



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

Fri. Nov 27, 2020

(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	
Feature Rate ^{1/}	35.6% of 29,200 outlets		88.8% of 29,200 outlets		36.4% of 29,200 outlets	
Special Rate ^{4/}	3.4%		9.6%		4.3%	
Activity Index ^{2/}	50,174		126,429		38,247	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	9,263	1.71	17,004	1.68	5,403	1.63
" - Toms	9,024	1.68	16,780	1.67	5,403	1.63
Frozen - Hens	11,446	0.75	35,297	0.85	10,594	0.90
" - Toms	11,446	0.75	35,662	0.84	10,418	0.89
PARTS:						
Breast:						
Bone-in, whole						
Fresh	774	3.01	2,153	3.02	206	3.11
Frozen	4,904	1.62	9,880	1.72	3,564	1.56
Split, bone-in						
Fresh						
Rotisserie	1,413	9.29	3,232	9.06	267	8.30
Boneless, whole						
Cutlets			288	4.99	105	4.99
Cutlets, thin sliced			288	4.99		
Strips						
Tenders						
Marinated Tenders	127	4.66	514	4.96	424	4.93
Drumsticks	218	1.61	705	1.44	77	1.35
Thighs						
Wings	221	1.61	683	1.43	77	1.35
Necks	159	1.73	121	1.34		
Smoked Drumsticks	62	1.99	62	2.49	74	2.24
Smoked Wings	62	1.99	62	2.49	74	2.24
Smoked Necks	62	1.99	116	2.72	62	1.99
GROUND TURKEY:	653	3.56	2,753	3.46	1,230	3.78
Patties	65	3.99	113	3.62		
Sausage			127	3.84	127	3.99
85% lean	149	2.94	909	2.78	355	2.89
93% lean	370	3.37	1,540	3.75	503	3.63
Breast	69	5.49	64	4.99	245	5.27
Rolls (frsh/frz 1 lb.)	228	2.97	21	2.79	11	1.79
Specialty ^{5/}						
Patties						
93-94% lean	112	3.29	452	4.08	258	4.99
Breast			288	4.99		

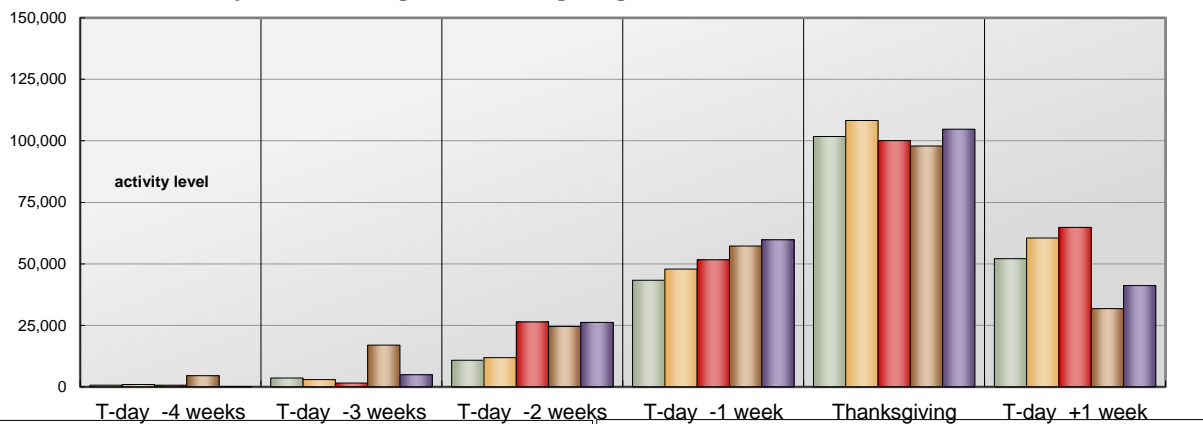
Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;

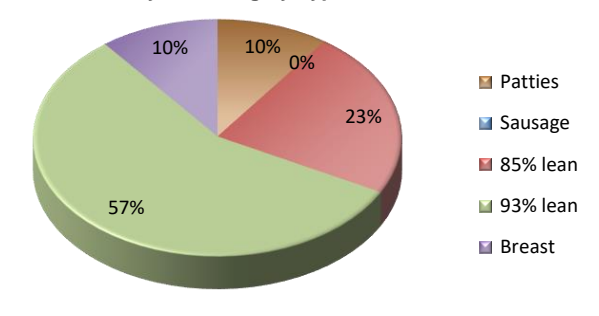
http://www.ams.usda/market-news/livestock-poultry-grain :

Due to the Thanksgiving holiday this week, this report contains data collected from ads that broke through Wednesday November 25. Several retailers continued to promote whole birds and bone-in breasts throughout the week leading into the Holiday allowing several opportunities to make a purchase for that special meal. Frozen values are lower for both, while fresh are steady to slightly higher. Rotisserie breasts remain visible, although occupy less circular space than the previous week. There is a limited showing of marinated tenders. Dark parts offers are fewer with most attention focused on the fresh variety. Grind activity slows significantly. The few ads that are present center on 93% lean. Deli meats take a back seat again. Where found, turkey service deli meats are better valued.

