



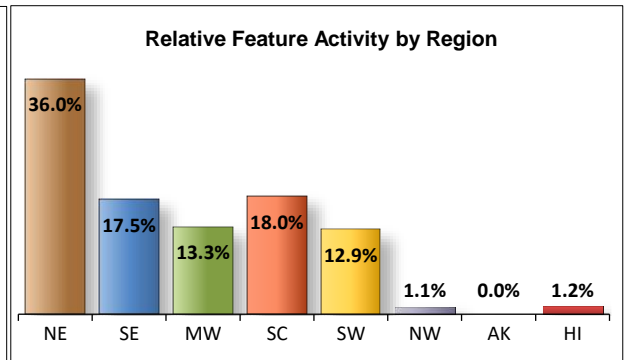
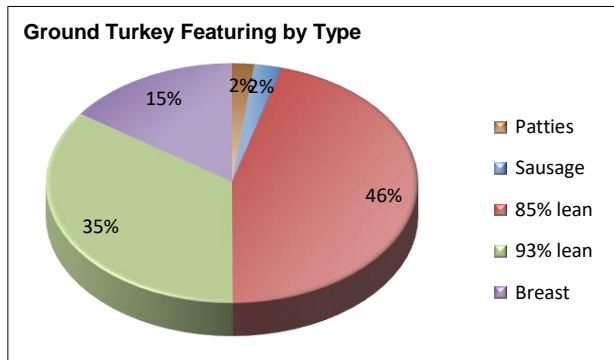
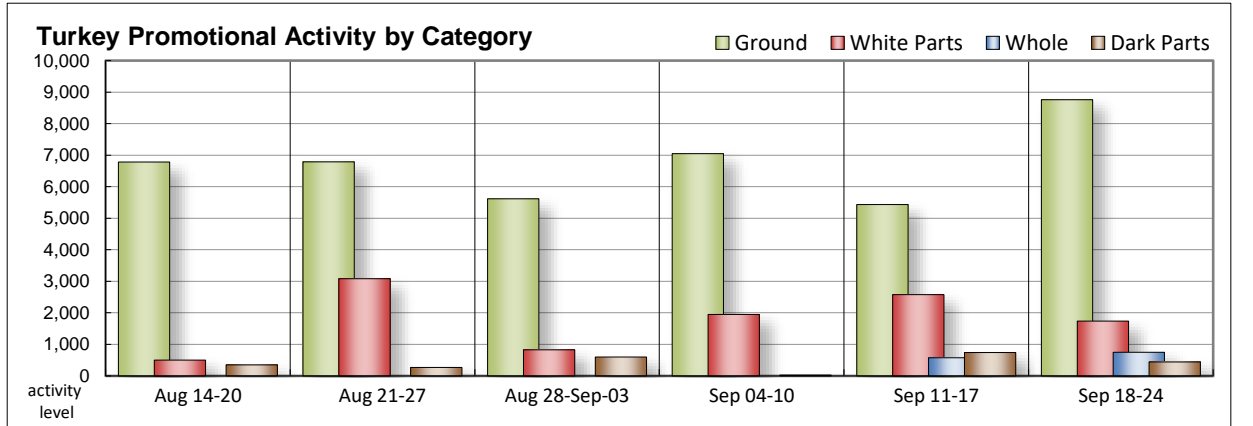
USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

Fri. Sep 18, 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/}	38.1% of 29,200 outlets		26.3% of 29,200 outlets		33.3% of 29,200 outlets	
Special Rate ^{4/}	6.6%		5.7%		6.3%	
Activity Index ^{2/}	12,524		10,501		13,355	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	177	2.31	288	1.99		
" - Toms			288	1.99		
Frozen - Hens	367	1.16			24	1.29
" - Toms	206	0.99				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	93	1.99				
Frozen	1,380	1.43	397	1.18	3,184	1.54
Split, bone-in						
Fresh						
Rotisserie	25	13.99	11	7.99		
Boneless, whole	69	2.37	66	4.99	137	4.99
Cutlets	13	4.49	426	5.04		
Cutlets, thin sliced			66	4.99		
Strips						
Tenders	23	4.71	479	3.99	148	4.66
Marinated Tenders	136	5.43	1,133	4.66		
Drumsticks	65	1.29	167	1.29	91	1.58
Thighs						
Wings	130	1.29	177	1.33	97	1.38
Necks			31	1.29	43	1.29
Smoked Drumsticks	62	2.49	240	2.58	49	1.99
Smoked Wings	124	1.89	127	2.29	126	1.93
Smoked Necks	62	2.49			77	1.89
GROUND TURKEY:	8,760	3.51	5,435	3.52	6,578	3.72
Patties	169	4.11	326	3.79	444	3.55
Sausage	210	3.99	339	3.96	1,255	3.41
85% lean	3,996	3.10	2,303	2.95	1,656	2.67
93% lean	3,044	3.25	1,964	3.71	1,309	3.56
Breast	1,341	5.18	503	4.92	1,914	4.97
Rolls (frsh/frz 1 lb.)	54	2.79			1,009	3.42
Specialty ^{5/}						
Patties	93	9.76	147	4.54	354	3.98
93-94% lean	573	4.37	693	4.11	1,378	4.53
Breast	112	4.99	330	5.79	60	5.27

