



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 Eastern U.S. (CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV)

<input checked="" type="checkbox"/>	<b>Whole Turkeys - Eastern U.S.</b>	.....	9 pages
	Whole Turkeys - Central U.S.	.....	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



**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through April 24, 2011)  
**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**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		
Connecticut	A&P Stores	Empire				2.49					
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	Adams	Shady Brook	1.29							< 16 lbs (hen)	
	Big Y	Shady Brook	1.49								
	Bravo	Shady Brook	1.69							< 16 lbs (hen)	
	C-Town	Shady Brook	1.69							< 16 lbs (hen)	
	Compare Foods	Shady Brook	1.99								
	Geissler's	no label	1.49								
	Grand Union	Shady Brook	1.49							< 16 lbs (hen)	
	Price Chopper	Empire				1.99					
		Shady Brook	1.69								
Riverside			1.29								
Carolina			1.29								
ShopRite	Butterball		1.49							< 16 lbs (hen)	
	Butterball		0.30							< 16 lbs (hen); w/ \$300 purchase	
	Readington Farms							2.99		< 16 lbs (hen)	
	ShopRite	0.40								< 16 lbs (hen); w/ store card	
ShopRite	ShopRite	1.59								< 16 lbs (hen); w/o store card	
	Stop & Shop	Empire				1.99				< 16 lbs (hen)	
Stop & Shop	Shady Brook	0.99									
	Washington, DC	A&P Stores	Empire				2.49				
Butterball			1.39							w/ store card	
Shady Brook			1.19							w/ store card	
Giant Landover		Empire				1.99					< 16 lbs (hen)
		Shady Brook	0.99								
Harris Teeter	Harris Teeter	1.29								< 16 lbs (hen) w/ store card	
	Harris Teeter	1.99								< 16 lbs (hen) w/o store card	
Safeway	Shady Brook	1.49								w/ store card	
Delaware	A&P Stores	Empire				2.49					
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	ACME	Lancaster	1.59								
	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
	Giant Landover	Empire				1.99					< 16 lbs (hen)
		Shady Brook	0.99								
Harris Teeter	Harris Teeter	1.29								< 16 lbs (hen) w/ store card	
	Harris Teeter	1.99								< 16 lbs (hen) w/o store card	



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Delaware (continued)	Pathmark	Empire				2.49				< 16 lbs (hen)	
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	Safeway	Shady Brook	1.49							w/ store card	
	ShopRite	Butterball		1.49							< 16 lbs (hen)
		Butterball		0.30					2.99		< 16 lbs (hen); w/ \$300 purchase
Readington Farms										< 16 lbs (hen)	
ShopRite		0.40								< 16 lbs (hen); w/ store card	
Shurfine	ShopRite	1.59								< 16 lbs (hen); w/o store card	
	Shady Brook	1.49								w/ store card	
		Butterball	1.79							w/ store card	
Florida	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	
	Greer's	Best Choice		0.98							
	Harris Teeter	Harris Teeter	1.29								< 16 lbs (hen) w/ store card
		Harris Teeter	1.99								< 16 lbs (hen) w/o store card
	Hitchcock's	Farm Fresh		1.18						< 16 lbs (hen)	
	Publix	Empire				1.99					w/ store card
Empire					2.79					w/o store card	
Sweetbay	no label		0.99							w/ store card	
	no label		1.39							w/o store card	
Winn-Dixie	Winn-Dixie		0.89							w/ store card; limit 2	
	Winn-Dixie		1.49							w/o store card	
Georgia	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	
Piggly Wiggly	Butterball	1.59							w/ store card; save \$ 3.00 w/ coupon		
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	
Maine	Hannaford	Marval		0.99							
		Shady Brook	1.19								
	Shaw's	no label				1.99				< 16 lbs (hen)	



