



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/18 thru 10/24.

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

Fri. Oct 18, 2019

## NATIONAL SUMMARY

|                                | THIS WEEK               |             | LAST WEEK               |             | LAST YEAR               |             |
|--------------------------------|-------------------------|-------------|-------------------------|-------------|-------------------------|-------------|
| Feature Rate <sup>1/</sup>     | 30.2% of 29,200 outlets |             | 45.5% of 29,200 outlets |             | 38.7% of 29,100 outlets |             |
| Special Rate <sup>4/</sup>     | 2.3%                    |             | 3.4%                    |             | 3.7%                    |             |
| Activity Index <sup>2/</sup>   | 11,320                  |             | 16,781                  |             | 12,385                  |             |
| 3/                             | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     | Stores                  | Wtd Avg     |
| <b>WHOLE BIRDS:</b>            |                         |             |                         |             |                         |             |
| Fresh - Hens                   |                         |             |                         |             |                         |             |
| " - Toms                       |                         |             |                         |             |                         |             |
| Frozen - Hens                  | 766                     | 0.72        | 378                     | 1.07        | 479                     | 0.91        |
| " - Toms                       | 766                     | 0.72        | 256                     | 0.99        | 220                     | 0.82        |
| <b>PARTS:</b>                  |                         |             |                         |             |                         |             |
| Breast:                        |                         |             |                         |             |                         |             |
| Bone-in, whole                 |                         |             |                         |             |                         |             |
| Fresh                          |                         |             | 102                     | 1.92        | 72                      | 2.29        |
| Frozen                         | 1,388                   | 1.93        | 467                     | 1.15        | 2,141                   | 1.60        |
| Split, bone-in                 |                         |             |                         |             |                         |             |
| Fresh                          |                         |             | 143                     | 1.99        |                         |             |
| Rotisserie                     |                         |             | 295                     | 5.46        | 223                     | 9.56        |
| Boneless, whole                |                         |             | 262                     | 5.16        |                         |             |
| Cutlets                        | 86                      | 4.49        | 122                     | 4.97        | 252                     | 5.30        |
| Cutlets, thin sliced           |                         |             |                         |             | 154                     | 5.51        |
| Strips                         |                         |             |                         |             |                         |             |
| Tenders                        | 62                      | 5.99        | 61                      | 4.97        | 28                      | 4.99        |
| Marinated Tenders              | 274                     | 4.09        | 1,429                   | 6.18        | 257                     | 4.11        |
| Drumsticks                     | 28                      | 1.49        | 265                     | 1.95        | 32                      | 1.64        |
| Thighs                         |                         |             | 69                      | 3.49        |                         |             |
| Wings                          | 28                      | 1.49        | 150                     | 1.20        | 41                      | 1.49        |
| Necks                          | 54                      | 0.99        |                         |             | 13                      | 1.49        |
| Smoked Drumsticks              | 155                     | 2.11        |                         |             | 38                      | 2.96        |
| Smoked Wings                   | 155                     | 2.11        |                         |             | 44                      | 2.90        |
| Smoked Necks                   | 62                      | 1.99        |                         |             | 51                      | 2.69        |
| <b>GROUND TURKEY:</b>          | <b>6,609</b>            | <b>3.67</b> | <b>11,088</b>           | <b>3.39</b> | <b>6,417</b>            | <b>3.85</b> |
| Patties                        | 64                      | 3.99        | 280                     | 3.82        | 187                     | 3.92        |
| Sausage                        | 433                     | 3.42        | 848                     | 4.02        | 849                     | 3.85        |
| 85% lean                       | 1,901                   | 3.10        | 3,281                   | 2.88        | 1,521                   | 2.71        |
| 93% lean                       | 3,121                   | 3.59        | 6,405                   | 3.49        | 1,921                   | 3.70        |
| Breast                         | 1,090                   | 4.97        | 274                     | 4.76        | 1,939                   | 4.90        |
| Rolls (frsh/frz 1 lb.)         | 162                     | 1.97        | 43                      | 2.99        | 278                     | 2.49        |
| <b>Specialty <sup>5/</sup></b> |                         |             |                         |             |                         |             |
| Patties                        | 424                     | 4.59        |                         |             | 133                     | 3.86        |
| 93-94% lean                    | 162                     | 3.81        | 1,626                   | 4.41        | 996                     | 4.18        |
| Breast                         | 139                     | 5.00        | 25                      | 6.99        | 516                     | 5.61        |