Whole bird feature activity has arrived for frozen hens and toms, not necessarily the lowest ad prices of the year, but a good start to the cooler late summer weather many are beginning to encounter. Frozen bone-in breasts triple last week's offerings with a higher weighted average and a smattering of fresh bone-in breast offerings seen. Tenders in all forms virtually fall from the landscape while dark meat offerings are shown at close to the same rate as last week albeit with higher prices than the previous period. Grinds take off again this week and almost double last week's performance, while specialty ground items have an average showing. Deli ads slow for processor branded offerings but make a huge appearance for private labels, the like that has not been shown for quite some time, especially in terms of category two offerings.



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.

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



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

Fri. Sep 18, 2020

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

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/} Activity Index ^{2/}	46.7% of 5,500 sampled outlets 10.7% of stores w/ no-price promotions Activity Index = 4,622			38.0% of 7,400 sampled outlets 16.3% of stores w/ no-price promotions Activity Index = 3,070			28.8% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,551		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.99 - 2.49	177	2.31						
" - Toms									
Frozen - Hens	0.99 - 1.49	311	1.17	0.99 - 1.09	56	1.06			
" - Toms	0.99	189	0.99	0.99	17	0.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	93	1.99						
Frozen	0.99 - 1.99	317	1.26	1.49 - 1.99	461	1.49	1.49	56	1.49
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							1.49 - 4.49	69	2.37
Cutlets							4.49	13	4.49
Cutlets, thin sliced									
Strips									
Tenders							4.49 - 4.99	23	4.71
Marinated Tenders	5.09	112	5.09						
Drumsticks	1.29	65	1.29						
Thighs									
Wings	1.29	130	1.29						
Necks									
Smoked Drumsticks	2.49	62	2.49						
Smoked Wings	1.29 - 2.49	124	1.89						
Smoked Necks	2.49	62	2.49						
GROUND TURKEY:									
Patties	3.29 - 4.85	125	3.45				5.99	44	5.99
Sausage	3.99	166	3.99	3.99	44	3.99			
85% lean	1.99 - 3.99	1,093	3.08	2.66 - 3.50	1,180	3.06	2.79 - 3.00	262	2.99
93% lean	2.88 - 4.99	793	3.25	2.99	357	2.99	2.99 - 4.99	847	3.25
Breast (99-100% lean)	4.99 - 8.99	147	6.76	4.99	955	4.99	4.99	201	4.99
Rolls (frsh/frz 1 lb.)							2.79	15	2.79
Specialty ^{3/}									
Patties	9.76	93	9.76						
93-94% lean	2.99 - 4.99	451	4.24				3.79 - 5.99	21	4.94
Breast	4.99	112	4.99						



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

Fri. Sep 18, 2020

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

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	32.9% of 4,900 sampled outlets			42.2% of 3,800 sampled outlets			57.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			3.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,104			Activity Index = 1,095			Activity Index = 39		
	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	526	1.49						
Split, bone-in									
Fresh									
Rotisserie				13.99	25	13.99			
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	6.99	24	6.99						
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	2.50 - 3.49	1,265	3.15	2.99 - 4.29	196	3.35			
93% lean	2.99 - 4.99	227	3.02	2.99 - 4.29	820	3.41			
Breast (99-100% lean)	4.99	38	4.99						
Rolls (frsh/frz 1 lb.)							2.79	39	2.79
Specialty ^{3/}									
Patties									
93-94% lean	4.00	24	4.00	4.99	54	4.99			
Breast									



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

	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/}	0.0% of 100 sampled outlets		21.9% 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 = 43			
	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	20 0.99		
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 ^{3/}						
Patties						
93-94% lean			5.29	23 5.29		
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

