



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.**

Fri. Sep 25, 2020

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

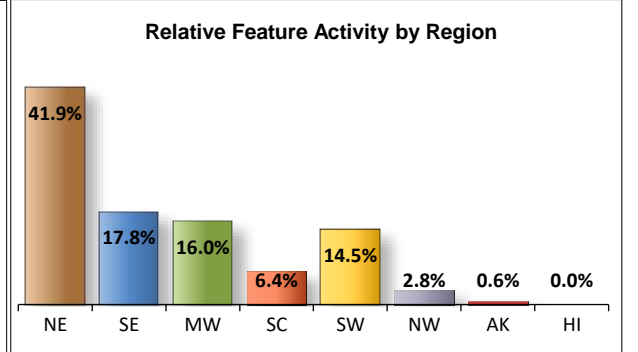
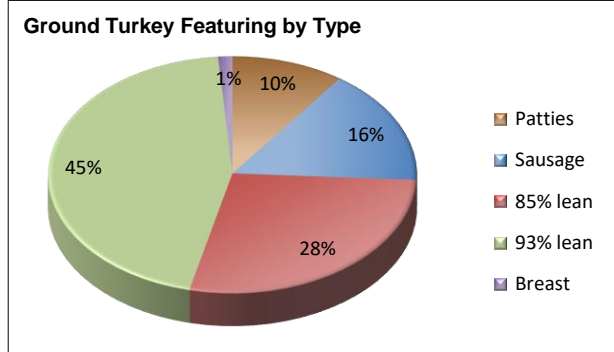
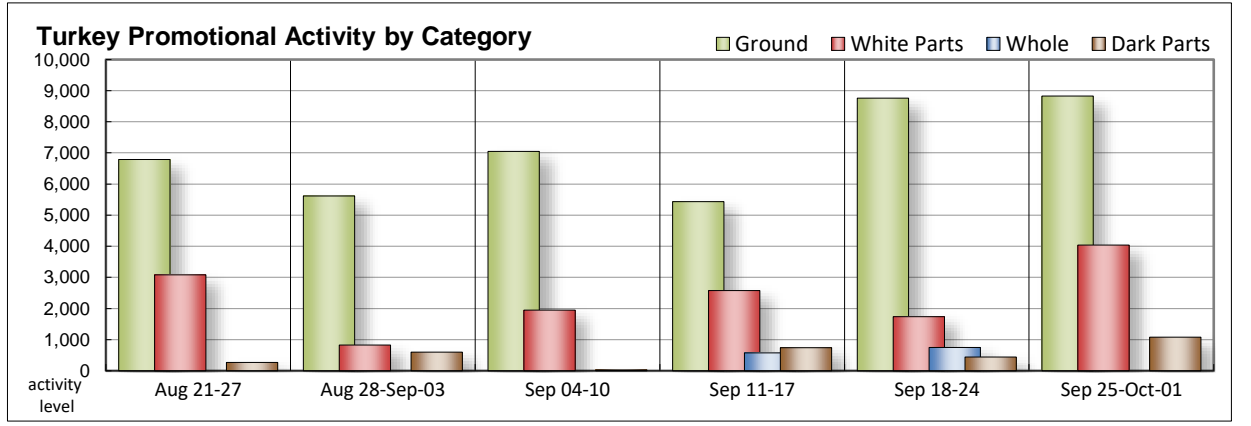
| NATIONAL SUMMARY                    |                         |             |                         |             |                         |             |
|-------------------------------------|-------------------------|-------------|-------------------------|-------------|-------------------------|-------------|
|                                     | THIS WEEK               |             | LAST WEEK               |             | LAST YEAR               |             |
| <b>Feature Rate</b> <sup>1/</sup>   | 31.7% of 29,200 outlets |             | 38.1% of 29,200 outlets |             | 42.2% of 29,200 outlets |             |
| <b>Special Rate</b> <sup>4/</sup>   | 3.5%                    |             | 6.6%                    |             | 4.0%                    |             |
| <b>Activity Index</b> <sup>2/</sup> | 15,222                  |             | 12,524                  |             | 13,608                  |             |
| <b>3/</b>                           | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     |
| <b>WHOLE BIRDS:</b>                 |                         |             |                         |             |                         |             |
| Fresh - Hens                        |                         |             | 177                     | 2.31        |                         |             |
| " - Toms                            |                         |             |                         |             | 12                      | 0.99        |
| Frozen - Hens                       |                         |             | 367                     | 1.16        |                         |             |
| " - Toms                            |                         |             | 206                     | 0.99        |                         |             |
| <b>PARTS:</b>                       |                         |             |                         |             |                         |             |
| Breast:                             |                         |             |                         |             |                         |             |
| Bone-in, whole                      |                         |             |                         |             |                         |             |
| Fresh                               | 112                     | 2.49        | 93                      | 1.99        |                         |             |
| Frozen                              | 983                     | 1.34        | 1,380                   | 1.43        | 1,729                   | 1.37        |
| Split, bone-in                      |                         |             |                         |             |                         |             |
| Fresh                               | 206                     | 2.49        |                         |             |                         |             |
| Rotisserie                          | 112                     | 6.99        | 25                      | 13.99       | 30                      | 8.99        |
| Boneless, whole                     |                         |             | 69                      | 2.37        |                         |             |
