



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/21 thru 02/27.

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

Fri. Feb 21, 2020

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	29.2% of 29,200 outlets		46.5% of 29,200 outlets		34.9% of 29,200 outlets	
Special Rate ^{4/}	6.8%		8.6%		4.7%	
Activity Index ^{2/}	10,123		16,970		13,224	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			274	0.84	258	0.67
" - Toms			274	0.84	258	0.67
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1,039	1.58	432	1.39	1,684	1.55
Split, bone-in						
Fresh						
Rotisserie	302	8.23	11	7.99	37	11.99
Boneless, whole	69	4.99	55	4.76	69	4.99
Cutlets	342	3.99	145	5.00	64	4.99
Cutlets, thin sliced						
Strips						
Tenders	103	3.99	109	4.95		
Marinated Tenders			299	4.66	15	5.33
Drumsticks	148	1.18	24	1.29	12	1.69
Thighs						
Wings	154	1.37	49	1.38	45	1.54
Necks						
Smoked Drumsticks	10	2.98	219	2.16	59	1.99
Smoked Wings			219	2.07	49	1.99
Smoked Necks			92	1.99		
GROUND TURKEY:						
	6,570	3.62	8,571	3.44	7,341	3.40
Patties	301	3.60	208	3.70	500	3.52
Sausage	446	3.96	916	3.87	143	3.32
85% lean	2,681	3.19	3,049	2.66	2,531	2.91
93% lean	2,019	3.29	3,572	3.63	3,871	3.59
Breast	1,123	5.09	826	4.98	296	4.85
Rolls (frsh/frz 1 lb.)	375	2.68	256	2.20	251	1.86
Specialty ^{5/}						
Patties						
93-94% lean	757	4.16	5,445	4.87	2,041	4.09
Breast	254	5.49	496	5.85	1,041	5.08

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> :

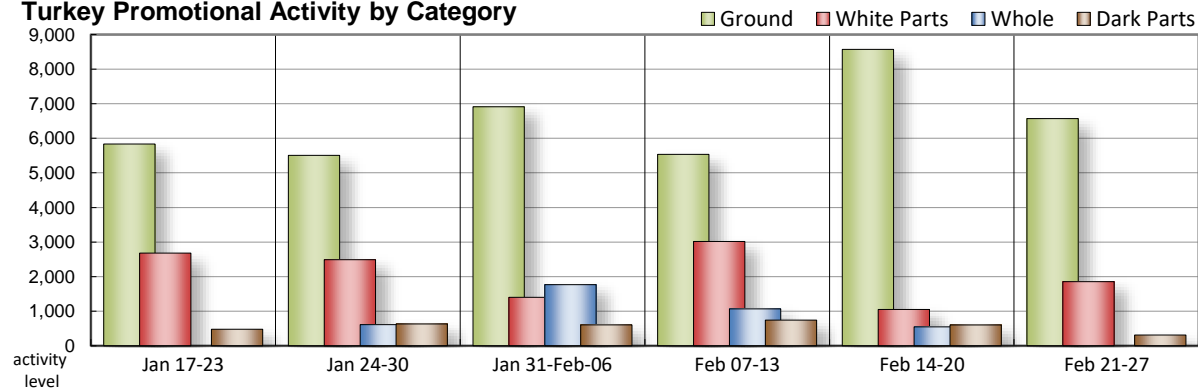
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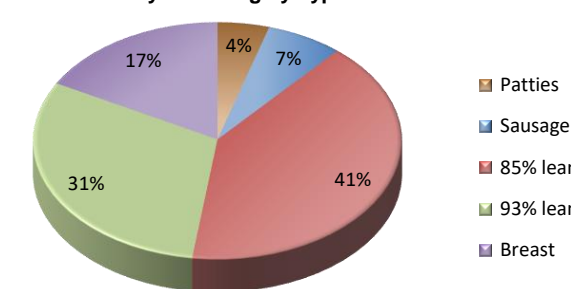
1 of 7

Turkey feature activity slows as we enter the last week of February. Whole birds are void from ad space. Bone-in and rotisserie breasts increase in offerings and price. There are some lucrative values on fresh cutlets and tenders enticing the customer through the door, although limited to two regions. Dark part offers retreat and predominantly center on the fresh variety. Grinds are less active with the focus remaining on 85% and 93% leans. Conventional patties, 93% lean, and specialty items are better valued. Deli activity decreases even though there is an increase in service deli offerings. Whole muscle and shaving meats are viewed at lower price levels.

