



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/14 thru 05/20.

Fri. May 14, 2021

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

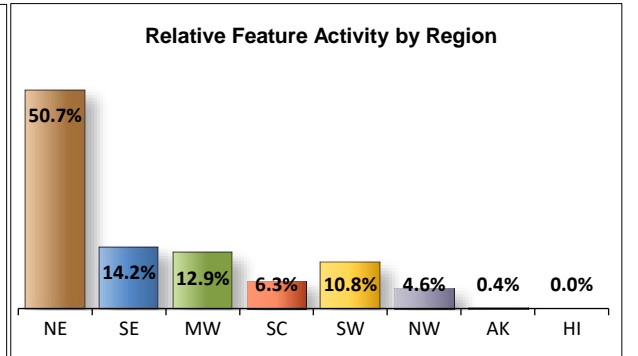
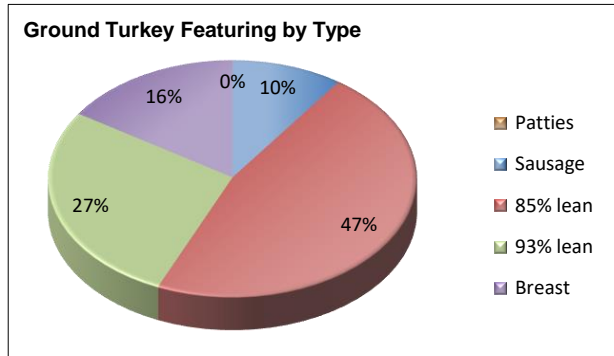
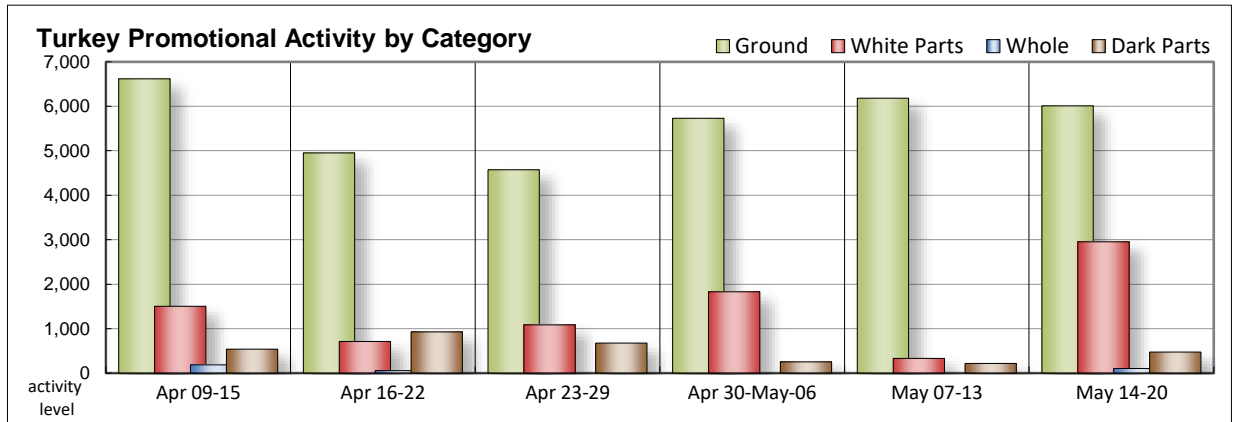
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	24.3% of 29,200 outlets		29.2% of 29,200 outlets		19.9% of 29,200 outlets	
Special Rate ^{4/}	0.7%		7.8%		4.0%	
Activity Index ^{2/}	11,008		9,779		6,375	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	52	1.99			288	1.29
" - Toms	52	1.99				
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	154	1.78	223	1.66	1,007	1.34
Split, bone-in						
Fresh			46	3.99		
Rotisserie						
Boneless, whole						
Cutlets	698	4.54			12	1.48
Cutlets, thin sliced	288	4.99			64	5.99
Strips						
Tenders	15	5.32				
Marinated Tenders	1,798	4.68	62	8.99	21	3.99
Drumsticks	254	1.74	67	1.99	342	2.49
Thighs					342	2.49
Wings	220	1.60	98	1.77	26	0.88
Necks			10	1.38		
Smoked Drumsticks						
Smoked Wings			43	1.99		
Smoked Necks						
GROUND TURKEY:	6,010	3.71	6,183	3.99	3,749	3.17
Patties			777	3.82	93	3.73
Sausage	593	3.79	264	3.36		
85% lean	2,807	3.19	1,032	3.18	2,025	2.40
93% lean	1,655	3.77	2,835	3.93	1,426	3.95
Breast	955	5.08	1,275	5.01	205	4.99
Rolls (frsh/frz 1 lb.)	53	1.89	979	1.58	239	1.67
Specialty ^{5/}						
Patties			11	6.99		
93-94% lean	904	3.98	1,633	4.07	285	5.06
Breast	510	5.12	424	6.79		

