



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19.

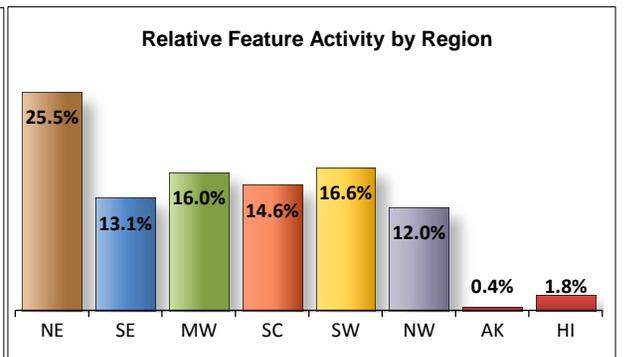
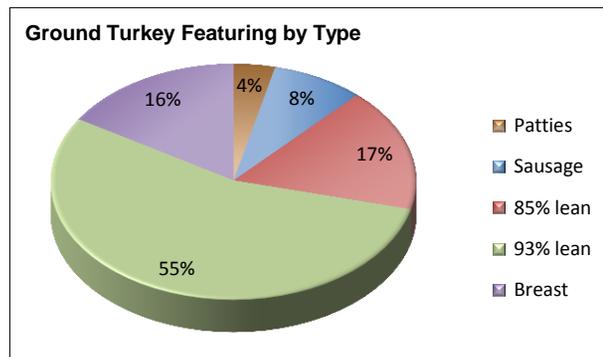
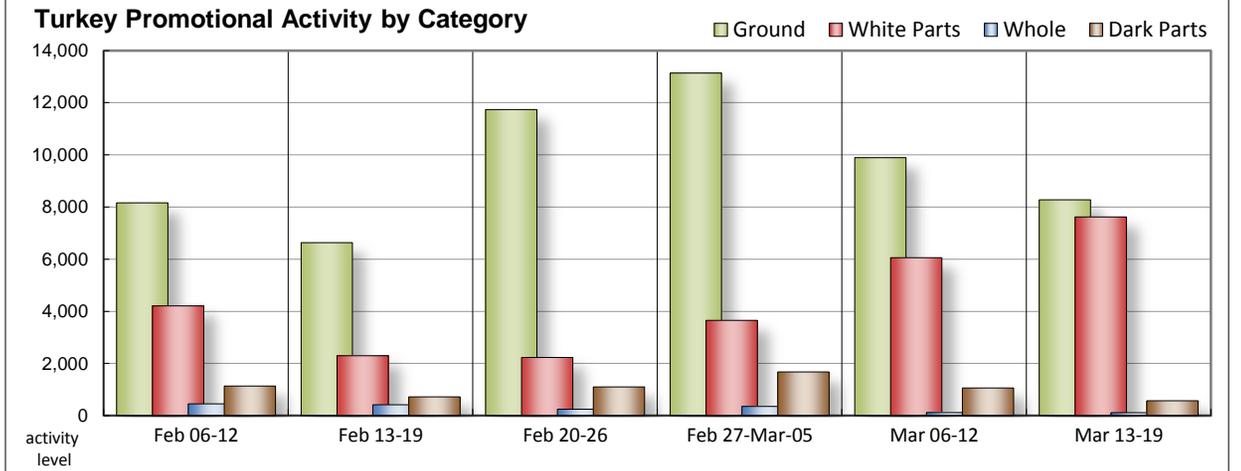
Fri. Mar 13, 2015

