



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

Fri. Apr 30, 2021

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

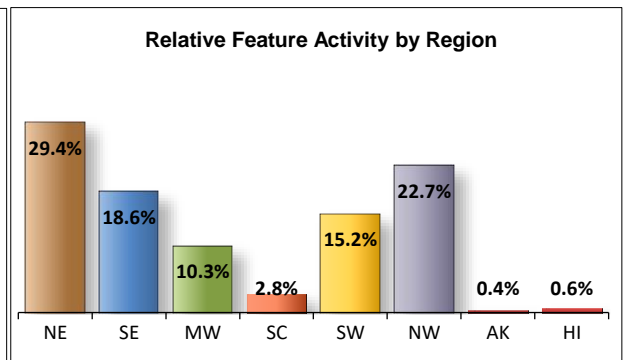
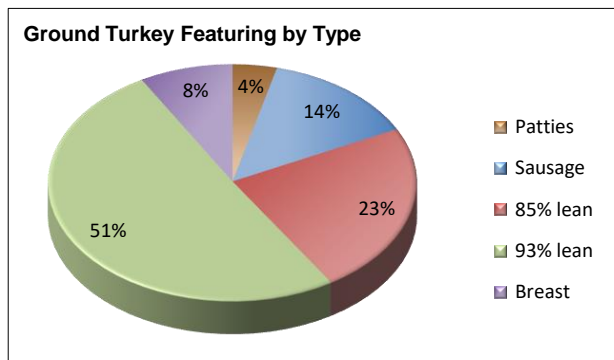
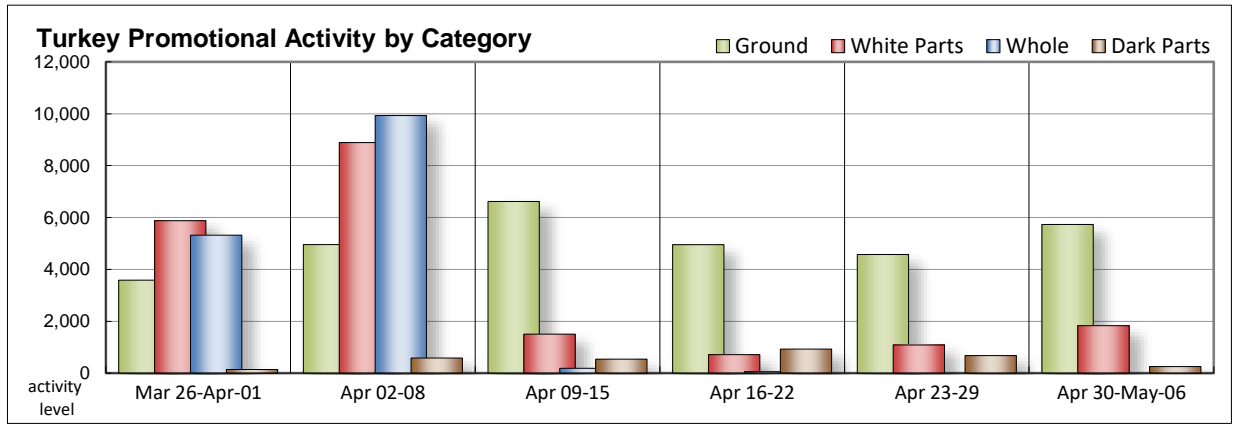
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	23.4% of 29,200 outlets		24.3% of 29,200 outlets		5.1% of 29,200 outlets	
Special Rate ^{4/}	1.4%		0.6%		0.0%	
Activity Index ^{2/}	9,544		8,243		1,659	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh					24	2.99
Frozen	1,179	1.10	77	2.43	466	1.50
Split, bone-in						
Fresh						
Rotisserie	65	8.99	119	8.99		
Boneless, whole					44	4.99
Cutlets					61	4.99
Cutlets, thin sliced	28	3.99				
Strips						
Tenders			61	4.99		
Marinated Tenders	557	5.26	723	4.02		
Drumsticks	108	1.79	286	1.68		
Thighs						
Wings	102	1.76	390	1.56		
Necks						
Smoked Drumsticks						
Smoked Wings	43	1.99			43	1.99
Smoked Necks						
GROUND TURKEY:	5,731	3.57	4,573	3.23	978	3.39
Patties	225	3.61	562	3.59	152	4.37
Sausage	788	3.96	48	4.15		
85% lean	1,341	3.15	2,522	2.84	425	2.87
93% lean	2,902	3.37	1,043	3.26	355	3.38
Breast	475	5.32	398	5.04	46	4.99
Rolls (frsh/frz 1 lb.)	89	2.99	140	2.78	108	2.35
Specialty ^{5/}						
Patties	93	3.99				
93-94% lean	1,549	4.18	1,334	3.94	40	4.87
Breast			435	5.99		

