



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/16 thru 08/22.**

Fri. Aug 16, 2024

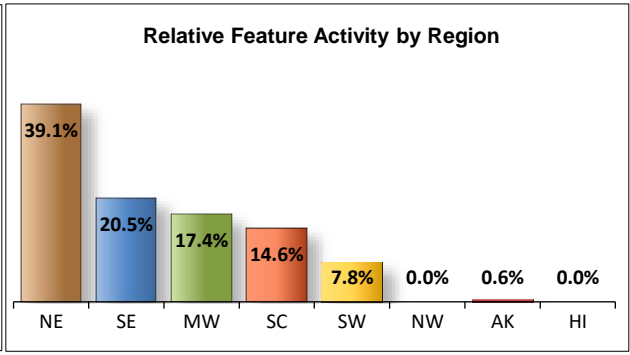
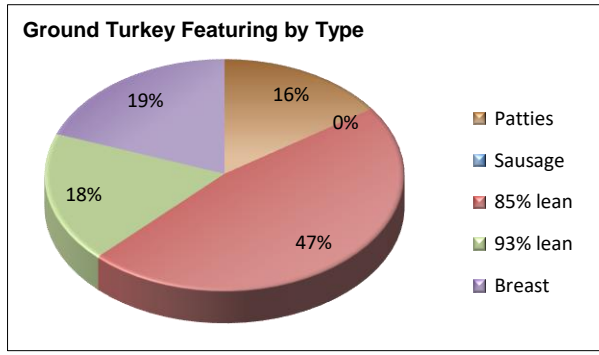
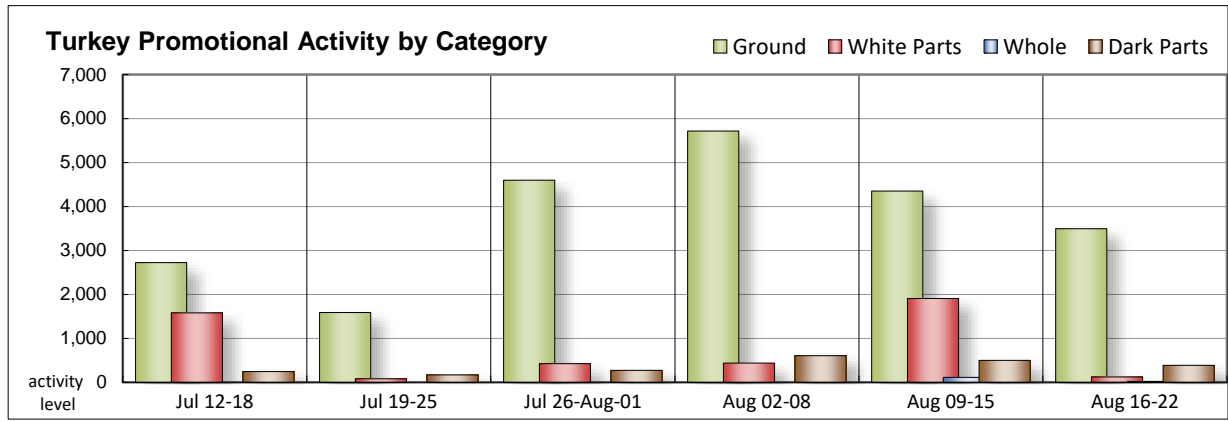
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	23.9% of 29,200 outlets		22.0% of 29,200 outlets		19.2% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	4.4%		7.5%		6.6%	
<b>Activity Index</b> <sup>2/</sup>	7,106		8,625		6,716	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	10	1.29	56	1.66		
" - Toms	10	1.29	56	1.66		
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			12	1.99		
Frozen	21	2.31	1,145	1.69	20	2.14
Split, bone-in						
Fresh	12	1.99				
Rotisserie			15	8.99		
Boneless, whole						
Cutlets	89	5.38	451	6.11		
Cutlets, thin sliced			13	6.99		
Strips						
Tenders			77	6.00		
Marinated Tenders			193	5.33	1,037	4.99
Drumsticks	112	2.99	148	1.37	246	1.29
Thighs			56	2.49	13	1.99
Wings	162	2.79	148	1.62	256	1.31
Necks	112	2.99				
Smoked Drumsticks			49	2.99	67	3.68
Smoked Wings			49	2.99	67	3.68
Smoked Necks			49	2.99	67	3.68
<b>GROUND TURKEY:</b>	<b>3,493</b>	<b>4.06</b>	<b>4,350</b>	<b>4.23</b>	<b>864</b>	<b>3.77</b>
Patties	539	4.88	866	5.02	62	4.49
Sausage						
85% lean	1,639	3.12	1,171	3.84	354	3.48
93% lean	638	3.74	2,146	4.02	402	3.74
Breast	677	6.00	167	5.66	46	5.36
Rolls (frsh/frz 1 lb.)			510	3.50	107	3.42
<b>Specialty</b> <sup>5/</sup>						
Patties	455	6.02	93	5.99	663	5.81
93-94% lean	2,171	4.82	1,045	4.87	2,219	4.61
Breast	459	6.60	110	6.69	1,090	6.65

