



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04.**

Fri. Feb 26, 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>	22.3% of 29,200 outlets		24.6% of 29,200 outlets		25.1% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	1.2%		0.4%		2.4%	
<b>Activity Index</b> <sup>2/</sup>	11,328		9,957		9,474	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	1,208	1.07	56	1.59		
" - Toms	1,208	1.07			27	1.79
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	167	2.73	12	2.49	24	2.69
Frozen	354	1.30	497	1.53	358	1.25
Split, bone-in						
Fresh	143	2.69	53	2.49		
Rotisserie			11	7.99		
Boneless, whole	46	4.99	42	4.99	183	4.99
Cutlets	13	4.49	298	4.99	69	4.99
Cutlets, thin sliced						
Strips						
Tenders			10	4.99		
Marinated Tenders	708	4.66	721	5.14	21	3.99
Drumsticks	273	1.86	79	1.82	231	1.33
Thighs	143	1.99				
Wings	336	1.74	171	1.59	241	1.33
Necks	143	1.99	10	1.38		
Smoked Drumsticks			72	2.56	180	2.33
Smoked Wings	146	2.34	62	2.49	180	2.13
Smoked Necks					180	1.99
<b>GROUND TURKEY:</b>	<b>4,921</b>	<b>3.58</b>	<b>7,337</b>	<b>3.71</b>	<b>5,161</b>	<b>3.42</b>
Patties	455	3.88	168	3.51	299	3.76
Sausage	1,016	3.64	451	4.19	543	3.66
85% lean	1,818	3.04	2,078	3.21	1,718	2.73
93% lean	1,050	3.71	4,144	3.78	1,920	3.41
Breast	582	4.69	496	4.83	681	4.82
Rolls (frsh/frz 1 lb.)	651	2.93			346	2.29
<b>Specialty</b> <sup>5/</sup>						
Patties			24	4.49	10	2.99
93-94% lean	433	4.79	237	4.28	1,872	4.41
Breast	435	4.99	265	5.99	391	5.01

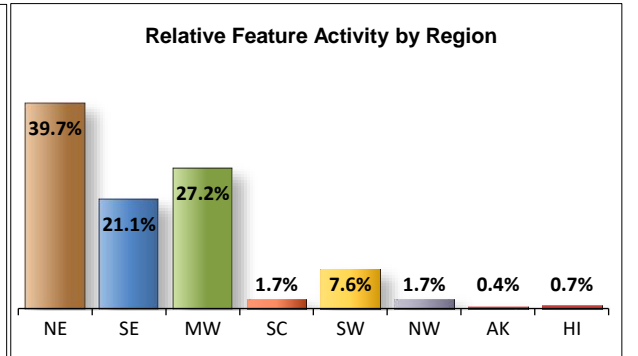
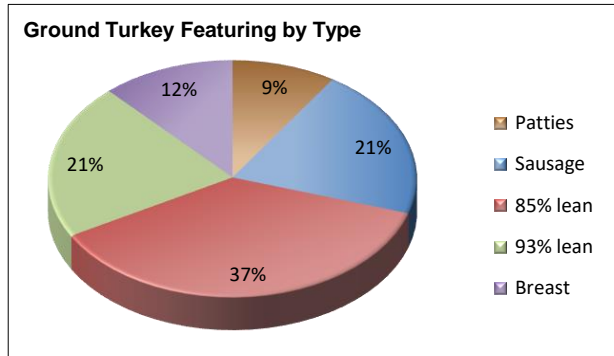
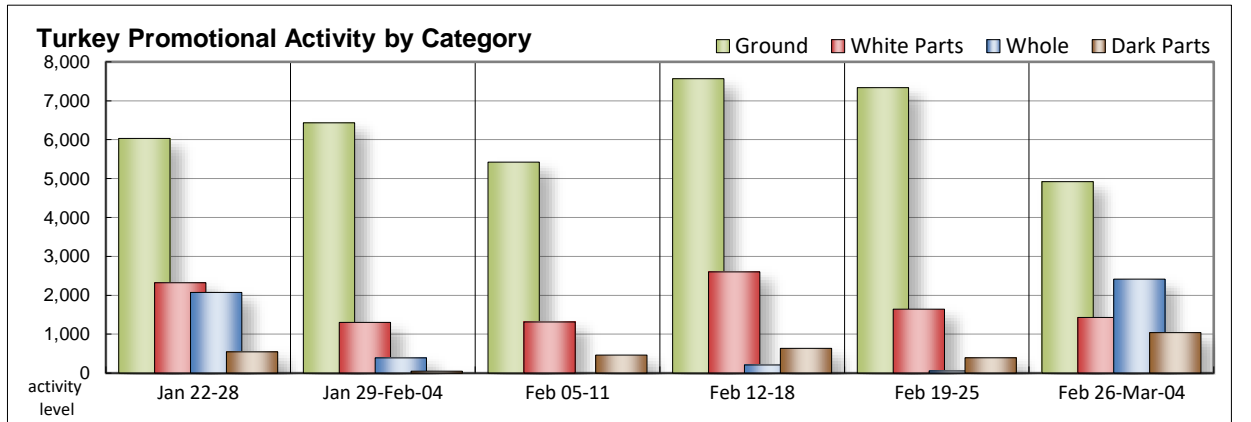
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

