



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/21 thru 06/27.

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

Fri. Jun 21, 2019

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	36.8% of 29,200 outlets		23.2% of 29,200 outlets		27.7% of 29,100 outlets	
Special Rate ^{4/}	6.6%		1.0%		2.0%	
Activity Index ^{2/}	13,418		8,886		10,195	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh					71	1.07
Frozen	296	1.37	1,099	1.46	73	1.45
Split, bone-in						
Fresh						
Rotisserie					112	6.92
Boneless, whole					124	5.69
Cutlets	61	4.97	69	4.99	282	6.75
Cutlets, thin sliced					120	4.23
Strips						
Tenders	130	4.98	479	3.99	8	5.99
Marinated Tenders	381	4.57				
Drumsticks	324	1.55	127	1.29	122	1.72
Thighs	143	1.68			52	2.58
Wings	207	1.56	222	1.25	122	1.05
Necks			121	1.15	162	0.99
Smoked Drumsticks	67	1.98	89	2.29	21	1.69
Smoked Wings	67	1.98	89	2.29	34	1.69
Smoked Necks	67	1.98	101	1.91		
GROUND TURKEY:						
	8,851	3.34	5,700	3.19	8,046	3.34
Patties	568	3.95	121	3.04	1,229	3.89
Sausage	730	3.33	413	3.99	593	3.60
85% lean	3,255	2.81	2,813	2.90	3,333	2.92
93% lean	3,893	3.53	2,152	3.28	2,701	3.44
Breast	405	4.99	201	4.77	190	5.17
Rolls (frsh/frz 1 lb.)	713	2.89	20	2.25	78	2.80
Specialty ^{5/}						
Patties	236	4.02	342	3.49	30	3.49
93-94% lean	1,663	4.03	416	4.30	703	4.81
Breast	212	4.99	12	5.99	35	5.99

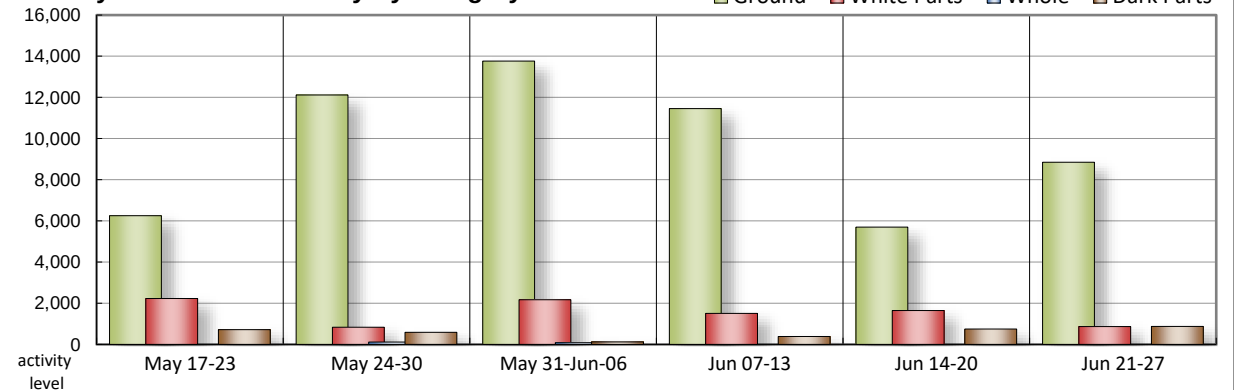
Note: rolls & specialty not included in ground turkey total and weighted average.

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

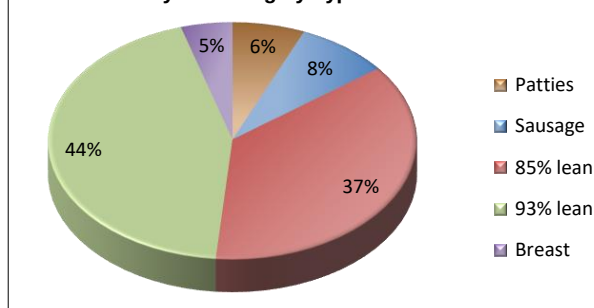
<http://www.ams.usda/market-news/livestock-poultry-grain> :

Turkey feature activity increases this week. Whole birds and rotisserie breasts remain void from circular space. Frozen bone-in breasts are limited in offerings, but usually found at lower values. In some locations, marinated tenders are viewed at enticing price levels. Dark parts are a little easier to find due to increased offers of the fresh variety. Prices trend higher for fresh, while mixed for the smoked type. Grinds pick up some momentum with 93% and 85% leans taking most of the spotlight. Conventional sausage and 85% lean are better valued, as well as specialty ground breast and 93-94% lean. Deli items are more active as retailers promote service and self-service items more often than the previous period. Smaller package size self-service, private label thick and thin turkey slicing meat prices are lower.

