



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/24 thru 04/30.**

Fri. Apr 24, 2015

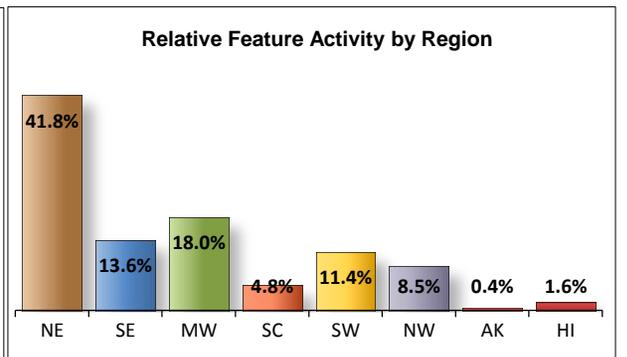
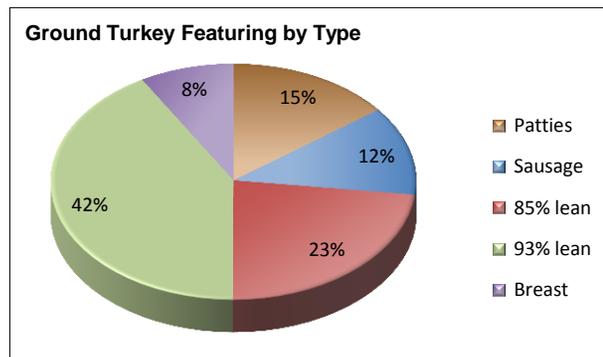
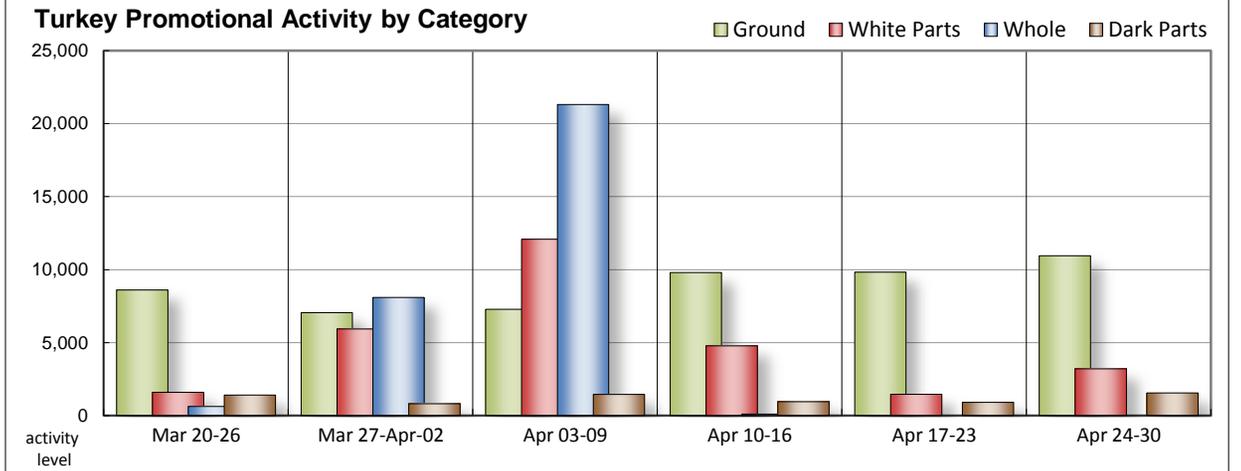
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>34.6% of 29,100 outlets</b>		<b>32.5% of 29,100 outlets</b>		<b>44.2% of 22,900 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>0.6%</b>		<b>1.7%</b>		<b>3.0%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>17,747</b>		<b>15,055</b>		<b>17,630</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					60	1.39
" - Toms					60	1.39
Frozen - Hens					60	0.99
" - Toms					60	0.99
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					60	2.99
Frozen	645	1.68	621	1.68	1,770	1.50
Split, bone-in						
Fresh	106	1.99	106	1.99		
Rotisserie	305	8.81	72	5.99	310	9.43
Boneless, whole	22	5.38			190	5.85
Cutlets	918	4.96	560	5.42	630	4.04
Cutlets, thin sliced						
Strips						
Tenders	875	4.93			600	4.06
Marinated Tenders	326	4.44	93	4.40	1,550	5.07
Drumsticks	343	2.20	250	2.10	380	1.65
Thighs	326	2.23	213	2.14	10	1.69
Wings	373	2.20	247	2.09	250	1.63
Necks	12	1.75	107	2.49	10	1.69
Smoked Drumsticks	177	2.35	34	2.50	140	2.02
Smoked Wings	180	2.38	25	2.33	150	1.99
Smoked Necks	135	2.40	26	2.66	40	1.91
<b>GROUND TURKEY:</b>	<b>10,940</b>	<b>3.42</b>	<b>9,817</b>	<b>3.55</b>	<b>8,390</b>	<b>3.55</b>
Patties	1,606	3.64	610	3.51	990	4.05
Sausage	1,342	3.65	609	3.77	1,660	3.59
85% lean	2,530	2.69	1,524	2.81	1,060	2.80
93% lean	4,540	3.39	6,114	3.53	3,770	3.33
Breast	922	4.85	960	4.75	910	4.67
Rolls (frsh/frz 1 lb.)	526	2.57	703	2.78	180	2.27
<b>Specialty</b> <sup>5/</sup>						
Patties			39	4.19	330	4.98
93-94% lean	1,335	3.97	2,126	4.61	740	4.28
Breast	203	6.99	16	6.30	1,660	6.38

