



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

Fri. Jan 22, 2021

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

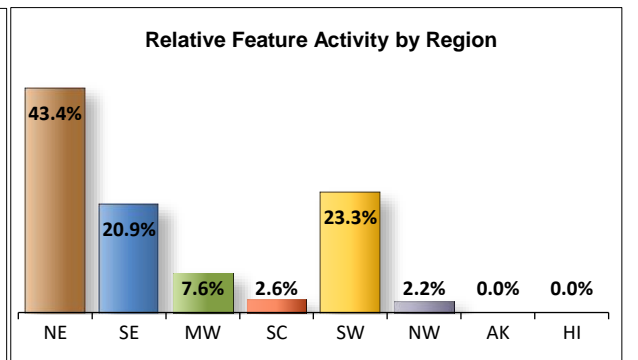
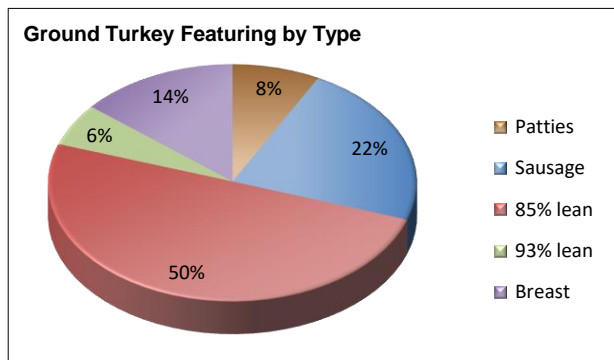
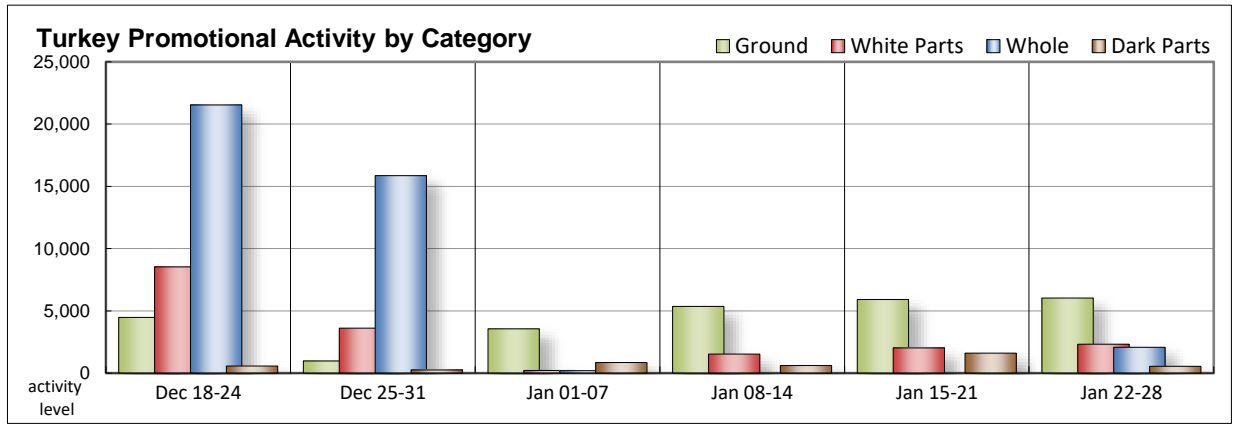
| NATIONAL SUMMARY                    |                         |             |                         |             |                         |             |
|-------------------------------------|-------------------------|-------------|-------------------------|-------------|-------------------------|-------------|
|                                     | THIS WEEK               |             | LAST WEEK               |             | LAST YEAR               |             |
| <b>Feature Rate</b> <sup>1/</sup>   | 22.6% of 29,200 outlets |             | 22.7% of 29,200 outlets |             | 29.8% of 29,200 outlets |             |
| <b>Special Rate</b> <sup>4/</sup>   | 2.3%                    |             | 7.2%                    |             | 3.2%                    |             |
| <b>Activity Index</b> <sup>2/</sup> | 12,695                  |             | 11,518                  |             | 13,193                  |             |
| <b>3/</b>                           | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     |
| <b>WHOLE BIRDS:</b>                 |                         |             |                         |             |                         |             |
| Fresh - Hens                        |                         |             |                         |             |                         |             |
| " - Toms                            |                         |             |                         |             |                         |             |
| Frozen - Hens                       | 1,037                   | 0.99        |                         |             | 306                     | 1.28        |
| " - Toms                            | 1,037                   | 0.99        |                         |             | 306                     | 1.28        |
| <b>PARTS:</b>                       |                         |             |                         |             |                         |             |
| <b>Breast:</b>                      |                         |             |                         |             |                         |             |
| <b>Bone-in, whole</b>               |                         |             |                         |             |                         |             |
| Fresh                               | 402                     | 2.49        | 167                     | 2.70        |                         |             |
| Frozen                              | 204                     | 1.83        | 114                     | 1.73        | 713                     | 1.44        |
| <b>Split, bone-in</b>               |                         |             |                         |             |                         |             |
| Fresh                               |                         |             | 143                     | 2.69        |                         |             |
| Rotisserie                          |                         |             | 804                     | 8.49        | 212                     | 8.99        |
| <b>Boneless, whole</b>              | 288                     | 4.99        |                         |             |                         |             |