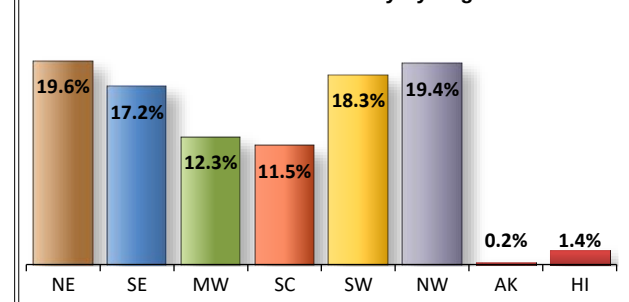
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



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/}	46.2% of 5,500 sampled outlets			46.3% of 7,400 sampled outlets			30.1% of 6,100 sampled outlets		
Activity Index ^{2/}	10.2% of stores w/ no-price promotions Activity Index = 3,195			15.5% of stores w/ no-price promotions Activity Index = 3,810			1.6% of stores w/ no-price promotions Activity Index = 1,818		
	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	1.49	69	1.49	0.99 - 1.29	80	1.03	0.99 - 1.29	52	1.17
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	4.97	61	4.97						
Cutlets, thin sliced									
Strips									
Tenders	4.97 - 4.99	130	4.98						
Marinated Tenders	3.74	48	3.74	3.74 - 5.32	244	5.04	3.74	89	3.74
Drumsticks	1.29 - 1.49	157	1.37				1.68	143	1.68
Thighs							1.68	143	1.68
Wings				1.29	19	1.29	1.68	143	1.68
Necks									
Smoked Drumsticks				1.98	67	1.98			
Smoked Wings				1.98	67	1.98			
Smoked Necks				1.98	67	1.98			
GROUND TURKEY:									
Patties	3.99	68	3.99						
Sausage	1.99 - 4.09	458	3.39	2.69	131	2.69	3.79	43	3.79
85% lean	2.33 - 3.33	902	2.95	2.33 - 3.33	1,001	2.37	2.49 - 2.99	316	2.84
93% lean	3.00 - 3.99	651	3.51	2.99 - 3.50	1,449	3.43	2.99 - 3.99	780	3.33
Breast (99-100% lean)	4.99	227	4.99				4.99	45	4.99
Rolls (frsh/frz 1 lb.)							2.00	59	2.00
Specialty ^{5/}									
Patties	3.99	212	3.99						
93-94% lean				3.98 - 4.99	685	4.03	4.99	5	4.99
Breast	4.99	212	4.99						

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

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

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Fri. Jun 21, 2019

	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/}	36.3% of 4,900 sampled outlets			22.3% of 3,800 sampled outlets			16.8% of 1,300 sampled outlets		
Special Rate ^{4/}	2.3% 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 = 1,696			Activity Index = 1,964			Activity Index = 861		
	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	0.99 - 1.79	84	1.63				1.98	11	1.98
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.99	24	1.99						
Thighs									
Wings	1.29	45	1.29						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.69	98	3.69	4.00	402	4.00			
Sausage	3.69	98	3.69						
85% lean				2.50 - 3.29	981	3.08	2.89 - 3.49	55	3.09
93% lean	3.00 - 3.99	132	3.72	3.49	50	3.49	3.00 - 3.99	777	3.87
Breast (99-100% lean)	4.99	4	4.99	5.00	129	5.00			
Rolls (frsh/frz 1 lb.)	2.97 - 2.99	654	2.97						
Specialty ^{5/}									
Patties	4.24	24	4.24						
93-94% lean	3.99 - 4.99	533	4.00	3.99	402	3.99	4.99	18	4.99
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/}	18.0% of 100 sampled outlets			69.5% 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 = 63		
	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	3.00	11	3.00	4.49 - 4.99	43	4.72
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean				4.99	20	4.99
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/21 thru 06/27.

