



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/26 thru 08/01.

Fri. Jul 26, 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/}	25.2% of 29,200 outlets		11.8% of 29,200 outlets		15.6% of 29,200 outlets	
Special Rate ^{4/}	4.2%		4.2%		4.5%	
Activity Index ^{2/}	7,731		3,816		5,942	
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	249	1.05	65	1.94		
Split, bone-in						
Fresh						
Rotisserie	89	8.99	15	8.99		
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	86	5.33				
Drumsticks			50	2.69	109	1.78
Thighs					69	1.89
Wings			54	2.69	132	1.38
Necks			54	2.69		
Smoked Drumsticks	116	2.99			83	2.73
Smoked Wings	116	3.16			83	2.73
Smoked Necks	40	2.99	10	2.98	40	2.99
GROUND TURKEY:	4,597	3.99	1,587	4.29	3,783	3.74
Patties	13	3.99			1,099	4.49
Sausage	929	4.85			112	3.59
85% lean	2,487	3.30	718	3.32	1,486	3.18
93% lean	522	3.37	523	4.10	1,046	3.69
Breast	646	5.91	346	6.61	40	5.27
Rolls (frsh/frz 1 lb.)	92	3.72				
Specialty ^{5/}						
Patties	133	5.32	357	5.99	151	5.99
93-94% lean	1,979	4.71	1,219	4.80	1,238	4.81
Breast	234	6.13	405	6.70	254	6.35

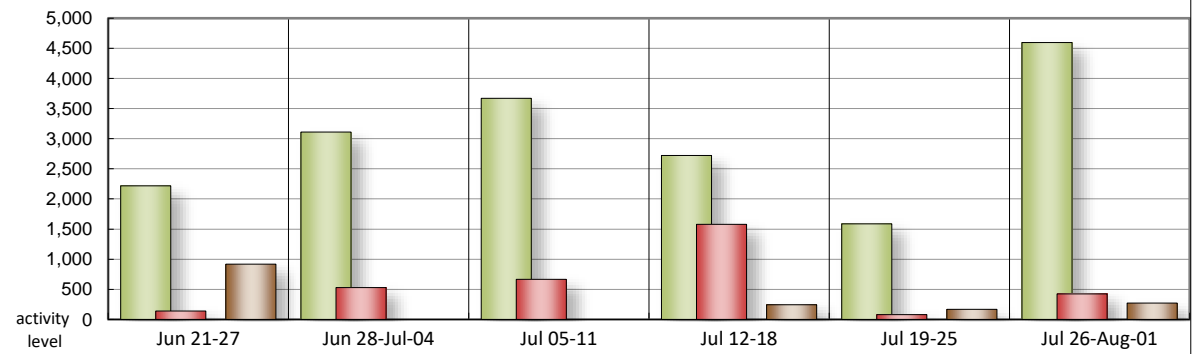
Note: rolls & specialty not included in ground turkey total and weighted average.

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

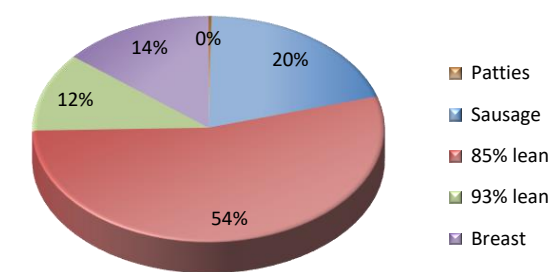
http://www.ams.usda/market-news/livestock-poultry-grain :

Turkey feature activity increases two-fold this week. Whole birds remain invisible, lurking in the shadows patiently awaiting their time later this Fall. Offerings of bone-in breasts remain limited. Although where viewed prices are lucrative. Rotisserie breasts are only found in one region with prices at the same level as the previous ad cycle. Marinated tenders barely make a reappearance. Dark part offers center on the smoked variety. Grinds are more active with 85% lean commanding most of the attention. Both the conventional and specialty ground items tend to be better valued when compared to last week. Even with a substantial increase in service deli offers, it is not enough to offset the decrease in self-service promotions causing an overall decline in deli activity.

