



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/28 thru 07/04.

Fri. Jun 28, 2024

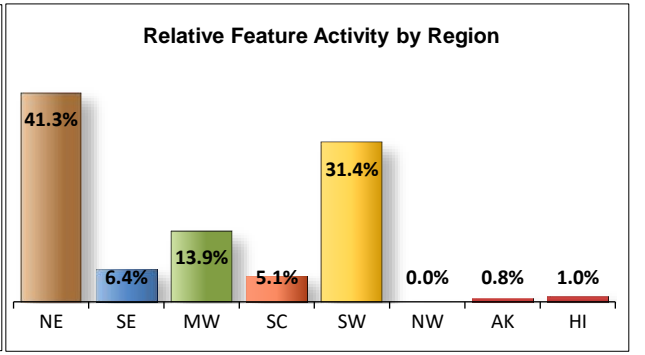
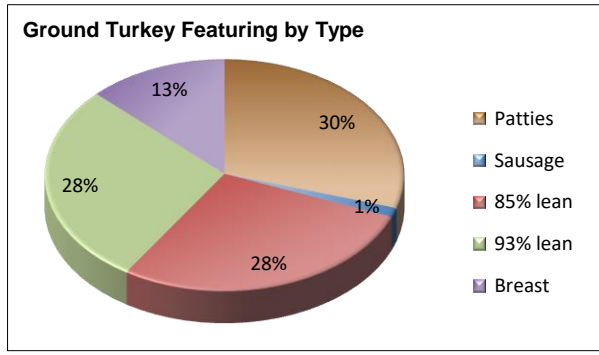
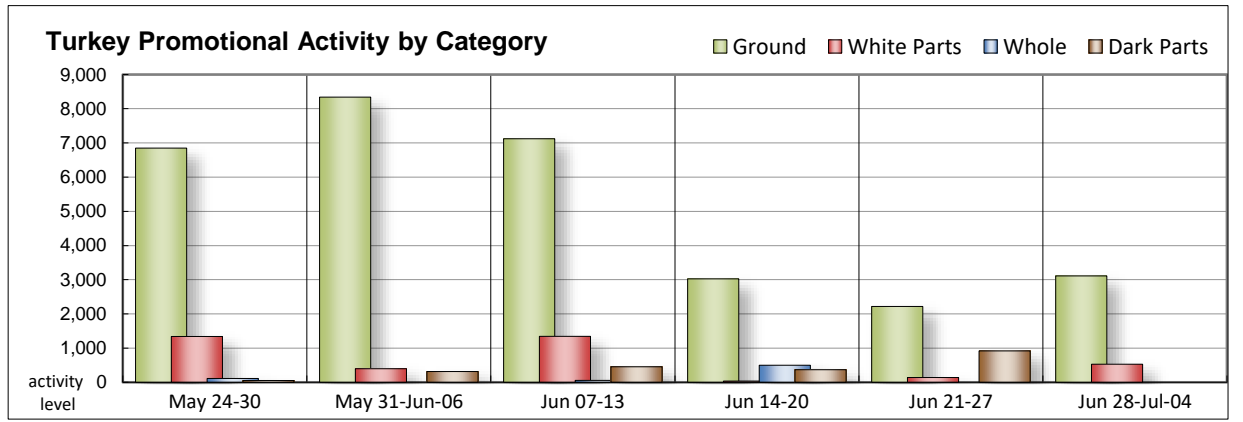
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	16.9% of 29,200 outlets		15.4% of 29,200 outlets		19.1% of 29,200 outlets	
Special Rate ^{4/}	4.2%		4.2%		1.9%	
Activity Index ^{2/}	6,317		4,278		6,094	
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	278	1.11	42	1.79	1,081	1.07
Split, bone-in						
Fresh						
Rotisserie	15	8.99				
Boneless, whole						
Cutlets	13	6.99			40	5.99
Cutlets, thin sliced	13	6.99	77	5.99		
Strips						
Tenders						
Marinated Tenders	210	5.33	21	4.66	93	6.66
Drumsticks					116	1.46
Thighs						
Wings					116	1.46
Necks						
Smoked Drumsticks			210	2.99		
Smoked Wings			498	3.20		
Smoked Necks			210	2.99		
GROUND TURKEY:	3,111	4.29	2,218	4.50	1,661	3.57
Patties	926	4.50	68	4.99	68	4.99
Sausage	40	4.79	334	4.86		
85% lean	873	3.35	784	3.23	1,215	3.32
93% lean	875	3.88	286	3.43	338	3.99
Breast	397	6.77	746	6.02	40	5.27
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties	772	5.86			662	5.67
93-94% lean	1,703	5.01	724	4.98	1,882	5.02
Breast	202	6.83	278	6.74	443	5.69

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 increased this week. Bone-in frozen breasts had more activity this week compared to last, but is significantly lower compared to last year. Marinated Tenders increased in activity, but still had a limited store count. Patties picked up in activity, with them holding a little less than a third of grinds activity. 93% lean and 85% lean both are holding onto a little less than a third of grinds activity as well. Compared to last year at this time conventional 85% lean activity is much lower. Specialty patties came out of the shadows this week with a similar store count as last year. Category one service deli, and self-service deli in the larger package size is found in a better value 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/}	33.2% of 5,500 sampled outlets Activity Index = 2,948			10.7% of 7,400 sampled outlets 4.1% Activity Index = 626			14.9% of 6,100 sampled outlets Activity Index = 898		
	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	227	0.99	1.39	6	1.39	1.29 - 1.79	45	1.66
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	6.99	13	6.99						
Cutlets, thin sliced	6.99	13	6.99						
Strips									
Tenders									
Marinated Tenders	5.33	166	5.33	5.33	44	5.33			
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.99	468	4.99				3.99 - 4.29	56	4.06
Sausage				4.79	40	4.79			
85% lean	2.50 - 3.33	302	3.08				2.50 - 4.99	277	3.36
93% lean	3.07 - 4.61	285	3.76				3.50 - 4.49	81	3.97
Breast (99-100% lean)	6.99	212	6.99				6.99	108	6.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	5.95 - 5.99	391	5.98	5.99	218	5.99	5.99	44	5.99
93-94% lean	4.99 - 5.99	871	5.02	4.99 - 5.99	268	5.00	4.99	254	4.99
Breast				6.99	50	6.99	5.99	33	5.99