| <b>Cutlets</b>                      | 515                     | 5.14        | 484                     | 4.99        | 401                     | 5.58        |
| <b>Cutlets, thin sliced</b>         | 288                     | 4.99        | 288                     | 4.99        |                         |             |
| <b>Strips</b>                       |                         |             |                         |             |                         |             |
| <b>Tenders</b>                      | 166                     | 4.79        |                         |             |                         |             |
| <b>Marinated Tenders</b>            | 460                     | 4.50        | 24                      | 4.66        | 1,164                   | 4.73        |
| <b>Drumsticks</b>                   | 146                     | 1.67        | 449                     | 1.69        | 64                      | 1.49        |
| <b>Thighs</b>                       |                         |             | 165                     | 1.99        |                         |             |
| <b>Wings</b>                        | 277                     | 1.49        | 387                     | 1.68        | 28                      | 1.49        |
| <b>Necks</b>                        |                         |             | 112                     | 1.99        | 10                      | 0.98        |
| <b>Smoked Drumsticks</b>            | 62                      | 2.49        | 194                     | 2.49        | 219                     | 2.16        |
| <b>Smoked Wings</b>                 | 62                      | 2.49        | 237                     | 2.45        | 219                     | 2.07        |
| <b>Smoked Necks</b>                 |                         |             | 62                      | 2.49        | 92                      | 1.99        |
| <b>GROUND TURKEY:</b>               | <b>6,032</b>            | <b>3.52</b> | <b>5,913</b>            | <b>3.85</b> | <b>5,507</b>            | <b>3.54</b> |
| <b>Patties</b>                      | 470                     | 3.61        | 913                     | 3.99        | 422                     | 3.52        |
| <b>Sausage</b>                      | 1,353                   | 3.94        | 144                     | 3.97        | 677                     | 3.58        |
| <b>85% lean</b>                     | 3,011                   | 2.87        | 1,507                   | 3.07        | 1,441                   | 2.76        |
| <b>93% lean</b>                     | 351                     | 3.31        | 2,142                   | 3.70        | 2,393                   | 3.67        |
| <b>Breast</b>                       | 847                     | 5.17        | 1,207                   | 4.96        | 574                     | 4.92        |
| <b>Rolls (frsh/frz 1 lb.)</b>       | 217                     | 2.46        | 1,044                   | 2.99        | 494                     | 2.29        |
| <b>Specialty</b> <sup>5/</sup>      |                         |             |                         |             |                         |             |
| <b>Patties</b>                      | 224                     | 4.67        | 66                      | 3.99        |                         |             |
| <b>93-94% lean</b>                  | 1,216                   | 4.40        | 365                     | 3.63        | 3,137                   | 3.94        |
| <b>Breast</b>                       | 62                      | 5.99        | 500                     | 5.81        | 321                     | 5.19        |