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 increased slightly again this week. Bone-in breast offerings were limited. Cutlets still could be found but backed off on features compared to last week. Marinated tenders offerings were void. Dark parts were only seen in fresh. Grinds continue to slow down in features. Within the promotions that are happening, 85% lean controls almost half with the other half being split fairly evening into thirds between patties, breast, and 93% lean. Service deli category one turkey activity increased this week and has similar promotional activity to last year. Self-service smaller sized deli packages doubled in offers this week and were found in a better value.



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

	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 <sup>4/</sup> Activity Index <sup>2/</sup>	38.7% of 5,500 sampled outlets Activity Index = 2,741			27.0% of 7,400 sampled outlets 4.1% Activity Index = 1,960			20.0% of 6,100 sampled outlets Activity Index = 1,105		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens							1.29	10	1.29
" - Toms							1.29	10	1.29
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen							1.78	10	1.78
Split, bone-in									
Fresh							1.99	12	1.99
Rotisserie									
Boneless, whole									
Cutlets				4.88 - 5.99	50	5.77	4.88	39	4.88
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	2.99	112	2.99						
Thighs									
Wings	2.99	136	2.99	1.77	26	1.77			
Necks	2.99	112	2.99						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.99	297	4.99	4.99	76	4.99	4.00 - 4.99	166	4.64
Sausage									
85% lean	3.00 - 4.00	233	3.46	3.00 - 3.83	985	3.03	3.33	43	3.33
93% lean	3.33 - 3.99	473	3.70	3.99	76	3.99			
Breast (99-100% lean)	5.38 - 6.99	439	6.21	5.38	50	5.38	4.99 - 5.99	121	5.47
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties	4.99 - 5.99	357	5.80				5.99	44	5.99
93-94% lean	4.99 - 5.99	418	5.38	4.50 - 5.99	686	4.62	4.99 - 5.99	449	5.02
Breast	7.99	164	7.99	5.99 - 7.99	11	6.35	5.77	201	5.77

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

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<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)

	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 <sup>1/</sup>	20.6% of 4,900 sampled outlets			14.9% of 3,800 sampled outlets			4.1% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	0.5%								
Activity Index <sup>2/</sup>	Activity Index = 928			Activity Index = 361			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
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									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean	2.99 - 3.79	108	3.56	2.99	270	2.99			
93% lean	3.66 - 3.99	89	3.70						
Breast (99-100% lean)	5.99	13	5.99	5.99	54	5.99			
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties	7.52	54	7.52						
93-94% lean	2.98 - 4.50	581	4.43	5.79	37	5.79			
Breast	5.77 - 5.99	83	5.89						

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

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	ALASKA (AK)			HAWAII (HI)			
Feature Rate <sup>1/</sup>	11.0% of 100 sampled outlets			0.0% of 100 sampled outlets			
Special Rate <sup>4/</sup>							
Activity Index <sup>2/</sup>	Activity Index = 11			Activity Index = 0			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
<b>WHOLE BIRDS:</b>							
Fresh - Hens							
" - Toms							
Frozen - Hens							
" - Toms							
<b>PARTS:</b>							
Breast:							
Bone-in, whole							
Fresh							
Frozen	2.79	11	2.79				
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							
<b>GROUND TURKEY:</b>							
Patties							
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty <sup>5/</sup></b>							
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 08/16 thru 08/22.