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 picks up some momentum. Whole birds remain void from circular space as expected given the time of the year. Frozen bone-in breasts make a strong rebound with some lucrative pricing seen in some areas. Rotisserie breast offers are very limited and go barely noticed. Marinated tenders are a little harder to find. The weighted average price increases although offerings in the Southeastern region at some locations are found at enticing values. Dark part offers decline and usually pertain to the fresh variety. Grinds make a comeback with 93% lean controlling over half of that attention. Sausage is better valued, while you tend to pay a little more for the balance of ground items. Deli meats are more active mostly due to a sizeable increase service type offerings.



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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Email: desm.lpgmn@ams.usda.gov



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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/}	39.8% of 5,500 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 3,370			20.4% of 7,400 sampled outlets 2.9% of stores w/ no-price promotions Activity Index = 2,918			14.8% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,073		
	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	0.99	82	0.99	0.99	955	0.99	1.29 - 2.99	127	1.96
Split, bone-in									
Fresh									
Rotisserie	8.99	65	8.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced	3.99	24	3.99	3.99	4	3.99			
Strips									
Tenders									
Marinated Tenders	5.33 - 5.99	415	5.53	3.17 - 4.99	118	4.42			
Drumsticks				1.78	10	1.78			
Thighs									
Wings				1.69	35	1.69			
Necks									
Smoked Drumsticks									
Smoked Wings							1.99	43	1.99
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	62	3.99	3.99	77	3.99	2.99	86	2.99
Sausage	3.59 - 4.09	667	3.95	3.99	121	3.99			
85% lean	2.99 - 3.50	774	3.31	2.49 - 3.19	222	3.09	1.99 - 2.99	325	2.78
93% lean	2.00 - 3.99	651	3.09	2.00 - 3.99	213	2.97	3.99 - 4.00	434	3.99
Breast (99-100% lean)	4.99 - 5.99	444	5.38						
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	3.99	93	3.99						
93-94% lean	3.99	93	3.99	3.99 - 4.99	1,163	4.02	4.49	58	4.49
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/}	4.5% of 4,900 sampled outlets			31.0% of 3,800 sampled outlets			61.9% 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 = 289			Activity Index = 1,153			Activity Index = 710		
	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							1.29	4	1.29
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	24	4.66						
Drumsticks	1.79	98	1.79						
Thighs									
Wings	1.79	67	1.79						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean									
93% lean	3.99 - 4.00	7	3.99	3.49 - 3.99	915	3.64	2.99	682	2.99
Breast (99-100% lean)				4.49	7	4.49	4.49	24	4.49
Rolls (frsh/frz 1 lb.)				2.99	89	2.99			
Specialty ^{5/}									
Patties									
93-94% lean	4.99	93	4.99	4.99	142	4.99			
Breast									



(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/}	22.0% of 100 sampled outlets			19.0% 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 = 20		
	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	11	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						
GROUND TURKEY:						
Patties						
Sausage						
85% lean				3.66	20	3.66
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



