



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/17 thru 04/23.

Fri. Apr 17, 2015

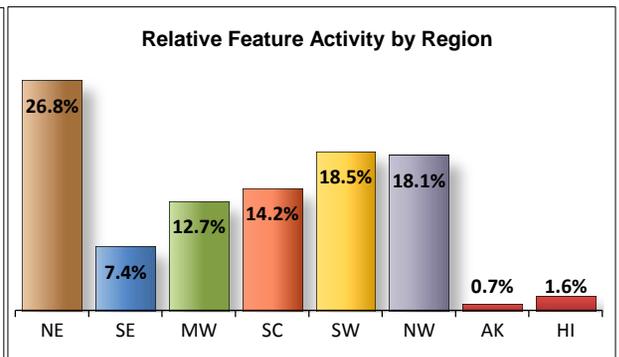
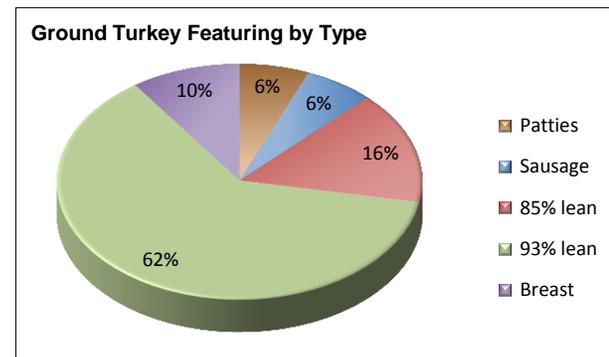
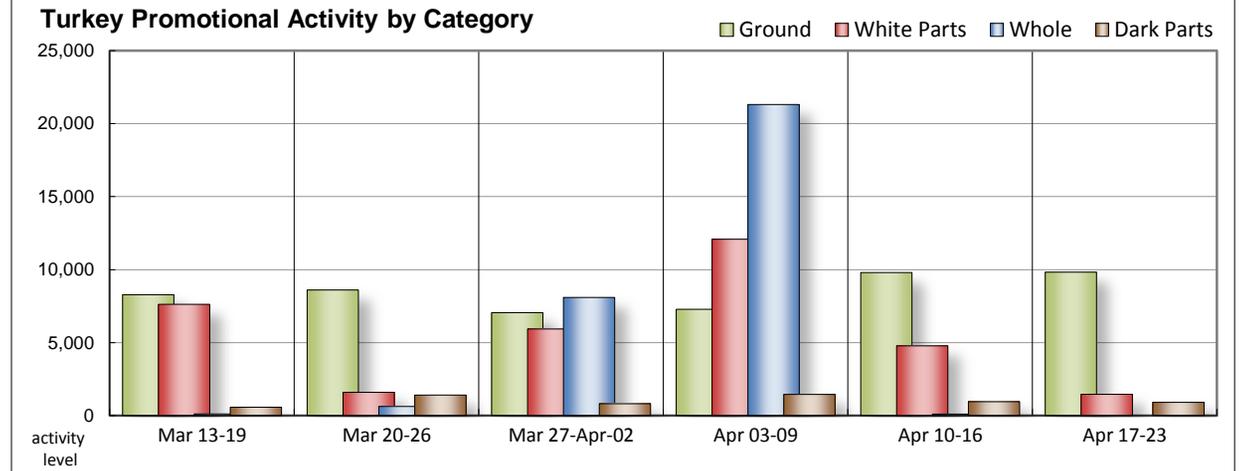
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	32.5% of 29,100 outlets		38.4% of 29,100 outlets		75.1% of 22,900 outlets	
Special Rate ^{4/}	1.7%		0.6%		1.7%	
Activity Index ^{2/}	15,055		17,365		52,610	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			18	1.49	8,550	1.70
" - Toms			18	1.49	7,410	1.70
Frozen - Hens			31	0.95	6,040	1.20
" - Toms			31	0.95	5,540	1.13
PARTS:						
Breast:						
Bone-in, whole						
Fresh			5	2.99	2,690	2.61
Frozen	621	1.68	1,861	1.81	10,820	1.58
Split, bone-in						
Fresh	106	1.99				
Rotisserie	72	5.99	206	7.99	1,850	8.93
Boneless, whole			57	4.71	20	4.99
Cutlets	560	5.42	713	4.89	110	5.02
Cutlets, thin sliced						
Strips			204	4.91		
Tenders			214	4.91	10	4.79
Marinated Tenders	93	4.40	1,510	4.74	380	4.18
Drumsticks	250	2.10	106	1.79	220	1.76
Thighs	213	2.14	106	1.79	270	1.79
Wings	247	2.09	137	1.76	260	2.06
Necks	107	2.49	106	1.79	20	1.73
Smoked Drumsticks	34	2.50	154	2.05	210	2.34
Smoked Wings	25	2.33	174	2.04	220	2.16
Smoked Necks	26	2.66	163	2.04	210	1.99
GROUND TURKEY:	9,817	3.55	9,791	3.67	7,250	3.77
Patties	610	3.51	1,464	3.56	310	4.00
Sausage	609	3.77	1,158	3.60	1,220	3.41
85% lean	1,524	2.81	2,158	2.79	1,210	2.72
93% lean	6,114	3.53	2,890	3.49	1,960	3.29
Breast	960	4.75	2,121	4.91	2,550	5.07
Rolls (frsh/frz 1 lb.)	703	2.78	140	2.85	220	2.99
Specialty ^{5/}						
Patties	39	4.19	6	3.99		
93-94% lean	2,126	4.61	901	4.37	310	4.31
Breast	16	6.30	713	6.08		

