



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.

Fri. Nov 20, 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	
Feature Rate ^{1/}	88.8% of 29,200 outlets		76.2% of 29,200 outlets		75.4% of 29,200 outlets	
Special Rate ^{4/}	9.6%		10.4%		14.5%	
Activity Index ^{2/}	126,429		75,907		118,485	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	17,004	1.68	673	1.45	17,709	1.58
" - Toms	16,780	1.67	673	1.45	17,745	1.59
Frozen - Hens	35,297	0.85	29,161	0.84	31,055	0.82
" - Toms	35,662	0.84	29,283	0.84	31,400	0.82
PARTS:						
Breast:						
Bone-in, whole						
Fresh	2,153	3.02	102	3.35	3,584	2.94
Frozen	9,880	1.72	7,976	1.77	9,139	1.64
Split, bone-in						
Fresh						
Rotisserie	3,232	9.06	320	8.99	2,065	8.16
Boneless, whole	68	5.99			100	4.99
Cutlets	288	4.99	359	4.99	415	5.68
Cutlets, thin sliced	288	4.99	288	4.99	239	4.99
Strips						
Tenders			61	4.99	129	3.99
Marinated Tenders	514	4.96	99	5.18		
Drumsticks	705	1.44	468	1.35	209	1.33
Thighs						
Wings	683	1.43	394	1.33	258	1.31
Necks	121	1.34				
Smoked Drumsticks	62	2.49	74	2.41	213	2.34
Smoked Wings	62	2.49	62	2.49	258	1.94
Smoked Necks	116	2.72	62	2.49	227	1.99
GROUND TURKEY:	2,753	3.46	4,787	3.75	3,398	3.56
Patties	113	3.62	722	3.89		
Sausage	127	3.84	1,210	3.82	826	3.49
85% lean	909	2.78	1,043	3.19	910	3.04
93% lean	1,540	3.75	1,435	3.77	1,305	3.61
Breast	64	4.99	377	4.77	357	4.89
Rolls (frsh/frz 1 lb.)	21	2.79	387	3.07	11	1.79
Specialty ^{5/}						
Patties			93	3.99		
93-94% lean	452	4.08	323	4.42	204	4.42
Breast	288	4.99	262	5.14	127	5.99

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

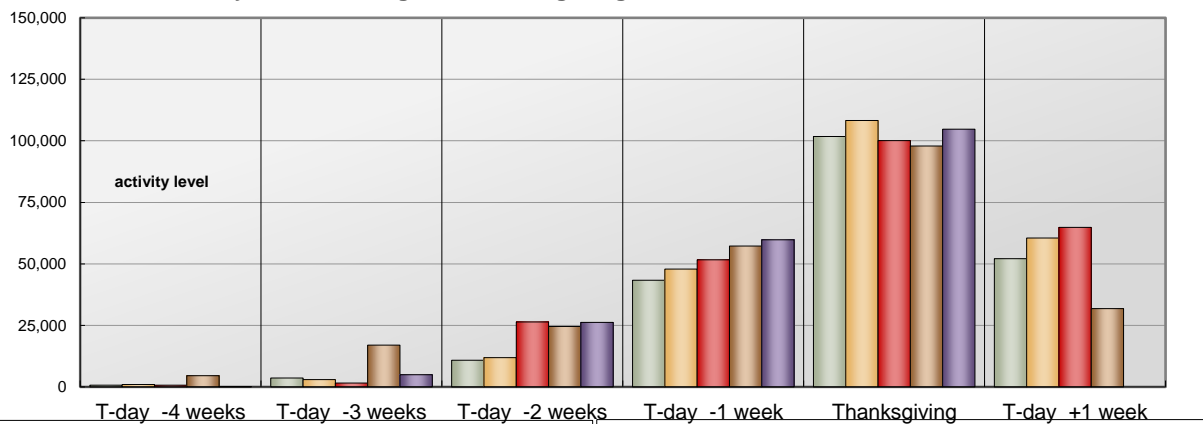
Source: USDA Livestock, Poultry, & Grain Market News;

