



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/24 thru 09/30.

Fri. Sep 24, 2021

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

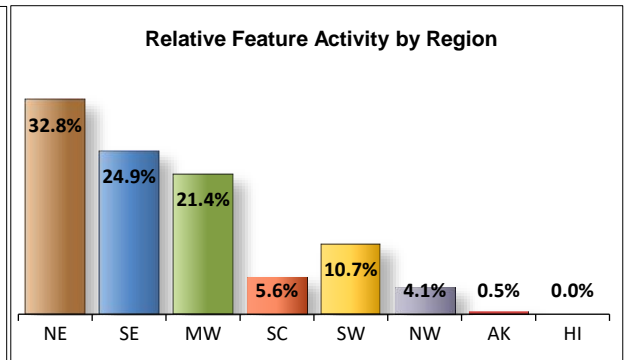
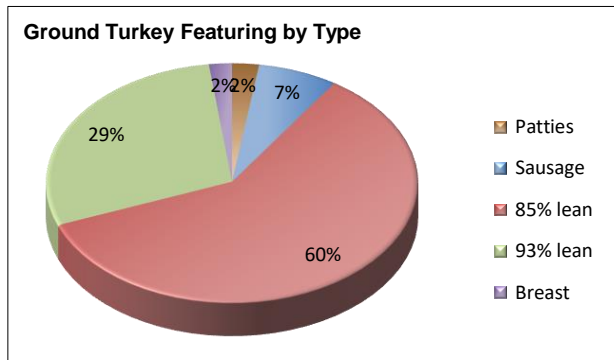
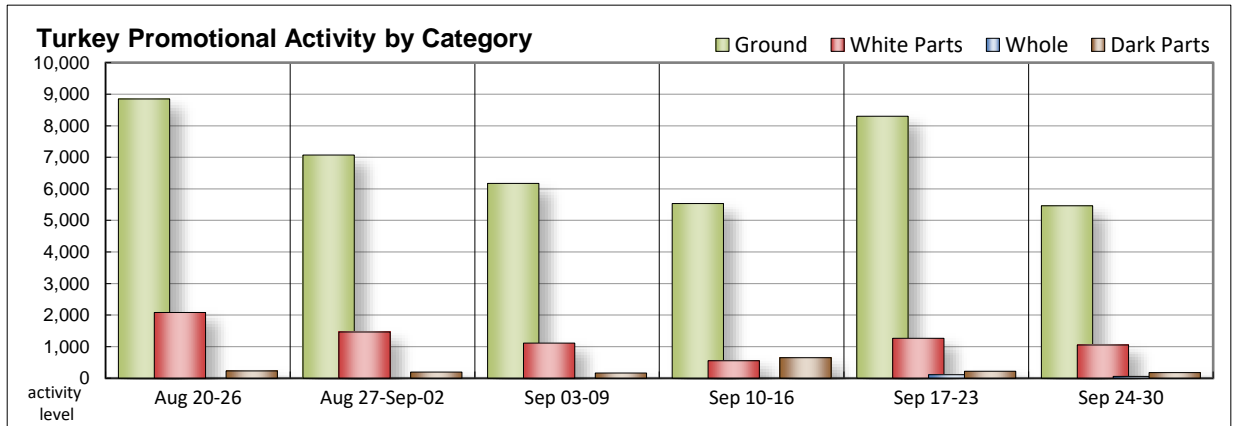
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	27.6% of 29,200 outlets		29.5% of 29,200 outlets		31.7% of 29,200 outlets	
Special Rate ^{4/}	0.9%		2.1%		3.5%	
Activity Index ^{2/}	8,508		11,760		15,222	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			112	1.59		
" - Toms	58	0.79				
PARTS:						
Breast:						
Bone-in, whole						
Fresh			44	2.99	112	2.49
Frozen	364	1.80	122	1.87	983	1.34
Split, bone-in						
Fresh			11	4.99	206	2.49
Rotisserie			682	7.99	112	6.99
Boneless, whole	86	5.50	77	5.56		
Cutlets	61	4.99			400	4.71
Cutlets, thin sliced					400	4.99
Strips						
Tenders	200	5.32			112	3.99
Marinated Tenders	342	5.99	329	6.99	1,715	4.65
Drumsticks	111	1.99	111	1.99	309	1.54
Thighs					112	1.99
Wings	67	1.99	110	1.91	362	1.48
Necks					112	1.99
Smoked Drumsticks					62	2.49
Smoked Wings					62	2.49
Smoked Necks					62	2.49
GROUND TURKEY:	5,464	3.41	8,301	3.56	8,828	3.33
Patties	129	4.09	77	3.99	883	3.98
Sausage	383	3.94	1,085	3.09	1,401	3.87
85% lean	3,264	2.96	2,118	2.97	2,459	2.98
93% lean	1,578	3.98	4,352	3.72	3,973	3.18
Breast	110	5.61	669	5.09	112	4.22
Rolls (frsh/frz 1 lb.)	131	2.89	239	3.50	363	3.00
Specialty ^{5/}						
Patties	342	3.49				
93-94% lean	1,282	3.89	1,215	4.27	607	4.54
Breast			407	6.15	303	4.92

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 :

Shoppers will have to search high and low to find the very small offerings of frozen toms offered via ad this week. In the parts complex, frozen bone in breasts are offered at 3 times the rate of last week and at a little better price. Cutlets are shown, although very begrudgingly while tenders in both categories appear and at an attractive price. In the dark parts structure drumsticks and wings are again shown very lightly and very close to last week's values. Grind activity falls abruptly for 93% leans while 85% leans move ahead and are 60% of all grind offerings with 93% showing about half of that. All other grind items make an appearance once again this week. Full service deli meat offerings are again strong for category 1 items and rather quiet for category 2 and 3. Self serve offerings are much stronger for private and processor labels in the 7-9



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/}	33.9% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,797			35.1% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,900			30.7% of 6,100 sampled outlets 4.2% of stores w/ no-price promotions Activity Index = 1,662		
	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							0.79	58	0.79
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen				1.48	200	1.48	1.69 - 2.99	164	2.20
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99 - 5.99	86	5.50
Cutlets	4.99	61	4.99						
Cutlets, thin sliced									
Strips									
Tenders				5.32	200	5.32			
Marinated Tenders	5.99	266	5.99	5.99	76	5.99			
Drumsticks							1.99	44	1.99
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	62	3.99				3.75	43	3.75
Sausage	3.99	166	3.99	3.79 - 3.99	175	3.84	4.12	42	4.12
85% lean	2.99 - 3.99	733	3.28	2.66 - 3.99	1,500	2.89	2.99 - 3.33	422	3.03
93% lean	2.99 - 4.99	368	3.51	3.07 - 4.99	466	3.62	3.99 - 4.99	362	4.40
Breast (99-100% lean)	5.99	68	5.99				4.99	42	4.99
Rolls (frsh/frz 1 lb.)				2.89	131	2.89			
Specialty ^{3/}									
Patties	3.49	266	3.49	3.49	76	3.49			
93-94% lean	3.29 - 5.99	807	3.96	3.50	76	3.50	3.50 - 5.99	399	3.83
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/}	13.6% of 4,900 sampled outlets			23.3% of 3,800 sampled outlets			12.5% 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 = 438			Activity Index = 605			Activity Index = 95		
	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									
Marinated Tenders									
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.99	24	4.99						
Sausage									
85% lean	2.66 - 3.27	183	3.06	2.50 - 3.49	426	2.56			
93% lean	4.99	97	4.99	3.99 - 4.99	179	4.78	3.50	95	3.50
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{3/}									
Patties									
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/}	14.0% 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 = 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.)		3.50	11 3.50			
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 09/24 thru 09/30.