| Cutlets                             | 400                     | 4.71        | 13                      | 4.49        | 312                     | 4.99        |
| Cutlets, thin sliced                | 400                     | 4.99        |                         |             |                         |             |
| Strips                              |                         |             |                         |             |                         |             |
| Tenders                             | 112                     | 3.99        | 23                      | 4.71        | 13                      | 5.00        |
| Marinated Tenders                   | 1,715                   | 4.65        | 136                     | 5.43        |                         |             |
| Drumsticks                          | 309                     | 1.54        | 65                      | 1.29        | 258                     | 1.19        |
| Thighs                              | 112                     | 1.99        |                         |             | 24                      | 1.99        |
| Wings                               | 362                     | 1.48        | 130                     | 1.29        | 286                     | 1.22        |
| Necks                               | 112                     | 1.99        |                         |             | 24                      | 1.99        |
| Smoked Drumsticks                   | 62                      | 2.49        | 62                      | 2.49        |                         |             |
| Smoked Wings                        | 62                      | 2.49        | 124                     | 1.89        |                         |             |
| Smoked Necks                        | 62                      | 2.49        | 62                      | 2.49        |                         |             |
| <b>GROUND TURKEY:</b>               | <b>8,828</b>            | <b>3.33</b> | <b>8,760</b>            | <b>3.51</b> | <b>10,341</b>           | <b>3.20</b> |
| Patties                             | 883                     | 3.98        | 169                     | 4.11        | 768                     | 3.67        |
| Sausage                             | 1,401                   | 3.87        | 210                     | 3.99        | 524                     | 3.79        |
| 85% lean                            | 2,459                   | 2.98        | 3,996                   | 3.10        | 2,217                   | 2.60        |
| 93% lean                            | 3,973                   | 3.18        | 3,044                   | 3.25        | 6,280                   | 3.15        |
| Breast                              | 112                     | 4.22        | 1,341                   | 5.18        | 552                     | 4.93        |
| Rolls (frsh/frz 1 lb.)              | 363                     | 3.00        | 54                      | 2.79        | 30                      | 1.86        |
| <b>Specialty</b> <sup>5/</sup>      |                         |             |                         |             |                         |             |
| Patties                             |                         |             | 93                      | 9.76        |                         |             |
| 93-94% lean                         | 607                     | 4.54        | 573                     | 4.37        | 549                     | 4.14        |
| Breast                              | 303                     | 4.92        | 112                     | 4.99        |                         |             |

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 is greater than last week, as well as a year ago. Whole birds return to the shadows after making a brief appearance the past ad cycle. Frozen bone-in breasts are a little harder to find, but when located you will usually be rewarded with lower prices. Cutlets and tenders occupy a larger volume of circular space. Marinated tenders and rotisserie breasts are better valued. There is a greater offering of dark parts, primarily the fresh variety; prices are steady to higher. There is a modest increase in grind activity with 93% and 85% leans accounting for nearly three quarters of those ads. Most conventional ground turkey items are lower valued except rolls which trend higher. Deli features gain some momentum. Shaving meats and family size processor label self-service packages are viewed 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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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

|  | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)  |                           |      | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV)  |                           |      | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)   |                           |      |
|--|---|---------------------------|------|---|---------------------------|------|--|---------------------------|------|
| Special Rate <sup>4/</sup><br>Activity Index <sup>2/</sup> | 46.7% of 5,500 sampled outlets<br>1.2% of stores w/ no-price promotions<br>Activity Index = 6,573 |                           |      | 33.0% of 7,400 sampled outlets<br>2.8% of stores w/ no-price promotions<br>Activity Index = 3,815 |                           |      | 35.0% of 6,100 sampled outlets<br>12.2% of stores w/ no-price promotions<br>Activity Index = 2,288 |                           |      |
|  | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)   | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)  | Summary<br>Stores Wtd Avg |      |
| <b>WHOLE BIRDS:</b>  |   |                           |      |   |                           |      |  |                           |      |
| Fresh - Hens   |   |                           |      |   |                           |      |  |                           |      |
| " - Toms   |   |                           |      |   |                           |      |  |                           |      |
| Frozen - Hens  |   |                           |      |   |                           |      |  |                           |      |
| " - Toms   |   |                           |      |   |                           |      |  |                           |      |
| <b>PARTS:</b>  |   |                           |      |   |                           |      |  |                           |      |
| Breast:  |   |                           |      |   |                           |      |  |                           |      |
| Bone-in, whole   |   |                           |      |   |                           |      |  |                           |      |
| Fresh  | 2.49  | 112                       | 2.49 |   |                           |      |  |                           |      |
| Frozen   | 0.99  | 16                        | 0.99 | 0.89 - 0.99   | 27                        | 0.93 | 1.19 - 1.99  | 870                       | 1.35 |
| Split, bone-in   |   |                           |      |   |                           |      |  |                           |      |
| Fresh  | 2.49  | 189                       | 2.49 | 2.49  | 17                        | 2.49 |  |                           |      |
| Rotisserie   | 6.99  | 112                       | 6.99 |   |                           |      |  |                           |      |
| Boneless, whole  |   |                           |      |   |                           |      |  |                           |      |
| Cutlets  | 3.99 - 4.99   | 400                       | 4.71 |   |                           |      |  |                           |      |
| Cutlets, thin sliced                                       | 4.99  | 400                       | 4.99 |   |                           |      |  |                           |      |
| Strips   |   |                           |      |   |                           |      |  |                           |      |
| Tenders  | 3.99  | 112                       | 3.99 |   |                           |      |  |                           |      |
| Marinated Tenders  | 4.33 - 4.66   | 314                       | 4.59 | 4.66  | 999                       | 4.66 |  |                           |      |
| Drumsticks   | 1.29 - 1.99   | 307                       | 1.55 | 1.29  | 2                         | 1.29 |  |                           |      |
| Thighs   | 1.99  | 112                       | 1.99 |   |                           |      |  |                           |      |
| Wings  | 1.29 - 1.99   | 307                       | 1.55 | 1.29 - 1.48   | 12                        | 1.45 | 0.99   | 43                        | 0.99 |
| Necks  | 1.99  | 112                       | 1.99 |   |                           |      |  |                           |      |
| Smoked Drumsticks  | 2.49  | 62                        | 2.49 |   |                           |      |  |                           |      |
| Smoked Wings   | 2.49  | 62                        | 2.49 |   |                           |      |  |                           |      |
| Smoked Necks   | 2.49  | 62                        | 2.49 |   |                           |      |  |                           |      |
| <b>GROUND TURKEY:</b>                                      |   |                           |      |   |                           |      |  |                           |      |
| Patties  | 3.00 - 3.99   | 301                       | 3.95 | 3.99  | 535                       | 3.99 |  |                           |      |
| Sausage  | 2.68 - 4.09   | 405                       | 3.58 | 3.83 - 3.99   | 579                       | 3.98 |  |                           |      |
| 85% lean   | 2.66 - 3.50   | 1,001                     | 2.94 | 2.80 - 3.19   | 831                       | 3.02 | 2.50 - 3.50  | 461                       | 3.08 |
| 93% lean   | 2.99 - 3.99   | 1,527                     | 3.49 | 2.99 - 3.99   | 492                       | 3.16 | 2.99 - 3.99  | 799                       | 3.10 |
| Breast (99-100% lean)                                      | 4.22  | 112                       | 4.22 |   |                           |      |  |                           |      |
| Rolls (frsh/frz 1 lb.)                                     | 3.00  | 227                       | 3.00 | 2.99  | 81                        | 2.99 | 2.99   | 55                        | 2.99 |
| <b>Specialty <sup>5/</sup></b>                             |   |                           |      |   |                           |      |  |                           |      |
| Patties  |   |                           |      |   |                           |      |  |                           |      |
| 93-94% lean  | 3.99  | 228                       | 3.99 | 4.99  | 40                        | 4.99 | 4.99 - 5.99  | 50                        | 5.21 |
| Breast   | 4.99  | 93                        | 4.99 | 4.88  | 200                       | 4.88 | 4.99   | 10                        | 4.99 |