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

This Week's Turkey Feature Highlights

This week, feature activity decreases. Whole bird offers are non-existent as retailers focus their attention on proteins associated with warmer weather. Offerings of bone-in breasts decrease as do their prices. Rotisserie breast offers are barely visible. White parts are seen less often as we enter the last half of the month. Cutlets garner the most circular space; values are lower. Fresh and smoked dark parts increase in both offerings and average price. Looking for a reason to fire up the grill this weekend, grind activity increases with 93% lean heavily featured. Promotional activity increases for 93-94% lean specialty as well. Pricing trends lower for patties, ground breast, and rolls; higher for all specialty grinds, sausage, 85% and 93% lean. Deli activity increases slightly due to a larger volume of processor label offerings. Prices decline for processor and private label thick slicing meats and are mixed for the remainder 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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	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/}	53.9% of 5,500 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 5,098			21.1% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,916			27.0% of 6,100 sampled outlets 2.2% of stores w/ no-price promotions Activity Index = 2,202		
	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	1.49 - 1.99	291	1.87	1.59 - 1.99	117	1.59	0.99 - 1.59	133	1.46
Split, bone-in									
Fresh							1.99	106	1.99
Rotisserie	5.99	72	5.99						
Boneless, whole									
Cutlets	4.99 - 5.99	513	5.49	4.59 - 5.49	11	4.75	5.49	1	5.49
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33	18	5.33				4.66	21	4.66
Drumsticks	1.69 - 1.99	32	1.79	1.69	2	1.69	1.79	106	1.79
Thighs							1.79	106	1.79
Wings	1.69 - 1.99	32	1.79	1.69	2	1.69	1.79	106	1.79
Necks									
Smoked Drumsticks	1.99 - 2.49	25	2.33				2.99	9	2.99
Smoked Wings	1.99 - 2.49	25	2.33						
Smoked Necks	2.49	17	2.49				2.99	9	2.99
GROUND TURKEY:									
Patties	2.99 - 3.99	234	3.12	2.99 - 3.49	69	3.14			
Sausage	3.59 - 3.84	414	3.76	3.49 - 3.83	52	3.63	3.27 - 3.99	116	3.94
85% lean	2.39 - 3.07	325	2.86	2.40 - 2.99	36	2.74	2.33 - 3.19	565	2.76
93% lean	3.07 - 3.99	1,873	3.45	2.91 - 3.85	1,336	3.48	2.99 - 4.00	504	3.31
Breast (99-100% lean)	4.61 - 5.49	341	5.24	5.49	2	5.49	4.58 - 5.49	202	4.97
Rolls (frsh/frz 1 lb.)	3.00	161	3.00				1.89 - 3.00	189	2.36
Specialty ^{5/}									
Patties	4.99	18	4.99				3.50	21	3.50
93-94% lean	3.99 - 5.00	691	4.16	3.98 - 5.00	289	4.18	5.00	8	5.00
Breast	5.99 - 6.99	16	6.30						



