



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/14 thru 08/20.

Fri. Aug 14, 2020

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

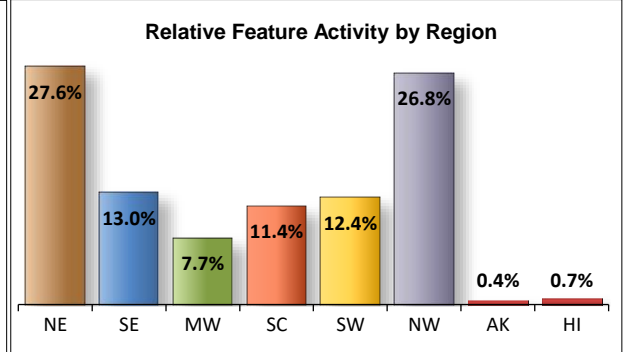
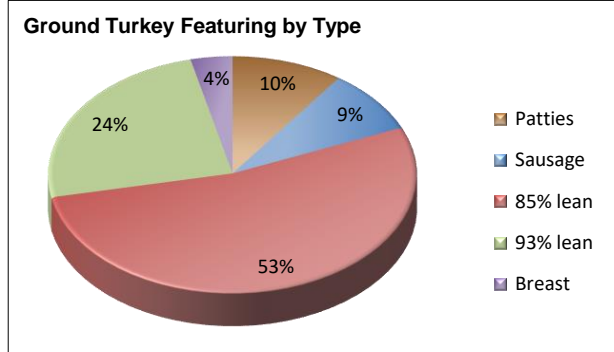
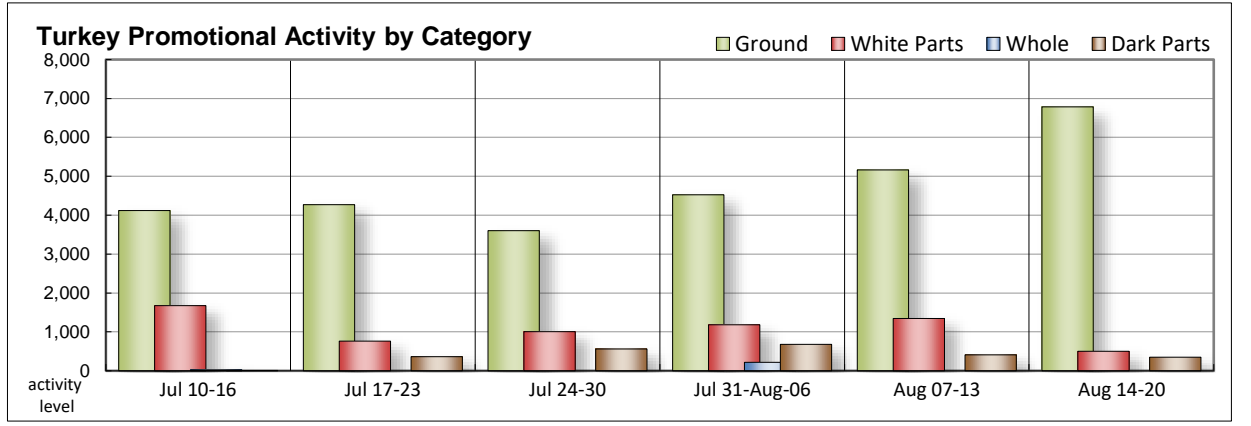
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	42.4% of 29,200 outlets		37.0% of 29,200 outlets		32.0% of 29,200 outlets	
Special Rate ^{4/}	4.9%		3.5%		2.5%	
Activity Index ^{2/}	8,817		7,885		10,858	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	115	1.28	1,281	1.04	84	1.82
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole			64	4.99	14	4.99
Cutlets	64	5.99				
Cutlets, thin sliced						
Strips						
Tenders	15	4.99				
Marinated Tenders	308	5.24				
Drumsticks	170	1.34	132	1.29	100	1.26
Thighs						
Wings	180	1.32	142	1.30	100	1.26
Necks						
Smoked Drumsticks			74	2.24	65	0.99
Smoked Wings			62	2.29		
Smoked Necks						
GROUND TURKEY:	6,784	3.49	5,163	3.50	6,331	3.40
Patties	671	4.00	1,544	3.76	419	3.93
Sausage	594	4.00	77	3.99	218	3.01
85% lean	3,604	3.09	1,021	2.75	2,901	3.06
93% lean	1,664	3.76	2,446	3.59	2,427	3.50
Breast	251	4.99	75	4.99	366	5.04
Rolls (frsh/frz 1 lb.)	320	2.60	65	2.51		
Specialty ^{5/}						
Patties	90	3.99				
93-94% lean	385	4.54	878	3.85	1,667	4.26
Breast	386	5.58	24	5.00	99	5.73

