



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/09 thru 08/15.

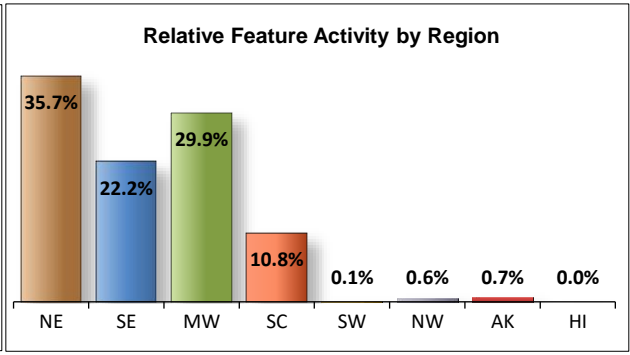
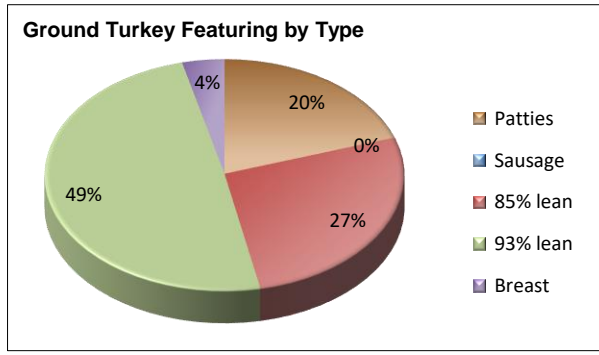
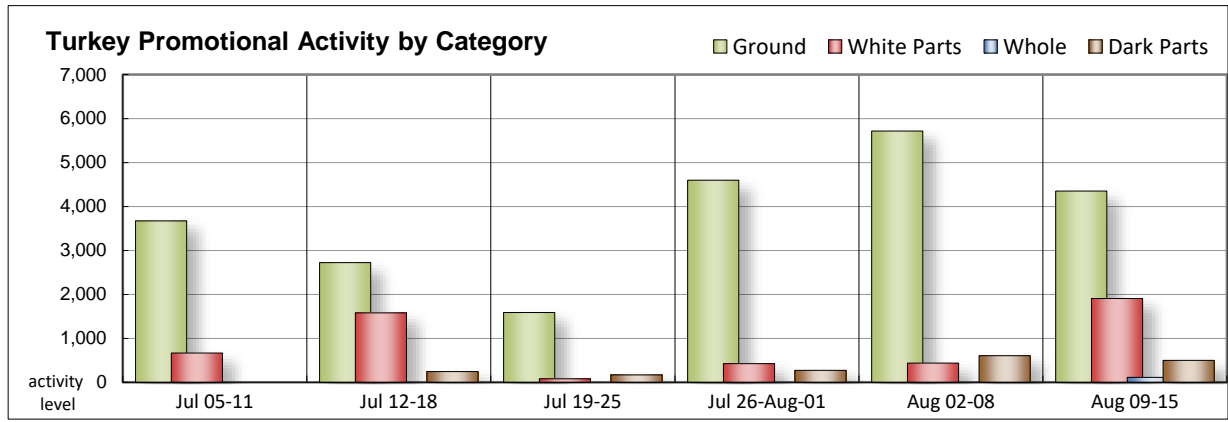
Fri. Aug 09, 2024

(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/}	22.0% of 29,200 outlets		26.2% of 29,200 outlets		19.4% of 29,200 outlets	
Special Rate ^{4/}	7.5%		4.2%		2.4%	
Activity Index ^{2/}	8,625		8,440		6,492	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens	56	1.66				
" - Toms	56	1.66				
PARTS:						
Breast:						
Bone-in, whole						
Fresh	12	1.99			108	2.49
Frozen	1,145	1.69	124	1.29		
Split, bone-in						
Fresh						
Rotisserie	15	8.99				
Boneless, whole					54	4.99
Cutlets	451	6.11				
Cutlets, thin sliced	13	6.99				
Strips						
Tenders	77	6.00				
Marinated Tenders	193	5.33	313	5.33	86	5.66
Drumsticks	148	1.37	50	2.69	40	1.59
Thighs	56	2.49				
Wings	148	1.62	78	2.78	40	1.59
Necks			54	2.69		
Smoked Drumsticks	49	2.99	141	2.99	62	3.99
Smoked Wings	49	2.99	141	3.45	62	3.99
Smoked Necks	49	2.99	141	2.99	62	3.99
GROUND TURKEY:	4,350	4.23	5,715	4.11	2,518	3.60
Patties	866	5.02	750	4.37		
Sausage			379	4.63		
85% lean	1,171	3.84	1,425	3.80	1,459	3.53
93% lean	2,146	4.02	2,883	3.99	907	3.42
Breast	167	5.66	278	5.62	152	5.34
Rolls (frsh/frz 1 lb.)	510	3.50			6	3.33
Specialty ^{5/}						
Patties	93	5.99	118	5.41	1,178	5.73
93-94% lean	1,045	4.87	979	4.98	1,568	5.07
Breast	110	6.69	586	6.64	708	6.68

