



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

Fri. Jan 15, 2021

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

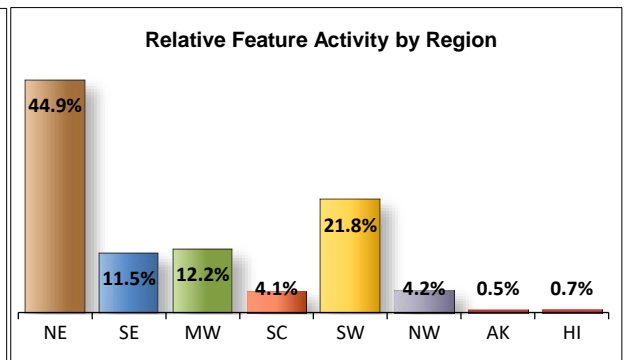
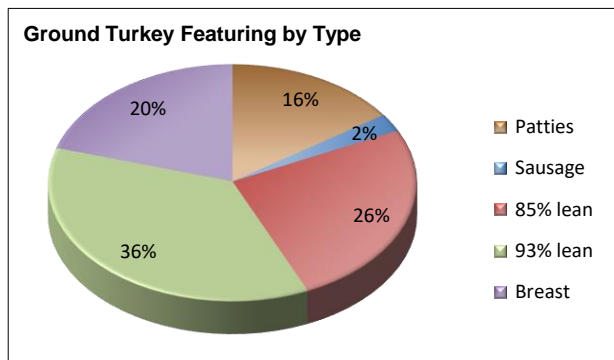
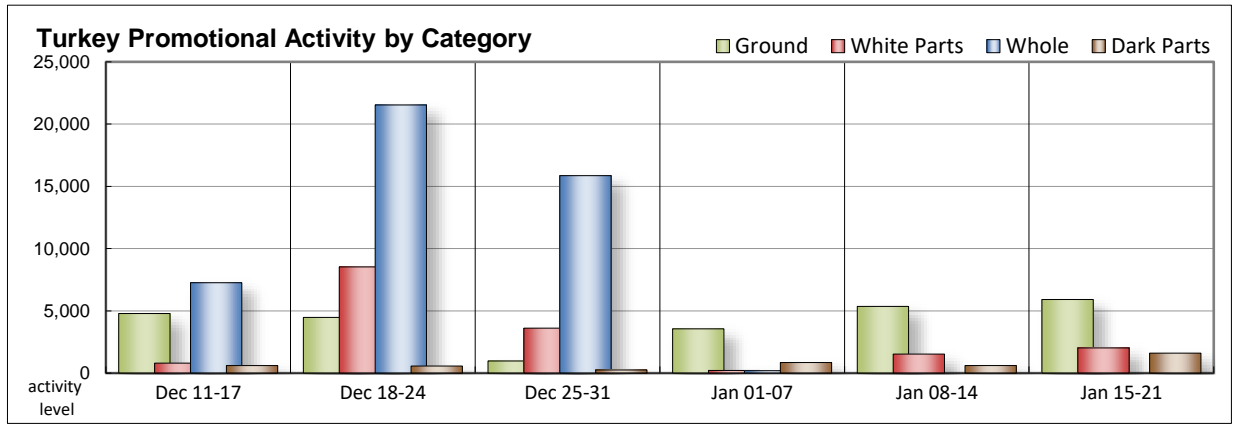
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	22.7% of 29,200 outlets		26.9% of 29,200 outlets		33.2% of 29,200 outlets	
Special Rate ^{4/}	7.2%		2.5%		5.1%	
Activity Index ^{2/}	11,518		11,060		11,653	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh	167	2.70	24	2.74	1,258 1.68	
Frozen	114	1.73	28	1.99		
Split, bone-in						
Fresh	143	2.69				
Rotisserie	804	8.49				
Boneless, whole						
Cutlets	484	4.99	276	4.99	741	5.35
Cutlets, thin sliced	288	4.99	66	4.99		
Strips						
Tenders						
Marinated Tenders	24	4.66	1,136	4.64	507	4.45
Drumsticks	449	1.69	196	1.58	151	1.37
Thighs	165	1.99	53	1.99		
Wings	387	1.68	317	1.53	219	1.33
Necks	112	1.99				
Smoked Drumsticks	194	2.49				
Smoked Wings	237	2.45	43	1.79	49	1.99
Smoked Necks	62	2.49				
GROUND TURKEY:	5,913	3.85	5,359	3.31	5,835	3.84
Patties	913	3.99	753	3.63	163	4.04
Sausage	144	3.97	212	2.90	120	3.40
85% lean	1,507	3.07	3,268	2.92	1,060	3.06
93% lean	2,142	3.70	619	3.77	2,675	3.28
Breast	1,207	4.96	507	4.92	1,817	5.12
Rolls (frsh/frz 1 lb.)	1,044	2.99	2,732	2.38	998	2.49
Specialty ^{5/}						
Patties	66	3.99				
93-94% lean	365	3.63	830	3.94	1,452	3.85
Breast	500	5.81				

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 increases slightly. Whole birds remain void, typical for this time of the year. There is a scattering of frozen and fresh bone-in breasts. When found, values trend lower. Rotisserie breasts reappear after taking a couple week hiatus. Cutlets are the focal point of white items: price levels are equal to those of last week. Dark parts gain momentum. Fresh continues to be the most promoted, but the smoked variety gains a larger representation. Grind activity continues to grow and is viewed in a better mix than the previous ad cycle. You will tend to pay a little more for most types. The exception being 93% lean which is better valued. Deli meats are more active due to an increase in self-service. Private and processor label service thick and thin slicing deli meats are found 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.