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

**This Week's Turkey Feature Highlights**

Feature activity increases this week. Whole bird offers remain absent from circulars, patiently waiting for later in the year. Offerings of bone-in breasts increase slightly; price levels remain steady. Rotisserie breast offers see an increase in both viewings and prices. Cutlets, tenders, and marinated tenders are seen more often. You will have to pay more although. Dark part featuring increases for fresh and smoked. Pricing is lower for necks, higher for the balance of dark parts. Grind promotions increase due to greater offerings of patties, sausage and 85% lean. Average values are lower for sausage, 85% and 93% lean; higher for the balance of grinds. Deli activity increases due to retailers promoting processor and private label whole meats, along with value pack processor label self-service deli items. 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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Fri. Apr 24, 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>	63.3% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,115			41.4% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,596			23.6% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,181		
	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 - 1.99	179	1.72	1.41 - 1.59	79	1.47	1.19 - 1.99	118	1.62
Split, bone-in									
Fresh							1.99	106	1.99
Rotisserie	6.99 - 8.99	79	7.14	6.99	21	6.99	6.99	3	6.99
Boneless, whole	4.99 - 5.49	22	5.38						
Cutlets	4.49 - 6.35	749	4.95	4.49 - 4.99	94	4.67			
Cutlets, thin sliced									
Strips									
Tenders	4.79 - 4.99	633	4.97	4.79 - 4.99	56	4.92	4.79 - 4.99	4	4.84
Marinated Tenders	4.26 - 5.33	236	4.61	4.79	1	4.79			
Drumsticks							1.79 - 2.39	293	2.19
Thighs							1.89 - 2.39	286	2.20
Wings	1.69	21	1.69	1.69 - 2.79	14	2.63	1.79 - 2.39	293	2.19
Necks							1.79	7	1.79
Smoked Drumsticks	1.99 - 2.49	145	2.37	2.39	21	2.39	1.99	11	1.99
Smoked Wings	2.39 - 2.49	134	2.40	2.39 - 2.49	35	2.43	1.99	11	1.99
Smoked Necks	2.39 - 2.49	134	2.40	2.39	1	2.39			
<b>GROUND TURKEY:</b>									
Patties	2.99 - 4.99	1,353	3.66	2.99 - 3.99	154	3.69	2.99 - 3.99	87	3.29
Sausage	3.19 - 3.99	1,039	3.61	3.19 - 3.99	29	3.50	2.99 - 4.09	220	4.00
85% lean	2.33 - 3.33	672	2.78	2.39 - 3.33	1,166	2.46	2.39 - 3.29	394	3.01
93% lean	2.68 - 3.84	1,190	3.41	2.69 - 3.50	1,631	3.14	2.69 - 3.99	662	3.55
Breast (99-100% lean)	4.79 - 5.76	326	5.26	4.99	21	4.99	4.16 - 5.00	416	4.61
Rolls (frsh/frz 1 lb.)	2.99	108	2.99				1.50 - 2.50	243	2.44
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.50 - 4.79	892	3.75	3.50 - 4.98	273	4.64	4.50	27	4.50
Breast	6.99	203	6.99						



