



**USDA National Retail Report - Turkey**

**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.**

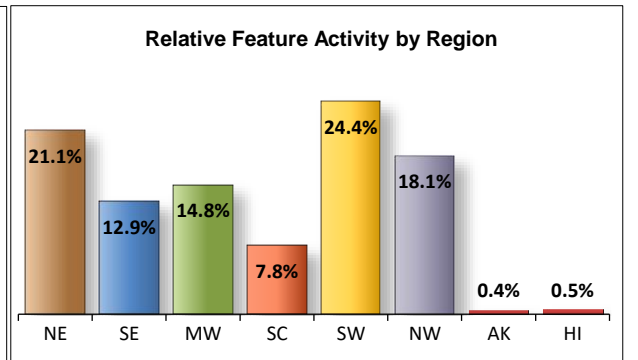
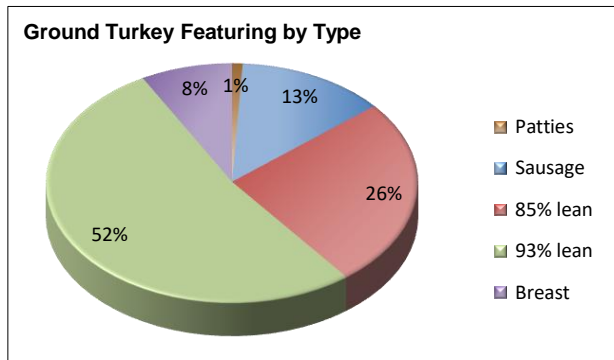
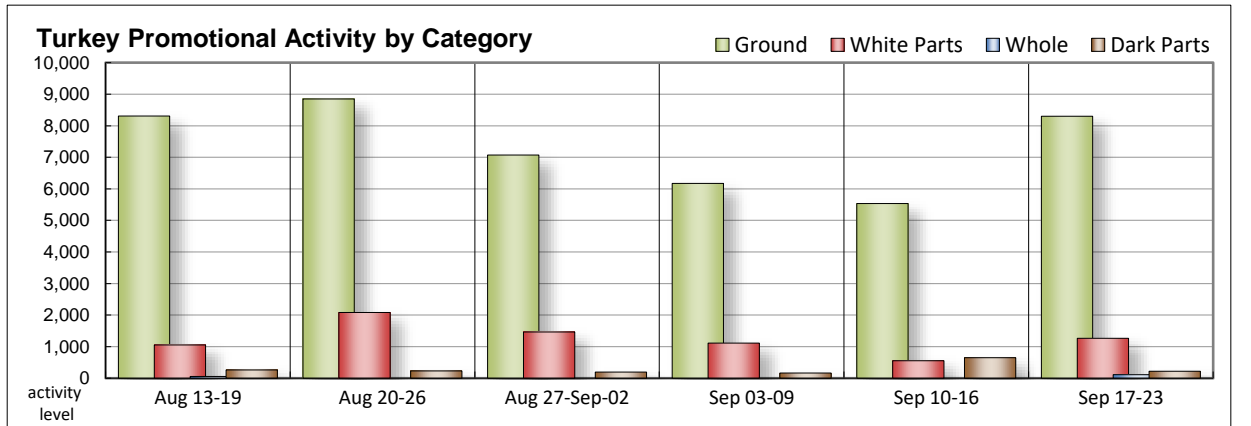
Fri. Sep 17, 2021

(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	
<b>Feature Rate</b> <sup>1/</sup>	29.5% of 29,200 outlets		20.7% of 29,200 outlets		38.1% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	2.1%		4.0%		6.6%	
<b>Activity Index</b> <sup>2/</sup>	11,760		7,088		12,524	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens					177	2.31
" - Toms						
Frozen - Hens	112	1.59			367	1.16
" - Toms					206	0.99
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	44	2.99			93	1.99
Frozen	122	1.87	137	2.20	1,380	1.43
Split, bone-in						
Fresh	11	4.99				
Rotisserie	682	7.99			25	13.99
Boneless, whole	77	5.56	86	5.50	69	2.37
Cutlets			92	4.99	13	4.49
Cutlets, thin sliced						
Strips						
Tenders					23	4.71
Marinated Tenders	329	6.99	239	6.99	136	5.43
<b>Drumsticks</b>	111	1.99	320	1.99	65	1.29
<b>Thighs</b>						
<b>Wings</b>	110	1.91	287	1.97	130	1.29
<b>Necks</b>						
Smoked Drumsticks					62	2.49
Smoked Wings			43	2.29	124	1.89
Smoked Necks					62	2.49
<b>GROUND TURKEY:</b>	<b>8,301</b>	<b>3.56</b>	<b>5,535</b>	<b>3.48</b>	<b>8,760</b>	<b>3.51</b>
Patties	77	3.99	383	3.30	169	4.11
Sausage	1,085	3.09	373	4.41	210	3.99
85% lean	2,118	2.97	3,453	2.87	3,996	3.10
93% lean	4,352	3.72	782	4.28	3,044	3.25
Breast	669	5.09	544	5.67	1,341	5.18
Rolls (frsh/frz 1 lb.)	239	3.50			54	2.79
<b>Specialty</b> <sup>5/</sup>						
Patties					93	9.76
93-94% lean	1,215	4.27	205	4.06	573	4.37
Breast	407	6.15	144	4.89	112	4.99

