



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

Fri. Sep 10, 2021

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

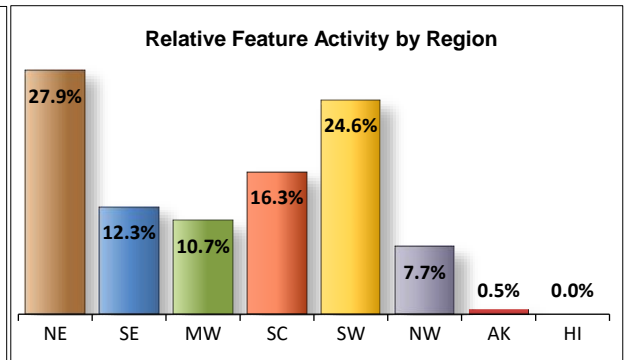
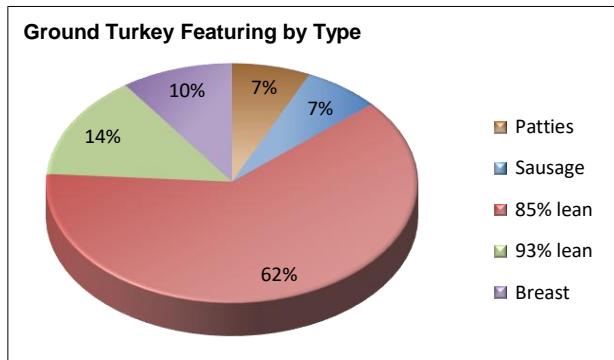
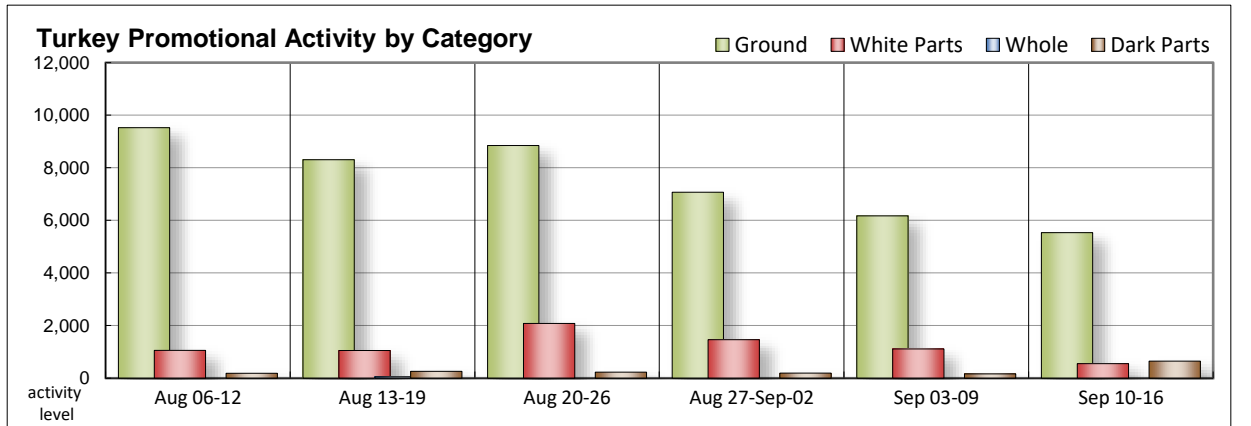
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	20.7% of 29,200 outlets		24.0% of 29,200 outlets		26.3% of 29,200 outlets	
Special Rate ^{4/}	4.0%		5.2%		5.7%	
Activity Index ^{2/}	7,088		9,433		10,501	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					288	1.99
" - Toms					288	1.99
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	137	2.20	94	1.62	397	1.18
Split, bone-in						
Fresh			53	2.69		
Rotisserie					11	7.99
Boneless, whole	86	5.50	390	4.99	66	4.99
Cutlets	92	4.99	288	4.99	426	5.04
Cutlets, thin sliced			288	4.99	66	4.99
Strips						
Tenders					479	3.99
Marinated Tenders	239	6.99			1,133	4.66
Drumsticks	320	1.99	98	1.93	167	1.29
Thighs						
Wings	287	1.97	67	1.99	177	1.33
Necks					31	1.29
Smoked Drumsticks					240	2.58
Smoked Wings	43	2.29			127	2.29
Smoked Necks						
GROUND TURKEY:						
	5,535	3.48	6,173	3.83	5,435	3.52
Patties	383	3.30	690	3.79	326	3.79
Sausage	373	4.41	841	3.86	339	3.96
85% lean	3,453	2.87	1,435	3.10	2,303	2.95
93% lean	782	4.28	2,320	3.78	1,964	3.71
Breast	544	5.67	887	5.18	503	4.92
Rolls (frsh/frz 1 lb.)			559	2.64		
Specialty ^{5/}						
Patties			592	4.99	147	4.54
93-94% lean	205	4.06	763	4.69	693	4.11
Breast	144	4.89	68	6.99	330	5.79

