



NOTICE: As Market News transitions reports to the MARS platform and My Market News, report formats will be converted to a more user-friendly and accessible PDF format. In the next few weeks, this report will move to the new platform and will be accessible at:
https://www.ams.usda.gov/mnreports/AMS_2867.pdf If you would like to learn more about MARS and My Market News, please contact us at Websupport.lpgmn@ams.usda.gov.

*Please find report below.



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/23 thru 08/29.

Fri. Aug 23, 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/}	18.2% of 29,200 outlets		23.9% of 29,200 outlets		12.0% of 29,200 outlets	
Special Rate ^{4/}	6.7%		4.4%		7.0%	
Activity Index ^{2/}	6,197		7,106		5,579	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			10	1.29		
" - Toms			10	1.29		
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	288	1.30	21	2.31	231	2.39
Split, bone-in						
Fresh			12	1.99		
Rotisserie						
Boneless, whole						
Cutlets			89	5.38		
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	598	5.23			93	6.66
Drumsticks	83	2.27	112	2.99	40	1.59
Thighs						
Wings	111	2.63	162	2.79	83	1.28
Necks	43	2.99	112	2.99	10	1.28
Smoked Drumsticks					118	2.69
Smoked Wings	43	2.99			118	2.69
Smoked Necks	10	2.98			118	2.69
GROUND TURKEY:	2,528	4.57	3,493	4.06	2,044	3.74
Patties	315	4.95	539	4.88		
Sausage						
85% lean	421	3.80	1,639	3.12	769	3.54
93% lean	1,258	3.83	638	3.74	995	3.58
Breast	534	6.70	677	6.00	280	4.87
Rolls (frsh/frz 1 lb.)	54	2.99			105	3.07
Specialty ^{5/}						
Patties	284	5.99	455	6.02	290	5.55
93-94% lean	1,867	4.75	2,171	4.82	2,142	4.80
Breast	288	6.68	459	6.60	187	7.00

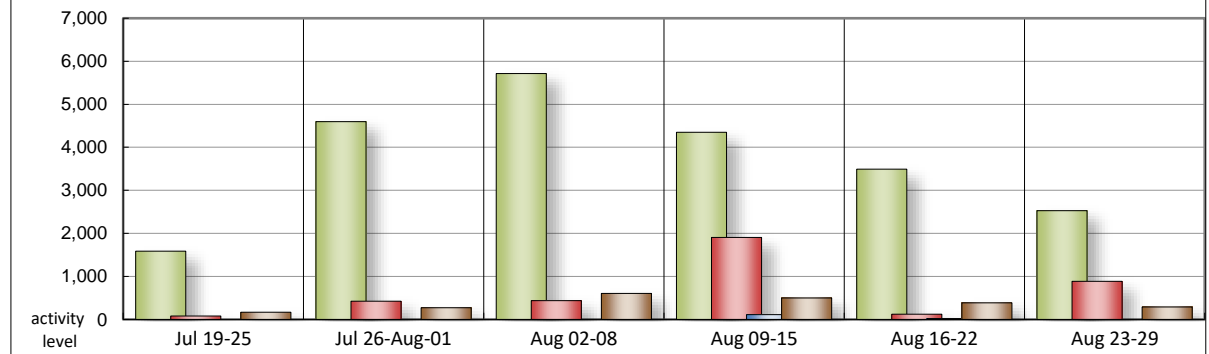
Note: rolls & specialty not included in ground turkey total and weighted average.

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

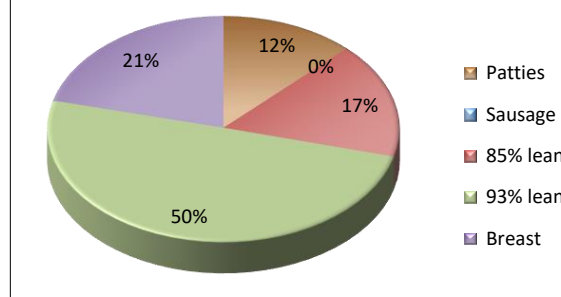
http://www.ams.usda/market-news/livestock-poultry-grain :

Turkey feature activity loses momentum. Whole birds retreat into the shadows after their very light showing last week. Frozen bone-in breasts are a little easier to find, where viewed prices are lucrative. Marinated tenders reappear after last week's absence. Smoked dark parts return the mix. Fresh prices are steady to lower when compared to the last ad cycle. There are fewer ground ads with most of the attention focusing on 93% leans. You will tend to pay a little more for most ground items, the exception being specialty patties and 93-94% leans which are better valued. Deli activity declines 20 percent due to a substantial decrease in self-service offerings. Price levels are lower for service deli whole muscle meats.

