



USDA National Retail Report - Turkey *Corrected Copy To Include Additional Data*
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/01 thru 05/07.

Fri. May 01, 2015

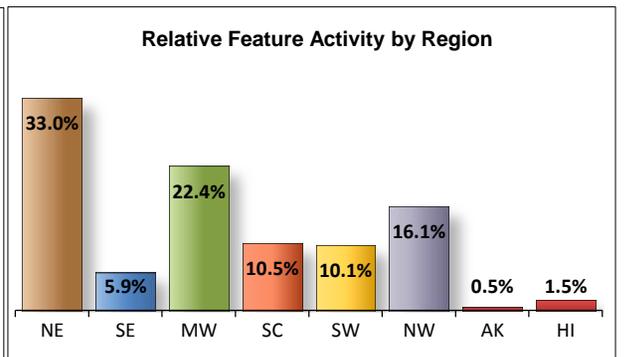
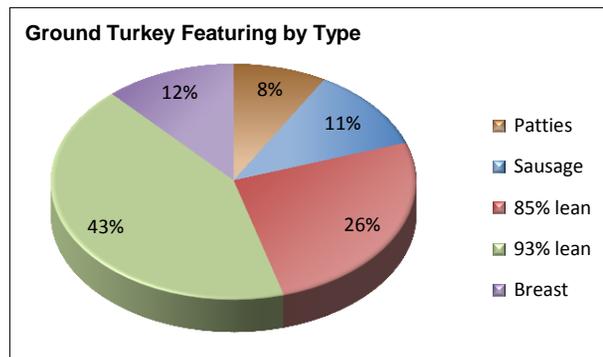
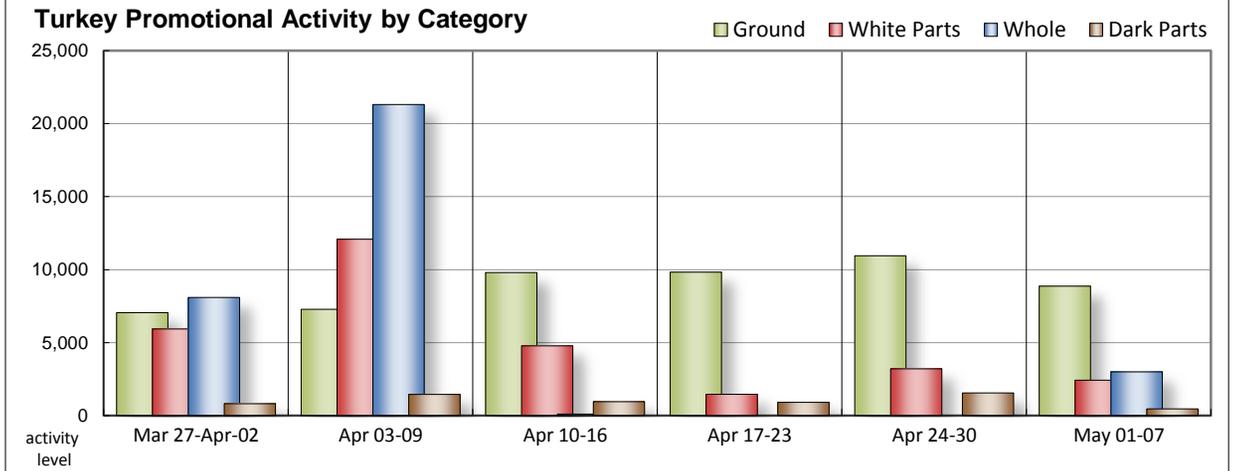
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	32.8% of 29,100 outlets		34.6% of 29,100 outlets		48.0% of 22,900 outlets	
Special Rate ^{4/}	0.7%		0.6%		8.1%	
Activity Index ^{2/}	16,609		17,747		15,870	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	1,494	1.29			70	1.09
" - Toms	1,494	1.29			70	1.09
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	676	1.75	645	1.68	530	1.54
Split, bone-in						
Fresh	121	2.18	106	1.99		
Rotisserie	349	7.33	305	8.81	100	7.99
Boneless, whole	5	5.49	22	5.38	170	5.96
Cutlets	947	5.15	918	4.96	900	4.71
Cutlets, thin sliced	11	5.99			180	4.99
Strips						
Tenders	270	4.36	875	4.93	280	4.24
Marinated Tenders	38	4.79	326	4.44	210	4.26
Drumsticks	115	1.88	343	2.20	40	1.74
Thighs	9	1.99	326	2.23	10	1.99
Wings	138	1.85	373	2.20	40	1.74
Necks			12	1.75	30	1.88
Smoked Drumsticks	64	2.12	177	2.35	90	2.49
Smoked Wings	64	2.12	180	2.38	90	2.29
Smoked Necks	64	2.12	135	2.40	90	2.29
GROUND TURKEY:	8,859	3.54	10,940	3.42	10,530	3.16
Patties	740	3.81	1,606	3.64	360	3.56
Sausage	1,012	3.69	1,342	3.65	2,100	3.42
85% lean	2,289	2.99	2,530	2.69	3,690	2.46
93% lean	3,779	3.41	4,540	3.39	2,990	3.26
Breast	1,039	4.87	922	4.85	1,390	4.40
Rolls (frsh/frz 1 lb.)	307	2.41	526	2.57	490	2.00
Specialty ^{5/}						
Patties	387	4.62				
93-94% lean	1,191	4.53	1,335	3.97	670	4.31
Breast	6	6.99	203	6.99	1,280	6.50

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

This Week's Turkey Feature Highlights

This week, feature activity decreases as many retailers focus more attention toward items associated with the Cinco de Mayo holiday. Whole bird offerings gain a light volume of attention in circular space. Bone-in breasts increase in both offerings and pricing. Rotisserie breasts are a little more visible; values are lower. Of the white items, only cutlets are offered more often. Average prices are lower for tenders, higher for the remainder. Fresh and smoked dark parts are featured less; pricing is lower as well. Retailers are promoting less grinds this week with 93% lean most visible. Prices are higher for most grinds, except rolls which are lower. Deli activity increases due to a heavier promotion of private label service deli items. Values are lower for processor label service deli turkey meats. Self-service deli pricing is 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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	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/}	57.4% of 5,500 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 6,639			14.9% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,621			42.0% of 6,100 sampled outlets 2.0% of stores w/ no-price promotions Activity Index = 4,095		
	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	1.29	202	1.29	1.29	508	1.29	0.99 - 1.29	598	1.28
" - Toms	1.29	202	1.29	1.29	508	1.29	0.99 - 1.29	598	1.28
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.79	272	1.79	1.49 - 1.58	111	1.54	1.29 - 1.99	137	1.69
Split, bone-in									
Fresh							1.99 - 3.49	121	2.18
Rotisserie	5.99 - 6.99	101	6.82	6.99	42	6.99	6.99	69	6.99
Boneless, whole	5.49	5	5.49						
Cutlets	3.99 - 5.99	889	5.15	4.49 - 5.99	57	5.02	5.69	1	5.69
Cutlets, thin sliced	5.99	11	5.99						
Strips									
Tenders	3.99 - 4.49	235	4.34	4.49	35	4.49			
Marinated Tenders	4.79	38	4.79						
Drumsticks							1.79 - 1.89	115	1.88
Thighs							1.99	9	1.99
Wings	1.69	21	1.69	1.69	2	1.69	1.79 - 1.89	115	1.88
Necks									
Smoked Drumsticks	1.99 - 2.49	64	2.12						
Smoked Wings	1.99 - 2.49	64	2.12						
Smoked Necks	1.99 - 2.49	64	2.12						
GROUND TURKEY:									
Patties	3.69 - 4.99	430	3.99	3.49 - 3.99	33	3.52	3.50 - 3.99	214	3.58
Sausage	3.03 - 3.99	551	3.66	3.99	23	3.99	3.00 - 4.49	183	3.84
85% lean	2.50 - 3.33	500	3.20	2.50	93	2.50	2.49 - 3.49	541	3.18
93% lean	2.99 - 4.33	1,760	3.25	3.07 - 3.84	90	3.27	2.99 - 4.49	927	3.26
Breast (99-100% lean)	4.61 - 5.38	440	4.68				4.49 - 4.99	182	4.67
Rolls (frsh/frz 1 lb.)	1.99	4	1.99				1.99 - 2.50	237	2.38
Specialty ^{5/}									
Patties	3.99 - 5.00	231	4.36	5.00	42	5.00			
93-94% lean	3.50 - 5.00	549	4.16	3.50 - 5.00	77	4.32	3.50 - 4.50	48	4.06
Breast	6.99	6	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/}	19.9% of 4,900 sampled outlets			33.9% of 3,800 sampled outlets			33.1% 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 = 1,914			Activity Index = 1,343			Activity Index = 885		
	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	1.29	169	1.29	1.69	14	1.69	1.69	3	1.69
