



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/02 thru 08/08.

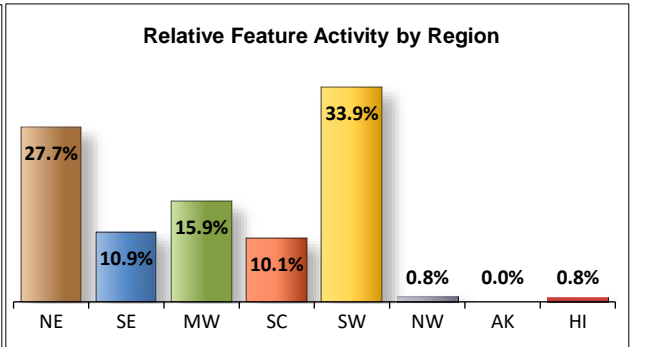
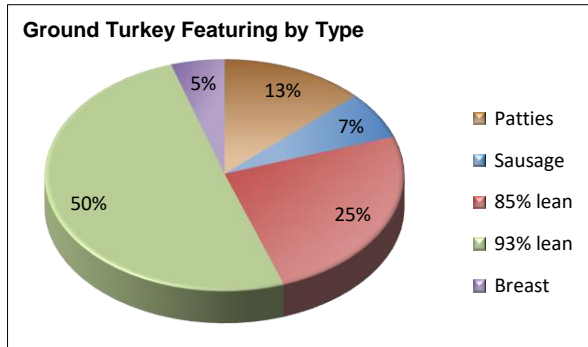
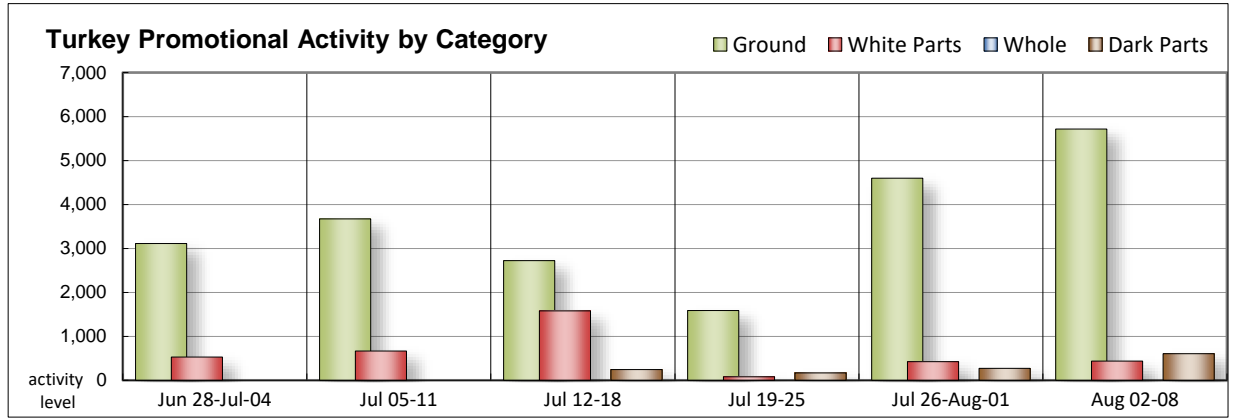
Fri. Aug 02, 2024

(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/}	26.2% of 29,200 outlets		25.2% of 29,200 outlets		16.8% of 29,200 outlets	
Special Rate ^{4/}	4.2%		4.2%		2.0%	
Activity Index ^{2/}	8,440		7,731		6,831	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	124	1.29	249	1.05		
Split, bone-in						
Fresh						
Rotisserie			89	8.99		
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	313	5.33	86	5.33		
Drumsticks	50	2.69			40	1.59
Thighs						
Wings	78	2.78			50	1.63
Necks	54	2.69				
Smoked Drumsticks	141	2.99	116	2.99	154	3.21
Smoked Wings	141	3.45	116	3.16	154	3.33
Smoked Necks	141	2.99	40	2.99	154	3.09
GROUND TURKEY:	5,715	4.11	4,597	3.99	2,313	3.72
Patties	750	4.37	13	3.99		
Sausage	379	4.63	929	4.85		
85% lean	1,425	3.80	2,487	3.30	846	3.50
93% lean	2,883	3.99	522	3.37	1,020	3.58
Breast	278	5.62	646	5.91	447	4.47
Rolls (frsh/frz 1 lb.)			92	3.72		
Specialty ^{5/}						
Patties	118	5.41	133	5.32	775	5.77
93-94% lean	979	4.98	1,979	4.71	2,529	5.09
Breast	586	6.64	234	6.13	662	6.22