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**WHOLE TURKEYS**

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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Maryland	A&P Stores	Empire				2.49					
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	ACME	Lancaster	1.59								
	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
	Giant Carlisle	Giant	0.99	1.19							
		Empire				1.99					< 16 lbs (hen) w/ store card
		Empire				2.39					< 16 lbs (hen) w/o store card
	Giant Landover	Empire				1.99					< 16 lbs (hen)
		Shady Brook	0.99								
	Harris Teeter	Harris Teeter	1.29								< 16 lbs (hen) w/ store card
		Harris Teeter	1.99								< 16 lbs (hen) w/o store card
	Magruder's	Empire				1.88					< 16 lbs (hen)
Perdue		1.29								< 16 lbs (hen)	
Mars	Shady Brook	1.29	1.09								
Safeway	Shady Brook	1.49								w/ store card	
Shopper's Food	Marval		1.19								
	Shady Brook	1.29									
ShopRite	Butterball		1.49							< 16 lbs (hen)	
	Butterball		0.30							< 16 lbs (hen); w/ \$300 purchase	
	Readington Farms							2.99		< 16 lbs (hen)	
	ShopRite	0.40								< 16 lbs (hen); w/ store card	
Shurfine	ShopRite	1.59								< 16 lbs (hen); w/o store card	
	Shady Brook	1.49								w/ store card	
Weis	Butterball	1.79								w/ store card	
	Weis	1.69								w/ store card	
Massachusetts	Big Y	Shady Brook	1.49								
	C-Town	Shady Brook	1.69							< 16 lbs (hen)	
	Compare Foods	Shady Brook	1.99								
	Demoulas	Market Basket		0.99							< 16 lbs (hen) w/ store card
		Market Basket		1.19							< 16 lbs (hen) w/o store card
	Donelan's	Empire				3.69					< 16 lbs (hen)
		Shady Brook	1.29								< 16 lbs (hen)
	Grand Union	Shady Brook	1.49							< 16 lbs (hen)	
	Hannaford	Marval		0.99							
Shady Brook		1.19									



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Massachusetts (continued)	Price Chopper	Empire	1.69			1.99					
		Shady Brook									
		Riverside		1.29							
		Carolina	1.29								
	Roche Bros.	Plainville Farms						2.69			
		Roche Bros.	0.99								
	Shaw's/Star	no label				1.99				< 16 lbs (hen)	
	Stop & Shop	Empire				1.99				< 16 lbs (hen)	
		Shady Brook	0.99								
New Hampshire	Demoulas	Market Basket		0.99						< 16 lbs (hen) w/ store card	
		Market Basket		1.19						< 16 lbs (hen) w/o store card	
	Hannaford	Marval		0.99							
		Shady Brook	1.19								
	Price Chopper	Empire					1.99				
		Shady Brook	1.69								
Riverside			1.29								
		Carolina		1.29							
	Shaw's	no label				1.99				< 16 lbs (hen)	
	Stop & Shop	Empire				1.99				< 16 lbs (hen)	
		Shady Brook	0.99								
New Jersey	A&P Stores	Empire				2.49					
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	ACME	Lancaster	1.59								
	Bravo	Shady Brook	1.69							< 16 lbs (hen)	
	C-Town	Shady Brook	1.69							< 16 lbs (hen)	
	Compare Foods	Shady Brook	1.99								
	Fine Fare	Shady Brook	1.39								
	Foodtown	Foodtown			1.19						< 16 lbs (hen)
		Shady Brook	1.69								< 16 lbs (hen)
	Genuardi's	Butterball	2.29								
		Shady Brook	1.49								
	King's	Empire				2.99	1.99				< 16 lbs (hen)
King's								1.59			
	Plainville Farms							2.49			
Met Foods	Shady Brook	1.59									
Pathmark	Empire					2.49				< 16 lbs (hen)	
	Butterball	1.39								w/ store card	
	Shady Brook	1.19								w/ store card	