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

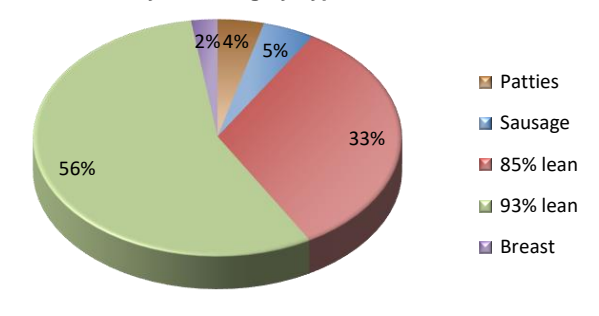
Turkey feature activity surpasses that of a year ago. Whole birds are in their full glory, taking center stage. Lucrative offers abound for both fresh and frozen as retailers entice the consumer through their doors. Frozen values are similar to last week's, while you will tend to pay a little more for fresh. Fresh and frozen bone-in breasts are easier to find, lending an opportunity for those entertaining a smaller group. If you want to avoid some of the meal preparation, you are in luck as rotisserie breasts can be found throughout all regions. Marinated tenders rebound this week. Dark part offers center on the fresh variety. Grind activity slows as expected with most attention centering on 93% lean. Offers of service and self-service deli items retreat into the shadows.

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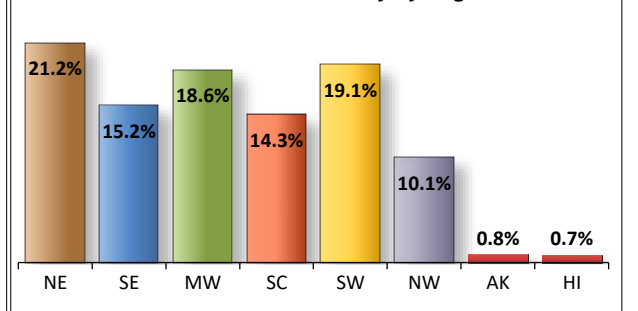
Whole Bird Activity Index during the Thanksgiving Season



Ground Turkey Featuring by Type



Relative Feature Activity by Region



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/}	89.1% of 5,500 sampled outlets 8.4% of stores w/ no-price promotions Activity Index = 30,648			93.0% of 7,400 sampled outlets 7.4% of stores w/ no-price promotions Activity Index = 29,855			88.6% of 6,100 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 24,401		
	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	0.79 - 2.49	3,669	1.73	0.98 - 2.69	3,578	1.52	0.88 - 2.69	3,150	1.75
" - Toms	0.79 - 2.49	3,445	1.70	0.98 - 2.69	3,578	1.52	0.88 - 2.69	3,150	1.75
Frozen - Hens	0.39 - 1.99	7,389	0.90	0.37 - 1.99	9,026	0.76	0.25 - 1.99	7,067	0.80
" - Toms	0.39 - 1.99	7,598	0.89	0.37 - 1.99	9,023	0.76	0.25 - 1.99	7,297	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49 - 3.99	1,033	2.96	2.99	122	2.99	2.49 - 3.99	566	3.14
Frozen	1.19 - 3.19	2,310	1.92	0.99 - 1.79	3,643	1.50	0.99 - 3.19	2,050	1.85
Split, bone-in									
Fresh									
Rotisserie	8.99	421	8.99	8.99	459	8.99	6.96 - 8.99	379	8.69
Boneless, whole	5.99	68	5.99						
Cutlets	4.99	288	4.99						
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders									
Marinated Tenders	4.26 - 4.66	245	4.55	4.66 - 5.33	125	5.09			
Drumsticks	1.29 - 1.49	450	1.32	1.29	44	1.29	1.29 - 2.29	145	1.98
Thighs									
Wings	1.29	423	1.29	1.29	46	1.29	1.29 - 2.29	145	1.98
Necks							1.29 - 1.69	55	1.60
Smoked Drumsticks	2.49	62	2.49						
Smoked Wings	2.49	62	2.49						
Smoked Necks	2.49	62	2.49						
GROUND TURKEY:									
Patties							3.50 - 3.99	113	3.62
Sausage	3.84	127	3.84						
85% lean	2.50 - 3.50	777	2.79	2.50 - 2.99	78	2.51	2.99	44	2.99
93% lean	3.29 - 3.99	1,167	3.77	3.49 - 3.99	133	3.50	2.99 - 3.99	240	3.82
Breast (99-100% lean)	4.99	64	4.99						
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	3.29 - 4.49	412	4.05						
Breast	4.99	288	4.99						