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

Fri. Jun 21, 2019

	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/}	49.4% of 29,200 stores		44.3% of 29,200 stores		33.5% of 29,100 stores		58.9% of 5,500 sampled outlets			62.3% of 7,400 sampled outlets		
Activity Index 2/	32,674		26,441		18,448		Activity Index = 7,311			Activity Index = 9,873		
	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	4,773	8.65	3,922	8.29	1,943	7.87	6.97 - 8.99	1,499	7.67	6.99 - 10.99	1,425	10.43
Private Brand	3,718	7.64	1,112	8.07	2,322	8.79	6.99 - 7.99	293	7.25	6.99 - 8.99	1,342	7.38
Category 2												
Processor Brand	1,496	6.30	1,343	6.49	600	5.90	4.99 - 6.99	1,018	6.25	4.99 - 6.99	87	6.76
Private Brand	1,498	6.05	3,027	6.39	2,023	6.66	5.49 - 6.99	668	6.06	5.99	71	5.99
Category 3												
Processor Brand	587	4.10	149	3.99	355	5.49	2.99 - 3.99	155	3.59	3.99	289	3.99
Private Brand	318	4.77	1,945	4.56	743	4.41				4.99	9	4.99
Turkey Ham												
Processor Brand			96	4.11	9	4.99						
Private Brand	120	3.40	222	4.40	15	3.39				3.47	40	3.47
Turkey Pastrami												
Processor Brand			153	3.60	73	5.44						
Private Brand			89	4.99	5	4.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,898	8.27	1,429	8.31	1,662	7.90	6.99 - 9.99	1,304	8.28	8.59 - 9.99	380	9.01
Private Brand	456	8.13	731	7.91	1,648	7.16	6.99 - 7.99	155	7.42	8.49	139	8.49
Category 2												
Processor Brand	180	5.74	485	6.12	110	5.20						
Private Brand	617	6.21	646	5.72	340	6.10				6.99	30	6.99
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,297	2.92	4,459	3.11	1,920	3.05	2.50 - 3.99	1,031	3.25	1.99 - 4.29	2,909	3.11
Private Brand	159	3.32	98	3.34	419	3.01						
Turkey 16 oz												
Processor Brand	1,075	5.26	1,917	5.05	2,156	4.24	4.99 - 5.99	157	5.13	4.99 - 5.99	303	5.71
Private Brand	239	3.99	201	3.99								
Chicken 7-10 oz												
Processor Brand	7,084	2.93	4,325	3.10	1,686	3.10	2.50 - 3.99	1,031	3.25	1.99 - 4.29	2,849	3.12
Private Brand	159	3.32	92	3.38	419	3.01						

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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Fri. Jun 21, 2019

	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/}	54.3% of 6,100 sampled outlets			36.8% of 4,900 sampled outlets			30.5% of 3,800 sampled outlets			17.5% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 6,751			Activity Index = 5,647			Activity Index = 2,505			Activity Index = 525		
	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 - 9.99	1,264 7.89		6.99 - 7.99	30 7.22		7.99 - 12.49	539 8.58		6.99	16 6.99	
Private Brand	6.99 - 10.99	293 7.61		6.99 - 7.99	1,763 7.90		8.99	11 8.99		8.99	16 8.99	
Category 2												
Processor Brand	4.99 - 6.99	391 6.32										
Private Brand	5.98 - 6.49	618 6.13		5.29 - 5.99	141 5.74							
Category 3												
Processor Brand	4.88	143 4.88										
Private Brand	4.79 - 5.00	163 4.81		4.99 - 5.00	67 4.99		3.98 - 3.99	40 3.98		5.00	39 5.00	
Turkey Ham												
Processor Brand												
Private Brand	2.99	43 2.99					3.79	37 3.79				
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 8.99	315 8.00		6.98 - 9.99	36 8.26		6.99 - 11.00	863 8.02				
Private Brand	6.99 - 10.49	56 7.68		6.99 - 7.99	71 7.93		10.99	35 10.99				
Category 2												
Processor Brand	4.99 - 5.99	180 5.74										
Private Brand	2.99 - 6.99	278 5.65		4.99 - 6.99	167 6.33		6.99	142 6.99				
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 3.99	1,303 2.85		1.99 - 3.99	1,684 2.33		3.50	218 3.50		2.50 - 4.49	132 3.12	
Private Brand	2.99	53 2.99								3.49	95 3.49	
Turkey 16 oz												
Processor Brand	3.99 - 5.97	149 5.29		4.99 - 5.49	64 5.07		4.99	402 4.99				
Private Brand	3.99	201 3.99		3.99	38 3.99							
Chicken 7-10 oz												
Processor Brand	1.99 - 3.99	1,248 2.88		1.99 - 3.99	1,586 2.32		3.50	218 3.50		2.50 - 4.49	132 3.12	
Private Brand	2.99	53 2.99								3.49	95 3.49	

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/}	11.0% of 100 sampled outlets			47.6% of 100 sampled outlets				
Activity Index 2/	Activity Index = 22			Activity Index = 40				
	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								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand				3.50	20 3.50			
Private Brand	3.49	11 3.49						
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand				3.50	20 3.50			
Private Brand	3.49	11 3.49						

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

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