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(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>	12.7% of 4,900 sampled outlets			30.8% of 3,800 sampled outlets			19.9% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			4.6% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 841			Activity Index = 1,454			Activity Index = 452		
	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>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	1.19 - 1.79	84	1.64	1.79 - 1.99	185	1.80			
Split, bone-in									
Fresh									
Rotisserie	9.99	5	9.99	9.99	74	9.99	6.99 - 9.99	121	9.47
Boneless, whole									
Cutlets				5.45	26	5.45	5.45	49	5.45
Cutlets, thin sliced									
Strips									
Tenders				4.79	133	4.79	4.79	49	4.79
Marinated Tenders				3.99	48	3.99	3.92 - 3.99	41	3.98
Drumsticks	2.39	40	2.39	1.69	10	1.69			
Thighs	2.39	40	2.39						
Wings	2.39	40	2.39	1.69	5	1.69			
Necks				1.69	5	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				3.49	12	3.49			
Sausage	2.99	54	2.99						
85% lean	2.49 - 2.95	133	2.80	2.99 - 3.19	145	3.01	3.19	20	3.19
93% lean	3.43 - 3.99	144	3.75	2.99 - 4.00	736	3.47	4.39	105	4.39
Breast (99-100% lean)	4.16	40	4.16	4.79	48	4.79	4.79	37	4.79
Rolls (frsh/frz 1 lb.)	2.50 - 2.79	121	2.46	2.49	26	2.49	2.49 - 2.99	28	2.58
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99	140	3.99	3.99	1	3.99	3.99	2	3.99
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>	24.7% of 100 sampled outlets			75.2% 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 = 23			Activity Index = 85		
	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						
Split, bone-in						
Fresh						
Rotisserie	9.99	2	9.99			
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						
Sausage						
85% lean						
93% lean	4.80	21	4.80	4.23 - 4.80	51	4.53
Breast (99-100% lean)				4.79	34	4.79
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
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 04/24 thru 04/30.

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

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	62.8% of 29,100 stores		60.0% of 29,100 stores		68.4% of 22,900 stores		82.6% of 5,500 sampled outlets			66.5% of 7,400 sampled outlets		
Activity Index <sup>2/</sup>	48,030		47,422		49,900		Activity Index = 13,692			Activity Index = 10,033		
	Stores	Wtd Avg	Stores	Wtd Avg	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	4,205	8.41	4,151	8.29	4,180	7.79	6.99 - 12.99	1,591	8.16	6.99 - 9.99	610	8.87
Private Brand	2,227	8.00	1,464	7.99	3,510	7.66	6.99 - 9.99	1,472	7.84	7.99 - 9.99	434	8.00
<b>Category 2</b>												
Processor Brand	3,738	6.01	4,609	6.30	4,500	6.08	4.99 - 6.99	1,470	6.09	4.99 - 6.99	143	6.16
Private Brand	1,241	6.20	1,908	6.22	6,300	6.88	5.48 - 6.99	446	6.54	5.88 - 6.99	56	6.05
<b>Category 3</b>												
Processor Brand	880	3.80	1,120	3.88	1,420	4.18	3.33 - 4.47	461	3.88	3.99	2	3.99
Private Brand	1,129	4.98	569	5.91	40	3.99	4.99	110	4.99	4.99	1,002	4.99
<b>Turkey Ham</b>												
Processor Brand	737	4.22	413	4.34	320	3.75	3.49 - 5.99	571	4.40	4.99	24	4.99
Private Brand	42	3.79										
<b>Turkey Pastrami</b>												
Processor Brand	507	4.29	218	4.64	240	4.27	3.49 - 4.99	458	4.27	4.99	22	4.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4,248	8.01	4,240	7.53	3,080	7.81	6.99 - 10.99	2,290	8.66	5.99 - 9.99	188	7.85
Private Brand	252	8.05	2,408	7.50	1,060	7.78	6.99 - 7.99	111	7.89	7.99	2	7.99
<b>Category 2</b>												
Processor Brand	356	5.92	312	5.79	430	5.62						
Private Brand	1,528	5.12	72	4.99	520	5.99	4.99 - 5.99	126	5.12	4.99 - 5.99	1,056	5.04
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	8,529	3.42	9,458	3.29	8,390	3.16	2.49 - 4.49	951	3.35	2.49 - 4.49	2,399	3.35
Private Brand	2,723	3.04	2,501	3.10	3,410	2.59	2.79 - 3.50	1,264	3.08	2.79 - 3.50	363	2.97
<b>Turkey 16 oz</b>												
Processor Brand	3,723	4.95	1,765	5.88	1,240	4.86	3.99 - 5.49	228	4.80	3.99 - 5.00	1,034	4.74
Private Brand	929	5.00	1,083	4.50								
<b>Chicken 7-10 oz</b>												
Processor Brand	8,428	3.43	9,065	3.31	7,840	3.19	2.49 - 4.49	951	3.35	2.49 - 4.49	2,335	3.35
Private Brand	2,608	3.05	2,066	3.07	3,420	2.58	2.79 - 3.50	1,192	3.09	2.79 - 3.50	363	2.97

