



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/09 thru 04/15.

Fri. Apr 09, 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	
Feature Rate ^{1/}	27.8% of 29,200 outlets		39.7% of 29,200 outlets		25.5% of 29,200 outlets	
Special Rate ^{4/}	2.7%		7.0%		0.9%	
Activity Index ^{2/}	10,686		25,482		11,960	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	58	1.80	2,029	1.84	985	1.77
" - Toms	16	1.59	1,999	1.85	925	1.73
Frozen - Hens	56	1.69	2,958	1.21	900	1.05
" - Toms	56	1.69	2,944	1.23	900	1.05
PARTS:						
Breast:						
Bone-in, whole						
Fresh			758	3.17	1,284	2.98
Frozen	132	2.23	5,384	1.56	5,264	1.32
Split, bone-in						
Fresh						
Rotisserie	227	9.99	2,663	8.34	143	7.75
Boneless, whole	86	4.99	59	4.36	77	4.99
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	1,058	4.65	24	3.99		
Drumsticks	77	1.72	369	1.66	43	1.79
Thighs						
Wings	95	1.76	156	1.44	43	1.79
Necks						
Smoked Drumsticks	132	2.49	31	2.49		
Smoked Wings	235	2.49				
Smoked Necks						
GROUND TURKEY:	6,618	3.06	4,955	3.37	1,239	3.09
Patties	732	3.60	503	3.55	163	3.58
Sausage	301	3.04	201	3.56	32	3.78
85% lean	3,945	2.80	2,098	2.90	925	2.89
93% lean	1,514	3.31	1,983	3.68	104	3.64
Breast	126	5.15	170	4.93	15	4.74
Rolls (frsh/frz 1 lb.)	148	2.50			20	2.49
Specialty ^{5/}						
Patties	15	4.48				
93-94% lean	1,320	4.06	1,116	4.05		
Breast	357	5.01	11	7.99	68	5.49

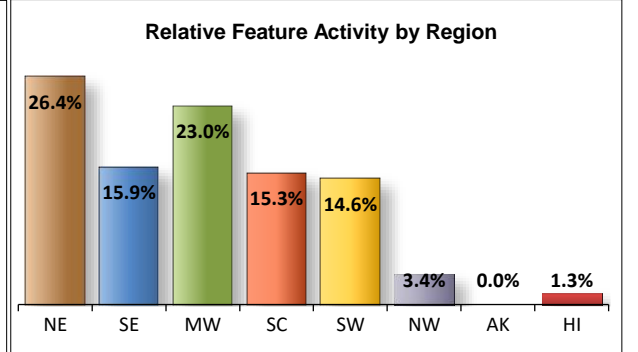
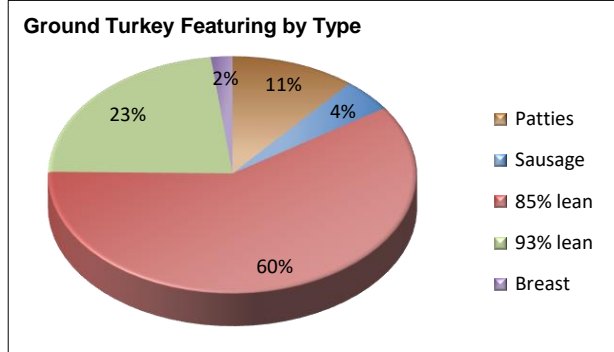
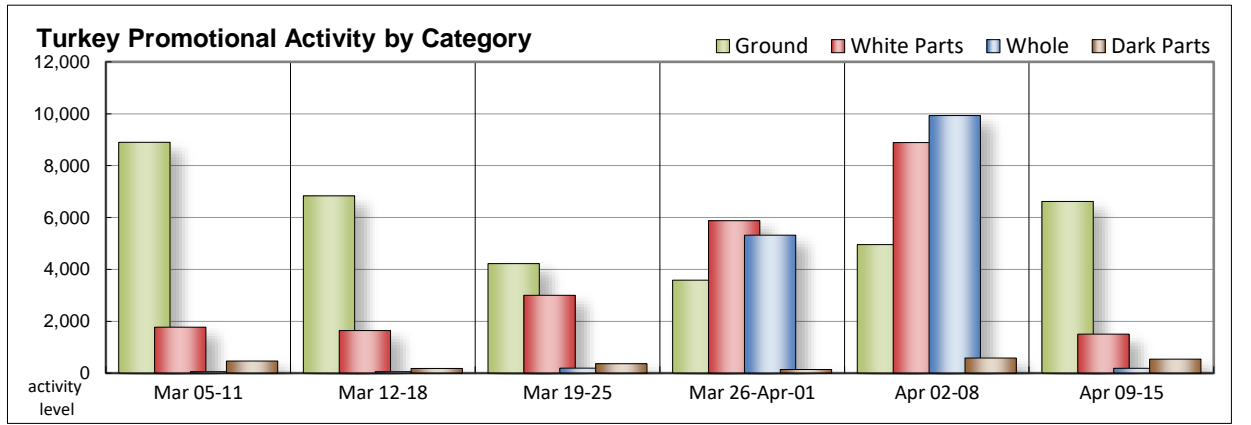
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