(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/}	44.2% of 29,100 outlets		48.4% of 29,100 outlets		48.5% of 22,900 outlets	
Special Rate ^{4/}	0.7%		1.4%		1.1%	
Activity Index ^{2/}	17,388		21,228		18,860	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	54	1.29	56	1.41	320	0.92
" - Toms	54	1.29	56	1.41	310	0.91
PARTS:						
Breast:						
Bone-in, whole						
Fresh	47	2.52			110	2.42
Frozen	5,066	1.60	4,390	1.59	1,610	1.63
Split, bone-in						
Fresh	137	2.10	106	1.99		
Rotisserie	461	8.74	542	7.83	350	7.28
Boneless, whole	188	4.99	47	4.99	20	6.97
Cutlets	884	5.12	571	5.19	230	5.04
Cutlets, thin sliced	188	4.99			10	5.99
Strips			41	4.99		
Tenders	226	4.95	19	4.47	40	4.86
Marinated Tenders	418	4.60	336	4.54	2,150	4.71
Drumsticks	174	1.82	189	1.76	210	1.87
Thighs	137	1.81	106	1.79	130	1.84
Wings	173	1.86	177	1.73	250	2.12
Necks	7	1.79			110	1.73
Smoked Drumsticks	32	2.61	234	2.31	110	2.48
Smoked Wings	26	2.66	255	2.08	10	2.40
Smoked Necks	17	2.49	95	2.22	10	2.40
GROUND TURKEY:	8,272	3.55	9,888	3.33	10,620	3.46
Patties	306	3.84	235	4.28	850	3.50
Sausage	681	3.33	1,244	3.72	620	3.37
85% lean	1,406	2.83	3,288	2.73	2,890	2.55
93% lean	4,535	3.42	4,961	3.54	3,860	3.30
Breast	1,344	4.76	160	4.95	2,400	5.02
Rolls (frsh/frz 1 lb.)	213	2.56	421	2.68	510	2.60
Specialty ^{5/}						
Patties			60	4.44	20	3.99
93-94% lean	545	3.85	3,166	4.37	440	4.11
Breast	69	6.99	473	5.70	1,290	6.50

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

This Week's Turkey Feature Highlights
 Feature activity slows going into the middle of the month. Whole turkey offerings continue to be very light. Frozen bone-in breasts are more actively promoted; prices are slightly higher. Fewer stores offer rotisserie breasts and they will cost consumers much more this week. Offerings increase on white parts, especially on cutlets. Prices are lower on cutlets, mostly higher on the balance of white parts. Dark parts featuring slows; prices are higher. Feature activity declines for conventional and specialty ground turkey. Over half the ads for ground turkey are for 93% lean; prices are lower on most conventional grinds, higher on 85% lean. Deli feature activity increases due to heavy featuring on self-service deli. Fewer stores offer service deli items; thin slicing meats are the most actively promoted item. Self-service deli prices are mostly lower.



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 2.9% of stores w/ no-price promotions Activity Index = 5,152			43.3% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,606			39.1% of 6,100 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 2,947		
	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	33	1.03			
" - Toms	1.69	21	1.69	0.99 - 1.69	33	1.03			
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.49	31	2.49
Frozen	1.58 - 1.99	754	1.70	0.99 - 1.99	1,509	1.59	0.88 - 1.99	1,242	1.57
Split, bone-in									
Fresh							1.99 - 2.49	137	2.10
Rotisserie	7.99	172	7.99	7.99	35	7.99	9.99	28	9.99
Boneless, whole	4.99	188	4.99						
Cutlets	4.99 - 5.99	832	5.13	4.99	3	4.99			
Cutlets, thin sliced	4.99	188	4.99						
Strips									
Tenders	4.99	164	4.99	4.99	2	4.99	4.99	11	4.99
Marinated Tenders	3.99 - 4.53	167	4.52	4.53 - 4.66	119	4.62	3.99 - 4.66	69	4.11
Drumsticks	1.99	17	1.99	1.79	7	1.79	1.79 - 1.89	137	1.81
Thighs							1.79 - 1.89	137	1.81
Wings	1.99	17	1.99	1.79 - 2.79	19	2.42	1.69 - 1.79	137	1.77
Necks				1.79	7	1.79			
Smoked Drumsticks	2.39 - 2.49	23	2.46				2.99	9	2.99
Smoked Wings	2.49	17	2.49				2.99	9	2.99
Smoked Necks	2.49	17	2.49						
GROUND TURKEY:									
Patties	4.00	16	4.00				3.49	11	3.49
Sausage	3.29 - 4.39	162	3.77	2.99 - 3.59	61	3.45	3.59	3	3.59
85% lean	2.66 - 3.33	409	3.14	2.50 - 2.99	87	2.56	2.33 - 3.11	350	2.84
93% lean	2.68 - 4.61	839	3.15	2.99 - 3.53	1,486	3.42	2.79 - 4.61	454	3.56
Breast (99-100% lean)	3.99 - 5.76	732	5.05	5.38	1	5.38	5.00	180	5.00
Rolls (frsh/frz 1 lb.)	1.99	10	1.99	3.39	9	3.39			
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.00	317	3.99	3.58	195	3.58	3.99	2	3.99
Breast	6.99	69	6.99						