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

Fri. Aug 16, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	57.2% of 29,200 stores		48.8% of 29,200 stores		40.2% of 29,200 stores	
Activity Index <sup>2/</sup>	41,966		29,704		25,076	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	7,647	10.06	6,216	9.59	7,610	10.87
Private Brand	4,385	10.41	2,874	8.85	2,998	8.81
<b>Category 2</b>						
Processor Brand	618	7.21	319	6.43	335	6.22
Private Brand	713	6.13				
<b>Category 3</b>						
Processor Brand	110	4.40	293	4.70	28	3.78
Private Brand	645	4.49				
<b>Turkey Ham</b>						
Processor Brand	456	4.22	442	4.41	304	4.52
Private Brand	32	4.49			16	3.77
<b>Turkey Pastrami</b>						
Processor Brand	93	9.89			46	5.71
Private Brand						
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	1,762	9.95	2,830	10.23	2,169	10.53
Private Brand	292	9.36	239	7.99	481	9.53
<b>Category 2</b>						
Processor Brand	675	7.43	292	6.99	136	5.67
Private Brand						
<b>SELF-SERVICE DELI</b>						
(dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	11,324	4.00	5,551	4.09	3,538	4.68
Private Brand	39	4.99	650	3.79	640	4.00
<b>Turkey 16 oz</b>						
Processor Brand	2,115	6.60	3,340	6.17	2,760	6.42
Private Brand			1,693	4.49		
<b>Chicken 7-10 oz</b>						
Processor Brand	11,060	4.02	4,499	4.09	3,375	4.70
Private Brand			466	3.50	640	4.00

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)		
65.2% of 5,500 sampled outlets <b>Activity Index = 8,655</b>			62.9% of 7,400 sampled outlets <b>Activity Index = 10,037</b>		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
6.99 - 14.99	3,113	10.23	7.49 - 12.99	738	9.13
8.99 - 9.99	823	9.83	11.49	459	11.49
6.99 - 7.99	113	7.41	5.69 - 7.99	109	6.68
5.99 - 6.99	202	6.44	5.99	452	5.99
9.89	93	9.89			
7.99 - 13.99	416	9.90	6.99 - 12.49	378	9.53
8.99 - 9.99	268	9.22			
8.99	93	8.99	6.99	452	6.99
3.49 - 5.49	1,458	4.42	2.99 - 5.49	3,674	3.76
6.49 - 6.99	618	6.81	4.49 - 6.99	258	5.85
3.49 - 5.49	1,458	4.42	3.33 - 5.49	3,517	3.78

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)		
	60.7% of 6,100 sampled outlets			48.7% of 4,900 sampled outlets			52.8% of 3,800 sampled outlets			25.9% of 1,300 sampled outlets		
Feature Rate <sup>1/</sup>	Activity Index = 9,249			Activity Index = 6,618			Activity Index = 6,276			Activity Index = 1,058		
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	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	7.89 - 13.99	2,681	9.91	7.99 - 13.99	270	10.61	9.99 - 17.99	534	11.47	7.99 - 12.99	300	8.96
Private Brand	6.99 - 9.99	720	9.90	8.09 - 11.99	1,632	9.96	11.49	645	11.49	13.99	95	13.99
<b>Category 2</b>												
Processor Brand	5.99 - 7.99	362	7.33	6.99	34	6.99						
Private Brand	6.99	12	6.99	5.99	47	5.99						
<b>Category 3</b>												
Processor Brand	3.99	43	3.99	4.67	67	4.67						
Private Brand							4.49	645	4.49			
<b>Turkey Ham</b>												
Processor Brand				3.49 - 4.47	277	3.96	3.99 - 4.99	179	4.61			
Private Brand				4.29 - 4.69	32	4.49						
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	7.89 - 12.99	834	9.77	7.99 - 12.99	110	12.35	12.49	24	12.49			
Private Brand				10.99	24	10.99						
<b>Category 2</b>												
Processor Brand	6.99 - 9.99	58	8.85	6.99	51	6.99	6.99	7	6.99	6.99	14	6.99
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 5.49	1,957	4.32	2.99 - 5.49	1,872	3.83	2.50 - 4.99	2,092	3.84	3.33 - 6.99	251	5.07
Private Brand										4.99	39	4.99
<b>Turkey 16 oz</b>												
Processor Brand	5.98 - 7.99	659	6.64	4.98 - 7.99	342	6.61	5.99	89	5.99	5.49 - 7.99	138	7.21
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 5.49	1,923	4.33	2.99 - 5.49	1,860	3.83	2.50 - 4.99	2,061	3.84	3.33 - 6.99	221	5.26
Private Brand												

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 <sup>1/</sup>	25.0% of 100 sampled outlets			5.7% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 61			Activity Index = 12				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand	9.49	11 9.49						
Private Brand	13.99	11 13.99						
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	4.00 - 6.99	14 6.35		4.00	6 4.00			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand	7.99	11 7.99						
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.00 - 6.99	14 6.35		4.00	6 4.00			
Private Brand								

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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