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

Fri. Jan 15, 2021

(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/}	45.0% of 5,500 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 5,662			25.0% of 7,400 sampled outlets 6.2% of stores w/ no-price promotions Activity Index = 1,983			17.5% of 6,100 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 1,403		
	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							2.49 - 2.99	167	2.70
Frozen							1.49 - 1.69	75	1.58
Split, bone-in									
Fresh							2.69	143	2.69
Rotisserie									
Boneless, whole									
Cutlets	4.99	484	4.99						
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.39 - 1.99	303	1.74				1.59	53	1.59
Thighs	1.99	112	1.99				1.99	53	1.99
Wings	1.49 - 1.99	263	1.70	1.49	4	1.49	1.59	53	1.59
Necks	1.99	112	1.99						
Smoked Drumsticks	2.49	192	2.49	2.49	2	2.49			
Smoked Wings	2.49	192	2.49	2.49	2	2.49	2.29	43	2.29
Smoked Necks	2.49	62	2.49						
GROUND TURKEY:									
Patties							3.99	77	3.99
Sausage	4.09	130	4.09	4.09	2	4.09	2.69	12	2.69
85% lean	2.99 - 3.50	909	3.16	2.99 - 3.20	216	3.01	2.66 - 3.49	182	3.00
93% lean	2.88 - 3.99	912	3.47	3.50 - 3.99	634	3.93	2.99 - 3.99	320	3.82
Breast (99-100% lean)	4.61 - 4.99	859	4.96	4.99	46	4.99	4.15 - 4.99	225	4.95
Rolls (frsh/frz 1 lb.)	2.99	82	2.99	2.99	955	2.99			
Specialty ^{5/}									
Patties	3.99	66	3.99						
93-94% lean	3.50	266	3.50	3.50	76	3.50			
Breast	4.99 - 5.99	430	5.84	5.99	46	5.99			



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

Fri. Jan 15, 2021

(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/}	8.8% of 4,900 sampled outlets			16.0% of 3,800 sampled outlets			10.0% of 1,300 sampled outlets		
Special Rate ^{4/}	12.3% of stores w/ no-price promotions			10.6% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 470			Activity Index = 1,814			Activity Index = 145		
	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	2.00	24	2.00				1.69	4	1.69
Split, bone-in									
Fresh									
Rotisserie				8.49	804	8.49			
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	24	4.66						
Drumsticks	1.69	67	1.69	1.29	10	1.29	1.29	16	1.29
Thighs									
Wings	1.69	67	1.69						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.98	17	3.98	3.99	804	3.99	3.98	15	3.98
Sausage									
85% lean	2.48 - 2.99	200	2.77						
93% lean	3.99	47	3.99	3.99	119	3.99	3.50 - 3.98	110	3.57
Breast (99-100% lean)				4.99	77	4.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean									
Breast	5.00	24	5.00						



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

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	29.0% of 100 sampled outlets			41.0% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			19.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 18			Activity Index = 23		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	2.19	11	2.19			
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.)	2.49	7	2.49			
Specialty ^{5/}						
Patties						
93-94% lean				5.49	23	5.49
Breast						



