



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/12 thru 07/18.

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

Fri. Jul 12, 2024

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	22.8% of 29,200 outlets		20.4% of 29,200 outlets		23.8% of 29,200 outlets	
Special Rate ^{4/}	4.2%		4.2%		8.8%	
Activity Index ^{2/}	7,117		8,264		7,533	
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	139	1.29	109	1.02	220	1.79
Split, bone-in						
Fresh						
Rotisserie			31	8.99		
Boneless, whole						
Cutlets	66	6.99	383	6.44	42	5.99
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	1,374	5.13	143	5.54	206	5.99
Drumsticks	108	2.12			56	1.65
Thighs						
Wings	136	2.45			66	1.68
Necks					16	1.79
Smoked Drumsticks						
Smoked Wings					92	2.99
Smoked Necks					10	2.38
GROUND TURKEY:	2,722	3.64	3,671	4.03	1,513	4.39
Patties	302	4.07	911	4.50		
Sausage			168	4.12	498	5.48
85% lean	1,724	3.18	919	3.42	496	3.56
93% lean	489	3.75	1,583	3.99	325	3.88
Breast	207	6.49	90	5.99	194	4.58
Rolls (frsh/frz 1 lb.)	89	3.50	363	3.17		
Specialty ^{5/}						
Patties	760	5.17	962	5.56	1,886	4.71
93-94% lean	1,633	4.87	1,736	4.55	2,366	5.07
Breast	90	6.37	866	5.74	1,060	5.74

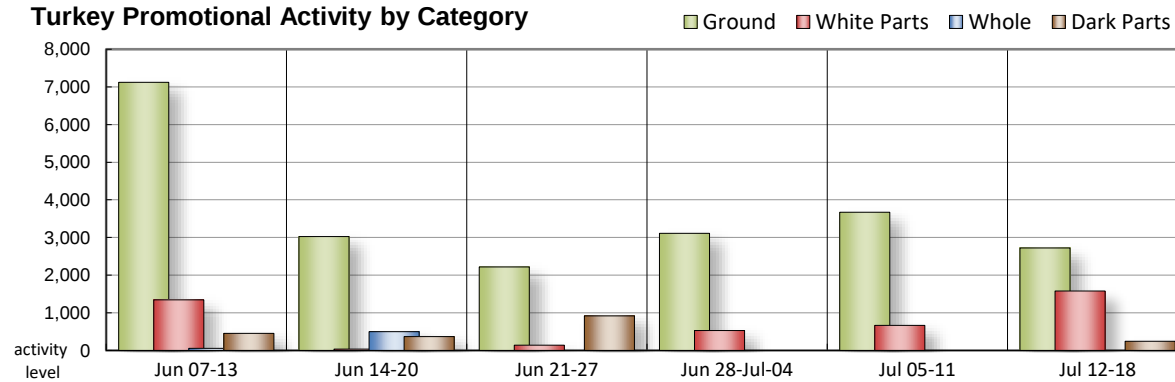
Note: rolls & specialty not included in ground turkey total and weighted average.

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

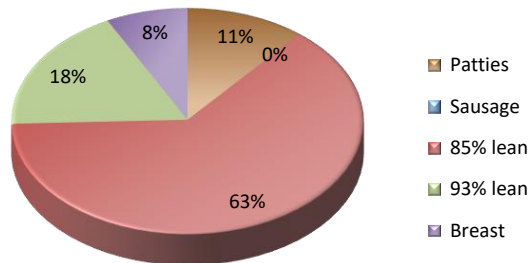
<http://www.ams.usda/market-news/livestock-poultry-grain> :

Turkey feature activity loses some momentum this week. Frozen bone-in breasts offerings remain light with prices trending slightly higher. Rotisserie breasts retreat into the shadows. Cutlets are nearly void from circular space. Marinated tenders step into the spotlight and account for the majority of the white parts on ad; most of those values are lower. Fresh dark parts come out of hiding after being invisible for the last couple of weeks. Grinds are less active with 85% lean garnering the majority of that attention. Most of the ground turkey prices trend lower except for ground breast meat and specialty 93-94% leans which are at higher price levels. Looking for a way to keep the kitchen cool as much of the country heats up? You are in luck due to an increased volume of deli meat promotions.

