



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/13 thru 02/19.

Fri. Feb 13, 2015

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

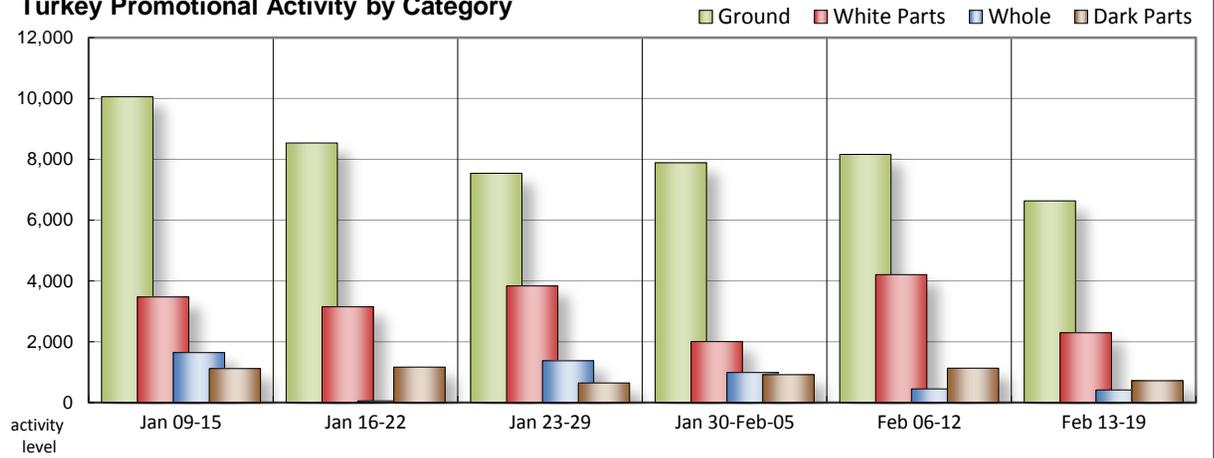
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	25.9% of 29,100 outlets		33.5% of 29,100 outlets		42.3% of 22,900 outlets	
Special Rate ^{4/}	1.0%		1.3%		3.1%	
Activity Index ^{2/}	13,321		15,838		13,610	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			22	1.69		
" - Toms			22	1.69		
Frozen - Hens	249	1.17	194	1.15	120	1.14
" - Toms	163	1.26	209	1.17	110	1.15
PARTS:						
Breast:						
Bone-in, whole						
Fresh					20	2.84
Frozen	881	1.66	2,413	1.76	1,200	1.66
Split, bone-in						
Fresh	106	1.99	106	1.99	10	2.49
Rotisserie	380	8.24	659	8.60	340	8.75
Boneless, whole			63	4.99	10	3.99
Cutlets	608	5.13	738	5.11	1,270	5.01
Cutlets, thin sliced	147	4.99	41	4.99		
Strips	16	3.99				
Tenders	90	4.37	43	4.92	140	4.93
Marinated Tenders	64	3.99	141	4.18	2,160	4.71
Drumsticks	145	1.82	125	1.77	290	1.81
Thighs	129	1.91	31	1.99	20	2.34
Wings	154	1.94	120	1.78	230	2.21
Necks			111	1.79	30	1.36
Smoked Drumsticks	135	2.05	291	2.07	210	2.39
Smoked Wings	135	2.05	276	2.03	200	2.07
Smoked Necks	17	2.49	176	2.14	200	2.07
GROUND TURKEY:	6,629	3.35	8,156	3.37	6,920	3.26
Patties	200	3.69	482	3.66	230	3.43
Sausage	585	3.45	851	3.37	550	3.27
85% lean	2,327	2.78	2,418	2.90	1,790	2.55
93% lean	2,573	3.35	3,256	3.26	3,120	3.22
Breast	944	4.64	1,149	4.54	1,230	4.48
Rolls (frsh/frz 1 lb.)	188	2.72	636	2.80	10	1.50
Specialty ^{5/}						
Patties	365	4.98	18	4.99		
93-94% lean	2,720	4.47	1,175	3.94	120	3.48
Breast			72	6.14		