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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/}	84.9% of 4,900 sampled outlets			84.7% of 3,800 sampled outlets			93.6% of 1,300 sampled outlets		
Special Rate ^{4/}	14.0% of stores w/ no-price promotions			2.7% of stores w/ no-price promotions			61.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 18,773			Activity Index = 18,178			Activity Index = 3,991		
	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	0.99 - 2.29	2,480	1.73	0.88 - 2.59	3,900	1.70	1.29 - 1.98	168	1.53
" - Toms	0.99 - 2.29	2,480	1.73	0.88 - 2.59	3,900	1.70	1.29 - 1.98	168	1.53
Frozen - Hens	0.29 - 1.99	5,555	0.93	0.29 - 1.49	4,423	0.87	0.49 - 1.09	1,659	0.84
" - Toms	0.29 - 1.99	5,541	0.93	0.29 - 1.49	4,366	0.87	0.49 - 1.09	1,659	0.84
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49 - 3.19	287	2.95	2.69	24	2.69	1.98 - 3.49	110	3.28
Frozen	1.48 - 2.39	1,107	1.75	1.29 - 1.99	694	1.84	1.49 - 1.99	61	1.85
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	1,134	8.90	8.99	645	8.99	6.99 - 11.99	111	11.27
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				5.66	129	5.66	4.66	15	4.66
Drumsticks	0.99 - 2.29	56	1.06	1.69	10	1.69			
Thighs									
Wings	0.99 - 2.29	56	1.06	1.69	13	1.69			
Necks	0.99	53	0.99	1.69	13	1.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks				2.99	54	2.99			
GROUND TURKEY:									
Patties									
Sausage									
85% lean							2.89	10	2.89
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				2.79	7	2.79	2.79	14	2.79
Specialty ^{5/}									
Patties									
93-94% lean	3.99	24	3.99				4.99	16	4.99
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/}	100.0% of 100 sampled outlets			64.8% of 100 sampled outlets		
Special Rate ^{4/}	15.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 323			Activity Index = 260		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens	1.49 - 2.19	33	1.87	1.99 - 2.09	26	2.01
" - Toms	1.49 - 2.19	33	1.87	1.99 - 2.09	26	2.01
Frozen - Hens	0.79 - 2.18	84	1.51	0.63 - 2.19	94	1.56
" - Toms	0.79 - 2.18	84	1.51	0.53 - 2.19	94	1.54
PARTS:						
Breast:						
Bone-in, whole						
Fresh	3.49	11	3.49			
Frozen	1.99 - 2.28	15	2.07			
Split, bone-in						
Fresh						
Rotisserie	8.99 - 12.99	63	11.86	9.99	20	9.99
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.