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 gains some momentum. Whole birds make a limited appearance in a couple of regions. However, remain void elsewhere. Bone-in breast offers continue to be on the light side having only a minimal increase. Rotisserie breasts go back into hiding. White meats make a rebound. Values are steady to lower for tenders, while cutlets are steady to higher. Dark parts are harder to find with most ads focusing on the fresh variety. Grind activity shows a modest increase. Half of those ads center on 85% lean. Most of the conventional grinds are better valued. The exception is ground breast meat which you will tend to pay a little more for. Deli meat activity slows slightly as there are fewer service offerings, but an increase on processor label self-service counters that decline.



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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Fri. Jan 22, 2021

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

|  | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)  |                           |      | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)  |                           |      | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)   |                           |      |
|--|---|---------------------------|------|---|---------------------------|------|--|---------------------------|------|
| Special Rate <sup>4/</sup><br>Activity Index <sup>2/</sup> | 38.7% of 5,500 sampled outlets<br>0.2% of stores w/ no-price promotions<br>Activity Index = 5,677 |                           |      | 29.6% of 7,400 sampled outlets<br>0.0% of stores w/ no-price promotions<br>Activity Index = 3,728 |                           |      | 9.6% of 6,100 sampled outlets<br>4.2% of stores w/ no-price promotions<br>Activity Index = 903 |                           |      |
|  | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)  | Summary<br>Stores Wtd Avg |      |
| <b>WHOLE BIRDS:</b>  |   |                           |      |   |                           |      |  |                           |      |
| Fresh - Hens   |   |                           |      |   |                           |      |  |                           |      |
| " - Toms   |   |                           |      |   |                           |      |  |                           |      |
| Frozen - Hens  | 0.99  | 82                        | 0.99 | 0.99  | 955                       | 0.99 |  |                           |      |
| " - Toms   | 0.99  | 82                        | 0.99 | 0.99  | 955                       | 0.99 |  |                           |      |
| <b>PARTS:</b>  |   |                           |      |   |                           |      |  |                           |      |
| Breast:  |   |                           |      |   |                           |      |  |                           |      |
| Bone-in, whole   |   |                           |      |   |                           |      |  |                           |      |
| Fresh  |   |                           |      |   |                           |      |  |                           |      |
| Frozen   | 1.99  | 24                        | 1.99 | 1.99  | 4                         | 1.99 | 1.49 - 1.88  | 176                       | 1.81 |
| Split, bone-in   |   |                           |      |   |                           |      |  |                           |      |
| Fresh  |   |                           |      |   |                           |      |  |                           |      |
| Rotisserie   |   |                           |      |   |                           |      |  |                           |      |
| Boneless, whole  | 4.99  | 288                       | 4.99 |   |                           |      |  |                           |      |
| Cutlets  | 4.99  | 349                       | 4.99 |   |                           |      |  |                           |      |
| Cutlets, thin sliced                                       | 4.99  | 288                       | 4.99 |   |                           |      |  |                           |      |
| Strips   |   |                           |      |   |                           |      |  |                           |      |
| Tenders  |   |                           |      |   |                           |      |  |                           |      |
| Marinated Tenders  | 3.99 - 5.33   | 412                       | 4.55 | 3.99 - 5.33   | 48                        | 4.07 |  |                           |      |
| Drumsticks   | 1.59 - 1.99   | 142                       | 1.66 | 1.99  | 4                         | 1.99 |  |                           |      |
| Thighs   |   |                           |      |   |                           |      |  |                           |      |
| Wings  | 1.39  | 166                       | 1.39 | 1.39  | 44                        | 1.39 |  |                           |      |
| Necks  |   |                           |      |   |                           |      |  |                           |      |
| Smoked Drumsticks  | 2.49  | 62                        | 2.49 |   |                           |      |  |                           |      |
| Smoked Wings   | 2.49  | 62                        | 2.49 |   |                           |      |  |                           |      |
| Smoked Necks   |   |                           |      |   |                           |      |  |                           |      |
| <b>GROUND TURKEY:</b>                                      |   |                           |      |   |                           |      |  |                           |      |
| Patties  | 3.50  | 227                       | 3.50 | 3.69 - 3.99   | 111                       | 3.91 | 3.69   | 43                        | 3.69 |
| Sausage  | 3.59 - 4.09   | 1,100                     | 3.97 | 3.69 - 3.99   | 253                       | 3.82 |  |                           |      |
| 85% lean   | 2.49 - 3.50   | 1,155                     | 3.04 | 2.79 - 3.00   | 655                       | 2.99 | 1.99 - 3.29  | 215                       | 2.97 |
| 93% lean   | 2.99  | 189                       | 2.99 | 2.99 - 3.99   | 98                        | 3.82 | 3.69   | 43                        | 3.69 |
| Breast (99-100% lean)                                      | 4.79 - 4.99   | 609                       | 4.97 | 4.99  | 2                         | 4.99 | 4.99   | 57                        | 4.99 |
| Rolls (frsh/frz 1 lb.)                                     |   |                           |      | 2.89  | 131                       | 2.89 | 1.19   | 34                        | 1.19 |
| <b>Specialty <sup>5/</sup></b>                             |   |                           |      |   |                           |      |  |                           |      |
| Patties  |   |                           |      | 4.99  | 81                        | 4.99 | 4.49   | 143                       | 4.49 |
| 93-94% lean  | 3.50 - 4.29   | 378                       | 3.73 | 3.50 - 4.99   | 387                       | 4.69 | 4.29 - 4.99  | 192                       | 4.57 |
| Breast   | 5.99  | 62                        | 5.99 |   |                           |      |  |                           |      |