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
New Jersey (continued)	ShopRite	Butterball		1.49					2.99	< 16 lbs (hen)	
		Butterball		0.30						< 16 lbs (hen); w/ \$300 purchase	
		Readington Farms								< 16 lbs (hen)	
		ShopRite	0.40							< 16 lbs (hen); w/ store card	
	ShopRite	1.59							< 16 lbs (hen); w/o store card		
	Stop & Shop	Empire				1.99				< 16 lbs (hen)	
		Shady Brook	0.99								
	Thriftway	Shady Brook	1.49							< 16 lbs (hen)	
	Weis	Butterball	1.69							w/ store card	
		Weis	1.59							w/ store card	
New York Metro NYC	A&P Stores	Empire				2.49					
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	Associated	Shady Brook	1.99								
	Best Yet	Shady Brook	1.49								
	Bravo	Shady Brook	1.69							< 16 lbs (hen)	
	C-Town	Shady Brook	1.69							< 16 lbs (hen)	
	Compare Foods	Shady Brook	1.99								
	Fine Fare	Shady Brook	1.39								
	Foodtown	Foodtown			1.19						< 16 lbs (hen)
		Shady Brook	1.69								< 16 lbs (hen)
	Gristedes	Perdue	1.99							< 16 lbs (hen)	
	Key Foods	Empire					1.99				< 16 lbs (hen) w/ store card
		Empire					2.99				< 16 lbs (hen) w/o store card
		Shady Brook	1.29								< 16 lbs (hen)
	King Kullen	Empire					2.79				
		Perdue	1.29								< 16 lbs (hen)
Shady Brook		1.29									
Met Foods	Shady Brook	1.59									
Pathmark	Empire					2.49				< 16 lbs (hen)	
	Butterball	1.39								w/ store card	
	Shady Brook	1.19								w/ store card	
Pioneer	Shady Brook	1.59									
ShopRite	Butterball			1.49					2.99	< 16 lbs (hen)	
	Butterball			0.30						< 16 lbs (hen); w/ \$300 purchase	
	Readington Farms									< 16 lbs (hen)	
	ShopRite	0.40								< 16 lbs (hen); w/ store card	
	ShopRite	1.59								< 16 lbs (hen); w/o store card	
Trade Fair	Shady Brook	1.49							< 16 lbs (hen)		
Western Beef	Butterball			1.19							



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			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh	
New York Upstate	DeCiccio's	Shady Brook	1.69							< 16 lbs (hen)
	Grand Union	Shady Brook	1.49							< 16 lbs (hen)
	Hannaford	Marval		0.99						
		Shady Brook	1.19							
	Peck's	Shady Brook	1.39							
	Price Chopper	Empire				1.99				
		Shady Brook	1.69							
		Riverside		1.29						
		Carolina		1.29						
	Stop & Shop	Empire				1.99				< 16 lbs (hen)
		Shady Brook	0.99							
	Tops	Jennie-O	1.29							w/ store card
		Jennie-O	1.89							w/o store card
	Weis	Butterball	1.69							w/ store card
		Weis	1.59							w/ store card
North Carolina	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 Mid-Atlntc	Shady Brook	1.49							< 16 lbs (hen); w/ store card
	Lowes Foods	Shady Brook	1.19							w/ store card
Pennsylvania Eastern	A&P Stores	Empire				2.49				
		Butterball	1.39							w/ store card
		Shady Brook	1.19							w/ store card
	ACME	Lancaster	1.59							
	Boyer	Jennie-O	1.47							
	Bravo	Shady Brook	1.69							< 16 lbs (hen)
	C-Town	Shady Brook	1.69							< 16 lbs (hen)
	Fine Fare	Shady Brook	1.39							
	Foodtown	Foodtown		1.19						< 16 lbs (hen)
		Shady Brook	1.69							< 16 lbs (hen)
	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
	Genuardi's	Butterball	2.29							
	Shady Brook	1.49								
Giant Carlisle	Giant	0.99	1.19							
	Empire				1.99					< 16 lbs (hen) w/ store card
	Empire				2.39					< 16 lbs (hen) w/o store card



