



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

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

Fri. Oct 01, 2021

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	27.2% of 29,200 outlets		27.6% of 29,200 outlets		30.2% of 29,200 outlets	
Special Rate ^{4/}	2.9%		0.9%		2.8%	
Activity Index ^{2/}	9,958		8,508		12,693	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms			58	0.79		
PARTS:						
Breast:						
Bone-in, whole						
Fresh	68	2.99			24	2.99
Frozen	109	2.37	364	1.80	1,719	1.64
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole	119	4.99	86	5.50	13	4.79
Cutlets	434	5.78	61	4.99	489	5.12
Cutlets, thin sliced					79	4.96
Strips						
Tenders			200	5.32	200	5.52
Marinated Tenders	188	4.10	342	5.99	205	5.13
Drumsticks	173	1.88	111	1.99	170	1.34
Thighs						
Wings	129	1.85	67	1.99	180	1.35
Necks						
Smoked Drumsticks					155	2.37
Smoked Wings					155	2.37
Smoked Necks					62	2.49
GROUND TURKEY:						
	7,450	3.96	5,464	3.41	7,648	3.51
Patties	295	4.26	129	4.09	792	3.84
Sausage	817	3.72	383	3.94	676	3.59
85% lean	2,568	3.07	3,264	2.96	1,589	2.88
93% lean	1,637	3.73	1,578	3.98	3,820	3.37
Breast	2,133	5.27	110	5.61	771	5.08
Rolls (frsh/frz 1 lb.)	164	1.98	131	2.89	509	2.42
Specialty ^{5/}						
Patties	66	4.79	342	3.49		
93-94% lean	727	4.37	1,282	3.89	930	4.74
Breast	331	6.59			155	5.59

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> :

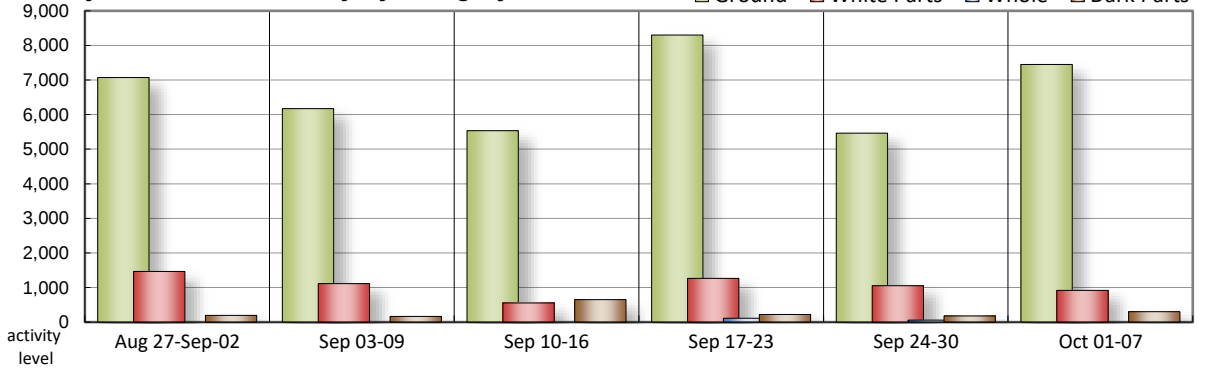
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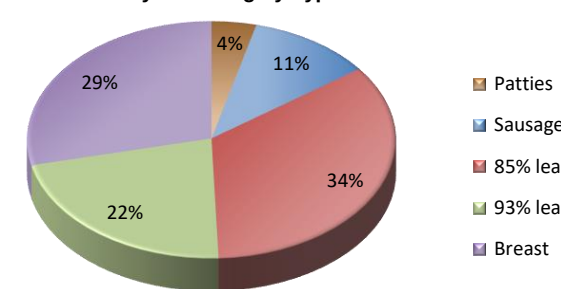
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Feature activity increases some. Whole birds return to lurking in the shadows again, patiently waiting for their time later this Fall. Bone-in breasts are harder to find. Cutlets increase in both offerings and price. Although very limited, marinated tenders can be found at lucrative values in one region. Dark part offerings consist of only the fresh variety; price levels are lower. Grinds have a greater presence in this week's circular space. However, three types receive most of that attention. Conventional sausage, 93% lean, and ground breast meat are better valued. Deli meats are more active as service and self-service offerings increase. Processor label thin slicing and shaving meats are viewed at lower prices, as well as the private label smaller self-service packages.

