



USDA HOLIDAY RETAIL PROMOTIONS FEATURING POULTRY

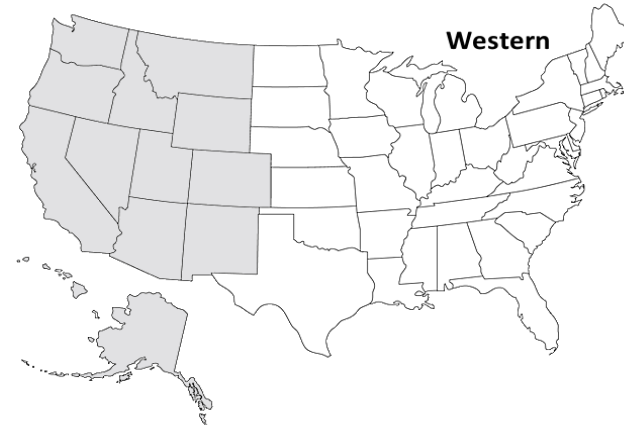
Advertised Prices effective through December 25, 2011

Christmas/Hanukkah^{1/} 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 and bone-in turkey breasts; holiday turkey dinners; roaster chickens; capons; Cornish hens; chicken gizzards and livers; ducks and ducklings; geese; baking hens; poultry-based broth, stock, and gravy; shell eggs; liquid eggs; and egg nog.

Whole Turkey Promotions in the Western U.S. (AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA,WY)

Whole Turkeys - Eastern U.S.	14 pages
Whole Turkeys - Central U.S.	14 pages
<input checked="" type="checkbox"/> Whole Turkeys - Western U.S.	6 pages
Turkey Dinners	26 pages
Miscellaneous Poultry	30 pages
Poultry-Based Broth and Gravy	33 pages
Shell Eggs and Egg Products	32 pages



Prices in U.S. dollars per pound unless otherwise noted.

Note: BOGO = Buy one, get one free

ABF = Antibiotic-free

All information from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/}: Hanukkah begins at sunset on Tuesday, December 20, 2011, and ends at sunset on Wednesday, December 28, 2011.



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WESTERN U.S. - AK,AZ,CA,CO,HI,ID,MT,NM,NV,OR,UT,WA,WY

Christmas/Hanukkah 2011
WHOLE TURKEYS

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

State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
AK	Fred Meyer	Foster Farms	*								Save \$3 w/ coupon; limit 2 limit 2 limit 2
		Private Selection		0.88							
		Jennie-O		0.88							
	Safeway	Safeway		0.59							w/ store card
	Target	Butterball		0.97							
AZ	Albertson's LLC SW	Butterball	1.99								\$3 off w/ coupon; w/ store card w/ store card
		Honeysuckle	1.59								
	Basha's	Butterball	1.79								w/ store card
		Jennie-O	1.79								w/ store card
		Norbest		0.99							w/ store card
	Fresh & Easy	Fresh & Easy	0.99								< 16 lbs. (hen)
	Fry's	Butterball	1.99								w/ store card
		Jennie-O	1.79	0.89							w/ store card
		Private Selection		0.89							
	Safeway	Safeway	1.49	0.59							w/ store card
Smart & Final	First Street		0.99							limit 2	
Smith's	Jennie-O	1.39								w/ store card	
	no label		BOGO							w/ store card	
Target	Butterball		0.97								
Whole Foods	Mary's	Mary's Heritage					3.99		2.29		\$5.99/lb.. 6-10 lbs. (hen) > 10 lbs.
		Diestel							3.29		
		Diestel							2.69		
		Whole Foods			3.99						
		Heidi's					3.99				
CA North	Lunardi's	Diestel							2.69		
	Nugget	Branigan							3.99		
		Norbest	1.49								
	Raley's	Diestel							2.49		
		Nob Hill								1.99	
		Raley's	1.69								
Safeway	Safeway		0.59							w/ store card	
Target	Butterball		0.97								
Whole Foods	Diestel	Whole Foods							5.99	2.69	Heirloom breed @ \$4.99/lb.
		Heidi's			3.99				2.29		
		no label									



