



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/31 thru 08/06.

Fri. Jul 31, 2020

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

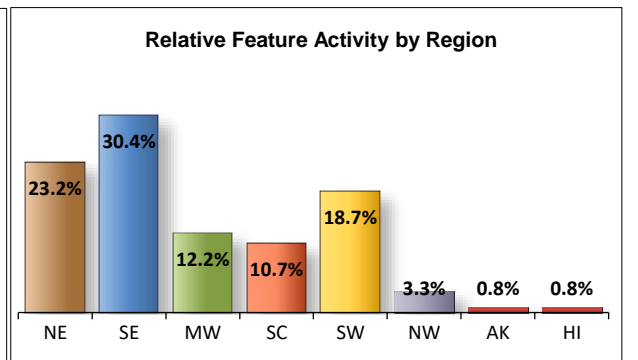
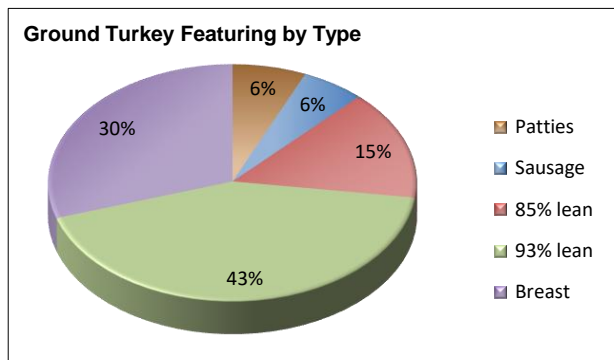
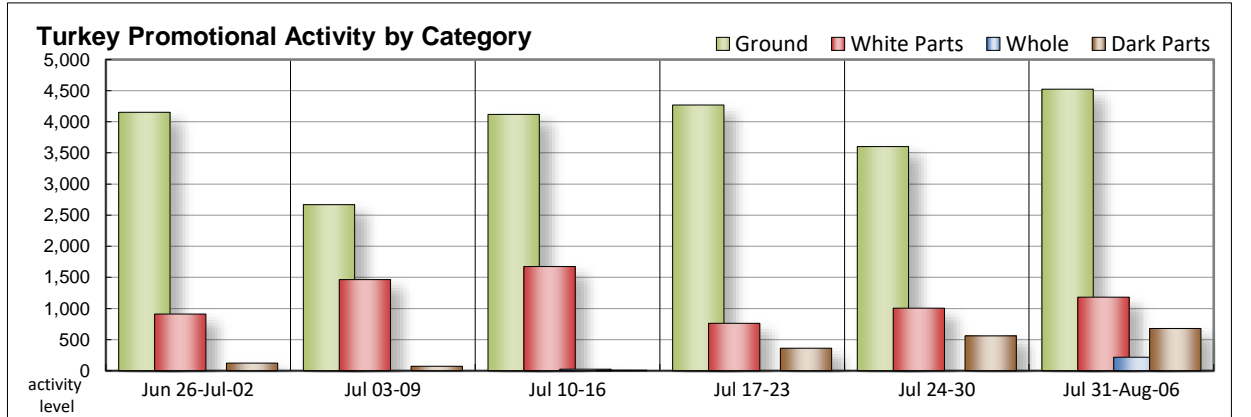
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	25.1% of 29,200 outlets		19.4% of 29,200 outlets		56.9% of 29,200 outlets	
Special Rate ^{4/}	4.7%		5.7%		7.8%	
Activity Index ^{2/}	9,014		6,182		17,092	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	109	0.79				
" - Toms	109	0.79				
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	78	1.44	340	1.34	400	1.06
Split, bone-in						
Fresh						
Rotisserie			479	8.47		
Boneless, whole	64	4.99				
Cutlets	499	4.99	64	5.99		
Cutlets, thin sliced						
Strips						
Tenders	499	4.99	86	4.49	118	5.41
Marinated Tenders	43	4.66	37	4.54	344	4.33
Drumsticks	326	1.29	132	1.29		
Thighs						
Wings	285	1.28	175	1.22		
Necks	26	1.18			64	0.99
Smoked Drumsticks	43	1.99	127	2.29	248	2.20
Smoked Wings			127	2.29	248	2.17
Smoked Necks					180	1.99
GROUND TURKEY:	4,524	3.92	3,602	2.92	13,762	3.39
Patties	296	3.96	308	4.06	261	3.85
Sausage	254	3.60	158	3.76	478	3.60
85% lean	680	3.06	2,634	2.63	3,244	2.93
93% lean	1,937	3.50	444	3.27	8,988	3.38
Breast	1,357	4.99	58	4.99	791	5.11
Rolls (frsh/frz 1 lb.)	86	2.63	464	2.30	232	2.99
Specialty ^{5/}						
Patties	24	3.99			127	5.09
93-94% lean	2,299	4.34	479	4.05	1,231	4.05
Breast			70	4.99	138	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 sharply increases from a week ago, but it continues to lag well behind last year. There is a scattering of whole birds. You will be hard pressed to find frozen bone-in breasts on ad. As we enter a new month, fresh cutlets and tenders make a strong showing. Cutlet values trend lower. The reverse is seen for tenders. Most dark part attention is focused on the fresh variety; prices are steady to higher. There is a little more variety observed in grind activity, but 93% and 85% leans dominate most of that circular space. Both of those types tend to be viewed at higher price levels, while the balance of conventional grinds trend lower. Deli gains steam. Activity levels reach counts similar as those of last year due to increase in self-service offerings. Most private label service deli items are better valued.