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

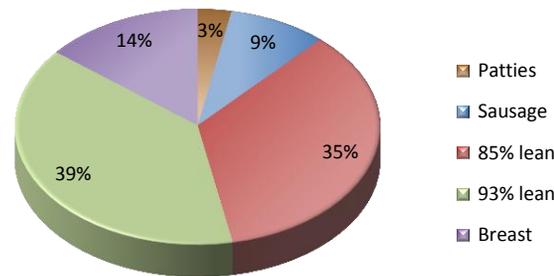
This Week's Turkey Feature Highlights

Retail promotional activity on turkey slows as competing proteins for Valentine's Day and Lent get more space in this week's circulars. Offerings of fresh hens and toms disappear and offerings on frozen whole turkeys decline. Fewer stores promote frozen bone-in whole breasts and featuring slows on rotisserie breasts; prices are lower on both items. Offerings decline on boneless white parts; prices are mixed. Fresh darks parts gain space in this week's circulars; smoked parts are less actively promoted. Following the trend of declining feature activity, fewer stores promote ground turkey. The weighted average price is lower. The only category showing increased featuring this week is on specialty ground turkey. Deli feature activity slows on service and self-service deli items. Service deli featuring increases on thick slicing meats, declines on thin slicing meats. Self-service deli featuring increases on private brands, slows on processor brands.

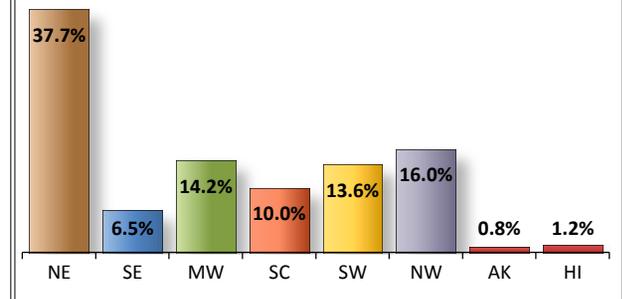
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



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/}	54.5% of 5,500 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 6,098			13.5% of 7,400 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 1,423			29.2% of 6,100 sampled outlets 3.0% of stores w/ no-price promotions Activity Index = 2,089		
	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									
" - Toms									
Frozen - Hens	1.69	21	1.69	0.99 - 1.69	16	1.20			
" - Toms	1.69	21	1.69	1.19 - 1.69	12	1.27			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.88 - 2.49	582	1.66	1.27 - 1.99	31	1.61	1.49 - 1.99	195	1.57
Split, bone-in									
Fresh							1.99	106	1.99
Rotisserie	7.99	221	7.99				4.98	14	4.98
Boneless, whole									
Cutlets	4.45 - 5.49	570	5.15	4.99 - 5.49	22	5.44			
Cutlets, thin sliced	4.99	147	4.99						
Strips									
Tenders	4.49 - 4.79	9	4.66				4.49	57	4.49
Marinated Tenders									
Drumsticks	1.99	28	1.99				1.69 - 1.79	117	1.78
Thighs	1.99	21	1.99	1.99	2	1.99	1.89	106	1.89
Wings	1.99 - 2.49	28	2.29	2.99	9	2.99	1.69 - 1.79	117	1.78
Necks									
Smoked Drumsticks	1.99 - 2.49	134	2.05	1.99	1	1.99			
Smoked Wings	1.99 - 2.49	134	2.05	1.99	1	1.99			
Smoked Necks	2.49	17	2.49						
GROUND TURKEY:									
Patties	3.49 - 3.99	63	3.86	3.49 - 3.99	45	3.55	3.49	20	3.49
Sausage	3.03 - 3.99	398	3.57	3.18 - 3.99	34	3.33	3.20 - 3.68	39	3.37
85% lean	2.66 - 3.33	557	2.94	2.29 - 3.07	608	2.70	2.49 - 2.99	636	2.85
93% lean	2.68 - 3.99	1,113	3.42	2.99 - 3.50	416	3.09	2.16 - 3.50	603	3.17
Breast (99-100% lean)	4.61 - 6.15	647	4.84	4.61	1	4.61	4.67	14	4.67
Rolls (frsh/frz 1 lb.)							1.59 - 2.99	55	2.38
Specialty ^{5/}									
Patties	3.99 - 5.00	95	4.94	5.00	42	5.00			
93-94% lean	3.49 - 6.99	1,292	4.06	3.49 - 5.00	183	3.96	3.99 - 5.00	10	4.80
Breast									



