



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

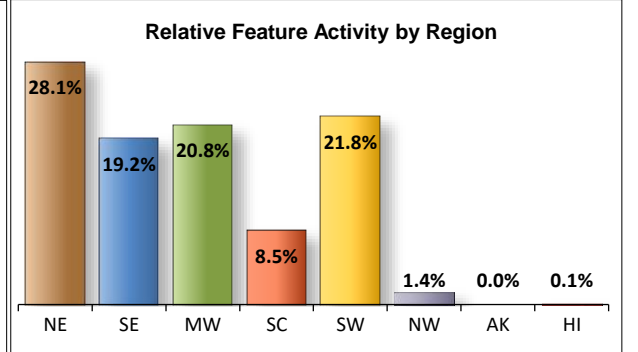
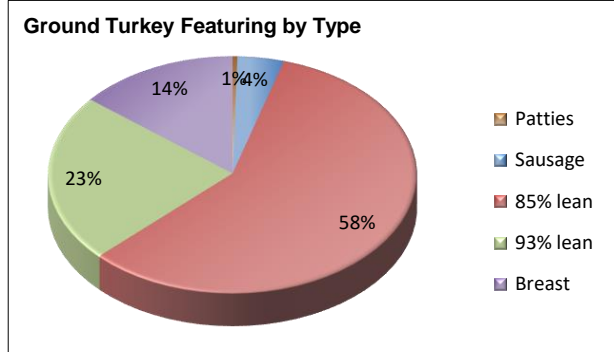
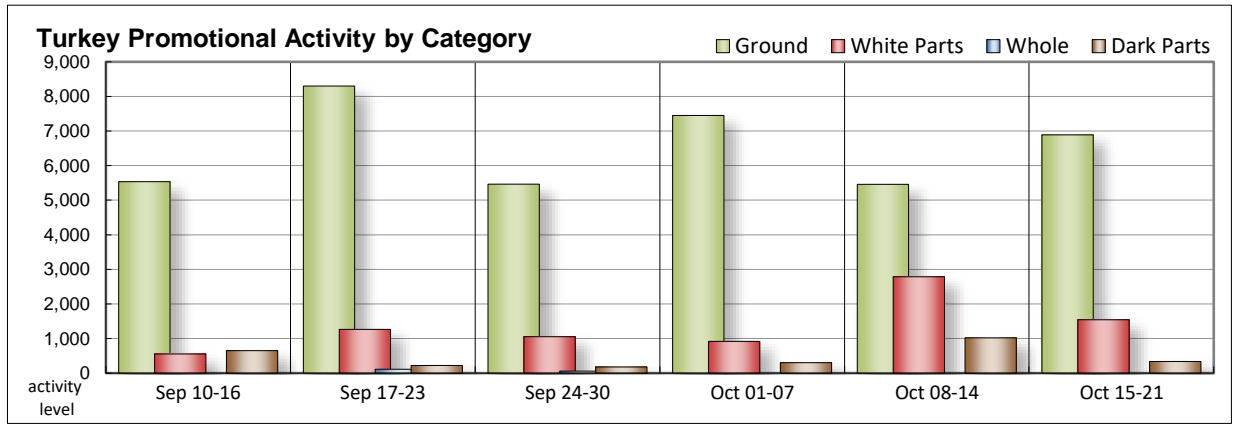
Fri. Oct 15, 2021

(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/}	33.6% of 29,200 outlets		26.8% of 29,200 outlets		22.6% of 29,200 outlets	
Special Rate ^{4/}	3.9%		5.8%		4.3%	
Activity Index ^{2/}	11,550		11,775		7,024	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					45	1.49
" - Toms						
Frozen - Hens					270	1.34
" - Toms					270	1.34
PARTS:						
Breast:						
Bone-in, whole						
Fresh	44	2.99	68	2.99		
Frozen	80	1.76	1,517	1.84	58	1.77
Split, bone-in						
Fresh						
Rotisserie	56	8.88			94	6.99
Boneless, whole	146	5.29	42	4.99	56	1.93
Cutlets			489	5.12		
Cutlets, thin sliced			301	4.99		
Strips						
Tenders	69	4.99			77	3.99
Marinated Tenders	1,148	4.62	369	4.81	663	6.35
Drumsticks	164	1.96	417	1.96	96	1.29
Thighs						
Wings	130	1.93	373	1.95	139	1.26
Necks					31	1.29
Smoked Drumsticks			105	2.58	79	1.98
Smoked Wings	43	2.49	62	2.29	67	1.98
Smoked Necks			62	2.29	67	1.98
GROUND TURKEY:	6,889	3.53	5,459	3.64	3,752	3.45
Patties	30	3.78	507	3.99	192	3.99
Sausage	284	3.99	768	3.80	220	3.39
85% lean	4,011	2.97	1,696	2.99	1,718	3.39
93% lean	1,587	3.51	2,134	3.70	1,464	3.24
Breast	977	5.70	354	5.62	158	5.55
Rolls (frsh/frz 1 lb.)	148	2.50	808	2.15	187	3.14
Specialty ^{5/}						
Patties						
93-94% lean	1,564	3.99	1,527	4.31	1,062	4.14
Breast	1,069	6.24	176	6.56	11	7.99