**NATIONAL SUMMARY**

After quite a period of complete invisibility, a light sprinkling of whole birds, in the form of frozen hen offerings, appears on special. Breast offerings make an improved appearance lead by rotisserie breasts and followed by marinated tenders with price points that are somewhat normal when offered. Drumsticks and wings are lightly featured again this week and are the only dark meat items on ad this week. Grind activity is greatly improved for 93% lean and controls slightly over half of the grind sector this week while 85% leans are still shown at a respectable rate. All other grind items make an appearance, but you will have to search very hard to find ground patty offerings. Deli meat self serve offerings continue to increase for category 1 and 2 items with category 3 and turkey ham activity falling from view for the most part.



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.

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 :

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Email: desm.lpgmn@ams.usda.gov



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

	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 <sup>4/</sup> Activity Index <sup>2/</sup>	30.6% of 5,500 sampled outlets 5.3% of stores w/ no-price promotions Activity Index = 3,077			28.3% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,573			20.1% of 6,100 sampled outlets 0.8% of stores w/ no-price promotions Activity Index = 1,964		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	1.59	112	1.59						
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							2.99	44	2.99
Frozen							1.69 - 1.99	86	1.84
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99 - 5.99	77	5.56
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	6.98	90	6.98				6.99	201	6.99
Drumsticks							1.99	44	1.99
Thighs									
Wings							1.79	43	1.79
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				3.99	77	3.99			
Sausage	3.99	227	3.99				3.99	33	3.99
85% lean	2.50 - 3.99	762	3.13	2.69 - 3.99	150	3.23	2.79 - 3.99	378	3.25
93% lean	2.99 - 4.99	1,014	3.68	2.99 - 3.99	2,070	3.93	2.99 - 4.99	454	4.15
Breast (99-100% lean)	6.99	62	6.99	4.98	200	4.98	3.99 - 5.99	177	5.13
Rolls (frsh/frz 1 lb.)							3.50	201	3.50
<b>Specialty <sup>3/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	479	4.13				3.99 - 5.99	226	4.09
Breast	5.99 - 6.99	331	6.19	5.99	76	5.99			



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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)		
<b>Feature Rate</b> <sup>1/</sup>	22.4% of 4,900 sampled outlets			45.4% of 3,800 sampled outlets			57.4% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			7.1% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,039			Activity Index = 2,349			Activity Index = 723		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.79 - 2.00	36	1.93						
Split, bone-in									
Fresh							4.99	11	4.99
Rotisserie							7.99	682	7.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	6.99	38	6.99						
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage				2.80 - 2.99	811	2.80	2.99	14	2.99
85% lean	2.50 - 3.99	132	3.35	2.49	645	2.49	2.99	16	2.99
93% lean	3.99 - 4.50	50	4.02	2.50 - 2.99	764	2.91			
Breast (99-100% lean)	5.49 - 5.99	101	5.50	3.99	129	3.99			
Rolls (frsh/frz 1 lb.)	3.50	38	3.50						
<b>Specialty</b> <sup>3/</sup>									
Patties									
93-94% lean	4.49	510	4.49						
Breast									



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	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	15.0% of 100 sampled outlets			19.0% of 100 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 15			Activity Index = 20		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b> Fresh - Hens " - Toms Frozen - Hens " - Toms						
<b>PARTS:</b> 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						
<b>GROUND TURKEY:</b> Patties Sausage 85% lean 93% lean Breast (99-100% lean) Rolls (frsh/frz 1 lb.)	2.99	15	2.99	2.99	20	2.99
<b>Specialty</b> <sup>3/</sup> 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 09/17 thru 09/23.