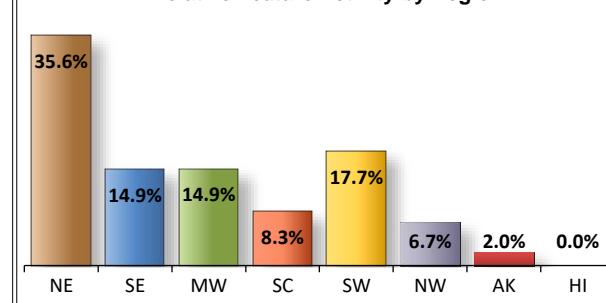
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	41.8% of 5,500 sampled outlets			25.6% of 7,400 sampled outlets			30.5% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions Activity Index = 3,958			15.3% of stores w/ no-price promotions Activity Index = 2,255			7.1% of stores w/ no-price promotions Activity Index = 1,508		
	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	1.49 - 1.79	309	1.78	0.99 - 2.00	228	1.65	0.99 - 1.79	458	1.46
Split, bone-in									
Fresh									
Rotisserie	6.99	135	6.99				8.99	15	8.99
Boneless, whole	4.99	69	4.99						
Cutlets	3.99	266	3.99	3.99	76	3.99			
Cutlets, thin sliced									
Strips									
Tenders	3.99	103	3.99						
Marinated Tenders									
Drumsticks	1.29	48	1.29	1.29	44	1.29	0.99	56	0.99
Thighs									
Wings	1.29 - 1.49	110	1.40	1.29	44	1.29			
Necks									
Smoked Drumsticks							2.98	10	2.98
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.50	227	3.50	3.49	39	3.49	4.45	33	4.45
Sausage	3.69 - 4.09	143	4.05	3.69 - 4.44	155	3.76	4.09	148	4.09
85% lean	2.66 - 2.99	354	2.78	2.50 - 3.50	1,311	3.30	2.50 - 2.99	208	2.83
93% lean	2.99 - 3.99	757	3.37	2.99 - 3.99	253	3.23	2.98 - 3.99	217	3.52
Breast (99-100% lean)	4.99 - 5.99	438	5.17	4.44 - 5.74	29	4.98	4.99 - 5.99	262	5.13
Rolls (frsh/frz 1 lb.)	2.99	207	2.99				2.50 - 2.99	101	2.82
Specialty ^{5/}									
Patties									
93-94% lean	3.50 - 4.99	538	4.25	3.50	76	3.50			
Breast	4.99 - 5.99	254	5.49						

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

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

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2 of 7



USDA National Retail Report - Turkey

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Fri. Feb 21, 2020

	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/}	16.6% of 4,900 sampled outlets			36.8% of 3,800 sampled outlets			14.2% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			10.6% of stores w/ no-price promotions			1.6% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 843			Activity Index = 1,295			Activity Index = 203		
	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	29	0.99				0.99	4	0.99
Split, bone-in									
Fresh									
Rotisserie	6.99 - 8.99	76	7.57				8.99	39	8.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	3.49 - 3.50	573	3.49	2.66 - 2.99	196	2.79	2.50	39	2.50
93% lean				3.00 - 3.99	776	3.17	3.99	16	3.99
Breast (99-100% lean)	4.99	96	4.99	4.99	298	4.99			
Rolls (frsh/frz 1 lb.)	1.50	67	1.50						
Specialty ^{5/}									
Patties									
93-94% lean	3.74	2	3.74	4.99	25	4.99	4.00 - 4.19	105	4.02
Breast									



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

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	61.0% of 100 sampled outlets			0.0% 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 = 61			Activity Index = 0		
	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	1.49	11	1.49			
Split, bone-in						
Fresh						
Rotisserie	12.99	37	12.99			
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties	3.50	2	3.50			
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean	4.00	11	4.00			
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/21 thru 02/27.

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

Fri. Feb 21, 2020

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	50.7% of 29,200 stores		50.2% of 29,200 stores		72.6% of 29,200 stores	
Activity Index 2/	33,255		35,314		49,544	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	3,089	8.13	6,125	8.35	5,152	8.61
Private Brand	4,371	8.02	1,788	8.61	2,132	8.30
Category 2						
Processor Brand	2,569	6.06	2,972	6.42	2,031	6.28
Private Brand	2,404	6.98	2,647	6.15	3,579	6.49
Category 3						
Processor Brand	328	3.84	149	4.32	172	4.81
Private Brand	340	4.64	183	4.17	572	4.11
Turkey Ham						
Processor Brand	503	4.02	295	3.57	23	3.99
Private Brand	179	4.73	100	3.40	259	3.64
Turkey Pastrami						
Processor Brand	239	4.46	92	4.99		
Private Brand	89	4.99			217	5.37
SERVICE DELI - Chicken						
Category 1						
Processor Brand	1,414	9.23	1,056	7.69	1,345	8.94
Private Brand	756	8.24	1,600	8.61	1,749	7.81
Category 2						
Processor Brand	1,101	6.22	69	6.24	167	6.66
Private Brand	733	5.93	319	6.82	1,777	5.71
SELF-SERVICE DELI						
(dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	6,366	3.27	5,458	3.21	13,778	3.01
Private Brand	682	2.50	2,704	2.85	553	2.50
Turkey 16 oz						
Processor Brand	1,539	5.03	1,732	5.45	1,772	6.02
Private Brand	218	5.99			1,835	3.99
Chicken 7-10 oz						
Processor Brand	6,335	3.28	5,321	3.22	11,932	3.02
Private Brand			2,704	2.85	499	2.50