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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/}	28.0% of 4,900 sampled outlets			29.3% of 3,800 sampled outlets			56.3% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			7.9% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,459			Activity Index = 2,321			Activity Index = 938		
	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	1.44 - 1.49	80	1.48						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	4.59	35	4.59						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				3.99	26	3.99	3.99	28	3.99
Drumsticks				2.49	110	2.49			
Thighs				2.49	107	2.49			
Wings				2.49	107	2.49			
Necks				2.49	107	2.49			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.49 - 3.69	190	3.61	3.49	26	3.49	3.49 - 4.99	89	4.55
Sausage	2.80	15	2.80				3.99	12	3.99
85% lean	2.33 - 3.19	254	2.55	2.79 - 3.19	253	3.03	2.79 - 3.19	89	3.09
93% lean	2.91 - 3.49	1,048	3.49	3.19 - 4.00	668	3.82	3.19 - 4.00	568	3.64
Breast (99-100% lean)	3.99	210	3.99	4.79 - 5.99	79	4.91	3.27 - 4.39	126	4.20
Rolls (frsh/frz 1 lb.)	2.59 - 2.99	278	2.93	1.99 - 2.99	59	2.80	2.99	16	2.99
Specialty ^{5/}									
Patties									
93-94% lean	5.00	349	5.00	5.00	779	5.00	5.00	10	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)			
Feature Rate ^{1/}	36.6% 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 = 36			Activity Index = 85			
	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	4.99	2	4.99				
Sausage							
85% lean	3.19	2	3.19				
93% lean	3.99 - 4.80	32	4.52	4.23 - 4.80	85	4.51	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean							
Breast							