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> :

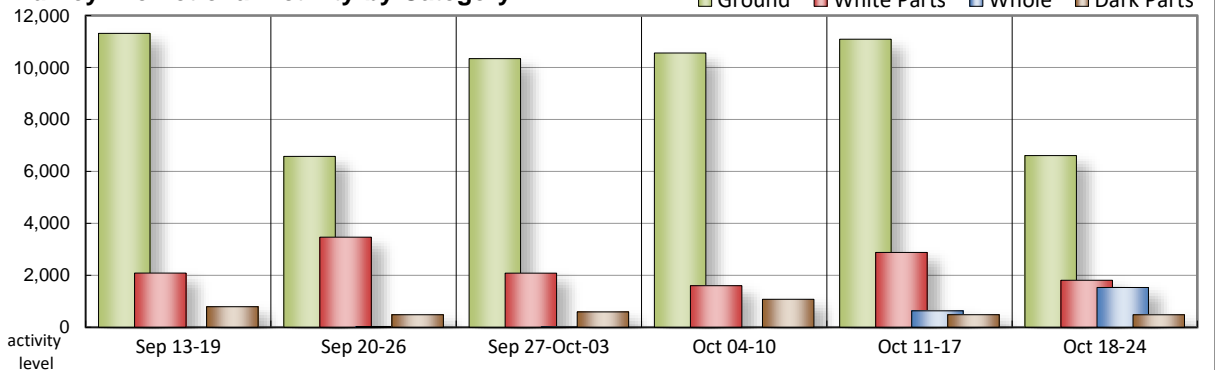
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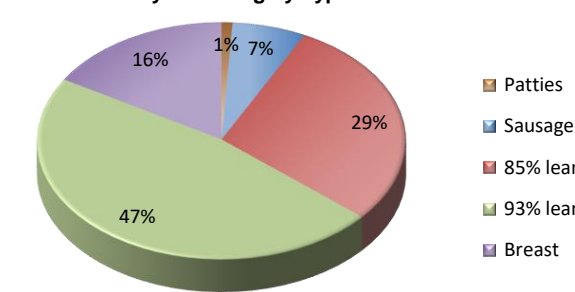
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Feature activity slows this week. Whole birds are a little easier to find as their time to bask in the spotlight nears. Retailers give a glimpse at enticing values. Frozen bone-in breasts garner more circular space; prices trend steady to higher. White meat offers are limited after a strong showing of marinated tenders last week. Smoked dark parts are back in the mix. Grinds are less active with 93% lean accounting for almost half of those features. Conventional sausage and rolls, along with most specialty varieties, are better valued. However, you will tend to pay a little more for the balance. As the weather cools in many areas of the country, so does the deli ads. Turkey service deli meats are found at lower price levels.

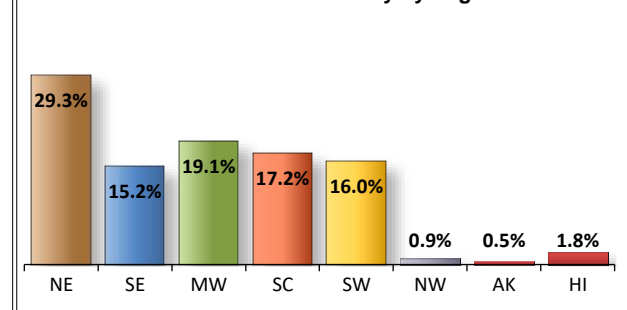
## Turkey Promotional Activity by Category



## 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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Fri. Oct 18, 2019

