



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

Fri. Oct 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	
Feature Rate ^{1/}	27.5% of 29,200 outlets		33.6% of 29,200 outlets		31.7% of 29,200 outlets	
Special Rate ^{4/}	0.8%		3.9%		5.2%	
Activity Index ^{2/}	10,443		11,550		12,389	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	329	1.15			31	0.99
" - Toms	240	0.99			31	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	205	2.15	44	2.99		
Frozen	444	1.66	80	1.76	69	1.92
Split, bone-in						
Fresh						
Rotisserie			56	8.88		
Boneless, whole	44	5.99	146	5.29	13	4.49
Cutlets	103	4.99			426	5.12
Cutlets, thin sliced					288	4.99
Strips						
Tenders			69	4.99	158	5.39
Marinated Tenders	15	7.98	1,148	4.62	702	4.10
Drumsticks	187	1.99	164	1.96	167	1.21
Thighs						
Wings	153	1.98	130	1.93	124	1.29
Necks					31	1.29
Smoked Drumsticks	43	2.79			72	2.49
Smoked Wings			43	2.49	62	2.49
Smoked Necks					62	2.49
GROUND TURKEY:	8,151	3.62	6,889	3.53	6,070	3.60
Patties	446	3.87	30	3.78	730	3.87
Sausage	104	4.04	284	3.99	1,272	3.91
85% lean	3,921	2.83	4,011	2.97	1,124	2.94
93% lean	3,144	4.27	1,587	3.51	2,500	3.50
Breast	536	5.29	977	5.70	444	4.53
Rolls (frsh/frz 1 lb.)	131	2.79	148	2.50	38	2.05
Specialty ^{5/}						
Patties					147	4.54
93-94% lean			1,564	3.99	3,302	3.97
Breast	398	5.76	1,069	6.24	596	5.24

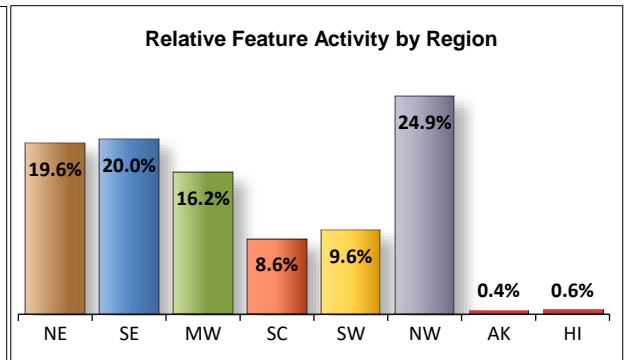
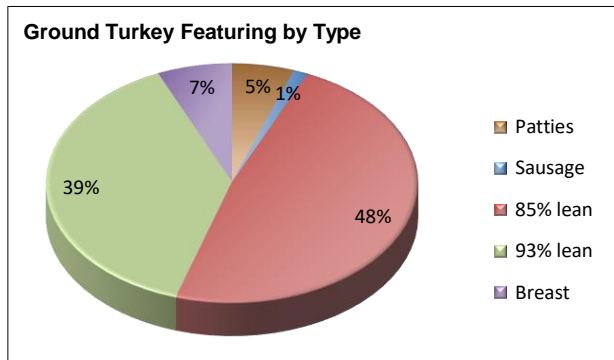
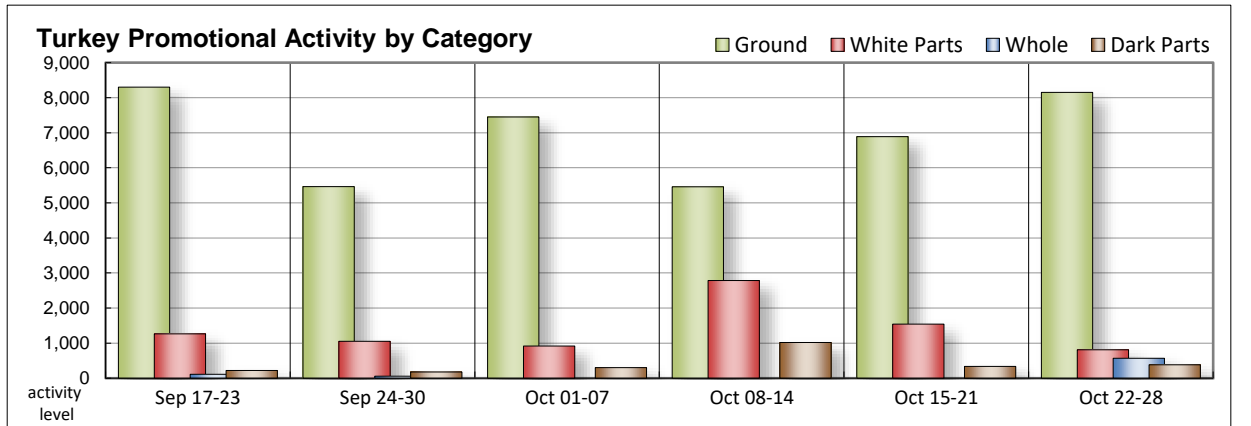
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

WHOLE BIRD AD ACTIVITY

Whole bird ad activity is beginning to awaken ever so slightly in a few areas, mainly in the Southeast Region with the Midwest showing a very limited number of offerings and the balance of regions very quiet. Both fresh and frozen bone-in breasts are showing more offerings than previously noted with cutlets also showing up in limited quantities. Marinated tenders fell off in a big way from the heavy offerings we saw last week. Dark part offerings are about identical to last week while it looks like smoked drumsticks switched places with smoked wings. Grinds are still pretty active with 85% lean getting almost half of the attention this week and at lower prices than last period. 93% lean is offered at twice the rate of last week, although at increased price points. Deli meats continue to show that fall is upon as they continue to slow in most categories.



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/}	24.4% of 5,500 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 2,467			35.1% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,442			24.5% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,857		
	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	0.99	22	0.99	0.99	218	0.99	1.59	89	1.59
" - Toms	0.99	22	0.99	0.99	218	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				1.89	69	1.89	1.89 - 2.99	80	2.51
Frozen	1.29	22	1.29	1.29	218	1.29	1.49 - 2.69	163	2.13
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							5.99	44	5.99
Cutlets	4.99	61	4.99				4.99	42	4.99
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.99	76	1.99				1.99	44	1.99
Thighs									
Wings	1.99	76	1.99	1.78	10	1.78			
Necks									
Smoked Drumsticks							2.79	43	2.79
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	288	3.99	3.59	131	3.59	3.99	27	3.99
Sausage	3.99	62	3.99				4.12	42	4.12
85% lean	2.99 - 3.99	403	3.27	2.49 - 3.33	1,511	2.84	2.49 - 3.99	970	2.60
93% lean	2.99 - 3.99	624	3.66	3.99 - 5.99	888	5.01	3.99 - 4.49	258	4.33
Breast (99-100% lean)	4.69 - 5.99	413	5.25	4.99 - 5.99	48	5.03	4.99 - 5.99	55	5.23
Rolls (frsh/frz 1 lb.)				2.79	131	2.79			
Specialty ^{3/}									
Patties									
93-94% lean									
Breast	4.99 - 5.99	398	5.76						



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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/}	17.2% of 4,900 sampled outlets			23.9% of 3,800 sampled outlets			63.2% 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 = 987			Activity Index = 798			Activity Index = 857		
	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	1.89	17	1.89				1.99	39	1.99
Frozen				1.99	11	1.99	1.79 - 1.99	26	1.91
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							7.98	15	7.98
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	2.49 - 3.99	789	2.74	3.33	142	3.33	2.99	95	2.99
93% lean	5.99	47	5.99	3.99	645	3.99	3.99	682	3.99
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{3/}									
Patties									
93-94% lean									
Breast									



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

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	15.0% of 100 sampled outlets			19.0% 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 = 15			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	2.48	4	2.48			
GROUND TURKEY: Patties Sausage 85% lean 93% lean Breast (99-100% lean) Rolls (frsh/frz 1 lb.)	2.99	11	2.99	6.99	20	6.99
Specialty ^{3/} 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 10/22 thru 10/28.

