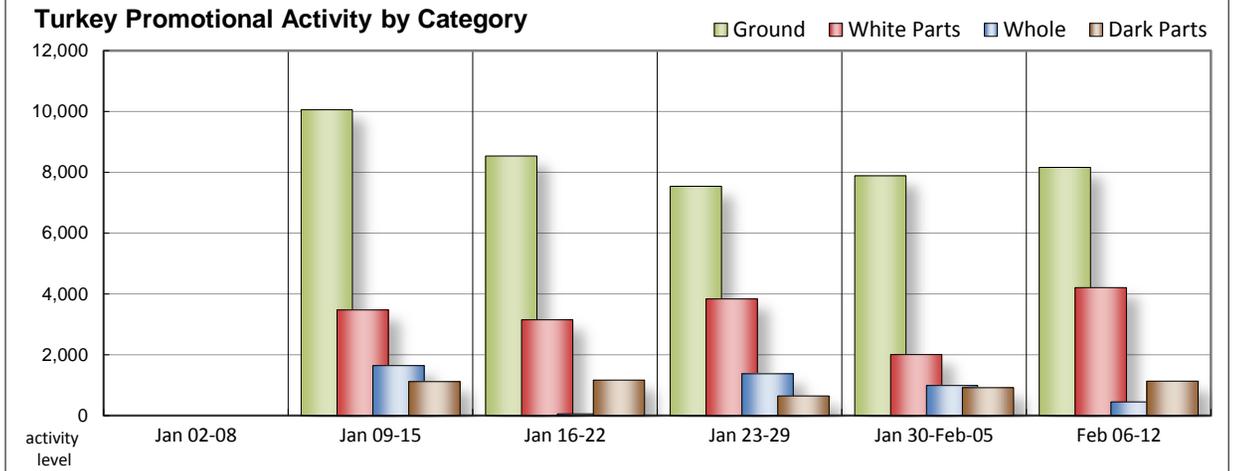
Fri. Feb 06, 2015

(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>33.5% of 29,100 outlets</b>		<b>28.4% of 29,100 outlets</b>		<b>50.3% of 22,900 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.3%</b>		<b>0.3%</b>		<b>9.7%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>15,838</b>		<b>13,124</b>		<b>17,080</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	22	1.69	6	1.79		
" - Toms	22	1.69				
Frozen - Hens	194	1.15	490	1.29	330	1.01
" - Toms	209	1.17	490	1.29	160	1.03
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					20	2.84
Frozen	2,413	1.76	792	1.86	730	1.80
Split, bone-in						
Fresh	106	1.99	516	3.10	70	2.94
Rotisserie	659	8.60	8	8.99	430	7.94
Boneless, whole	63	4.99	40	5.20	260	5.90
Cutlets	738	5.11	179	5.03	590	5.13
Cutlets, thin sliced	41	4.99			90	4.99
Strips						
Tenders	43	4.92	5	4.69	350	5.16
Marinated Tenders	141	4.18	462	4.39	270	3.87
Drumsticks	125	1.77	195	1.90	420	1.90
Thighs	31	1.99	212	1.93	140	2.26
Wings	120	1.78	275	2.11	460	1.87
Necks	111	1.79	5	1.69	40	1.57
Smoked Drumsticks	291	2.07	75	2.32	70	2.28
Smoked Wings	276	2.03	75	2.29	90	2.05
Smoked Necks	176	2.14	77	2.25	90	1.96
<b>GROUND TURKEY:</b>	<b>8,156</b>	<b>3.37</b>	<b>7,879</b>	<b>3.51</b>	<b>11,640</b>	<b>3.15</b>
Patties	482	3.66	646	3.85	440	3.70
Sausage	851	3.37	1,234	3.50	1,600	3.44
85% lean	2,418	2.90	1,024	2.90	2,960	2.60
93% lean	3,256	3.26	4,074	3.49	5,980	3.21
Breast	1,149	4.54	901	4.06	660	4.28
Rolls (frsh/frz 1 lb.)	636	2.80	310	2.97	160	1.39
<b>Specialty</b> <sup>5/</sup>						
Patties	18	4.99	52	4.20		
93-94% lean	1,175	3.94	951	4.66	570	4.01
Breast	72	6.14	30	5.99	100	6.16