" - Toms	1.29	169	1.29	1.69	14	1.69	1.69	3	1.69
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.58 - 1.99	41	1.79	1.99	2	1.99	1.79 - 1.99	107	1.93
Split, bone-in									
Fresh									
Rotisserie				7.99	137	7.99			
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.50	9	3.50	3.49	26	3.49	3.49	28	3.49
Sausage	2.79 - 3.68	192	3.44				3.84	39	3.84
85% lean	2.83 - 3.49	553	3.05	1.99 - 3.19	483	2.54	2.33 - 3.00	85	2.87
93% lean	3.33 - 4.49	295	3.75	3.20 - 4.00	356	3.89	2.99 - 4.39	303	3.66
Breast (99-100% lean)	4.99	78	4.99	4.79 - 5.59	311	5.25	4.79	28	4.79
Rolls (frsh/frz 1 lb.)	2.50 - 2.59	66	2.54						
Specialty ^{5/}									
Patties	5.00	114	5.00				5.00	289	5.00
93-94% lean	5.00	228	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/}	29.0% 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 = 27			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	1.79 - 1.99	6	1.96			
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				4.69	24	4.69
85% lean				4.47	34	4.47
93% lean	4.80	21	4.80	5.59	27	5.59
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
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		72.2% of 5,500 sampled outlets Activity Index = 12,784			59.3% of 7,400 sampled outlets Activity Index = 10,321		
Feature Rate ^{1/}	56.3% of 29,100 stores		62.8% of 29,100 stores		62.2% of 22,900 stores							
Activity Index ^{2/}	44,395		48,030		42,960							
	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	4,120	8.06	4,205	8.41	7,780	8.12	6.97 - 9.99	1,500	8.67	6.89 - 9.99	1,513	7.35
Private Brand	290	8.11	2,227	8.00	1,780	7.57	7.49 - 10.99	78	8.19			
Category 2												
Processor Brand	4,197	5.90	3,738	6.01	2,540	5.94	4.99 - 8.99	1,151	5.92	4.99 - 6.69	313	6.05
Private Brand	4,811	6.82	1,241	6.20	2,400	6.62	4.99 - 6.99	2,528	6.87	4.99 - 6.99	1,148	6.90
Category 3												
Processor Brand	797	3.70	880	3.80	940	4.27	3.99	227	3.99	2.99 - 4.38	134	4.14
Private Brand	8	4.99	1,129	4.98	1,160	5.00	4.99	8	4.99			
Turkey Ham												
Processor Brand	457	3.48	737	4.22	370	3.49	3.69 - 4.99	125	3.92			
Private Brand			42	3.79								
Turkey Pastrami												
Processor Brand	270	5.38	507	4.29	140	4.04	3.99 - 6.49	160	6.24	4.49	6	4.49
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,980	8.50	4,248	8.01	3,490	7.92	6.48 - 10.99	873	8.60	6.49 - 9.99	423	8.57
Private Brand	4,955	7.69	252	8.05	970	7.21	6.47 - 8.99	1,997	7.74	6.99 - 7.99	630	7.19
Category 2												
Processor Brand	585	5.88	356	5.92	20	4.49	3.99	8	3.99			
Private Brand	220	5.99	1,528	5.12	1,650	5.32						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,644	3.61	8,529	3.42	7,460	2.97	2.49 - 4.69	1,358	3.46	2.50 - 5.50	2,664	4.12
Private Brand	1,865	3.08	2,723	3.04	790	2.79	2.79 - 3.50	664	3.15	2.50 - 3.50	318	2.96
Turkey 16 oz												
Processor Brand	917	5.68	3,723	4.95	3,270	5.01	5.49 - 5.99	157	5.71	5.99	230	5.99
Private Brand			929	5.00	120	3.99						
Chicken 7-10 oz												
Processor Brand	8,451	3.63	8,428	3.43	7,310	2.98	2.99 - 4.69	1,286	3.51	2.50 - 5.50	2,624	4.14
Private Brand	1,828	3.09	2,608	3.05	770	2.78	2.79 - 3.50	664	3.15	2.50 - 3.50	318	2.96