(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) |                           |      |
|-------------------------------------|--|---------------------------|------|--|---------------------------|------|--|---------------------------|------|
| <b>Special Rate</b> <sup>4/</sup>   | <b>49.7% of 5,500 sampled outlets</b>                |                           |      | <b>25.7% of 7,400 sampled outlets</b>          |                           |      | <b>33.2% of 6,100 sampled outlets</b>              |                           |      |
| <b>Activity Index</b> <sup>2/</sup> | <b>8.3% of stores w/ no-price promotions</b>         |                           |      | <b>0.0% of stores w/ no-price promotions</b>   |                           |      | <b>0.3% of stores w/ no-price promotions</b>       |                           |      |
|                                     | <b>Activity Index = 3,509</b>                        |                           |      | <b>Activity Index = 2,487</b>                  |                           |      | <b>Activity Index = 2,081</b>                      |                           |      |
|                                     | 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                       | 0.99   | 22                        | 0.99 | 0.99   | 218                       | 0.99 |  |                           |      |
| " - Toms                            | 0.99   | 22                        | 0.99 | 0.99   | 218                       | 0.99 |  |                           |      |
| <b>PARTS:</b>                       |  |                           |      |  |                           |      |  |                           |      |
| Breast:                             |  |                           |      |  |                           |      |  |                           |      |
| Bone-in, whole                      |  |                           |      |  |                           |      |  |                           |      |
| Fresh                               |  |                           |      |  |                           |      |  |                           |      |
| Frozen                              | 0.97 - 2.49  | 706                       | 1.88 | 0.97 - 2.98                                    | 271                       | 2.46 | 0.99 - 1.99  | 313                       | 1.71 |
| Split, bone-in                      |  |                           |      |  |                           |      |  |                           |      |
| Fresh                               |  |                           |      |  |                           |      |  |                           |      |
| Rotisserie                          |  |                           |      |  |                           |      |  |                           |      |
| Boneless, whole                     |  |                           |      |  |                           |      |  |                           |      |
| Cutlets                             |  |                           |      |  |                           |      | 4.49   | 86                        | 4.49 |
| Cutlets, thin sliced                |  |                           |      |  |                           |      |  |                           |      |
| Strips                              |  |                           |      |  |                           |      |  |                           |      |
| Tenders                             | 5.99   | 62                        | 5.99 |  |                           |      |  |                           |      |
| Marinated Tenders                   | 3.73 - 4.27  | 141                       | 3.91 | 4.27   | 44                        | 4.27 | 4.27   | 89                        | 4.27 |
| Drumsticks                          | 1.49   | 24                        | 1.49 | 1.49   | 4                         | 1.49 |  |                           |      |
| Thighs                              |  |                           |      |  |                           |      |  |                           |      |
| Wings                               | 1.49   | 24                        | 1.49 | 1.49   | 4                         | 1.49 |  |                           |      |
| Necks                               |  |                           |      | 0.99   | 9                         | 0.99 |  |                           |      |
| Smoked Drumsticks                   | 1.99 - 2.29  | 155                       | 2.11 |  |                           |      |  |                           |      |
| Smoked Wings                        | 1.99 - 2.29  | 155                       | 2.11 |  |                           |      |  |                           |      |
| Smoked Necks                        | 1.99   | 62                        | 1.99 |  |                           |      |  |                           |      |
| <b>GROUND TURKEY:</b>               |  |                           |      |  |                           |      |  |                           |      |
| Patties                             |  |                           |      |  |                           |      | 3.99   | 49                        | 3.99 |
| Sausage                             | 3.27 - 4.39  | 302                       | 3.52 | 3.19   | 131                       | 3.19 |  |                           |      |
| 85% lean                            | 2.50 - 3.50  | 415                       | 3.31 | 2.99 - 3.50                                    | 285                       | 3.37 | 2.50 - 3.50  | 1,081                     | 2.98 |
| 93% lean                            | 2.88 - 3.99  | 932                       | 3.63 | 3.34 - 3.98                                    | 209                       | 3.95 | 3.49 - 3.99  | 93                        | 3.81 |
| Breast (99-100% lean)               | 4.99   | 82                        | 4.99 | 4.99   | 955                       | 4.99 | 4.99   | 27                        | 4.99 |
| Rolls (frsh/frz 1 lb.)              | 1.67   | 103                       | 1.67 |  |                           |      | 2.50   | 59                        | 2.50 |
| <b>Specialty</b> <sup>5/</sup>      |  |                           |      |  |                           |      |  |                           |      |
| Patties                             | 4.59   | 209                       | 4.59 |  |                           |      | 4.59   | 215                       | 4.59 |
| 93-94% lean                         | 3.33   | 93                        | 3.33 |  |                           |      | 3.99 - 6.99  | 69                        | 4.47 |
| Breast                              |  |                           |      | 5.00   | 139                       | 5.00 |  |                           |      |