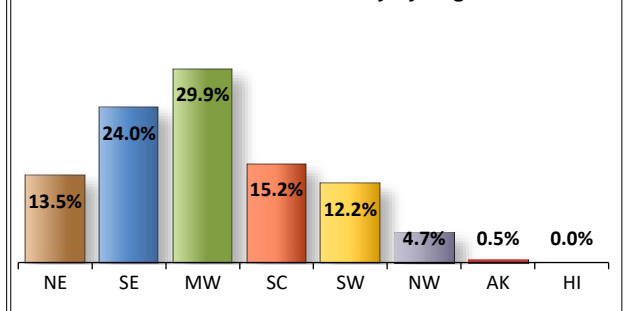
Whole Bird Activity Index during the Thanksgiving Season



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.

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Fri. Nov 27, 2020

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

	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 ^{4/} Activity Index ^{2/}	20.9% of 5,500 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 6,993			40.5% of 7,400 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 16,976			53.7% of 6,100 sampled outlets 7.8% of stores w/ no-price promotions Activity Index = 14,117		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 2.49	800	1.63	0.99 - 1.99	3,325	1.73	0.97 - 2.29	2,503	1.62
" - Toms	0.99 - 2.49	800	1.63	0.98 - 1.99	3,325	1.67	0.97 - 2.29	2,302	1.59
Frozen - Hens	0.39 - 1.39	1,371	0.70	0.39 - 1.49	3,794	0.75	0.29 - 1.79	3,661	0.75
" - Toms	0.39 - 1.39	1,371	0.68	0.39 - 1.49	3,794	0.75	0.29 - 1.79	3,661	0.75
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	112	2.99	2.99	41	2.99	1.49 - 3.99	385	2.93
Frozen	1.29 - 1.99	1,225	1.69	0.99 - 1.79	1,889	1.50	1.09 - 2.99	1,293	1.69
Split, bone-in									
Fresh									
Rotisserie	9.99	22	9.99	8.99 - 9.99	677	9.31	6.96 - 9.99	66	7.42
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	127	4.66						
Drumsticks	1.29	74	1.29				2.29	78	2.29
Thighs									
Wings	1.29	74	1.29				2.29	78	2.29
Necks	1.29	12	1.29				2.29	78	2.29
Smoked Drumsticks	1.99	62	1.99						
Smoked Wings	1.99	62	1.99						
Smoked Necks	1.99	62	1.99						
GROUND TURKEY:									
Patties	3.99	65	3.99						
Sausage									
85% lean	2.99	127	2.99				2.49	12	2.49
93% lean	2.53 - 3.99	239	3.31	3.49	131	3.49			
Breast (99-100% lean)	5.49	69	5.49						
Rolls (frsh/frz 1 lb.)	2.99	207	2.99						
Specialty ^{5/}									
Patties									
93-94% lean	3.29	112	3.29						
Breast									



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

Fri. Nov 27, 2020

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

	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 ^{1/}	34.6% of 4,900 sampled outlets			27.1% of 3,800 sampled outlets			17.3% of 1,300 sampled outlets		
Special Rate ^{4/}	2.4% of stores w/ no-price promotions			0.9% of stores w/ no-price promotions			1.6% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 7,175			Activity Index = 4,168			Activity Index = 668		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.99 - 2.49	1,659	1.83	0.88 - 2.59	855	1.73	1.48 - 1.49	110	1.49
" - Toms	0.99 - 2.49	1,621	1.82	0.88 - 2.59	855	1.73	1.48 - 1.49	110	1.49
Frozen - Hens	0.37 - 1.79	1,336	0.82	0.39 - 1.29	1,179	0.71	0.49 - 0.99	94	0.70
" - Toms	0.37 - 1.79	1,336	0.82	0.39 - 1.29	1,179	0.71	0.49 - 0.99	94	0.70
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49 - 3.29	91	3.13	2.69	24	2.69	1.98 - 3.49	110	3.28
Frozen	1.59 - 1.89	438	1.67	1.59	33	1.59	1.49 - 1.95	15	1.83
Split, bone-in									
Fresh									
Rotisserie	8.99	526	8.99				6.99 - 11.99	111	11.27
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	0.99 - 2.29	56	1.06	1.69	10	1.69			
Thighs									
Wings	0.99 - 2.29	56	1.06	1.69	13	1.69			
Necks	0.99 - 2.29	56	1.06	1.69	13	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean							2.79	10	2.79
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				2.79	7	2.79	2.79	14	2.79
Specialty ^{5/}									
Patties									
93-94% lean									
Breast									



