



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/07 thru 08/13.

Fri. Aug 07, 2020

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

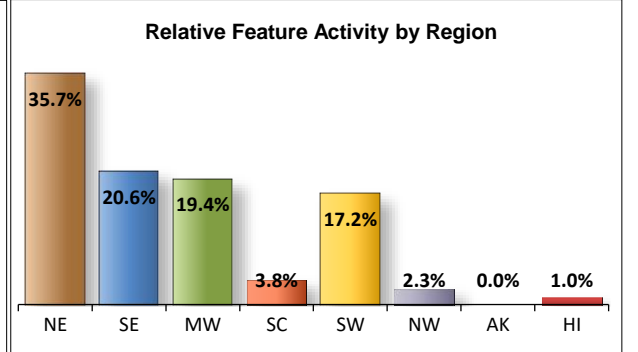
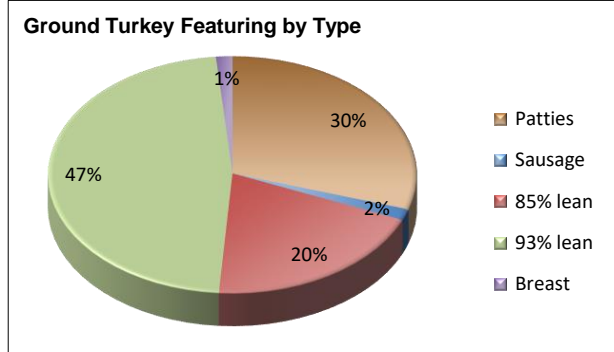
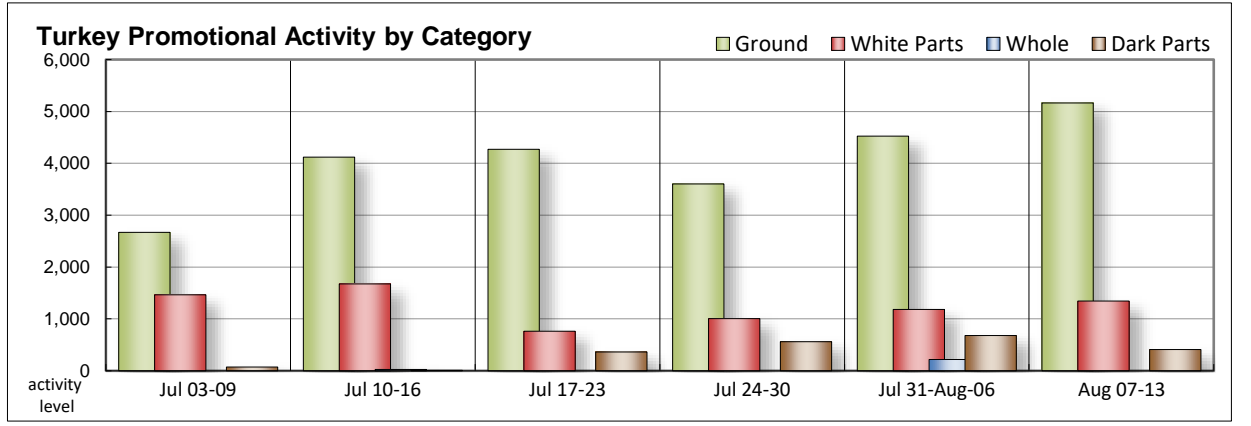
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	37.0% of 29,200 outlets		25.1% of 29,200 outlets		43.4% of 29,200 outlets	
Special Rate ^{4/}	3.5%		4.7%		2.0%	
Activity Index ^{2/}	7,885		9,014		14,331	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			109	0.79		
" - Toms			109	0.79		
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1,281	1.04	78	1.44	208	1.41
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole	64	4.99	64	4.99	111	4.99
Cutlets			499 4.99			
Cutlets, thin sliced						
Strips						
Tenders			499 4.99			
Marinated Tenders			43 4.66			
Drumsticks	132	1.29	326	1.29	89	1.49
Thighs						
Wings	142	1.30	285	1.28	89	1.49
Necks			26 1.18			
Smoked Drumsticks	74	2.24	43	1.99	160	2.39
Smoked Wings	62	2.29				
Smoked Necks			120 1.99			
GROUND TURKEY:	5,163	3.50	4,524	3.92	10,226	3.45
Patties	1,544	3.76	296	3.96	941	3.66
Sausage	77	3.99	254	3.60	554	3.61
85% lean	1,021	2.75	680	3.06	1,030	3.05
93% lean	2,446	3.59	1,937	3.50	6,807	3.27
Breast	75	4.99	1,357	4.99	894	5.04
Rolls (frsh/frz 1 lb.)	65	2.51	86	2.63	1,190	2.06
Specialty ^{5/}						
Patties			24	3.99	11	6.99
93-94% lean	878	3.85	2,299	4.34	747	4.35
Breast	24	5.00				

