



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.**

Fri. Feb 19, 2021

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

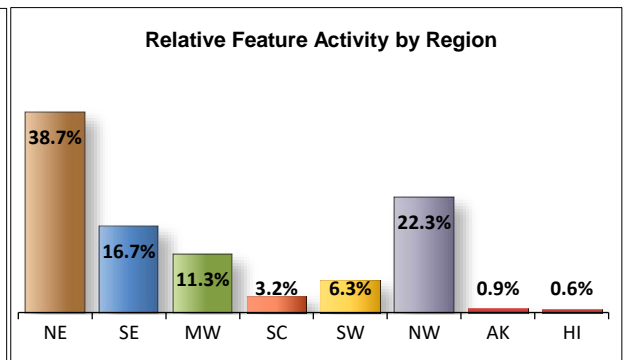
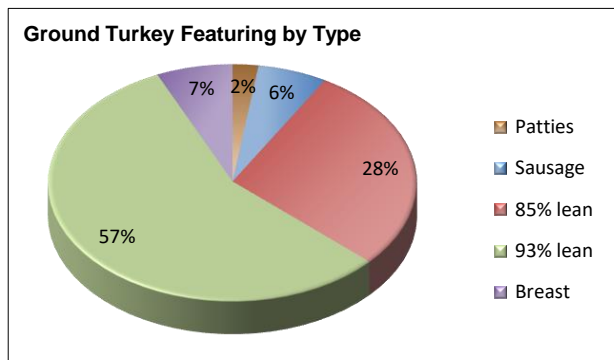
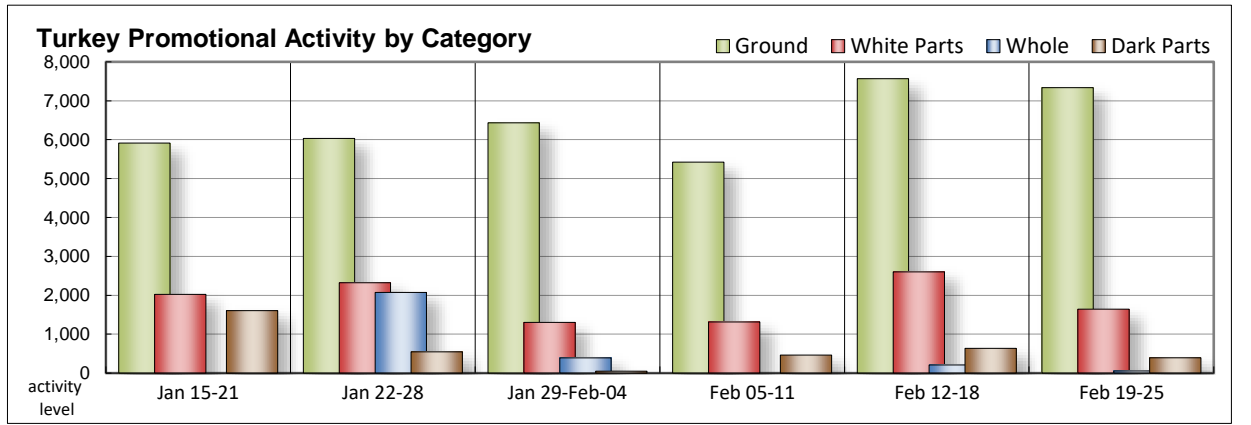
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	24.6% of 29,200 outlets		25.7% of 29,200 outlets		29.2% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	0.4%		5.0%		6.8%	
<b>Activity Index</b> <sup>2/</sup>	9,957		11,822		10,123	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	56	1.59	161	1.40		
" - Toms			49	1.19		
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	12	2.49				
Frozen	497	1.53	178	1.65	1,039	1.58
Split, bone-in						
Fresh	53	2.49				
Rotisserie	11	7.99	11	7.99	302	8.23
Boneless, whole	42	4.99			69	4.99
Cutlets	298	4.99	580	4.10	342	3.99
Cutlets, thin sliced			233	4.97		
Strips						
Tenders	10	4.99	643	4.26	103	3.99
Marinated Tenders	721	5.14	957	4.95		
Drumsticks	79	1.82	206	1.74	148	1.18
Thighs						
Wings	171	1.59	245	1.60	154	1.37
Necks	10	1.38				
Smoked Drumsticks	72	2.56	93	2.49	10	2.98
Smoked Wings	62	2.49	93	2.49		
Smoked Necks						
<b>GROUND TURKEY:</b>	<b>7,337</b>	<b>3.71</b>	<b>7,567</b>	<b>3.37</b>	<b>6,570</b>	<b>3.62</b>
Patties	168	3.51	1,389	3.50	301	3.60
Sausage	451	4.19	1,611	3.25	446	3.96
85% lean	2,078	3.21	2,125	2.90	2,681	3.19
93% lean	4,144	3.78	1,907	3.45	2,019	3.29
Breast	496	4.83	535	4.99	1,123	5.09
Rolls (frsh/frz 1 lb.)			402	2.00	375	2.68
<b>Specialty</b> <sup>5/</sup>						
Patties	24	4.49				
93-94% lean	237	4.28	138	4.14	757	4.16
Breast	265	5.99	266	5.48	254	5.49