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

Turkey feature activity increased this week. Bone-in breasts offerings were still available but at lower store count. Marinated tenders hold on for this week's ad cycle. Dark part offerings branched out into fresh. Grinds activity continues to increase with 93% lean controlling half and 85% lean controlling a quarter of the feature activity. Conventional grinds activity is higher compared to last year, while specialty grinds is lower. Service deli category one turkey doubled in activity and was found in a better value as was category one chicken. Self-service deli turkey in the smaller package size increased in activity this week.



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/}	35.7% of 5,500 sampled outlets Activity Index = 2,625			22.4% of 7,400 sampled outlets 4.1% Activity Index = 1,417			24.7% of 6,100 sampled outlets Activity Index = 1,368		
	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				1.29 - 1.39	115	1.30	1.29	9	1.29
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33	265	5.33	5.33	48	5.33			
Drumsticks									
Thighs									
Wings	2.99	24	2.99						
Necks									
Smoked Drumsticks	2.99	48	2.99	2.99	54	2.99	2.99	39	2.99
Smoked Wings	3.69	48	3.69	2.99 - 3.69	54	3.56	2.99	39	2.99
Smoked Necks	2.99	48	2.99	2.99	54	2.99	2.99	39	2.99
GROUND TURKEY:									
Patties	4.99	227	4.99				4.79	44	4.79
Sausage	3.99 - 4.91	339	4.61	4.79	40	4.79			
85% lean	3.99	82	3.99	3.99	955	3.99	2.50 - 3.99	234	3.22
93% lean	3.99 - 4.49	349	4.10	4.49	11	4.49	3.99 - 4.49	391	4.01
Breast (99-100% lean)	4.99 - 5.99	196	5.46				5.99	82	5.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	4.99	69	4.99				5.99	45	5.99
93-94% lean	4.50 - 5.99	444	5.03	4.99	40	4.99	4.49 - 5.99	446	4.89
Breast	5.99 - 7.99	486	6.55	5.99	46	5.99			

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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	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/}	16.8% of 4,900 sampled outlets			44.0% of 3,800 sampled outlets			1.6% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5%								
Activity Index ^{2/}	Activity Index = 869			Activity Index = 2,120			Activity Index = 21		
	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				2.69	50	2.69			
Thighs									
Wings				2.69	54	2.69			
Necks				2.69	54	2.69			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.25	77	4.25	3.99	402	3.99			
Sausage									
85% lean	3.79	77	3.79	2.99	77	2.99			
93% lean	3.66 - 4.49	645	3.79	3.99 - 4.49	1,446	4.03	3.99	21	3.99
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	5.99	4	5.99						
93-94% lean	4.98	12	4.98	5.49	37	5.49			
Breast	7.99	54	7.99						



(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/}	15.0% of 100 sampled outlets			0.0% of 100 sampled outlets			
Special Rate ^{4/}							
Activity Index ^{2/}	Activity Index = 0			Activity Index = 20			
	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				3.99	20	3.99	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
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 08/02 thru 08/08.