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|                                     | SOUTH CENTRAL U.S.<br>(AR,CO,KS,LA,MO,NM,OK,TX) |                           |      | SOUTHWEST U.S.<br>(AZ,CA,NV,UT)       |                           |      | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)    |                           |      |
|-------------------------------------|---|---------------------------|------|---------------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
| <b>Feature Rate</b> <sup>1/</sup>   | 12.2% of 4,900 sampled outlets                  |                           |      | 36.2% of 3,800 sampled outlets        |                           |      | 9.2% of 1,300 sampled outlets         |                           |      |
| <b>Special Rate</b> <sup>4/</sup>   | 0.5% 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 = 907                            |                           |      | Activity Index = 1,494                |                           |      | Activity Index = 119                  |                           |      |
|                                     | Price Range<br>(\$/pound)                       | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      |
| <b>WHOLE BIRDS:</b>                 |   |                           |      |                                       |                           |      |                                       |                           |      |
| Fresh - Hens                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| " - Toms                            |   |                           |      |                                       |                           |      |                                       |                           |      |
| Frozen - Hens                       |   |                           |      |                                       |                           |      |                                       |                           |      |
| " - Toms                            |   |                           |      |                                       |                           |      |                                       |                           |      |
| <b>PARTS:</b>                       |   |                           |      |                                       |                           |      |                                       |                           |      |
| Breast:                             |   |                           |      |                                       |                           |      |                                       |                           |      |
| Bone-in, whole                      |   |                           |      |                                       |                           |      |                                       |                           |      |
| Fresh                               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Frozen                              | 1.18 - 1.69                                     | 25                        | 1.45 | 1.49                                  | 21                        | 1.49 | 1.49                                  | 24                        | 1.49 |
| Split, bone-in                      |   |                           |      |                                       |                           |      |                                       |                           |      |
| Fresh                               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Rotisserie                          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Boneless, whole                     |   |                           |      |                                       |                           |      |                                       |                           |      |
| Cutlets                             |   |                           |      |                                       |                           |      |                                       |                           |      |
| Cutlets, thin sliced                |   |                           |      |                                       |                           |      |                                       |                           |      |
| Strips                              |   |                           |      |                                       |                           |      |                                       |                           |      |
| Tenders                             |   |                           |      |                                       |                           |      |                                       |                           |      |
| Marinated Tenders                   |   |                           |      | 4.66                                  | 402                       | 4.66 |                                       |                           |      |
| Drumsticks                          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Thighs                              |   |                           |      |                                       |                           |      |                                       |                           |      |
| Wings                               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Necks                               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Smoked Drumsticks                   |   |                           |      |                                       |                           |      |                                       |                           |      |
| Smoked Wings                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| Smoked Necks                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| <b>GROUND TURKEY:</b>               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Patties                             | 3.99  | 47                        | 3.99 |                                       |                           |      |                                       |                           |      |
| Sausage                             | 3.99  | 417                       | 3.99 |                                       |                           |      |                                       |                           |      |
| 85% lean                            | 3.00  | 47                        | 3.00 | 2.66                                  | 119                       | 2.66 |                                       |                           |      |
| 93% lean                            | 2.99  | 224                       | 2.99 | 2.50 - 3.99                           | 810                       | 2.75 | 3.00                                  | 95                        | 3.00 |
| Breast (99-100% lean)               |   |                           |      |                                       |                           |      |                                       |                           |      |
| Rolls (frsh/frz 1 lb.)              |   |                           |      |                                       |                           |      |                                       |                           |      |
| <b>Specialty</b> <sup>5/</sup>      |   |                           |      |                                       |                           |      |                                       |                           |      |
| Patties                             |   |                           |      |                                       |                           |      |                                       |                           |      |
| 93-94% lean                         | 3.99 - 4.99                                     | 147                       | 4.62 | 4.99                                  | 142                       | 4.99 |                                       |                           |      |
| Breast                              |   |                           |      |                                       |                           |      |                                       |                           |      |