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

**This Week's Turkey Feature Highlights**  
 Retail feature activity increases for first of the month promotions. Offering decline on frozen hens and toms; a few stores are offering fresh whole turkeys. There is a sharp increase in the number of stores offering frozen bone-in breasts; prices are lower. Rotisserie breasts are back in the weekly ads; feature activity is sharply higher and prices are lower. Offerings increase on boneless white parts, mostly due to more stores promoting cutlets. Featuring increases on ground turkey, the weighted average price is lower. Feature activity is sharply higher on 85% lean, prices unchanged; offerings decline on 93% lean and prices are lower. Offerings are more active on rolls and specialty grinds. Deli feature activity increases due to heavy promotional activity on self-service deli. Service deli offerings decline on thick slicing meats, increase on thin slicing meats. Prices are mostly higher 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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**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.**

Fri. Feb 06, 2015

(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>	53.9% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,291			26.3% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,255			30.7% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,196		
	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	1.69	21	1.69	1.69	1	1.69			
" - Toms	1.69	21	1.69	1.69	1	1.69			
Frozen - Hens	0.99 - 1.49	66	1.46	0.99	4	0.99	0.97 - 0.99	42	0.98
" - Toms	0.99 - 1.49	66	1.46	0.99	4	0.99	0.97 - 1.49	57	1.11
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 2.49	579	1.87	1.49 - 1.98	1,031	1.59	1.29 - 1.99	362	1.78
Split, bone-in									
Fresh							1.99	106	1.99
Rotisserie	6.99 - 8.99	44	7.44				8.99	5	8.99
Boneless, whole	4.99	62	4.99	4.99	1	4.99			
Cutlets	3.99 - 5.99	677	5.10	4.99 - 5.99	18	5.93	4.79 - 4.99	43	4.92
Cutlets, thin sliced	4.99	41	4.99						
Strips									
Tenders							4.79 - 4.99	43	4.92
Marinated Tenders	3.99 - 4.79	141	4.18						
Drumsticks							1.69 - 1.79	115	1.78
Thighs	1.99	21	1.99	1.99	1	1.99	1.99	9	1.99
Wings							1.69 - 1.79	115	1.78
Necks							1.79	106	1.79
Smoked Drumsticks	1.99	254	1.99	1.99 - 2.69	21	2.66	1.99 - 2.99	16	2.55
Smoked Wings	1.99	254	1.99	1.99 - 2.69	15	2.64	1.99	7	1.99
Smoked Necks	1.99	137	1.99	2.39 - 2.99	30	2.59	2.99	9	2.99
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	225	3.44	3.69 - 3.89	73	3.87	3.69	8	3.69
Sausage	1.99 - 3.99	631	3.33	3.19 - 3.49	40	3.42	3.19 - 4.69	45	3.75
85% lean	2.22 - 3.66	1,326	2.91	2.50 - 3.00	168	2.82	2.49 - 3.20	292	2.93
93% lean	2.69 - 4.61	387	3.36	2.59 - 3.74	711	3.18	2.69 - 4.61	994	3.24
Breast (99-100% lean)	3.84 - 5.69	666	4.71	3.33 - 5.69	58	4.56	3.99 - 5.69	44	4.67
Rolls (frsh/frz 1 lb.)	2.99	100	2.99	2.99 - 3.39	11	3.32	2.99	294	2.99
<b>Specialty <sup>5/</sup></b>									
Patties	4.99	18	4.99						
93-94% lean	3.50 - 6.99	543	3.72	3.50 - 3.99	67	3.54	3.99 - 5.99	484	4.24
Breast	6.99	11	6.99						