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>

Feature activity continues to slow for many turkey parts items while dark items and grinds pick up the pace. Whole birds, fresh bone-in breasts and rotisserie breasts go unfeatured this week while boneless whole breasts and cutlets make a less than noteworthy appearance. Dark meat parts arise for late grilling season led by drumsticks and followed closely by wings. 85% lean ground turkey takes a huge jump in ad availability showing 62% of the featured grind activity with all other grind items showing an also ran type of appearance. 85% lean ground turkey is also offered at a very favorable overall price point. Patties are shown at about half the frequency of last week. Category 1 processor branded deli meat and 16 ounce self serve deli meats show a large jump in offerings while the balance of deli meats remain somewhat less than active this period.



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/}	26.8% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,259			19.4% of 7,400 sampled outlets 7.0% of stores w/ no-price promotions Activity Index = 1,357			13.8% of 6,100 sampled outlets 8.4% of stores w/ no-price promotions Activity Index = 788		
	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							1.49 - 2.99	133	2.22
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99 - 5.99	86	5.50
Cutlets	4.99	48	4.99	4.99	44	4.99			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							6.99	201	6.99
Drumsticks	1.99	166	1.99	1.99	44	1.99	1.99	43	1.99
Thighs									
Wings	1.99	166	1.99	1.48 - 1.99	54	1.90			
Necks									
Smoked Drumsticks									
Smoked Wings							2.29	43	2.29
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	62	3.99	3.59	131	3.59			
Sausage	3.99 - 4.99	262	4.47				4.12	42	4.12
85% lean	2.99 - 3.66	707	3.15	2.49 - 3.66	778	2.68	2.98 - 3.33	54	3.27
93% lean	3.99 - 4.99	350	4.46	3.99 - 4.99	262	4.16	3.99	144	3.99
Breast (99-100% lean)	4.99 - 5.99	293	5.56	5.99	44	5.99	4.99	42	4.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{3/}									
Patties									
93-94% lean	3.29 - 4.99	205	4.06						
Breast									



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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	22.4% of 4,900 sampled outlets			26.1% of 3,800 sampled outlets			14.8% of 1,300 sampled outlets		
Special Rate ^{4/}	2.9% 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 = 1,195			Activity Index = 1,308			Activity Index = 170		
	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							1.49	4	1.49
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	6.99	38	6.99						
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.46 - 3.99	175	2.73				4.48	15	4.48
Sausage	3.99	54	3.99				5.48	15	5.48
85% lean	2.49 - 3.33	619	2.62	2.49 - 3.50	1,189	2.93	2.99	95	2.99
93% lean							4.48 - 4.98	26	4.69
Breast (99-100% lean)	5.99	31	5.99	5.99	119	5.99	5.48	15	5.48
Rolls (frsh/frz 1 lb.)									
Specialty ^{3/}									
Patties									
93-94% lean									
Breast	4.89	144	4.89						



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	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.)	2.99	11	2.99			
Specialty ^{3/} 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 09/10 thru 09/16.