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

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

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

Fri. Oct 18, 2019

|                                | 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)    |                           |      |
|--------------------------------|---|---------------------------|------|---------------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
| Feature Rate <sup>1/</sup>     | 16.3% of 4,900 sampled outlets                  |                           |      | 33.1% of 3,800 sampled outlets        |                           |      | 3.5% of 1,300 sampled outlets         |                           |      |
| Special Rate <sup>4/</sup>     | 1.6% of stores w/ no-price promotions           |                           |      | 1.9% of stores w/ no-price promotions |                           |      | 2.4% of stores w/ no-price promotions |                           |      |
| Activity Index <sup>2/</sup>   | Activity Index = 1,874                          |                           |      | Activity Index = 1,262                |                           |      | Activity Index = 30                   |                           |      |
|                                | 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                  | 0.59 - 0.99                                     | 526                       | 0.60 |                                       |                           |      |                                       |                           |      |
| " - Toms                       | 0.59 - 0.99                                     | 526                       | 0.60 |                                       |                           |      |                                       |                           |      |
| <b>PARTS:</b>                  |   |                           |      |                                       |                           |      |                                       |                           |      |
| Breast:                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| Bone-in, whole                 |   |                           |      |                                       |                           |      |                                       |                           |      |
| Fresh                          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Frozen                         | 0.99 - 1.49                                     | 83                        | 1.39 |                                       |                           |      |                                       |                           |      |
| Split, bone-in                 |   |                           |      |                                       |                           |      |                                       |                           |      |
| Fresh                          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Rotisserie                     |   |                           |      |                                       |                           |      |                                       |                           |      |
| Boneless, whole                |   |                           |      |                                       |                           |      |                                       |                           |      |
| Cutlets                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| Cutlets, thin sliced           |   |                           |      |                                       |                           |      |                                       |                           |      |
| Strips                         |   |                           |      |                                       |                           |      |                                       |                           |      |
| Tenders                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| Marinated Tenders              |   |                           |      |                                       |                           |      |                                       |                           |      |
| Drumsticks                     |   |                           |      |                                       |                           |      |                                       |                           |      |
| Thighs                         |   |                           |      |                                       |                           |      |                                       |                           |      |
| Wings                          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Necks                          | 0.99  | 45                        | 0.99 |                                       |                           |      |                                       |                           |      |