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

Fri. Aug 02, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	67.4% of 29,200 stores		53.7% of 29,200 stores		43.9% of 29,200 stores	
Activity Index ^{2/}	31,996		32,984		30,059	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	10,764	9.92	6,038	10.79	7,036	10.02
Private Brand	1,143	9.63	6,515	9.32	2,065	9.08
Category 2						
Processor Brand	450	6.38	218	6.48	285	6.60
Private Brand	136	6.99	1,071	6.99	24	6.99
Category 3						
Processor Brand	107	4.79	107	4.79	54	4.99
Private Brand			16	4.69	16	4.49
Turkey Ham						
Processor Brand	463	4.62	654	4.66	337	4.47
Private Brand			22	3.89	16	3.79
Turkey Pastrami						
Processor Brand	134	6.99	45	6.99		
Private Brand						
SERVICE DELI - Chicken						
Category 1						
Processor Brand	2,646	9.57	2,919	10.85	3,421	10.37
Private Brand			599	10.11	979	8.12
Category 2						
Processor Brand	139	6.99				
Private Brand			1,055	6.46		
SELF-SERVICE DELI (dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	6,260	4.08	5,738	4.02	7,117	4.82
Private Brand	1,522	4.09	322	3.98		
Turkey 16 oz						
Processor Brand	2,014	6.03	2,107	6.37	2,990	6.55
Private Brand					342	6.99
Chicken 7-10 oz						
Processor Brand	5,085	4.02	5,271	3.97	5,377	5.05
Private Brand	1,133	4.00	287	4.10		

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)		
70.2% of 5,500 sampled outlets Activity Index = 6,143			76.4% of 7,400 sampled outlets Activity Index = 7,650		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 12.99	2,402	9.87	7.99 - 12.99	436	10.04
7.99 - 9.99	627	9.54			
5.99 - 6.99	189	6.64	5.99 - 6.99	206	6.18
6.99	90	6.99			
			4.99	40	4.99
6.99	103	6.99			
7.99 - 11.99	1,029	9.91	6.99 - 10.99	288	8.28
			6.99	83	6.99
3.50 - 5.99	679	4.76	2.98 - 5.99	1,861	3.65
4.39	266	4.39	4.00 - 4.39	1,209	4.02
5.99 - 6.49	475	6.21	4.28 - 5.99	573	5.39
3.50 - 5.99	283	5.15	2.98 - 5.99	1,821	3.64
			4.00	1,133	4.00

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,NV)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
	67.7% of 6,100 sampled outlets			72.4% of 4,900 sampled outlets			56.7% of 3,800 sampled outlets			20.2% of 1,300 sampled outlets		
Feature Rate ^{1/}	Activity Index = 6,952			Activity Index = 7,845			Activity Index = 3,124			Activity Index = 200		
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	7.89 - 13.99	2,016	9.36	7.99 - 13.99	4,504	10.02	9.99 - 17.99	1,286	10.49	8.98 - 10.99	105	10.41
Private Brand	9.99	430	9.99	7.99	66	7.99						
Category 2												
Processor Brand	5.99 - 6.99	55	6.21									
Private Brand	6.99	46	6.99									
Category 3												
Processor Brand				4.67	67	4.67						
Private Brand												
Turkey Ham												
Processor Brand	3.99 - 4.99	55	4.21	4.47 - 4.59	226	4.49	4.47 - 5.79	182	4.90			
Private Brand												
Turkey Pastrami												
Processor Brand				6.99	31	6.99						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 12.99	1,155	9.44	7.99 - 12.99	174	10.58						
Private Brand												
Category 2												
Processor Brand	6.99	56	6.99									
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 5.99	1,503	4.16	1.97 - 4.59	1,411	3.73	3.49 - 5.99	762	5.04	3.99	26	3.99
Private Brand				4.00	47	4.00						
Turkey 16 oz												
Processor Brand	5.99 - 6.99	570	6.44	5.99 - 6.59	153	6.34	4.99 - 6.49	189	6.01	5.99	43	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.00 - 5.99	1,066	4.12	1.97 - 4.59	1,166	3.60	3.49 - 5.99	705	5.07	3.99	26	3.99
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)

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

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	36.0% of 100 sampled outlets			31.4% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 56			Activity Index = 26				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.99	15 9.99						
Private Brand				9.99	20 9.99			
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	3.99	15 3.99		4.99	3 4.99			
Private Brand								
Turkey 16 oz								
Processor Brand	7.39	11 7.39						
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.99	15 3.99		4.99	3 4.99			
Private Brand								

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Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

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