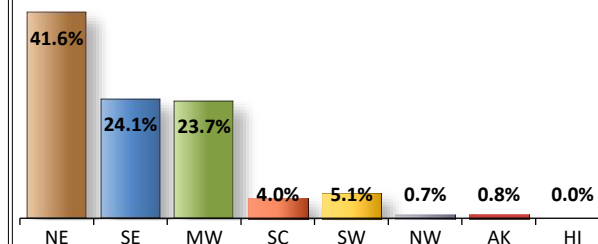
Turkey Promotional Activity by Category



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/}	43.1% of 5,500 sampled outlets			19.1% of 7,400 sampled outlets			21.8% of 6,100 sampled outlets		
Activity Index ^{2/}	Activity Index = 2,864			Activity Index = 2,261			Activity Index = 1,482		
	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	97	0.99				1.99	42	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	6.99	66	6.99						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.99 - 5.33	370	5.25	4.99	955	4.99	6.86	45	6.86
Drumsticks	2.49	68	2.49	1.49	40	1.49			
Thighs									
Wings	2.49 - 2.99	92	2.62	1.99 - 2.99	44	2.08			
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				4.99	23	4.99	3.99	258	3.99
Sausage									
85% lean	3.00 - 3.33	387	3.24	3.00 - 3.33	1,005	3.02	3.33 - 3.99	240	3.69
93% lean	3.99	16	3.99	2.99 - 3.99	21	3.47	3.50 - 3.99	362	3.91
Breast (99-100% lean)	6.49	207	6.49						
Rolls (frsh/frz 1 lb.)							3.50	89	3.50
Specialty ^{5/}									
Patties	4.54 - 5.99	554	5.29	4.54	76	4.54	4.49 - 5.99	130	5.00
93-94% lean	4.33 - 6.99	941	5.06	4.50 - 6.99	97	5.38	3.99 - 4.99	316	4.35
Breast	6.15	66	6.15						



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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/}	18.3% of 4,900 sampled outlets			16.7% of 3,800 sampled outlets			1.1% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5%								
Activity Index ^{2/}	Activity Index = 250			Activity Index = 231			Activity Index = 14		
	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	6.86	4	6.86						
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties				3.99	7	3.99	3.99	14	3.99
Sausage									
85% lean	3.49	77	3.49						
93% lean	2.99 - 3.49	90	3.11						
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	3.98 - 5.49	55	4.12	4.49 - 5.49	224	4.72			
Breast	6.99	24	6.99						

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

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

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	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	15.0% of 100 sampled outlets Activity Index = 15			0.0% of 100 sampled outlets Activity Index = 0			
	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 Breast (99-100% lean)	3.33	15	3.33				
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 07/12 thru 07/18.