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

|                                     | ALASKA<br>(AK)                        |                           |      | HAWAII<br>(HI)                        |                           |  |
|-------------------------------------|---------------------------------------|---------------------------|------|---------------------------------------|---------------------------|--|
| <b>Feature Rate</b> <sup>1/</sup>   | 26.0% of 100 sampled outlets          |                           |      | 0.0% 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 = 26                   |                           |      | Activity Index = 0                    |                           |  |
|                                     | Price Range<br>(\$/pound)             | Summary<br>Stores Wtd Avg |      | Price Range<br>(\$/pound)             | Summary<br>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                            | 2.99 - 3.00                           | 26                        | 2.99 |                                       |                           |  |
| Breast (99-100% lean)               |                                       |                           |      |                                       |                           |  |
| Rolls (frsh/frz 1 lb.)              |                                       |                           |      |                                       |                           |  |
| <b>Specialty</b> <sup>5/</sup>      |                                       |                           |      |                                       |                           |  |
| 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 09/25 thru 10/01.

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

Fri. Sep 25, 2020

|  | 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 <sup>1/</sup>                             | 46.8% of 29,200 stores |         | 38.0% of 29,200 stores |         | 57.0% of 29,200 stores |         | 62.8% of 5,500 sampled outlets     |                |         | 54.8% of 7,400 sampled outlets |                |         |
| Activity Index <sup>2/</sup>                           | 29,295                 |         | 24,973                 |         | 36,182                 |         | Activity Index = 8,831             |                |         | Activity Index = 9,581         |                |         |
|  | Stores                 | Wtd Avg | Stores                 | Wtd Avg | 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  | 6,753                  | 9.18    | 3,085                  | 9.06    | 5,499                  | 8.22    | 6.98 - 11.49                       | 2,572          | 9.28    | 8.99 - 11.49                   | 1,463          | 9.41    |
| Private Brand  | 3,358                  | 7.90    | 5,715                  | 7.61    | 2,457                  | 7.98    | 6.99 - 10.99                       | 1,229          | 8.23    | 6.99 - 7.99                    | 120            | 7.92    |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 1,316                  | 6.22    | 1,268                  | 6.05    | 1,949                  | 6.25    | 6.99                               | 171            | 6.99    | 5.88 - 6.99                    | 731            | 6.00    |
| Private Brand  | 2,750                  | 6.29    | 2,784                  | 6.62    | 1,994                  | 6.51    | 5.98 - 6.99                        | 920            | 6.34    | 4.99 - 6.99                    | 1,053          | 5.92    |
| <b>Category 3</b>                                      |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 12                     | 4.99    | 26                     | 5.99    | 236                    | 4.08    |                                    |                |         |                                |                |         |
| Private Brand  | 459                    | 4.57    | 604                    | 4.83    | 574                    | 4.53    | 4.97 - 4.99                        | 68             | 4.97    | 4.99                           | 10             | 4.99    |
| <b>Turkey Ham</b>                                      |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 14                     | 4.99    |                        |         | 60                     | 3.95    |                                    |                |         |                                |                |         |
| Private Brand  | 110                    | 3.69    | 163                    | 3.38    | 232                    | 3.99    |                                    |                |         |                                |                |         |
| <b>Turkey Pastrami</b>                                 |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 26                     | 6.14    |                        |         | 141                    | 4.64    |                                    |                |         |                                |                |         |
| Private Brand  |                        |         | 11                     | 10.99   | 89                     | 4.99    |                                    |                |         |                                |                |         |
| <b>SERVICE DELI - Chicken</b>                          |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| <b>Category 1</b>                                      |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 2,647                  | 9.34    | 1,452                  | 9.01    | 2,248                  | 8.09    | 6.99 - 11.49                       | 1,415          | 9.92    | 6.99 - 11.49                   | 175            | 10.90   |
| Private Brand  | 664                    | 8.13    | 2,298                  | 8.05    | 3,032                  | 7.59    | 7.99 - 8.99                        | 405            | 8.18    | 6.99 - 8.99                    | 128            | 8.82    |
| <b>Category 2</b>                                      |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 297                    | 5.92    | 93                     | 6.99    | 213                    | 5.79    |                                    |                |         | 5.49 - 5.99                    | 297            | 5.92    |
| Private Brand  | 402                    | 6.51    | 706                    | 6.12    | 148                    | 4.82    | 6.99                               | 336            | 6.99    | 6.99                           | 11             | 6.99    |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| <b>Turkey 7-10 oz</b>                                  |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 4,446                  | 3.24    | 1,584                  | 2.98    | 7,855                  | 3.03    | 2.00 - 4.99                        | 800            | 3.52    | 2.00 - 4.49                    | 2,435          | 3.23    |
| Private Brand  |                        |         | 1,312                  | 3.86    | 192                    | 2.99    |                                    |                |         |                                |                |         |
| <b>Turkey 16 oz</b>                                    |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 1,625                  | 5.12    | 1,223                  | 5.45    | 2,008                  | 5.21    | 5.99                               | 115            | 5.99    | 5.99                           | 753            | 5.99    |
| Private Brand  |                        |         | 170                    | 2.99    |                        |         |                                    |                |         |                                |                |         |
| <b>Chicken 7-10 oz</b>                                 |                        |         |                        |         |                        |         |                                    |                |         |                                |                |         |
| Processor Brand  | 4,416                  | 3.25    | 1,167                  | 3.10    | 7,063                  | 3.09    | 2.00 - 4.99                        | 800            | 3.52    | 2.00 - 4.49                    | 2,405          | 3.23    |
| Private Brand  |                        |         | 1,312                  | 3.86    | 192                    | 2.99    |                                    |                |         |                                |                |         |

