



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/17 thru 07/23.**

Fri. Jul 17, 2015

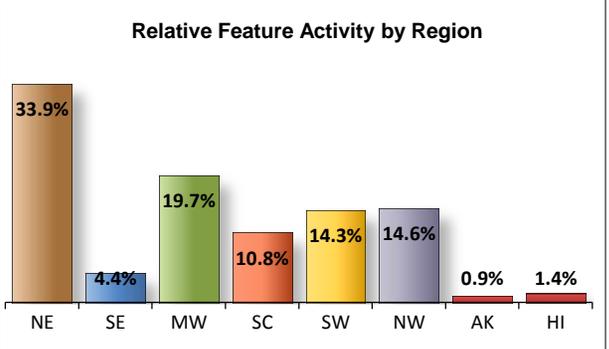
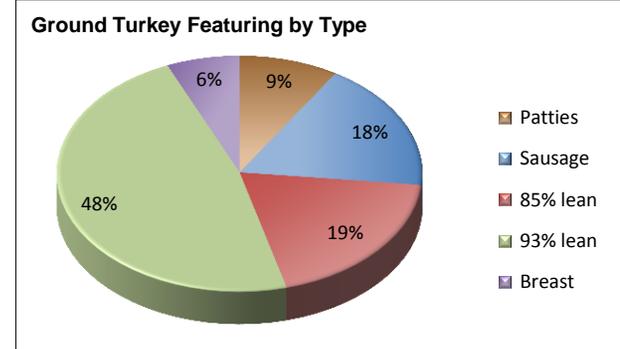
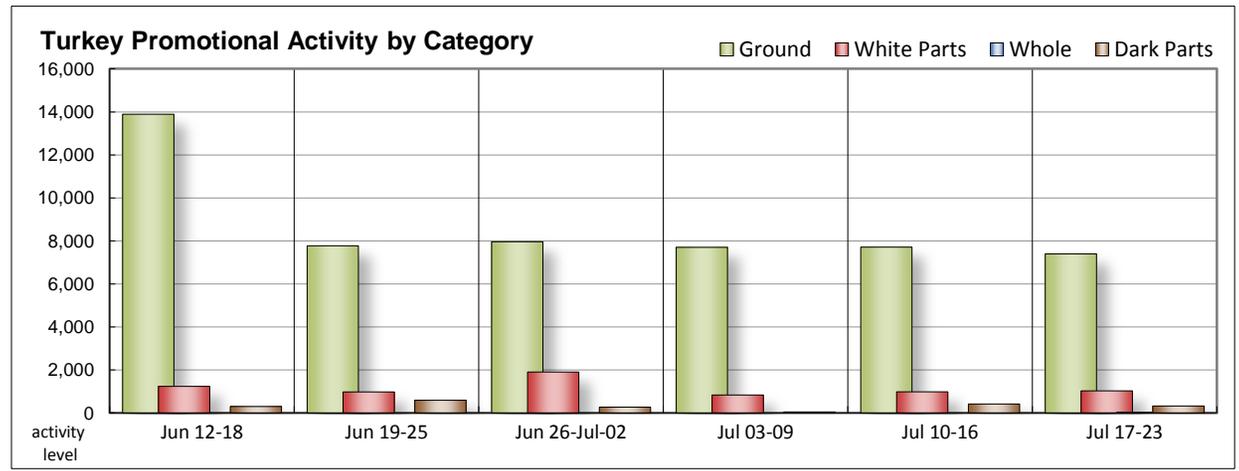
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	26.2% of 29,100 outlets		32.4% of 29,100 outlets		45.7% of 22,900 outlets	
<b>Special Rate</b> <sup>4/</sup>	4.9%		7.0%		0.1%	
<b>Activity Index</b> <sup>2/</sup>	10,771		11,620		18,240	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	16	1.19			10	1.09
" - Toms	16	1.19			10	1.09
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh						
Frozen	333	1.81	207	1.63	940	1.65
Split, bone-in						
Fresh	15	3.39	79	3.05	330	3.05
Rotisserie	28	9.99	143	7.99	470	7.79
Boneless, whole	50	4.99			60	5.24
Cutlets	234	5.46	256	5.31	510	5.03
Cutlets, thin sliced					10	4.99
Strips						
Tenders	84	4.62	72	4.99	320	4.60
Marinated Tenders	287	4.38	229	4.53	530	3.90
Drumsticks	136	2.53	26	1.92	270	1.79
Thighs	9	1.99	9	1.99	20	2.34
Wings	122	2.56	9	1.79	120	1.89
Necks			32	1.99	30	1.86
Smoked Drumsticks	20	1.99	156	2.59	290	2.56
Smoked Wings	20	1.99	156	2.59	290	2.43
Smoked Necks	20	1.99	32	1.99	290	2.36
<b>GROUND TURKEY:</b>	<b>7,397</b>	<b>3.45</b>	<b>7,712</b>	<b>3.47</b>	<b>9,420</b>	<b>3.50</b>
Patties	657	3.74	993	3.86	1,790	3.52
Sausage	1,318	3.62	658	3.76	1,610	3.72
85% lean	1,420	2.92	3,078	2.96	1,570	2.84
93% lean	3,519	3.32	2,292	3.49	3,470	3.49
Breast	483	5.15	691	4.83	980	4.64
Rolls (frsh/frz 1 lb.)	60	3.28	473	2.74	2,000	2.82
<b>Specialty</b> <sup>5/</sup>						
Patties	308	4.72	149	5.10	10	4.22
93-94% lean	1,286	4.65	1,880	4.64	1,060	4.34
Breast	330	5.25			1,250	6.47