Turkey Promotional Activity by Category

Turkey feature activity is less than half the volume when compared to last week. There is a scattering of whole bird and bone-in breast offers as a few retailers work to clean Easter inventories. Rotisserie breasts can only be found in the Northeastern region. Marinated tenders are easier to find in specific locations. Smoked drums and wings garner the most attention for dark parts. Values are steady for that variety, but trend higher for fresh. As the temperatures begin to moderate throughout much the country, grinds are becoming more active lending an opportunity to fire up that grill. Most of the limelight centers on 85% lean. Conventional sausage, 85% and 93% leans are better valued. Deli activity increases due to a greater offering of service and self-service deli meats



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/}	32.5% of 5,500 sampled outlets 5.8% of stores w/ no-price promotions Activity Index = 3,006			29.5% of 7,400 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 2,474			25.5% of 6,100 sampled outlets 3.3% of stores w/ no-price promotions Activity Index = 2,384		
	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							1.88	42	1.88
" - Toms									
Frozen - Hens	1.69	48	1.69	1.69	8	1.69			
" - Toms	1.69	48	1.69	1.69	8	1.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen							1.79 - 2.99	132	2.23
Split, bone-in									
Fresh									
Rotisserie	9.99	227	9.99						
Boneless, whole							4.99	86	4.99
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	82	4.66	4.66	955	4.66			
Drumsticks				1.28	10	1.28			
Thighs									
Wings	1.69	24	1.69	1.69	4	1.69			
Necks									
Smoked Drumsticks	2.49	130	2.49	2.49	2	2.49			
Smoked Wings	2.49	233	2.49	2.49	2	2.49			
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	415	3.99				3.00 - 3.49	317	3.09
Sausage							3.00 - 3.27	301	3.04
85% lean	2.35 - 3.59	1,179	3.03	2.35 - 3.49	750	2.66	2.35 - 3.49	1,001	2.59
93% lean	3.50 - 3.99	354	3.68				3.00 - 3.99	291	3.11
Breast (99-100% lean)							4.99	13	4.99
Rolls (frsh/frz 1 lb.)							2.50	148	2.50
Specialty ^{5/}									
Patties									
93-94% lean				3.98 - 3.99	659	3.99	4.49	53	4.49
Breast	4.99	266	4.99	4.99	76	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/}	29.5% of 4,900 sampled outlets			28.9% of 3,800 sampled outlets			3.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,578			Activity Index = 1,097			Activity Index = 107		
	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							1.59	16	1.59
" - Toms							1.59	16	1.59
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				3.99	7	3.99	3.99	14	3.99
Drumsticks	1.79	67	1.79						
Thighs									
Wings	1.79	67	1.79						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	2.35 - 2.99	827	2.82	2.35 - 3.49	188	2.91			
93% lean	3.00	24	3.00	2.99 - 3.99	825	3.21			
Breast (99-100% lean)				4.99	77	4.99	4.99	16	4.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties							4.48	15	4.48
93-94% lean	3.99 - 4.99	593	4.10				4.48	15	4.48
Breast							5.48	15	5.48



(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/}	0.0% of 100 sampled outlets		19.0% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions		0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 0		Activity Index = 40			
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
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						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean			3.99	20	3.99	
Breast (99-100% lean)			5.99	20	5.99	
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
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 04/09 thru 04/15.