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

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

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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/} Activity Index ^{2/}	28.4% of 5,500 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 2,112			41.6% of 7,400 sampled outlets 15.3% of stores w/ no-price promotions Activity Index = 3,772			13.6% of 6,100 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 1,009		
	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							0.79	53	0.79
" - Toms							0.79	53	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	20	1.49	1.49	10	1.49	1.29	33	1.29
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	4.99	64	4.99						
Cutlets				4.99	452	4.99			
Cutlets, thin sliced									
Strips									
Tenders				4.99	452	4.99			
Marinated Tenders									
Drumsticks	1.29	257	1.29	1.29	2	1.29	1.19	43	1.19
Thighs									
Wings	1.29	257	1.29	1.18 - 1.29	28	1.19			
Necks				1.18	26	1.18			
Smoked Drumsticks							1.99	43	1.99
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.50	68	3.50	3.99	81	3.99			
Sausage	2.46	68	2.46						
85% lean	2.99 - 3.50	188	3.27	2.98 - 3.19	422	3.05	2.99	39	2.99
93% lean	3.00 - 3.99	732	3.48	3.50 - 3.99	211	3.57	2.99 - 3.99	336	3.52
Breast (99-100% lean)	4.99	146	4.99	4.99	955	4.99	4.99	86	4.99
Rolls (frsh/frz 1 lb.)							2.99	55	2.99
Specialty ^{5/}									
Patties									
93-94% lean	3.50 - 3.99	312	3.83	4.49	1,133	4.49	3.99	268	3.99
Breast									



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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	16.6% of 4,900 sampled outlets			25.0% of 3,800 sampled outlets			5.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			7.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 882			Activity Index = 1,119			Activity Index = 81		
	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	0.79	56	0.79						
" - Toms	0.79	56	0.79						
PARTS:									
Breast:									
Bone-in, whole									
Fresh							1.29	4	1.29
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	4.99	47	4.99						
Cutlets, thin sliced									
Strips									
Tenders	4.99	47	4.99						
Marinated Tenders							4.66	43	4.66
Drumsticks				1.49	10	1.49	1.49	14	1.49
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.99	24	4.99	3.99	119	3.99			
Sausage				4.16	166	4.16	2.79	20	2.79
85% lean	1.99	31	1.99						
93% lean				3.50 - 3.99	658	3.51			
Breast (99-100% lean)				4.99	166	4.99			
Rolls (frsh/frz 1 lb.)	1.99	31	1.99						
Specialty ^{5/}									
Patties	3.99	24	3.99						
93-94% lean	3.99 - 4.49	566	4.44						
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/}	17.0% of 100 sampled outlets			19.0% of 100 sampled outlets			
Special Rate ^{4/}	11.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 19			Activity Index = 20			
	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	1.79	11	1.79				
Split, bone-in							
Fresh							
Rotisserie							
Boneless, whole							
Cutlets							
Cutlets, thin sliced							
Strips							
Tenders							
Marinated Tenders							
Drumsticks							
Thighs							
Wings							
Necks							
Smoked Drumsticks							
Smoked Wings							
Smoked Necks							
GROUND TURKEY:							
Patties	3.99 - 4.49	4	4.24				
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)	4.98	4	4.98				
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean				5.99	20	5.99	
Breast							



USDA National Retail Report - Turkey

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/31 thru 08/06.