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 gains some momentum. Whole birds and bone-in breasts go barely noticed. Rotisserie breasts continue to stay out of the picture. Cutlets and tenders are well represented this week with marinated tenders garnering the largest volume of that attention. Dark part offers center on fresh drums and wings. Both are viewed at lower values in most locations. Grinds are a little less active with 85% lean grabbing the lion's portion of the spotlight. You will pay a little more for most ground items. The exceptions being conventional 93% lean and the specialty varieties. There is a noticeable increase in deli activity as several retailers are promoting service thick and thin slicing meats, as well as the self-service items. Private label service and self-service turkey deli meats are better valued.



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

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

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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/} Activity Index ^{2/}	42.5% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 5,811			27.6% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,220			18.0% of 6,100 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 1,348		
	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	1.99	48	1.99	1.99	4	1.99			
" - Toms	1.99	48	1.99	1.99	4	1.99			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen				0.99	77	0.99	1.99 - 2.99	77	2.56
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	3.99 - 5.45	622	4.61	3.99	76	3.99			
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders									
Marinated Tenders	4.33 - 5.33	692	4.83	4.33 - 4.66	999	4.65	3.99	86	3.99
Drumsticks	1.69	166	1.69	1.69	44	1.69	1.99	44	1.99
Thighs									
Wings	1.59	166	1.59	1.59 - 1.78	54	1.63			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	3.84 - 3.99	354	3.94				3.58	201	3.58
85% lean	2.66 - 3.50	686	3.00	3.49	459	3.49	2.33 - 3.99	377	3.00
93% lean	3.00 - 3.99	952	3.71	3.00 - 3.99	371	3.75	3.99	213	3.99
Breast (99-100% lean)	4.49 - 5.99	853	5.09	4.99	46	4.99	4.99 - 5.00	56	4.99
Rolls (frsh/frz 1 lb.)				1.48	10	1.48	1.99	43	1.99
Specialty ^{5/}									
Patties									
93-94% lean	2.99 - 4.99	526	3.80				3.99 - 4.99	251	4.13
Breast	4.99 - 5.99	410	5.16	4.99	76	4.99			



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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	13.1% of 4,900 sampled outlets			21.1% of 3,800 sampled outlets			11.2% of 1,300 sampled outlets		
Special Rate ^{4/}	1.5% of stores w/ no-price promotions			2.3% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 657			Activity Index = 816			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									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders							5.32	15	5.32
Marinated Tenders				3.99	7	3.99	3.99	14	3.99
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	3.58	38	3.58						
85% lean	3.49	526	3.49	2.99 - 3.99	759	3.06			
93% lean	3.99	69	3.99	2.99 - 3.99	50	3.73			
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean							3.99 - 4.49	116	4.40
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/}	11.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 11			Activity Index = 0		
	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	4.49	11	4.49			
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/14 thru 05/20.

