



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/30 thru 08/05.

Fri. Jul 30, 2021

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

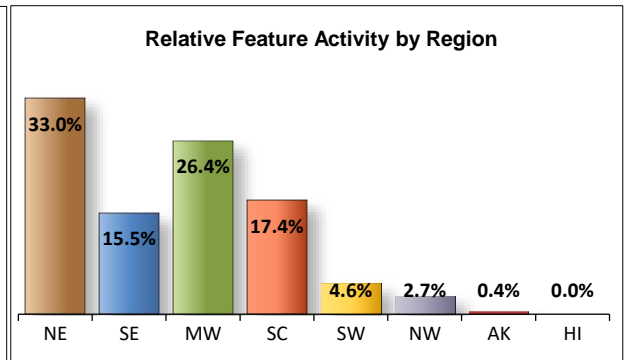
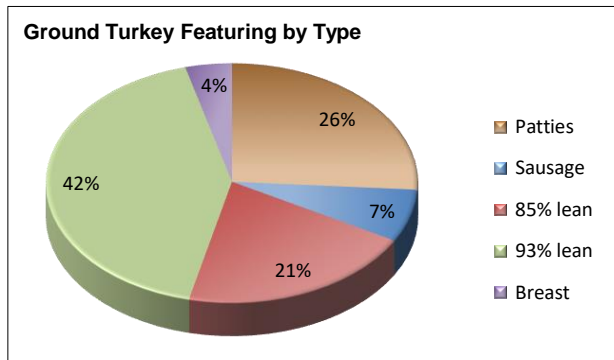
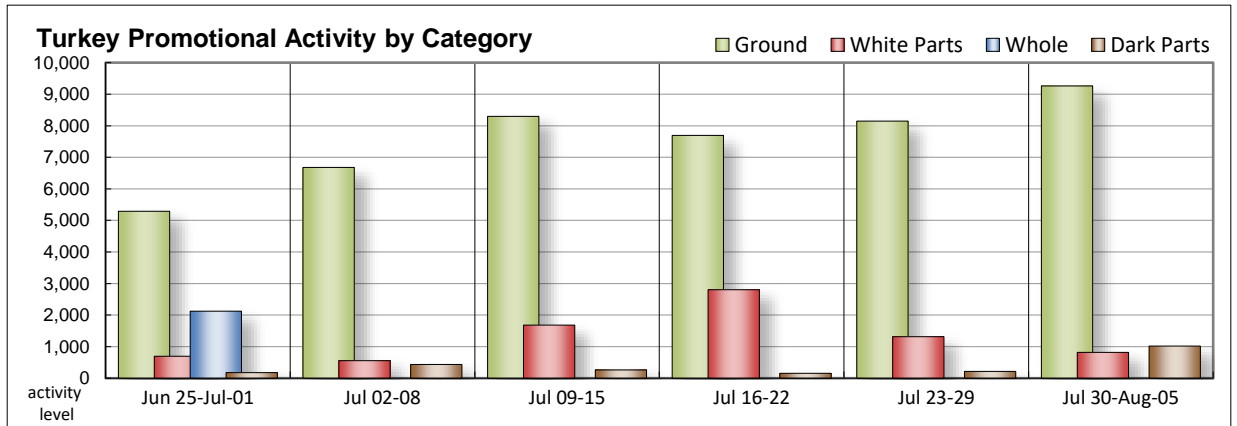
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	31.1% of 29,200 outlets		24.3% of 29,200 outlets		25.1% of 29,200 outlets	
Special Rate ^{4/}	5.6%		5.2%		4.7%	
Activity Index ^{2/}	12,433		10,774		9,014	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens					109	0.79
" - Toms					109	0.79
PARTS:						
Breast:						
Bone-in, whole						
Fresh			24	3.49		
Frozen	276	2.09	232	2.15	78	1.44
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole	86	4.99	288	4.99	64	4.99
Cutlets	356	5.37	484	4.99	499	4.99
Cutlets, thin sliced			288	4.99		
Strips						
Tenders					499	4.99
Marinated Tenders	101	8.22			43	4.66
Drumsticks	254	1.97	67	1.99	326	1.29
Thighs	112	1.99				
Wings	222	1.95	105	1.89	285	1.28
Necks	112	1.99			26	1.18
Smoked Drumsticks	92	2.99	44	1.99	43	1.99
Smoked Wings	135	2.74				
Smoked Necks	92	2.99				
GROUND TURKEY:	9,261	3.72	8,147	3.70	4,524	3.92
Patties	2,414	3.68	568	3.99	296	3.96
Sausage	657	4.14	431	3.36	254	3.60
85% lean	1,901	3.22	1,623	3.18	680	3.06
93% lean	3,910	3.76	4,582	3.54	1,937	3.50
Breast	379	5.42	943	5.32	1,357	4.99
Rolls (frsh/frz 1 lb.)	203	3.07	55	3.28	86	2.63
Specialty ^{5/}						
Patties	158	5.61			24	3.99
93-94% lean	466	3.82	798	3.97	2,299	4.34
Breast	507	4.76	242	5.63		

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> :

NATIONAL SUMMARY

Coming as no surprise again this ad cycle is the complete absence of any whole bird feature activity this week. In the white parts arena frozen bone-in breast and fresh cutlets make a modest appearance along with marinated tenders although with higher price points than the previous period had shown. Dark meat parts items are readily available this ad cycle as all categories are offered in a light to moderate fashion with relatively steady values. Grinds continue their momentum from the last week, with patties leading the way, while values are not mirror images of the previous week but in close proximity to previous offerings. Deli activity slows again this week, particularly in the 7-10 ounce categories while we do see some additional activity in the private self-service deli sector.



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/}	39.1% of 5,500 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 4,189			31.7% of 7,400 sampled outlets 15.3% of stores w/ no-price promotions Activity Index = 2,686			41.3% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,053		
	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							0.99 - 2.99	276	2.09
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99	86	4.99
Cutlets	4.99 - 6.99	356	5.37						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	8.99	62	8.99	6.99	39	6.99			
Drumsticks	1.99	112	1.99				1.99	44	1.99
Thighs	1.99	112	1.99						
Wings	1.99	112	1.99				1.79	43	1.79
Necks	1.99	112	1.99						
Smoked Drumsticks	2.99	48	2.99	2.99	44	2.99			
Smoked Wings	2.99	48	2.99	2.99	44	2.99	2.19	43	2.19
Smoked Necks	2.99	48	2.99	2.99	44	2.99			
GROUND TURKEY:									
Patties	3.50	339	3.50	3.50	357	3.50	3.50 - 6.99	951	3.71
Sausage	3.99	135	3.99	3.99	77	3.99	3.99 - 4.12	300	4.01
85% lean	2.99 - 3.50	318	3.33	2.66 - 3.29	1,125	3.01	2.33 - 3.99	353	3.36
93% lean	2.99 - 3.99	1,195	3.68	3.33 - 3.99	841	3.75	2.59 - 4.69	712	3.94
Breast (99-100% lean)	4.99 - 5.99	192	5.65	3.99	39	3.99	4.99	42	4.99
Rolls (frsh/frz 1 lb.)							2.99 - 3.28	203	3.07
Specialty ^{3/}									
Patties	4.79 - 6.80	134	5.81						
93-94% lean	3.49 - 3.99	359	3.62	3.49	76	3.49			
Breast	3.50 - 6.99	507	4.76						



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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/}	26.4% of 4,900 sampled outlets			14.3% of 3,800 sampled outlets			15.5% of 1,300 sampled outlets		
Special Rate ^{4/}	5.9% 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 = 2,011			Activity Index = 386			Activity Index = 95		
	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									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.79 - 1.99	98	1.93						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.50 - 3.99	734	3.84	3.50	33	3.50			
Sausage	3.99	54	3.99	4.99	89	4.99			
85% lean	3.99 - 4.99	105	4.63						
93% lean	2.99 - 3.99	881	3.83	3.33 - 3.89	175	3.44	3.50	95	3.50
Breast (99-100% lean)	4.15	17	4.15	5.99	89	5.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{3/}									
Patties	4.49	24	4.49						
93-94% lean	6.99	31	6.99						
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/}	16.0% of 100 sampled outlets			5.7% 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 = 13			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	4.99	2	4.99			
85% lean						
93% lean	3.50	11	3.50			
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
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 07/30 thru 08/05.

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

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	NATIONAL SUMMARY						NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	This Week		Last Week		Last Year		56.7% of 5,500 sampled outlets Activity Index = 7,477			61.9% of 7,400 sampled outlets Activity Index = 10,077		
Feature Rate ^{1/}	57.5% of 29,200 stores		68.7% of 29,200 stores		62.8% of 29,200 stores							
Activity Index ^{2/}	36,382		41,714		41,932							
	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	4,348	9.09	4,675	8.91	4,540	9.19	7.48 - 11.49	1,387	9.17	8.99 - 11.49	552	9.33
Private Brand	2,525	8.73	3,444	8.18	1,608	8.21	7.99 - 9.99	417	9.25	6.99 - 9.49	156	8.82
Category 2												
Processor Brand	1,046	6.47	1,085	6.45	1,960	6.40	5.99	353	5.99	5.49 - 7.99	230	5.83
Private Brand	1,314	6.63	2,895	6.12	3,528	6.40	5.49 - 7.99	988	6.64	5.99 - 6.99	155	6.71
Category 3												
Processor Brand	593	6.30	113	4.41	293	3.99	4.99 - 5.99	193	5.67			
Private Brand	370	4.34	136	3.33	128	3.64	3.99 - 4.99	164	4.36	4.49	30	4.49
Turkey Ham												
Processor Brand	109	4.27			510	3.85	3.99	62	3.99			
Private Brand	153	4.04	147	3.65	147	3.76						
Turkey Pastrami												
Processor Brand	90	4.81										
Private Brand	31	4.66	62	3.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,341	9.80	1,930	8.80	2,222	9.08	6.99 - 12.49	727	10.10	8.99 - 12.49	415	10.02
Private Brand	647	8.81	931	7.36	1,372	7.85	8.99	20	8.99			
Category 2												
Processor Brand	82	5.13	241	6.83	67	5.99				5.29	39	5.29
Private Brand	1,267	6.81	12	5.99	930	6.72	4.99 - 6.99	312	6.27	6.99	955	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,641	2.92	8,387	3.32	5,704	3.10	2.99 - 3.50	310	3.15	2.50 - 3.19	1,208	2.99
Private Brand	2,443	3.04			3,128	3.13	3.00	277	3.00	4.00	1,133	4.00
Turkey 16 oz												
Processor Brand	8,799	5.34	9,269	5.08	6,950	5.80	3.99 - 5.99	1,680	5.35	4.98 - 5.38	2,893	5.35
Private Brand	49	3.40			13	5.99						
Chicken 7-10 oz												
Processor Brand	4,317	2.87	8,387	3.32	5,704	3.10	2.99 - 3.50	310	3.15	2.50 - 3.19	1,178	2.99
Private Brand	2,217	3.14			3,128	3.13	3.00	277	3.00	4.00	1,133	4.00

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

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

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

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

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

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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/}	58.9% of 6,100 sampled outlets			62.1% of 4,900 sampled outlets			52.7% of 3,800 sampled outlets			32.6% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 11,226			Activity Index = 4,495			Activity Index = 2,515			Activity Index = 546		
	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	1,128 8.16		7.99 - 9.99	1,051 9.47		9.99 - 14.99	60 12.07		7.99 - 11.49	159 10.21	
Private Brand	7.99 - 11.99	416 8.19		6.99 - 8.99	273 7.76		7.99 - 10.99	1,247 8.92		10.99	16 10.99	
Category 2												
Processor Brand	5.99 - 6.99	171 6.34		5.99 - 7.99	139 7.33		7.99	142 7.99		6.99	11 6.99	
Private Brand	6.49 - 6.99	113 6.79		5.99 - 6.49	58 6.02							
Category 3												
Processor Brand	4.99 - 6.99	371 6.76					4.99	13 4.99		4.49	16 4.49	
Private Brand	2.99 - 4.99	70 3.42		4.79	67 4.79					4.99	39 4.99	
Turkey Ham												
Processor Brand	4.49 - 4.99	47 4.64										
Private Brand	3.49 - 4.99	86 4.24		3.79	67 3.79							
Turkey Pastrami												
Processor Brand	4.49 - 4.99	90 4.81										
Private Brand				4.66	31 4.66							
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.49	199 8.19										
Private Brand	7.99 - 9.49	405 8.48		7.99 - 8.99	93 8.58		9.99	129 9.99				
Category 2												
Processor Brand	4.99	43 4.99										
Private Brand												
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 5.99	2,621 2.85		1.99 - 4.00	383 3.08					2.50 - 4.48	106 2.71	
Private Brand	1.99 - 2.50	934 2.02					1.89	89 1.89		1.99	10 1.99	
Turkey 16 oz												
Processor Brand	3.00 - 5.38	1,505 4.99		4.19 - 5.99	1,946 5.49		5.38 - 6.99	587 5.71		5.38 - 5.48	168 5.39	
Private Brand	3.79	33 3.79		2.59	16 2.59							
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	2,286 2.72		1.99 - 4.00	371 3.08		1.99 - 3.29	159 2.84		4.48	11 4.48	
Private Brand	1.99	708 1.99					1.89	89 1.89		1.99	10 1.99	

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)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	21.0% of 100 sampled outlets			9.5% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 36			Activity Index = 10				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	11.49	11 11.49						
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 - 4.79	13 2.85						
Private Brand								
Turkey 16 oz								
Processor Brand	5.38	10 5.38	5.38	10 5.38				
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.79	2 4.79						
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)

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