



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY  
 Advertised Prices effective through April 24, 2011



Easter/Passover 2011

This report provides a detailed breakdown of supermarket holiday promotions by region, state, and grocery chain including brand names, prices, and any special conditions for whole turkeys, turkey breasts, roaster chickens, capons, Cornish hens, gizzards, livers, ducklings, geese, baking hens, shell eggs, and liquid eggs.

Whole Turkey promotions in the Central U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI)

	Whole Turkeys - Eastern U.S.	.....	9 pages
<input checked="" type="checkbox"/>	<b>Whole Turkeys - Central U.S.</b>	.....	7 pages
	Whole Turkeys - Western U.S.	.....	3 pages
	Miscellaneous Poultry	.....	22 pages
	Shell Eggs and Egg Products	.....	24 pages



Prices in U.S. dollars per pound unless otherwise noted.  
 All information from publicly available sources including store circulars, newspaper ads, and retailer websites.  
 Note: BOGO = Buy one, get one free



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**CENTRAL U.S.** - AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND,NE,OH,OK,SD,TN,TX,WI

**Easter/Passover 2011**

**WHOLE TURKEYS**

Whole birds; prices in US\$/lbs. unless otherwise noted; information from publicly available sources (store circulars, newspaper ads, and retailer websites))

Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Alabama	Greer's	Best Choice		0.98							
	Kroger Atlanta	Carolina		0.69						> 16 lbs (tom) w/ store card	
		Private Selection		0.69						> 16 lbs (tom) w/ store card	
		Honeysuckle	1.29							w/ store card	
	Publix	Empire				1.99				w/ store card	
	Empire				2.79				w/o store card		
Winn-Dixie	Winn-Dixie			0.89						w/ store card; limit 2	
	Winn-Dixie			1.49						w/o store card	
Arkansas	Brookshires	Butterball		1.29							
		Honeysuckle	0.99								
	Country Mart	Best Choice		0.99							
	Cranford's	no label								< 16 lbs (hen) smoked @ 1.99/lb.	
	Kroger Delta	Butterball			0.99						w/ store card
Private Selection				0.69						w/ store card	
Super 1 Foods	Butterball			1.27							
	Honeysuckle		0.98								
Illinois Chicagoland	Butera	Jennie-O		1.39						> 16 lbs (tom)	
	Caputo's	Perdue	1.59							< 16 lbs (hen)	
	County Market	Jennie-O	1.49								
		no label			0.88						
	Dominick's	Jennie-O	1.49							w/ store card	
	Fairplay Foods	Rosebud Farms	1.49	1.29						< 16 lbs (hen)	
	Garden Fresh	Empire				1.89					
	Jewel	Aaron's					1.99				
		Butterball	2.19								
		Perdue	2.19								
		Jennie-O	1.79								
	Pete's Market	Norbest		1.28							
	Piggly Wiggly	L'il Butterball		1.59							< 16 lbs (hen)
		Jennie-O		1.39							
Shop & Save	Amish Valley	1.59									
	Norbest		1.29								
Strack & VanTil	Butterball	1.89									
	Norbest		1.19								
	Perdue	1.69									
	Rosebud Farms	1.69									
Tony's Foods	Perdue	1.69									
	Norbest		1.49								



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Illinois Chicagoland (continued)	Ultra Foods	Butterball	1.89								
		Norbest		1.19							
		Perdue	1.69								
		Rosebud Farms	1.69								
	Walt's	Rosebud Farms	1.49								
Illinois Downstate	County Market	Jennie-O	1.49								
		no label		0.88							
	Dierberg's	Perdue	1.69								
	Hy-Vee	Hy-Vee		1.19							
	Kroger Central	Honeysuckle	1.49							w/ store card	
	Kroger Mid-Sth	L'il Butterball		1.49						< 16 lbs (hen); w/ store card	
Indiana	Jay C	Butterball		1.09						> 16 lbs (tom) w/ store card	
		Butterball		1.49						> 16 lbs (tom) w/o store card	
		Private Selection		0.69						w/ store card	
		Private Selection		1.49						w/o store card	
	Jewel	Aaron's				1.99					
		Butterball	2.19								
		Perdue	2.19								
		Jennie-O	1.79								
	Kroger Central	Honeysuckle	1.49							w/ store card	
	Kroger Cinncy	Butterball		0.99							> 16 lbs (tom)
		Honeysuckle	1.49								w/ store card
	Kroger Mid-Sth	L'il Butterball		1.49						< 16 lbs (hen); w/ store card	
	Marsh	Butterball	1.89								w/ store card
		Butterball	2.49								w/o store card
	Martin's	Honeysuckle	1.49								
		Honeysuckle	1.79								
New Market	Farm Fresh		0.77								
Strack & VanTil	Butterball	1.89									
	Norbest		1.19								
	Perdue	1.69									
	Rosebud Farms	1.69									
Ultra Foods	Butterball	1.89									
	Norbest		1.19								
	Perdue	1.69									
	Rosebud Farms	1.69									
Wesselman's	Jennie-O		0.99							< 16 lbs (hen)	