**Feature activity for turkey gains some momentum. Whole birds increase in representation, but are limited to only a few regions. Bone-in breast offers are at similar levels to last week. Marinated tenders are the most promoted white meat item and are seen at lower values. Dark parts are easier to find. Prices trend lower for the smoked variety, while higher for fresh. Grind activity slows, although it is viewed in a better mix than the previous ad cycle. Sausage, ground breast, 85% and 93% leans are better valued. Deli meats are more active due to a substantial increase in service deli offerings. Processor and private label whole muscle meats and family package size self-service are found at lower price levels.**

Feature activity for turkey gains some momentum. Whole birds increase in representation, but are limited to only a few regions. Bone-in breast offers are at similar levels to last week. Marinated tenders are the most promoted white meat item and are seen at lower values. Dark parts are easier to find. Prices trend lower for the smoked variety, while higher for fresh. Grind activity slows, although it is viewed in a better mix than the previous ad cycle. Sausage, ground breast, 85% and 93% leans are better valued. Deli meats are more active due to a substantial increase in service deli offerings. Processor and private label whole muscle meats and family package size self-service are found at lower price levels.



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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Fri. Feb 26, 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>	37.9% of 5,500 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 4,472			28.8% of 7,400 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 3,251			27.1% of 6,100 sampled outlets 0.8% of stores w/ no-price promotions Activity Index = 2,783		
	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	0.99 - 1.69	106	1.15	0.99 - 1.69	959	0.99	1.49	143	1.49
" - Toms	0.99 - 1.69	106	1.15	0.99 - 1.69	959	0.99	1.49	143	1.49
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							2.69	143	2.69
Frozen	1.29	266	1.29	1.29	76	1.29			
Split, bone-in									
Fresh							2.69	143	2.69
Rotisserie									
Boneless, whole							4.99	44	4.99
Cutlets							4.49	13	4.49
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							4.66	708	4.66
Drumsticks	1.69	118	1.69				1.99	155	1.99
Thighs							1.99	143	1.99
Wings	1.39 - 1.69	142	1.44	1.69 - 1.89	39	1.87	1.99	155	1.99
Necks							1.99	143	1.99
Smoked Drumsticks									
Smoked Wings	2.49	103	2.49				1.99	43	1.99
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.99	288	3.99	3.99	81	3.99	3.39	86	3.39
Sausage	2.87 - 4.09	842	3.63	3.69	131	3.69	3.99	33	3.99
85% lean	2.99 - 3.50	832	3.13	3.00	575	3.00	1.99 - 3.00	310	2.87
93% lean	2.99 - 3.99	510	3.48	3.98 - 3.99	281	3.98	2.99 - 3.99	171	3.73
Breast (99-100% lean)	4.40 - 4.99	407	4.84				3.99 - 4.99	86	4.37
Rolls (frsh/frz 1 lb.)	2.50 - 3.99	393	3.13	3.99	44	3.99	1.69	33	1.69
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean				4.99	30	4.99	4.00 - 4.49	88	4.06
Breast	4.99	359	4.99	4.99	76	4.99			



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Fri. Feb 26, 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>	3.5% of 4,900 sampled outlets			10.5% of 3,800 sampled outlets			4.1% 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 = 173			Activity Index = 565			Activity Index = 53		
	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				2.99	24	2.99			
Frozen	1.69	12	1.69						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	2	4.99						
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage							2.99	10	2.99
85% lean	3.00	47	3.00	2.99	54	2.99			
93% lean	3.98 - 3.99	16	3.98	3.99	13	3.99	3.79	39	3.79
Breast (99-100% lean)				4.29	89	4.29			
Rolls (frsh/frz 1 lb.)				2.50	166	2.50	1.69	4	1.69
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.00 - 4.99	96	4.96	4.99	219	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)		
<b>Feature Rate</b> <sup>1/</sup>	11.0% 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 = 11			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						
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				4.99	20	4.99
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)	2.19	11	2.19			
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean						
Breast						



**USDA National Retail Report - Turkey**

Fri. Feb 26, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04.