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Fri. Jan 22, 2021

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

|                                     | SOUTH CENTRAL U.S.<br>(AR,CO,KS,LA,MO,NM,OK,TX) |                           |      | SOUTHWEST U.S.<br>(AZ,CA,NV,UT)        |                           |      | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)    |                           |      |
|-------------------------------------|---|---------------------------|------|--|---------------------------|------|---------------------------------------|---------------------------|------|
| <b>Feature Rate</b> <sup>1/</sup>   | 4.2% of 4,900 sampled outlets                   |                           |      | 37.3% of 3,800 sampled outlets         |                           |      | 6.0% of 1,300 sampled outlets         |                           |      |
| <b>Special Rate</b> <sup>4/</sup>   | 0.0% of stores w/ no-price promotions           |                           |      | 10.6% of stores w/ no-price promotions |                           |      | 0.0% of stores w/ no-price promotions |                           |      |
| <b>Activity Index</b> <sup>2/</sup> | Activity Index = 306                            |                           |      | Activity Index = 2,003                 |                           |      | Activity Index = 78                   |                           |      |
|                                     | Price Range<br>(\$/pound)                       | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)              | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      |
| <b>WHOLE BIRDS:</b>                 |   |                           |      |  |                           |      |                                       |                           |      |
| Fresh - Hens                        |   |                           |      |  |                           |      |                                       |                           |      |
| " - Toms                            |   |                           |      |  |                           |      |                                       |                           |      |
| Frozen - Hens                       |   |                           |      |  |                           |      |                                       |                           |      |
| " - Toms                            |   |                           |      |  |                           |      |                                       |                           |      |
| <b>PARTS:</b>                       |   |                           |      |  |                           |      |                                       |                           |      |
| Breast:                             |   |                           |      |  |                           |      |                                       |                           |      |
| Bone-in, whole                      |   |                           |      |  |                           |      |                                       |                           |      |
| Fresh                               |   |                           |      | 2.49                                   | 402                       | 2.49 |                                       |                           |      |
| Frozen                              |   |                           |      |  |                           |      |                                       |                           |      |
| Split, bone-in                      |   |                           |      |  |                           |      |                                       |                           |      |
| Fresh                               |   |                           |      |  |                           |      |                                       |                           |      |
| Rotisserie                          |   |                           |      |  |                           |      |                                       |                           |      |
| Boneless, whole                     |   |                           |      |  |                           |      |                                       |                           |      |
| Cutlets                             |   |                           |      | 5.44 - 5.45                            | 166                       | 5.45 |                                       |                           |      |
| Cutlets, thin sliced                |   |                           |      |  |                           |      |                                       |                           |      |
| Strips                              |   |                           |      |  |                           |      |                                       |                           |      |
| Tenders                             |   |                           |      | 4.79                                   | 166                       | 4.79 |                                       |                           |      |
| Marinated Tenders                   |   |                           |      |  |                           |      |                                       |                           |      |
| Drumsticks                          |   |                           |      |  |                           |      |                                       |                           |      |
| Thighs                              |   |                           |      |  |                           |      |                                       |                           |      |
| Wings                               | 1.79  | 67                        | 1.79 |  |                           |      |                                       |                           |      |
| Necks                               |   |                           |      |  |                           |      |                                       |                           |      |
| Smoked Drumsticks                   |   |                           |      |  |                           |      |                                       |                           |      |
| Smoked Wings                        |   |                           |      |  |                           |      |                                       |                           |      |
| Smoked Necks                        |   |                           |      |  |                           |      |                                       |                           |      |
| <b>GROUND TURKEY:</b>               |   |                           |      |  |                           |      |                                       |                           |      |
| Patties                             |   |                           |      | 3.50                                   | 89                        | 3.50 |                                       |                           |      |
| Sausage                             |   |                           |      |  |                           |      |                                       |                           |      |
| 85% lean                            | 1.99 - 3.00                                     | 78                        | 2.60 | 1.99 - 2.99                            | 865                       | 2.55 | 2.83                                  | 43                        | 2.83 |
| 93% lean                            |   |                           |      |  |                           |      | 2.99                                  | 21                        | 2.99 |
| Breast (99-100% lean)               | 4.99  | 13                        | 4.99 | 5.99                                   | 166                       | 5.99 |                                       |                           |      |
| Rolls (frsh/frz 1 lb.)              | 1.99  | 31                        | 1.99 | 2.50                                   | 7                         | 2.50 | 2.50                                  | 14                        | 2.50 |
| <b>Specialty</b> <sup>5/</sup>      |   |                           |      |  |                           |      |                                       |                           |      |
| Patties                             |   |                           |      |  |                           |      |                                       |                           |      |
| 93-94% lean                         | 2.98 - 4.99                                     | 117                       | 4.58 | 4.99                                   | 142                       | 4.99 |                                       |                           |      |
| Breast                              |   |                           |      |  |                           |      |                                       |                           |      |



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

|                                     | ALASKA<br>(AK)                        |                           | HAWAII<br>(HI)                        |                           |  |  |
|-------------------------------------|---------------------------------------|---------------------------|---------------------------------------|---------------------------|--|--|
| <b>Feature Rate</b> <sup>1/</sup>   | 0.0% of 100 sampled outlets           |                           | 0.0% of 100 sampled outlets           |                           |  |  |
| <b>Special Rate</b> <sup>4/</sup>   | 0.0% of stores w/ no-price promotions |                           | 0.0% of stores w/ no-price promotions |                           |  |  |
| <b>Activity Index</b> <sup>2/</sup> | Activity Index = 0                    |                           | Activity Index = 0                    |                           |  |  |
|                                     | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |  |  |
| <b>WHOLE BIRDS:</b>                 |                                       |                           |                                       |                           |  |  |
| Fresh - Hens                        |                                       |                           |                                       |                           |  |  |
| " - Toms                            |                                       |                           |                                       |                           |  |  |
| Frozen - Hens                       |                                       |                           |                                       |                           |  |  |
| " - Toms                            |                                       |                           |                                       |                           |  |  |
| <b>PARTS:</b>                       |                                       |                           |                                       |                           |  |  |
| 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                        |                                       |                           |                                       |                           |  |  |
| <b>GROUND TURKEY:</b>               |                                       |                           |                                       |                           |  |  |
| Patties                             |                                       |                           |                                       |                           |  |  |
| Sausage                             |                                       |                           |                                       |                           |  |  |
| 85% lean                            |                                       |                           |                                       |                           |  |  |
| 93% lean                            |                                       |                           |                                       |                           |  |  |
| Breast (99-100% lean)               |                                       |                           |                                       |                           |  |  |
| Rolls (frsh/frz 1 lb.)              |                                       |                           |                                       |                           |  |  |
| <b>Specialty</b> <sup>5/</sup>      |                                       |                           |                                       |                           |  |  |
| Patties                             |                                       |                           |                                       |                           |  |  |
| 93-94% lean                         |                                       |                           |                                       |                           |  |  |
| Breast                              |                                       |                           |                                       |                           |  |  |