| Smoked Drumsticks              |   |                           |      |                                       |                           |      |                                       |                           |      |
| Smoked Wings                   |   |                           |      |                                       |                           |      |                                       |                           |      |
| Smoked Necks                   |   |                           |      |                                       |                           |      |                                       |                           |      |
| <b>GROUND TURKEY:</b>          |   |                           |      |                                       |                           |      |                                       |                           |      |
| Patties                        |   |                           |      |                                       |                           |      | 3.99                                  | 15                        | 3.99 |
| Sausage                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| 85% lean                       | 1.99 - 2.99                                     | 49                        | 2.66 | 2.99                                  | 71                        | 2.99 |                                       |                           |      |
| 93% lean                       | 3.34 - 3.99                                     | 621                       | 3.90 | 2.99 - 3.99                           | 1,191                     | 3.26 | 3.99                                  | 15                        | 3.99 |
| Breast (99-100% lean)          | 4.22  | 24                        | 4.22 |                                       |                           |      |                                       |                           |      |
| Rolls (frsh/frz 1 lb.)         |   |                           |      |                                       |                           |      |                                       |                           |      |
| <b>Specialty <sup>5/</sup></b> |   |                           |      |                                       |                           |      |                                       |                           |      |
| Patties                        |   |                           |      |                                       |                           |      |                                       |                           |      |
| 93-94% lean                    |   |                           |      |                                       |                           |      |                                       |                           |      |
| 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>   | <b>17.0% of 100 sampled outlets</b>          |                           |      | <b>28.6% of 100 sampled outlets</b>          |                           |      |
| <b>Special Rate</b> <sup>4/</sup>   | <b>0.0% of stores w/ no-price promotions</b> |                           |      | <b>0.0% of stores w/ no-price promotions</b> |                           |      |
| <b>Activity Index</b> <sup>2/</sup> | <b>Activity Index = 17</b>                   |                           |      | <b>Activity Index = 60</b>                   |                           |      |
|                                     | 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                              | 1.99   | 15                        | 1.99 |  |                           |      |
| 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                        |  |                           |      |  |                           |      |
| <b>GROUND TURKEY:</b>               |  |                           |      |  |                           |      |
| Patties                             |  |                           |      |  |                           |      |
| Sausage                             |  |                           |      |  |                           |      |
| 85% lean                            |  |                           |      |  |                           |      |
| 93% lean                            |  |                           |      |  |                           |      |
| Breast (99-100% lean)               | 4.99   | 2                         | 4.99 | 4.59   | 60                        | 4.59 |
| Rolls (frsh/frz 1 lb.)              |  |                           |      |  |                           |      |
| <b>Specialty</b> <sup>5/</sup>      |  |                           |      |  |                           |      |
| Patties                             |  |                           |      |  |                           |      |
| 93-94% lean                         |  |                           |      |  |                           |      |
| Breast                              |  |                           |      |  |                           |      |