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Fri. Feb 06, 2015

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

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
<b>Feature Rate</b> <sup>1/</sup>	21.8% of 4,900 sampled outlets			36.7% of 3,800 sampled outlets			41.6% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.4% of stores w/ no-price promotions			4.6% of stores w/ no-price promotions			13.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,577			Activity Index = 1,639			Activity Index = 842		
	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	82	0.99						
" - Toms	0.99	82	0.99						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.88 - 1.99	176	1.95	1.99	244	1.99	1.79	21	1.79
Split, bone-in									
Fresh									
Rotisserie	8.99	305	8.99	5.99 - 9.99	181	7.63	6.99 - 9.99	122	9.47
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				1.69	10	1.69			
Thighs									
Wings				1.69	5	1.69			
Necks				1.69	5	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.69	72	3.69	3.99	41	3.99	3.99	61	3.99
Sausage	2.95	72	2.95				3.99	61	3.99
85% lean	2.79 - 3.33	150	2.89	2.39 - 3.00	425	2.88	2.39 - 3.00	51	2.75
93% lean	2.91 - 3.50	187	3.15	2.39 - 3.99	469	2.99	2.91 - 4.79	482	3.61
Breast (99-100% lean)	3.33 - 4.79	213	3.76	4.79	125	4.79	4.79 - 5.19	43	4.84
Rolls (frsh/frz 1 lb.)	2.59 - 3.39	101	3.03	1.99	130	1.99			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99	81	3.99						
Breast	5.99	56	5.99	5.99	4	5.99	5.99	1	5.99



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

	ALASKA (AK)			HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	2.2% of 100 sampled outlets			26.5% of 100 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			
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 8			Activity Index = 30			
	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							
Split, bone-in							
Fresh							
Rotisserie	9.99	2	9.99				
Boneless, whole							
Cutlets							
Cutlets, thin sliced							
Strips							
Tenders							
Marinated Tenders							
Drumsticks							
Thighs							
Wings							
Necks							
Smoked Drumsticks							
Smoked Wings							
Smoked Necks							
<b>GROUND TURKEY:</b>							
Patties	3.99	2	3.99				
Sausage	3.99	2	3.99				
85% lean				2.97	6	2.97	
93% lean	3.19	2	3.19	4.23	24	4.23	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</sup>							
Patties							
93-94% lean							
Breast							



**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.

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

Fri. Feb 06, 2015

	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		81.5% of 5,500 sampled outlets Activity Index = 15,962			68.1% of 7,400 sampled outlets Activity Index = 15,164		
Feature Rate <sup>1/</sup>	66.6% of 29,100 stores		60.1% of 29,100 stores		76.6% of 22,900 stores							
Activity Index <sup>2/</sup>	56,332		47,021		50,120							
	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	5,632	8.82	7,692	8.31	3,830	7.40	6.48 - 12.99	2,673	9.04	6.99 - 9.99	1,789	9.09
Private Brand	1,593	8.12	2,787	8.11	2,710	7.35	6.99 - 9.99	1,218	8.10	6.99 - 8.99	4	7.99
<b>Category 2</b>												
Processor Brand	6,338	5.71	3,846	6.01	3,460	5.87	4.98 - 6.99	2,313	5.32	4.98 - 6.99	370	5.92
Private Brand	4,192	6.84	5,944	7.30	5,190	6.72	4.99 - 7.99	980	5.62	5.99 - 7.99	763	6.91
<b>Category 3</b>												
Processor Brand	331	4.11	698	3.94	1,490	4.04	3.99	24	3.99	2.99 - 4.38	148	4.03
Private Brand	1,452	4.85	20	4.97	90	5.33	4.99 - 5.48	227	5.09	4.99	1,002	4.99
<b>Turkey Ham</b>												
Processor Brand	705	4.08	142	3.85	530	4.14	2.99 - 4.99	535	4.22	4.99	1	4.99
Private Brand			45	4.98								
<b>Turkey Pastrami</b>												
Processor Brand	241	4.26	67	5.26	350	4.54	2.99 - 4.99	223	4.28			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,355	7.54	2,787	8.02	3,500	7.80	5.98 - 9.99	1,219	7.41	5.89 - 8.99	348	7.83
Private Brand	1,797	6.94	1,651	7.65	850	7.23	6.99	763	6.99	5.99 - 6.99	515	6.97
<b>Category 2</b>												
Processor Brand	329	5.86	111	5.58	160	5.26				5.88	57	5.88
Private Brand	1,340	4.82	562	5.99	260	5.99	4.99	110	4.99	4.99	1,002	4.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	12,256	3.46	8,419	3.18	9,170	2.99	2.50 - 4.99	2,001	3.52	2.50 - 4.29	3,699	3.56
Private Brand	1,670	3.11	1,693	3.12	3,300	2.60	2.98 - 3.99	791	3.25	2.50 - 3.69	134	3.29
<b>Turkey 16 oz</b>												
Processor Brand	1,939	4.73	624	4.94	1,820	5.07	4.39 - 5.99	430	5.03	4.39 - 5.99	437	4.96
Private Brand	1,083	4.50			1,290	4.40				4.50	1,083	4.50
<b>Chicken 7-10 oz</b>												
Processor Brand	11,586	3.47	8,240	3.19	8,890	3.00	2.50 - 4.99	1,726	3.48	2.50 - 4.00	3,678	3.55
Private Brand	1,493	3.16	1,693	3.12	3,230	2.59	2.98 - 3.99	729	3.22	2.50 - 3.69	134	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)