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

Fri. Sep 17, 2021

	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		48.8% of 5,500 sampled outlets Activity Index = 4,451			45.7% of 7,400 sampled outlets Activity Index = 5,199		
Feature Rate <sup>1/</sup>	44.0% of 29,200 stores		35.5% of 29,200 stores		38.0% of 29,200 stores							
Activity Index <sup>2/</sup>	21,823		23,708		24,973							
	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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,051	8.65	3,216	8.49	3,085	9.06	6.99 - 10.99	965	8.61	6.99 - 11.99	75	10.18
Private Brand	2,754	7.85	792	8.52	5,715	7.61	6.99 - 11.99	450	8.40	7.49 - 7.99	470	7.50
<b>Category 2</b>												
Processor Brand	1,463	6.14	652	6.24	1,268	6.05	4.48 - 7.00	549	6.19	4.48 - 6.99	306	6.10
Private Brand	1,812	5.58	1,156	6.28	2,784	6.62	4.99 - 6.99	636	6.11	4.99 - 6.99	968	5.02
<b>Category 3</b>												
Processor Brand	154	4.95	998	5.55	26	5.99				4.89	60	4.89
Private Brand	450	5.83	268	5.74	604	4.83	6.99	224	6.99			
<b>Turkey Ham</b>												
Processor Brand	14	4.99	318	3.90								
Private Brand	147	4.02	126	3.81	163	3.38						
<b>Turkey Pastrami</b>												
Processor Brand	14	4.99	62	3.99								
Private Brand					11	10.99						
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,456	8.85	2,078	7.67	1,452	9.01	7.48 - 9.99	299	9.23	5.88 - 8.99	74	7.56
Private Brand	829	7.64	275	7.46	2,298	8.05	8.49	103	8.49			
<b>Category 2</b>												
Processor Brand			186	6.61	93	6.99						
Private Brand	1,404	5.32	11	6.99	706	6.12	4.99 - 6.99	329	6.09	4.99	955	4.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2,370	3.18	5,885	3.32	1,584	2.98	2.29 - 3.50	418	2.99	2.29 - 3.99	432	3.32
Private Brand	103	3.50	16	2.00	1,312	3.86	3.50	103	3.50			
<b>Turkey 16 oz</b>												
Processor Brand	1,145	4.74	2,150	4.47	1,223	5.45	5.99 - 6.99	60	6.62	4.78 - 6.99	401	5.73
Private Brand	1,133	5.50	233	3.83	170	2.99				5.50	1,133	5.50
<b>Chicken 7-10 oz</b>												
Processor Brand	2,524	3.24	5,286	3.34	1,167	3.10	2.29 - 3.50	315	2.82	2.49 - 3.50	325	3.17
Private Brand					1,312	3.86						

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;

<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)		
Feature Rate <sup>1/</sup>	47.0% of 6,100 sampled outlets			19.5% of 4,900 sampled outlets			53.8% of 3,800 sampled outlets			67.9% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,789			Activity Index = 2,994			Activity Index = 2,380			Activity Index = 955		
	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	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.49 - 11.99	1,018	8.26	6.99 - 10.99	1,681	8.89	7.99 - 8.99	308	8.41	7.99	4	7.99
Private Brand	6.99 - 8.99	834	7.16	7.99 - 11.99	222	8.71	7.99 - 10.99	656	8.04	8.99 - 10.99	111	9.28
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	457	6.35	4.79 - 5.99	123	5.22	5.99	13	5.99	6.98	15	6.98
Private Brand	5.99 - 6.99	109	6.29	6.00 - 6.49	58	6.03				5.99 - 8.99	41	8.19
<b>Category 3</b>												
Processor Brand	4.99	94	4.99									
Private Brand	3.99 - 4.49	24	4.24	3.79 - 4.49	83	4.36	5.00	119	5.00			
<b>Turkey Ham</b>												
Processor Brand	4.99	14	4.99									
Private Brand	3.99	43	3.99	3.79	67	3.79	4.49	37	4.49			
<b>Turkey Pastrami</b>												
Processor Brand	4.99	14	4.99									
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.49 - 10.99	595	8.38	7.49	86	7.49	9.79	402	9.79			
Private Brand	7.99	44	7.99							7.49	682	7.49
<b>Category 2</b>												
Processor Brand												
Private Brand	3.99 - 5.99	66	5.62	6.00	54	6.00						
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.79 - 4.00	1,161	3.19	2.29 - 3.68	299	3.12				2.00 - 3.98	38	2.86
Private Brand												
<b>Turkey 16 oz</b>												
Processor Brand	2.50 - 5.98	155	4.51	2.50 - 3.99	36	3.49	3.79 - 3.99	467	3.87	3.18 - 3.98	26	3.52
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.79 - 4.00	1,161	3.19	2.29 - 3.68	285	3.16	3.79 - 3.99	378	3.85	2.00 - 3.98	38	2.86
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)

Source: USDA Livestock, Poultry, & Grain Market News;

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Activity Index <sup>2/</sup>	Activity Index = 15			Activity Index = 40				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand	8.99	11 8.99						
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b>								
(dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	4.79	2 4.79		4.50	20 4.50			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.79	2 4.79		4.50	20 4.50			
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)

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