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Fri. Jan 22, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

|  | NATIONAL SUMMARY       |         |                        |         |                        |         | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)      |                |                 | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)            |                |                 |
|--|------------------------|---------|------------------------|---------|------------------------|---------|---|----------------|-----------------|---|----------------|-----------------|
|  | This Week              |         | Last Week              |         | Last Year              |         | 77.0% of 5,500 sampled outlets<br>Activity Index = 10,734 |                |                 | 72.6% of 7,400 sampled outlets<br>Activity Index = 10,979 |                |                 |
| Feature Rate <sup>1/</sup>                             | 65.9% of 29,200 stores |         | 66.6% of 29,200 stores |         | 59.1% of 29,200 stores |         |   |                |                 |   |                |                 |
| Activity Index <sup>2/</sup>                           | 41,658                 |         | 41,839                 |         | 37,262                 |         |   |                |                 |   |                |                 |
|  | 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 |
| <b>SERVICE DELI - Turkey</b>                           |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Category 1</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 6,258                  | 8.98    | 6,380                  | 8.72    | 3,120                  | 8.46    | 6.99 - 11.99  | 1,281          | 8.91            | 6.99 - 9.49   | 1,529          | 8.98            |
| Private Brand  | 3,461                  | 8.18    | 3,742                  | 7.82    | 5,256                  | 7.92    | 6.99 - 11.99  | 1,588          | 8.28            | 7.99 - 9.99   | 294            | 9.35            |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 2,709                  | 6.14    | 1,331                  | 6.15    | 3,231                  | 6.28    | 4.99 - 6.99   | 878            | 6.51            | 4.98 - 6.99   | 1,115          | 5.95            |
| Private Brand  | 810                    | 5.87    | 2,960                  | 5.92    | 3,011                  | 6.39    | 4.99 - 6.99   | 449            | 5.64            | 4.99 - 5.99   | 7              | 5.28            |
| <b>Category 3</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 121                    | 3.20    | 264                    | 3.91    | 359                    | 3.68    |   |                |                 |   |                |                 |
| Private Brand  | 141                    | 4.04    | 842                    | 3.87    | 155                    | 3.44    | 4.99  | 62             | 4.99            |   |                |                 |
| <b>Turkey Ham</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 14                     | 4.99    | 467                    | 4.08    | 83                     | 3.50    |   |                |                 |   |                |                 |
| Private Brand  | 114                    | 3.51    | 16                     | 3.69    |                        |         |   |                |                 |   |                |                 |
| <b>Turkey Pastrami</b>                                 |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 14                     | 4.99    | 331                    | 3.99    | 39                     | 4.99    |   |                |                 |   |                |                 |
| Private Brand  |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>SERVICE DELI - Chicken</b>                          |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Category 1</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 887                    | 7.94    | 3,234                  | 9.12    | 854                    | 8.39    | 6.99 - 8.99   | 476            | 7.78            | 8.99  | 40             | 8.99            |
| Private Brand  | 466                    | 8.52    | 1,004                  | 7.48    | 2,181                  | 8.32    | 6.99 - 10.99  | 343            | 8.68            |   |                |                 |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 325                    | 5.78    | 180                    | 6.16    | 400                    | 5.70    |   |                |                 | 4.98  | 67             | 4.98            |
| Private Brand  | 943                    | 6.19    | 369                    | 6.84    | 1,438                  | 6.25    | 4.99 - 6.99   | 787            | 6.14            | 6.99  | 11             | 6.99            |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Turkey 7-10 oz</b>                                  |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 5,914                  | 3.66    | 4,755                  | 3.10    | 4,512                  | 3.17    | 2.00 - 4.99   | 1,814          | 3.59            | 2.00 - 4.49   | 592            | 3.88            |
| Private Brand  | 1,586                  | 3.76    | 2,695                  | 2.63    | 1,182                  | 3.96    | 3.50  | 227            | 3.50            | 2.99 - 4.00   | 1,216          | 3.93            |
| <b>Turkey 16 oz</b>                                    |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 10,493                 | 5.02    | 5,831                  | 5.19    | 5,828                  | 5.12    | 3.99 - 5.99   | 836            | 5.18            | 3.99 - 5.99   | 4,344          | 4.95            |
| Private Brand  |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| <b>Chicken 7-10 oz</b>                                 |                        |         |                        |         |                        |         |   |                |                 |   |                |                 |
| Processor Brand  | 5,816                  | 3.66    | 4,743                  | 3.09    | 4,431                  | 3.19    | 2.00 - 4.99   | 1,766          | 3.57            | 2.00 - 4.49   | 548            | 3.87            |
| Private Brand  | 1,586                  | 3.76    | 2,695                  | 2.63    | 1,182                  | 3.96    | 3.50  | 227            | 3.50            | 2.99 - 4.00   | 1,216          | 3.93            |