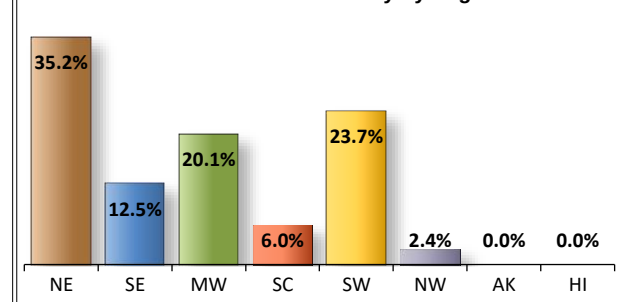
Turkey Promotional Activity by Category



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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Fri. Oct 01, 2021

	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/}	36.1% of 5,500 sampled outlets			21.0% of 7,400 sampled outlets			23.6% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			4.2% of stores w/ no-price promotions		
	Activity Index = 3,796			Activity Index = 1,844			Activity Index = 1,974		
	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							2.99	44	2.99
Frozen							1.79 - 2.99	109	2.37
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole							4.99	119	4.99
Cutlets	4.99 - 5.99	314	5.84	4.99 - 5.99	120	5.62			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							3.99	173	3.99
Drumsticks	1.69	62	1.69				1.99	44	1.99
Thighs									
Wings	1.69	62	1.69						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	93	3.99	3.99 - 4.99	158	4.50	3.99	44	3.99
Sausage	3.84 - 3.99	347	3.95				3.19 - 3.27	235	3.20
85% lean	2.33 - 3.50	640	3.01	2.98 - 3.18	288	3.12	2.33 - 3.50	687	3.07
93% lean	3.33 - 3.99	1,309	3.75	3.50 - 3.99	78	3.51	3.99	175	3.99
Breast (99-100% lean)	4.49 - 5.99	557	5.43	4.99 - 5.99	1,126	5.05	4.49 - 4.99	92	4.67
Rolls (frsh/frz 1 lb.)	1.96	73	1.96						
Specialty ^{5/}									
Patties	4.79	66	4.79						
93-94% lean	3.99 - 4.99	207	4.67	4.99	44	4.99	3.89 - 4.79	252	4.53
Breast	4.99	66	4.99	6.99	30	6.99			

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

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

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

Fri. Oct 01, 2021

	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/}	21.2% of 4,900 sampled outlets			49.1% of 3,800 sampled outlets			4.6% of 1,300 sampled outlets		
Special Rate ^{4/}	1.6% of stores w/ no-price promotions			13.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 589			Activity Index = 1,684			Activity Index = 71		
	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				2.99	24	2.99			
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							5.32	15	5.32
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	3.19 - 4.39	69	3.73	3.99	166	3.99			
85% lean	2.99	38	2.99	2.99 - 3.33	915	3.09			
93% lean				2.99	54	2.99	3.00	21	3.00
Breast (99-100% lean)	5.99	31	5.99	4.99 - 5.99	292	5.97	4.98 - 4.99	35	4.99
Rolls (frsh/frz 1 lb.)				1.99	91	1.99			
Specialty ^{5/}									
Patties									
93-94% lean	2.99 - 3.89	224	3.79						
Breast	6.99	93	6.99	6.99	142	6.99			

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	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/}	0.0% of 100 sampled outlets		0.0% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions		0.0% of stores w/ no-price promotions			
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 10/01 thru 10/07.

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

Fri. Oct 01, 2021

	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/}	37.4% of 29,200 stores		44.8% of 29,200 stores		51.2% of 29,200 stores		61.2% of 5,500 sampled outlets			23.3% of 7,400 sampled outlets		
Activity Index 2/	27,964		20,678		34,784		Activity Index = 10,235			Activity Index = 3,280		
	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	2,951	8.91	3,938	8.67	5,426	9.20	6.99 - 10.99	1,409	8.93	6.99 - 8.99	625	8.76
Private Brand	2,628	8.63	1,068	7.69	3,082	8.04	7.99 - 11.99	540	8.16	7.99	91	7.99
Category 2												
Processor Brand	2,268	6.77	292	6.98	3,450	6.47	5.99 - 6.99	1,490	6.90	5.88 - 6.99	304	6.26
Private Brand	2,030	7.05	1,261	6.64	2,212	6.07	4.99 - 6.99	955	6.85	5.99 - 6.99	12	6.16
Category 3												
Processor Brand	126	4.52	670	5.63	127	3.99				3.99 - 4.89	101	4.52
Private Brand	704	3.91	443	4.60	257	4.58	2.49 - 4.99	407	3.95			
Turkey Ham												
Processor Brand	342	4.80	13	3.49	436	4.12	4.99	288	4.99			
Private Brand	298	4.59	212	3.94	265	3.96	5.98	90	5.98			
Turkey Pastrami												
Processor Brand	43	3.99	144	4.42	55	4.85						
Private Brand	62	4.99			92	4.99	4.99	62	4.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,848	8.22	488	7.06	4,033	8.92	6.99 - 9.99	759	7.75	10.99	81	10.99
Private Brand	2,235	8.34	1,461	7.55	383	7.81	7.99 - 9.99	1,401	8.18			
Category 2												
Processor Brand	14	6.99			55	5.21						
Private Brand	884	7.06	344	5.57	796	6.66	6.99	24	6.99	6.99	4	6.99
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2,642	3.74	4,058	3.27	4,660	3.32	3.00 - 4.99	635	3.80	2.99 - 4.99	366	4.50
Private Brand	1,958	2.64	1,648	2.99	1,246	2.90	2.59 - 3.50	467	2.80	2.59 - 3.50	377	2.61
Turkey 16 oz												
Processor Brand	2,117	5.35	931	4.96	2,578	4.94	3.99 - 6.99	606	5.37	3.99 - 5.99	572	4.61
Private Brand	256	3.99	424	3.94						3.99	4	3.99
Chicken 7-10 oz												
Processor Brand	2,600	3.75	3,231	3.36	4,497	3.32	3.00 - 4.99	635	3.80	2.99 - 4.99	366	4.50
Private Brand	1,958	2.64	52	3.00	1,134	2.92	2.59 - 3.50	467	2.80	2.59 - 3.50	377	2.61

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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Fri. Oct 01, 2021

	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,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	38.9% of 6,100 sampled outlets			22.9% of 4,900 sampled outlets			36.4% of 3,800 sampled outlets			68.8% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 5,217			Activity Index = 4,238			Activity Index = 2,469			Activity Index = 2,401		
	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	7.99 - 10.99	762 8.92		7.99 - 8.99	83 8.56		14.99	25 14.99		6.99 - 7.99	47 7.08	
Private Brand	7.98 - 7.99	148 7.99		7.99 - 8.99	1,640 8.94		7.99	179 7.99		8.99	30 8.99	
Category 2												
Processor Brand	5.99 - 6.99	407 6.67		4.99 - 6.99	67 6.69							
Private Brand	5.99 - 6.99	75 6.74		6.49 - 6.99	138 6.60		5.99 - 6.99	129 6.91		6.99 - 7.49	721 7.46	
Category 3												
Processor Brand	3.99	12 3.99					4.99	13 4.99				
Private Brand	2.99 - 4.99	122 3.86		4.79	67 4.79		3.29	108 3.29				
Turkey Ham												
Processor Brand	3.99	43 3.99		2.99	5 2.99		2.99	6 2.99				
Private Brand	3.99	43 3.99		3.77 - 3.79	83 3.77		3.99 - 4.29	82 4.19				
Turkey Pastrami												
Processor Brand	3.99	43 3.99										
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 8.99	425 8.08		6.98 - 9.99	165 8.10		8.79	402 8.79		6.98	16 6.98	
Private Brand	7.99	324 7.99		8.99	510 8.99							
Category 2												
Processor Brand	6.99	14 6.99										
Private Brand	2.99 - 5.99	67 3.62		6.49	107 6.49					7.49	682 7.49	
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 4.00	820 3.60		2.29 - 3.99	346 3.30		2.99 - 3.99	399 3.54		2.98 - 3.98	33 3.48	
Private Brand	2.59	404 2.59		2.59	287 2.59		2.59	346 2.59		2.59	68 2.59	
Turkey 16 oz												
Processor Brand	3.99 - 5.99	125 5.23		5.99	56 5.99		3.99	35 3.99		3.99 - 5.99	703 5.93	
Private Brand	3.99	201 3.99		3.99	51 3.99							
Chicken 7-10 oz												
Processor Brand	2.50 - 4.00	778 3.61		2.29 - 3.99	346 3.30		2.99 - 3.99	399 3.54		2.98 - 3.98	33 3.48	
Private Brand	2.59	404 2.59		2.59	287 2.59		2.59	346 2.59		2.59	68 2.59	

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/}	3.0% of 100 sampled outlets			46.7% of 100 sampled outlets				
Activity Index 2/	Activity Index = 6			Activity Index = 118				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
Private Brand								
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				4.29 - 4.99	43 4.62			
Private Brand	2.59	3 2.59		2.59	6 2.59			
Turkey 16 oz								
Processor Brand				6.99	20 6.99			
Private Brand								
Chicken 7-10 oz								
Processor Brand				4.29 - 4.99	43 4.62			
Private Brand	2.59	3 2.59		2.59	6 2.59			

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

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