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. Whole birds go back into hiding after a light appearance last week. Frozen bone-in breasts are easier to find and usually viewed at lower values. There a limited offering of whole boneless breasts, while rotisserie breasts, cutlets, and tenders are void from circular space. Most dark part attention is focused on the fresh variety; prices are steady to higher. Grinds are more active with 93% lean taking nearly half of that stage. Patties, 85% lean, rolls, and specialty 93-94% leans are better valued. Do your meal plans include cold cut sandwiches this week? You are in luck as we see a sharp increase in deli features for both service and self-service types. Processor and private label whole muscle meats are found at lower price levels, along with the self-service family package sizes.



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/}	45.6% of 5,500 sampled outlets 0.4% of stores w/ no-price promotions Activity Index = 2,903			46.0% of 7,400 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 2,277			29.5% of 6,100 sampled outlets 12.3% of stores w/ no-price promotions Activity Index = 1,431		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99	82	0.99	0.99 - 1.19	1,032	1.00	0.99 - 1.49	101	1.05
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	64	4.99						
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.29	130	1.29	1.29	2	1.29			
Thighs									
Wings	1.29	130	1.29	1.29 - 1.49	12	1.46			
Necks									
Smoked Drumsticks	2.29	62	2.29				1.99	12	1.99
Smoked Wings	2.29	62	2.29						
Smoked Necks									
GROUND TURKEY:									
Patties	3.49 - 3.99	720	3.76	3.49	131	3.49	3.00 - 4.24	578	3.78
Sausage									
85% lean	2.40 - 3.50	643	2.78	2.40 - 2.50	148	2.49	2.33 - 3.49	165	2.94
93% lean	2.99 - 3.99	946	3.46	2.66 - 3.99	752	3.44	3.99	541	3.99
Breast (99-100% lean)	4.99	64	4.99						
Rolls (frsh/frz 1 lb.)							2.99	34	2.99
Specialty ^{5/}									
Patties									
93-94% lean				4.78	200	4.78			
Breast									



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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/}	29.1% of 4,900 sampled outlets			37.9% of 3,800 sampled outlets			15.2% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5% 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 = 280			Activity Index = 920			Activity Index = 51		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.48	39	1.48				1.48 - 1.98	27	1.68
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	3.75	38	3.75	3.99	77	3.99			
Sausage				3.99	77	3.99			
85% lean	1.99 - 3.49	52	2.27	3.49	13	3.49			
93% lean	3.50 - 3.99	85	3.72	2.99 - 3.99	108	3.74	3.49	14	3.49
Breast (99-100% lean)	4.99	11	4.99						
Rolls (frsh/frz 1 lb.)	1.99	31	1.99						
Specialty ^{5/}									
Patties									
93-94% lean				3.50	645	3.50	3.49	10	3.49
Breast	5.00	24	5.00						



(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/}	10.0% of 100 sampled outlets		31.4% 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 = 23			
	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						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean			5.70	23 5.70		
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 08/07 thru 08/13.