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	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)		
Feature Rate ^{1/}	11.8% of 4,900 sampled outlets			21.1% of 3,800 sampled outlets			26.6% of 1,300 sampled outlets		
Special Rate ^{4/}	1.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,469			Activity Index = 1,451			Activity Index = 705		
	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									
" - Toms									
Frozen - Hens	0.99 - 1.19	107	1.04	1.19	90	1.19	1.19	15	1.19
" - Toms	1.19	25	1.19	1.19	90	1.19	1.19	15	1.19
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	3	1.49	1.99	9	1.99	1.88 - 1.98	61	1.97
Split, bone-in									
Fresh									
Rotisserie	7.99	8	7.99	8.99	137	8.99			
Boneless, whole									
Cutlets	3.99	16	3.99						
Cutlets, thin sliced									
Strips	3.99	16	3.99						
Tenders	3.99	24	3.99						
Marinated Tenders				3.99	48	3.99	3.99	16	3.99
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.69	72	3.69						
Sausage	2.95	72	2.95	2.87 - 3.49	21	3.22	3.52	21	3.52
85% lean	2.90 - 2.99	68	2.89	1.99 - 3.19	418	2.54	2.39 - 2.79	40	2.52
93% lean	2.49 - 3.49	240	3.26	3.19	12	3.19	3.33 - 4.39	117	3.91
Breast (99-100% lean)	3.91 - 3.99	88	3.92	4.79	62	4.79	3.99	121	3.99
Rolls (frsh/frz 1 lb.)	2.59 - 2.99	130	2.87						
Specialty ^{5/}									
Patties	5.00	228	5.00						
93-94% lean	3.99 - 5.00	372	4.94	4.59 - 5.00	564	4.99	5.00	299	5.00
Breast									



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	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	37.6% of 100 sampled outlets			45.1% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 35			Activity Index = 51		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean	4.80	21	4.80	4.23 - 4.80	51	4.53
Breast (99-100% lean)	4.79	11	4.79			
Rolls (frsh/frz 1 lb.)	2.38	3	2.38			
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/13 thru 02/19.

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Fri. Feb 13, 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		75.6% of 5,500 sampled outlets Activity Index = 16,946			50.5% of 7,400 sampled outlets Activity Index = 9,725		
Feature Rate ^{1/}	56.6% of 29,100 stores		66.6% of 29,100 stores		76.7% of 22,900 stores		Price Range (\$/pound)			Price Range (\$/pound)		
Activity Index ^{2/}	48,055		56,332		50,600		Summary Stores Wtd Avg			Summary Stores Wtd Avg		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5,879	8.49	5,632	8.82	6,950	7.98	6.48 - 12.99	2,724	8.92	6.99 - 9.99	1,194	8.14
Private Brand	1,528	7.79	1,593	8.12	780	7.37	6.99 - 9.99	683	7.38	5.99 - 9.49	11	6.63
Category 2												
Processor Brand	3,794	6.05	6,338	5.71	5,010	5.69	4.99 - 7.90	1,838	6.03	4.99 - 6.99	163	6.74
Private Brand	4,302	7.17	4,192	6.84	5,010	6.38	4.99 - 7.99	2,492	7.32	5.99 - 6.99	212	6.70
Category 3												
Processor Brand	698	4.02	331	4.11	960	3.99	3.99 - 4.99	39	4.53	3.99 - 4.99	8	4.24
Private Brand	59	4.74	1,452	4.85	60	4.82	4.98	45	4.98			
Turkey Ham												
Processor Brand	625	3.73	705	4.08	160	3.57	3.29 - 4.99	358	3.81	4.99	23	4.99
Private Brand												
Turkey Pastrami												
Processor Brand	432	4.28	241	4.26	290	4.16	3.49 - 6.99	379	4.15	4.99	21	4.99
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,441	8.20	2,355	7.54	3,270	7.91	5.99 - 9.99	1,501	8.56	6.99 - 8.99	986	8.12
Private Brand	4,357	7.93	1,797	6.94	2,190	7.90	6.99 - 7.99	572	7.96	6.99 - 7.99	149	7.84
Category 2												
Processor Brand	394	6.24	329	5.86	260	5.99	6.98	124	6.98			
Private Brand			1,340	4.82	360	5.38						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,151	3.53	12,256	3.46	8,680	2.85	2.49 - 4.49	2,545	3.40	2.49 - 4.49	1,366	3.31
Private Brand	3,284	3.19	1,670	3.11	2,010	2.59	2.99 - 3.50	651	3.25	2.79 - 3.50	1,494	3.24
Turkey 16 oz												
Processor Brand	2,068	5.47	1,939	4.73	4,680	4.79	3.99 - 6.99	37	5.72	4.99 - 6.49	1,304	5.66
Private Brand			1,083	4.50								
Chicken 7-10 oz												
Processor Brand	6,890	3.54	11,586	3.47	8,140	2.85	2.49 - 4.49	2,441	3.38	2.49 - 4.49	1,300	3.36
Private Brand	3,153	3.19	1,493	3.16	1,790	2.67	3.00 - 3.50	517	3.26	2.79 - 3.50	1,494	3.24

