



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

Fri. Jul 23, 2021

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

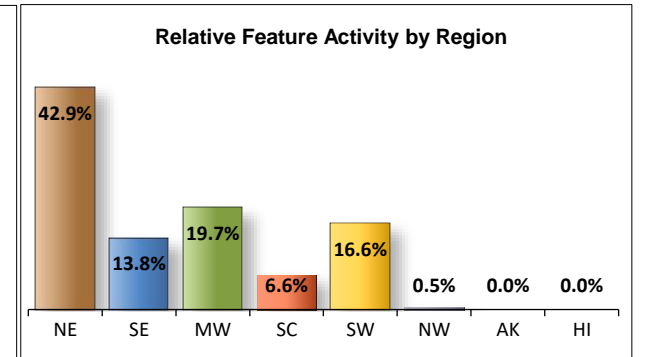
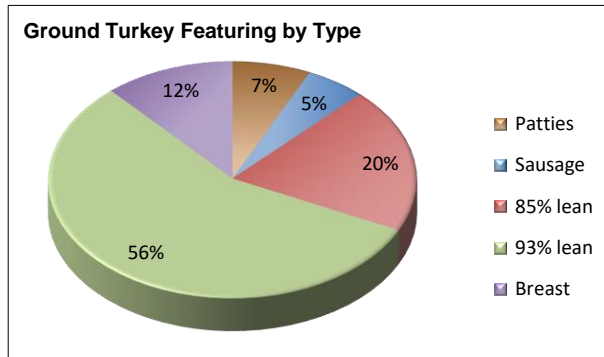
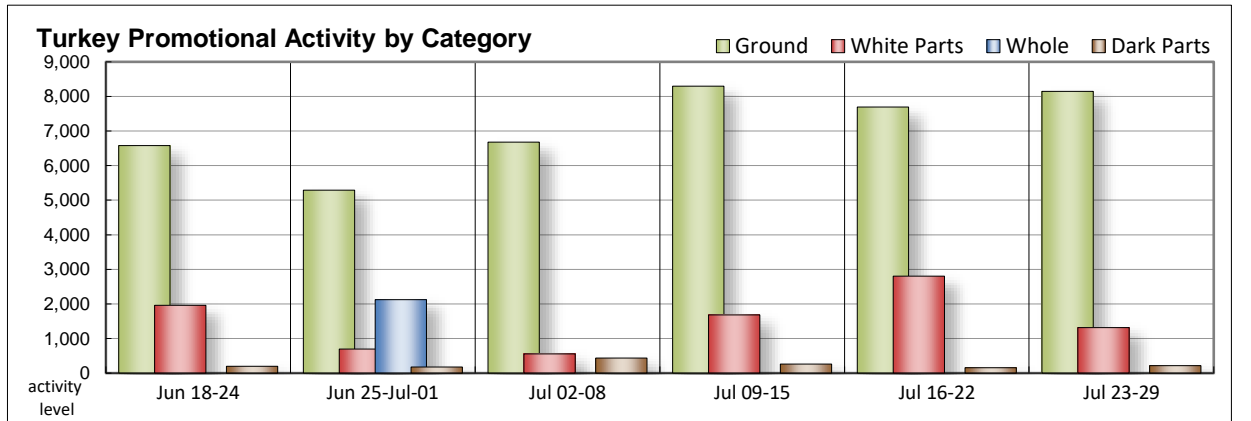
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	24.3% of 29,200 outlets		31.5% of 29,200 outlets		19.4% of 29,200 outlets	
Special Rate ^{4/}	5.2%		0.6%		5.7%	
Activity Index ^{2/}	10,774		13,087		6,182	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh	24	3.49	24	3.49		
Frozen	232	2.15	133	2.04	340	1.34
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole	288	4.99	332	4.99	479	8.47
Cutlets	484	4.99	498	4.99	64	5.99
Cutlets, thin sliced	288	4.99	288	4.99		
Strips						
Tenders						
Marinated Tenders			1,529	4.83	37	4.54
Drumsticks	67	1.99	31	1.79	132	1.29
Thighs						
Wings	105	1.89	71	1.79	175	1.22
Necks						
Smoked Drumsticks	44	1.99	54	2.08	127	2.29
Smoked Wings						
Smoked Necks						
GROUND TURKEY:	8,147	3.70	7,694	3.94	3,602	2.92
Patties	568	3.99	298	4.04	308	4.06
Sausage	431	3.36	976	3.85	158	3.76
85% lean	1,623	3.18	1,682	3.10	2,634	2.63
93% lean	4,582	3.54	2,763	3.70	444	3.27
Breast	943	5.32	1,975	5.01	58	4.99
Rolls (frsh/frz 1 lb.)	55	3.28	698	3.06	464	2.30
Specialty ^{5/}						
Patties						
93-94% lean	798	3.97	548	4.37	479	4.05
Breast	242	5.63	1,187	5.85	70	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 :