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

**This Week's Turkey Feature Highlights**

This week, retail activity for turkey decreases. Offerings of whole birds are virtually void as anticipated. Featuring of bone-in breasts increase slightly as do their price. Rotisserie breasts are nearly non-existent. White part offers are seen a little more often due to increased featuring fresh and marinated tenders. Values are lower for tenders, but higher for cutlets. Dark part items are offered less with fresh prices steady to higher and smoked steady to lower. Grind promotions decline with 93% lean garnering the largest volume of circular space. Weighted average prices are lower for most grinds except rolls and ground breast which trend higher. Deli activity decreases. Processor thin slicing meats are promoted more this week. Prices are mixed. Offerings of family size self-service deli products are slightly more available, while the smaller packaging sizes are less visible.



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 <sup>4/</sup> Activity Index <sup>2/</sup>	46.5% of 5,500 sampled outlets 5.2% of stores w/ no-price promotions Activity Index = 4,472			7.5% of 7,400 sampled outlets 8.6% of stores w/ no-price promotions Activity Index = 798			32.0% of 6,100 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 2,359		
	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							1.19	16	1.19
" - Toms							1.19	16	1.19
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen				1.59	6	1.59	1.49 - 1.99	55	1.56
Split, bone-in									
Fresh							3.39	15	3.39
Rotisserie							9.99	28	9.99
Boneless, whole	4.99	50	4.99						
Cutlets	4.99 - 5.99	232	5.46	4.99	2	4.99			
Cutlets, thin sliced									
Strips									
Tenders				5.59	33	5.59			
Marinated Tenders	3.73 - 4.79	209	4.50	4.26 - 4.79	21	4.29	3.99	57	3.99
Drumsticks	1.99 - 2.69	113	2.62	2.29	14	2.29	1.79	9	1.79
Thighs							1.99	9	1.99
Wings	1.99 - 2.69	113	2.62				1.79	9	1.79
Necks									
Smoked Drumsticks				1.99	20	1.99			
Smoked Wings				1.99	20	1.99			
Smoked Necks				1.99	20	1.99			
<b>GROUND TURKEY:</b>									
Patties	3.49 - 4.29	335	3.77	2.99 - 3.99	68	3.45	3.49 - 3.99	170	3.91
Sausage	3.19 - 3.99	1,081	3.63	3.19 - 3.99	20	3.41	3.03 - 3.99	148	3.85
85% lean	2.30 - 3.32	592	3.01	2.49 - 2.99	123	2.58	1.99 - 3.39	421	2.80
93% lean	2.74 - 4.22	1,167	3.20	2.74 - 3.99	286	2.91	2.71 - 3.99	1,080	3.14
Breast (99-100% lean)	4.99 - 5.69	335	5.48	4.19 - 5.69	35	4.28	4.99 - 5.69	21	5.02
Rolls (frsh/frz 1 lb.)				3.39	9	3.39	2.99	16	2.99
<b>Specialty <sup>5/</sup></b>									
Patties	4.49	24	4.49	4.49	10	4.49	4.49 - 5.00	143	4.52
93-94% lean	3.99 - 5.00	182	4.72	3.99 - 5.00	69	4.91	3.99 - 5.00	146	4.16
Breast	6.99	39	6.99	5.00	42	5.00			



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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)		
<b>Feature Rate</b> <sup>1/</sup>	20.0% of 4,900 sampled outlets			28.8% of 3,800 sampled outlets			36.7% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	5.0% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,290			Activity Index = 1,242			Activity Index = 526		
	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	1.59 - 1.99	266	1.87				1.99	5	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.99	51	3.99						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.49	72	3.49	3.49	12	3.49			
Sausage				2.99	48	2.99	2.99 - 3.59	21	3.13
85% lean	2.99	40	2.99	2.79 - 3.59	193	3.04	2.79 - 3.59	51	3.15
93% lean	2.74 - 3.79	316	3.12	3.19 - 4.00	485	3.98	3.99 - 4.39	140	4.29
Breast (99-100% lean)	4.16	72	4.16	4.79	9	4.79			
Rolls (frsh/frz 1 lb.)	3.39	35	3.39						
<b>Specialty</b> <sup>5/</sup>									
Patties	5.00	121	5.00				5.00	10	5.00
93-94% lean	5.00	317	5.00	5.00	246	5.00	3.99 - 5.00	299	4.02
Breast				4.99 - 5.99	249	5.02			



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	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	12.9% of 100 sampled outlets			45.1% 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 = 33			Activity Index = 51		
	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	1.99	1	1.99			
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						
<b>GROUND TURKEY:</b>						
Patties						
Sausage						
85% lean						
93% lean	4.80	21	4.80	4.23	24	4.23
Breast (99-100% lean)	4.79	11	4.79			
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean				5.99	27	5.99
Breast						