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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	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)				
	55.6% of 6,100 sampled outlets				49.0% of 4,900 sampled outlets				55.3% of 3,800 sampled outlets			54.7% of 1,300 sampled outlets				
	Activity Index = 7,662				Activity Index = 5,778				Activity Index = 5,273			Activity Index = 2,387				
Feature Rate ^{1/}	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 ^{2/}																
SERVICE DELI - Turkey																
Category 1																
Processor Brand	6.49	- 10.99	555	7.78	6.99	- 7.99	435	8.08	6.99	- 9.99	790	8.13	7.99	- 10.99	179	9.03
Private Brand	6.99	- 9.49	180	8.77	5.99	- 8.99	507	7.54	9.49		137	9.49	7.99		10	7.99
Category 2																
Processor Brand	4.99	- 6.99	1,381	5.99	4.99	- 6.99	289	5.87	4.99		32	4.99	5.98	- 6.99	88	6.94
Private Brand	5.49	- 6.99	722	6.63	6.49	- 8.49	353	6.98	6.99	- 8.49	506	7.49	6.99	- 8.49	17	8.31
Category 3																
Processor Brand	3.99		237	3.99	3.79	- 3.99	162	3.97	3.69	- 3.99	242	3.94	3.99	- 5.99	10	4.99
Private Brand	3.96		14	3.96												
Turkey Ham																
Processor Brand	2.99	- 4.99	30	4.07	2.99	- 3.69	164	3.27	3.48	- 3.99	50	3.91				
Private Brand																
Turkey Pastrami																
Processor Brand	4.88	- 6.99	24	5.51	4.98		8	4.98								
Private Brand																
SERVICE DELI - Chicken																
Category 1																
Processor Brand	5.99	- 9.99	189	7.51	6.49	- 8.99	237	7.99	6.99	- 11.99	400	7.57	7.49	- 7.99	128	7.90
Private Brand	6.49	- 11.49	77	7.94	6.99	- 8.49	1,068	7.67	7.99		1,470	7.99	7.99		877	7.99
Category 2																
Processor Brand	5.49	- 5.99	270	5.90												
Private Brand																
SELF-SERVICE DELI (dollars per tub or pouch)																
Turkey 7-10 oz																
Processor Brand	1.99	- 4.49	1,180	2.90	2.50	- 2.99	917	3.89	3.50	- 4.49	649	4.41	3.49	- 4.49	438	4.33
Private Brand	2.79	- 3.50	627	3.13	3.00		239	3.00	3.00		174	3.00	3.00	- 3.59	89	3.19
Turkey 16 oz																
Processor Brand	3.98	- 5.99	454	4.87	3.99	- 5.99	249	5.51					5.99		24	5.99
Private Brand																
Chicken 7-10 oz																
Processor Brand	1.99	- 4.49	1,095	2.87	2.50	- 2.99	911	3.90	3.50	- 4.49	649	4.41	3.49	- 4.49	438	4.33
Private Brand	2.79	- 3.50	627	3.13	3.00		239	3.00	3.00		174	3.00	3.00	- 3.59	89	3.19

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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	34.4% of 100 sampled outlets			30.1% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 135			Activity Index = 149				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	10.99	2 10.99						
Private Brand								
Category 2								
Processor Brand	7.49	3 7.49						
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand	8.99	63 8.99		8.99	81 8.99			
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.49 - 5.49	26 5.24		2.69 - 5.49	30 5.21			
Private Brand	3.59 - 3.79	6 3.76		3.00	4 3.00			
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.49 - 5.49	26 5.24		2.69 - 5.49	30 5.21			
Private Brand	3.59 - 5.99	9 4.50		3.00	4 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)