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

Turkey feature activity increased slightly this week. Bone-in breast offerings took the spotlight this week with frozen being the main feature. Cutlets came in a close second from no activity last week to the second most featured white part. Marinated tenders fell slightly. Dark parts remain available for fresh and smoked with fresh leading this week compared to last. Grinds jets cooled this week as offerings decreased. Of those offerings, 93% lean controls almost half of those promotions. Service deli category one turkey activity was cut almost in half, but continued to be found in a better value, unlike category one chicken. Self-service smaller sized deli packages decreased in feature offers 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/}	36.9% of 5,500 sampled outlets Activity Index = 2,979			19.9% of 7,400 sampled outlets 4.1% Activity Index = 2,520			31.7% of 6,100 sampled outlets Activity Index = 2,268		
	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							1.66	56	1.66
" - Toms							1.66	56	1.66
PARTS:									
Breast:									
Bone-in, whole									
Fresh							1.99	12	1.99
Frozen	1.69 - 1.79	172	1.74	1.49 - 1.69	961	1.69	0.99	12	0.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	5.99 - 6.99	328	6.14	5.99 - 6.99	46	6.03			
Cutlets, thin sliced	6.99	13	6.99						
Strips									
Tenders									
Marinated Tenders	5.33	140	5.33	5.33	40	5.33	5.33	13	5.33
Drumsticks	1.19	48	1.19	1.19	44	1.19	1.66	56	1.66
Thighs							2.49	56	2.49
Wings	1.59	48	1.59	1.59	44	1.59	1.66	56	1.66
Necks									
Smoked Drumsticks				2.99	10	2.99	2.99	39	2.99
Smoked Wings				2.99	10	2.99	2.99	39	2.99
Smoked Necks				2.99	10	2.99	2.99	39	2.99
GROUND TURKEY:									
Patties	4.99 - 5.99	500	5.57				3.99 - 4.99	366	4.29
Sausage									
85% lean	3.99	118	3.99	3.48	17	3.48	3.49 - 3.99	938	3.89
93% lean	3.99 - 4.61	857	4.06	3.99	1,031	3.99	3.99	258	3.99
Breast (99-100% lean)	5.99	127	5.99	4.61	40	4.61			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties							5.99	89	5.99
93-94% lean	3.99 - 4.99	628	4.63	4.99 - 5.48	267	5.36	4.99	150	4.99
Breast							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/}	14.8% of 4,900 sampled outlets			5.9% of 3,800 sampled outlets			1.3% of 1,300 sampled outlets		
Special Rate ^{4/}	0.5%								
Activity Index ^{2/}	Activity Index = 822			Activity Index = 7			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	6.00	77	6.00						
Cutlets, thin sliced									
Strips									
Tenders	6.00	77	6.00						
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean	3.33	77	3.33	2.99	7	2.99	2.99	14	2.99
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)	3.50	510	3.50						
Specialty ^{5/}									
Patties	5.99	4	5.99						
93-94% lean									
Breast	6.99	77	6.99						



(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/}	15.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Special Rate ^{4/}						
Activity Index ^{2/}	Activity Index = 15			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	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						
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 08/09 thru 08/15.