Feature activity slows for turkey this week. Whole birds remain in hiding, patiently awaiting for their time later this Fall. Bone-in breasts offers continue to be limited. Circular space is void of rotisserie breasts. White meats are harder to find, only consisting of whole boneless breasts and cutlets. Prices are unchanged from the previous ad cycle. Dark part offers are light. Values trend lower for smoked drums, while higher for the fresh variety. Grinds gain some momentum with 93% lean grabbing most of the limelight. Patties, sausage, and 93% lean are better valued. Deli activity slows as retailers offer fewer service deli items. Thick slicing and shaving meats are viewed at lower price levels as well as the self-service types.



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/}	48.0% of 5,500 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 4,783			24.6% of 7,400 sampled outlets 15.3% of stores w/ no-price promotions Activity Index = 2,092			26.2% of 6,100 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 1,997		
	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									
Frozen				1.79 - 2.38	20	2.09	1.79 - 2.99	93	2.38
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	288	4.99						
Cutlets	4.99	484	4.99						
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings	1.79	24	1.79	1.48 - 1.79	14	1.57			
Necks									
Smoked Drumsticks							1.99	44	1.99
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	288	3.99	3.59 - 3.78	161	3.63			
Sausage				3.98	30	3.98	2.99 - 4.10	342	3.28
85% lean	3.00 - 3.99	748	3.18	2.79 - 3.29	242	2.98	2.99 - 3.99	353	3.56
93% lean	2.99 - 4.00	1,396	3.77	2.99 - 3.99	1,369	3.25	3.89 - 3.99	846	3.91
Breast (99-100% lean)	4.61 - 5.99	729	5.50	4.99	56	4.99	4.99	39	4.99
Rolls (frsh/frz 1 lb.)							3.28	55	3.28
Specialty ^{5/}									
Patties									
93-94% lean	3.29 - 4.99	383	3.95	3.98	200	3.98	3.99	215	3.99
Breast	5.99	155	5.99				4.99	10	4.99



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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/}	14.4% of 4,900 sampled outlets			7.8% of 3,800 sampled outlets			1.9% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 666			Activity Index = 1,222			Activity Index = 14		
	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				3.49	24	3.49			
Frozen				1.98	119	1.98			
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				4.49	119	4.49			
Sausage	3.19	38	3.19	4.09	7	4.09	4.09	14	4.09
85% lean	2.33 - 3.99	124	2.84	2.83 - 2.99	156	2.87			
93% lean	3.83 - 3.99	293	3.90	2.99 - 3.89	678	3.03			
Breast (99-100% lean)				4.49	119	4.49			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean									
Breast	4.99	77	4.99						



(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/}	0.0% 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 = 0		Activity Index = 0			
	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						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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Fri. Jul 23, 2021

	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		72.4% of 5,500 sampled outlets Activity Index = 8,930			77.8% of 7,400 sampled outlets Activity Index = 10,409		
Feature Rate ^{1/}	68.7% of 29,200 stores		70.8% of 29,200 stores		52.0% of 29,200 stores							
Activity Index ^{2/}	41,714		44,506		32,207							
	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	4,675	8.91	8,219	9.17	5,704	8.79	6.98 - 10.99	2,037	8.48	6.99 - 10.99	359	10.29
Private Brand	3,444	8.18	1,354	8.21	3,764	8.06	6.99 - 10.99	743	8.43	7.99	57	7.99
Category 2												
Processor Brand	1,085	6.45	1,748	6.27	1,743	6.52	5.99 - 6.99	298	6.41	5.99 - 6.99	391	6.35
Private Brand	2,895	6.12	1,123	5.98	2,241	6.66	5.49 - 6.99	1,267	6.24	5.49 - 6.99	1,424	5.98
Category 3												
Processor Brand	113	4.41	159	4.80	496	4.09				3.99	41	3.99
Private Brand	136	3.33	353	4.19	939	4.85						
Turkey Ham												
Processor Brand			388	4.22	11	3.99						
Private Brand	147	3.65	126	3.87	214	3.52						
Turkey Pastrami												
Processor Brand			43	4.99								
Private Brand	62	3.99	31	6.99	67	3.69	3.99	62	3.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,930	8.80	2,073	8.00	2,131	9.18	8.99 - 9.99	567	9.54	8.99	57	8.99
Private Brand	931	7.36	1,860	7.74	433	8.28	6.99 - 8.99	852	7.19	8.99	44	8.99
Category 2												
Processor Brand	241	6.83	149	5.09	619	6.99	6.99	207	6.99	5.88	34	5.88
Private Brand	12	5.99	330	6.08	192	6.08						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,387	3.32	8,226	3.36	6,207	3.38	3.00 - 4.50	770	3.73	2.49 - 4.50	2,908	3.26
Private Brand			1,661	3.48	13	2.99						
Turkey 16 oz												
Processor Brand	9,269	5.08	7,466	5.18	1,260	5.61	3.99 - 5.99	1,357	5.32	4.50 - 5.99	2,186	5.10
Private Brand												
Chicken 7-10 oz												
Processor Brand	8,387	3.32	7,553	3.41	6,160	3.39	3.00 - 4.50	770	3.73	2.49 - 4.50	2,908	3.26
Private Brand			1,644	3.49	13	2.99						

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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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)		
	68.8% of 6,100 sampled outlets			67.5% of 4,900 sampled outlets			63.6% of 3,800 sampled outlets			25.6% of 1,300 sampled outlets		
	Activity Index = 8,941			Activity Index = 7,429			Activity Index = 5,271			Activity Index = 612		
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	6.99 - 10.99	723	8.02	6.99 - 9.99	157	8.90	7.99 - 14.99	1,320	9.71	7.98 - 10.49	79	8.65
Private Brand	7.99 - 11.99	344	8.89	7.49 - 9.49	2,262	8.01				7.99	38	7.99
Category 2												
Processor Brand	6.26 - 6.99	275	6.84	4.99 - 6.99	117	6.00				6.99	4	6.99
Private Brand	5.99 - 6.99	99	6.09	5.99 - 6.99	105	6.44						
Category 3												
Processor Brand	4.99	12	4.99				4.59	60	4.59			
Private Brand	2.99	12	2.99	3.89	16	3.89	3.29	108	3.29			
Turkey Ham												
Processor Brand												
Private Brand	3.99	43	3.99	3.79	67	3.79	2.99	37	2.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	777	8.17	7.49 - 9.99	127	8.70	8.99	402	8.99			
Private Brand	10.99	11	10.99	8.99	24	8.99						
Category 2												
Processor Brand												
Private Brand				5.99	12	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49 - 4.00	2,267	3.32	2.50 - 4.00	1,267	3.14	2.19 - 4.00	958	3.30	2.49 - 4.48	167	3.58
Private Brand												
Turkey 16 oz												
Processor Brand	3.99 - 5.99	2,111	5.05	3.99 - 5.77	2,008	4.92	3.99 - 6.99	1,428	5.10	4.98	157	4.98
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.49 - 4.00	2,267	3.32	2.50 - 4.00	1,267	3.14	2.19 - 4.00	958	3.30	2.49 - 4.48	167	3.58
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)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	30.0% of 100 sampled outlets			40.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 48			Activity Index = 74				
	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								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	2.50 - 4.00	18 2.75		3.49 - 4.99	32 4.52			
Private Brand								
Turkey 16 oz								
Processor Brand	4.98 - 5.99	12 5.15		4.98	10 4.98			
Private Brand								
Chicken 7-10 oz								
Processor Brand	2.50 - 4.00	18 2.75		3.49 - 4.99	32 4.52			
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)

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