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

Fri. Apr 09, 2021

	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/}	55.8% of 29,200 stores		41.7% of 29,200 stores		20.4% of 29,200 stores		69.0% of 5,500 sampled outlets			62.3% of 7,400 sampled outlets		
Activity Index ^{2/}	39,026		30,280		17,202		Activity Index = 11,297			Activity Index = 9,920		
	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	3,798	8.77	5,856	8.84	3,963	8.24	6.99 - 9.99	1,837	8.68	6.99 - 10.49	312	9.80
Private Brand	3,952	7.88	900	8.78	2,515	7.20	6.99 - 9.99	1,170	8.29	6.99 - 7.99	1,001	7.04
Category 2												
Processor Brand	1,581	6.06	2,678	6.51	928	6.42	4.99 - 6.99	635	5.94	5.99 - 6.99	395	6.11
Private Brand	1,867	6.56	2,028	5.91	553	5.98	5.49 - 6.99	907	6.48	6.49 - 6.99	492	6.53
Category 3												
Processor Brand	309	3.84			119	5.00	4.49	107	4.49	3.99 - 4.69	71	4.29
Private Brand	359	4.30	66	4.64	128	3.61	3.49 - 3.99	132	3.72			
Turkey Ham												
Processor Brand	345	4.12	222	3.91			3.99	288	3.99			
Private Brand	104	4.08	139	3.42	120	3.52						
Turkey Pastrami												
Processor Brand	288	3.99					3.99	288	3.99			
Private Brand			62	2.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,629	9.10	781	8.67	680	8.17	6.98 - 11.49	1,021	9.14	8.99 - 11.49	1,209	9.15
Private Brand	1,335	7.35	907	7.36	78	9.25	6.99 - 8.99	936	7.20	6.99	11	6.99
Category 2												
Processor Brand	371	6.14	94	4.67	269	6.79	6.99	62	6.99	5.79	39	5.79
Private Brand	582	6.61	1,060	5.52	129	4.23	4.99 - 6.99	437	6.48			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,727	3.26	6,506	3.31	3,850	3.52	2.50 - 4.99	1,460	3.35	2.00 - 4.00	2,425	3.27
Private Brand	447	2.59	454	3.00			2.59	105	2.59	2.50 - 2.59	195	2.59
Turkey 16 oz												
Processor Brand	3,164	5.45	2,693	4.95	290	5.65	5.49 - 5.99	347	5.80	5.49 - 5.50	1,156	5.50
Private Brand			6	4.79								
Chicken 7-10 oz												
Processor Brand	8,727	3.26	5,374	3.23	3,580	3.57	2.50 - 4.99	1,460	3.35	2.00 - 4.00	2,425	3.27
Private Brand	441	2.59	454	3.00			2.59	105	2.59	2.59	189	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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<http://www.ams.usda/market-news/livestock-poultry-grain> :

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Feature Rate ^{1/}	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)		
	52.5% of 6,100 sampled outlets			41.6% of 4,900 sampled outlets			61.7% of 3,800 sampled outlets			16.8% of 1,300 sampled outlets		
	Activity Index = 7,732			Activity Index = 4,720			Activity Index = 4,811			Activity Index = 413		
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	6.96 - 9.99	719	8.52	6.99 - 9.99	358	8.02	8.99 - 9.49	531	9.37	7.99	30	7.99
Private Brand	7.49 - 10.99	611	8.01	7.99 - 8.99	1,113	8.03	10.99	11	10.99	8.99 - 10.99	46	9.69
Category 2												
Processor Brand	5.99 - 6.99	399	6.13	5.99 - 6.99	152	6.23						
Private Brand	5.99 - 6.99	351	6.91	5.99 - 6.99	117	6.23						
Category 3												
Processor Brand	3.99	10	3.99				2.99	121	2.99			
Private Brand	3.99 - 4.99	160	4.92	3.99	67	3.99						
Turkey Ham												
Processor Brand							4.79	57	4.79			
Private Brand				3.57	67	3.57	4.99	37	4.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	247	8.75	7.99 - 9.99	23	8.95	8.99	129	8.99			
Private Brand	7.99	214	7.99	6.99 - 8.49	174	7.42						
Category 2												
Processor Brand	5.99	270	5.99									
Private Brand	6.99	145	6.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	1,968	3.19	2.99 - 4.00	1,155	3.28	2.99 - 3.50	1,515	3.17	3.50	163	3.50
Private Brand	2.59	92	2.59	2.59	55	2.59						
Turkey 16 oz												
Processor Brand	4.99 - 5.99	486	5.35	4.99 - 5.99	229	5.43	3.99 - 6.00	895	5.26	4.98	11	4.98
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	1,968	3.19	2.99 - 4.00	1,155	3.28	2.99 - 3.50	1,515	3.17	3.50	163	3.50
Private Brand	2.59	92	2.59	2.59	55	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)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	42.0% of 100 sampled outlets			28.6% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 73			Activity Index = 60				
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg		
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.49	11	8.49					
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								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.50 - 4.99	31	3.83	3.00 - 3.50	10	3.30		
Private Brand								
Turkey 16 oz								
Processor Brand				5.99 - 6.99	40	6.49		
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50 - 4.99	31	3.83	3.00 - 3.50	10	3.30		
Private Brand								

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