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)		
	49.5% of 6,100 sampled outlets			47.8% of 4,900 sampled outlets			45.2% of 3,800 sampled outlets			69.3% of 1,300 sampled outlets		
	Activity Index = 8,610			Activity Index = 6,210			Activity Index = 4,121			Activity Index = 2,087		
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	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 9.99	468 7.76	6.99 - 11.05	166 8.44	7.99 - 13.99	127 8.64	7.99 - 9.49	311 8.69				
Private Brand	6.99 - 11.49	57 8.87	8.99	23 8.99			7.49	121 7.49				
Category 2												
Processor Brand	4.98 - 6.99	1,561 5.92	4.99 - 6.99	750 5.72	5.59 - 5.99	81 5.98	5.49 - 6.48	341 5.91				
Private Brand	5.99 - 6.99	707 6.41	5.99 - 6.99	305 6.61	6.99 - 7.99	121 7.98	6.99	2 6.99				
Category 3												
Processor Brand	2.99 - 4.99	114 4.14	2.99 - 4.38	121 3.41	2.77 - 3.79	190 2.95	3.99	11 3.99				
Private Brand												
Turkey Ham												
Processor Brand	2.99 - 3.49	24 3.22	2.99 - 3.69	141 3.03	2.79 - 3.99	167 3.58						
Private Brand												
Turkey Pastrami												
Processor Brand	2.99 - 6.99	35 3.92	4.49	56 4.49	2.99	13 2.99						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.99	352 8.21	6.99 - 9.99	186 9.12	7.99	16 7.99	6.99 - 7.99	128 7.50				
Private Brand	6.99 - 8.49	259 7.08	6.99 - 8.49	1,237 7.71	7.99	732 7.99	6.99	10 6.99				
Category 2												
Processor Brand	4.98 - 5.99	268 5.82	5.99	58 5.99	5.99	77 5.99	5.99	174 5.99				
Private Brand	5.99	180 5.99	5.99	40 5.99								
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 4.69	1,717 3.04	3.00 - 3.50	1,491 3.34	3.00 - 3.99	1,017 3.66	2.50 - 4.98	349 3.95				
Private Brand	2.50 - 3.50	544 3.02	3.00	40 3.00	3.29	167 3.29	2.99	121 2.99				
Turkey 16 oz												
Processor Brand	4.99 - 5.99	139 5.48	4.97 - 5.49	107 5.13	5.49 - 5.99	229 5.63	5.99	49 5.99				
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 4.69	1,678 3.04	3.00 - 3.50	1,449 3.37	3.00 - 3.99	1,017 3.66	2.50 - 4.98	349 3.95				
Private Brand	2.50 - 3.50	507 3.06	3.00	40 3.00	3.29	167 3.29	2.99	121 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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(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/}	43.0% of 100 sampled outlets			54.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 147			Activity Index = 115				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.49	1 9.49		7.49	34 7.49			
Private Brand	8.49	11 8.49						
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	7.99	2 7.99		8.99	27 8.99			
Private Brand	8.99	63 8.99						
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		4.99	27 4.99			
Private Brand	3.49	11 3.49						
Turkey 16 oz								
Processor Brand	5.99 - 6.49	6 6.41						
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.99	21 4.99		4.99	27 4.99			
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)