



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/10 thru 04/16.

Fri. Apr 10, 2015

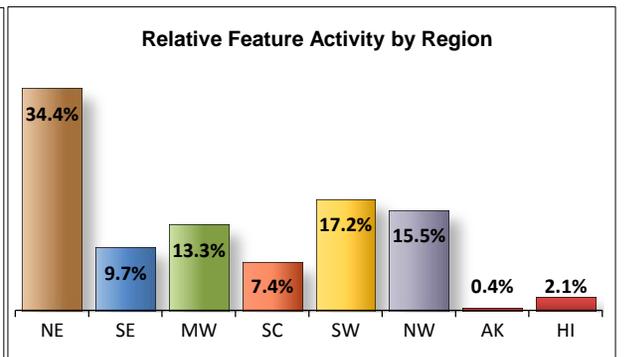
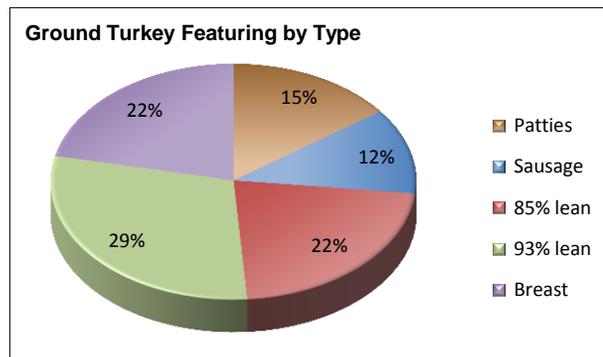
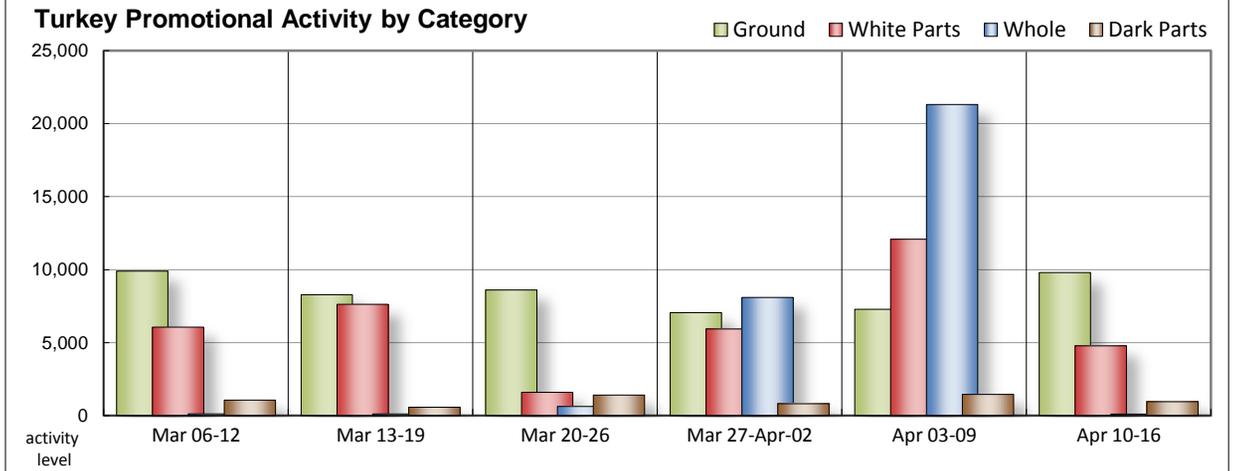
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	38.4% of 29,100 outlets		64.7% of 29,100 outlets		44.7% of 22,900 outlets	
Special Rate ^{4/}	0.6%		4.3%		6.3%	
Activity Index ^{2/}	17,365		42,797		23,270	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	18	1.49	5,684	1.64	1,900	1.53
" - Toms	18	1.49	5,170	1.65	1,870	1.53
Frozen - Hens	31	0.95	5,279	1.28	2,560	1.12
" - Toms	31	0.95	5,165	1.28	2,650	1.13
PARTS:						
Breast:						
Bone-in, whole						
Fresh	5	2.99	1,042	2.64	410	3.48
Frozen	1,861	1.81	9,621	1.65	3,920	1.69
Split, bone-in						
Fresh			106	1.99	10	2.49
Rotisserie	206	7.99	166	7.38	340	8.80
Boneless, whole	57	4.71	114	4.99	110	5.46
Cutlets	713	4.89	802	5.16	140	5.02
Cutlets, thin sliced					230	4.99
Strips	204	4.91				
Tenders	214	4.91	61	4.49	130	3.83
Marinated Tenders	1,510	4.74	161	4.53	120	4.35
Drumsticks	106	1.79	313	1.81	110	2.21
Thighs	106	1.79	17	2.29	70	2.25
Wings	137	1.76	314	1.78	130	2.56
Necks	106	1.79	291	1.79		
Smoked Drumsticks	154	2.05	214	2.25	210	1.99
Smoked Wings	174	2.04	223	2.24	150	1.99
Smoked Necks	163	2.04	73	2.11		
GROUND TURKEY:	9,791	3.67	7,275	3.53	6,170	3.23
Patties	1,464	3.56	398	3.48	460	3.91
Sausage	1,158	3.60	652	3.56	450	3.59
85% lean	2,158	2.79	1,595	2.91	2,680	2.73
93% lean	2,890	3.49	4,024	3.63	1,900	3.32
Breast	2,121	4.91	606	4.50	680	4.66
Rolls (frsh/frz 1 lb.)	140	2.85	389	3.16	490	2.76
Specialty ^{5/}						
Patties	6	3.99	5	1.99	10	4.99
93-94% lean	901	4.37	312	4.16	180	4.14
Breast	713	6.08			1,360	5.99