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

Fri. Sep 10, 2021

	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		51.6% of 5,500 sampled outlets Activity Index = 5,313			27.8% of 7,400 sampled outlets Activity Index = 5,487		
Feature Rate ^{1/}	35.5% of 29,200 stores		45.6% of 29,200 stores		46.6% of 29,200 stores							
Activity Index ^{2/}	23,708		40,874		33,552							
	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	3,216	8.49	1,989	9.99	5,803	8.63	6.99 - 9.99	1,063	9.03	6.99 - 9.99	1,304	7.85
Private Brand	792	8.52	3,599	7.90	1,430	8.38	6.99 - 10.99	465	8.49	7.99 - 9.99	55	9.59
Category 2												
Processor Brand	652	6.24	2,049	6.30	1,792	6.68	5.99 - 7.99	127	6.97	5.99 - 6.98	15	6.65
Private Brand	1,156	6.28	618	6.24	3,244	5.95	5.49 - 7.49	802	6.25	5.99	109	5.99
Category 3												
Processor Brand	998	5.55	54	4.23	221	3.80	4.99 - 5.99	269	5.22	4.99	27	4.99
Private Brand	268	5.74	245	4.58	122	4.78	5.49	7	5.49	5.49	10	5.49
Turkey Ham												
Processor Brand	318	3.90	183	4.87	413	3.87	3.99	62	3.99			
Private Brand	126	3.81	262	4.62	163	3.68						
Turkey Pastrami												
Processor Brand	62	3.99	331	4.86	43	4.00	3.99	62	3.99			
Private Brand			93	4.21								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,078	7.67	2,643	9.20	3,792	8.83	6.00 - 10.99	237	8.12	6.00 - 8.99	995	6.12
Private Brand	275	7.46	1,572	7.52	549	7.59	6.99 - 10.99	263	7.52			
Category 2												
Processor Brand	186	6.61	258	5.99	12	5.99	5.99	107	5.99			
Private Brand	11	6.99	179	5.48	2,190	5.67				6.99	11	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,885	3.32	11,218	3.31	5,162	3.51	3.33 - 3.99	843	3.51	2.49 - 3.79	1,392	3.41
Private Brand	16	2.00	2,486	3.99	1,364	3.41						
Turkey 16 oz												
Processor Brand	2,150	4.47	815	5.08	726	5.91	3.00	135	3.00	4.99 - 5.98	171	5.38
Private Brand	233	3.83	414	5.43			3.90	135	3.90	3.99	6	3.99
Chicken 7-10 oz												
Processor Brand	5,286	3.34	9,380	3.28	5,162	3.51	3.33 - 3.79	736	3.44	2.49 - 3.79	1,392	3.41
Private Brand			2,486	3.99	1,364	3.41						

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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	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)		
Feature Rate ^{1/}	48.3% of 6,100 sampled outlets			17.3% of 4,900 sampled outlets			21.3% of 3,800 sampled outlets			66.8% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 8,686			Activity Index = 1,607			Activity Index = 1,681			Activity Index = 930		
	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	5.99 - 9.99	691	8.79	6.99 - 10.99	51	8.62	6.99 - 14.99	60	10.32	6.99 - 7.99	47	7.08
Private Brand	7.99 - 8.49	127	8.17	7.99 - 9.49	145	8.51						
Category 2												
Processor Brand	5.99 - 7.99	347	6.44	4.99 - 6.99	82	6.01	3.49 - 6.99	67	3.86	6.99	14	6.99
Private Brand	5.90 - 6.99	88	6.88	5.49 - 6.99	112	5.78				4.99 - 8.99	45	7.66
Category 3												
Processor Brand	3.99 - 6.99	433	6.58	4.99	137	4.99	3.29 - 3.49	121	3.31	5.99	11	5.99
Private Brand	4.79 - 4.99	26	4.87	4.49	67	4.49	6.99	119	6.99	4.79	39	4.79
Turkey Ham												
Processor Brand	4.99	58	4.99	3.39	144	3.39	3.99	54	3.99			
Private Brand	3.99	43	3.99	3.69 - 3.79	83	3.71						
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.99 - 8.99	324	8.79	7.99 - 10.99	120	8.84	9.99	402	9.99			
Private Brand				5.99	12	5.99						
Category 2												
Processor Brand	6.99 - 7.99	79	7.45									
Private Brand												
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 3.99	3,292	3.23	3.28 - 3.98	189	3.52	3.00 - 3.29	124	3.08	2.98 - 3.98	43	3.25
Private Brand										2.00	16	2.00
Turkey 16 oz												
Processor Brand	3.98 - 5.45	357	4.76	3.00 - 4.99	184	4.07	3.99 - 5.99	610	4.48	3.98 - 4.49	693	4.48
Private Brand				2.99 - 3.99	92	3.72						
Chicken 7-10 oz												
Processor Brand	2.50 - 3.99	2,821	3.28	3.28 - 3.98	189	3.52	3.00 - 3.29	124	3.08	2.98 - 3.98	22	3.48
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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	2.0% of 100 sampled outlets			19.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 4			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	4.99	2	4.99					
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.99	2	4.99					
Private Brand								

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