



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/16 thru 04/22.

Fri. Apr 16, 2021

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

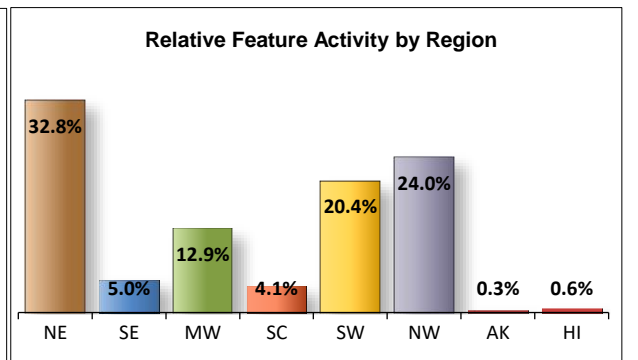
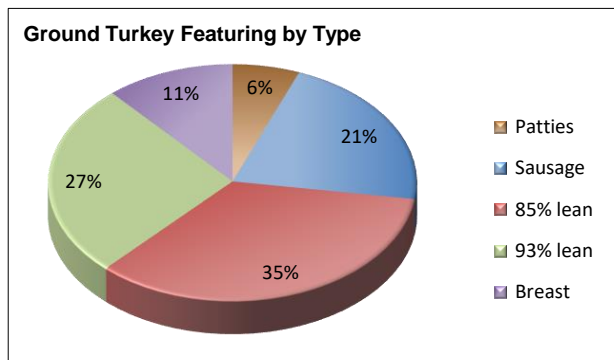
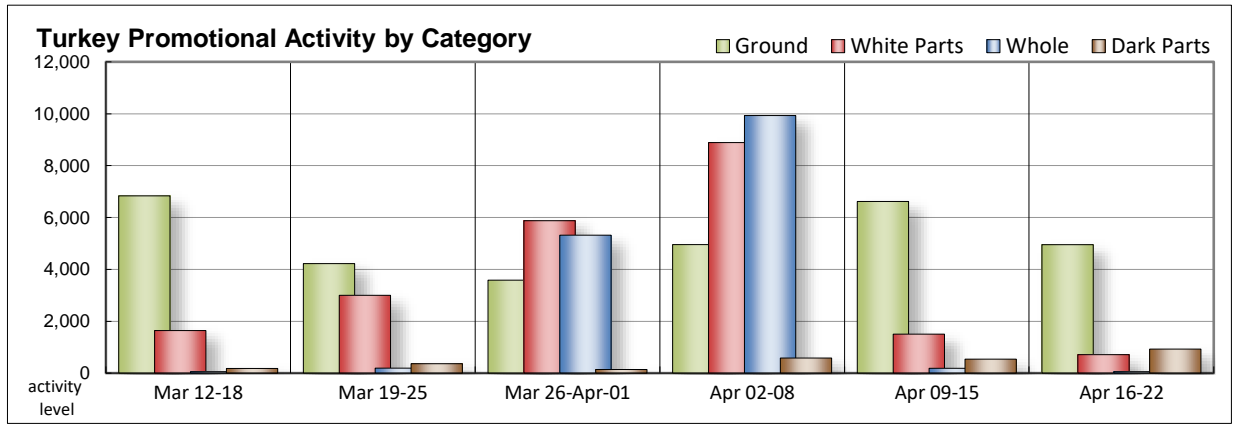
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	20.9% of 29,200 outlets		27.8% of 29,200 outlets		10.4% of 29,200 outlets	
Special Rate ^{4/}	3.4%		2.7%		0.8%	
Activity Index ^{2/}	9,212		10,686		4,448	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			58	1.80	132	2.03
" - Toms			16	1.59	72	1.64
Frozen - Hens	28	1.69	56	1.69		
" - Toms	28	1.69	56	1.69		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	68	2.99			2	2.49
Frozen	231	1.77	132	2.23	517	1.43
Split, bone-in						
Fresh						
Rotisserie			227	9.99	25	13.99
Boneless, whole	86	4.99	86	4.99		
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders					15	4.98
Marinated Tenders	327	5.25	1,058	4.65	290	4.50
Drumsticks	249	1.89	77	1.72		
Thighs	143	1.99				
Wings	401	1.72	95	1.76	43	0.99
Necks	10	1.48				
Smoked Drumsticks	62	2.49	132	2.49		
Smoked Wings	62	2.49	235	2.49		
Smoked Necks						
GROUND TURKEY:	4,952	3.61	6,618	3.06	1,527	3.35
Patties	295	3.61	732	3.60	254	2.95
Sausage	1,061	4.02	301	3.04		
85% lean	1,713	3.19	3,945	2.80	1,215	3.40
93% lean	1,316	3.36	1,514	3.31	43	3.85
Breast	567	4.70	126	5.15	15	4.98
Rolls (frsh/frz 1 lb.)	208	2.93	148	2.50	243	2.99
Specialty ^{5/}						
Patties	354	4.80	15	4.48	11	6.99
93-94% lean	1,344	4.56	1,320	4.06	1,264	4.60
Breast	659	6.03	357	5.01	307	5.37