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

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	62.8% of 29,200 stores		52.0% of 29,200 stores		69.2% of 29,200 stores		77.4% of 5,500 sampled outlets			54.0% of 7,400 sampled outlets		
Activity Index ^{2/}	41,932		32,207		43,112		Activity Index = 11,710			Activity Index = 11,152		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,540	9.19	5,704	8.79	5,216	8.31	6.98 - 11.49	2,508	9.47	6.99 - 11.49	607	9.09
Private Brand	1,608	8.21	3,764	8.06	1,171	7.74	7.99 - 10.99	841	8.50	6.99	9	6.99
Category 2												
Processor Brand	1,960	6.40	1,743	6.52	2,696	6.43	5.99 - 6.99	1,489	6.53	5.99 - 6.99	217	6.01
Private Brand	3,528	6.40	2,241	6.66	2,001	6.72	4.99 - 6.99	1,462	6.55	4.99 - 6.99	560	5.02
Category 3												
Processor Brand	293	3.99	496	4.09	188	4.19	3.99	112	3.99			
Private Brand	128	3.64	939	4.85	279	4.30						
Turkey Ham												
Processor Brand	510	3.85	11	3.99	141	4.40	3.99	288	3.99			
Private Brand	147	3.76	214	3.52	187	3.54						
Turkey Pastrami												
Processor Brand					49	3.99						
Private Brand			67	3.69								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,222	9.08	2,131	9.18	3,312	8.66	6.98 - 11.49	969	9.45	5.88 - 11.49	391	9.67
Private Brand	1,372	7.85	433	8.28	1,723	7.31	6.99 - 8.99	402	7.82			
Category 2												
Processor Brand	67	5.99	619	6.99	477	6.22						
Private Brand	930	6.72	192	6.08	544	6.02	5.99	103	5.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,704	3.10	6,207	3.38	6,923	3.31	2.99 - 3.99	950	3.56	1.98 - 3.98	1,665	3.25
Private Brand	3,128	3.13	13	2.99	2,648	3.45	2.59 - 2.99	498	2.74	2.59 - 4.00	1,516	3.65
Turkey 16 oz												
Processor Brand	6,950	5.80	1,260	5.61	6,363	5.11	3.99 - 5.98	640	5.56	5.50 - 5.99	3,006	5.80
Private Brand	13	5.99										
Chicken 7-10 oz												
Processor Brand	5,704	3.10	6,160	3.39	6,546	3.34	2.99 - 3.99	950	3.56	1.98 - 3.98	1,665	3.25
Private Brand	3,128	3.13	13	2.99	2,648	3.45	2.59 - 2.99	498	2.74	2.59 - 4.00	1,516	3.65

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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	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)		
	67.1% of 6,100 sampled outlets			54.7% of 4,900 sampled outlets			61.3% of 3,800 sampled outlets			73.3% of 1,300 sampled outlets		
	Activity Index = 7,606			Activity Index = 4,971			Activity Index = 4,671			Activity Index = 1,741		
Feature Rate ^{1/}	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
Activity Index ^{2/}	Price Range (\$/pound)		Summary Stores Wtd Avg	Price Range (\$/pound)		Summary Stores Wtd Avg	Price Range (\$/pound)		Summary Stores Wtd Avg	Price Range (\$/pound)		Summary Stores Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99	9.99	580 8.46	6.99	9.99	184 8.87	6.99	12.99	630 8.94			
Private Brand	6.98	14.99	454 7.97	6.98	8.49	163 7.55	7.99	8.99	141 8.08			
Category 2												
Processor Brand	4.99	6.99	240 5.99	4.99		10 4.99				6.99	4	6.99
Private Brand	5.99	6.99	758 6.68	4.99	6.99	51 5.15				6.99	697	6.99
Category 3												
Processor Brand	3.99	5.00	32 4.37	3.99		10 3.99	2.99	3.99	139 3.90			
Private Brand		2.99	12 2.99	3.49	3.59	79 3.57	3.99		37 3.99			
Turkey Ham												
Processor Brand				3.49	3.99	153 3.52	3.99		69 3.99			
Private Brand	3.99		43 3.99	3.49		67 3.49	3.99		37 3.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99	9.49	119 8.17	7.99	9.99	150 8.73	6.99	8.99	581 8.37			
Private Brand	6.98	10.49	344 7.86	6.98	8.49	626 7.86						
Category 2												
Processor Brand	5.99		65 5.99	5.99		2 5.99						
Private Brand	5.99		145 5.99							6.99	682	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49	3.50	1,435 2.67	1.98	4.00	727 3.44	1.99	3.99	900 2.72	1.99	4.48	27 3.00
Private Brand		2.59	404 2.59	2.59		287 2.59	2.59		346 2.59	2.59		68 2.59
Turkey 16 oz												
Processor Brand	3.99	6.49	1,123 5.81	3.99	5.99	1,448 5.82	5.98	5.99	545 5.98	4.98	5.98	168 5.91
Private Brand		5.99	13 5.99									
Chicken 7-10 oz												
Processor Brand	2.49	3.50	1,435 2.67	1.98	4.00	727 3.44	1.99	3.99	900 2.72	1.99	4.48	27 3.00
Private Brand		2.59	404 2.59	2.59		287 2.59	2.59		346 2.59	2.59		68 2.59

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

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

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

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

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	ALASKA (AK)			HAWAII (HI)					
Feature Rate ^{1/}	24.0% of 100 sampled outlets			21.0% of 100 sampled outlets					
Activity Index ^{2/}	Activity Index = 27			Activity Index = 54					
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg			
SERVICE DELI - Turkey									
Category 1									
Processor Brand	7.49	11	7.49	10.99	20	10.99			
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				7.49	12	7.49			
Private Brand									
Category 2									
Processor Brand									
Private Brand									
SELF-SERVICE DELI (dollars per tub or pouch)									
Turkey 7-10 oz									
Processor Brand									
Private Brand	2.59	3	2.59	2.59	6	2.59			
Turkey 16 oz									
Processor Brand	5.98	10	5.98	5.98	10	5.98			
Private Brand									
Chicken 7-10 oz									
Processor Brand									
Private Brand	2.59	3	2.59	2.59	6	2.59			

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

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

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

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