**USDA National Retail Report - Turkey**

Fri. Feb 06, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/06 thru 02/12.

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

	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 6,100 sampled outlets			52.9% of 4,900 sampled outlets			57.7% of 3,800 sampled outlets			71.7% of 1,300 sampled outlets		
	Activity Index = 10,509			Activity Index = 6,330			Activity Index = 5,258			Activity Index = 2,740		
Feature Rate <sup>1/</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
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	5.99	- 10.99	393 7.77	5.99	- 8.79	326 8.03	5.99	- 12.99	197 8.88	5.99	- 13.49	251 7.23
Private Brand	6.99	- 8.99	248 8.35	6.99	- 8.99	123 7.92						
<b>Category 2</b>												
Processor Brand	4.94	- 6.99	1,521 5.91	4.99	- 7.99	1,030 5.82	4.99	- 6.99	534 6.14	4.48	- 6.99	568 6.03
Private Brand	4.99	- 6.99	677 6.16	6.99	- 8.49	530 7.07	6.99	- 8.49	701 8.05	6.99	- 8.49	493 7.88
<b>Category 3</b>												
Processor Brand	3.69	- 4.49	89 4.19	4.38		53 4.38	3.49		12 3.49	3.99		5 3.99
Private Brand	3.98	- 4.99	183 4.00	3.98		40 3.98						
<b>Turkey Ham</b>												
Processor Brand	3.99		13 3.99	3.49	- 3.69	24 3.56	2.49	- 4.29	132 3.59			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	2.99		8 2.99				4.99		10 4.99			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99	- 9.99	340 7.19	5.99	- 9.99	70 7.38	5.99	- 8.99	305 8.46	5.99	- 8.99	73 6.15
Private Brand	6.00	- 11.49	406 6.79	5.99	- 8.49	113 6.99						
<b>Category 2</b>												
Processor Brand	4.99	- 5.99	272 5.86									
Private Brand	3.98	- 4.99	188 4.00	3.98		40 3.98						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99	- 4.29	2,118 3.05	2.00	- 2.79	1,918 3.36	2.89	- 3.99	1,684 3.57	2.99	- 4.48	678 3.77
Private Brand	2.00	- 3.50	649 2.93	2.99	- 3.00	96 3.00						
<b>Turkey 16 oz</b>												
Processor Brand	4.39	- 5.99	888 4.50	4.39	- 5.27	184 4.55						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99	- 3.99	1,982 3.06	2.00	- 2.99	1,687 3.43	3.00	- 3.99	1,683 3.58	2.99	- 4.48	672 3.77
Private Brand	2.89	- 3.50	534 3.07	2.99	- 3.00	96 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)



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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	37.6% of 100 sampled outlets			81.4% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 110			Activity Index = 259				
	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	7.99 - 9.99	3 8.66						
Private Brand								
<b>Category 2</b>								
Processor Brand	5.99	2 5.99		8.99	27 8.99			
Private Brand	8.99	21 8.99						
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	4.99	42 4.99		3.19 - 4.99	116 4.18			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.99	42 4.99		3.19 - 4.99	116 4.18			
Private Brand								

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)