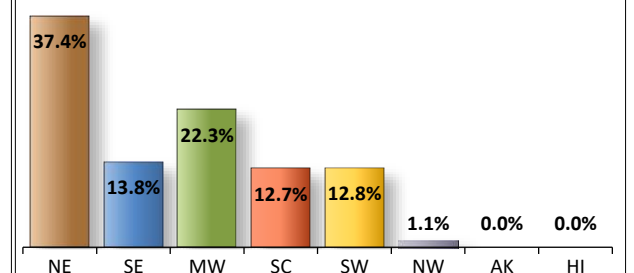
Turkey Promotional Activity by Category



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/} Activity Index ^{2/}	37.6% of 5,500 sampled outlets Activity Index = 2,990			25.8% of 7,400 sampled outlets 4.1% Activity Index = 1,503			24.9% of 6,100 sampled outlets Activity Index = 1,618		
	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				1.19	10	1.19
Split, bone-in									
Fresh									
Rotisserie							8.99	89	8.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							5.33	86	5.33
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks	2.99	76	2.99	2.99	40	2.99			
Smoked Wings	2.99	76	2.99	3.49	40	3.49			
Smoked Necks				2.99	40	2.99			
GROUND TURKEY:									
Patties							3.99	13	3.99
Sausage	4.50 - 4.99	704	4.85	4.79 - 4.99	90	4.89	4.91	58	4.91
85% lean	2.99 - 3.00	194	2.99	3.00 - 3.50	1,166	3.09	3.98 - 3.99	68	3.99
93% lean	2.99 - 3.99	478	3.31				3.99	13	3.99
Breast (99-100% lean)	5.38 - 6.49	277	5.64	5.38 - 6.99	81	5.97	5.38 - 6.99	178	5.72
Rolls (frsh/frz 1 lb.)							3.33	55	3.33
Specialty ^{5/}									
Patties							4.99 - 5.99	133	5.32
93-94% lean	3.99 - 5.79	846	4.90	4.99	46	4.99	3.99 - 4.99	882	4.56
Breast	5.49	112	5.49				5.99	33	5.99

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

<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/} Special Rate ^{4/} Activity Index ^{2/}	20.6% of 4,900 sampled outlets 0.5% Activity Index = 922			20.4% of 3,800 sampled outlets Activity Index = 675			6.2% of 1,300 sampled outlets Activity Index = 23		
	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	1.99	12	1.99						
Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks									
GROUND TURKEY: Patties Sausage 85% lean 93% lean Breast (99-100% lean)	4.80 3.50 - 3.99 3.99 6.49 - 6.99	77 587 10 31	4.80 3.93 3.99 6.60	2.99 - 3.49 6.99	472 77	3.04 6.99	3.99 6.99	21 2	3.99 6.99
Rolls (frsh/frz 1 lb.)				4.29	37	4.29			
Specialty ^{5/} Patties 93-94% lean Breast	3.99 - 4.99	205	4.48	6.99	89	6.99			



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	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/}	0.0% of 100 sampled outlets		2.9% of 100 sampled outlets			
Special Rate ^{4/}						
Activity Index ^{2/}	Activity Index = 0		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)						
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 07/26 thru 08/01.