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. Apr 24, 2015

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/24 thru 04/30.

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

Feature Rate <sup>1/</sup>	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)		
	62.3% of 6,100 sampled outlets			46.6% of 4,900 sampled outlets			55.9% of 3,800 sampled outlets			49.3% of 1,300 sampled outlets		
	Activity Index = 11,179			Activity Index = 6,043			Activity Index = 4,888			Activity Index = 2,091		
Activity Index <sup>2/</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 - 10.99	868	8.23	7.99 - 8.99	309	8.49	6.99 - 13.99	747	8.55	7.99 - 10.99	75	10.63
Private Brand	6.99 - 10.49	270	8.92	6.99 - 8.99	46	7.99	7.99	5	7.99			
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	1,092	6.05	5.00 - 5.99	561	5.90	4.99 - 5.99	291	5.52	5.99 - 6.98	181	6.19
Private Brand	4.99 - 6.99	690	6.02	4.98 - 5.99	49	5.74						
<b>Category 3</b>												
Processor Brand	3.98 - 3.99	59	3.99				2.99 - 3.99	346	3.65	2.98 - 4.48	12	3.98
Private Brand	4.49 - 4.99	17	4.58									
<b>Turkey Ham</b>												
Processor Brand	2.99 - 4.99	38	4.01	2.69	31	2.69	2.69 - 3.69	73	3.24			
Private Brand							3.79	42	3.79			
<b>Turkey Pastrami</b>												
Processor Brand	4.99	17	4.99				2.69	10	2.69			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	1,216	7.19	5.99 - 8.49	530	7.04	8.79 - 12.99	18	10.66	5.99	6	5.99
Private Brand	7.99 - 8.99	116	8.01	8.99	23	8.99						
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	152	5.82	5.99	58	5.99	5.99	77	5.99	5.99	69	5.99
Private Brand	4.99 - 6.00	346	5.35									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 4.49	2,191	3.19	1.99 - 2.79	1,485	3.39	2.49 - 4.49	1,052	3.87	2.49 - 4.49	444	4.11
Private Brand	2.19 - 3.50	511	3.10	2.99 - 3.00	246	3.00	2.00 - 3.00	203	2.86	2.50 - 3.00	131	2.88
<b>Turkey 16 oz</b>												
Processor Brand	4.49 - 5.99	905	5.17	4.99 - 5.99	657	4.82	5.00 - 5.99	552	5.11	5.00	299	5.00
Private Brand	5.00	8	5.00	5.00	349	5.00	5.00	246	5.00	5.00	299	5.00
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 4.49	2,186	3.19	2.49 - 2.79	1,453	3.42	2.49 - 4.49	1,052	3.87	2.49 - 4.49	444	4.11
Private Brand	2.99 - 3.50	497	3.11	2.99 - 3.00	246	3.00	3.00	174	3.00	2.50 - 3.00	131	2.88

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>	29.0% of 100 sampled outlets			30.1% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 28			Activity Index = 76				
	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	7.49	5 7.49						
Private Brand								
<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								
<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				3.29 - 3.50	7 3.41			
Private Brand	2.50	1 2.50		3.00	4 3.00			
<b>Turkey 16 oz</b>								
Processor Brand	5.00	21 5.00		6.00	27 6.00			
Private Brand				5.00	27 5.00			
<b>Chicken 7-10 oz</b>								
Processor Brand				3.29 - 3.50	7 3.41			
Private Brand	2.50	1 2.50		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)