



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

Fri. Oct 23, 2020

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

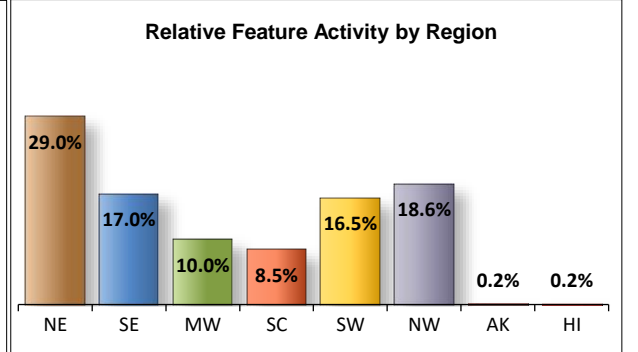
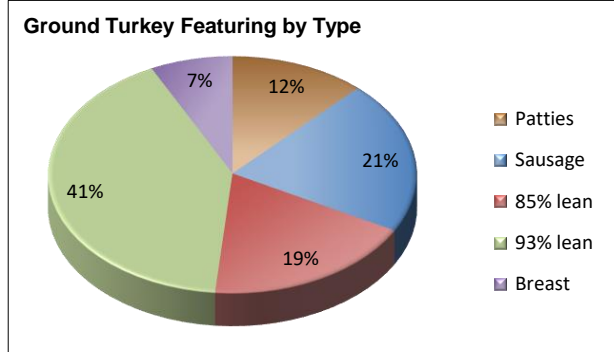
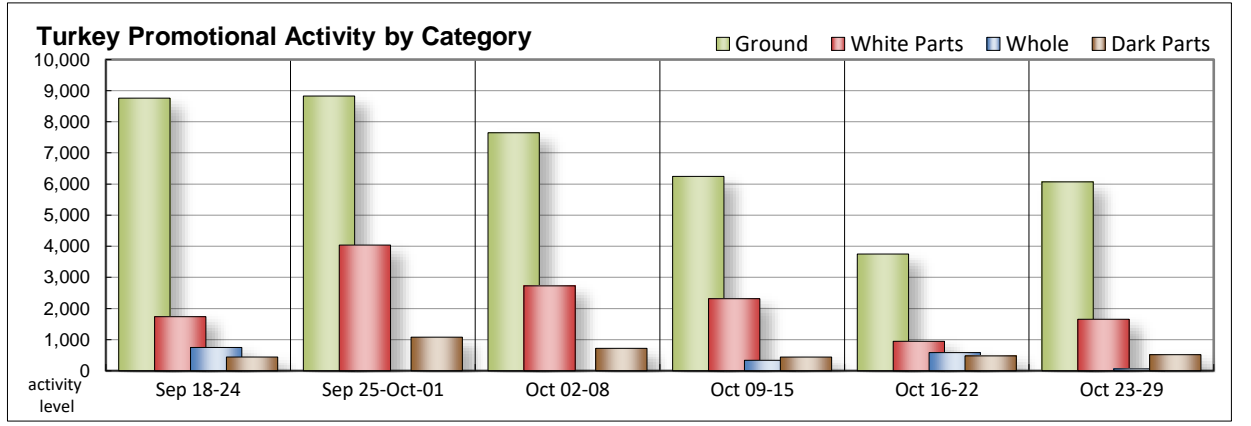
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	31.7% of 29,200 outlets		22.6% of 29,200 outlets		34.9% of 29,200 outlets	
Special Rate ^{4/}	5.2%		4.3%		2.7%	
Activity Index ^{2/}	12,389		7,024		17,207	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			45	1.49		
" - Toms						
Frozen - Hens	31	0.99	270	1.34	2,276	0.75
" - Toms	31	0.99	270	1.34	2,276	0.75
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	69	1.92	58	1.77	2,609	1.13
Split, bone-in						
Fresh						
Rotisserie			94	6.99	212	7.99
Boneless, whole	13	4.49	56	1.93	64	4.99
Cutlets	426	5.12				
Cutlets, thin sliced	288	4.99				
Strips						
Tenders	158	5.39	77	3.99		
Marinated Tenders	702	4.10	663	6.35	176	4.18
Drumsticks	167	1.21	96	1.29	192	1.59
Thighs					205	1.57
Wings	124	1.29	139	1.26	254	1.52
Necks	31	1.29	31	1.29		
Smoked Drumsticks	72	2.49	79	1.98	216	1.99
Smoked Wings	62	2.49	67	1.98	194	1.99
Smoked Necks	62	2.49	67	1.98	95	1.98
GROUND TURKEY:	6,070	3.60	3,752	3.45	7,677	3.43
Patties	730	3.87	192	3.99	295	3.50
Sausage	1,272	3.91	220	3.39	583	2.98
85% lean	1,124	2.94	1,718	3.39	3,470	2.93
93% lean	2,500	3.50	1,464	3.24	2,152	3.57
Breast	444	4.53	158	5.55	1,177	4.82
Rolls (frsh/frz 1 lb.)	38	2.05	187	3.14	251	2.55
Specialty ^{5/}						
Patties	147	4.54				
93-94% lean	3,302	3.97	1,062	4.14	433	4.63
Breast	596	5.24	11	7.99	77	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 :

There is an increase in turkey feature activity even though much of the retailer's attention is focused on the upcoming Halloween holiday and those proteins associated with the cooling temperatures and moving to indoor cooking. Whole bird and bone-in breast offers are limited, patiently waiting to make their grand entrance next month. Cutlets and tenders are a little easier to find. Dark parts are offered slightly less than the previous ad cycle; prices trend higher. Grinds are more active and viewed in a better mix. Patties, 85% lean, ground breast, and rolls are better valued. Deli activity slows due to fewer self-service offerings. Processor label service turkey deli meats are seen at lower price levels when compared to a week ago, as well as the larger package size 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/}	38.9% of 5,500 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 4,227			37.7% of 7,400 sampled outlets 16.2% of stores w/ no-price promotions Activity Index = 3,383			21.0% of 6,100 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 1,326		
	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							1.79 - 1.99	55	1.95
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.49	13	4.49
Cutlets	4.99 - 5.99	413	5.14				4.49	13	4.49
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders	4.99 - 5.99	130	5.52				4.49	13	4.49
Marinated Tenders	4.00 - 4.33	179	4.31	4.33	44	4.33			
Drumsticks	1.29	93	1.29				0.99	43	0.99
Thighs									
Wings	1.29	93	1.29						
Necks									
Smoked Drumsticks	2.49	62	2.49				2.48	10	2.48
Smoked Wings	2.49	62	2.49						
Smoked Necks	2.49	62	2.49						
GROUND TURKEY:									
Patties	3.99	62	3.99	3.99	535	3.99	2.99	86	2.99
Sausage	2.95 - 3.99	524	3.77	3.99	535	3.99			
85% lean	2.66 - 3.50	682	3.09	3.33	44	3.33	1.99 - 3.29	361	2.69
93% lean	2.99 - 3.99	807	3.45	3.49 - 3.98	441	3.61	2.90 - 3.99	375	3.44
Breast (99-100% lean)	4.61 - 4.99	77	4.93				3.99	201	3.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	3.99	66	3.99	4.99	81	4.99			
93-94% lean	2.99	112	2.99	3.99 - 4.99	1,703	4.06	4.00	78	4.00
Breast	4.99 - 5.99	515	5.12				5.99	78	5.99



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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/}	18.6% of 4,900 sampled outlets			37.2% of 3,800 sampled outlets			53.6% 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 = 1,119			Activity Index = 1,581			Activity Index = 740		
	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	0.99	31	0.99						
" - Toms	0.99	31	0.99						
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.79	14	1.79						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders							4.99	15	4.99
Marinated Tenders	4.00	77	4.00	4.00	402	4.00			
Drumsticks	1.29	31	1.29						
Thighs									
Wings	1.29	31	1.29						
Necks	1.29	31	1.29						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	47	3.99						
Sausage	3.99	47	3.99	4.09	166	4.09			
85% lean	1.99	31	1.99						
93% lean	3.49 - 3.99	92	3.70	3.49	60	3.49	3.33 - 3.50	725	3.49
Breast (99-100% lean)				4.99	166	4.99			
Rolls (frsh/frz 1 lb.)	1.99	31	1.99						
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.99	622	4.14	3.50 - 4.99	787	3.77			
Breast	5.99	3	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/}	7.0% of 100 sampled outlets			5.7% 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 = 7			Activity Index = 6		
	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				3.29	6	3.29
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)	2.29	7	2.29			
Specialty ^{5/}						
Patties						
93-94% lean						
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

	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/}	49.1% of 29,200 stores		57.6% of 29,200 stores		45.4% of 29,200 stores		75.6% of 5,500 sampled outlets			44.7% of 7,400 sampled outlets		
Activity Index ^{2/}	24,834		25,703		32,839		Activity Index = 10,563			Activity Index = 3,511		
	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	5,138	9.06	5,062	9.07	5,217	8.54	7.99 - 11.49	2,556	8.92	9.99 - 11.49	357	10.31
Private Brand	719	8.95	1,590	8.52	2,018	8.08	7.00 - 11.99	541	9.23	7.99	111	7.99
Category 2												
Processor Brand	2,622	6.34	739	6.75	1,063	5.87	4.99 - 6.99	1,645	6.58	4.99 - 5.99	358	5.91
Private Brand	4,322	6.49	2,994	6.89	2,618	6.24	4.99 - 6.99	1,877	6.18	5.99 - 6.99	1,179	6.95
Category 3												
Processor Brand	294	3.58	597	5.96	641	4.52						
Private Brand	181	4.51	857	4.90	121	3.92	4.99	61	4.99			
Turkey Ham												
Processor Brand	142	3.40			74	3.99						
Private Brand	147	3.83	175	3.41	276	3.78						
Turkey Pastrami												
Processor Brand												
Private Brand					89	4.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,403	8.52	1,563	8.14	2,717	8.47	6.98 - 10.99	724	8.46	7.99 - 8.49	9	8.21
Private Brand	468	8.08	537	7.63	1,349	7.12	6.99 - 10.99	401	8.23			
Category 2												
Processor Brand	344	6.24	102	6.62	533	4.91	6.99	93	6.99			
Private Brand	857	6.45	284	5.27	747	5.98	4.99 - 6.99	288	6.88	4.99 - 6.99	12	5.32
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	959	3.43	2,826	3.30	6,066	3.36	3.33 - 4.00	508	3.47	3.29 - 4.00	93	3.60
Private Brand	232	3.46	1,196	2.98	1,476	2.82	3.50	212	3.50			
Turkey 16 oz												
Processor Brand	5,854	5.94	4,594	5.98	820	4.89	5.49 - 5.99	937	5.92	5.98	1,338	5.98
Private Brand					24	3.99						
Chicken 7-10 oz												
Processor Brand	920	3.44	2,482	3.29	5,953	3.38	3.33 - 4.00	508	3.47	3.69 - 4.00	54	3.83
Private Brand	232	3.46	105	2.42	1,037	2.98	3.50	212	3.50			

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

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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)		
	45.0% of 6,100 sampled outlets			35.3% of 4,900 sampled outlets			34.1% of 3,800 sampled outlets			80.2% of 1,300 sampled outlets		
	Activity Index = 4,657			Activity Index = 2,130			Activity Index = 2,038			Activity Index = 1,791		
Feature Rate ^{1/}	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	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 10.99	689 8.43	7.99 - 9.99	156 8.87	8.99 - 10.00	592 9.37	8.99 - 10.99	777 9.23				
Private Brand	7.99 - 10.99	46 8.71	6.99	10 6.99			7.99	11 7.99				
Category 2												
Processor Brand	4.99 - 6.99	571 5.90	5.99 - 6.99	48 6.49	5.99 - 6.99	133 6.73						
Private Brand	5.00 - 6.99	997 6.51	5.99 - 6.98	116 6.31								
Category 3												
Processor Brand					2.99 - 3.99	294 3.58						
Private Brand	3.49 - 4.99	81 4.01					4.79	39 4.79				
Turkey Ham												
Processor Brand			3.99	10 3.99	3.29 - 3.99	132 3.35						
Private Brand	3.99	43 3.99	3.47	67 3.47	4.29	37 4.29						
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 7.99	318 7.32	7.98 - 8.98	196 8.42	11.99 - 12.49	50 12.24	10.99	95 10.99				
Private Brand	7.99	13 7.99	6.99	54 6.99								
Category 2												
Processor Brand	4.99 - 6.59	239 5.91										
Private Brand	3.49 - 6.98	502 6.17	6.98 - 6.99	55 6.98								
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 3.50	76 2.67	3.18	86 3.18	3.69	166 3.69	3.50	15 3.50				
Private Brand												
Turkey 16 oz												
Processor Brand	3.99 - 6.49	1,006 5.86	3.99 - 5.98	1,246 5.93	5.98	468 5.98	5.98 - 5.99	839 5.99				
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 3.50	76 2.67	3.18	86 3.18	3.69	166 3.69	3.50	15 3.50				
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/}	36.0% of 100 sampled outlets			34.3% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 62			Activity Index = 82				
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand	10.99	11 10.99						
Private Brand								
Category 2								
Processor Brand			6.00	20 6.00				
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	10.99	11 10.99						
Private Brand								
Category 2								
Processor Brand			6.99	12 6.99				
Private Brand								
SELF-SERVICE DELI (dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.50	15 3.50	3.00	20 3.00				
Private Brand								
Turkey 16 oz								
Processor Brand	5.98	10 5.98	5.98	10 5.98				
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50	15 3.50	3.00	20 3.00				
Private Brand								

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