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State	Supermarket	Brand	Regular		Kosher		Organic		Free Range	ABF ^{1/}	Conditions	
			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh		
CA South	Albertson's	Foster Farms	1.89								w/ store card	
		Jennie-O	1.79								w/ store card	
		Honeysuckle		1.29							w/ store card	
	Food4Less	Californian		1.39								
	Fresh & Easy	Fresh & Easy	0.99								< 16 lbs. (hen)	
	Lucky	Foster Farms	1.59								\$4 off w/ coupon	
		Butterball Butterball	1.79 1.79	1.39							\$3 off w/ coupon smoked @ \$1.99/lb.	
	Northgate Market	Zacky Farms		0.89								
	Ralph's	Butterball		0.99							w/ store card	
		Jennie-O		0.79							w/ store card	
	Save Mart	Foster Farms	1.59								\$4 off w/ coupon	
		Butterball	1.79	1.39								
		Riverside		0.69								
Scolari's	Norbest	1.59								w/ store card		
	Norbest	1.99								w/o store card		
Smart & Final	First Street		0.99							limit 2		
Stater Bros.	Jennie-O	1.49								w/ store card		
	Jennie-O	1.89								w/o store card		
Superior	Family Pride		0.87									
Target	Butterball		0.97									
Whole Foods	Mary's Mary's Heritage Diestel Diestel Whole Foods Heidi's					3.99			2.29		\$5.99/lb..	
									3.29		6-10 lbs. (hen)	
									2.69		> 10 lbs.	
						3.99						
								3.99				
CO	Albertson's LLC SW	Butterball	1.99								\$3 off w/ coupon; w/ store card	
		Honeysuckle	1.59								w/ store card	
	Heartland	Shurfresh		0.99								
	King Sooper	Honeysuckle	1.79								w/ store card	
		Jennie-O		0.79							w/ store card	
	Safeway	Safeway		0.59							w/ store card	
Target	Butterball		0.97									
Whole Foods	Whole Foods Diestel								2.99		6-10 lbs.	
						3.49			2.49			



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
HI	Foodland	Foster Farms	2.19								
		Jennie-O		*							\$7.99/each w/ store card
		Tender Gold		*							\$7.99/each w/ store card
	Safeway	Safeway		0.59							w/ store card
	Target	Butterball		0.97							
	Times Supermarket	Norbest		1.29							
ID	Albertson's	Jennie-O	1.69								w/ store card
		Honeysuckle		1.49							w/ store card
	Safeway	Safeway		0.59							w/ store card
	Smith's	Jennie-O no label	1.39								w/ store card w/ store card
	Target	Butterball		0.97							
MT	Albertson's	Jennie-O	1.69								w/ store card
		Honeysuckle		1.49							w/ store card
	Safeway	Safeway		0.59							w/ store card
	Smith's	Jennie-O no label	1.39								w/ store card w/ store card
	Target	Butterball		0.97							
NM	Albertson's LLC SW	Butterball	1.99								\$3 off w/ coupon; w/ store card
		Honeysuckle	1.59								w/ store card
	Lawrence Bros.	Best Choice Eddy		0.69							smoked @ \$2.59/lb.
	Safeway	Safeway		0.59							w/ store card
	Smith's	Jennie-O no label	1.39								w/ store card w/ store card
	Target	Butterball		0.97							
	Whole Foods	Whole Foods Diestel					3.49		2.99	2.49	6-10 lbs.
NV	Albertson's	Foster Farms	1.89								w/ store card
		Jennie-O	1.79								w/ store card
		Honeysuckle		1.29							w/ store card
	Fresh & Easy	Fresh & Easy	0.99								< 16 lbs. (hen)
	Raley's	Diestel Nob Hill Raley's	1.69						2.49	1.99	
	Ralph's	Butterball Jennie-O		0.99 0.79							w/ store card w/ store card