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

Feature activity for turkey is nearly unchanged declining slightly. Whole turkeys continue to lurk in the shadows, although some retailers begin to tip their hat for upcoming Thanksgiving incentive programs. You will have to search hard to find bone-in breasts this week. Rotisserie breasts make a very limited reappearance. Marinated tenders garner the most attention of the white meats and are viewed at better values than the previous ad cycle. Most dark part offers center on fresh drums and wings which are at steady to lower prices. Grinds are more active with 85% lean basking in much of that spotlight. You can find conventional patties, 85% and 93% leans, as well as the reported specialty types at lower prices. Overall deli meat ads slow even though there is a slight increase in self-service items.



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/}	42.2% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,390			42.6% of 7,400 sampled outlets 15.3% of stores w/ no-price promotions Activity Index = 3,162			28.6% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,278		
	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							2.99	44	2.99
Frozen							1.66	56	1.66
Split, bone-in									
Fresh									
Rotisserie							8.88	56	8.88
Boneless, whole	4.99	69	4.99				4.99 - 5.99	77	5.56
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	4.99	69	4.99						
Marinated Tenders	4.66 - 4.67	95	4.66	4.66	955	4.66			
Drumsticks							1.89 - 1.99	97	1.94
Thighs									
Wings				1.68	10	1.68	1.89	53	1.89
Necks									
Smoked Drumsticks									
Smoked Wings							2.49	43	2.49
Smoked Necks									
GROUND TURKEY:									
Patties				3.78	30	3.78			
Sausage	3.99	254	3.99	3.98	30	3.98			
85% lean	2.33 - 3.66	1,200	3.08	2.33 - 3.66	1,260	2.54	2.79 - 3.50	938	3.08
93% lean	3.00 - 3.99	600	3.56	3.69 - 3.99	137	3.70	2.99 - 3.99	56	3.74
Breast (99-100% lean)	5.99	507	5.99	4.98	200	4.98	4.89 - 5.99	181	5.56
Rolls (frsh/frz 1 lb.)							2.50	148	2.50
Specialty ^{5/}									
Patties									
93-94% lean	3.99	318	3.99	3.99	88	3.99	3.99 - 4.49	314	4.01
Breast	5.00 - 6.79	278	6.35	5.99	452	5.99	6.79	215	6.79



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(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/}	17.8% of 4,900 sampled outlets			44.2% of 3,800 sampled outlets			3.5% of 1,300 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 937			Activity Index = 1,734			Activity Index = 46		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.99	24	1.99						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.00	77	4.00	4.66	7	4.66	4.66	14	4.66
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	2.98 - 3.50	554	3.46	3.49	43	3.49	2.98	16	2.98
93% lean	3.99	31	3.99	2.99 - 3.99	763	3.40			
Breast (99-100% lean)				5.99	89	5.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	3.99	70	3.99	3.99	755	3.99	3.99	16	3.99
Breast	5.99	47	5.99	5.99	77	5.99			



(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/}	4.0% of 100 sampled outlets		2.9% of 100 sampled outlets			
Special Rate ^{4/}	4.0% of stores w/ no-price promotions		0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 0		Activity Index = 3			
	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						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast			3.99	3 3.99		