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

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**USDA National Retail Report - Turkey**

Fri. Sep 25, 2020

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

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

|  | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)       |                           |  | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)    |                           |  | SOUTHWEST U.S.<br>(CA,HI,NV)                             |                           |  | NORTHWEST U.S.<br>(AK,ID,MT,OR,WA,WY)                  |                           |  |
|--|--|---------------------------|--|--|---------------------------|--|--|---------------------------|--|--|---------------------------|--|
|  | 44.2% of 6,100 sampled outlets<br>Activity Index = 5,689 |                           |  | 23.4% of 4,900 sampled outlets<br>Activity Index = 1,765 |                           |  | 36.6% of 3,800 sampled outlets<br>Activity Index = 2,294 |                           |  | 66.3% of 1,300 sampled outlets<br>Activity Index = 992 |                           |  |
| Feature Rate <sup>1/</sup>                             | Activity Index 2/  |                           |  | Activity Index 2/  |                           |  | Activity Index 2/  |                           |  | Activity Index 2/                                      |                           |  |
|  | Price Range<br>(\$/pound)                                | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)                                | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)                                | Summary<br>Stores Wtd Avg |  | Price Range<br>(\$/pound)                              | Summary<br>Stores Wtd Avg |  |
| <b>SERVICE DELI - Turkey</b>                           |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>Category 1</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 6.99 - 10.99   | 857 8.84                  |  | 6.99 - 9.99  | 218 8.71                  |  | 8.99 - 10.00   | 890 9.24                  |  | 6.99 - 8.99  | 747 8.82                  |  |
| Private Brand  | 6.99 - 10.99   | 993 7.44                  |  | 6.99 - 7.99  | 152 7.69                  |  | 7.99   | 645 7.99                  |  | 7.99   | 128 7.99                  |  |
| <b>Category 2</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 5.95 - 6.99  | 346 6.48                  |  | 4.99 - 5.99  | 68 5.34                   |  |  |                           |  | 6.99   | 15 6.99                   |  |
| Private Brand  | 5.99 - 6.99  | 158 6.55                  |  | 4.99 - 6.99  | 604 6.79                  |  |  |                           |  |  |                           |  |
| <b>Category 3</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 4.99   | 12 4.99                   |  |  |                           |  |  |                           |  |  |                           |  |
| Private Brand  | 3.49 - 4.99  | 235 4.72                  |  | 3.29 - 4.99  | 146 4.12                  |  |  |                           |  |  |                           |  |
| <b>Turkey Ham</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 4.99   | 14 4.99                   |  |  |                           |  |  |                           |  |  |                           |  |
| Private Brand  | 3.99   | 43 3.99                   |  | 3.49   | 67 3.49                   |  |  |                           |  |  |                           |  |
| <b>Turkey Pastrami</b>                                 |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 7.99   | 10 7.99                   |  |  |                           |  |  |                           |  | 4.99   | 16 4.99                   |  |
| Private Brand  |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>SERVICE DELI - Chicken</b>                          |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>Category 1</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 6.99 - 8.99  | 530 8.40                  |  | 7.99 - 9.99  | 100 8.21                  |  | 7.99 - 12.49   | 427 8.25                  |  |  |                           |  |
| Private Brand  | 6.99 - 10.49   | 56 7.68                   |  | 6.99   | 75 6.99                   |  |  |                           |  |  |                           |  |