(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 ^{1/}	22.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 77			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens	1.49	11	1.49			
" - Toms	1.49	11	1.49			
Frozen - Hens	1.69	11	1.69			
" - Toms	1.69	11	1.69			
PARTS:						
Breast:						
Bone-in, whole						
Fresh	3.49	11	3.49			
Frozen	1.99	11	1.99			
Split, bone-in						
Fresh						
Rotisserie	11.99	11	11.99			
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

Fri. Nov 27, 2020

	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		17.9% of 5,500 sampled outlets Activity Index = 2,378			8.4% of 7,400 sampled outlets Activity Index = 1,392		
Feature Rate ^{1/}	12.8% of 29,200 stores		30.6% of 29,200 stores		13.5% of 29,200 stores							
Activity Index ^{2/}	7,716		18,369		9,487							
	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
SERVICE DELI - Turkey												
Category 1												
Processor Brand	1,410	8.46	3,142	8.75	1,368	8.18	7.48 - 8.99	422	8.12	7.99 - 8.99	238	8.91
Private Brand	720	8.10	1,045	8.26	848	8.16				7.99	211	7.99
Category 2												
Processor Brand	1,088	6.06	1,344	6.07	553	6.31	5.99	254	5.99	5.88 - 6.79	439	6.05
Private Brand	1,181	6.07	2,711	6.74	570	6.34	5.48 - 6.99	1,076	6.04			
Category 3												
Processor Brand	67	3.49	273	4.04	62	2.99						
Private Brand	45	4.50	552	4.64	343	3.82						
Turkey Ham												
Processor Brand	293	3.59	353	3.91	72	3.52						
Private Brand	118	4.43	83	3.36	236	3.90	4.98	90	4.98			
Turkey Pastrami												
Processor Brand	97	3.33	13	2.99								
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	341	8.08	1,988	8.27	761	7.73	7.48 - 8.99	155	8.11			
Private Brand	238	8.31	287	7.78	531	7.91	6.99	69	6.99			
Category 2												
Processor Brand	370	5.87	54	5.99	136	5.13	5.99	69	5.99			
Private Brand	199	5.60	345	5.77	438	5.41	4.99 - 6.99	189	5.64	4.99	10	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	634	3.21	1,831	3.31	1,657	3.15	3.49	16	3.49	3.33 - 3.79	138	3.49
Private Brand	12	3.00			75	3.00						
Turkey 16 oz												
Processor Brand	257	5.96	2,547	4.95	194	4.68	5.99	22	5.99	5.99	218	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	634	3.21	1,801	3.31	1,568	3.10	3.49	16	3.49	3.33 - 3.79	138	3.49
Private Brand	12	3.00			75	3.00						

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)

Source: USDA Livestock, Poultry, & Grain Market News;

(515) 284-4460

5 of 7

<http://www.ams.usda/market-news/livestock-poultry-grain> :

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Fri. Nov 27, 2020

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

Feature Rate ^{1/}	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)		
	22.1% of 6,100 sampled outlets			7.9% of 4,900 sampled outlets			8.2% of 3,800 sampled outlets			4.7% of 1,300 sampled outlets		
	Activity Index = 2,816			Activity Index = 762			Activity Index = 296			Activity Index = 61		
Activity Index ^{2/}	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	
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.96 - 10.99	383	8.80	6.99 - 9.99	71	8.30	6.99 - 12.99	253	8.36	6.99	43	6.99
Private Brand	7.49 - 8.99	429	8.14	7.99 - 8.49	80	8.14						
Category 2												
Processor Brand	4.99 - 6.99	395	6.12									
Private Brand	5.99 - 6.99	84	6.45				5.98	7	5.98	5.98	14	5.98
Category 3												
Processor Brand				3.49	67	3.49						
Private Brand	3.99 - 4.69	45	4.50									
Turkey Ham												
Processor Brand	3.99	43	3.99	2.98 - 3.59	227	3.48	2.99 - 4.99	23	3.86			
Private Brand	2.99	12	2.99	2.39	16	2.39						
Turkey Pastrami												
Processor Brand				2.98 - 3.49	84	3.39	2.99	13	2.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.99 - 8.99	135	8.07	7.99	36	7.99				7.99	4	7.99
Private Brand	7.99 - 8.99	145	8.90	8.49	24	8.49						
Category 2												
Processor Brand	4.99 - 5.99	301	5.85									
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.69 - 3.99	410	3.01	3.00 - 3.99	70	3.79						
Private Brand	3.00	12	3.00									
Turkey 16 oz												
Processor Brand				5.48	17	5.48						
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.69 - 3.99	410	3.01	3.00 - 3.99	70	3.79						
Private Brand	3.00	12	3.00									

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)

Source: USDA Livestock, Poultry, & Grain Market News;

(515) 284-4460

6 of 7

<http://www.ams.usda/market-news/livestock-poultry-grain> :

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	11.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 11			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand	7.99	11 7.99						
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand								
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand								
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)

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov