



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/05 thru 03/11.

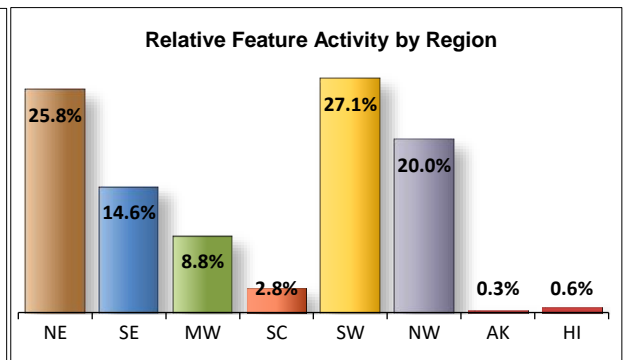
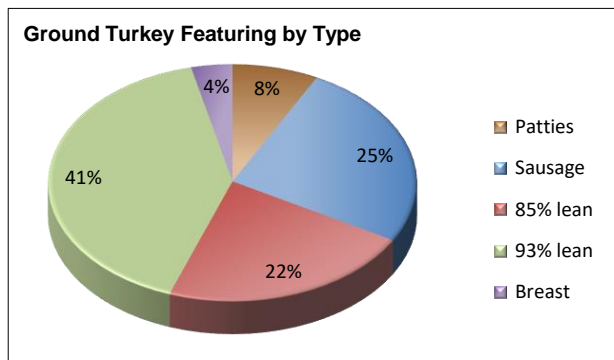
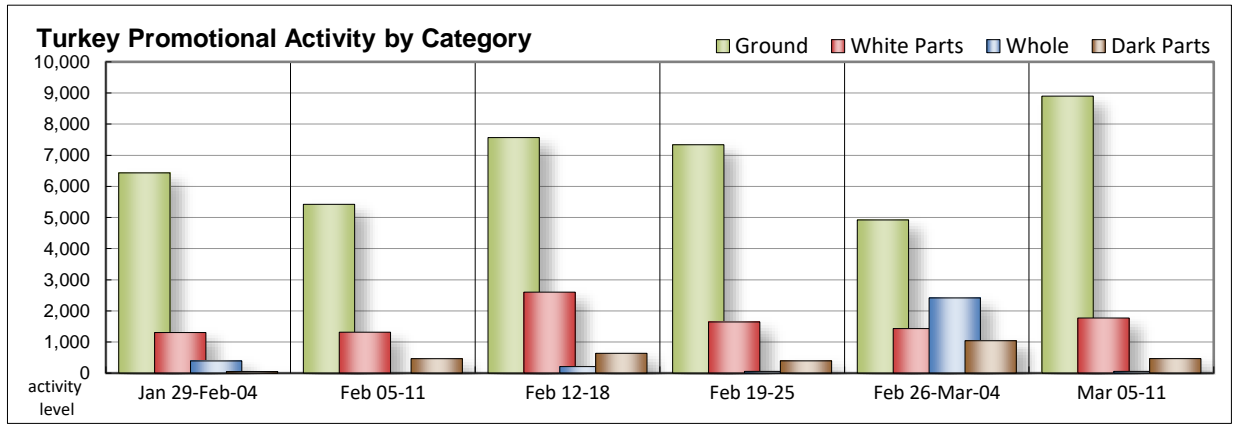
Fri. Mar 05, 2021

(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/}	28.4% of 29,200 outlets		22.3% of 29,200 outlets		27.3% of 29,200 outlets	
Special Rate ^{4/}	1.2%		1.2%		2.2%	
Activity Index ^{2/}	12,426		11,328		16,611	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	28	1.69	1,208	1.07	234	0.85
" - Toms	28	1.69	1,208	1.07	234	0.85
PARTS:						
Breast:						
Bone-in, whole						
Fresh	48	2.74	167	2.73	24	2.99
Frozen	157	1.78	354	1.30	1,426	1.64
Split, bone-in						
Fresh			143	2.69		
Rotisserie	11	7.99			287	8.65
Boneless, whole	68	5.99	46	4.99		
Cutlets	372	4.99	13	4.49		
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	1,115	4.68	708	4.66	417	4.66
Drumsticks	12	1.99	273	1.86	151	1.40
Thighs			143	1.99	24	1.99
Wings	109	1.67	336	1.74	151	1.40
Necks	26	1.18	143	1.99	10	0.99
Smoked Drumsticks	92	2.69			489	2.79
Smoked Wings	135	2.58	146	2.34	477	2.76
Smoked Necks	92	2.69			77	2.19
GROUND TURKEY:	8,899	3.66	4,921	3.58	10,834	3.23
Patties	681	3.98	455	3.88	107	3.47
Sausage	2,277	3.70	1,016	3.64	290	3.73
85% lean	1,981	3.16	1,818	3.04	2,240	2.95
93% lean	3,635	3.70	1,050	3.71	8,072	3.26
Breast	325	5.47	582	4.69	125	5.24
Rolls (frsh/frz 1 lb.)	455	2.30	651	2.93	205	2.06
Specialty ^{5/}						
Patties	81	4.99			62	3.99
93-94% lean	698	4.80	433	4.79	1,240	4.27
Breast			435	4.99	220	5.93

Note: rolls & specialty not included in ground turkey total and weighted average.