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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**USDA National Retail Report - Turkey**

Fri. Jan 22, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

| Feature Rate <sup>1/</sup>                             | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |                           |      | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) |                           |      | SOUTHWEST U.S.<br>(CA,HI,NV)   |                           |      | NORTHWEST U.S.<br>(AK,ID,MT,OR,WA,WY) |                           |      |
|--|--|---------------------------|------|---|---------------------------|------|--------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
|  | 57.1% of 6,100 sampled outlets                     |                           |      | 51.1% of 4,900 sampled outlets                        |                           |      | 66.3% of 3,800 sampled outlets |                           |      | 81.0% of 1,300 sampled outlets        |                           |      |
|  | Activity Index = 8,374                             |                           |      | Activity Index = 4,010                                |                           |      | Activity Index = 4,272         |                           |      | Activity Index = 3,144                |                           |      |
| Activity Index <sup>2/</sup>                           | Price Range<br>(\$/pound)                          | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)                             | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)      | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      |
| <b>SERVICE DELI - Turkey</b>                           |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Category 1</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 6.98 - 10.49                                       | 627                       | 8.49 | 7.99 - 9.99   | 200                       | 9.05 | 8.99 - 11.99                   | 1,225                     | 9.24 | 8.99 - 10.49                          | 1,385                     | 9.01 |
| Private Brand  | 7.99 - 11.99                                       | 47                        | 9.63 | 7.99 - 10.99  | 1,174                     | 8.07 | 6.99                           | 358                       | 6.99 |                                       |                           |      |
| <b>Category 2</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 5.95 - 6.79  | 597                       | 6.04 | 4.99 - 5.99   | 119                       | 5.64 |                                |                           |      |                                       |                           |      |
| Private Brand  | 4.99 - 6.99  | 295                       | 6.30 | 4.99 - 5.99   | 59                        | 5.58 |                                |                           |      |                                       |                           |      |
| <b>Category 3</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  |  |                           |      |   |                           |      | 2.99 - 4.99                    | 121                       | 3.20 |                                       |                           |      |
| Private Brand  | 4.99   | 12                        | 4.99 | 2.99  | 67                        | 2.99 |                                |                           |      |                                       |                           |      |
| <b>Turkey Ham</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 4.99   | 14                        | 4.99 |   |                           |      |                                |                           |      |                                       |                           |      |
| Private Brand  |  |                           |      | 3.57  | 67                        | 3.57 | 2.99 - 4.99                    | 47                        | 3.42 |                                       |                           |      |
| <b>Turkey Pastrami</b>                                 |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 4.99   | 14                        | 4.99 |   |                           |      |                                |                           |      |                                       |                           |      |
| Private Brand  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>SERVICE DELI - Chicken</b>                          |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Category 1</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 6.99 - 8.99  | 83                        | 8.00 | 6.99 - 9.99   | 59                        | 7.75 | 6.99 - 12.49                   | 229                       | 8.14 |                                       |                           |      |
| Private Brand  | 7.99   | 99                        | 7.99 | 8.49  | 24                        | 8.49 |                                |                           |      |                                       |                           |      |
| <b>Category 2</b>                                      |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 5.99   | 258                       | 5.99 |   |                           |      |                                |                           |      |                                       |                           |      |
| Private Brand  | 5.98 - 6.99  | 145                       | 6.39 |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Turkey 7-10 oz</b>                                  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 2.49 - 4.49  | 1,701                     | 3.67 | 2.99 - 4.49   | 438                       | 4.07 | 2.99 - 4.49                    | 533                       | 4.04 | 1.99 - 4.49                           | 801                       | 3.12 |
| Private Brand  | 2.68   | 143                       | 2.68 |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Turkey 16 oz</b>                                    |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 3.99 - 6.49  | 2,495                     | 5.03 | 3.99 - 5.99   | 1,365                     | 5.05 | 3.99 - 5.89                    | 1,226                     | 5.03 | 4.98                                  | 157                       | 4.98 |
| Private Brand  |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| <b>Chicken 7-10 oz</b>                                 |  |                           |      |   |                           |      |                                |                           |      |                                       |                           |      |
| Processor Brand  | 2.49 - 4.49  | 1,701                     | 3.67 | 2.99 - 4.49   | 438                       | 4.07 | 2.99 - 4.49                    | 533                       | 4.04 | 1.99 - 4.49                           | 801                       | 3.12 |
| Private Brand  | 2.68   | 143                       | 2.68 |   |                           |      |                                |                           |      |                                       |                           |      |