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

Fri. Jul 26, 2024

	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		59.3% of 5,500 sampled outlets Activity Index = 7,776				56.3% of 7,400 sampled outlets Activity Index = 7,625			
Feature Rate ^{1/}	53.7% of 29,200 stores		57.7% of 29,200 stores		53.6% of 29,200 stores		Price Range (\$/pound)		Summary Stores Wtd Avg		Price Range (\$/pound)		Summary Stores Wtd Avg	
Activity Index ^{2/}	32,984		34,824		39,035									
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg								
SERVICE DELI - Turkey														
Category 1														
Processor Brand	6,038	10.79	7,875	10.30	10,231	10.59	7.99 - 14.99	2,258	11.05	7.99 - 12.99	1,722	11.80		
Private Brand	6,515	9.32	272	9.98	3,277	9.01	7.99 - 9.99	1,361	8.71	7.49 - 9.99	554	8.85		
Category 2														
Processor Brand	218	6.48	890	7.13	211	6.05	6.99	82	6.99	6.99	10	6.99		
Private Brand	1,071	6.99			321	6.49	6.99	90	6.99	6.99	535	6.99		
Category 3														
Processor Brand	107	4.79	28	4.99	144	4.87				4.99	40	4.99		
Private Brand	16	4.69			12	3.99								
Turkey Ham														
Processor Brand	654	4.66	117	4.44	443	4.63	4.99 - 6.99	29	6.65	4.99 - 6.99	10	5.79		
Private Brand	22	3.89	16	4.59	38	3.75								
Turkey Pastrami														
Processor Brand	45	6.99												
Private Brand														
SERVICE DELI - Chicken														
Category 1														
Processor Brand	2,919	10.85	3,671	10.35	1,058	9.50	7.99 - 11.99	934	9.28	7.99 - 12.99	1,222	12.71		
Private Brand	599	10.11	154	9.49	508	9.05	9.99	61	9.99					
Category 2														
Processor Brand			105	8.02										
Private Brand	1,055	6.46					5.99 - 6.99	650	6.13	6.99	166	6.99		
SELF-SERVICE DELI (dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	5,738	4.02	8,230	4.14	11,014	4.50	3.99 - 5.99	1,172	4.55	2.99 - 4.99	1,079	3.65		
Private Brand	322	3.98	1,789	3.99	227	4.99	3.99	112	3.99					
Turkey 16 oz														
Processor Brand	2,107	6.37	3,009	6.71	2,513	6.61	6.49	82	6.49	3.99 - 6.99	1,292	6.40		
Private Brand														
Chicken 7-10 oz														
Processor Brand	5,271	3.97	6,879	4.02	8,811	4.53	3.99 - 5.99	833	4.46	2.99 - 4.99	995	3.63		
Private Brand	287	4.10	1,789	3.99	227	4.99	3.99	112	3.99					

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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Feature Rate ^{1/}	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)		
	53.3% of 6,100 sampled outlets Activity Index = 8,364			47.1% of 4,900 sampled outlets Activity Index = 5,874			45.4% of 3,800 sampled outlets Activity Index = 2,320			69.7% of 1,300 sampled outlets Activity Index = 952		
	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 - 11.99	865	9.66	7.99 - 13.99	395	10.13	11.99 - 15.99	49	14.03	8.97 - 10.99	729	9.03
Private Brand	7.99 - 10.99	1,215	9.26	7.99 - 9.99	2,173	9.69	8.99 - 11.99	1,176	9.64	9.99	21	9.99
Category 2												
Processor Brand	5.99 - 6.00	111	5.99							6.99	15	6.99
Private Brand	6.99	361	6.99	6.99	85	6.99						
Category 3												
Processor Brand				4.67	67	4.67						
Private Brand				4.69	16	4.69						
Turkey Ham												
Processor Brand	3.99 - 6.99	57	4.73	3.29 - 4.79	344	4.37	3.27 - 6.49	214	4.80			
Private Brand				3.89	22	3.89						
Turkey Pastrami												
Processor Brand	6.99	14	6.99	6.99	31	6.99						
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 11.99	628	9.36	8.99 - 12.99	108	12.30				10.99	16	10.99
Private Brand	7.99 - 12.99	383	9.66	9.99	31	9.99				10.99 - 14.99	113	11.63
Category 2												
Processor Brand				6.99	38	6.99						
Private Brand	6.99	201	6.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.99 - 5.99	1,890	4.11	2.69 - 5.98	1,210	3.43	3.49 - 5.99	362	4.78	5.78	15	5.78
Private Brand	3.99 - 4.99	175	4.18				2.99	35	2.99			
Turkey 16 oz												
Processor Brand	5.99 - 7.98	399	6.42	5.99 - 6.99	182	6.43	5.49 - 5.99	122	5.82	5.49 - 5.99	28	5.74
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.99 - 5.99	1,890	4.11	2.69 - 5.98	1,172	3.41	3.49 - 5.99	362	4.78	5.78	15	5.78
Private Brand	3.99 - 4.99	175	4.18									

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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Feature Rate ^{1/}	ALASKA (AK)			HAWAII (HI)				
	43.0% of 100 sampled outlets			24.8% of 100 sampled outlets				
	Activity Index = 47			Activity Index = 26				
Activity Index 2/	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand				13.99	20	13.99		
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	9.49	11	9.49					
Private Brand	10.99	11	10.99					
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	5.48	4	5.48	3.99	6	3.99		
Private Brand								
Turkey 16 oz								
Processor Brand	7.99	2	7.99					
Private Brand								
Chicken 7-10 oz								
Processor Brand	5.48	4	5.48					
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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