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

Fri. Aug 07, 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		86.7% of 5,500 sampled outlets Activity Index = 11,958			83.4% of 7,400 sampled outlets Activity Index = 12,377		
Feature Rate ^{1/}	80.0% of 29,200 stores		62.8% of 29,200 stores		64.3% of 29,200 stores							
Activity Index ^{2/}	49,896		41,932		41,413							
	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
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,941	8.42	4,540	9.19	6,858	8.78	6.98 - 9.99	1,943	8.16	6.99 - 9.99	533	9.35
Private Brand	4,814	8.14	1,608	8.21	759	8.10	7.47 - 9.99	1,433	8.34	7.99	2	7.99
Category 2												
Processor Brand	3,499	6.64	1,960	6.40	1,672	6.21	5.99 - 6.99	968	6.65	4.98 - 6.99	1,298	6.71
Private Brand	1,411	6.28	3,528	6.40	2,273	6.21	5.49 - 6.99	847	6.19	5.99	55	5.99
Category 3												
Processor Brand	215	4.19	293	3.99	27	3.99				4.49	60	4.49
Private Brand	346	4.92	128	3.64	1,703	4.83	4.98	90	4.98	5.00	109	5.00
Turkey Ham												
Processor Brand	148	4.57	510	3.85	328	4.05	4.99	69	4.99			
Private Brand	147	3.21	147	3.76	167	3.79						
Turkey Pastrami												
Processor Brand	288	3.99			259	4.33	3.99	288	3.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,751	8.97	2,222	9.08	2,605	7.86	6.98 - 11.49	993	9.28	5.88 - 11.49	1,273	9.02
Private Brand	1,645	7.31	1,372	7.85	1,005	7.90	6.99 - 7.99	344	7.68	6.99 - 7.99	957	6.99
Category 2												
Processor Brand	311	5.57	67	5.99	209	6.81				4.98 - 5.79	106	5.28
Private Brand	1,010	6.35	930	6.72	785	6.80	3.97 - 6.99	851	6.44	5.99	11	5.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,872	3.49	5,704	3.10	6,357	3.22	2.99 - 4.99	1,155	3.56	2.25 - 4.29	1,772	3.81
Private Brand	1,596	1.99	3,128	3.13	1,955	3.58	1.99	339	1.99	1.99	357	1.99
Turkey 16 oz												
Processor Brand	8,493	5.71	6,950	5.80	6,220	5.12	5.49 - 6.49	1,144	5.92	5.00 - 6.49	3,715	5.56
Private Brand	17	3.98	13	5.99								
Chicken 7-10 oz												
Processor Brand	7,796	3.48	5,704	3.10	6,276	3.22	2.99 - 4.99	1,155	3.56	2.25 - 4.29	1,772	3.81
Private Brand	1,596	1.99	3,128	3.13	1,955	3.58	1.99	339	1.99	1.99	357	1.99

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;

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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)		
	82.9% of 6,100 sampled outlets			74.6% of 4,900 sampled outlets			66.1% of 3,800 sampled outlets			87.2% of 1,300 sampled outlets		
	Activity Index = 10,113			Activity Index = 7,870			Activity Index = 5,307			Activity Index = 2,140		
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 - 9.99	929	7.85	6.99 - 9.99	345	8.13	7.99 - 10.00	1,096	9.06	6.99 - 9.49	95	7.70
Private Brand	6.99 - 10.99	1,143	8.09	7.49 - 8.99	2,130	8.00				8.99	95	8.99
Category 2												
Processor Brand	4.94 - 7.00	458	6.29	5.49 - 6.99	760	6.74				6.98	15	6.98
Private Brand	6.99	256	6.99	4.99 - 5.99	124	5.89	5.49 - 5.99	129	5.95			
Category 3												
Processor Brand	3.99 - 4.99	155	4.07									
Private Brand	3.99 - 5.00	80	4.84	4.79	67	4.79						
Turkey Ham												
Processor Brand				2.99	5	2.99	2.99 - 4.99	74	4.29			
Private Brand	2.99	43	2.99	3.47	67	3.47	2.99	37	2.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 9.99	864	8.45	5.99 - 9.99	194	8.92	8.99 - 12.99	427	9.22			
Private Brand	5.99 - 10.49	282	7.73	7.99 - 8.99	62	8.38						
Category 2												
Processor Brand	4.99 - 5.99	98	5.43	5.99	107	5.99						
Private Brand	3.99 - 5.99	144	5.82	5.99	4	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 3.99	1,419	3.24	1.99 - 3.99	1,083	3.53	2.19 - 3.79	1,505	3.27	2.29 - 3.50	889	3.38
Private Brand	1.99	643	1.99	1.99	224	1.99	1.99	33	1.99			
Turkey 16 oz												
Processor Brand	3.99 - 5.99	1,613	5.66	3.99 - 5.99	1,374	5.91	5.98	468	5.98	5.98	157	5.98
Private Brand				3.98	17	3.98						
Chicken 7-10 oz												
Processor Brand	2.50 - 3.99	1,343	3.21	1.99 - 3.99	1,083	3.53	2.19 - 3.79	1,505	3.27	2.29 - 3.50	889	3.38
Private Brand	1.99	643	1.99	1.99	224	1.99	1.99	33	1.99			

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;

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	26.0% of 100 sampled outlets			34.3% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 29			Activity Index = 102				
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg		
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand	8.99	11	8.99					
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	3	3.50	3.50 - 4.99	46	4.58		
Private Brand								
Turkey 16 oz								
Processor Brand	4.99 - 5.98	12	5.82	5.98	10	5.98		
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50	3	3.50	3.50 - 4.99	46	4.58		
Private Brand								

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

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Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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