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

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

	NATIONAL SUMMARY						NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
	This Week		Last Week		Last Year		55.4% of 5,500 sampled outlets Activity Index = 8,325			16.2% of 7,400 sampled outlets Activity Index = 2,818		
Feature Rate ^{1/}	35.0% of 29,200 stores		45.0% of 29,200 stores		57.6% of 29,200 stores							
Activity Index ^{2/}	25,285		26,876		25,703							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg	Price Range (\$/pound)	Summary Stores	Summary Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,532	8.82	2,855	8.56	5,062	9.07	6.99 - 10.99	1,487	8.44	6.99 - 10.99	216	9.91
Private Brand	2,597	8.17	2,367	8.10	1,590	8.52	7.49 - 10.99	1,523	8.45	7.99 - 8.99	15	8.72
Category 2												
Processor Brand	1,283	6.40	2,153	6.16	739	6.75	5.99 - 6.99	386	6.71	5.99 - 6.99	348	6.58
Private Brand	840	6.40	1,545	6.56	2,994	6.89	4.99 - 6.99	527	6.24	4.99 - 6.99	15	5.99
Category 3												
Processor Brand	60	4.89	46	4.19	597	5.96				4.89	60	4.89
Private Brand	133	4.48	358	3.81	857	4.90						
Turkey Ham												
Processor Brand	111	4.50	124	4.91								
Private Brand	126	3.85	120	3.95	175	3.41						
Turkey Pastrami												
Processor Brand												
Private Brand	31	4.99	31	4.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,118	8.55	1,933	9.39	1,563	8.14	7.98 - 9.99	291	8.45	7.99 - 8.99	45	8.88
Private Brand	1,683	7.72	1,873	7.45	537	7.63	7.99	624	7.99			
Category 2												
Processor Brand	302	5.94	342	6.49	102	6.62				5.88	34	5.88
Private Brand	608	6.22	414	6.01	284	5.27	4.49 - 6.99	448	6.37			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,766	3.59	5,568	3.43	2,826	3.30	2.99 - 4.99	1,356	3.64	2.49 - 4.00	864	3.69
Private Brand	239	2.50			1,196	2.98						
Turkey 16 oz												
Processor Brand	2,796	5.43	1,237	4.87	4,594	5.98	5.99 - 6.99	327	6.64	4.99 - 5.99	357	5.66
Private Brand	55	3.98	342	4.99								
Chicken 7-10 oz												
Processor Brand	4,766	3.59	5,568	3.43	2,482	3.29	2.99 - 4.99	1,356	3.64	2.49 - 4.00	864	3.69
Private Brand	239	2.50			105	2.42						

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

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

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

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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)		
	43.7% of 6,100 sampled outlets			17.7% of 4,900 sampled outlets			39.2% of 3,800 sampled outlets			70.4% of 1,300 sampled outlets		
	Activity Index = 6,071			Activity Index = 2,249			Activity Index = 2,751			Activity Index = 3,020		
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 - 8.99	1,087	8.66	6.99 - 10.99	207	8.89	8.99 - 9.99	531	9.75	7.99	4	7.99
Private Brand	7.99 - 8.74	52	8.55	6.99 - 8.99	219	7.77				7.49 - 8.99	777	7.67
Category 2												
Processor Brand	5.95 - 6.99	481	6.08	5.99	68	5.99				6.99	21	6.99
Private Brand	4.99 - 6.99	273	6.66	6.49	4	6.49						
Category 3												
Processor Brand												
Private Brand	2.99 - 4.79	27	3.99	4.49	67	4.49				4.79	39	4.79
Turkey Ham												
Processor Brand							3.99 - 4.99	111	4.50			
Private Brand	3.99	43	3.99	3.77 - 3.79	83	3.77						
Turkey Pastrami												
Processor Brand												
Private Brand				4.99	31	4.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 10.49	696	8.57	7.99 - 8.99	71	8.65				7.99	15	7.99
Private Brand	7.99	216	7.99	6.99 - 7.99	161	7.33				7.49	682	7.49
Category 2												
Processor Brand	4.99 - 5.99	268	5.95									
Private Brand	3.49 - 5.99	160	5.80									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	496	3.24	2.50 - 4.29	557	3.46	2.19 - 3.99	732	3.83	2.50 - 3.49	741	3.44
Private Brand	2.50	201	2.50	2.50	38	2.50						
Turkey 16 oz												
Processor Brand	4.99 - 6.99	1,319	5.33	4.29 - 5.77	148	5.07	4.99	645	4.99			
Private Brand	3.98	55	3.98									
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	496	3.24	2.50 - 4.29	557	3.46	2.19 - 3.99	732	3.83	2.50 - 3.49	741	3.44
Private Brand	2.50	201	2.50	2.50	38	2.50						

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/}	11.0% of 100 sampled outlets			19.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 11			Activity Index = 40				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand	8.99	11 8.99						
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				4.00	20 4.00			
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand				4.00	20 4.00			
Private Brand								

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