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

Fri. Aug 09, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	48.8% of 29,200 stores		67.4% of 29,200 stores		42.3% of 29,200 stores	
Activity Index ^{2/}	29,704		31,996		29,520	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	6,216	9.59	10,764	9.92	6,793	10.17
Private Brand	2,874	8.85	1,143	9.63	2,294	8.91
Category 2						
Processor Brand	319	6.43	450	6.38	312	6.31
Private Brand			136	6.99		
Category 3						
Processor Brand	293	4.70	107	4.79		
Private Brand					67	4.47
Turkey Ham						
Processor Brand	442	4.41	463	4.62	365	4.57
Private Brand					43	3.63
Turkey Pastrami						
Processor Brand			134	6.99	14	6.99
Private Brand						
SERVICE DELI - Chicken						
Category 1						
Processor Brand	2,830	10.23	2,646	9.57	4,018	10.24
Private Brand	239	7.99			1,254	8.42
Category 2						
Processor Brand	292	6.99	139	6.99	24	5.99
Private Brand					67	6.98
SELF-SERVICE DELI (dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	5,551	4.09	6,260	4.08	6,169	4.07
Private Brand	650	3.79	1,522	4.09	267	4.77
Turkey 16 oz						
Processor Brand	3,340	6.17	2,014	6.03	1,554	7.03
Private Brand	1,693	4.49				
Chicken 7-10 oz						
Processor Brand	4,499	4.09	5,085	4.02	6,012	4.07
Private Brand	466	3.50	1,133	4.00	267	4.71

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)		
61.7% of 5,500 sampled outlets Activity Index = 8,545			49.9% of 7,400 sampled outlets Activity Index = 5,444		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
6.99 - 13.99	3,012	9.71	7.99 - 12.99	589	10.00
6.99 - 9.99	1,026	9.12	7.99 - 8.99	964	8.00
5.99	178	5.99			
4.99	112	4.99			
7.99 - 12.99	1,229	9.69	9.99 - 12.99	238	10.20
2.99 - 4.99	1,092	4.27	2.99 - 5.99	953	3.57
3.50	227	3.50			
4.99 - 6.99	474	6.33	4.99 - 8.98	1,455	5.95
			4.49	459	4.49
2.99 - 4.99	968	4.11	2.99 - 5.99	786	3.57
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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	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)		
	55.0% of 6,100 sampled outlets			43.7% of 4,900 sampled outlets			36.7% of 3,800 sampled outlets			16.4% of 1,300 sampled outlets		
	Activity Index = 6,959			Activity Index = 5,277			Activity Index = 3,077			Activity Index = 302		
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 - 12.99	1,134	9.22	7.99 - 11.49	1,221	9.06	9.99 - 17.99	215	11.26	8.99 - 10.49	14	10.06
Private Brand	7.99 - 9.99	846	9.51	7.99	38	7.99						
Category 2												
Processor Brand	6.99	141	6.99									
Private Brand												
Category 3												
Processor Brand				4.67	67	4.67	4.39 - 4.49	114	4.44			
Private Brand												
Turkey Ham												
Processor Brand	3.99 - 4.99	67	4.26	3.49 - 4.57	248	3.87	4.59 - 6.49	127	5.55			
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 12.99	504	10.26	8.99 - 12.99	123	11.64	8.99 - 11.99	697	10.96	9.29	39	9.29
Private Brand	7.99	201	7.99	7.99	38	7.99						
Category 2												
Processor Brand	6.99	277	6.99							6.99	15	6.99
Private Brand												
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.59 - 5.99	967	4.11	2.50 - 5.99	1,375	3.63	2.99 - 5.99	1,013	4.94	4.00 - 4.49	124	4.09
Private Brand	3.50 - 4.98	385	3.99	3.50	38	3.50						
Turkey 16 oz												
Processor Brand	4.99 - 6.99	639	6.00	4.99 - 6.99	374	6.10	6.99 - 7.49	383	7.11			
Private Brand	4.49	708	4.49	4.49	526	4.49						
Chicken 7-10 oz												
Processor Brand	2.59 - 5.99	889	4.11	2.50 - 5.99	1,191	3.74	2.99 - 5.99	528	5.51	4.00 - 4.28	110	4.04
Private Brand	3.50	201	3.50	3.50	38	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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	28.0% of 100 sampled outlets			21.9% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 74			Activity Index = 26				
	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		13.99	20 13.99			
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	4.00 - 5.99	24 4.99		4.99	3 4.99			
Private Brand								
Turkey 16 oz								
Processor Brand	6.48 - 6.79	15 6.71						
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.00 - 5.99	24 4.99		4.99	3 4.99			
Private Brand								

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

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