Fri. Sep 18, 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		54.7% of 5,500 sampled outlets Activity Index = 7,507			47.7% of 7,400 sampled outlets Activity Index = 8,867		
Feature Rate ^{1/}	38.0% of 29,200 stores		46.6% of 29,200 stores		46.1% of 29,200 stores							
Activity Index ^{2/}	24,973		33,552		35,836							
	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	3,085	9.06	5,803	8.63	4,644	8.52	6.98 - 11.49	1,507	9.48	6.49 - 11.49	754	9.10
Private Brand	5,715	7.61	1,430	8.38	2,551	8.09	6.49 - 11.99	820	8.97	6.99 - 7.99	2,727	7.07
Category 2												
Processor Brand	1,268	6.05	1,792	6.68	976	6.16	4.99 - 7.99	419	6.40	4.99 - 5.99	255	5.64
Private Brand	2,784	6.62	3,244	5.95	2,438	6.66	5.99 - 6.99	1,372	6.53	5.99 - 6.99	1,047	6.90
Category 3												
Processor Brand	26	5.99	221	3.80	313	3.61				5.99	26	5.99
Private Brand	604	4.83	122	4.78	905	4.55	4.98 - 5.49	271	5.19	4.99	34	4.99
Turkey Ham												
Processor Brand			413	3.87	293	4.47						
Private Brand	163	3.38	163	3.68	284	3.55						
Turkey Pastrami												
Processor Brand			43	4.00	242	4.45						
Private Brand	11	10.99			181	4.66						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,452	9.01	3,792	8.83	1,711	7.46	5.99 - 11.49	963	9.24	7.99 - 11.49	276	8.95
Private Brand	2,298	8.05	549	7.59	556	8.59	6.97 - 7.99	373	7.36	6.99 - 8.99	119	8.96
Category 2												
Processor Brand	93	6.99	12	5.99	127	6.08	6.99	93	6.99			
Private Brand	706	6.12	2,190	5.67	723	6.13	5.49 - 6.99	452	6.13			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1,584	2.98	5,162	3.51	8,093	3.51	2.49 - 3.99	784	3.36	3.50	86	3.50
Private Brand	1,312	3.86	1,364	3.41	1,337	2.40				4.00	1,133	4.00
Turkey 16 oz												
Processor Brand	1,223	5.45	726	5.91	829	4.43				5.50	1,133	5.50
Private Brand	170	2.99			276	4.12						
Chicken 7-10 oz												
Processor Brand	1,167	3.10	5,162	3.51	8,071	3.51	2.49 - 3.99	453	3.18	3.50 - 5.98	144	4.88
Private Brand	1,312	3.86	1,364	3.41	1,286	2.37				4.00	1,133	4.00

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;

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

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Fri. Sep 18, 2020

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

Feature Rate ^{1/}	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
	30.1% of 6,100 sampled outlets Activity Index = 3,577				23.1% of 4,900 sampled outlets Activity Index = 1,640				19.0% of 3,800 sampled outlets Activity Index = 1,760				61.5% of 1,300 sampled outlets Activity Index = 1,530			
	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	5.49	- 10.99	596	8.09	5.99	- 9.99	149	8.10	10.00	24	10.00	9.99	18	9.99		
Private Brand	6.49	- 9.99	335	8.16	6.99	- 8.99	697	7.56	7.99	- 10.99	427	8.13	7.49	- 10.99	709	7.58
Category 2																
Processor Brand	4.99	- 7.99	339	6.27	4.99	- 6.49	92	5.35	4.99	110	4.99	4.99	- 8.99	46	7.60	
Private Brand	5.99	- 6.99	327	6.16	5.99	- 6.99	38	6.10								
Category 3																
Processor Brand													4.79	39	4.79	
Private Brand	2.99	- 5.99	114	4.76	3.59	- 4.79	146	4.17								
Turkey Ham																
Processor Brand																
Private Brand	2.69		43	2.69	3.47	- 3.49	83	3.47	3.99	37	3.99					
Turkey Pastrami																
Processor Brand																
Private Brand	10.99		11	10.99												
SERVICE DELI - Chicken																
Category 1																
Processor Brand	5.99	- 8.99	175	7.93	7.99	- 9.99	23	8.95				7.99	4	7.99		
Private Brand	6.99	- 10.49	258	7.92	7.99	- 8.49	62	8.18	7.99	- 9.49	804	8.74	7.49	682	7.49	
Category 2																
Processor Brand																
Private Brand	3.49	- 6.99	254	6.09												
SELF-SERVICE DELI (dollars per tub or pouch)																
Turkey 7-10 oz																
Processor Brand	2.00	- 3.50	462	2.61	2.19	- 2.50	236	2.31				2.50	16	2.50		
Private Brand									2.99	179	2.99					
Turkey 16 oz																
Processor Brand	3.49	- 5.99	53	4.01												
Private Brand		2.99	148	2.99	2.99		22	2.99								
Chicken 7-10 oz																
Processor Brand	2.00	- 3.50	462	2.61	2.49	- 2.50	92	2.49				2.50	16	2.50		
Private Brand									2.99	179	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;

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

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	48.0% of 100 sampled outlets			9.5% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 85			Activity Index = 7				
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.99	37 9.99						
Private Brand								
Category 2								
Processor Brand			4.99 - 6.99	7 6.13				
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	8.49	11 8.49						
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand								
Private Brand								
Turkey 16 oz								
Processor Brand	5.99	37 5.99						
Private Brand								
Chicken 7-10 oz								
Processor Brand								
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;

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

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov