



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/09 thru 10/15.

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

Fri. Oct 09, 2015

## NATIONAL SUMMARY

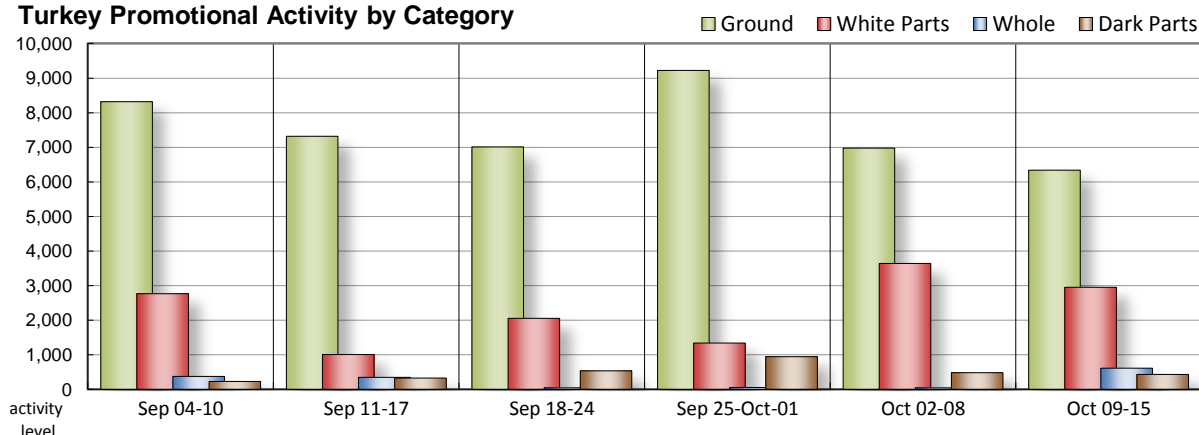
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	27.5% of 29,100 outlets		30.9% of 29,100 outlets		43.0% of 22,900 outlets	
Special Rate <sup>4/</sup>	0.1%		2.0%		5.5%	
Activity Index <sup>2/</sup>	11,197		12,315		15,700	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	307	1.12	23	1.69	280	1.19
" - Toms	307	1.12	23	1.69	280	1.19
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	315	2.45	14	2.54		
Frozen	1,105	1.65	2,705	1.65	2,490	1.59
<b>Split, bone-in</b>						
Fresh	332	3.45	62	2.99	20	3.49
Rotisserie	186	7.99	417	8.84	1,650	9.47
<b>Boneless, whole</b>						
Cutlets	19	5.25	137	5.55	410	5.11
Cutlets, thin sliced	72	4.99			140	4.99
<b>Strips</b>						
Tenders	596	4.06	28	4.99	30	5.32
Marinated Tenders	328	4.56	279	4.44	780	4.28
<b>Drumsticks</b>						
Thighs	21	1.65	97	2.22	180	1.83
Wings	9	2.29			20	2.58
Necks	9	1.99	99	2.25	140	1.89
			16	1.99	30	1.99
Smoked Drumsticks	118	2.39	89	2.58	40	2.14
Smoked Wings	138	2.33	89	2.58	50	2.23
Smoked Necks	138	2.33	93	2.53	50	2.23
<b>GROUND TURKEY:</b>						
Patties	6,339	3.66	6,977	3.54	7,510	3.87
Sausage	757	4.28	668	3.85	940	3.98
85% lean	1,013	3.85	510	3.80	890	3.50
93% lean	953	2.73	1,625	2.93	530	2.85
Breast	3,169	3.55	3,923	3.61	2,440	3.29
Rolls (frsh/frz 1 lb.)	447	4.90	251	5.00	2,710	4.82
	124	1.98	352	2.58	90	2.55
<b>Specialty <sup>5/</sup></b>						
Patties	69	3.56	26	3.99		
93-94% lean	657	4.14	610	4.86	540	4.52
Breast	8	6.49	179	6.23	830	6.00

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

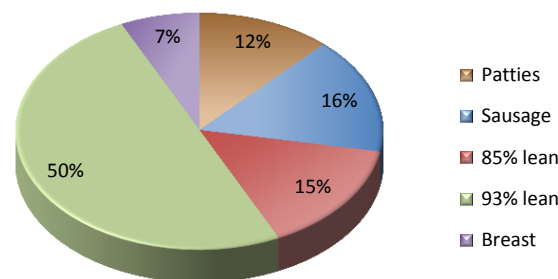
## This Week's Turkey Feature Highlights

Turkey retail activity slows this week. Whole bird offerings increase slightly with pricing at steady to lower values. Frozen bone-in breasts are viewed less; prices are unchanged. Rotisserie breasts decline in offers and value. Fresh and marinated tenders are easier to find this week with price levels lower for fresh and higher for the marinated variety. Dark parts are offered less often; prices trend lower for both fresh and smoked. Grinds are viewed less with 93% lean continuing to be promoted most. Values trend lower for ground breast, rolls, 85% and 93% leans, higher for the balance. Turkey deli activity rebounds as more retailers feature processor label thick slicing meats and smaller package size self-service deli items. Pricing is lower for private and processor brand self-service deli items.

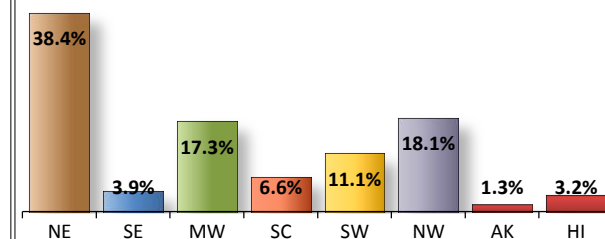
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



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. Oct 09, 2015

	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)		
<b>Special Rate</b> <sup>4/</sup>	<b>58.9% of 5,500 sampled outlets</b>			<b>9.7% of 7,400 sampled outlets</b>			<b>30.0% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>			<b>0.3% of stores w/ no-price promotions</b>		
	<b>Activity Index = 5,443</b>			<b>Activity Index = 756</b>			<b>Activity Index = 2,234</b>		
	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	0.69 - 1.69	305 1.12		1.69	2 1.69				
" - Toms	0.69 - 1.69	305 1.12		1.69	2 1.69				
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.29 - 2.49	293 2.44					2.29 - 2.89	22 2.58	
Frozen	0.98 - 1.99	181 1.61		0.99 - 1.99	24 1.62		0.99 - 1.99	433 1.51	
Split, bone-in									
Fresh	2.99 - 3.49	332 3.45							
Rotisserie	7.99	151 7.99		7.99	35 7.99				
Boneless, whole									
Cutlets	4.99 - 5.99	19 5.25							
Cutlets, thin sliced	4.99	72 4.99							
Strips									
Tenders	3.99 - 5.49	535 4.06		3.99	61 3.99				
Marinated Tenders	3.99 - 4.79	327 4.56		4.79	1 4.79				
Drumsticks				1.40	12 1.40		1.99	9 1.99	
Thighs							2.29	9 2.29	
Wings							1.99	9 1.99	
Necks									
Smoked Drumsticks	2.39	117 2.39		2.39	1 2.39				
Smoked Wings	2.39	117 2.39		1.99 - 2.39	21 2.01				
Smoked Necks	2.39	117 2.39		1.99 - 2.39	21 2.01				
<b>GROUND TURKEY:</b>									
Patties	3.99	399 3.99		3.99	1 3.99		3.69 - 3.99	127 3.96	
Sausage	3.27 - 3.99	639 3.78		3.99	2 3.99		3.69 - 3.99	119 3.96	
85% lean	1.99 - 3.29	201 2.44		2.50 - 2.99	112 2.66		2.29 - 3.49	464 2.84	
93% lean	3.07 - 4.00	709 3.53		3.20 - 3.49	415 3.28		2.62 - 3.99	726 3.37	
Breast (99-100% lean)	4.79 - 6.14	155 5.11		4.79	42 4.79		4.99 - 5.37	86 5.01	
Rolls (frsh/frz 1 lb.)							0.99 - 1.89	70 1.74	
<b>Specialty</b> <sup>5/</sup>									
Patties	3.50 - 3.99	54 3.58					3.50	15 3.50	
93-94% lean	3.29 - 5.00	415 4.05		5.00	4 5.00		3.33 - 3.99	145 3.95	
Breast									



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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 <sup>1/</sup>	13.0% of 4,900 sampled outlets			22.6% of 3,800 sampled outlets			51.0% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			1.3% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 852			Activity Index = 1,040			Activity Index = 699		
	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	1.48 - 1.99	136	1.82				1.69 - 1.79	310	1.78
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	5.00	114	5.00	4.99	107	4.99	3.99	9	3.99
Sausage	4.00	114	4.00	3.27 - 3.79	89	3.51	3.27	16	3.27
85% lean	2.99 - 3.19	86	3.06	2.39 - 3.29	41	2.72	2.39 - 2.79	49	2.48
93% lean	3.20 - 3.99	275	3.24	3.19 - 4.00	732	3.80	3.20 - 4.39	202	3.89
Breast (99-100% lean)	4.16	34	4.16	4.79	48	4.79	4.79	82	4.79
Rolls (frsh/frz 1 lb.)				2.29	15	2.29	2.29	31	2.29
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.32 - 5.00	93	4.82		8	6.49			
Breast				6.49					



(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 <sup>1/</sup>	31.2% of 100 sampled outlets			78.8% of 100 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 50			Activity Index = 123		
	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	21	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				5.39	34	5.39
85% lean						
93% lean	4.80	21	4.80	3.20 - 4.79	89	4.38
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)	2.29	8	2.29			
<b>Specialty <sup>5/</sup></b>						
Patties						
93-94% lean						
Breast						



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Fri. Oct 09, 2015

	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>	31.6% of 29,100 stores		29.0% of 29,100 stores		77.0% of 22,900 stores		52.0% of 5,500 sampled outlets			17.9% of 7,400 sampled outlets		
Activity Index 2/	18,914		13,392		52,180		Activity Index = 5,269			Activity Index = 3,643		
	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	3,228	8.68	903	8.67	3,940	7.85	6.98 - 12.99	1,006	8.84	8.79 - 9.99	1,144	8.85
Private Brand	318	7.92	175	8.11	2,160	7.91	7.49 - 7.99	25	7.59			
<b>Category 2</b>												
Processor Brand	583	5.66	543	6.10	5,960	6.12	4.99 - 6.99	300	5.52			
Private Brand	52	6.05	648	6.88	3,840	6.22	5.49 - 6.99	33	6.08			
<b>Category 3</b>												
Processor Brand	666	3.44	163	3.52	790	4.08	3.99 - 4.99	156	4.12	2.99 - 4.99	45	3.75
Private Brand	267	4.88	14	3.99	50	4.88						
<b>Turkey Ham</b>												
Processor Brand	306	3.59	310	3.78	480	3.94	3.29 - 5.99	70	4.01	3.29	20	3.29
Private Brand	62	4.20	71	3.47			4.48	45	4.48			
<b>Turkey Pastrami</b>												
Processor Brand	121	5.07	184	4.58	310	4.70	6.99	47	6.99	4.66	20	4.66
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	4,463	7.70	3,310	7.95	1,690	7.56	5.99 - 9.99	1,697	8.00	6.99 - 8.99	103	7.75
Private Brand	440	7.76	938	8.05	6,120	7.09	7.98 - 7.99	283	7.99			
<b>Category 2</b>												
Processor Brand	344	5.81	339	6.01	180	5.10	5.98	5	5.98	4.99	31	4.99
Private Brand	131	6.68	1,358	6.37	360	6.25	4.99 - 6.99	80	6.82	6.99	21	6.99
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2,220	3.33	1,539	3.29	10,000	3.47	2.50 - 4.99	606	3.24	2.50 - 3.50	49	2.78
Private Brand	1,105	2.79	243	2.88	2,420	2.98				2.79	1,083	2.79
<b>Turkey 16 oz</b>												
Processor Brand	1,407	5.06	1,101	5.51	1,900	5.14	4.99 - 5.99	324	5.49	5.99	35	5.99
Private Brand			5	5.49	10	4.99						
<b>Chicken 7-10 oz</b>												
Processor Brand	2,096	3.36	1,325	3.41	9,890	3.47	2.50 - 4.99	592	3.25	2.99 - 3.50	9	3.39
Private Brand	1,105	2.79	223	2.81	2,080	2.97				2.79	1,083	2.79

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. Oct 09, 2015

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

	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)		
Feature Rate <sup>1/</sup>	26.2% of 6,100 sampled outlets			24.5% of 4,900 sampled outlets			47.9% of 3,800 sampled outlets			32.2% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 3,514			Activity Index = 2,387			Activity Index = 3,028			Activity Index = 1,014		
	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	6.29 - 9.99	215 7.21		6.99 - 8.49	92 7.77		7.99 - 11.05	756 8.72		9.99	15 9.99	
Private Brand	7.98	30 7.98		6.99 - 7.99	256 7.91		8.99	7 8.99				
<b>Category 2</b>												
Processor Brand	4.99 - 6.49	269 5.83								4.99	11 4.99	
Private Brand	4.99 - 6.98	19 5.99										
<b>Category 3</b>												
Processor Brand	4.99	9 4.99		2.99 - 3.99	181 3.58		2.49 - 3.99	275 2.86				
Private Brand	2.99	8 2.99		3.99	13 3.99		4.99	246 4.99				
<b>Turkey Ham</b>												
Processor Brand				2.99	23 2.99		2.49 - 3.99	193 3.54				
Private Brand							2.69 - 3.79	17 3.47				
<b>Turkey Pastrami</b>												
Processor Brand	3.98	30 3.98					2.99	15 2.99		2.99	9 2.99	
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.98 - 8.99	698 7.28		5.99 - 8.98	498 7.79		5.99 - 7.99	1,062 7.37		6.99 - 7.99	405 7.90	
Private Brand	6.98 - 8.49	77 7.30		6.99 - 8.49	80 7.42							
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	287 5.89								5.99	21 5.99	
Private Brand	6.99	3 6.99										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 4.00	711 3.30		2.09 - 4.99	525 3.72		2.19	74 2.19		2.19 - 3.99	242 3.22	
Private Brand	2.99	22 2.99										
<b>Turkey 16 oz</b>												
Processor Brand	5.48 - 5.99	403 5.52		4.09 - 5.49	264 4.61		3.99 - 5.49	309 4.20		5.49	69 5.49	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 4.00	711 3.30		2.29 - 4.99	455 3.86		2.19	74 2.19		2.19 - 3.99	242 3.22	
Private Brand	2.99	22 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 <sup>1/</sup>	10.8% of 100 sampled outlets			26.5% of 100 sampled outlets				
Activity Index 2/	Activity Index = 20			Activity Index = 39				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand	6.99	3 6.99						
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand				5.99	27 5.99			
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.49 - 4.49	7 4.20		2.79 - 3.99	6 3.39			
Private Brand								
Turkey 16 oz								
Processor Brand	4.98	3 4.98						
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.49 - 4.49	7 4.20		2.79 - 3.99	6 3.39			
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

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Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)