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
NV (cont)	Safeway	Safeway		0.59							w/ store card
	Scolari's	Norbest	1.59								w/ store card
		Norbest	1.99								w/o store card
	Smart & Final	First Street		0.99							limit 2
	Smith's	Jennie-O	1.39								w/ store card
		no label			BOGO						w/ store card
Target	Butterball		0.97								
OR	Whole Foods	Mary's					3.99		2.29		\$5.99/lb.. 6-10 lbs. (hen) > 10 lbs.
		Mary's Heritage								3.29	
		Diestel								2.69	
		Diestel				3.99					
		Whole Foods					3.99				
Heidi's						3.99					
OR	Albertson's	Jennie-O	1.69								w/ store card
		Honeysuckle		1.49							w/ store card
	Fred Meyer	Foster Farms	*								Save \$3 w/ coupon; limit 2
		Private Selection		0.88							limit 2
		Jennie-O		0.88							limit 2
	Haggen/Top Food	Butterball	1.99								w/ store card
		Butterball	1.49								w/ store card
		Jennie-O	1.99								w/ store card
		Jennie-O	1.49								w/ store card
	Quality Food Center	Jennie-O		0.99							
		Tender Gold		0.99							
		Private Selection		0.99							
		Butterball		0.99							
Northwest									1.99		
Roth's	Shelton								2.99		
	Norbest	1.69									
	Norbest		1.59								
Safeway	Safeway		0.59							w/ store card	
Target	Butterball		0.97								
Thriftway of OR	Norbest	1.49							1.89		
	Foster Farms	1.89									



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
OR (cont)	Whole Foods	Diestel								2.79	heritage breed
		Heidi's					3.79				
		Mary's							4.99		
		Mary's Kosher Valley Whole Foods			5.49		3.29			1.99	
UT	Albertson's	Jennie-O	1.69								w/ store card
		Honeysuckle		1.49							w/ store card
	Albertson's LLC SW	Butterball	1.99								\$3 off w/ coupon; w/ store card
		Honeysuckle	1.59								w/ store card
	Harmon's	Norbest	1.88								w/ store card
		Norbest	2.49								w/o store card
	Macey's	Norbest		0.99							
Smith's	Jennie-O	1.39								w/ store card	
	no label		BOGO							w/ store card	
Target	Butterball		0.97								
Whole Foods	Diestel					3.49				2.49	6-10 lbs.
	no label								2.99		
WA	Albertson's	Jennie-O	1.69								w/ store card
		Honeysuckle		1.49							w/ store card
	Fred Meyer	Foster Farms	*								Save \$3 w/ coupon; limit 2 limit 2 limit 2
		Private Selection		0.88							
		Jennie-O		0.88							
	Haggen/Top Food	Butterball	1.99								w/ store card
		Butterball	1.49								w/ store card
		Jennie-O	1.99								w/ store card
		Jennie-O	1.49								w/ store card
	Metropolitan	Metropolitan							2.69		
	Quality Food Center	Jennie-O		0.99							1.99
	Tender Gold		0.99								
	Private Selection		0.99								
	Butterball		0.99								
	Northwest										
Red Apple	no label	1.49									
Safeway	Safeway		0.59							w/ store card	
Target	Butterball		0.97								
The Markets LLC	Jennie-O	1.78									



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			Fresh	Frozen	Fresh	Frozen	Fresh	Frozen	Fresh	Fresh	
WA (cont)	Thriftway of OR	Norbest Foster Farms	1.49 1.89							1.89	
	Whole Foods	Diestel Heidi's Mary's Mary's Kosher Valley Whole Foods				5.49		3.79 3.29	4.99	2.79 1.99	heritage breed
WY	Albertson's	Jennie-O Honeysuckle	1.69	1.49							w/ store card w/ store card
	Heartland	Shurfresh		0.99							
	King Sooper	Honeysuckle Jennie-O	1.79	0.79							w/ store card w/ store card
	Safeway	Safeway		0.59							w/ store card
	Smith's	Jennie-O no label	1.39	BOGO							w/ store card w/ store card
	Target	Butterball		0.97							