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

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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/}	7.5% of 4,900 sampled outlets			26.7% of 3,800 sampled outlets			0.0% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5%								
Activity Index ^{2/}	Activity Index = 332			Activity Index = 1,478			Activity Index = 0		
	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									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.99	402	3.99			
Sausage									
85% lean	4.99	24	4.99	3.49	270	3.49			
93% lean	3.50 - 4.49	87	3.61	3.99	402	3.99			
Breast (99-100% lean)	5.83	77	5.83						
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties				5.19	119	5.19			
93-94% lean	4.99	144	4.99	4.99	166	4.99			
Breast				6.99	119	6.99			

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	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	15.0% of 100 sampled outlets			19.0% of 100 sampled outlets		
Special Rate ^{4/}						
Activity Index ^{2/}	Activity Index = 15			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	8.99	15	8.99			
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						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/28 thru 07/04.

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

Fri. Jun 28, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	40.1% of 29,200 stores		50.9% of 29,200 stores		39.2% of 29,200 stores	
Activity Index ^{2/}	27,654		29,351		26,877	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	6,420	10.19	6,694	10.24	8,339	9.69
Private Brand	1,700	9.96	417	8.27	1,805	9.71
Category 2						
Processor Brand	1,013	6.84	772	7.67	466	6.99
Private Brand	90	6.99	654	6.84	148	6.99
Category 3						
Processor Brand	82	4.73	71	4.92	40	4.99
Private Brand					79	4.63
Turkey Ham						
Processor Brand	402	4.76	353	4.74	291	4.46
Private Brand			60	2.99	83	4.31
Turkey Pastrami						
Processor Brand			69	6.99		
Private Brand						
SERVICE DELI - Chicken						
Category 1						
Processor Brand	1,509	9.92	3,668	10.23	2,406	9.71
Private Brand	258	9.99	1,276	7.80	349	9.93
Category 2						
Processor Brand	91	6.99	215	6.94	124	6.09
Private Brand						
SELF-SERVICE DELI (dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	7,078	4.22	6,699	3.98	5,576	4.42
Private Brand	227	3.50				
Turkey 16 oz						
Processor Brand	2,651	6.28	2,593	6.61	2,000	6.27
Private Brand						
Chicken 7-10 oz						
Processor Brand	5,906	4.24	5,810	3.97	5,171	4.38
Private Brand	227	3.50				

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)		
57.6% of 5,500 sampled outlets Activity Index = 8,146			46.8% of 7,400 sampled outlets Activity Index = 4,024		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 14.99	2,533	10.99	7.99 - 12.99	1,047	9.09
8.99 - 9.99	770	9.97			
6.99	428	6.99	5.99 - 6.99	164	6.20
6.99	90	6.99			
			4.99	3	4.99
6.99	24	6.99	6.99	4	6.99
7.99 - 12.99	452	10.22	7.98 - 11.99	21	8.74
3.00 - 5.49	1,758	3.83	3.29 - 5.49	723	4.22
3.50	227	3.50			
5.99 - 7.99	260	6.16	4.79 - 7.99	1,596	6.39
3.00 - 5.49	1,377	3.74	3.33 - 5.49	466	4.16
3.50	227	3.50			

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)		
	39.9% of 6,100 sampled outlets Activity Index = 9,788			28.6% of 4,900 sampled outlets Activity Index = 3,404			29.2% of 3,800 sampled outlets Activity Index = 2,070			8.3% of 1,300 sampled outlets Activity Index = 157		
Feature Rate ^{1/}												
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	1,957 9.88		7.99 - 12.99	765 9.74		13.00	24 13.00		8.97 - 14.49	94 10.67	
Private Brand	7.99 - 9.99	915 9.96										
Category 2												
Processor Brand	5.99 - 6.99	357 6.92		6.99	64 6.99							
Private Brand												
Category 3												
Processor Brand	4.99	12 4.99		4.67	67 4.67							
Private Brand												
Turkey Ham												
Processor Brand	3.99 - 4.99	67 4.17		3.89 - 4.47	89 4.33		3.99 - 5.99	218 4.83				
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 12.99	359 9.57		8.99 - 9.99	548 9.92		9.99	129 9.99				
Private Brand	9.99	258 9.99										
Category 2												
Processor Brand	6.99	91 6.99										
Private Brand												
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 5.99	2,818 4.38		2.99 - 4.98	996 4.02		2.50 - 4.99	746 4.83		3.99	14 3.99	
Private Brand												
Turkey 16 oz												
Processor Brand	4.98 - 7.98	437 6.19		5.99	98 5.99		5.99	221 5.99		5.49 - 5.99	35 5.69	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 5.99	2,517 4.48		2.99 - 4.49	777 3.87		2.50 - 4.99	732 4.84		3.99	14 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/}	19.0% of 100 sampled outlets			21.9% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 19			Activity Index = 46				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand	8.99	15 8.99						
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 - 4.99	23 4.12			
Private Brand								
Turkey 16 oz								
Processor Brand	6.48	4 6.48						
Private Brand								
Chicken 7-10 oz								
Processor Brand				3.99 - 4.99	23 4.12			
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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