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Iowa	County Market	Jennie-O no label	1.49	0.88							
	Cub Foods	Jennie-O	1.59								
	Hy-Vee	Hy-Vee		1.19							
	Jewel	Aaron's Butterball Perdue Jennie-O				1.99					
				2.19							
				2.19							
Sunshine Foods	Shurfresh		0.99								
Kansas	Apple Markets	L'il Butterball		1.49						< 16 lbs (hen)	
	Country Mart	Best Choice		0.99							
		L'il Butterball		1.49						< 16 lbs (hen)	
	Dillon's	Honeysuckle		0.79							
		Jennie-O		0.79							
		Private Selection		0.79							
	Hen House	Ball's no label	1.49							< 16 lbs (hen); smoked @ 2.99/lb. w/ store card	
		no label	1.89							w/o store card	
Hy-Vee	Hy-Vee		1.19								
Price Chopper	L'il Butterball		1.49						< 16 lbs (hen)		
Wood's	Best Choice	1.39	1.18								
Kentucky	Country Mart	Best Choice		0.99							
	Food City	Butterball	1.69								
		Food City		0.99							
	Food Fair	Butterball		1.19						< 16 lbs (hen)	
		Walnut Creek								< 16 lbs (hen); smoked @ 1.99/lb.	
	Food Lion	Jennie-O		1.59						oven-ready in bag; w/ store card	
		Jennie-O		1.99						oven-ready in bag; w/o store card	
	Houchen's	Honeysuckle	1.49								
	Kroger Cinncy	Butterball		0.99						> 16 lbs (tom) w/ store card	
Honeysuckle		1.49									
Kroger Delta	Butterball		0.99						w/ store card		
	Private Selection		0.69						w/ store card		
Kroger Mid-AtIntc	Shady Brook	1.49							< 16 lbs (hen); w/ store card		
Kroger Mid-Sth	L'il Butterball		1.49						< 16 lbs (hen); w/ store card		
Louisiana	Brookshires	Butterball		1.29							
		Honeysuckle	0.99								
	Kroger Sthwest	Jennie-O	1.39								
	Rouse's	no label		1.29						< 16 lbs (hen)	



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Louisiana (continued)	Super 1 Foods	Butterball		1.27							
		Honeysuckle	0.98								
Michigan	Econo Foods	Honeysuckle	1.59								
	Hiller	Amish Valley	1.59								
	Hollywood	Amish Valley	1.49								
	Ken's SuperFair	Shurfresh		0.99							
	Kroger Michigan	Honeysuckle	1.59								
	Martin's	Honeysuckle	Honeysuckle	1.49							
			Honeysuckle	1.79							
	Plumb's	Spartan		0.89							
	Ric's Food	Jennie-O	1.49								
	SuperOne Food	Jennie-O	Jennie-O	*							first pound free w/ coupon
Jennie-O			1.39								
Tom's/Oleson's	Spartan		0.99								
Minnesota	Cash Wise	Jennie-O	1.48								
	Coborn	Jennie-O	1.39								
	Cub Foods	Jennie-O	1.59								
	Econo Foods	Honeysuckle	1.59								
	Hy-Vee	Hy-Vee		1.19							
	Rainbow	Butterball		1.29						< 16 lbs (hen)	
	Sun Mart	Honeysuckle	1.59								
	Sunshine Foods	Shurfresh		0.99							
	SuperOne Food	Jennie-O	Jennie-O	*							first pound free w/ coupon
Jennie-O			1.39								
Mississippi	Greer's	Best Choice		0.98							
	Kroger Delta	Butterball		0.99						w/ store card	
		Private Selection		0.69						w/ store card	
	Rouse's	no label		1.29						< 16 lbs (hen)	
Missouri	Apple Markets	L'il Butterball		1.49						< 16 lbs (hen)	
	C&R	Shurfresh		1.19							
	Country Mart	Best Choice		0.99							
		L'il Butterball		1.49						< 16 lbs (hen)	
	Dierberg's	Perdue	1.69								
	Dillon's	Honeysuckle		0.79							
		Jennie-O		0.79							
		Private Selection		0.79							
	Harter House	Honeysuckle	1.39								
Butterball		1.69									
Hickman's IGA	IGA	no label		0.99							
		IGA		0.88							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Missouri (continued)	Hy-Vee	Hy-Vee		1.19						
	Kroger Central	Honeysuckle	1.49							w/ store card
	Moser's	Burger's								smoked @ 2.99/lb.
	Patricia's	Burger's								smoked @ 2.99/lb.
	Price Chopper	L'il Butterball		1.49						< 16 lbs (hen)
	Price Cutter	Honeysuckle	1.29							
		Best Choice	1.09	0.79						
Wood's	Best Choice	1.39	1.18							
Nebraska	Apple Markets	L'il Butterball		1.49						< 16 lbs (hen)
	Bag'n Save	Honeysuckle	1.49							
	Dillon's	Honeysuckle		0.79						
		Jennie-O		0.79						
		Private Selection		0.79						
	Hy-Vee	Hy-Vee		1.19						
	Safeway	Safeway	1.49							w/ store card
Sun Mart	Honeysuckle	1.59								
SuperSaver	Smoke House								smoked @ 1.98/lb.	
North Dakota	Cash Wise	Jennie-O	1.48							
	Sun Mart	Honeysuckle	1.59							
	SuperOne Food	Jennie-O	*							first pound free w/ coupon
		Jennie-O	1.39							
Ohio	Acme Fresh	Honeysuckle	1.59							w/ store card
		Honeysuckle	1.89							w/o store card
	Buehler's	Amish Valley	1.69							w/ store card
	Food Fair	Butterball		1.19						< 16 lbs (hen)
		Walnut Creek								< 16 lbs (hen); smoked @ 1.99/lb.
	Kroger Cinncy	Butterball		0.99						> 16 lbs (tom)
		Honeysuckle	1.49							w/ store card
	Kroger Colmbus	Honeysuckle	1.59							
	Kroger Mid-AtIntc	Shady Brook	1.49							< 16 lbs (hen); w/ store card
	Marsh	Butterball	1.89							w/ store card
Butterball		2.49							w/o store card	
Shop'n Save	Honeysuckle	1.49								
Sparkle	Honeysuckle	1.49								w/ store card
	Honeysuckle	1.79								w/o store card
Oklahoma	Country Mart	Best Choice		0.99						
		L'il Butterball		1.49						< 16 lbs (hen)
	Homeland	Honeysuckle	1.39							
United	Honeysuckle	1.39								