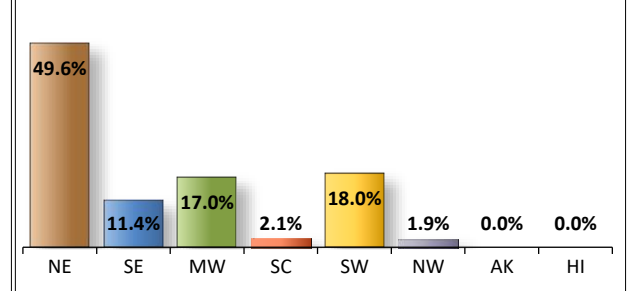
Turkey Promotional Activity by Category



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/}	37.3% of 5,500 sampled outlets Activity Index = 3,237			16.1% of 7,400 sampled outlets 4.1% Activity Index = 1,018			11.1% of 6,100 sampled outlets Activity Index = 1,009		
	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	1.19 - 1.99	81	1.35	1.19 - 1.99	15	1.72	0.99 - 1.79	139	1.16
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66 - 5.33	533	5.25	5.33	44	5.33			
Drumsticks				1.49	40	1.49	2.99	43	2.99
Thighs									
Wings	2.99	24	2.99	1.99 - 2.99	44	2.08	2.99	43	2.99
Necks							2.99	43	2.99
Smoked Drumsticks									
Smoked Wings							2.99	43	2.99
Smoked Necks				2.98	10	2.98			
GROUND TURKEY:									
Patties	4.99	288	4.99				4.49	27	4.49
Sausage									
85% lean	3.99	288	3.99				2.99 - 3.99	133	3.38
93% lean	3.07 - 3.99	342	3.57	3.33 - 3.99	81	3.69	3.50 - 3.99	190	3.84
Breast (99-100% lean)	6.91 - 6.99	278	6.97				5.99 - 6.99	202	6.52
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	5.99	22	5.99	5.99	218	5.99	5.99	44	5.99
93-94% lean	4.22 - 5.99	1,142	5.05	3.14 - 5.99	566	4.24	4.49 - 4.99	69	4.79
Breast	5.49 - 7.99	239	6.82				5.99	33	5.99



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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/}	4.2% of 4,900 sampled outlets 0.5% Activity Index = 126			29.5% of 3,800 sampled outlets Activity Index = 773			2.6% of 1,300 sampled outlets Activity Index = 34		
	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	1.19 - 1.79	49	1.50	4.66	7	4.66	1.29	4	1.29
Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks									
GROUND TURKEY: Patties Sausage 85% lean 93% lean Breast (99-100% lean)				3.99 5.99	645 54	3.99 5.99			
Rolls (frsh/frz 1 lb.)				2.99	54	2.99			
Specialty ^{5/} Patties 93-94% lean Breast	4.16	77	4.16	3.99	13	3.99	5.99	16	5.99



(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/}	0.0% of 100 sampled outlets		19.0% 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 08/23 thru 08/29.

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

Fri. Aug 23, 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		62.4% of 5,500 sampled outlets Activity Index = 10,834			30.6% of 7,400 sampled outlets Activity Index = 4,283		
Feature Rate ^{1/}	47.8% of 29,200 stores		57.2% of 29,200 stores		46.6% of 29,200 stores		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
Activity Index ^{2/}	33,525		41,966		35,457							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	5,592	9.95	7,647	10.06	5,611	10.05	7.99 - 11.99	2,421	9.82	7.99 - 12.99	607	10.27
Private Brand	4,719	9.14	4,385	10.41	2,384	8.75	7.49 - 11.99	1,053	9.31	7.99 - 11.99	748	8.85
Category 2												
Processor Brand	570	6.73	618	7.21	975	6.50	6.99	376	6.99	5.99	40	5.99
Private Brand	758	6.93	713	6.13	73	6.99	6.99	65	6.99	6.99	463	6.99
Category 3												
Processor Brand	187	4.59	110	4.40	134	4.33						
Private Brand			645	4.49								
Turkey Ham												
Processor Brand	719	5.76	456	4.22	426	4.12	6.99	312	6.99	6.99	4	6.99
Private Brand	48	4.18	32	4.49	54	3.54						
Turkey Pastrami												
Processor Brand	434	6.89	93	9.89	14	6.99	6.99	391	6.99			
Private Brand	31	6.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,372	9.86	1,762	9.95	3,728	10.11	7.99 - 13.99	1,272	10.01	8.99 - 12.99	301	10.79
Private Brand	919	9.36	292	9.36	528	9.03	8.99 - 10.99	180	10.30			
Category 2												
Processor Brand	549	6.87	675	7.43	313	6.85				6.99	452	6.99
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	6,517	4.38	11,324	4.00	8,573	4.48	2.99 - 5.49	2,099	4.05	2.77 - 5.49	593	4.35
Private Brand	262	3.43	39	4.99	517	4.53	3.50	227	3.50			
Turkey 16 oz												
Processor Brand	3,626	6.66	2,115	6.60	4,050	6.14	5.99	22	5.99	4.98 - 5.99	776	5.90
Private Brand	351	6.31					6.99	112	6.99			
Chicken 7-10 oz												
Processor Brand	5,609	4.41	11,060	4.02	7,560	4.56	2.99 - 5.49	2,077	4.04	3.48 - 5.49	299	4.35
Private Brand	262	3.43			517	4.53	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;

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

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USDA National Retail Report - Turkey

Fri. Aug 23, 2024

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 08/23 thru 08/29.

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

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)		
	54.6% of 6,100 sampled outlets			41.7% of 4,900 sampled outlets			51.2% of 3,800 sampled outlets			68.5% of 1,300 sampled outlets		
	Activity Index = 10,028			Activity Index = 3,668			Activity Index = 2,870			Activity Index = 1,754		
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 - 11.99	1,641	9.74	7.99 - 13.99	793	10.22	10.99 - 15.99	63	13.36	7.99 - 12.99	56	10.43
Private Brand	7.99 - 13.99	1,519	9.16	7.99 - 11.49	633	9.02	8.99	645	8.99	10.99	95	10.99
Category 2												
Processor Brand	5.49 - 6.99	154	6.28									
Private Brand	5.99 - 7.99	104	6.63	6.74 - 6.99	126	6.94						
Category 3												
Processor Brand	4.99	12	4.99	4.67	67	4.67	4.49	108	4.49			
Private Brand												
Turkey Ham												
Processor Brand	3.99 - 5.99	98	4.99	4.59	143	4.59	4.59 - 4.99	162	4.84			
Private Brand				3.89 - 4.69	38	4.23	3.99	10	3.99			
Turkey Pastrami												
Processor Brand	5.99	43	5.99									
Private Brand				6.99	31	6.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 11.99	655	8.77	12.99	77	12.99	12.99	24	12.99	7.99	43	7.99
Private Brand	7.99 - 9.99	670	9.15	7.99 - 9.99	69	8.89						
Category 2												
Processor Brand	5.49	43	5.49	6.99	47	6.99	6.99	7	6.99			
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 5.99	1,946	4.47	2.50 - 5.68	742	3.95	4.99 - 5.99	402	5.33	4.99	715	4.99
Private Brand							2.99	35	2.99			
Turkey 16 oz												
Processor Brand	5.49 - 7.99	1,406	6.93	4.49 - 7.99	304	6.00	5.49 - 6.99	977	6.98	5.49 - 7.99	130	7.40
Private Brand	5.99	201	5.99	5.99	38	5.99						
Chicken 7-10 oz												
Processor Brand	2.50 - 5.99	1,536	4.49	2.50 - 5.68	560	4.16	4.99 - 5.99	402	5.33	4.99	715	4.99
Private Brand							2.99	35	2.99			

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)

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

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USDA National Retail Report - Turkey

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Feature Rate ^{1/}	ALASKA (AK)			HAWAII (HI)				
	37.0% of 100 sampled outlets			19.0% of 100 sampled outlets				
	Activity Index = 48			Activity Index = 40				
Activity Index 2/	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 - 10.99	26	9.84					
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				4.99	20	4.99		
Private Brand								
Turkey 16 oz								
Processor Brand	7.99	11	7.99					
Private Brand								
Chicken 7-10 oz								
Processor Brand				4.99	20	4.99		
Private Brand								

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

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