USDA National Retail Report - Turkey

Fri. Jan 15, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

(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/}	66.6% of 29,200 stores		71.7% of 29,200 stores		63.4% of 29,200 stores		76.2% of 5,500 sampled outlets			71.9% of 7,400 sampled outlets		
Activity Index ^{2/}	41,839		40,726		36,168		Activity Index = 12,068			Activity Index = 7,538		
	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	6,380	8.72	6,219	8.87	4,471	8.70	6.98 - 9.99	2,060	8.36	6.99 - 8.99	648	8.12
Private Brand	3,742	7.82	4,800	7.94	3,134	8.15	6.99 - 11.99	1,233	8.38	6.99 - 9.99	1,175	7.50
Category 2												
Processor Brand	1,331	6.15	2,858	6.48	2,864	6.11	5.99 - 6.99	347	6.44	5.99 - 6.99	240	6.32
Private Brand	2,960	5.92	3,098	6.38	2,669	6.20	4.99 - 6.99	1,675	6.12	5.99 - 6.99	170	6.26
Category 3												
Processor Brand	264	3.91	183	3.67	72	3.13						
Private Brand	842	3.87	1,181	4.86	145	3.28	2.99	135	2.99			
Turkey Ham												
Processor Brand	467	4.08	267	3.72	43	2.99	3.99 - 4.99	357	4.18			
Private Brand	16	3.69	26	2.87	182	4.17						
Turkey Pastrami												
Processor Brand	331	3.99	67	2.99	92	4.99	3.99	288	3.99			
Private Brand					92	4.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	3,234	9.12	1,195	8.22	1,529	7.40	6.98 - 11.49	1,024	9.49	8.99 - 11.49	1,209	9.15
Private Brand	1,004	7.48	1,082	7.33	704	8.99	6.99 - 7.99	131	7.46			
Category 2												
Processor Brand	180	6.16	205	5.81	101	4.68	6.99	86	6.99	5.88 - 6.99	38	6.00
Private Brand	369	6.84	922	6.62	1,345	6.09	6.99	345	6.99			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,755	3.10	5,969	3.38	6,400	3.23	2.00 - 3.99	1,518	2.99	2.00 - 3.99	931	3.60
Private Brand	2,695	2.63	536	2.63	187	3.31	2.49	309	2.49	2.49	366	2.49
Turkey 16 oz												
Processor Brand	5,831	5.19	5,189	5.02	5,705	5.03	4.98 - 6.49	733	5.31	4.98 - 6.49	1,464	5.05
Private Brand												
Chicken 7-10 oz												
Processor Brand	4,743	3.09	6,413	3.38	6,364	3.24	2.00 - 3.99	1,518	2.99	2.00 - 3.99	931	3.60
Private Brand	2,695	2.63	516	2.55	69	3.27	2.49	309	2.49	2.49	366	2.49

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;

(515) 284-4460

5 of 7

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

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Fri. Jan 15, 2021

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

(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)		
	72.1% of 6,100 sampled outlets			54.8% of 4,900 sampled outlets			48.2% of 3,800 sampled outlets			73.2% of 1,300 sampled outlets		
	Activity Index = 9,823			Activity Index = 7,039			Activity Index = 3,505			Activity Index = 1,745		
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	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 10.49	1,033 8.58	6.99 - 9.99	1,740 8.99	9.49 - 11.99	853 9.58	6.99 - 7.99	15 7.26				
Private Brand	6.99 - 10.99	1,041 7.73	6.99 - 7.99	114 7.20	6.99	179 6.99						
Category 2												
Processor Brand	4.99 - 6.99	361 6.24	4.99 - 6.99	316 5.96	4.29 - 4.99	67 4.43						
Private Brand	4.99 - 6.99	1,091 5.57	5.99	24 5.99								
Category 3												
Processor Brand	3.99 - 4.99	96 4.89			2.99 - 3.99	168 3.35						
Private Brand	2.99 - 4.99	470 4.28	2.99 - 4.79	200 3.65	2.99	37 2.99						
Turkey Ham												
Processor Brand	3.99	43 3.99	3.57	67 3.57								
Private Brand			3.69	16 3.69								
Turkey Pastrami												
Processor Brand	3.99	43 3.99										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 8.99	454 8.18	7.99 - 8.99	522 8.97	12.49	25 12.49						
Private Brand	5.99 - 10.49	115 7.05	5.99 - 8.49	28 8.13			7.49 - 7.99	730 7.52				
Category 2												
Processor Brand	4.99	54 4.99	4.99	2 4.99								
Private Brand	3.99	12 3.99	5.49	12 5.49								
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 3.99	839 3.09	1.97 - 4.99	1,050 2.70	1.89 - 3.99	391 3.25						
Private Brand	2.49 - 3.00	1,165 2.82	2.49 - 3.00	343 2.57	1.99 - 2.49	435 2.39	2.49	68 2.49				
Turkey 16 oz												
Processor Brand	4.69 - 5.99	1,014 5.08	4.98	1,212 4.98	4.98 - 5.99	524 5.09	4.98 - 5.99	864 5.79				
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 3.99	827 3.09	1.97 - 4.99	1,050 2.70	1.89 - 3.99	391 3.25						
Private Brand	2.49 - 3.00	1,165 2.82	2.49 - 3.00	343 2.57	1.99 - 2.49	435 2.39	2.49	68 2.49				

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;

(515) 284-4460

6 of 7

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

Email: desm.lpgm@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 01/15 thru 01/21.

(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/}	26.0% of 100 sampled outlets			38.1% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 31			Activity Index = 90				
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.49	11 8.49	11.99	20 11.99				
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								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	4.99	2 4.99	3.00 - 4.99	24 4.66				
Private Brand	2.49	3 2.49	2.49	6 2.49				
Turkey 16 oz								
Processor Brand	4.98	10 4.98	4.98	10 4.98				
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.99	2 4.99	3.00 - 4.99	24 4.66				
Private Brand	2.49	3 2.49	2.49	6 2.49				

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