USDA National Retail Report - Turkey

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

(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		78.3% of 5,500 sampled outlets Activity Index = 13,391			49.1% of 7,400 sampled outlets Activity Index = 7,731		
Feature Rate ^{1/}	57.7% of 29,200 stores		39.4% of 29,200 stores		29.1% of 29,200 stores							
Activity Index ^{2/}	36,409		27,979		18,140							
	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	5,533	8.88	3,693	8.71	4,441	8.70	5.99 - 11.49	2,739	8.80	5.99 - 11.49	522	9.01
Private Brand	3,032	8.12	1,372	8.45	1,460	7.45	6.99 - 10.99	874	8.38	6.99 - 7.99	11	7.17
Category 2												
Processor Brand	2,587	6.29	680	6.43	939	6.26	5.99 - 6.99	1,045	6.51	4.99 - 6.98	469	5.84
Private Brand	3,780	6.28	2,040	6.67	2,184	5.67	4.99 - 6.99	1,712	6.58	4.99 - 6.99	1,038	5.15
Category 3												
Processor Brand	73	4.74			101	4.41				4.69	60	4.69
Private Brand	61	3.99	473	4.79	293	4.82	3.99	61	3.99			
Turkey Ham												
Processor Brand	189	3.27	469	4.52	57	3.99						
Private Brand			104	3.91	65	2.89						
Turkey Pastrami												
Processor Brand	25	12.99	370	4.92								
Private Brand	31	4.66	124	5.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,474	8.72	2,158	8.62	1,292	7.31	6.99 - 10.00	1,124	8.64	8.49 - 9.49	197	9.00
Private Brand	994	8.40	405	8.58	1,211	8.26	6.99 - 9.88	519	8.33	7.99 - 8.49	132	8.32
Category 2												
Processor Brand	580	6.42	74	5.96	329	5.89	6.99	93	6.99	5.79	39	5.79
Private Brand	1,937	5.55	696	6.37	468	5.71	4.99 - 6.99	909	6.07	4.99 - 6.99	957	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	3,732	3.19	5,231	3.27	1,499	3.30	1.99 - 4.99	1,890	3.39	2.00 - 3.99	608	3.06
Private Brand	105	2.07	1,168	3.95	296	3.05						
Turkey 16 oz												
Processor Brand	8,969	5.37	2,060	5.51	1,755	4.82	3.99 - 5.99	1,030	5.53	3.99 - 5.99	3,125	5.09
Private Brand			499	3.99								
Chicken 7-10 oz												
Processor Brand	3,202	3.22	5,195	3.27	1,454	3.34	1.99 - 4.99	1,395	3.53	2.00 - 3.99	573	3.07
Private Brand	105	2.07	1,168	3.95	296	3.05						

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)		
	49.3% of 6,100 sampled outlets			53.3% of 4,900 sampled outlets			58.9% of 3,800 sampled outlets			75.6% of 1,300 sampled outlets		
	Activity Index = 6,809			Activity Index = 4,527			Activity Index = 2,779			Activity Index = 1,105		
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	5.99 - 10.99	1,200	8.45	5.99 - 9.99	179	8.46	8.99 - 12.99	690	9.55	6.99 - 11.49	181	10.18
Private Brand	6.99 - 11.99	375	8.55	6.99 - 7.99	1,772	7.90						
Category 2												
Processor Brand	4.99 - 6.99	898	6.24	4.99 - 6.99	175	6.54						
Private Brand	6.99	254	6.99	5.99 - 6.99	116	6.52	6.99	645	6.99	6.99	15	6.99
Category 3												
Processor Brand							4.99	13	4.99			
Private Brand												
Turkey Ham												
Processor Brand				3.57	67	3.57	2.99 - 3.99	122	3.10			
Private Brand												
Turkey Pastrami												
Processor Brand							12.99	25	12.99			
Private Brand				4.66	31	4.66						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	116	8.36	7.99	12	7.99	11.99	25	11.99			
Private Brand	8.49	113	8.49	8.49 - 8.99	101	8.64	8.49	110	8.49	8.49	16	8.49
Category 2												
Processor Brand	4.99 - 6.99	341	6.16	6.99	107	6.99						
Private Brand	3.99 - 6.99	71	6.48									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 4.49	890	2.97	2.00 - 3.99	234	2.99	1.99 - 4.49	110	2.74			
Private Brand							1.99	89	1.99	2.50	16	2.50
Turkey 16 oz												
Processor Brand	3.98 - 5.99	1,661	5.46	3.99 - 5.99	1,499	5.34	3.99 - 6.49	751	5.59	3.98 - 5.99	861	5.84
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 4.49	890	2.97	2.00 - 3.99	234	2.99	1.99 - 4.49	110	2.74			
Private Brand							1.99	89	1.99	2.50	16	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/}	23.0% of 100 sampled outlets			31.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 34			Activity Index = 33				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.49 - 11.49	22 9.49						
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				8.49	3 8.49			
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand								
Private Brand								
Turkey 16 oz								
Processor Brand	3.99 - 5.37	12 5.14		5.37 - 6.99	30 6.45			
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand								

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

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