



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/19 thru 06/25.

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

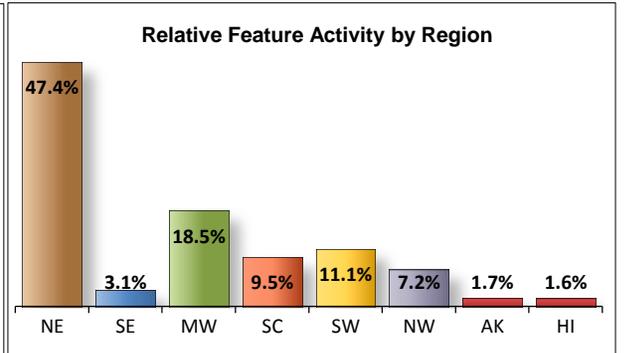
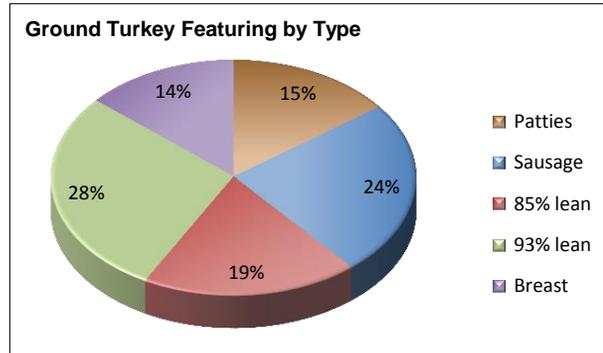
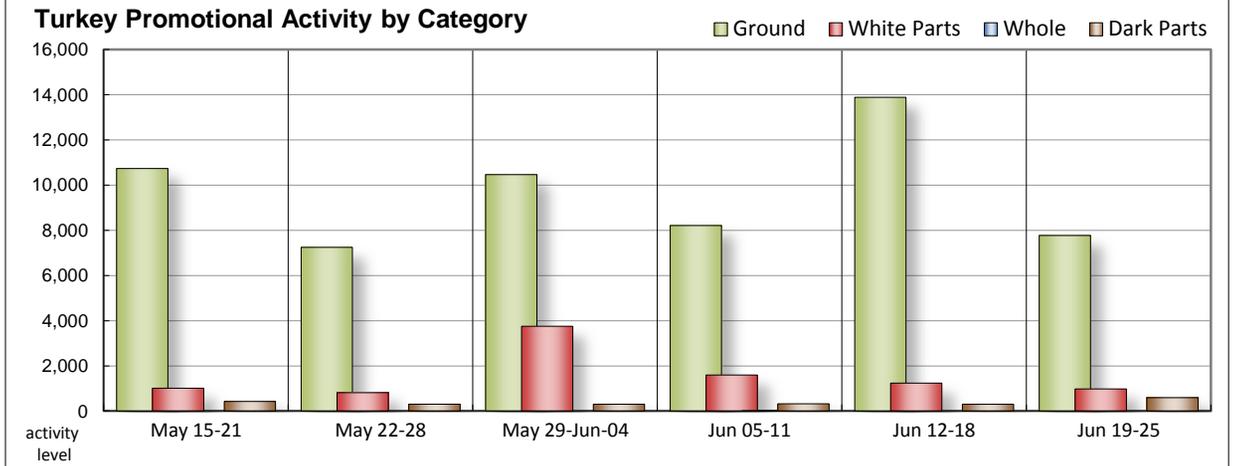
Fri. Jun 19, 2015

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	22.6% of 29,100 outlets		53.0% of 29,100 outlets		37.3% of 22,900 outlets	
Special Rate ^{4/}	1.6%		2.5%		1.5%	
Activity Index ^{2/}	10,505		17,411		13,880	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					420	1.19
" - Toms					70	1.26
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh	14	2.35				
Frozen	211	1.76	281	1.51	280	1.67
Split, bone-in						
Fresh	67	3.58			290	2.99
Rotisserie	80	7.13	236	8.02	40	7.49
Boneless, whole						
Cutlets	309	5.16	318	5.28	960	4.72
Cutlets, thin sliced						
Strips						
Tenders	189	5.16	109	4.88	420	4.48
Marinated Tenders	111	4.61	295	4.26	840	4.08
Drumsticks	16	1.90	48	2.22	220	1.71
Thighs	9	1.99	15	2.59	90	1.78
Wings	16	1.90	41	2.36	40	1.79
Necks	7	1.79	5	1.69	20	1.93
Smoked Drumsticks	182	2.30	50	2.42	310	2.68
Smoked Wings	182	2.30	50	2.42	320	2.48
Smoked Necks	182	2.04	94	2.24	170	2.21
GROUND TURKEY:	7,774	3.59	13,890	3.40	8,460	3.34
Patties	1,153	3.76	767	4.40	1,310	3.69
Sausage	1,871	3.73	984	3.62	1,900	3.57
85% lean	1,483	2.84	3,887	2.72	2,410	2.71
93% lean	2,201	3.35	7,101	3.42	2,130	3.36
Breast	1,066	4.70	1,151	4.76	710	4.46
Rolls (frsh/frz 1 lb.)	133	3.31	208	2.39	160	2.53
Specialty ^{5/}						
Patties	305	4.97	102	3.62	150	4.56
93-94% lean	642	4.39	1,627	4.81	570	4.26
Breast	76	6.17	42	6.12	50	6.59

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

This Week's Turkey Feature Highlights

This week, turkey feature activity decreases as retailers focus their attention on those proteins more traditionally associated with Father's Day. Whole birds wait for their time later this Fall. Bone-in breast offerings decline slightly; values are higher. Both offerings and prices decrease for rotisserie breasts. Cutlets and marinated tenders are viewed a little less often, while fresh tenders gain circular space. Average prices are lower for cutlets; higher for the balance of white parts. Smoked dark parts are seen more often, fresh less with prices lower for both. Grind offerings decline this week. Once again 93% lean is the most popular offering, closely followed by sausage. Values are lower for patties, 93% lean, and ground breast; higher for sausage and 85% lean. Deli activity slows. Private label turkey thick slicing meat is offered more. Values are lower for shaving meats this week and mixed for thick and thin slicing meats. If you choose self-service, you will have to pay a little more.



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/}	38.3% of 5,500 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 5,710			12.3% of 7,400 sampled outlets 1.1% of stores w/ no-price promotions Activity Index = 502			26.2% of 6,100 sampled outlets 1.1% of stores w/ no-price promotions Activity Index = 2,030		
	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	2.99	5	2.99				1.99	9	1.99
Frozen				1.49	44	1.49	1.48 - 1.49	55	1.49
Split, bone-in									
Fresh									
Rotisserie	7.99	11	7.99				6.99	69	6.99
Boneless, whole									
Cutlets	4.99 - 5.99	276	5.06	5.99	33	5.99			
Cutlets, thin sliced									
Strips									
Tenders	4.99	156	4.99	5.99	33	5.99			
Marinated Tenders	4.26 - 5.33	111	4.61						
Drumsticks							1.79 - 1.99	16	1.90
Thighs							1.99	9	1.99
Wings							1.79 - 1.99	16	1.90
Necks							1.79	7	1.79
Smoked Drumsticks	1.99 - 2.49	181	2.30	2.39	1	2.39			
Smoked Wings	1.99 - 2.49	181	2.30	2.39	1	2.39			
Smoked Necks	1.99 - 2.49	181	2.04	1.99	1	1.99			
GROUND TURKEY:									
Patties	2.99 - 4.99	623	3.85	2.99 - 3.99	78	3.36	3.69 - 3.99	330	3.95
Sausage	3.19 - 4.49	1,534	3.75	3.19 - 3.99	19	3.60	2.95 - 3.99	181	3.71
85% lean	2.33 - 3.83	776	2.82	2.33 - 2.99	122	2.61	2.49 - 3.07	281	2.79
93% lean	2.68 - 3.84	767	3.01	2.91 - 3.39	83	3.09	2.62 - 3.99	759	3.41
Breast (99-100% lean)	4.61 - 6.15	452	4.73	4.99	87	4.99	4.16 - 4.99	150	4.90
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 5.99	401	4.34				3.99	127	3.99
Breast	5.99 - 6.99	55	6.24				5.99	21	5.99



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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/}	16.2% of 4,900 sampled outlets			22.9% of 3,800 sampled outlets			19.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.8% of stores w/ no-price promotions			2.9% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,041			Activity Index = 879			Activity Index = 237		
	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	1.99	37	1.99	1.99	75	1.99			
Split, bone-in									
Fresh							3.49 - 3.59	65	3.58
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.99 - 3.33	122	3.10						
Sausage				3.49	137	3.49			
85% lean	2.66 - 3.07	284	2.96				3.99	20	3.99
93% lean	2.87 - 3.39	141	3.14	3.19 - 4.00	348	3.81	3.43 - 3.98	31	3.70
Breast (99-100% lean)	4.99	1	4.99	4.79	244	4.79	3.99	121	3.99
Rolls (frsh/frz 1 lb.)	2.99	37	2.99	2.99	75	2.99			
Specialty ^{5/}									
Patties	4.97	305	4.97						
93-94% lean	5.00	114	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			45.1% 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 = 55			Activity Index = 51		
	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	3.59	2	3.59			
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						
85% lean						
93% lean	4.80	21	4.80	4.23 - 4.80	51	4.53
Breast (99-100% lean)	4.79	11	4.79			
Rolls (frsh/frz 1 lb.)	5.00	21	5.00			
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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 06/19 thru 06/25.