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

Fri. Oct 22, 2021

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	31.4% of 29,200 stores		35.0% of 29,200 stores		49.1% of 29,200 stores	
Activity Index ^{2/}	18,609		25,285		24,834	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	3,624	8.39	3,532	8.82	5,138	9.06
Private Brand	312	8.47	2,597	8.17	719	8.95
Category 2						
Processor Brand	472	7.13	1,283	6.40	2,622	6.34
Private Brand	597	6.29	840	6.40	4,322	6.49
Category 3						
Processor Brand	540	5.90	60	4.89	294	3.58
Private Brand	265	5.26	133	4.48	181	4.51
Turkey Ham						
Processor Brand	97	4.16	111	4.50	142	3.40
Private Brand	202	3.92	126	3.85	147	3.83
Turkey Pastrami						
Processor Brand	43	3.99				
Private Brand			31	4.99		
SERVICE DELI - Chicken						
Category 1						
Processor Brand	2,734	7.66	1,118	8.55	1,403	8.52
Private Brand	250	8.12	1,683	7.72	468	8.08
Category 2						
Processor Brand			302	5.94	344	6.24
Private Brand	186	6.61	608	6.22	857	6.45
SELF-SERVICE DELI						
(dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	3,762	3.34	4,766	3.59	959	3.43
Private Brand	682	2.99	239	2.50	232	3.46
Turkey 16 oz						
Processor Brand	1,254	5.26	2,796	5.43	5,854	5.94
Private Brand			55	3.98		
Chicken 7-10 oz						
Processor Brand	3,589	3.33	4,766	3.59	920	3.44
Private Brand			239	2.50	232	3.46

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)		
44.7% of 5,500 sampled outlets Activity Index = 4,960			30.3% of 7,400 sampled outlets Activity Index = 4,488		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
6.99 - 9.99	1,514	8.11	6.99 - 9.99	991	8.18
7.99 - 8.99	224	8.48			
7.99	274	7.99	6.98 - 6.99	128	6.99
5.98 - 6.99	268	6.24	5.99	164	5.99
5.99 - 6.99	186	6.32	4.89	30	4.89
4.99 - 6.99	174	5.70			
3.99	48	3.99	3.99	44	3.99
7.99	112	7.99	6.99 - 8.99	576	7.13
7.98 - 7.99	193	7.99			
1.99 - 3.99	679	2.93	2.99 - 3.67	1,244	3.64
3.99 - 6.99	609	5.69	5.98	67	5.98
1.99 - 3.99	679	2.93	2.99 - 3.67	1,244	3.64

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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	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)		
Feature Rate ^{1/}	36.7% of 6,100 sampled outlets			18.6% of 4,900 sampled outlets			14.9% of 3,800 sampled outlets			58.2% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 5,883			Activity Index = 1,182			Activity Index = 659			Activity Index = 1,433		
	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 - 9.99	525	8.68	6.99 - 10.49	110	7.72	6.99 - 9.99	437	9.75	6.99 - 7.99	47	7.08
Private Brand	7.99	45	7.99	7.99 - 8.99	43	8.90						
Category 2												
Processor Brand	6.99	10	6.99				3.49	60	3.49			
Private Brand	5.99 - 6.99	165	6.67									
Category 3												
Processor Brand	6.99	216	6.99				3.29	108	3.29			
Private Brand	2.99	12	2.99	4.49 - 5.49	79	4.64						
Turkey Ham												
Processor Brand	3.99	43	3.99				4.29	54	4.29			
Private Brand	3.99	43	3.99	3.77	67	3.77						
Turkey Pastrami												
Processor Brand	3.99	43	3.99									
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	827	7.29	6.99 - 9.99	537	7.05				8.99	682	8.99
Private Brand	7.99 - 10.49	57	8.56									
Category 2												
Processor Brand												
Private Brand	2.99 - 7.99	186	6.61									
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.99 - 3.99	1,719	3.30	3.00	107	3.00				2.98	11	2.98
Private Brand										2.99	682	2.99
Turkey 16 oz												
Processor Brand	3.99 - 5.19	446	4.81	3.89 - 5.08	132	4.42						
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.99 - 3.99	1,546	3.27	3.00	107	3.00				2.98	11	2.98
Private Brand												

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	2.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 4			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	4.99	2 4.99						
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.99	2 4.99						
Private Brand								

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