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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/}	39.4% of 4,900 sampled outlets			45.2% of 3,800 sampled outlets			44.4% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% 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 = 2,686			Activity Index = 2,217			Activity Index = 662		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.59	16	2.59			
Frozen	1.47 - 1.89	1,058	1.58	1.58 - 1.99	353	1.59	1.58	130	1.58
Split, bone-in									
Fresh									
Rotisserie	7.99	51	7.99	8.99 - 9.99	136	9.53	9.99	39	9.99
Boneless, whole									
Cutlets				4.99	26	4.99	4.99	23	4.99
Cutlets, thin sliced									
Strips									
Tenders				4.79	26	4.79	4.79	23	4.79
Marinated Tenders							5.33	61	5.33
Drumsticks	1.69	13	1.69						
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.69	118	3.69	3.49 - 3.99	161	3.95			
Sausage	3.49 - 4.09	190	3.86	2.45	241	2.45			
85% lean	2.79 - 2.99	281	2.82	2.39 - 3.19	279	2.45			
93% lean	2.99 - 3.50	656	3.43	2.99 - 3.99	793	3.33	3.19 - 4.39	249	4.05
Breast (99-100% lean)	3.99 - 4.79	235	4.08	4.79	48	4.79	3.99 - 4.79	137	4.08
Rolls (frsh/frz 1 lb.)	2.59 - 3.39	61	3.05	2.33	130	2.33			
Specialty ^{5/}									
Patties									
93-94% lean	3.99	23	3.99	4.59	8	4.59			
Breast									



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

	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/}	22.6% of 100 sampled outlets			64.6% 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 = 21			Activity Index = 97			
	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	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	5.33	2	5.33				
Drumsticks							
Thighs							
Wings							
Necks							
Smoked Drumsticks							
Smoked Wings							
Smoked Necks							
GROUND TURKEY:							
Patties							
Sausage				4.69	24	4.69	
85% lean							
93% lean				4.23 - 4.79	58	4.56	
Breast (99-100% lean)	4.61	11	4.61				
Rolls (frsh/frz 1 lb.)				1.89	3	1.89	
Specialty ^{5/}							
Patties							
93-94% lean							
Breast							



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	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		82.4% of 5,500 sampled outlets Activity Index = 16,834			76.1% of 7,400 sampled outlets Activity Index = 14,652		
Feature Rate ^{1/}	71.7% of 29,100 stores		64.5% of 29,100 stores		67.9% of 22,900 stores							
Activity Index ^{2/}	56,008		52,340		45,700							
	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
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,494	7.74	7,606	8.28	5,930	7.61	5.99 - 12.99	1,694	8.05	6.99 - 7.99	1,080	7.00
Private Brand	1,007	7.40	6,668	7.27	2,100	7.48	6.98 - 9.99	518	7.29	6.99	6	6.99
Category 2												
Processor Brand	4,071	6.18	3,558	5.76	3,640	5.64	4.99 - 6.99	1,250	6.28	4.99 - 6.99	598	6.10
Private Brand	5,184	7.26	729	6.02	2,770	6.79	4.99 - 7.99	2,352	7.91	5.99 - 6.99	1,691	6.96
Category 3												
Processor Brand	949	3.82	661	3.83	1,160	4.22	2.99 - 4.47	88	4.00	2.99 - 4.38	290	3.64
Private Brand			57	5.23	60	4.98						
Turkey Ham												
Processor Brand	469	4.35	481	3.74	370	4.21	3.99 - 5.99	353	4.65	4.99	2	4.99
Private Brand												
Turkey Pastrami												
Processor Brand	167	5.12	266	5.22	390	3.82	3.99 - 6.99	167	5.12			
Private Brand	8	2.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,943	7.63	2,799	8.30	2,030	7.57	5.99 - 10.49	2,145	7.51	7.99 - 8.99	3	8.66
Private Brand	2,555	7.54	5,629	7.00	2,640	7.66	7.99 - 8.99	1,520	8.19	6.99	502	6.99
Category 2												
Processor Brand	140	5.40	258	5.85	60	4.98				4.18	24	4.18
Private Brand	292	5.93	119	6.00	10	5.98	4.99	8	4.99	5.99	45	5.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	13,606	3.51	10,235	3.58	6,910	3.11	2.49 - 4.49	2,591	3.45	2.38 - 4.49	3,275	3.55
Private Brand	2,387	3.20	1,353	4.03	3,780	2.89	2.79 - 3.49	748	3.07	2.79 - 3.33	1,358	3.25
Turkey 16 oz												
Processor Brand	2,347	5.51	1,041	5.31	3,360	5.33	3.99 - 5.99	174	5.87	3.99 - 5.50	1,221	5.45
Private Brand												
Chicken 7-10 oz												
Processor Brand	13,074	3.53	9,766	3.60	6,750	3.14	2.49 - 4.49	2,550	3.46	2.49 - 4.49	3,199	3.57
Private Brand	2,315	3.20	1,114	4.15	3,740	2.90	2.79 - 3.49	676	3.07	2.79 - 3.33	1,358	3.25