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 this week. Whole birds remain void from circular space as we are in the dog days of summer. Frozen bone-in breast offers are limited. When found, prices are higher. Cutlets and tenders return to the mix with a narrow viewing that is not nationwide. Offers of dark parts center on fresh drums and wings. Values are usually higher. Grind activity continues to increase with 85% lean grabbing most of the limelight. You will tend to pay a little more for most conventional and specialty ground items. Deli featuring slows some, but there are plenty of opportunities if you are looking for a meal preparation that doesn't involve heating up the kitchen. Private label turkey service deli meats are better valued than the previous ad cycle.



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/}	47.9% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,100			47.4% of 7,400 sampled outlets 18.0% of stores w/ no-price promotions Activity Index = 1,990			26.6% of 6,100 sampled outlets 0.9% 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									
Frozen	1.25	103	1.25				1.49	12	1.49
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	5.99	64	5.99						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33	227	5.33	4.99	81	4.99			
Drumsticks	1.29	127	1.29				1.49	43	1.49
Thighs									
Wings	1.29	127	1.29	0.98	10	0.98	1.49	43	1.49
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	62	3.99	4.00	535	4.00	3.99	12	3.99
Sausage				4.00	535	4.00	3.99	12	3.99
85% lean	2.49 - 3.50	812	3.13	2.79 - 3.49	715	3.30	2.30 - 2.99	253	2.69
93% lean	2.88 - 3.99	612	3.43	3.99	4	3.99	3.50 - 3.99	227	3.75
Breast (99-100% lean)	4.99	113	4.99	4.99	2	4.99			
Rolls (frsh/frz 1 lb.)	2.50	189	2.50	1.49 - 2.99	108	2.77	3.00	13	3.00
Specialty ^{5/}									
Patties	3.99	66	3.99						
93-94% lean	4.99	212	4.99				3.99	173	3.99
Breast	4.99 - 5.99	386	5.58						



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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/}	47.7% of 4,900 sampled outlets			33.4% of 3,800 sampled outlets			73.0% of 1,300 sampled outlets		
Special Rate ^{4/}	1.1% 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 = 1,164			Activity Index = 920			Activity Index = 822		
	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							4.99	15	4.99
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.00	47	4.00				3.98	15	3.98
Sausage	4.00	47	4.00						
85% lean	2.97 - 3.49	1,036	3.23	2.66 - 2.99	788	2.78			
93% lean				3.99	13	3.99	3.99 - 4.00	777	3.99
Breast (99-100% lean)				4.99	119	4.99	4.98	15	4.98
Rolls (frsh/frz 1 lb.)	2.00	10	2.00						
Specialty ^{5/}									
Patties	3.99	24	3.99						
93-94% lean									
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/}	23.0% of 100 sampled outlets			28.6% 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 = 13			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							
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	4.00	11	4.00	4.99	20	4.99	
Breast (99-100% lean)	4.49	2	4.49				
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 08/14 thru 08/20.

(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		76.4% of 5,500 sampled outlets Activity Index = 13,197			73.6% of 7,400 sampled outlets Activity Index = 10,715		
Feature Rate ^{1/}	66.6% of 29,200 stores		80.0% of 29,200 stores		67.7% of 29,200 stores							
Activity Index ^{2/}	42,112		49,896		40,139							
	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	7,266	8.51	4,941	8.42	7,960	7.85	6.99 - 11.49	2,205	9.09	6.99 - 11.49	1,431	9.26
Private Brand	578	8.05	4,814	8.14	1,162	8.57	7.99 - 8.99	190	8.40	6.99 - 7.99	120	7.92
Category 2												
Processor Brand	1,453	6.19	3,499	6.64	3,259	6.18	5.99 - 7.00	194	6.46	5.99	648	5.99
Private Brand	4,772	5.68	1,411	6.28	1,580	6.33	4.97 - 7.47	2,446	5.91	4.99 - 6.99	1,032	5.08
Category 3												
Processor Brand	254	4.63	215	4.19	756	5.55				3.99	92	3.99
Private Brand	200	4.29	346	4.92	397	4.40						
Turkey Ham												
Processor Brand	23	4.13	148	4.57	220	4.04						
Private Brand	147	3.75	147	3.21	80	3.36						
Turkey Pastrami												
Processor Brand	10	6.99	288	3.99	72	3.84						
Private Brand	69	3.31										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,862	7.93	3,751	8.97	2,009	7.42	6.99 - 9.99	768	8.83	5.99 - 8.99	763	6.86
Private Brand	1,544	7.76	1,645	7.31	1,163	7.71	6.99 - 8.99	1,334	7.63	8.99	76	8.99
Category 2												
Processor Brand	190	6.52	311	5.57	602	6.11	6.99	103	6.99	5.75 - 5.99	87	5.96
Private Brand	1,983	5.51	1,010	6.35	298	6.08	4.99 - 6.99	407	6.03	4.99 - 6.99	957	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,967	3.24	7,872	3.49	6,927	3.20	2.99 - 3.99	2,469	3.40	2.69 - 4.49	1,442	3.17
Private Brand	1,880	2.56	1,596	1.99	1,239	3.04	2.59	309	2.59	2.59	366	2.59
Turkey 16 oz												
Processor Brand	5,658	5.93	8,493	5.71	6,098	4.90	5.98 - 6.49	570	6.04	4.99 - 6.49	1,962	5.94
Private Brand	89	4.99	17	3.98								
Chicken 7-10 oz												
Processor Brand	5,289	3.22	7,796	3.48	5,078	3.27	2.99 - 3.99	1,893	3.37	2.99 - 4.49	1,373	3.19
Private Brand	1,878	2.56	1,596	1.99	1,239	3.04	2.59	309	2.59	2.59	366	2.59

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)		
	74.5% of 6,100 sampled outlets			54.7% of 4,900 sampled outlets			56.4% of 3,800 sampled outlets			27.8% of 1,300 sampled outlets		
	Activity Index = 8,975			Activity Index = 4,638			Activity Index = 4,013			Activity Index = 498		
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	6.96 - 9.99	1,209	8.27	6.99 - 9.99	1,847	7.29	6.99 - 10.00	515	9.08	6.99	59	6.99
Private Brand	7.99 - 10.99	164	8.19	6.99 - 7.99	93	7.25				7.99	11	7.99
Category 2												
Processor Brand	4.94 - 6.99	519	6.38	5.49 - 6.99	92	6.06						
Private Brand	4.99 - 6.99	1,194	5.65	5.99 - 6.99	100	6.57						
Category 3												
Processor Brand	4.99	43	4.99				5.00	119	5.00			
Private Brand	3.99 - 4.99	27	4.55	3.29 - 4.79	134	4.04				4.99	39	4.99
Turkey Ham												
Processor Brand	3.99	12	3.99	4.29	5	4.29	4.29	6	4.29			
Private Brand	3.69	43	3.69	3.49	67	3.49	4.29	37	4.29			
Turkey Pastrami												
Processor Brand	6.99	10	6.99									
Private Brand				3.29	67	3.29						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 7.99	716	7.49	5.99 - 8.99	130	7.86	8.99 - 12.49	427	9.19	5.99 - 6.99	47	6.08
Private Brand	7.99 - 10.49	110	8.24	8.99	24	8.99						
Category 2												
Processor Brand												
Private Brand	3.49 - 6.99	581	5.96	5.99	38	5.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 3.50	1,176	3.10	2.98 - 3.49	92	3.05	2.99 - 3.79	741	3.09	3.49 - 3.50	24	3.50
Private Brand	2.59	404	2.59	2.59	287	2.59	1.99 - 2.59	435	2.47	2.59	68	2.59
Turkey 16 oz												
Processor Brand	4.99 - 6.49	1,187	5.78	5.98 - 6.49	1,283	5.99	5.98	468	5.98	4.98 - 5.98	168	5.91
Private Brand							4.99	89	4.99			
Chicken 7-10 oz												
Processor Brand	2.50 - 3.50	1,176	3.10	2.98 - 3.49	92	3.05	2.99 - 3.79	741	3.09	3.50	14	3.50
Private Brand	2.59	404	2.59	2.59	287	2.59	1.99 - 2.59	435	2.47	2.59	68	2.59

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/}	26.0% of 100 sampled outlets			37.1% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 31			Activity Index = 45				
	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	3.99	2 3.99						
SERVICE DELI - Chicken								
Category 1								
Processor Brand	7.49	11 7.49						
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand				3.00	23 3.00			
Private Brand	2.59 - 3.99	5 3.15		2.59	6 2.59			
Turkey 16 oz								
Processor Brand	5.98	10 5.98		5.98	10 5.98			
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand	2.59	3 2.59		2.59	6 2.59			

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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