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	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		56.6% of 5,500 sampled outlets Activity Index = 5,184			50.5% of 7,400 sampled outlets Activity Index = 5,189		
Feature Rate ^{1/}	44.8% of 29,200 stores		44.0% of 29,200 stores		46.8% of 29,200 stores							
Activity Index ^{2/}	20,678		21,823		29,295							
	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	3,938	8.67	4,051	8.65	6,753	9.18	5.99 - 11.99	1,115	9.41	5.99 - 9.99	1,162	8.21
Private Brand	1,068	7.69	2,754	7.85	3,358	7.90	6.99 - 8.99	578	7.85	7.99	11	7.99
Category 2												
Processor Brand	292	6.98	1,463	6.14	1,316	6.22	7.99	62	7.99	6.99	71	6.99
Private Brand	1,261	6.64	1,812	5.58	2,750	6.29	5.98 - 8.99	811	6.92	5.99 - 6.99	163	6.05
Category 3												
Processor Brand	670	5.63	154	4.95	12	4.99	5.99 - 6.99	336	6.17			
Private Brand	443	4.60	450	5.83	459	4.57	3.99 - 4.99	352	4.82			
Turkey Ham												
Processor Brand	13	3.49	14	4.99	14	4.99						
Private Brand	212	3.94	147	4.02	110	3.69	3.99	48	3.99	3.99	44	3.99
Turkey Pastrami												
Processor Brand	144	4.42	14	4.99	26	6.14	3.99 - 4.99	131	4.52			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	488	7.06	1,456	8.85	2,647	9.34	7.99	62	7.99	8.99	40	8.99
Private Brand	1,461	7.55	829	7.64	664	8.13	6.99 - 8.99	267	7.41	7.49	459	7.49
Category 2												
Processor Brand					297	5.92						
Private Brand	344	5.57	1,404	5.32	402	6.51	4.99 - 6.99	119	5.11	6.99	10	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,058	3.27	2,370	3.18	4,446	3.24	2.99 - 3.50	531	3.06	2.39 - 3.67	1,414	3.49
Private Brand	1,648	2.99	103	3.50			2.99 - 3.00	377	2.99	2.99 - 3.00	371	2.99
Turkey 16 oz												
Processor Brand	931	4.96	1,145	4.74	1,625	5.12	4.99 - 5.99	157	5.13	3.69 - 5.99	253	5.67
Private Brand	424	3.94	1,133	5.50								
Chicken 7-10 oz												
Processor Brand	3,231	3.36	2,524	3.24	4,416	3.25	2.99 - 3.50	200	3.16	2.99 - 3.67	1,177	3.65
Private Brand	52	3.00					3.00	38	3.00	3.00	14	3.00

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/}	54.4% of 6,100 sampled outlets			28.0% of 4,900 sampled outlets			16.9% of 3,800 sampled outlets			68.0% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 5,479			Activity Index = 2,232			Activity Index = 1,670			Activity Index = 911		
	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	785	7.91	7.99 - 9.99	18	8.49	9.99	112	9.99	6.99 - 8.99	746	8.87
Private Brand	6.99 - 8.99	259	7.26	6.99 - 8.99	220	7.75						
Category 2												
Processor Brand	5.99 - 7.99	159	6.58	5.99	32	5.99				6.99	11	6.99
Private Brand	5.99 - 6.99	244	6.17									
Category 3												
Processor Brand	5.99 - 6.99	210	6.05	3.49 - 4.99	79	3.72	3.29	108	3.29	4.49	16	4.49
Private Brand	3.99	12	3.99									
Turkey Ham												
Processor Brand				3.79	67	3.79	3.49	13	3.49			
Private Brand	3.99	43	3.99				4.29	10	4.29			
Turkey Pastrami												
Processor Brand							3.49	13	3.49			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99 - 7.99	363	6.57	7.99 - 9.99	23	8.95				8.99	95	8.99
Private Brand	6.99	45	6.99	6.99 - 7.49	584	7.44						
Category 2												
Processor Brand												
Private Brand	2.00 - 5.99	215	5.76									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 3.99	1,355	3.10	2.99 - 4.00	446	3.43	2.99 - 3.50	296	3.17	1.99	16	1.99
Private Brand	2.99	643	2.99	2.99	224	2.99	2.99	33	2.99			
Turkey 16 oz												
Processor Brand	3.99	50	3.99	4.99 - 5.99	71	5.23	3.99 - 5.99	387	4.52	3.98	11	3.98
Private Brand				2.99	22	2.99	3.99	402	3.99			
Chicken 7-10 oz												
Processor Brand	2.50 - 3.99	1,096	3.13	2.99 - 4.00	446	3.43	2.99 - 3.50	296	3.17	1.99	16	1.99
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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Activity Index ^{2/}	Activity Index = 13			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								
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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	8.99	11 8.99						
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	5.99	2 5.99						
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand								

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