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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Pennsylvania Eastern (continued)	Pathmark	Empire				2.49				< 16 lbs (hen) w/ store card	
		Butterball	1.39							w/ store card	
		Shady Brook	1.19							w/ store card	
	Price Chopper	Empire				1.99					
	ShopRite	Butterball		1.49							< 16 lbs (hen)
		Butterball		0.30							< 16 lbs (hen); w/ \$300 purchase
		Readington Farms							2.99		< 16 lbs (hen)
		ShopRite	0.40								< 16 lbs (hen); w/ store card
Shurfine	ShopRite	1.59								< 16 lbs (hen); w/o store card	
	Shady Brook	1.49								w/ store card	
ShurSave	Butterball	1.79								w/ store card	
	Shady Brook	1.49								w/ store card	
Thriftway	Shady Brook	1.49								< 16 lbs (hen)	
Weis	Butterball	1.69								w/ store card	
	Weis	1.59								w/ store card	
Pennsylvania Western	Kuhn's	Amish Country	1.39							w/ store card	
		Amish Country	1.89							w/o store card	
	Shop'n Save	Honeysuckle	1.49								
	Tops	Jennie-O	1.29								w/ store card
Jennie-O		1.89								w/o store card	
Rhode Island	Bravo	Shady Brook	1.69							< 16 lbs (hen)	
	C-Town	Shady Brook	1.69							< 16 lbs (hen)	
	Compare Foods	Shady Brook	1.99								
	Shaw's	no label				1.99				< 16 lbs (hen)	
	Stop & Shop	Empire				1.99					< 16 lbs (hen)
Shady Brook		0.99									
South Carolina	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
Lowes Foods	Honeysuckle	1.29							w/ store card		
Lowes Foods	Shady Brook	1.19							w/ store card		
Piggly Wiggly	Butterball	1.59								w/ store card; save \$ 3.00 w/ coupon	
Publix	Empire					1.99				w/ store card	
	Empire					2.79				w/o store card	





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Market	Supermarket	Label	Regular		Kosher		Organic	Free Range	Natural	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	Fresh		
Vermont	Grand Union	Shady Brook	1.49							< 16 lbs (hen)	
	Hannaford	Marval Shady Brook	1.19	0.99							
	Price Chopper	Empire Shady Brook	1.69			1.99					
		Riverside Carolina		1.29 1.29							
		Shaw's	no label				1.99				< 16 lbs (hen)
Virginia	Farm Fresh	Perdue	1.69								
	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
	Giant Carlisle	Giant	0.99	1.19							
		Empire				1.99					< 16 lbs (hen) w/ store card
		Empire				2.39					< 16 lbs (hen) w/o store card
	Giant Landover	Empire				1.99					< 16 lbs (hen)
		Shady Brook	0.99								
	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 Mid-Atlntc	Shady Brook	1.49								< 16 lbs (hen); w/ store card	
Lowes Foods	Shady Brook	1.19								w/ store card	
Magruder's	Empire				1.88					< 16 lbs (hen)	
	Perdue	1.29								< 16 lbs (hen)	
Safeway	Shady Brook	1.49								w/ store card	
Shopper's Food	Marval		1.19								
	Shady Brook	1.29									
West Virginia	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
	Giant Carlisle	Giant	0.99	1.19							
		Empire				1.99					< 16 lbs (hen) w/ store card
		Empire				2.39					< 16 lbs (hen) w/o store card
Kroger Columbus	Honeysuckle	1.59									
Kroger Mid-Atlntc	Shady Brook	1.49								< 16 lbs (hen); w/ store card	
Shop'n Save	Honeysuckle	1.49									



**HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY** (prices effective through April 24, 2011)  
**EASTERN U.S.** - CT,DE,DC,GA,FL,MA,ME,MD,NC,NH,NJ,NY,PA,RI,SC,VA,VT,WV

**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	
West Virginia (continued)	Sparkle	Honeysuckle	1.49							w/ store card
		Honeysuckle	1.79							w/o store card
	Weis	Butterball	1.69							w/ store card
		Weis	1.59							w/ store card