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Fri. Jul 12, 2024

	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/}	46.3% of 29,200 stores		49.2% of 29,200 stores		42.4% of 29,200 stores		51.8% of 5,500 sampled outlets			57.1% of 7,400 sampled outlets		
Activity Index 2/	31,938		30,581		26,954		Activity Index = 7,659			Activity Index = 8,688		
	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
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,847	10.21	9,464	10.52	5,309	9.95	7.99 - 14.99	2,277	10.54	7.99 - 12.99	530	8.54
Private Brand	3,055	9.06	1,152	8.94	3,081	9.35	8.49 - 9.99	596	9.00	8.49 - 9.99	1,070	8.94
Category 2												
Processor Brand	237	6.43	338	6.61	264	6.67						
Private Brand	226	6.99	1,224	6.91	112	6.49	6.99	221	6.99	6.99	5	6.99
Category 3												
Processor Brand	118	4.81	284	4.72						4.99	39	4.99
Private Brand					79	4.48						
Turkey Ham												
Processor Brand	288	5.33	232	4.50	211	4.70	6.99	24	6.99	6.99	4	6.99
Private Brand	54	4.16	106	6.16	212	4.24						
Turkey Pastrami												
Processor Brand												
Private Brand					107	8.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,046	9.91	2,451	11.25	2,672	10.18	7.99 - 9.99	1,109	9.08	8.99 - 10.49	210	10.42
Private Brand	1,247	9.47	269	8.30	1,037	9.60	8.49 - 10.99	543	9.63	9.99	44	9.99
Category 2												
Processor Brand	132	5.99	105	6.51	12	6.99						
Private Brand	231	6.99	1,037	6.99						6.99	83	6.99
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	7,364	4.08	5,122	4.10	5,643	4.07	3.00 - 4.99	976	4.07	2.99 - 4.99	1,905	3.77
Private Brand	803	3.50			42	3.99	3.50	227	3.50	3.50	452	3.50
Turkey 16 oz												
Processor Brand	4,507	6.34	3,915	5.97	2,469	6.31	5.99 - 6.99	399	6.18	5.98 - 8.99	1,945	6.26
Private Brand	128	6.12			227	5.49	4.99 - 8.99	84	6.70	4.99	44	4.99
Chicken 7-10 oz												
Processor Brand	6,852	4.03	4,882	4.12	5,435	4.07	3.00 - 4.99	976	4.07	2.99 - 4.99	1,905	3.77
Private Brand	803	3.50			42	3.99	3.50	227	3.50	3.50	452	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)		
Feature Rate ^{1/}	43.9% of 6,100 sampled outlets			35.5% of 4,900 sampled outlets			27.8% of 3,800 sampled outlets			69.4% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 8,277			Activity Index = 3,789			Activity Index = 1,805			Activity Index = 1,625		
	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 - 12.99	716 10.20		7.99 - 12.99	79 9.88		9.99 - 15.99	189 11.22		8.98 - 10.99	45 9.92	
Private Brand	7.99 - 13.99	764 9.23		7.99 - 12.99	610 9.11							
Category 2												
Processor Brand	5.99 - 6.99	124 6.63		6.99	24 6.99		5.99	89 5.99				
Private Brand												
Category 3												
Processor Brand	4.99	12 4.99		4.67	67 4.67							
Private Brand												
Turkey Ham												
Processor Brand	4.99	12 4.99		4.49	67 4.49		4.49 - 6.99	181 5.41				
Private Brand				3.89 - 4.69	54 4.16							
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 11.99	189 10.82		7.99 - 10.99	27 9.66		10.99 - 14.99	427 11.22		7.99 - 13.99	64 9.96	
Private Brand	7.99 - 9.99	591 9.31		7.99 - 10.99	69 9.34							
Category 2												
Processor Brand	5.99	43 5.99					5.99	89 5.99				
Private Brand	6.99	148 6.99										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.97 - 4.99	2,451 4.12		2.99 - 4.99	991 3.49		3.99 - 6.19	327 5.34		4.99 - 5.99	698 5.01	
Private Brand				3.50	124 3.50							
Turkey 16 oz												
Processor Brand	5.00 - 6.99	1,064 6.02		5.00 - 6.99	667 6.70		6.49 - 6.99	295 6.77		5.99 - 7.99	120 7.61	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.97 - 4.99	2,163 4.12		2.99 - 4.99	886 3.37		3.99 - 5.49	208 4.85		4.99 - 5.99	698 5.01	
Private Brand				3.50	124 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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	39.0% of 100 sampled outlets			27.6% of 100 sampled outlets				
Activity Index 2/	Activity Index = 63			Activity Index = 32				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.49	11 9.49						
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				13.99	20 13.99			
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	5.29 - 5.59	13 5.34		5.99	3 5.99			
Private Brand								
Turkey 16 oz								
Processor Brand	7.99	11 7.99		5.79	6 5.79			
Private Brand								
Chicken 7-10 oz								
Processor Brand	5.29 - 5.59	13 5.34		5.99	3 5.99			
Private Brand								

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