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)		
61.1% of 5,500 sampled outlets			62.4% of 7,400 sampled outlets		
Activity Index = 9,670			Activity Index = 7,468		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
6.99 - 9.99	1,765	8.26	6.99 - 9.99	108	7.92
7.99 - 8.99	1,025	8.13	6.99 - 7.99	480	7.70
5.97 - 6.99	690	6.71	4.99 - 6.99	703	5.19
5.99 - 6.99	532	6.90	5.99 - 7.49	626	7.09
2.99 - 4.99	223	3.68	4.49	60	4.49
4.98 - 4.99	197	4.99			
3.99 - 4.99	300	4.46	3.27 - 3.99	63	3.53
4.48	90	4.48			
3.99 - 4.99	239	4.46			
6.99 - 11.49	700	9.52	7.99 - 11.49	390	9.33
7.99 - 9.99	354	8.36			
3.33 - 6.99	506	6.34	4.99	21	4.99
3.99 - 5.99	402	5.48	5.99 - 6.99	202	6.98
2.50 - 3.99	1,136	3.47	2.00 - 3.99	2,016	3.22
3.99 - 6.99	375	4.71	3.99 - 5.99	542	5.78
			5.99	218	5.99
2.50 - 3.99	1,136	3.47	2.00 - 3.99	2,039	3.23

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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5 of 7

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

	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)		
Feature Rate ^{1/}	51.3% of 6,100 sampled outlets			34.8% of 4,900 sampled outlets			29.5% of 3,800 sampled outlets			65.1% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 7,189			Activity Index = 3,522			Activity Index = 3,663			Activity Index = 1,668		
	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	388 7.82		6.99 - 9.99	109 7.83		10.00	24 10.00		7.99	682 7.99	
Private Brand	7.99 - 9.99	349 8.05		7.99	1,568 7.99		7.99 - 11.99	928 8.10		8.99	21 8.99	
Category 2												
Processor Brand	5.98 - 6.99	888 6.41		4.99 - 5.99	269 5.44		6.99	15 6.99		6.99	4 6.99	
Private Brand	4.88 - 6.99	544 6.84		4.98 - 7.49	672 7.11		6.99	14 6.99		4.98	16 4.98	
Category 3												
Processor Brand	2.99 - 3.99	45 3.72										
Private Brand				4.99	24 4.99		3.99	119 3.99				
Turkey Ham												
Processor Brand	2.99	43 2.99					2.99 - 3.69	97 3.42				
Private Brand	4.99	89 4.99										
Turkey Pastrami												
Processor Brand												
Private Brand	4.99	89 4.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	115 8.60		6.99	12 6.99		8.99 - 10.49	154 9.23		5.99	43 5.99	
Private Brand	7.99 - 8.99	269 8.05		7.99	94 7.99					8.99	39 8.99	
Category 2												
Processor Brand	2.99 - 6.99	559 6.14								6.98	15 6.98	
Private Brand	2.99 - 5.48	22 4.12		5.99	107 5.99							
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 4.00	1,754 3.09		2.19 - 3.99	263 3.39		2.98 - 3.99	1,083 3.45		2.00 - 3.98	83 2.68	
Private Brand										2.50	682 2.50	
Turkey 16 oz												
Processor Brand	3.99 - 5.99	335 4.40		3.99 - 5.99	141 4.91		3.99 - 4.99	146 4.60				
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 4.00	1,700 3.09		2.19 - 3.99	263 3.39		2.98 - 3.99	1,083 3.45		2.00 - 3.98	83 2.68	
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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6 of 7

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	13.0% of 100 sampled outlets			19.0% of 100 sampled outlets				
Activity Index 2/	Activity Index = 35			Activity Index = 40				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.99 - 9.99	13 8.30						
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	3.99	11 3.99		4.50	20 4.50			
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.99	11 3.99		4.50	20 4.50			
Private Brand								

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