(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		70.7% of 5,500 sampled outlets Activity Index = 13,394			40.8% of 7,400 sampled outlets Activity Index = 6,048		
Feature Rate ^{1/}	47.0% of 29,100 stores		56.3% of 29,100 stores		63.9% of 22,900 stores							
Activity Index ^{2/}	36,990		37,476		42,970							
	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	4,576	8.32	4,703	8.49	4,740	8.33	5.97 - 12.99	1,896	8.17	6.99 - 9.99	821	8.51
Private Brand	3,890	8.43	2,596	7.93	1,950	8.22	6.49 - 8.99	2,502	8.10	7.99 - 8.99	16	8.87
Category 2												
Processor Brand	2,877	6.31	2,228	5.90	3,120	6.04	4.99 - 6.99	1,528	6.59	4.99 - 5.99	281	5.33
Private Brand	376	6.12	1,412	6.13	5,900	7.13	4.99 - 6.99	363	6.11	6.29	6	6.29
Category 3												
Processor Brand	453	3.68	656	3.89	980	3.92	3.88 - 4.59	51	4.05	4.38	66	4.38
Private Brand	285	4.10	14	4.29	20	3.88	3.99 - 4.99	237	4.06	4.99	35	4.99
Turkey Ham												
Processor Brand	203	3.59	439	3.51	200	4.04	3.99 - 4.48	48	4.04	2.99	20	2.99
Private Brand	9	3.49			60	4.63						
Turkey Pastrami												
Processor Brand	184	4.30	296	4.42	30	4.32	3.99	68	3.99	4.49	6	4.49
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,688	8.06	1,605	8.55	3,880	7.61	6.88 - 10.99	856	7.90	6.99 - 8.99	66	8.35
Private Brand	1,629	7.54	4,068	7.61	2,460	7.48	6.98 - 7.99	1,044	7.37	6.99 - 7.99	104	7.07
Category 2												
Processor Brand	247	5.46	96	5.55	80	5.90				4.99	6	4.99
Private Brand	300	5.99	286	5.11	440	6.15	5.99	87	5.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,908	3.61	6,660	3.43	8,080	3.40	2.50 - 4.50	2,088	3.69	2.00 - 4.50	1,661	3.76
Private Brand	1,828	3.22	1,626	3.05	810	2.83	3.50	173	3.50	2.99 - 3.98	661	3.30
Turkey 16 oz												
Processor Brand	1,344	5.49	2,721	5.32	1,780	5.25	5.00 - 5.99	198	5.41	4.69 - 5.98	179	5.67
Private Brand					110	5.58						
Chicken 7-10 oz												
Processor Brand	6,636	3.75	6,444	3.45	7,470	3.43	2.50 - 4.50	2,082	3.69	2.00 - 4.50	1,581	3.82
Private Brand	1,557	3.21	1,626	3.05	860	2.88	3.50	173	3.50	2.99 - 3.50	539	3.33

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)		
	45.4% of 6,100 sampled outlets			36.4% of 4,900 sampled outlets			41.5% of 3,800 sampled outlets			51.3% of 1,300 sampled outlets		
	Activity Index = 7,521			Activity Index = 3,412			Activity Index = 4,998			Activity Index = 1,604		
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 - 9.99	589	8.22	6.99 - 10.49	609	8.03	7.99 - 12.49	208	9.19	7.99 - 10.99	452	8.66
Private Brand	5.99 - 9.49	938	8.59	9.49	23	9.49	9.99	411	9.99			
Category 2												
Processor Brand	4.99 - 6.99	572	6.34	4.98 - 6.98	190	5.88	5.99	301	5.99	5.99	5	5.99
Private Brand	6.79	7	6.79									
Category 3												
Processor Brand	2.49 - 4.88	96	3.73	4.38	20	4.38	2.89 - 3.99	220	3.29			
Private Brand				2.49	13	2.49						
Turkey Ham												
Processor Brand	3.29 - 3.99	37	3.70	3.29 - 3.49	12	3.42	2.89 - 3.79	86	3.45			
Private Brand							3.49	9	3.49			
Turkey Pastrami												
Processor Brand	3.29 - 4.94	44	4.56	4.49	56	4.49	3.99	10	3.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 8.99	377	7.76	9.99	11	9.99	7.99 - 8.99	378	8.63			
Private Brand	7.99 - 8.49	458	7.99	8.49	23	8.49						
Category 2												
Processor Brand	4.99 - 5.99	57	5.08	4.99 - 5.99	109	5.33	5.99	75	5.99			
Private Brand	5.99	213	5.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 4.50	1,325	3.52	2.49 - 4.50	959	3.76	1.99 - 4.99	2,214	3.48	2.99 - 4.50	657	3.38
Private Brand	2.79 - 3.98	477	3.12	2.99 - 3.49	177	3.42	2.50	167	2.50	2.99 - 3.50	171	3.42
Turkey 16 oz												
Processor Brand	5.00 - 5.99	564	5.49	4.69 - 5.99	332	5.34	5.99	2	5.99	5.99	69	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 4.50	1,325	3.54	2.49 - 4.50	815	3.92	3.00 - 4.50	750	3.89	3.99 - 4.50	79	4.38
Private Brand	2.99 - 3.50	442	3.13	2.99 - 3.33	63	3.29	2.50	167	2.50	2.99 - 3.50	171	3.42

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/}	25.8% of 100 sampled outlets			27.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 5			Activity Index = 8				
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.99	1 7.99						
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			4.50	4 4.50				
Private Brand	3.29	2 3.29						
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand			4.50	4 4.50				
Private Brand	3.29	2 3.29						

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)