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

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	46.1% of 29,200 stores		41.7% of 29,200 stores		47.9% of 29,200 stores	
Activity Index <sup>2/</sup>	35,378		32,638		33,533	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	6,941	8.65	7,050	8.90	3,005	8.55
Private Brand	4,209	8.16	1,963	8.58	3,723	8.41
<b>Category 2</b>						
Processor Brand	2,303	6.14	1,709	6.17	1,923	6.00
Private Brand	1,009	6.51	1,818	5.50	2,718	6.30
<b>Category 3</b>						
Processor Brand	283	3.44	108	2.99	408	4.11
Private Brand	190	4.09	157	3.97	1,313	4.80
<b>Turkey Ham</b>						
Processor Brand	71	4.38	502	4.09	106	4.53
Private Brand	105	3.71	67	3.57	43	2.99
<b>Turkey Pastrami</b>						
Processor Brand	43	3.99	301	3.94	23	5.59
Private Brand						
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	1,703	8.30	2,304	8.53	2,343	7.95
Private Brand	2,880	7.29	352	8.96	778	8.31
<b>Category 2</b>						
Processor Brand	48	6.74	363	5.85	511	6.30
Private Brand	334	5.18	24	4.74	707	5.79
<b>SELF-SERVICE DELI</b>						
(dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	3,847	3.34	7,094	3.15	5,577	3.12
Private Brand	1,660	3.81	19	2.74	1,453	2.82
<b>Turkey 16 oz</b>						
Processor Brand	4,275	4.85	1,694	5.98	1,902	5.56
Private Brand						
<b>Chicken 7-10 oz</b>						
Processor Brand	3,817	3.34	7,094	3.15	5,547	3.10
Private Brand	1,660	3.81	19	2.74	1,453	2.82

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)		
63.5% of 5,500 sampled outlets			48.5% of 7,400 sampled outlets		
Activity Index = 10,131			Activity Index = 7,096		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
6.99 - 11.49	2,229	8.97	7.99 - 11.49	1,531	9.15
6.99 - 10.99	1,172	8.34	6.99 - 9.99	366	9.05
5.99 - 6.99	871	6.23	5.88 - 6.99	933	6.05
5.49 - 6.99	775	6.49			
4.99	24	4.99	4.99	4	4.99
6.98 - 10.99	990	8.32	6.99 - 8.49	113	8.24
6.99 - 8.99	1,022	7.16	6.99	955	6.99
6.99	7	6.99	6.99	21	6.99
2.99 - 4.99	1,111	3.44	2.49 - 3.99	843	3.29
3.00	93	3.00	2.49	6	2.49
3.99 - 5.99	633	5.08	3.99 - 4.99	1,505	4.29
2.99 - 4.99	1,111	3.44	2.49 - 3.99	813	3.31
3.00	93	3.00	2.49	6	2.49

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

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**USDA National Retail Report - Turkey**

Fri. Feb 26, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/26 thru 03/04.

(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)		
	44.9% of 6,100 sampled outlets			25.1% of 4,900 sampled outlets			41.1% of 3,800 sampled outlets			58.9% of 1,300 sampled outlets		
	Activity Index = 7,488			Activity Index = 3,122			Activity Index = 5,824			Activity Index = 1,558		
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	6.96 - 10.49	1,874	8.09	7.99 - 9.99	142	9.10	6.99 - 10.00	1,116	8.19	7.99 - 11.99	38	9.88
Private Brand	6.99 - 11.99	386	8.75	6.99 - 8.99	1,603	7.98				7.49	682	7.49
<b>Category 2</b>												
Processor Brand	5.99 - 6.99	266	6.41	5.99 - 6.99	179	6.27	4.29	54	4.29			
Private Brand	4.99 - 6.99	59	6.39	5.99 - 6.99	161	6.65	6.69	14	6.69			
<b>Category 3</b>												
Processor Brand	3.99 - 4.99	55	4.21				2.99 - 3.99	228	3.25			
Private Brand	2.99 - 4.99	56	4.56	2.99 - 4.79	134	3.89						
<b>Turkey Ham</b>												
Processor Brand	3.99	43	3.99									
Private Brand	3.49	12	3.49	3.57 - 3.69	83	3.59	4.99	10	4.99			
<b>Turkey Pastrami</b>												
Processor Brand	3.99	43	3.99									
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 9.99	585	8.28	7.99	15	7.99						
Private Brand	8.99 - 10.49	143	9.11	6.99 - 8.49	78	7.45				7.49	682	7.49
<b>Category 2</b>												
Processor Brand	5.99 - 6.99	48	6.74									
Private Brand	3.49 - 3.99	199	3.96	6.99	107	6.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.99	628	3.36	2.50 - 3.58	115	3.33	1.89 - 3.99	1,010	3.24	1.89 - 3.99	78	2.76
Private Brand	2.99 - 3.99	735	3.95				2.99 - 3.99	824	3.77			
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	993	5.18	3.99 - 5.99	390	5.21	4.99 - 5.99	734	5.11			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.99	628	3.36	2.50 - 3.58	115	3.33	1.89 - 3.99	1,010	3.24	1.89 - 3.99	78	2.76
Private Brand	2.99 - 3.99	735	3.95				2.99 - 3.99	824	3.77			

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>	28.0% of 100 sampled outlets			44.8% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 45			Activity Index = 114				
	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	7.99	11	7.99					
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	15	3.99	3.00 - 4.99	47	3.85		
Private Brand	3.99	2	3.99					
<b>Turkey 16 oz</b>								
Processor Brand				5.99	20	5.99		
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.99	15	3.99	3.00 - 4.99	47	3.85		
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)

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