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)		
	66.3% of 6,100 sampled outlets			77.0% of 4,900 sampled outlets			51.1% of 3,800 sampled outlets			69.1% of 1,300 sampled outlets		
	Activity Index = 10,113			Activity Index = 8,129			Activity Index = 3,889			Activity Index = 2,199		
Feature Rate ^{1/}												
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	513 8.24		5.99 - 8.99	496 7.75		5.99 - 13.99	330 7.69		5.99 - 8.99	381 7.77	
Private Brand	6.99 - 9.99	397 7.32		6.99 - 8.99	86 8.46							
Category 2												
Processor Brand	4.99 - 7.49	1,015 6.44		4.98 - 6.99	788 5.75		5.59 - 6.99	399 6.14		6.99	21 6.99	
Private Brand	4.98 - 6.99	663 6.22		5.99 - 6.99	117 6.81		5.99 - 6.99	361 6.48				
Category 3												
Processor Brand	3.99 - 4.94	129 4.52		3.49 - 4.38	354 3.73		2.99 - 3.99	83 3.50		3.99	5 3.99	
Private Brand												
Turkey Ham												
Processor Brand	3.99	6 3.99		3.59	16 3.59		2.99 - 3.69	92 3.34				
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand	2.99	8 2.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 8.99	338 7.69		5.99 - 8.99	382 8.59		5.99	75 5.99				
Private Brand	6.98 - 8.49	9 7.32		5.99 - 8.49	453 6.24		5.99	2 5.99		5.99	69 5.99	
Category 2												
Processor Brand	4.99 - 5.99	53 5.25		5.99	1 5.99		5.99	62 5.99				
Private Brand	4.99 - 5.99	239 5.95										
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 4.49	2,837 3.28		2.49 - 3.00	2,623 3.51		1.99 - 4.49	1,324 3.77		2.98 - 4.49	872 3.76	
Private Brand	2.98 - 3.59	250 3.26		2.99	7 2.99					3.59	24 3.59	
Turkey 16 oz												
Processor Brand	3.99 - 5.99	570 5.53		4.99 - 5.99	296 5.47		5.99	62 5.99				
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 4.49	2,836 3.28		2.49 - 3.00	2,503 3.54		3.00 - 4.49	1,099 3.92		2.98 - 4.49	803 3.83	
Private Brand	2.98 - 3.59	250 3.26		2.99	7 2.99					3.59	24 3.59	

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/}	32.3% of 100 sampled outlets			59.3% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 82			Activity Index = 110				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
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								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.48 - 5.49	41 4.52		3.48 - 5.49	43 4.74			
Private Brand								
Turkey 16 oz								
Processor Brand				4.99	24 4.99			
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.48 - 5.49	41 4.52		3.48 - 5.49	43 4.74			
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)