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/18 thru 10/24.

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

Fri. Oct 18, 2019

|                               | 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>    | 33.2% of 29,200 stores |         | 34.3% of 29,200 stores |         | 58.4% of 29,100 stores |         | 48.0% of 5,500 sampled outlets     |                |                 | 35.1% of 7,400 sampled outlets |                |                 |
| Activity Index 2/             | 19,668                 |         | 21,870                 |         | 39,547                 |         | Activity Index = 6,731             |                |                 | Activity Index = 3,903         |                |                 |
|                               | 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 |
| <b>SERVICE DELI - Turkey</b>  |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| <b>Category 1</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 3,711                  | 8.16    | 4,358                  | 8.47    | 3,449                  | 8.43    | 6.48 - 8.99                        | 1,339          | 8.00            | 6.99 - 8.99                    | 384            | 8.30            |
| Private Brand                 | 3,144                  | 8.47    | 3,115                  | 8.86    | 3,122                  | 8.67    | 6.99 - 10.99                       | 1,352          | 8.28            | 7.99 - 8.99                    | 1,395          | 8.89            |
| <b>Category 2</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 1,753                  | 6.47    | 1,498                  | 6.55    | 1,069                  | 5.72    | 5.99 - 6.99                        | 1,008          | 6.56            | 5.99 - 7.99                    | 312            | 6.53            |
| Private Brand                 | 1,197                  | 6.11    | 2,717                  | 6.72    | 3,388                  | 6.61    | 5.99                               | 235            | 5.99            | 5.00 - 5.99                    | 252            | 5.44            |
| <b>Category 3</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 268                    | 4.03    | 235                    | 4.39    | 126                    | 3.89    | 3.33 - 3.98                        | 155            | 3.60            | 3.98                           | 5              | 3.98            |
| Private Brand                 | 261                    | 4.46    | 562                    | 5.64    | 318                    | 4.89    | 4.98                               | 90             | 4.98            | 4.49 - 4.98                    | 40             | 4.61            |
| <b>Turkey Ham</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 112                    | 3.99    | 83                     | 4.74    | 497                    | 4.11    | 3.99                               | 112            | 3.99            |                                |                |                 |
| Private Brand                 | 145                    | 3.80    | 103                    | 3.40    | 16                     | 3.83    | 3.99                               | 62             | 3.99            | 3.29                           | 40             | 3.29            |
| <b>Turkey Pastrami</b>        |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 230                    | 6.04    | 43                     | 3.99    | 170                    | 4.60    | 3.99                               | 112            | 3.99            | 7.99                           | 109            | 7.99            |
| Private Brand                 |                        |         |                        |         | 21                     | 4.99    |                                    |                |                 |                                |                |                 |
| <b>SERVICE DELI - Chicken</b> |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| <b>Category 1</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 724                    | 7.99    | 801                    | 7.45    | 1,293                  | 7.46    | 6.99 - 9.99                        | 369            | 7.98            | 6.99 - 7.99                    | 38             | 7.73            |
| Private Brand                 | 1,674                  | 8.37    | 2,162                  | 8.21    | 1,017                  | 8.23    | 6.99 - 9.99                        | 583            | 8.66            | 8.99 - 9.99                    | 193            | 9.38            |
| <b>Category 2</b>             |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 39                     | 4.99    | 325                    | 5.78    | 63                     | 4.99    |                                    |                |                 | 4.99                           | 39             | 4.99            |
| Private Brand                 | 300                    | 5.03    | 262                    | 5.33    | 1,260                  | 6.27    |                                    |                |                 |                                |                |                 |
| <b>SELF-SERVICE DELI</b>      |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| (dollars per tub or pouch)    |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| <b>Turkey 7-10 oz</b>         |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 2,562                  | 3.13    | 2,244                  | 3.38    | 10,157                 | 3.26    | 2.50 - 3.99                        | 375            | 3.44            | 2.50 - 3.99                    | 319            | 3.15            |
| Private Brand                 | 358                    | 2.75    | 128                    | 2.20    | 852                    | 3.30    | 2.79                               | 266            | 2.79            | 2.79                           | 76             | 2.79            |
| <b>Turkey 16 oz</b>           |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 396                    | 5.85    | 797                    | 5.01    | 1,814                  | 5.12    | 4.99 - 5.99                        | 32             | 5.68            | 3.99 - 5.99                    | 306            | 5.85            |
| Private Brand                 |                        |         | 134                    | 2.93    | 120                    | 4.56    |                                    |                |                 |                                |                |                 |
| <b>Chicken 7-10 oz</b>        |                        |         |                        |         |                        |         |                                    |                |                 |                                |                |                 |
| Processor Brand               | 2,436                  | 3.17    | 2,175                  | 3.42    | 9,956                  | 3.27    | 2.50 - 3.99                        | 375            | 3.43            | 2.50 - 3.99                    | 319            | 3.15            |
| Private Brand                 | 358                    | 2.75    | 128                    | 2.20    | 839                    | 3.28    | 2.79                               | 266            | 2.79            | 2.79                           | 76             | 2.79            |

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

Fri. Oct 18, 2019

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/18 thru 10/24.