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

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	30.6% of 29,200 stores		41.2% of 29,200 stores		41.7% of 29,200 stores		50.2% of 5,500 sampled outlets			32.8% of 7,400 sampled outlets		
Activity Index ^{2/}	18,369		22,873		28,597		Activity Index = 6,773			Activity Index = 3,987		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,142	8.75	4,140	8.29	2,937	8.81	6.98 - 11.49	1,210	8.95	7.99 - 11.49	328	9.47
Private Brand	1,045	8.26	4,043	7.93	3,438	7.93	7.00 - 9.99	253	8.61	7.99	429	7.99
Category 2												
Processor Brand	1,344	6.07	1,811	6.23	1,592	6.15	5.99 - 6.99	378	6.33	5.48 - 6.79	543	5.97
Private Brand	2,711	6.74	1,939	6.51	3,704	6.50	4.97 - 6.99	1,817	6.70			
Category 3												
Processor Brand	273	4.04	219	3.78	10	4.99	4.99	93	4.99	4.49	60	4.49
Private Brand	552	4.64	311	4.33	267	3.95	4.99 - 5.49	188	5.29			
Turkey Ham												
Processor Brand	353	3.91			238	3.67	4.99	69	4.99			
Private Brand	83	3.36	147	3.50	176	3.65						
Turkey Pastrami												
Processor Brand	13	2.99			141	4.46						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,988	8.27	1,411	7.81	1,535	8.07	6.98 - 8.99	550	8.13	8.99	81	8.99
Private Brand	287	7.78	261	8.76	1,725	7.43	6.99 - 8.99	198	7.98			
Category 2												
Processor Brand	54	5.99	43	4.99	333	5.97						
Private Brand	345	5.77	149	5.73	208	5.39	4.99 - 6.99	190	5.64	4.99	10	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1,831	3.31	3,641	3.57	4,279	3.30	3.00 - 3.99	682	3.49	2.50 - 3.79	376	3.35
Private Brand			460	3.22	1,128	2.52						
Turkey 16 oz												
Processor Brand	2,547	4.95	114	5.06	1,605	5.47	3.99 - 5.99	463	4.77	3.99 - 5.99	1,814	4.84
Private Brand			83	5.99								
Chicken 7-10 oz												
Processor Brand	1,801	3.31	3,641	3.57	4,190	3.28	3.00 - 3.99	682	3.49	2.50 - 3.79	346	3.38
Private Brand			460	3.22	1,091	2.55						

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)		
	33.0% of 6,100 sampled outlets			22.3% of 4,900 sampled outlets			15.7% of 3,800 sampled outlets			2.4% of 1,300 sampled outlets		
	Activity Index = 4,255			Activity Index = 2,350			Activity Index = 919			Activity Index = 72		
Feature Rate ^{1/}												
Activity Index ^{2/}	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	871	8.49	7.98 - 9.99	643	8.06	10.00 - 12.99	74	11.68	7.99	16	7.99
Private Brand	7.69 - 10.99	283	8.01	7.99 - 8.49	31	8.38	11.99	11	11.99	7.99 - 11.99	38	9.67
Category 2												
Processor Brand	4.99 - 6.99	328	6.28	5.48 - 5.99	41	5.78	4.29	54	4.29			
Private Brand	5.99 - 6.99	873	6.82				5.98	7	5.98	5.98	14	5.98
Category 3												
Processor Brand	3.99	12	3.99				2.99	108	2.99			
Private Brand	2.99 - 5.98	230	4.40	3.49 - 4.79	134	4.14						
Turkey Ham												
Processor Brand				3.49 - 3.99	148	3.51	2.99 - 4.49	136	3.80			
Private Brand				2.39 - 3.59	83	3.36						
Turkey Pastrami												
Processor Brand							2.99	13	2.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 8.99	418	7.99	7.99	522	7.99	8.99	402	8.99	7.99	4	7.99
Private Brand	5.99 - 10.49	65	6.91	8.49	24	8.49						
Category 2												
Processor Brand	5.99	54	5.99									
Private Brand	5.99	145	5.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 4.00	488	3.05	2.98 - 3.50	228	3.21	3.49	57	3.49			
Private Brand												
Turkey 16 oz												
Processor Brand				5.48 - 5.99	268	5.95						
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 4.00	488	3.05	2.98 - 3.50	228	3.21	3.49	57	3.49			
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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	13.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 13			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	7.99	11 7.99						
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand								
Private Brand								
Turkey 16 oz								
Processor Brand	4.49	2 4.49						
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand								

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

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