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 :

Turkey feature activity slows as we enter the Lenten season and retailers' increase ad space for those items that reflect this. Whole birds go barely noticed. Bone-in breast offers are limited; frozen are better valued when compared to the previous week. Marinated tenders grab the most attention for white items. You will tend to pay a little more for both cutlets and tenders this week. Dark part offerings are fewer. Fresh wings continue to be the easiest to find. There are fewer ads featuring grinds with 93% lean stealing the limelight. Conventional ground breast meat is found at lower price levels, while the balance of grind values trend mostly higher. There is an increase in deli activity due to a greater volume of stores promoting self-service items. Private label service turkey deli meats are lower priced.



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.

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.**

Fri. Feb 19, 2021

(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>	48.3% of 5,500 sampled outlets 2.0% of stores w/ no-price promotions Activity Index = 4,522			28.2% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,662			19.3% of 6,100 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 1,198		
	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	1.59	48	1.59	1.59	8	1.59			
" - Toms									
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh							2.49	12	2.49
Frozen	1.29 - 2.49	290	1.39	1.29 - 2.49	80	1.35	1.79 - 1.99	88	1.89
Split, bone-in									
Fresh							2.49	53	2.49
Rotisserie									
Boneless, whole							4.99	42	4.99
Cutlets	4.99	288	4.99				4.99	10	4.99
Cutlets, thin sliced									
Strips									
Tenders							4.99	10	4.99
Marinated Tenders	4.33 - 5.33	621	5.16	5.33	76	5.33	3.99	11	3.99
Drumsticks							1.99	12	1.99
Thighs									
Wings	1.39	48	1.39	1.39	44	1.39	1.99	12	1.99
Necks				1.38	10	1.38			
Smoked Drumsticks	2.49	62	2.49				2.98	10	2.98
Smoked Wings	2.49	62	2.49						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	4.09 - 4.79	356	4.22				3.99 - 4.12	95	4.05
85% lean	2.66 - 3.49	1,324	3.15	2.98 - 3.00	219	2.98	2.33 - 3.69	446	3.42
93% lean	1.99 - 4.00	836	3.56	1.99 - 3.99	2,195	3.78	2.99 - 3.99	251	3.84
Breast (99-100% lean)	4.99	350	4.99				4.15 - 4.99	146	4.45
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	237	4.28						
Breast				5.99	30	5.99			



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.**

Fri. Feb 19, 2021

(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>	4.0% of 4,900 sampled outlets			8.3% of 3,800 sampled outlets			54.7% 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 = 335			Activity Index = 481			Activity Index = 711		
	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	2.00	24	2.00				1.99	4	1.99
Split, bone-in									
Fresh									
Rotisserie							7.99	11	7.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	3.99	13	3.99						
Drumsticks	1.79	67	1.79						
Thighs									
Wings	1.79	67	1.79						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				3.50	166	3.50			
Sausage									
85% lean				3.50	89	3.50			
93% lean	3.99	47	3.99	3.49 - 3.50	84	3.50	3.49 - 3.99	696	3.98
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>5/</sup>									
Patties	4.49	24	4.49						
93-94% lean									
Breast	5.99	93	5.99	5.99	142	5.99			



(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>	28.0% of 100 sampled outlets			19.0% 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 = 28			Activity Index = 20			
	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	2.49	11	2.49				
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	4.49	2	4.49				
Sausage							
85% lean							
93% lean	3.99	15	3.99	4.99	20	4.99	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</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 02/19 thru 02/25.

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

Fri. Feb 19, 2021

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	41.7% of 29,200 stores		45.3% of 29,200 stores		50.7% of 29,200 stores	
Activity Index <sup>2/</sup>	32,638		28,673		33,255	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	7,050	8.90	5,511	8.88	3,089	8.13
Private Brand	1,963	8.58	2,193	8.92	4,371	8.02
<b>Category 2</b>						
Processor Brand	1,709	6.17	1,895	5.60	2,569	6.06
Private Brand	1,818	5.50	3,606	6.44	2,404	6.98
<b>Category 3</b>						
Processor Brand	108	2.99	204	3.89	328	3.84
Private Brand	157	3.97	306	4.04	340	4.64
<b>Turkey Ham</b>						
Processor Brand	502	4.09	165	3.81	503	4.02
Private Brand	67	3.57	91	3.55	179	4.73
<b>Turkey Pastrami</b>						
Processor Brand	301	3.94			239	4.46
Private Brand			62	3.99	89	4.99
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	2,304	8.53	1,515	8.96	1,414	9.23
Private Brand	352	8.96	828	7.79	756	8.24
<b>Category 2</b>						
Processor Brand	363	5.85	238	6.65	1,101	6.22
Private Brand	24	4.74	273	6.99	733	5.93
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	7,094	3.15	4,663	3.22	6,366	3.27
Private Brand	19	2.74	332	2.27	682	2.50
<b>Turkey 16 oz</b>						
Processor Brand	1,694	5.98	2,028	5.87	1,539	5.03
Private Brand			143	3.99	218	5.99
<b>Chicken 7-10 oz</b>						
Processor Brand	7,094	3.15	4,288	3.25	6,335	3.28
Private Brand	19	2.74	332	2.27		