| <b>Category 2</b>                                      |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Private Brand  | 3.49   | 55 3.49                   |  |  |                           |  |  |                           |  |  |                           |  |
| <b>SELF-SERVICE DELI</b><br>(dollars per tub or pouch) |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>Turkey 7-10 oz</b>                                  |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 2.00 - 3.99  | 836 3.00                  |  | 2.19   | 144 2.19                  |  | 3.99   | 166 3.99                  |  | 2.99 - 3.99  | 43 3.49                   |  |
| Private Brand  |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>Turkey 16 oz</b>                                    |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 3.99   | 708 3.99                  |  | 5.99   | 47 5.99                   |  |  |                           |  |  |                           |  |
| Private Brand  |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| <b>Chicken 7-10 oz</b>                                 |  |                           |  |  |                           |  |  |                           |  |  |                           |  |
| Processor Brand  | 2.00 - 3.99  | 836 3.00                  |  | 2.19   | 144 2.19                  |  | 3.99   | 166 3.99                  |  | 2.99 - 3.99  | 43 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)

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

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**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

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

|                               | ALASKA<br>(AK)               |                   |         | HAWAII<br>(HI)               |                   |         |  |  |
|-------------------------------|------------------------------|-------------------|---------|------------------------------|-------------------|---------|--|--|
| Feature Rate <sup>1/</sup>    | 24.0% of 100 sampled outlets |                   |         | 24.8% of 100 sampled outlets |                   |         |  |  |
| Activity Index <sup>2/</sup>  | Activity Index = 17          |                   |         | Activity Index = 126         |                   |         |  |  |
|                               | Price Range<br>(\$/pound)    | Summary<br>Stores | Wtd Avg | Price Range<br>(\$/pound)    | Summary<br>Stores | Wtd Avg |  |  |
| <b>SERVICE DELI - Turkey</b>  |                              |                   |         |                              |                   |         |  |  |
| <b>Category 1</b>             |                              |                   |         |                              |                   |         |  |  |
| Processor Brand               |                              |                   |         | 7.99                         | 6                 | 7.99    |  |  |
| Private Brand                 | 7.99                         | 11                | 7.99    | 8.00                         | 80                | 8.00    |  |  |
| <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                         | 2                 | 3.99    | 4.99                         | 20                | 4.99    |  |  |
| Private Brand                 |                              |                   |         |                              |                   |         |  |  |
| <b>Turkey 16 oz</b>           |                              |                   |         |                              |                   |         |  |  |
| Processor Brand               | 4.99                         | 2                 | 4.99    |                              |                   |         |  |  |
| Private Brand                 |                              |                   |         |                              |                   |         |  |  |
| <b>Chicken 7-10 oz</b>        |                              |                   |         |                              |                   |         |  |  |
| Processor Brand               | 3.99                         | 2                 | 3.99    | 4.99                         | 20                | 4.99    |  |  |
| Private Brand                 |                              |                   |         |                              |                   |         |  |  |

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