Turkey feature activity continues to grow. Whole birds go barely noticed. Offerings of bone-in breasts are very limited as well. Both patiently waiting for their time later this month. Marinated tenders are the most featured of the white meat items, but only viewed in a few regions. Dark parts are harder to find. Prices trend higher for the smoked variety and are mixed for fresh. Grinds garner more circular space, increasing by almost two-fold with most attention focused on 93% lean. Rolls and 93% lean are better valued this ad cycle, while you will tend to pay a little more for the balance. Deli activity gains momentum due to retailers providing a greater offering of self-service. You will find private label whole and partial muscle meats at lower price levels, along with smaller package size self-service turkey.



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/}	42.1% of 5,500 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 4,023			28.5% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,090			15.9% of 6,100 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 1,251		
	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	1.69	24	1.69	1.69	4	1.69			
" - Toms	1.69	24	1.69	1.69	4	1.69			
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.49	24	2.49
Frozen	2.49	24	2.49	2.49	4	2.49	1.49 - 1.99	34	1.84
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	5.99	68	5.99						
Cutlets	4.99	328	4.99	4.99	44	4.99			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66 - 5.33	144	4.95	4.66	955	4.66			
Drumsticks							1.99	12	1.99
Thighs									
Wings	1.49	24	1.49	1.18 - 1.49	30	1.22	1.99	55	1.99
Necks				1.18	26	1.18			
Smoked Drumsticks	2.69	48	2.69	2.69	44	2.69			
Smoked Wings	2.69	48	2.69	2.69	44	2.69	1.99	12	1.99
Smoked Necks	2.69	48	2.69	2.69	44	2.69			
GROUND TURKEY:									
Patties	3.99	93	3.99	3.69 - 3.99	482	3.97	3.99	59	3.99
Sausage	3.59 - 4.09	674	3.95	3.89 - 3.99	482	3.98			
85% lean	2.98 - 3.50	1,213	3.16	2.79 - 3.33	281	3.12	2.66 - 3.49	398	3.13
93% lean	3.49 - 3.99	1,035	3.71	3.49 - 3.99	133	3.50	2.99 - 3.99	373	3.85
Breast (99-100% lean)	4.99 - 5.99	228	5.72	5.99	44	5.99	3.99	53	3.99
Rolls (frsh/frz 1 lb.)				2.79	77	2.79	1.25 - 2.99	185	1.85
Specialty ^{5/}									
Patties				4.99	81	4.99			
93-94% lean				4.88 - 4.99	311	4.92	4.49 - 4.99	46	4.88
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/}	6.4% of 4,900 sampled outlets			45.0% of 3,800 sampled outlets			64.2% of 1,300 sampled outlets		
Special Rate ^{4/}	0.3% of stores w/ no-price promotions			0.6% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 391			Activity Index = 2,784			Activity Index = 850		
	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				2.99	24	2.99			
Frozen	1.48 - 1.59	63	1.52				1.48 - 1.69	32	1.59
Split, bone-in									
Fresh									
Rotisserie							7.99	11	7.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							3.33	16	3.33
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings	2.49	31	2.49						
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	47	3.99						
Sausage	3.99	47	3.99	3.19 - 3.99	1,074	3.39			
85% lean	3.33 - 3.47	69	3.41						
93% lean	3.50 - 3.98	41	3.70	2.99 - 3.99	1,371	3.52	3.99	682	3.99
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				2.50	173	2.50	2.50	14	2.50
Specialty ^{5/}									
Patties									
93-94% lean	4.99	93	4.99	4.99	142	4.99	4.00	95	4.00
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/}	11.0% of 100 sampled outlets			24.8% 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 = 26		
	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				3.66	20	3.66
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)				3.29	6	3.29
Specialty ^{5/}						
Patties						
93-94% lean	4.00	11	4.00			
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 03/05 thru 03/11.