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

Fri. May 14, 2021

	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/}	61.0% of 29,200 stores		48.1% of 29,200 stores		37.2% of 29,200 stores		68.8% of 5,500 sampled outlets			53.1% of 7,400 sampled outlets		
Activity Index ^{2/}	39,269		23,258		17,607		Activity Index = 13,941			Activity Index = 6,630		
	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	8,897	9.08	4,472	8.86	5,059	8.47	6.99 - 11.49	2,974	9.19	7.99 - 11.49	1,774	9.86
Private Brand	4,090	8.02	1,058	8.82	1,734	8.71	7.49 - 9.99	1,421	8.30	7.49 - 8.99	683	7.72
Category 2												
Processor Brand	2,210	6.53	1,028	6.90	1,705	6.42	5.99 - 6.99	1,405	6.82	4.98 - 5.99	364	5.80
Private Brand	1,512	6.25	1,709	6.73	1,081	5.86	5.29 - 6.99	799	6.33	5.99 - 6.99	18	6.10
Category 3												
Processor Brand	67	4.43	481	5.38	130	4.09						
Private Brand	39	3.92	486	5.15	277	3.69						
Turkey Ham												
Processor Brand	623	3.80			57	3.99	3.99	350	3.99			
Private Brand	134	3.79	67	3.57	120	3.41						
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,099	8.82	405	8.59	608	8.71	6.99 - 11.49	1,189	8.83	7.99 - 11.49	109	10.53
Private Brand	1,098	7.67	2,013	7.08	1,800	7.55	6.99 - 8.99	263	7.73			
Category 2												
Processor Brand	246	6.09	210	7.17	86	4.99	5.99 - 6.99	179	6.51	4.98	67	4.98
Private Brand	1,007	6.55	112	5.99	901	6.07	5.48 - 6.99	745	6.81			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	3,761	3.34	2,674	3.05	1,310	3.57	2.00 - 3.99	1,903	3.35	2.00 - 4.49	616	3.64
Private Brand	682	2.50	126	3.67	111	2.96						
Turkey 16 oz												
Processor Brand	8,393	5.03	5,895	5.19	1,207	4.68	3.99 - 5.99	810	5.15	3.99 - 5.99	2,413	4.82
Private Brand	645	4.29										
Chicken 7-10 oz												
Processor Brand	3,766	3.34	2,278	3.06	1,310	3.57	2.00 - 3.99	1,903	3.35	2.00 - 4.49	586	3.64
Private Brand			244	3.83	111	2.96						

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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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)		
	67.8% of 6,100 sampled outlets			60.8% of 4,900 sampled outlets			50.5% of 3,800 sampled outlets			75.8% of 1,300 sampled outlets		
	Activity Index = 8,159			Activity Index = 5,220			Activity Index = 2,722			Activity Index = 2,510		
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 - 10.99	2,080	8.75	6.99 - 9.99	1,364	8.22	7.99 - 12.99	642	9.35	7.99	43	7.99
Private Brand	6.99 - 10.99	472	8.30	7.49 - 9.99	696	7.70				7.49 - 9.99	807	7.84
Category 2												
Processor Brand	5.95 - 6.99	343	6.19	5.99 - 6.99	82	6.28				6.99	16	6.99
Private Brand	5.99 - 6.99	494	6.21	5.29 - 6.99	170	6.09	5.49 - 5.98	17	5.69	5.98	14	5.98
Category 3												
Processor Brand							4.29 - 4.99	67	4.43			
Private Brand	2.99 - 4.99	39	3.92									
Turkey Ham												
Processor Brand							2.99 - 4.79	273	3.56			
Private Brand				3.59 - 3.99	134	3.79						
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	510	7.85	7.99	24	7.99	9.99	267	9.99			
Private Brand	7.99 - 8.49	97	8.26	8.49	56	8.49				7.49	682	7.49
Category 2												
Processor Brand												
Private Brand	2.99 - 5.99	224	5.78	5.99	38	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.99	777	3.00	2.69 - 3.99	258	3.28	3.19 - 3.99	133	3.65	2.98 - 3.99	57	3.46
Private Brand										2.50	682	2.50
Turkey 16 oz												
Processor Brand	3.99 - 5.88	2,296	4.75	3.99 - 5.99	2,139	5.45	3.99 - 5.37	545	5.18	4.98 - 5.37	168	5.34
Private Brand							4.29	645	4.29			
Chicken 7-10 oz												
Processor Brand	2.00 - 3.99	827	3.06	2.69 - 3.99	259	3.28	3.19 - 3.99	133	3.65	2.98 - 3.99	41	3.45
Private Brand												

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

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

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

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

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	34.0% of 100 sampled outlets			32.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 49			Activity Index = 38				
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg		
SERVICE DELI - Turkey								
Category 1								
Processor Brand				10.99	20	10.99		
Private Brand	9.99	11	9.99					
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	4.49 - 4.99	13	4.57	3.00	4	3.00		
Private Brand								
Turkey 16 oz								
Processor Brand	5.37 - 5.99	12	5.47	5.37	10	5.37		
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.49 - 4.99	13	4.57	3.00	4	3.00		
Private Brand								

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

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

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

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