



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.**

Fri. Mar 06, 2015

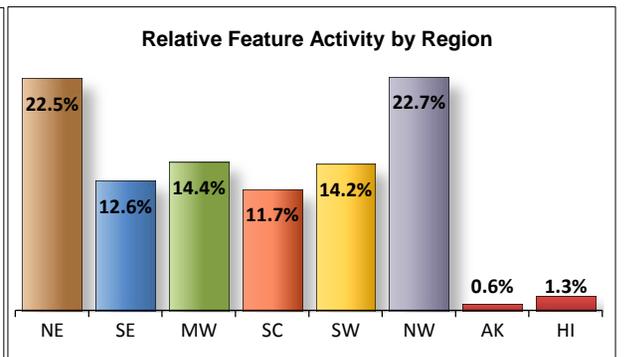
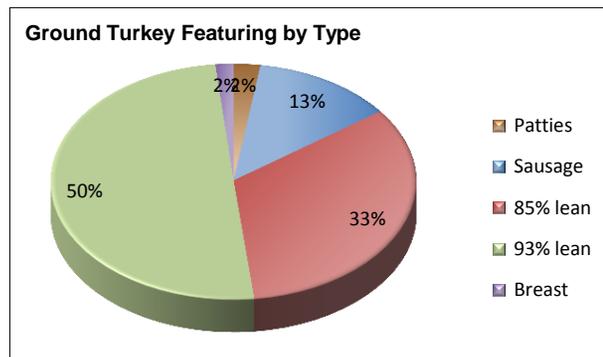
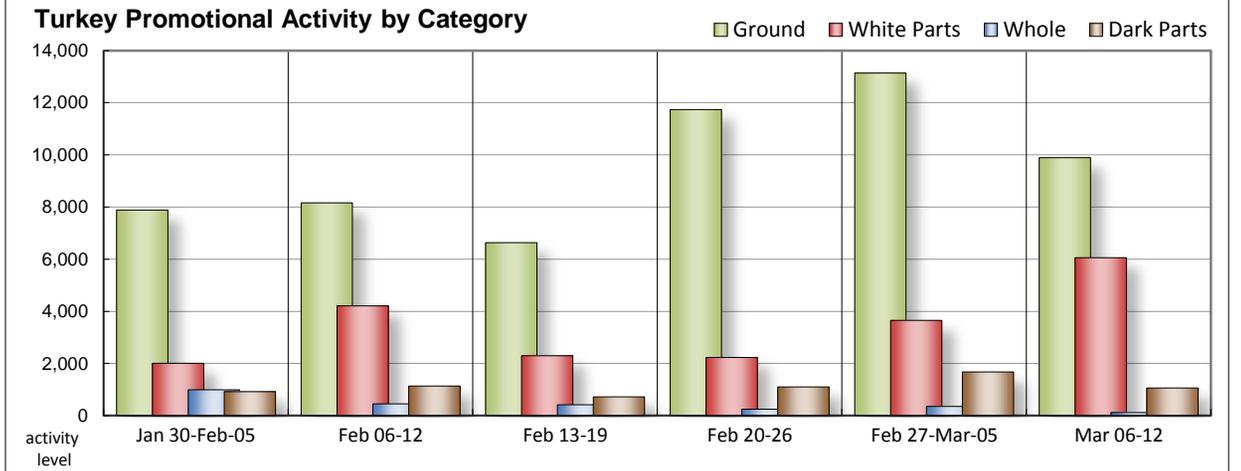
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>48.4% of 29,100 outlets</b>		<b>40.4% of 29,100 outlets</b>		<b>44.1% of 22,900 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>1.4%</b>		<b>0.8%</b>		<b>5.7%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>21,228</b>		<b>20,286</b>		<b>17,780</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						
" - Toms						
Frozen - Hens	56	1.41	216	1.31	320	0.99
" - Toms	56	1.41	132	1.51	320	0.99
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			5	2.99	30	2.99
Frozen	4,390	1.59	1,157	1.78	1,350	1.81
Split, bone-in						
Fresh	106	1.99	106	1.99		
Rotisserie	542	7.83	85	9.21	720	8.39
Boneless, whole	47	4.99	28	4.99	70	5.56
Cutlets	571	5.19	506	5.05	320	5.08
Cutlets, thin sliced			8	6.99		
Strips	41	4.99				
Tenders	19	4.47	42	5.33	150	4.58
Marinated Tenders	336	4.54	1,712	4.55	900	4.56
Drumsticks	189	1.76	304	1.80	160	1.76
Thighs	106	1.79	144	1.91	130	1.86
Wings	177	1.73	269	2.09	40	1.72
Necks			33	1.89	120	1.77
Smoked Drumsticks	234	2.31	304	2.02	70	2.14
Smoked Wings	255	2.08	452	2.01	160	2.05
Smoked Necks	95	2.22	165	2.04	90	2.10
<b>GROUND TURKEY:</b>	<b>9,888</b>	<b>3.33</b>	<b>13,133</b>	<b>3.57</b>	<b>8,580</b>	<b>3.38</b>
Patties	235	4.28	1,474	3.50	940	3.70
Sausage	1,244	3.72	1,705	3.52	1,610	3.44
85% lean	3,288	2.73	3,298	2.74	1,910	2.72
93% lean	4,961	3.54	2,918	3.16	3,020	3.25
Breast	160	4.95	3,738	4.68	1,100	4.50
Rolls (frsh/frz 1 lb.)	421	2.68	458	2.84	1,700	1.90
<b>Specialty</b> <sup>5/</sup>						
Patties	60	4.44			40	4.99
93-94% lean	3,166	4.37	293	4.53	1,530	4.56
Breast	473	5.70	734	5.99	980	5.04

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

**This Week's Turkey Feature Highlights**

This week, feature activity increases. Whole turkey offerings are virtually non-existent consisting of a light volume of frozen hens and toms at higher price levels. Frozen bone-in breasts are more visible with offering prices lower. If you are looking for a convenient meal plan, rotisserie breasts increase in visibility and are at lower values. Both white part offerings and prices decline this week. Dark parts are featured less often; pricing decreases for fresh, but higher for smoked. Feature activity declines for conventional grinds but sharply increases for specialty. Ground 93% lean accounts for half of all grind offerings. The weighted average grind values are lower for 85% lean, specialty 93-94% lean and specialty ground breast with the balance higher. Deli feature activity decreases. Processor label offerings increase for thick and thin slicing meats, along with 7-10 oz. self-service; private label declines. Prices are mixed.



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 03/06 thru 03/12.**

Fri. Mar 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>	56.3% of 5,500 sampled outlets 4.2% of stores w/ no-price promotions Activity Index = 6,016			41.3% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,582			45.9% of 6,100 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 3,497		
	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 - 1.69	25	1.58	1.39 - 1.69	4	1.54	1.19 - 1.29	27	1.24
" - Toms	0.99 - 1.69	25	1.58	1.39 - 1.69	4	1.54	1.19 - 1.29	27	1.24
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.99	408	1.59	1.38 - 1.59	1,145	1.58	1.29 - 1.99	1,315	1.61
Split, bone-in									
Fresh							1.99	106	1.99
Rotisserie	5.99 - 8.99	186	7.80	8.99	61	8.99	4.99	30	4.99
Boneless, whole	4.99	47	4.99						
Cutlets	4.99 - 5.99	532	5.19	4.99 - 5.99	20	5.84	4.39 - 4.69	19	4.47
Cutlets, thin sliced									
Strips	4.99	41	4.99						
Tenders							4.39 - 4.69	19	4.47
Marinated Tenders	4.53 - 4.79	190	4.64	4.53	61	4.53	5.33	21	5.33
Drumsticks	1.69 - 1.99	71	1.74				1.69 - 1.79	118	1.78
Thighs							1.79	106	1.79
Wings	1.59 - 1.99	71	1.65				1.79	106	1.79
Necks									
Smoked Drumsticks	1.99 - 2.69	213	2.18	1.99 - 3.69	21	3.61			
Smoked Wings	1.99 - 2.49	213	2.07	1.99 - 2.19	31	2.18	1.99	11	1.99
Smoked Necks	2.19 - 2.49	64	2.27	2.19	20	2.19	1.99	11	1.99
<b>GROUND TURKEY:</b>									
Patties	3.99 - 4.99	58	4.18	3.89	64	3.89	3.99	8	3.99
Sausage	3.19 - 4.49	1,010	3.80	3.19 - 3.99	35	3.55	2.99 - 4.99	55	3.78
85% lean	2.00 - 3.33	951	3.05	2.33 - 3.33	1,095	2.37	2.33 - 3.11	404	2.94
93% lean	2.68 - 3.99	1,226	3.20	2.99 - 3.85	661	3.43	2.99 - 4.00	645	3.38
Breast (99-100% lean)	4.99 - 5.38	67	5.15	4.99	17	4.99	4.67	14	4.67
Rolls (frsh/frz 1 lb.)	2.99	26	2.99				2.00 - 2.99	287	2.62
<b>Specialty <sup>5/</sup></b>									
Patties	3.99 - 4.99	52	4.20						
93-94% lean	3.50 - 5.49	284	4.08	3.50 - 5.00	1,127	3.74	3.50 - 5.00	167	4.11
Breast	5.49 - 6.99	256	5.89	5.49	216	5.49	5.49	1	5.49



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Fri. Mar 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>	44.8% of 4,900 sampled outlets			51.7% of 3,800 sampled outlets			67.8% of 1,300 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			9.2% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 2,846			Activity Index = 2,494			Activity Index = 1,652		
	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	1.39 - 1.69	987	1.58	1.58	344	1.58	0.99 - 1.59	171	1.54
Split, bone-in									
Fresh									
Rotisserie				7.99	244	7.99	6.99	21	6.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				3.99	48	3.99	3.99	16	3.99
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				3.99	41	3.99	4.99	62	4.99
Sausage	2.79 - 3.49	144	3.14						
85% lean	2.39 - 3.19	210	2.84	2.39 - 3.19	510	2.77	2.39 - 3.19	118	2.53
93% lean	2.91 - 3.99	924	3.62	3.19 - 4.00	740	3.82	3.18 - 4.39	646	3.84
Breast (99-100% lean)				4.79	62	4.79			
Rolls (frsh/frz 1 lb.)	2.59 - 2.99	92	2.82	1.99	11	1.99	2.99	5	2.99
<b>Specialty</b> <sup>5/</sup>									
Patties				5.99	8	5.99			
93-94% lean	3.99 - 5.00	489	4.71	3.99 - 5.00	486	4.99	3.99 - 5.00	613	5.00
Breast									



(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>	45.2% of 100 sampled outlets			85.8% 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 = 44			Activity Index = 97			
	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	1.58	8	1.58	1.58	12	1.58	
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							
<b>GROUND TURKEY:</b>							
Patties	4.99	2	4.99				
Sausage							
85% lean							
93% lean	3.99 - 4.80	34	4.49	4.23 - 4.80	85	4.51	
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**

Fri. Mar 06, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(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		73.6% of 5,500 sampled outlets			58.9% of 7,400 sampled outlets		
Feature Rate <sup>1/</sup>	64.5% of 29,100 stores		71.8% of 29,100 stores		70.7% of 22,900 stores		Activity Index = 13,018			Activity Index = 12,042		
Activity Index <sup>2/</sup>	52,340		56,858		50,720		Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	7,606	8.28	5,001	8.61	6,330	7.95	5.99 - 12.99	2,893	8.01	6.99 - 9.99	1,790	8.42
Private Brand	6,668	7.27	6,995	7.36	1,680	7.50	6.98 - 7.99	1,815	7.69	6.98 - 6.99	1,128	6.98
<b>Category 2</b>												
Processor Brand	3,558	5.76	3,525	5.73	4,150	5.82	4.99 - 6.99	885	5.87	4.99 - 6.99	119	5.96
Private Brand	729	6.02	5,422	7.56	3,810	6.63	4.99 - 6.99	152	5.62	4.99 - 5.99	28	5.67
<b>Category 3</b>												
Processor Brand	661	3.83	694	4.29	1,230	3.65	2.98 - 3.99	276	3.84	3.99	40	3.99
Private Brand	57	5.23	1,187	4.97	160	5.11	5.48	45	5.48			
<b>Turkey Ham</b>												
Processor Brand	481	3.74	456	3.71	310	4.25	3.49 - 4.99	264	4.07	4.99	23	4.99
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	266	5.22	382	4.73	430	4.46	4.99	73	4.99	3.99 - 4.99	27	4.77
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,799	8.30	2,678	7.86	4,720	7.52	6.49 - 9.99	778	8.54	6.49 - 8.99	1,572	8.52
Private Brand	5,629	7.00	2,500	7.51	380	6.49	6.98 - 6.99	2,020	6.99	6.98	1,086	6.98
<b>Category 2</b>												
Processor Brand	258	5.85	250	5.12	320	5.07	5.99	8	5.99			
Private Brand	119	6.00	1,115	4.99	20	5.38						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	10,235	3.58	8,959	3.56	11,400	3.21	2.50 - 4.99	1,937	3.57	2.39 - 4.69	2,700	3.54
Private Brand	1,353	4.03	3,397	2.96	2,740	2.86	3.50	16	3.50	3.50 - 4.49	416	3.98
<b>Turkey 16 oz</b>												
Processor Brand	1,041	5.31	1,649	5.72	1,660	5.00	5.49 - 6.99	141	5.67	3.99 - 5.99	220	5.94
Private Brand			1,083	4.50								
<b>Chicken 7-10 oz</b>												
Processor Brand	9,766	3.60	8,230	3.58	10,790	3.21	2.50 - 4.99	1,715	3.61	2.89 - 4.69	2,691	3.54
Private Brand	1,114	4.15	3,335	2.95	590	3.11				4.49	202	4.49

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. Mar 06, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(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)		
	64.7% of 6,100 sampled outlets			64.1% of 4,900 sampled outlets			57.9% of 3,800 sampled outlets			76.7% of 1,300 sampled outlets		
	Activity Index = 11,513			Activity Index = 7,603			Activity Index = 5,018			Activity Index = 2,839		
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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.49	775	8.25	6.99 - 8.99	748	8.23	6.99 - 13.99	898	8.69	6.99 - 8.99	472	8.48
Private Brand	6.49 - 9.49	974	7.10	6.98 - 8.99	1,324	7.06	6.98 - 7.99	941	7.36	6.98 - 6.99	419	6.99
<b>Category 2</b>												
Processor Brand	4.94 - 6.99	1,930	5.71	4.99 - 6.49	587	5.77	4.99	26	4.99	4.99 - 6.99	11	5.90
Private Brand	4.99 - 6.99	406	6.18	5.99 - 6.99	133	6.08				5.99	10	5.99
<b>Category 3</b>												
Processor Brand	2.99 - 4.49	138	4.11	2.99 - 3.89	24	3.59	2.99 - 4.69	154	3.53	3.98 - 3.99	29	3.98
Private Brand	3.99 - 4.49	12	4.28									
<b>Turkey Ham</b>												
Processor Brand	2.79 - 4.99	49	3.35	2.99	8	2.99	2.79 - 3.79	137	3.07			
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	3.49 - 7.59	53	5.01	3.99	56	3.99	7.99	15	7.99	3.99 - 7.99	42	6.85
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	250	7.77	6.49	16	6.49	5.99 - 8.99	179	6.19	8.99	4	8.99
Private Brand	6.98 - 8.49	948	7.00	6.98 - 9.99	1,081	7.04	6.98	344	6.98	6.98	130	6.98
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	250	5.84									
Private Brand	6.00	119	6.00									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.69	1,972	3.47	2.49 - 2.89	1,643	3.50	1.99 - 4.99	1,101	3.73	2.00 - 3.99	787	3.86
Private Brand	2.89 - 4.99	634	3.68	4.99	213	4.99				2.98 - 4.99	74	4.77
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	455	5.06	3.99 - 4.99	58	4.87	4.99	167	4.99			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.69	1,923	3.48	2.49 - 2.99	1,499	3.56	2.49 - 4.99	1,056	3.80	2.00 - 3.99	787	3.86
Private Brand	2.89 - 4.99	625	3.69	4.99	213	4.99				2.98 - 4.99	74	4.77

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 <sup>1/</sup>	76.3% of 100 sampled outlets			64.6% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 133			Activity Index = 174				
	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 - 11.99	30 11.72						
Private Brand	6.98 - 7.99	27 7.77		6.98 - 7.99	40 7.68			
<b>Category 2</b>								
Processor Brand								
Private Brand								
<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	6.98	8 6.98		6.98	12 6.98			
<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	3.99 - 4.99	34 4.61		3.50 - 4.99	61 4.16			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.99 - 4.99	34 4.61		3.50 - 4.99	61 4.16			
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)