



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/07 thru 05/13.**

Fri. May 07, 2021

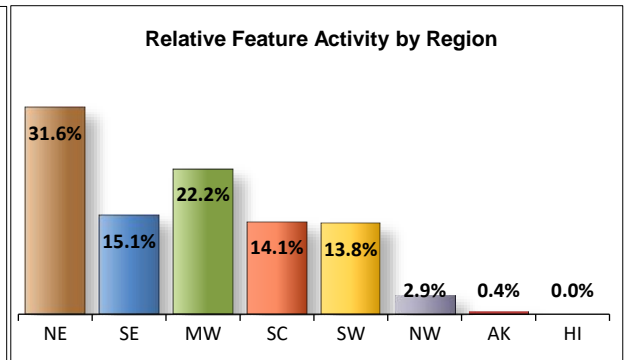
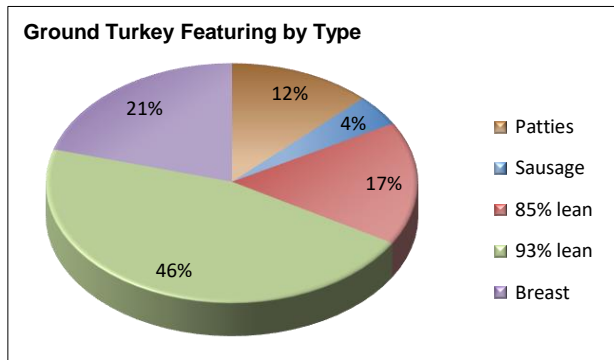
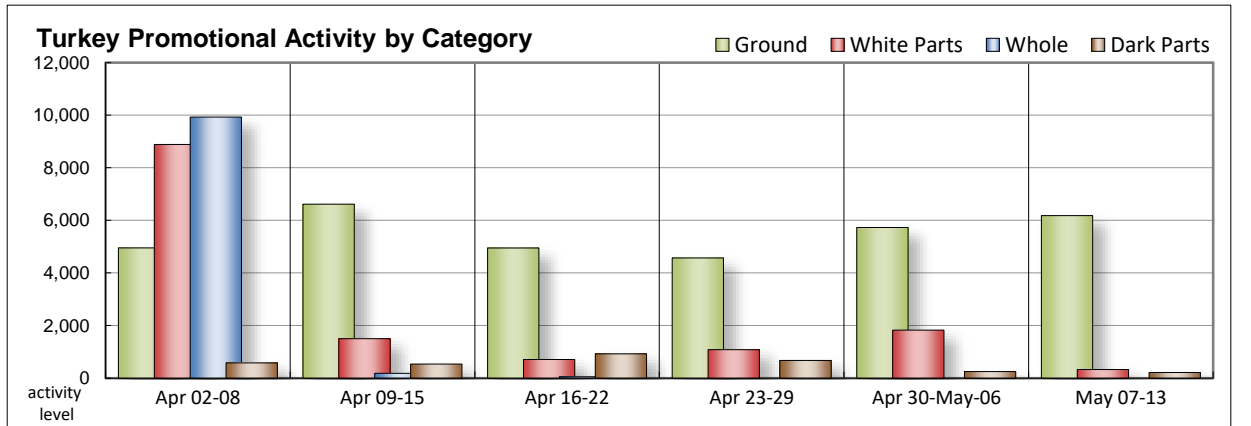
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	29.2% of 29,200 outlets		23.4% of 29,200 outlets		16.5% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	7.8%		1.4%		0.8%	
<b>Activity Index</b> <sup>2/</sup>	9,779		9,544		3,228	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					13	0.99
" - Toms					56	1.65
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					131	0.99
Frozen	223	1.66	1,179	1.10	957	1.22
Split, bone-in						
Fresh	46	3.99			189	2.48
Rotisserie			65	8.99		
Boneless, whole					65	2.31
Cutlets						
Cutlets, thin sliced			28	3.99		
Strips						
Tenders						
Marinated Tenders	62	8.99	557	5.26	86	5.99
Drumsticks	67	1.99	108	1.79	167	1.63
Thighs						
Wings	98	1.77	102	1.76	77	2.99
Necks	10	1.38				
Smoked Drumsticks						
Smoked Wings	43	1.99	43	1.99		
Smoked Necks						
<b>GROUND TURKEY:</b>	<b>6,183</b>	<b>3.99</b>	<b>5,731</b>	<b>3.57</b>	<b>1,073</b>	<b>3.64</b>
Patties	777	3.82	225	3.61	12	1.99
Sausage	264	3.36	788	3.96	142	3.71
85% lean	1,032	3.18	1,341	3.15	183	2.98
93% lean	2,835	3.93	2,902	3.37	736	3.81
Breast	1,275	5.01	475	5.32		
Rolls (frsh/frz 1 lb.)	979	1.58	89	2.99	131	1.99
<b>Specialty</b> <sup>5/</sup>						
Patties	11	6.99	93	3.99		
93-94% lean	1,633	4.07	1,549	4.18	206	4.71
Breast	424	6.79			77	7.49

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 offerings continue unsolicited this week. Turkey feature activity in the parts complex tails off from last week with a noticeable decline in frozen breast and marinated tenderloin offerings. Rotisserie breast offers are unavailable while there are a rather small selection of parts offered on ad this period. Ground turkey offerings continue strongest for 85% and 93% varieties while ground breast offerings triple in availability. 93% lean offerings are trending higher with the strongest showings in the Northeast. Specialty ground turkey continues a fair showing from last week with a stronger increase in specialty ground breast offerings. Turkey deli meat activity slides from last week's heavier offerings in both self service and service deli categories while chicken deli meat offerings are about equal to the previous in volume if not in value.



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 <sup>4/</sup> Activity Index <sup>2/</sup>	35.8% of 5,500 sampled outlets 9.4% of stores w/ no-price promotions Activity Index = 3,244			28.3% of 7,400 sampled outlets 22.0% of stores w/ no-price promotions Activity Index = 2,116			30.6% of 6,100 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 2,072		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen				1.29	131	1.29	1.29 - 2.99	77	2.26
Split, bone-in									
Fresh							3.99	46	3.99
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	8.99	62	8.99						
Drumsticks									
Thighs									
Wings									
Necks				1.38	10	1.38			
Smoked Drumsticks							1.99	43	1.99
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.50 - 3.99	515	3.77				3.00 - 4.29	158	3.53
Sausage				2.50 - 3.69	200	3.28	2.50 - 4.99	32	3.36
85% lean	2.79 - 3.99	755	3.37	2.33 - 3.99	91	2.79	1.99 - 2.99	157	2.60
93% lean	2.50 - 3.99	1,025	3.71	3.39 - 3.99	63	3.83	3.99 - 4.99	462	4.34
Breast (99-100% lean)	4.99 - 5.99	216	5.29	4.99	955	4.99			
Rolls (frsh/frz 1 lb.)				2.89	131	2.89	0.99 - 3.50	816	1.32
<b>Specialty <sup>3/</sup></b>									
Patties							6.99	11	6.99
93-94% lean	3.07 - 6.99	462	4.13	3.07 - 3.99	535	3.86	5.00	55	5.00
Breast	6.79	209	6.79				6.79	215	6.79



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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)		
<b>Feature Rate</b> <sup>1/</sup>	27.7% of 4,900 sampled outlets			31.0% of 3,800 sampled outlets			3.9% of 1,300 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			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,318			Activity Index = 938			Activity Index = 80		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen							1.29	4	1.29
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.29 - 1.99	98	1.77						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				4.49	89	4.49	4.48	15	4.48
Sausage	2.50	17	2.50				5.48	15	5.48
85% lean	2.33 - 2.49	29	2.42						
93% lean	3.99	510	3.99	2.99 - 3.99	760	3.93	4.48	15	4.48
Breast (99-100% lean)				4.49	89	4.49	5.48	15	5.48
Rolls (frsh/frz 1 lb.)	2.49	16	2.49				2.83	16	2.83
<b>Specialty</b> <sup>3/</sup>									
Patties									
93-94% lean	3.50 - 6.99	581	4.13						
Breast									



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

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	11.0% of 100 sampled outlets			2.9% 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 = 11			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1.99	11	1.99			
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>3/</sup>						
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 05/07 thru 05/13.

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

Fri. May 07, 2021

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	48.1% of 29,200 stores		57.7% of 29,200 stores		26.1% of 29,200 stores	
Activity Index <sup>2/</sup>	23,258		36,409		14,639	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	4,472	8.86	5,533	8.88	3,258	8.86
Private Brand	1,058	8.82	3,032	8.12	2,312	8.05
<b>Category 2</b>						
Processor Brand	1,028	6.90	2,587	6.29	698	6.28
Private Brand	1,709	6.73	3,780	6.28	1,660	6.68
<b>Category 3</b>						
Processor Brand	481	5.38	73	4.74	55	4.98
Private Brand	486	5.15	61	3.99	316	4.64
<b>Turkey Ham</b>						
Processor Brand			189	3.27		
Private Brand	67	3.57			218	4.10
<b>Turkey Pastrami</b>						
Processor Brand			25	12.99		
Private Brand			31	4.66		
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	405	8.59	1,474	8.72	673	6.70
Private Brand	2,013	7.08	994	8.40	1,157	8.02
<b>Category 2</b>						
Processor Brand	210	7.17	580	6.42	39	5.79
Private Brand	112	5.99	1,937	5.55	406	5.31
<b>SELF-SERVICE DELI</b>						
(dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	2,674	3.05	3,732	3.19	1,874	3.21
Private Brand	126	3.67	105	2.07	2	3.79
<b>Turkey 16 oz</b>						
Processor Brand	5,895	5.19	8,969	5.37	152	5.81
Private Brand						
<b>Chicken 7-10 oz</b>						
Processor Brand	2,278	3.06	3,202	3.22	1,819	3.23
Private Brand	244	3.83	105	2.07		

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)		
59.2% of 5,500 sampled outlets <b>Activity Index = 6,366</b>			54.2% of 7,400 sampled outlets <b>Activity Index = 5,780</b>		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
5.99 - 10.99	1,267	8.43	5.99 - 9.99	1,406	9.46
6.99 - 10.99	560	8.95	7.99 - 8.99	144	8.98
6.99 - 7.99	608	7.33	5.99 - 6.99	272	6.27
5.98 - 6.99	416	6.42	5.99 - 6.99	1,088	6.89
4.99 - 5.99	169	5.62	3.99	41	3.99
4.99 - 5.99	238	5.50	3.99	30	3.99
6.99 - 8.99	217	7.79	5.88 - 8.99	57	8.06
6.99 - 8.99	439	7.74	6.39	1,133	6.39
6.99 - 7.99	155	7.39			
5.99	112	5.99			
2.00 - 3.99	828	3.19	2.99 - 3.69	163	3.04
3.99	93	3.99	2.59	4	2.59
2.50 - 5.37	543	5.17	2.50 - 5.37	1,352	5.34
2.99 - 3.99	510	3.19	2.99 - 3.69	86	3.07
3.99	211	3.99	2.59	4	2.59

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 <sup>1/</sup>	53.3% of 6,100 sampled outlets			45.8% of 4,900 sampled outlets			26.7% of 3,800 sampled outlets			19.8% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,934			Activity Index = 3,008			Activity Index = 1,172			Activity Index = 978		
	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	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 10.99	609	8.27	6.99 - 9.99	264	8.29	8.49 - 11.99	189	9.29	6.99 - 10.99	737	9.04
Private Brand	7.99 - 10.99	222	8.18	7.99 - 9.99	132	9.14						
<b>Category 2</b>												
Processor Brand	5.99 - 6.79	133	6.22							6.98	15	6.98
Private Brand	5.99 - 6.99	81	6.53	5.99 - 6.99	124	6.46						
<b>Category 3</b>												
Processor Brand	5.99 - 6.99	198	6.21				2.99 - 4.99	73	3.35			
Private Brand	4.99	114	4.99	4.79	67	4.79	4.99	37	4.99			
<b>Turkey Ham</b>												
Processor Brand												
Private Brand				3.57	67	3.57						
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	8.99 - 9.99	95	9.55	9.99	11	9.99	12.49	25	12.49			
Private Brand	6.99 - 8.99	379	8.22	7.99 - 8.49	62	8.18						
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	55	6.55									
Private Brand												
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.49 - 3.79	1,409	2.89	2.50 - 4.00	150	3.28	3.50 - 3.79	113	3.73	2.98	11	2.98
Private Brand				2.59	13	2.59				2.99	16	2.99
<b>Turkey 16 oz</b>												
Processor Brand	2.50 - 5.37	1,317	4.90	2.99 - 5.37	1,869	5.14	4.99 - 6.49	622	5.56	3.49 - 5.37	172	5.30
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.49 - 3.79	1,322	2.89	2.50 - 4.00	236	3.36	3.50 - 3.79	113	3.73	2.98	11	2.98
Private Brand				2.59	13	2.59				2.99	16	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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	10.0% of 100 sampled outlets			9.5% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 10			Activity Index = 10				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand								
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>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand								
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand	5.37	10	5.37	5.37	10	5.37		
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand								
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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