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Fri. Apr 17, 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		74.7% of 5,500 sampled outlets			66.7% of 7,400 sampled outlets		
Feature Rate ^{1/}	60.0% of 29,100 stores		71.0% of 29,100 stores		62.0% of 22,900 stores		Activity Index = 14,448			Activity Index = 13,425		
Activity Index ^{2/}	47,422		47,063		38,450		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						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,151	8.29	4,495	8.54	5,660	8.06	6.98 - 10.79	1,707	8.13	6.99 - 10.79	517	8.90
Private Brand	1,464	7.99	1,925	8.23	2,010	6.66	6.98 - 9.49	208	7.74	7.99	1,085	7.99
Category 2												
Processor Brand	4,609	6.30	3,561	6.15	3,000	5.76	4.99 - 6.99	1,804	6.41	4.99 - 6.99	570	6.69
Private Brand	1,908	6.22	4,387	6.72	4,350	7.07	4.99 - 6.99	944	5.72	4.99 - 6.99	160	6.92
Category 3												
Processor Brand	1,120	3.88	1,103	3.92	700	4.26	3.99 - 4.99	169	4.19	2.97 - 4.38	131	4.02
Private Brand	569	5.91	33	4.31	120	5.87	4.97 - 5.99	119	5.69	5.99	42	5.99
Turkey Ham												
Processor Brand	413	4.34	660	3.54	280	3.81	3.99 - 4.99	307	4.73	4.99	2	4.99
Private Brand												
Turkey Pastrami												
Processor Brand	218	4.64	198	5.09	70	5.28	3.99 - 4.99	174	4.78			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	4,240	7.53	2,798	8.38	2,000	7.45	5.77 - 10.49	1,292	7.69	5.99 - 7.99	1,763	7.41
Private Brand	2,408	7.50	481	8.33	940	7.49	6.99 - 7.99	2,176	7.55			
Category 2												
Processor Brand	312	5.79	120	4.72	170	4.92	5.99	6	5.99			
Private Brand	72	4.99	1,162	6.47	150	5.99	4.99	72	4.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	9,458	3.29	7,805	3.52	7,650	3.06	2.49 - 4.29	2,097	3.35	1.96 - 3.99	3,412	3.19
Private Brand	2,501	3.10	3,007	3.06	1,420	2.88	2.99 - 3.50	671	3.26	2.79 - 3.50	301	3.36
Turkey 16 oz												
Processor Brand	1,765	5.88	4,832	5.49	1,240	5.02	5.99	21	5.99	5.99	949	5.99
Private Brand	1,083	4.50								4.50	1,083	4.50
Chicken 7-10 oz												
Processor Brand	9,065	3.31	7,518	3.55	7,330	3.06	2.49 - 4.29	2,088	3.35	2.49 - 3.99	3,323	3.21
Private Brand	2,066	3.07	2,978	3.07	1,360	2.88	2.99 - 3.50	593	3.22	2.79 - 3.50	87	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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	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)		
	49.2% of 6,100 sampled outlets			48.6% of 4,900 sampled outlets			55.1% of 3,800 sampled outlets			71.4% of 1,300 sampled outlets		
	Activity Index = 6,999			Activity Index = 5,405			Activity Index = 5,351			Activity Index = 1,524		
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	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5.99 - 9.99	719	7.81	6.99 - 8.59	283	8.10	6.99 - 13.99	811	8.77	7.99	78	7.99
Private Brand	6.98 - 10.49	80	8.46	6.99 - 9.49	86	8.19	7.99	5	7.99			
Category 2												
Processor Brand	4.99 - 6.99	1,076	6.12	4.99 - 6.49	399	5.88	5.99 - 6.99	244	6.67	5.99	516	5.99
Private Brand	4.99 - 6.99	357	6.73	4.99 - 6.99	145	5.68	6.99	246	6.99	6.48	8	6.48
Category 3												
Processor Brand	3.69 - 5.00	221	4.60	3.49 - 4.38	298	3.66	2.77 - 3.99	284	3.21	4.99 - 5.99	17	5.28
Private Brand	3.49	5	3.49	5.99	114	5.99	5.99	289	5.99			
Turkey Ham												
Processor Brand	2.99 - 3.99	17	3.64				2.79 - 3.49	87	3.12			
Private Brand												
Turkey Pastrami												
Processor Brand	2.99 - 4.48	26	4.14							3.98	18	3.98
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 8.99	499	7.39	5.99 - 8.49	377	7.34	7.49 - 11.99	261	8.08	7.49 - 7.99	48	7.75
Private Brand	6.98 - 7.49	232	7.02									
Category 2												
Processor Brand	4.49 - 5.99	90	5.28	5.99	58	5.99	5.99	77	5.99	5.99	81	5.99
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.98 - 3.99	1,328	2.88	2.00 - 3.59	1,389	3.29	2.49 - 3.99	915	3.94	2.49 - 3.99	235	3.28
Private Brand	2.50 - 3.50	463	3.04	2.79 - 3.00	453	2.83	2.79 - 3.50	455	3.07	2.79 - 3.29	147	2.99
Turkey 16 oz												
Processor Brand	4.99 - 5.99	385	5.36	5.49 - 6.99	103	6.44	5.99	307	5.99			
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.98 - 3.99	1,181	2.86	2.00 - 3.59	1,247	3.36	2.49 - 3.99	915	3.94	2.49 - 3.99	229	3.29
Private Brand	2.79 - 3.50	320	3.15	2.79 - 3.00	453	2.83	2.79 - 3.50	455	3.07	2.79 - 3.29	147	2.99

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/}	36.6% of 100 sampled outlets			54.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 87			Activity Index = 183				
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg		
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.99	2	7.99	7.49	34	7.49		
Private Brand								
Category 2								
Processor Brand								
Private Brand	6.99	21	6.99	7.99	27	7.99		
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	4.99	21	4.99	4.69 - 4.99	61	4.82		
Private Brand	3.49	11	3.49					
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.99	21	4.99	4.69 - 4.99	61	4.82		
Private Brand	3.49	11	3.49					

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)