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 :

Turkey feature activity slows. Whole bird and bone-in breast offerings are scarce, only receiving limited circular space. Rotisserie breasts retreat to the shadows and go into hiding. Marinated tenders are harder to find. When located, prices trend higher. Dark parts garner more attention, predominantly due to a sharp increase of fresh offerings. Values are steady for the smoked variety, while mixed for fresh. Grinds are less active this week but are viewed in a better mix than the previous ad cycle. You will tend to pay more for most types of ground turkey with the exception being conventional ground breast. Deli activity is a little quieter with fewer offers of service and self-service deli items. Self-service smaller sized packages and private label thin slicing service deli meats are better valued.



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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	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/}	32.0% of 5,500 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 4,014			7.8% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 831			17.0% of 6,100 sampled outlets 5.8% of stores w/ no-price promotions Activity Index = 1,441		
	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									
" - Toms									
Frozen - Hens	1.69	24	1.69	1.69	4	1.69			
" - Toms	1.69	24	1.69	1.69	4	1.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.99	44	2.99
Frozen	1.79	135	1.79				1.69	42	1.69
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99	86	4.99
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33	288	5.33	4.66	39	4.66			
Drumsticks	1.69	37	1.69	1.69	2	1.69	1.99	143	1.99
Thighs							1.99	143	1.99
Wings	1.49	154	1.49	1.49	6	1.49	1.99	143	1.99
Necks				1.48	10	1.48			
Smoked Drumsticks	2.49	62	2.49						
Smoked Wings	2.49	62	2.49						
Smoked Necks									
GROUND TURKEY:									
Patties	3.50 - 3.99	295	3.61						
Sausage	3.99 - 4.09	722	4.06	3.69	131	3.69	3.99	42	3.99
85% lean	2.99 - 3.50	601	3.33	2.33 - 3.00	120	2.78	2.99 - 3.50	390	3.25
93% lean	3.99	339	3.99				3.50 - 4.00	258	3.55
Breast (99-100% lean)	4.49	212	4.49	4.89	39	4.89	4.49 - 4.99	150	4.63
Rolls (frsh/frz 1 lb.)				2.89 - 3.00	208	2.93			
Specialty ^{5/}									
Patties	3.99 - 4.99	273	4.75	4.99	81	4.99			
93-94% lean	5.49	227	5.49	4.99	111	4.99			
Breast	4.99 - 6.49	559	6.07	5.99	76	5.99			



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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 ^{1/}	7.8% of 4,900 sampled outlets			39.2% of 3,800 sampled outlets			62.8% of 1,300 sampled outlets		
Special Rate ^{4/}	5.9% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			1.6% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 451			Activity Index = 1,643			Activity Index = 801		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.99	24	2.99			
Frozen	1.79	54	1.79						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.79	67	1.79						
Thighs									
Wings	1.49 - 1.79	98	1.70						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage				4.09	166	4.09			
85% lean	2.99 - 3.50	115	3.16	2.49 - 3.99	463	3.10	2.49	24	2.49
93% lean				2.99	37	2.99	2.99	682	2.99
Breast (99-100% lean)				4.99	166	4.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	4.99	93	4.99	3.99 - 4.99	787	4.17	4.49	95	4.49
Breast	5.00	24	5.00						



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	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/}	15.0% of 100 sampled outlets			19.0% of 100 sampled outlets			
Special Rate ^{4/}	4.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 11			Activity Index = 20			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:							
Fresh - Hens							
" - Toms							
Frozen - Hens							
" - Toms							
PARTS:							
Breast:							
Bone-in, whole							
Fresh							
Frozen							
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							
GROUND TURKEY:							
Patties							
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean	4.49	11	4.49	5.49	20	5.49	
Breast							



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/16 thru 04/22.