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)		
63.1% of 5,500 sampled outlets			49.6% of 7,400 sampled outlets		
Activity Index = 8,695			Activity Index = 6,919		
Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
6.99 - 11.49	1,801	8.79	6.99 - 11.49	1,689	8.91
7.49 - 11.99	854	8.77	7.99 - 9.99	211	9.89
5.99 - 6.99	907	6.54	4.99 - 5.99	227	5.69
4.99 - 5.99	1,037	5.49	5.99	46	5.99
3.99 - 4.99	357	4.18			
3.99	288	3.99			
6.99 - 9.99	973	8.27	6.99 - 8.99	212	7.98
6.99 - 10.99	315	8.92	6.99	2	6.99
			5.88	14	5.88
3.00 - 4.29	864	3.48	2.50 - 3.99	2,007	3.19
			2.59	4	2.59
5.99 - 6.99	435	6.23	4.00 - 5.99	496	5.84
3.00 - 4.29	864	3.48	2.50 - 3.99	2,007	3.19
			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;

(515) 284-4460

5 of 7

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

Email: [desm.lpgmn@ams.usda.gov](mailto:desm.lpgmn@ams.usda.gov)



**USDA National Retail Report - Turkey**

Fri. Feb 19, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.

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

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)		
	38.5% of 6,100 sampled outlets			21.6% of 4,900 sampled outlets			23.3% of 3,800 sampled outlets			55.3% of 1,300 sampled outlets		
	Activity Index = 7,012			Activity Index = 4,750			Activity Index = 2,262			Activity Index = 2,906		
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 - 10.49	695	8.72	6.99 - 9.99	2,757	8.99	10.00 - 12.99	49	11.53	6.99 - 7.99	59	7.26
Private Brand	7.99 - 10.99	786	8.03	7.99 - 9.49	82	8.43				8.99	30	8.99
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	459	5.97	4.99	116	4.99						
Private Brand	4.99 - 6.99	677	5.45	5.99 - 6.99	58	6.06						
<b>Category 3</b>												
Processor Brand							2.99	108	2.99			
Private Brand	3.99 - 4.99	23	4.47	2.99 - 4.79	134	3.89						
<b>Turkey Ham</b>												
Processor Brand				6.99	24	6.99	2.79 - 3.29	121	3.24			
Private Brand				3.57	67	3.57						
<b>Turkey Pastrami</b>												
Processor Brand							2.79	13	2.79			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 9.99	262	8.26	6.99 - 7.99	46	7.25	9.99	129	9.99	8.99	682	8.99
Private Brand	10.49	11	10.49	8.99	24	8.99						
<b>Category 2</b>												
Processor Brand	3.99 - 6.99	349	5.85									
Private Brand	3.99	12	3.99	5.49	12	5.49						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 3.99	1,863	3.03	2.99 - 3.50	702	3.45	3.00 - 3.79	900	3.20	2.50 - 3.99	714	2.53
Private Brand				2.59	13	2.59						
<b>Turkey 16 oz</b>												
Processor Brand	4.29	12	4.29				5.49 - 5.99	42	5.57	5.78 - 5.99	707	5.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 3.99	1,863	3.03	2.99 - 3.50	702	3.45	3.00 - 3.79	900	3.20	2.50 - 3.99	714	2.53
Private Brand				2.59	13	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;

(515) 284-4460

6 of 7

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

Email: [desm.lpgmn@ams.usda.gov](mailto:desm.lpgmn@ams.usda.gov)



**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.

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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	2.0% of 100 sampled outlets			22.9% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 6			Activity Index = 88				
	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				3.00 - 4.99	44	4.59		
Private Brand	3.99	2	3.99					
<b>Turkey 16 oz</b>								
Processor Brand	5.99	2	5.99					
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand				3.00 - 4.99	44	4.59		
Private Brand	3.99	2	3.99					

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;

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

(515) 284-4460

Email: [desm.lpgmn@ams.usda.gov](mailto:desm.lpgmn@ams.usda.gov)