(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		70.0% of 5,500 sampled outlets			63.9% of 7,400 sampled outlets		
Feature Rate ^{1/}	62.9% of 29,200 stores		46.1% of 29,200 stores		60.0% of 29,200 stores		Activity Index = 11,691			Activity Index = 11,436		
Activity Index ^{2/}	43,251		35,378		42,532		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5,258	8.95	6,941	8.65	5,640	8.24	6.98 - 11.99	1,959	8.97	6.99 - 11.49	822	9.74
Private Brand	1,777	8.12	4,209	8.16	9,982	7.74	6.99 - 11.99	353	8.33	7.99	570	7.99
Category 2												
Processor Brand	2,316	6.52	2,303	6.14	1,684	6.54	5.99 - 6.99	1,671	6.76	5.88 - 5.99	344	5.98
Private Brand	2,549	5.63	1,009	6.51	2,085	6.38	4.99 - 6.99	1,125	5.98	4.99 - 6.99	968	5.01
Category 3												
Processor Brand	235	3.60	283	3.44	612	3.84				4.69	60	4.69
Private Brand	295	4.54	190	4.09	251	4.83	4.99	173	4.99	4.99	11	4.99
Turkey Ham												
Processor Brand	582	4.19	71	4.38	90	4.17	3.99	288	3.99			
Private Brand			105	3.71	43	2.49						
Turkey Pastrami												
Processor Brand	357	4.09	43	3.99	49	4.65	3.99 - 4.49	357	4.09			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,416	8.76	1,703	8.30	3,255	8.82	6.98 - 9.99	670	8.35	8.99	1,214	8.99
Private Brand	2,419	8.03	2,880	7.29	1,091	8.30	6.99 - 9.99	1,118	7.42	6.99	2	6.99
Category 2												
Processor Brand	260	6.11	48	6.74	133	3.86	6.99	124	6.99			
Private Brand	1,149	4.99	334	5.18	1,152	6.48	4.99	194	4.99	4.99	955	4.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	10,742	3.14	3,847	3.34	5,942	3.32	2.83 - 4.99	2,150	3.32	2.50 - 3.99	2,423	3.12
Private Brand	2,030	2.66	1,660	3.81	35	1.99				2.98 - 2.99	475	2.99
Turkey 16 oz												
Processor Brand	2,932	4.94	4,275	4.85	4,562	5.34	5.99	22	5.99	3.99 - 5.99	2,021	5.14
Private Brand	102	4.27								4.79	16	4.79
Chicken 7-10 oz												
Processor Brand	5,802	3.40	3,817	3.34	5,891	3.33	2.99 - 4.99	1,487	3.51	2.50 - 3.99	1,080	3.48
Private Brand	2,030	2.66	1,660	3.81	35	1.99				2.98 - 2.99	475	2.99

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;

(515) 284-4460

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

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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)		
	59.4% of 6,100 sampled outlets			59.7% of 4,900 sampled outlets			60.6% of 3,800 sampled outlets			68.0% of 1,300 sampled outlets		
	Activity Index = 8,577			Activity Index = 4,811			Activity Index = 4,389			Activity Index = 2,262		
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	6.99 - 10.49	1,531	8.35	6.99 - 9.99	366	8.69	8.99 - 12.99	580	9.55			
Private Brand	6.99 - 11.99	304	8.38	7.99	550	7.99						
Category 2												
Processor Brand	4.99 - 6.99	273	5.78	5.99	24	5.99						
Private Brand	4.99 - 6.99	242	5.97	4.98 - 6.99	198	6.22				4.98	16	4.98
Category 3												
Processor Brand							2.99 - 4.99	175	3.23			
Private Brand	4.99	44	4.99	2.99	67	2.99						
Turkey Ham												
Processor Brand	3.99 - 6.99	43	6.29	3.49 - 4.49	77	3.62	3.29 - 4.79	170	4.18	6.99	4	6.99
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 7.99	96	7.89	7.99 - 9.99	23	8.95	8.99	402	8.99			
Private Brand	7.99 - 10.49	83	8.32	7.99 - 8.49	534	8.01				8.99	682	8.99
Category 2												
Processor Brand	4.99 - 5.99	133	5.31	4.99	3	4.99						
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.29 - 3.99	2,508	3.02	2.18 - 3.99	1,733	2.94	2.50 - 4.49	1,031	3.22	2.50 - 3.50	853	3.36
Private Brand	1.99 - 3.49	774	2.52	2.99	47	2.99	2.50 - 3.00	734	2.56			
Turkey 16 oz												
Processor Brand	3.98 - 5.49	269	5.11	3.99 - 5.68	607	4.14				5.78	11	5.78
Private Brand	3.99	12	3.99	3.89 - 4.29	74	4.20						
Chicken 7-10 oz												
Processor Brand	2.29 - 3.99	1,491	3.16	2.18 - 3.99	461	3.23	2.50 - 4.49	563	3.55	2.50 - 3.50	696	3.48
Private Brand	1.99 - 3.49	774	2.52	2.99	47	2.99	2.50 - 3.00	734	2.56			

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/}	27.0% of 100 sampled outlets			32.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 27			Activity Index = 58				
	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	5.48	4	5.48					
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	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	2.83	10	2.83	2.83 - 4.99	34	4.12		
Private Brand								
Turkey 16 oz								
Processor Brand	4.99	2	4.99					
Private Brand								
Chicken 7-10 oz								
Processor Brand				3.00 - 4.99	24	4.66		
Private Brand								

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