



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/11 thru 09/17.**

Fri. Sep 11, 2020

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

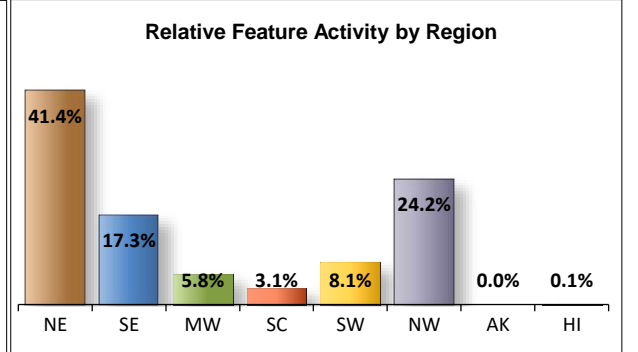
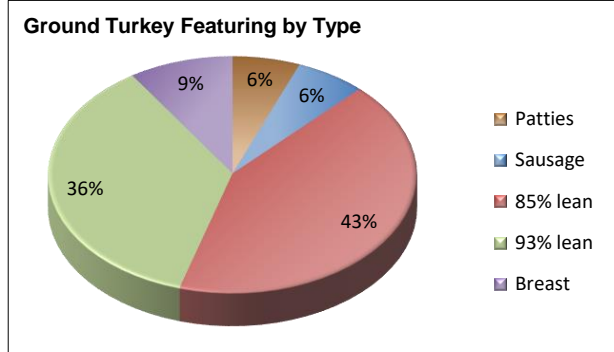
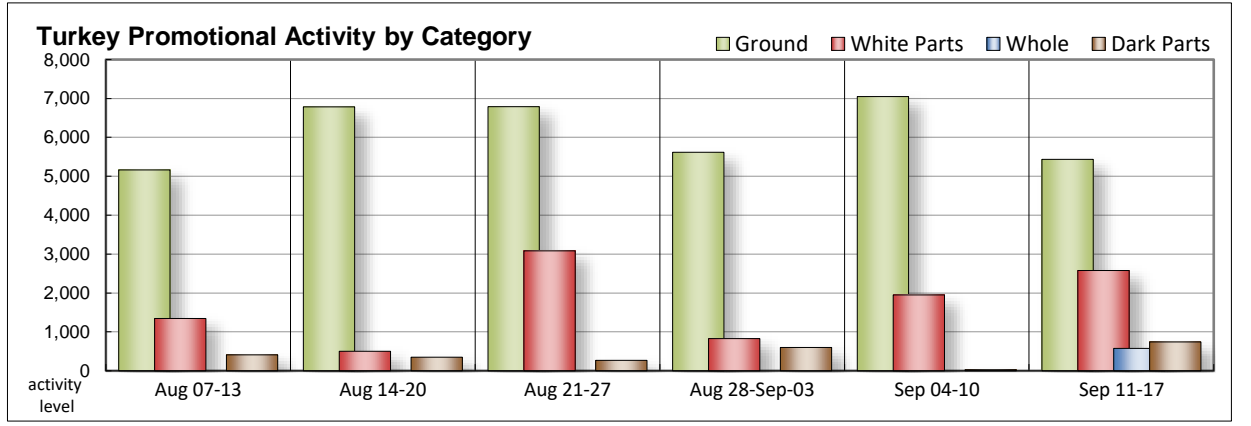
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	26.3% of 29,200 outlets		20.6% of 29,200 outlets		52.9% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	5.7%		3.7%		2.6%	
<b>Activity Index</b> <sup>2/</sup>	10,501		9,365		17,251	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	288	1.99				
" - Toms	288	1.99				
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	397	1.18	1,048	1.59	1,814	1.51
Split, bone-in						
Fresh						
Rotisserie	11	7.99				
Boneless, whole	66	4.99	79	4.96		
Cutlets	426	5.04	301	4.98	127	4.99
Cutlets, thin sliced	66	4.99	301	4.98		
Strips						
Tenders	479	3.99			146	4.46
Marinated Tenders	1,133	4.66	221	5.03		
Drumsticks	167	1.29			49	1.29
Thighs						
Wings	177	1.33	28	1.49	92	1.15
Necks	31	1.29				
Smoked Drumsticks	240	2.58			288	2.11
Smoked Wings	127	2.29			245	2.15
Smoked Necks					118	1.99
<b>GROUND TURKEY:</b>	<b>5,435</b>	<b>3.52</b>	<b>7,049</b>	<b>3.71</b>	<b>11,313</b>	<b>3.33</b>
Patties	326	3.79	742	3.85	160	3.78
Sausage	339	3.96	825	3.91	440	3.78
85% lean	2,303	2.95	491	2.80	1,510	2.72
93% lean	1,964	3.71	4,463	3.60	8,395	3.25
Breast	503	4.92	528	4.99	808	4.95
Rolls (frsh/frz 1 lb.)					329	1.90
<b>Specialty</b> <sup>5/</sup>						
Patties	147	4.54	24	3.99		
93-94% lean	693	4.11	314	3.78	2,573	4.23
Breast	330	5.79			157	5.99

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 :

Turkey feature activity gains some momentum this week. Whole birds make a limited appearance. Frozen bone-in breasts are harder to find, but are better valued where viewed. White meats garner more circular space with tenders leading the pack, more specifically the marinated variety. Dark parts step back into the mix, making a larger appearance. Grinds are a little less active as 93% and 85% leans take up most of that ad space. You will tend to pay a little more for most ground items. The exceptions are patties and 85% lean which are viewed at lower price levels. Deli ads increase in activity due to a greater volume of service deli meat ads. Processor label thick slicing and shaving meats are found at lower values.



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

	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>	46.9% of 5,500 sampled outlets 4.1% of stores w/ no-price promotions Activity Index = 5,110			35.7% of 7,400 sampled outlets 18.0% of stores w/ no-price promotions Activity Index = 2,910			11.0% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 649		
	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	1.99	288	1.99						
" - Toms	1.99	288	1.99						
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.69	341	1.13				1.49	56	1.49
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	66	4.99						
Cutlets	4.99 - 5.99	296	5.21	4.99	44	4.99	4.49	86	4.49
Cutlets, thin sliced	4.99	66	4.99						
Strips									
Tenders									
Marinated Tenders				4.66	1,133	4.66			
Drumsticks	1.29	93	1.29				1.29	43	1.29
Thighs									
Wings	1.29	93	1.29	1.98	10	1.98	1.29	43	1.29
Necks									
Smoked Drumsticks	2.29 - 2.99	230	2.60						
Smoked Wings	2.29	127	2.29						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.99	195	3.99	3.49	131	3.49			
Sausage	3.67 - 3.99	301	3.98				3.99	12	3.99
85% lean	2.79 - 3.50	739	3.04	2.69 - 3.00	1,230	2.95	2.79 - 3.00	190	2.94
93% lean	2.68 - 3.99	1,032	3.58	2.39 - 3.99	68	3.12	3.33 - 3.99	130	3.69
Breast (99-100% lean)	4.99	323	4.99	4.99	44	4.99			
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties	3.99	66	3.99	4.99	81	4.99			
93-94% lean	3.99	236	3.99	3.99 - 4.99	169	4.47	3.99	89	3.99
Breast	4.99 - 5.99	330	5.79						



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Fri. Sep 11, 2020

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

	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>	6.8% of 4,900 sampled outlets			17.4% of 3,800 sampled outlets			60.8% 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			7.3% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 350			Activity Index = 663			Activity Index = 816		
	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>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	7.99	11	7.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.99	77	3.99	3.99	402	3.99			
Marinated Tenders									
Drumsticks	1.29	31	1.29						
Thighs									
Wings	1.29	31	1.29						
Necks	1.29	31	1.29						
Smoked Drumsticks	1.99	10	1.99						
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	3.19	11	3.19				4.09	15	4.09
85% lean	2.99	54	2.99	1.99 - 3.49	90	2.21			
93% lean				3.49	7	3.49	3.49 - 3.99	727	3.96
Breast (99-100% lean)	5.00	24	5.00	4.29	54	4.29	4.98 - 4.99	58	4.99
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99	70	3.99	3.99	110	3.99	3.99	16	3.99
Breast									



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

	ALASKA (AK)		HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	0.0% of 100 sampled outlets		2.9% of 100 sampled outlets			
<b>Special Rate</b> <sup>4/</sup>	11.0% 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 = 3			
	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						
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			3.99	3 3.99		
Breast						



**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/11 thru 09/17.

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

Fri. Sep 11, 2020

	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		66.0% of 5,500 sampled outlets Activity Index = 11,800			44.5% of 7,400 sampled outlets Activity Index = 6,859		
Feature Rate <sup>1/</sup>	46.6% of 29,200 stores		46.8% of 29,200 stores		46.9% of 29,200 stores							
Activity Index <sup>2/</sup>	33,552		30,880		29,914							
	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	5,803	8.63	5,626	8.83	6,411	8.35	6.99 - 10.49	1,922	8.75	6.99 - 8.99	268	8.81
Private Brand	1,430	8.38	2,784	8.34	2,541	7.72	7.99 - 9.99	937	8.53	7.99	111	7.99
<b>Category 2</b>												
Processor Brand	1,792	6.68	1,153	6.24	1,872	6.57	6.00 - 6.99	959	6.96	4.99 - 6.99	175	5.75
Private Brand	3,244	5.95	3,124	6.77	1,597	6.22	4.99 - 6.99	1,590	6.33	4.99 - 6.99	989	5.05
<b>Category 3</b>												
Processor Brand	221	3.80	66	4.54	445	4.30				3.99	41	3.99
Private Brand	122	4.78	118	4.70	488	4.10						
<b>Turkey Ham</b>												
Processor Brand	413	3.87	113	3.68	572	3.99	3.49 - 3.99	391	3.86			
Private Brand	163	3.68	233	3.06	43	3.99						
<b>Turkey Pastrami</b>												
Processor Brand	43	4.00			43	3.99						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,792	8.83	1,828	8.75	2,137	8.29	7.99 - 11.49	699	10.18	8.99 - 11.49	1,290	9.17
Private Brand	549	7.59	413	8.11	535	6.93	6.98 - 7.99	346	7.73	6.99	18	6.99
<b>Category 2</b>												
Processor Brand	12	5.99	202	5.99	381	5.80						
Private Brand	2,190	5.67	204	5.08	106	4.81	4.99 - 6.99	892	6.32	4.99	955	4.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	5,162	3.51	6,599	3.35	4,023	2.91	2.50 - 4.99	2,032	3.42	2.98 - 4.00	1,491	3.27
Private Brand	1,364	3.41	227	2.50	808	2.89						
<b>Turkey 16 oz</b>												
Processor Brand	726	5.91	1,364	5.12	3,161	5.45				5.99	30	5.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	5,162	3.51	6,599	3.35	3,943	2.90	2.50 - 4.99	2,032	3.42	2.98 - 4.00	1,491	3.27
Private Brand	1,364	3.41	227	2.50	808	2.89						

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 <sup>1/</sup>	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)		
	42.6% of 6,100 sampled outlets			32.6% of 4,900 sampled outlets			41.4% of 3,800 sampled outlets			67.4% of 1,300 sampled outlets		
	Activity Index = 4,747			Activity Index = 4,110			Activity Index = 2,257			Activity Index = 3,726		
Activity Index <sup>2/</sup>	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	6.99 - 10.99	820	8.16	6.99 - 9.99	1,496	8.22	8.99 - 10.00	580	9.38	7.99 - 8.99	686	8.98
Private Brand	6.99 - 10.99	347	8.08	8.99	24	8.99				7.99	11	7.99
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	573	6.56	5.99 - 6.99	70	6.02				6.88	15	6.88
Private Brand	6.98 - 6.99	218	6.99	5.00 - 6.99	312	6.17	5.99	119	5.99	5.98	16	5.98
<b>Category 3</b>												
Processor Brand	4.99	12	4.99				2.99 - 3.99	168	3.67			
Private Brand	3.99 - 4.99	55	4.77	4.79	67	4.79						
<b>Turkey Ham</b>												
Processor Brand				3.99	10	3.99	3.99	12	3.99			
Private Brand	3.69	43	3.69	3.49 - 3.69	83	3.53	3.99	37	3.99			
<b>Turkey Pastrami</b>												
Processor Brand										4.00	43	4.00
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 9.99	693	7.80	6.99 - 7.99	626	7.95	4.49 - 11.99	484	8.62			
Private Brand	5.99	44	5.99	6.99 - 8.49	114	7.31	9.99	11	9.99	9.99	16	9.99
<b>Category 2</b>												
Processor Brand	5.99	12	5.99									
Private Brand	2.99 - 6.99	182	5.84	5.00 - 6.49	161	5.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 4.00	818	3.69	4.00	287	4.00	3.99 - 4.00	423	4.00	2.99 - 4.48	100	3.84
Private Brand										3.33 - 3.49	1,364	3.41
<b>Turkey 16 oz</b>												
Processor Brand	5.48 - 5.99	112	5.69	5.48 - 5.99	573	5.96				4.98	11	4.98
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 4.00	818	3.69	4.00	287	4.00	3.99 - 4.00	423	4.00	2.99 - 4.48	100	3.84
Private Brand										3.33 - 3.49	1,364	3.41

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>	16.0% of 100 sampled outlets			24.8% of 100 sampled outlets					
Activity Index <sup>2/</sup>	Activity Index = 21			Activity Index = 32					
	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	7.49	11	7.49	10.99	20	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>									
(dollars per tub or pouch)									
<b>Turkey 7-10 oz</b>									
Processor Brand	3.99 - 4.00	5	4.00	4.00	6	4.00			
Private Brand									
<b>Turkey 16 oz</b>									
Processor Brand									
Private Brand									
<b>Chicken 7-10 oz</b>									
Processor Brand	3.99 - 4.00	5	4.00	4.00	6	4.00			
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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