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Fri. Jul 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		68.0% of 5,500 sampled outlets Activity Index = 9,983			43.1% of 7,400 sampled outlets Activity Index = 4,171		
Feature Rate <sup>1/</sup>	39.4% of 29,100 stores		44.4% of 29,100 stores		76.7% of 22,900 stores							
Activity Index <sup>2/</sup>	22,993		28,871		54,980							
	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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	2,482	7.95	2,329	8.02	4,810	7.75	6.48 - 12.99	989	8.05	6.99 - 7.99	522	7.97
Private Brand	2,033	8.56	2,242	8.04	1,570	8.31	6.99 - 8.99	1,702	8.61	7.99	216	7.99
<b>Category 2</b>												
Processor Brand	2,686	5.95	1,089	5.84	3,680	5.80	4.99 - 6.99	1,416	5.97	4.99 - 6.99	285	5.46
Private Brand	500	6.01	707	6.07	3,790	7.18	4.99 - 6.99	238	5.52	6.29	6	6.29
<b>Category 3</b>												
Processor Brand	290	3.85	724	3.85	2,090	4.20	3.99 - 4.99	102	4.15	4.59	2	4.59
Private Brand			7	4.49	150	4.30						
<b>Turkey Ham</b>												
Processor Brand	142	3.49	254	3.75	630	3.45	3.99	33	3.99			
Private Brand	15	3.73	9	3.69								
<b>Turkey Pastrami</b>												
Processor Brand	68	4.99	162	4.44	130	4.51	4.99	28	4.99	4.99	3	4.99
Private Brand					120	5.99						
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,977	8.18	2,922	8.37	4,610	8.13	5.99 - 10.99	1,868	8.93	5.99 - 9.69	160	9.09
Private Brand	140	7.73	3,034	7.72	1,730	7.60	6.99	11	6.99			
<b>Category 2</b>												
Processor Brand	135	5.35	343	5.63	440	5.09	4.99 - 5.99	73	5.37			
Private Brand	1,686	5.22	411	5.64	350	5.99	4.99 - 5.99	517	5.51	4.99	1,002	4.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	3,344	3.45	3,628	3.31	10,710	3.16	2.99 - 4.49	1,255	3.71	2.00 - 4.99	438	3.28
Private Brand	834	2.94	3,879	3.12	3,220	3.04	2.69 - 3.50	245	3.24	2.99 - 3.50	6	3.16
<b>Turkey 16 oz</b>												
Processor Brand	1,867	5.61	1,536	5.68	3,920	5.22	5.99	84	5.99	5.49 - 5.99	1,145	5.52
Private Brand					170	4.99						
<b>Chicken 7-10 oz</b>												
Processor Brand	3,245	3.46	2,893	3.37	9,720	3.18	2.99 - 4.49	1,249	3.71	2.00 - 4.99	380	3.39
Private Brand	549	3.15	2,702	3.13	3,140	3.04	3.00 - 3.50	173	3.47	2.99 - 3.50	6	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 07/17 thru 07/23.

(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)		
	39.0% of 6,100 sampled outlets			26.3% of 4,900 sampled outlets			16.9% of 3,800 sampled outlets			20.3% of 1,300 sampled outlets		
	Activity Index = 5,144			Activity Index = 2,327			Activity Index = 983			Activity Index = 325		
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 - 9.99	492	8.12	6.99 - 7.99	269	7.43	6.99 - 7.99	84	7.10	7.99 - 8.99	120	8.12
Private Brand	7.98 - 9.99	78	9.21	8.49	23	8.49	7.99	14	7.99			
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	778	5.85	4.99 - 6.99	40	6.39	6.99	167	6.99			
Private Brand	4.99 - 6.98	133	6.00	5.99 - 6.99	123	6.95						
<b>Category 3</b>												
Processor Brand	3.99 - 4.59	40	4.23				2.89 - 3.99	146	3.52			
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	2.99	19	2.99				2.79 - 3.79	90	3.41			
Private Brand							3.69 - 3.79	15	3.73			
<b>Turkey Pastrami</b>												
Processor Brand	4.99	1	4.99	4.99	36	4.99						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4.99 - 9.99	481	6.78	5.99 - 6.99	222	6.96	4.99 - 6.99	242	5.61	8.99	4	8.99
Private Brand	6.99 - 7.99	49	7.95	6.99 - 7.99	80	7.70						
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	62	5.32									
Private Brand	4.99 - 6.00	138	5.86	4.99	29	4.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.29 - 3.89	948	3.31	2.50 - 4.99	487	3.35	3.00 - 4.49	109	3.29	3.00 - 3.50	83	3.07
Private Brand	2.50 - 3.50	461	2.77	2.99 - 3.00	122	2.99						
<b>Turkey 16 oz</b>												
Processor Brand	5.49 - 5.99	268	5.96	5.48 - 5.99	322	5.58	4.99	7	4.99	4.49 - 5.99	35	5.39
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.29 - 3.89	948	3.31	2.50 - 4.99	452	3.34	3.00 - 4.49	109	3.29	3.00 - 3.50	83	3.07
Private Brand	2.99 - 3.50	248	3.00	2.99 - 3.00	122	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 <sup>1/</sup>	6.5% of 100 sampled outlets			26.5% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 6			Activity Index = 54				
	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			7.99	6	7.99			
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			2.69	24	2.69			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand	5.99	6	5.99					
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand			2.69	24	2.69			
Private Brand								

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)