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	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		57.2% of 5,500 sampled outlets Activity Index = 9,050			48.2% of 7,400 sampled outlets Activity Index = 9,242		
Feature Rate ^{1/}	40.4% of 29,200 stores		55.8% of 29,200 stores		33.8% of 29,200 stores							
Activity Index ^{2/}	34,070		39,026		18,659							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	7,320	9.22	3,798	8.77	1,934	8.82	7.48 - 11.49	2,776	8.82	6.99 - 11.49	1,976	10.29
Private Brand	1,883	8.09	3,952	7.88	2,190	8.21	6.99 - 9.99	809	8.20	7.99	109	7.99
Category 2												
Processor Brand	894	6.42	1,581	6.06	964	6.32	5.99 - 6.99	391	6.31	5.49 - 6.99	146	6.36
Private Brand	1,168	6.30	1,867	6.56	924	6.19	5.48 - 6.99	587	6.24	6.99	17	6.99
Category 3												
Processor Brand	196	4.78	309	3.84	56	3.63				3.99	41	3.99
Private Brand	311	4.45	359	4.30	163	4.84	3.99	61	3.99			
Turkey Ham												
Processor Brand	149	4.45	345	4.12						3.59	39	3.59
Private Brand	155	3.37	104	4.08	43	3.99	2.99	62	2.99			
Turkey Pastrami												
Processor Brand			288	3.99								
Private Brand	117	3.93					2.99	62	2.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,606	8.43	2,629	9.10	935	8.34	6.99 - 10.99	1,473	8.33	6.99 - 8.99	122	8.65
Private Brand	1,441	7.87	1,335	7.35	712	7.93	6.99	69	6.99			
Category 2												
Processor Brand	211	6.27	371	6.14	306	5.83	6.99	93	6.99	5.29	39	5.29
Private Brand	656	6.86	582	6.61	107	5.99	6.99	570	6.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,623	3.18	8,727	3.26	2,927	3.59	2.99 - 4.00	964	3.29	2.00 - 4.29	3,007	3.19
Private Brand	289	2.15	447	2.59	1,789	2.59				2.69	4	2.69
Turkey 16 oz												
Processor Brand	1,195	5.69	3,164	5.45	953	5.79	5.99 - 6.99	169	6.31	3.99 - 6.99	734	5.98
Private Brand												
Chicken 7-10 oz												
Processor Brand	7,567	3.17	8,727	3.26	2,867	3.61	2.99 - 4.00	964	3.29	2.79 - 4.29	3,004	3.19
Private Brand	289	2.15	441	2.59	1,789	2.59				2.69	4	2.69

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;

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

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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)		
	31.9% of 6,100 sampled outlets			25.9% of 4,900 sampled outlets			26.4% of 3,800 sampled outlets			65.3% of 1,300 sampled outlets		
	Activity Index = 3,935			Activity Index = 3,646			Activity Index = 5,201			Activity Index = 2,963		
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	6.00 - 10.99	627	8.60	6.99 - 9.99	380	8.15	6.99 - 11.99	1,404	8.95	8.99 - 10.99	146	10.51
Private Brand	7.99 - 11.99	235	9.16	7.99 - 10.99	48	9.49				7.49	682	7.49
Category 2												
Processor Brand	5.99 - 6.99	258	6.85	4.99 - 5.99	84	5.57				6.98	15	6.98
Private Brand	5.99 - 6.99	367	6.59	5.00 - 5.99	78	5.69	5.99	119	5.99			
Category 3												
Processor Brand	4.99	142	4.99				4.99	13	4.99			
Private Brand	2.99 - 4.99	183	4.78	3.99	67	3.99						
Turkey Ham												
Processor Brand	3.49 - 4.99	53	4.71				4.79	57	4.79			
Private Brand				2.59 - 3.59	83	3.40	5.49	10	5.49			
Turkey Pastrami												
Processor Brand										4.98	16	4.98
Private Brand				4.98	39	4.98						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	206	8.22	6.99 - 9.99	70	8.78	6.99 - 12.49	735	8.62			
Private Brand	7.99 - 10.49	156	9.44	7.99 - 8.49	534	8.01				7.49	682	7.49
Category 2												
Processor Brand	4.99 - 6.99	79	5.90									
Private Brand	5.99	86	5.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.29 - 4.79	534	3.00	2.00 - 3.99	1,059	3.47	2.50 - 3.99	1,345	3.24	2.50 - 3.98	704	2.53
Private Brand	1.99 - 2.99	234	2.13	1.99 - 2.69	51	2.17						
Turkey 16 oz												
Processor Brand	4.99	46	4.99	3.99 - 5.99	57	5.64	3.99 - 5.99	173	4.07	5.99	14	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.29 - 3.99	495	2.86	2.50 - 3.99	1,045	3.49	2.50 - 3.99	1,345	3.24	2.50 - 3.98	704	2.53
Private Brand	1.99 - 2.99	234	2.13	1.99 - 2.69	51	2.17						

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 ^{1/}	13.0% of 100 sampled outlets			9.5% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 13			Activity Index = 20				
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand	10.99	11 10.99						
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								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand			3.00 - 4.00	10 3.60				
Private Brand								
Turkey 16 oz								
Processor Brand	4.99	2 4.99						
Private Brand								
Chicken 7-10 oz								
Processor Brand			3.00 - 4.00	10 3.60				
Private Brand								

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