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
South Dakota	Coborn	Jennie-O	1.39							
	Econo Foods	Honeysuckle	1.59							
	Hy-Vee	Hy-Vee		1.19						
	Safeway	Safeway	1.49							w/ store card
	Sunshine Foods	Shurfresh		0.99						
Tennessee	Country Mart	Best Choice		0.99						
	Food City	Butterball	1.69							
		Food City			0.99					
	Food Lion	Jennie-O		1.59						oven-ready in bag; w/ store card
		Jennie-O		1.99						oven-ready in bag; w/o store card
	Harris Teeter	Harris Teeter	1.29							< 16 lbs (hen) w/ store card
		Harris Teeter	1.99							< 16 lbs (hen) w/o store card
	Ingle's	Butterball	1.58							w/ store card
		Butterball	1.98							w/o store card
	Kroger Atlanta	Carolina			0.69					> 16 lbs (tom) w/ store card
		Private Selection			0.69					> 16 lbs (tom) w/ store card
		Honeysuckle	1.29							w/ store card
Kroger Delta	Butterball			0.99					w/ store card	
	Private Selection			0.69					w/ store card	
Kroger Mid-AtIntc	Shady Brook	1.49							< 16 lbs (hen); w/ store card	
Kroger Mid-Sth	L'il Butterball			1.49					< 16 lbs (hen); w/ store card	
Publix	Empire					1.99			w/ store card	
	Empire					2.79			w/o store card	
Winn-Dixie	Winn-Dixie			0.89					w/ store card; limit 2	
	Winn-Dixie			1.49					w/o store card	
Texas	Albertson's LLC	no label	1.59							< 16 lbs (hen)
	Brookshire Bros.	Shady Brook	1.49							< 16 lbs (hen)
	Brookshires	Butterball			1.29					
		Honeysuckle	0.99							
	H-E-B	H-E-B	1.29							
	Kroger Sthwest	Jennie-O	1.39							
	Minyard's	Best Choice			0.99					
		Butterball			1.29					
	Pro's Ranch	Jennie-O			0.98					w/ store card
		Jennie-O			1.69					w/o store card
	Randall's	Safeway	1.59							w/ store card
Sun Harvest	Sun Harvest						1.99			
Super 1 Foods	Butterball			1.27						
	Honeysuckle	0.98								



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
Wisconsin	Copp's	Butterball		1.29						
	Cub Foods	Jennie-O	1.59							
	Econo Foods	Honeysuckle	1.59							
	Lena's	L'il Butterball		1.59						< 16 lbs (hen)
		Jennie-O		1.39						
	Hy-Vee	Hy-Vee		1.19						
		Jennie-O		1.39						
	Pick'n Save	Butterball		1.29						
	Piggly Wiggly	L'il Butterball		1.59						< 16 lbs (hen)
		Jennie-O		1.39						
	Sentry Foods	Jennie-O		1.29						w/ store card
Jennie-O			1.49						w/o store card	
SuperOne Food	Jennie-O		*						first pound free w/ coupon	
	Jennie-O		1.39							