(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) |                           |  |
|-------------------------------|--|---------------------------|--|---|---------------------------|--|--------------------------------|---------------------------|--|---------------------------------------|---------------------------|--|
| Feature Rate <sup>1/</sup>    | 37.6% of 6,100 sampled outlets                     |                           |  | 19.6% of 4,900 sampled outlets                        |                           |  | 29.4% of 3,800 sampled outlets |                           |  | 5.1% of 1,300 sampled outlets         |                           |  |
| Activity Index <sup>2/</sup>  | Activity Index = 4,370                             |                           |  | Activity Index = 2,888                                |                           |  | Activity Index = 1,631         |                           |  | Activity Index = 141                  |                           |  |
|                               | 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               | 5.94 - 9.99  | 961 8.40                  |  | 6.99 - 9.99   | 618 7.89                  |  | 7.99 - 12.49                   | 407 8.38                  |  |                                       |                           |  |
| Private Brand                 | 6.99 - 10.99                                       | 141 7.95                  |  | 6.99 - 7.99   | 127 7.12                  |  | 7.99                           | 129 7.99                  |  |                                       |                           |  |
| <b>Category 2</b>             |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 4.99 - 7.49  | 409 6.25                  |  | 5.99  | 24 5.99                   |  |                                |                           |  |                                       |                           |  |
| Private Brand                 | 5.99 - 6.99  | 407 6.43                  |  | 5.49 - 6.99   | 196 5.98                  |  | 6.99                           | 107 6.99                  |  |                                       |                           |  |
| <b>Category 3</b>             |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 3.98 - 5.49  | 68 4.93                   |  | 3.98  | 24 3.98                   |  |                                |                           |  | 4.49                                  | 16 4.49                   |  |
| Private Brand                 | 3.99 - 4.98  | 82 4.46                   |  | 2.99  | 12 2.99                   |  | 3.49                           | 37 3.49                   |  |                                       |                           |  |
| <b>Turkey Ham</b>             |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Private Brand                 | 3.99   | 43 3.99                   |  |   |                           |  |                                |                           |  |                                       |                           |  |
| <b>Turkey Pastrami</b>        |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 7.99   | 9 7.99                    |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Private Brand                 |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| <b>SERVICE DELI - Chicken</b> |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| <b>Category 1</b>             |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 7.99 - 8.99  | 317 8.03                  |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Private Brand                 | 6.99 - 8.99  | 85 7.34                   |  |   |                           |  | 7.99                           | 774 7.99                  |  | 8.99                                  | 39 8.99                   |  |
| <b>Category 2</b>             |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Private Brand                 | 2.99 - 5.99  | 157 4.39                  |  | 4.99 - 5.99   | 143 5.74                  |  |                                |                           |  |                                       |                           |  |
| <b>SELF-SERVICE DELI</b>      |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| (dollars per tub or pouch)    |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| <b>Turkey 7-10 oz</b>         |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 2.00 - 3.99  | 816 2.91                  |  | 2.28 - 3.69   | 872 3.30                  |  | 2.50 - 3.99                    | 153 2.73                  |  | 2.49 - 2.78                           | 27 2.61                   |  |
| Private Brand                 |  |                           |  |   |                           |  |                                |                           |  | 1.99                                  | 16 1.99                   |  |
| <b>Turkey 16 oz</b>           |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 5.95   | 56 5.95                   |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Private Brand                 |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| <b>Chicken 7-10 oz</b>        |  |                           |  |   |                           |  |                                |                           |  |                                       |                           |  |
| Processor Brand               | 2.00 - 3.99  | 819 2.91                  |  | 2.28 - 3.69   | 872 3.30                  |  | 3.99                           | 24 3.99                   |  | 2.49 - 2.78                           | 27 2.61                   |  |
| Private Brand                 |  |                           |  |   |                           |  |                                |                           |  | 1.99                                  | 16 1.99                   |  |

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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# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/18 thru 10/24.

(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>    | 2.0% of 100 sampled outlets |                           |  | 28.6% of 100 sampled outlets |                           |  |  |  |
| Activity Index 2/             | Activity Index = 4          |                           |  | Activity Index = 0           |                           |  |  |  |
|                               | 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               | 9.99                        | 2 9.99                    |  |                              |                           |  |  |  |
| Private Brand                 |                             |                           |  |                              |                           |  |  |  |
| <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               |                             |                           |  |                              |                           |  |  |  |
| Private Brand                 |                             |                           |  |                              |                           |  |  |  |
| <b>Turkey 16 oz</b>           |                             |                           |  |                              |                           |  |  |  |
| Processor Brand               | 4.79                        | 2 4.79                    |  |                              |                           |  |  |  |
| Private Brand                 |                             |                           |  |                              |                           |  |  |  |
| <b>Chicken 7-10 oz</b>        |                             |                           |  |                              |                           |  |  |  |
| Processor Brand               |                             |                           |  |                              |                           |  |  |  |
| Private Brand                 |                             |                           |  |                              |                           |  |  |  |

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

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