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

This Week's Turkey Feature Highlights

Feature activity sharply declines this week. Viewings of whole bird are almost non-existent, patiently waiting for fall to gain the visibility as seen in the previous week. Bone-in breast offerings sharply decrease. When found, prices are higher. Rotisserie breasts see a slight increase in offerings; prices are higher. Marinated tenders garner the most viewing of the white parts. Weighted average prices are lower for whole boneless breasts and higher for the balance of white items. Dark parts are offered less; prices are mixed. Grind activity increases this week allowing plenty of opportunities to fire up the grill while enjoying the moderate Spring weather. Of the grind offerings, 93% lean is the leader followed by ground breast and 85% lean. Prices trend lower for rolls, 85%, and 93% lean; higher for the remainder of grinds. Deli activity declines. Private label promotions increase due to greater offerings of thin slicing meats and self-service. Average price levels trend higher for both processor and private label whole muscle and reformed muscle meats.



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/}	61.1% of 5,500 sampled outlets 0.3% of stores w/ no-price promotions Activity Index = 7,229			34.5% of 7,400 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 2,777			27.3% of 6,100 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 2,530		
	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	18	1.49						
" - Toms	1.49	18	1.49						
Frozen - Hens							0.95	31	0.95
" - Toms							0.95	31	0.95
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	5	2.99						
Frozen	1.47 - 2.49	253	1.81	1.49 - 1.97	738	1.84	1.49 - 1.99	649	1.79
Split, bone-in									
Fresh									
Rotisserie	7.99	163	7.99	7.99	35	7.99			
Boneless, whole	4.99	41	4.99						
Cutlets	4.99 - 5.49	462	5.14	4.99	1	4.99	3.99 - 4.49	194	4.45
Cutlets, thin sliced									
Strips	4.99	188	4.99						
Tenders	4.99 - 5.69	181	5.06	4.99	2	4.99	3.99 - 4.99	15	4.06
Marinated Tenders	4.66	271	4.66	4.66 - 5.32	1,197	4.77	4.66	3	4.66
Drumsticks							1.79	106	1.79
Thighs							1.79	106	1.79
Wings	1.69	21	1.69	1.59	10	1.59	1.79	106	1.79
Necks							1.79	106	1.79
Smoked Drumsticks	1.99 - 2.49	154	2.05						
Smoked Wings	1.99 - 2.49	165	2.04	1.99	9	1.99			
Smoked Necks	1.99 - 2.49	154	2.05	1.99	9	1.99			
GROUND TURKEY:									
Patties	2.99 - 4.99	1,123	3.55	2.99 - 3.99	70	3.02	3.99 - 4.00	20	3.99
Sausage	2.63 - 4.09	719	3.55	2.99 - 3.99	96	3.90	2.99 - 4.69	191	3.62
85% lean	2.30 - 3.33	882	2.90	2.33 - 3.39	99	2.78	2.39 - 3.33	185	2.77
93% lean	3.06 - 3.99	753	3.51	2.49 - 3.99	363	3.10	2.99 - 3.99	474	3.44
Breast (99-100% lean)	4.61 - 5.38	704	4.84	4.61 - 5.38	43	4.63	4.16 - 5.19	56	4.47
Rolls (frsh/frz 1 lb.)							3.00	79	3.00
Specialty ^{5/}									
Patties	3.99	6	3.99						
93-94% lean	3.99 - 4.99	756	4.26	4.99	2	4.99	4.79 - 4.99	135	4.96
Breast	5.19 - 5.99	192	5.54	5.19 - 5.99	103	5.52	5.99 - 6.49	43	6.19



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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/}	19.5% of 4,900 sampled outlets			48.9% of 3,800 sampled outlets			57.6% of 1,300 sampled outlets		
Special Rate ^{4/}	2.1% 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 = 1,419			Activity Index = 2,381			Activity Index = 887		
	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									
Frozen	1.69 - 1.79	175	1.79	1.79 - 1.99	22	1.84	1.79	24	1.79
Split, bone-in									
Fresh									
Rotisserie	7.99	8	7.99						
Boneless, whole	3.99	16	3.99						
Cutlets	3.99 - 4.49	56	4.35						
Cutlets, thin sliced									
Strips	3.99	16	3.99						
Tenders	3.99	16	3.99						
Marinated Tenders							4.65	39	4.65
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.99 - 3.50	90	3.44	3.49 - 3.99	133	3.89	3.49	28	3.49
Sausage	2.91 - 3.49	106	3.10	3.49	12	3.49			
85% lean	2.66 - 2.99	276	2.94	2.39 - 3.19	610	2.58	2.33 - 2.99	104	2.85
93% lean	3.19 - 3.99	262	3.86	3.19 - 3.99	737	3.39	3.18 - 4.39	277	3.86
Breast (99-100% lean)	4.16 - 5.19	225	5.07	4.79 - 5.19	606	4.95	4.78 - 5.58	405	4.83
Rolls (frsh/frz 1 lb.)	2.59 - 2.79	52	2.69	2.50	9	2.50			
Specialty ^{5/}									
Patties									
93-94% lean				4.59	8	4.59			
Breast	6.49	121	6.49	6.49	244	6.49	6.49	10	6.49



(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/}	24.7% of 100 sampled outlets			75.2% 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 = 23			Activity Index = 119		
	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				5.49	34	5.49
85% lean	2.99	2	2.99			
93% lean				4.23	24	4.23
Breast (99-100% lean)	5.59	21	5.59	5.59	61	5.59
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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(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		81.1% of 5,500 sampled outlets Activity Index = 12,470			67.2% of 7,400 sampled outlets Activity Index = 10,613		
Feature Rate ^{1/}	71.0% of 29,100 stores		73.9% of 29,100 stores		77.6% of 22,900 stores							
Activity Index ^{2/}	47,063		49,282		47,990							
	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	4,495	8.54	5,144	8.25	4,030	7.72	5.99 - 12.99	1,256	8.32	6.99 - 8.99	1,117	8.47
Private Brand	1,925	8.23	6,055	7.32	1,950	7.03	7.99 - 9.99	1,148	8.00	7.99	2	7.99
Category 2												
Processor Brand	3,561	6.15	2,200	5.99	3,920	5.79	4.99 - 6.99	1,034	6.29	4.98 - 6.99	509	6.04
Private Brand	4,387	6.72	858	6.58	7,280	7.23	5.99 - 7.49	959	6.66	4.99 - 6.99	833	6.95
Category 3												
Processor Brand	1,103	3.92	716	3.88	1,230	4.14	3.59 - 4.47	249	4.02	3.48 - 4.69	187	4.14
Private Brand	33	4.31	76	5.38	60	4.71	3.99 - 4.99	25	4.63			
Turkey Ham												
Processor Brand	660	3.54	249	3.56	570	4.28	3.29 - 6.49	374	3.56	3.99	2	3.99
Private Brand												
Turkey Pastrami												
Processor Brand	198	5.09	199	5.39	390	4.02	3.99 - 4.99	111	4.94			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,798	8.38	2,997	7.95	3,640	6.87	6.49 - 10.49	1,304	8.08	5.99 - 9.49	302	8.73
Private Brand	481	8.33	233	7.63	2,150	7.43	6.98 - 8.99	456	8.32			
Category 2												
Processor Brand	120	4.72	444	5.75	280	5.77	4.49	72	4.49			
Private Brand	1,162	6.47	185	5.91	70	6.33			6.99	502	6.99	
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,805	3.52	14,435	3.50	7,800	3.12	2.99 - 4.49	1,306	3.55	2.00 - 4.49	2,362	3.40
Private Brand	3,007	3.06	354	3.24	2,740	2.67	2.79 - 3.50	1,214	3.05	2.79 - 3.50	579	3.16
Turkey 16 oz												
Processor Brand	4,832	5.49	492	5.19	1,550	4.79	3.99 - 5.99	577	5.64	5.48 - 5.99	1,300	5.56
Private Brand					80	5.99						
Chicken 7-10 oz												
Processor Brand	7,518	3.55	14,291	3.50	7,510	3.11	2.99 - 4.49	1,171	3.62	2.00 - 4.49	2,339	3.41
Private Brand	2,978	3.07	354	3.24	2,740	2.67	2.79 - 3.50	1,214	3.05	2.79 - 3.50	579	3.16

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

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/10 thru 04/16.

(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)		
	68.3% of 6,100 sampled outlets			69.0% of 4,900 sampled outlets			69.1% of 3,800 sampled outlets			81.0% of 1,300 sampled outlets		
	Activity Index = 9,576			Activity Index = 6,952			Activity Index = 5,131			Activity Index = 2,167		
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	5.99 - 10.99	694	8.04	6.99 - 8.99	468	8.67	7.99 - 13.99	719	9.32	7.49 - 9.99	241	8.83
Private Brand	7.99 - 11.99	173	9.43	6.99 - 9.99	402	8.02	8.49 - 9.99	152	9.10	7.49 - 8.49	37	8.17
Category 2												
Processor Brand	4.98 - 6.99	835	5.97	5.99 - 6.99	561	6.14	4.99 - 5.99	340	5.97	4.99 - 6.99	279	6.52
Private Brand	5.48 - 6.99	1,385	6.48	5.00 - 6.99	790	6.80	5.99 - 7.99	299	6.80	7.49	121	7.49
Category 3												
Processor Brand	3.59 - 4.94	154	4.26	3.98 - 4.38	114	4.06	2.77 - 3.99	381	3.58	3.98	18	3.98
Private Brand	3.29	8	3.29									
Turkey Ham												
Processor Brand	3.49 - 3.99	21	3.87	3.59 - 3.98	37	3.75	2.69 - 3.99	226	3.44			
Private Brand												
Turkey Pastrami												
Processor Brand	3.99 - 6.99	74	5.51	3.98	13	3.98						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.49	424	7.61	8.99	160	8.99	7.99 - 11.99	273	9.06	7.99 - 10.99	331	9.39
Private Brand	8.49	2	8.49	8.49	23	8.49						
Category 2												
Processor Brand	4.99 - 5.58	48	5.08									
Private Brand	5.99 - 6.00	528	5.99	5.99 - 6.99	132	6.41						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 4.49	1,478	3.14	1.99 - 2.79	1,168	3.63	1.99 - 4.49	1,032	3.87	2.69 - 4.49	432	4.07
Private Brand	2.99 - 3.59	474	3.13	2.50 - 3.00	441	2.83	2.49 - 3.00	203	2.93	3.00 - 3.59	65	3.05
Turkey 16 oz												
Processor Brand	4.99 - 5.99	1,373	5.39	4.99 - 5.99	1,072	5.45	5.48	344	5.48	4.99 - 5.48	146	5.43
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 4.49	1,431	3.15	1.99 - 3.00	1,130	3.68	2.50 - 4.49	988	3.96	2.69 - 4.49	432	4.07
Private Brand	2.99 - 3.59	474	3.13	2.50 - 3.00	441	2.83	3.00	174	3.00	3.00 - 3.59	65	3.05

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 ^{1/}	54.8% of 100 sampled outlets			38.1% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 80			Activity Index = 74				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand	8.49	11 8.49						
Category 2								
Processor Brand	6.98	3 6.98						
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	7.99	4 7.99						
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand				5.49	27 5.49			
Private Brand	3.59 - 5.49	27 5.10		3.00	4 3.00			
Turkey 16 oz								
Processor Brand	5.48	8 5.48		5.48	12 5.48			
Private Brand								
Chicken 7-10 oz								
Processor Brand				5.49	27 5.49			
Private Brand	3.59 - 5.49	27 5.10		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)