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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**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

|  | ALASKA<br>(AK)               |                           |  | HAWAII<br>(HI)               |                           |  |  |  |
|--|------------------------------|---------------------------|--|------------------------------|---------------------------|--|--|--|
| Feature Rate <sup>1/</sup>                             | 39.0% of 100 sampled outlets |                           |  | 40.0% of 100 sampled outlets |                           |  |  |  |
| Activity Index <sup>2/</sup>                           | Activity Index = 57          |                           |  | Activity Index = 88          |                           |  |  |  |
|  | Price Range<br>(\$/pound)    | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)    | Summary<br>Stores Wtd Avg |  |  |  |
| <b>SERVICE DELI - Turkey</b>                           |                              |                           |  |                              |                           |  |  |  |
| <b>Category 1</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  | 10.99                        | 11 10.99                  |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Category 2</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Category 3</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Turkey Ham</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Turkey Pastrami</b>                                 |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>SERVICE DELI - Chicken</b>                          |                              |                           |  |                              |                           |  |  |  |
| <b>Category 1</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Category 2</b>                                      |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  |                              |                           |  |                              |                           |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |                              |                           |  |                              |                           |  |  |  |
| <b>Turkey 7-10 oz</b>                                  |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  | 4.49                         | 3 4.49                    |  | 2.50 - 4.99                  | 32 4.43                   |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Turkey 16 oz</b>                                    |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  | 4.98 - 5.99                  | 40 5.36                   |  | 4.98 - 6.99                  | 30 6.32                   |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |
| <b>Chicken 7-10 oz</b>                                 |                              |                           |  |                              |                           |  |  |  |
| Processor Brand  | 4.49                         | 3 4.49                    |  | 4.49 - 4.99                  | 26 4.87                   |  |  |  |
| Private Brand  |                              |                           |  |                              |                           |  |  |  |

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