



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

Fri. Jan 04, 2019

(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/}	40.5% of 29,100 outlets		35.7% of 29,100 outlets		39.9% of 29,100 outlets	
Special Rate ^{4/}	5.9%		0.8%		6.0%	
Activity Index ^{2/}	15,676		15,560		17,437	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	258	1.06	775	1.37		
" - Toms	258	1.06	775	1.37		
Frozen - Hens			942	1.00	135	0.77
" - Toms			964	1.00	135	0.77
PARTS:						
Breast:						
Bone-in, whole						
Fresh			14	2.99	9	2.29
Frozen	839	1.29	156	1.63	592	1.57
Split, bone-in						
Fresh						
Rotisserie	105	7.99	180	7.02	377	7.99
Boneless, whole						
Cutlets	28	4.99			452	4.69
Cutlets, thin sliced						
Strips						
Tenders	28	4.99	113	3.66	479	4.15
Marinated Tenders	306	4.33	22	4.27	220	4.54
Drumsticks	165	1.40	22	1.49	16	1.60
Thighs						
Fresh					9	2.29
Frozen	175	1.39	45	1.49	120	1.15
Necks						
Fresh					74	0.95
Frozen	69	2.35	108	2.41	11	1.99
Smoked Drumsticks	69	2.15	86	2.18	73	1.81
Smoked Wings	47	1.99	54	1.99	73	1.81
Smoked Necks						
GROUND TURKEY:	10,848	3.24	8,642	3.07	9,963	3.17
Patties	767	3.84	274	2.74	1,474	3.23
Sausage	298	3.79	313	3.80	833	3.57
85% lean	5,101	2.77	5,880	2.69	3,639	2.59
93% lean	4,112	3.39	1,653	3.77	3,382	3.27
Breast	570	5.28	522	4.85	635	5.23
Rolls (frsh/frz 1 lb.)	128	1.94	496	2.03	827	2.35
Specialty ^{5/}						
Patties			72	3.48	21	3.50
93-94% lean	1,633	4.19	2,022	4.29	3,415	3.92
Breast	720	5.28	72	4.40	175	5.87

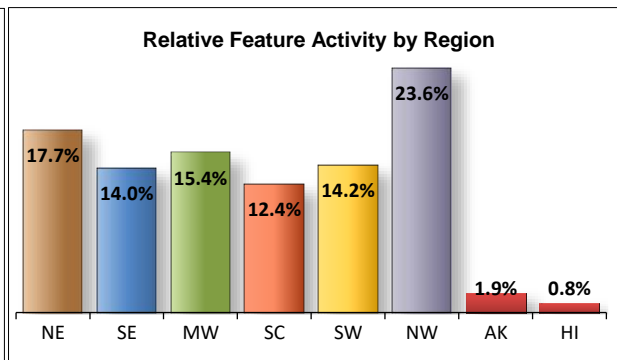
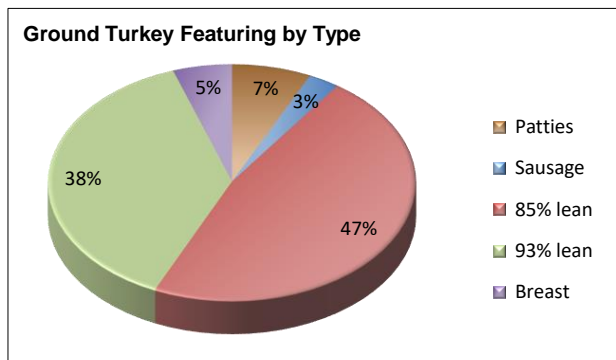
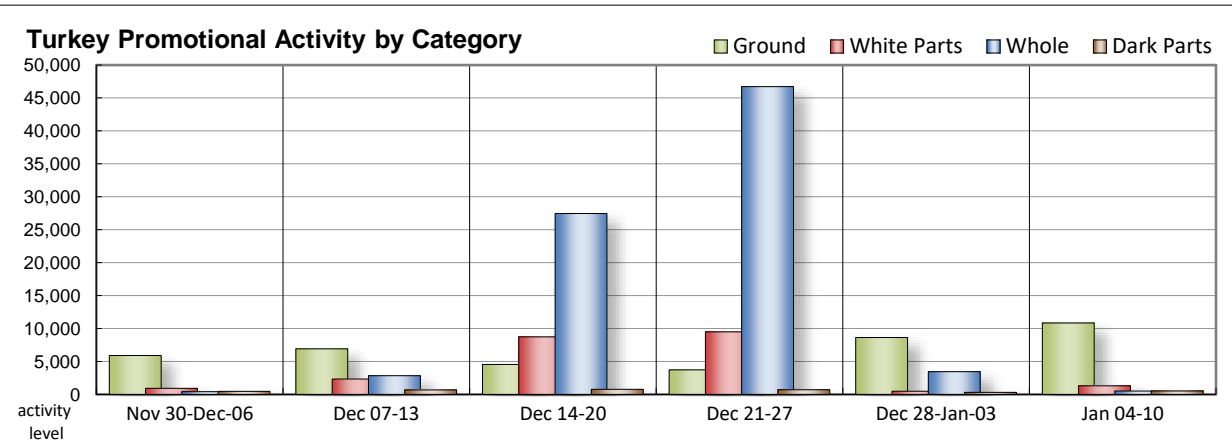
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

This Week's Turkey Feature Highlights

Due to the Christmas holiday this week, this report contains data from ads that broke from Wednesday January 2 through Friday January 2. Feature activity for turkey is similar levels as the previous week. Whole bird offerings are limited. Frozen bone-in breasts are a little easier to find; prices trend lower. Rotisserie breasts offers are contained to the South Central region only. White meats center on marinated tenders. Where found, you will tend to pay more. Fresh drumsticks and wings garner the most attention for dark parts. Values are mostly lower for both varieties. Nearly half of the grind activity focuses on 85% lean. Conventional sausage, 93% lean, and rolls are better valued. Deli features gain some momentum as service and self-service offerings increase. Whole muscle and shaving meats price levels are lower, as well as the processor brand self-service.



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/}	34.4% of 5,500 sampled outlets 1.1% of stores w/ no-price promotions Activity Index = 3,523			36.8% of 7,400 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 3,798			36.4% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,799		
	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	0.99	16	0.99	0.99	214	0.99			
" - Toms	0.99	16	0.99	0.99	214	0.99			
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49	161	1.49	0.99 - 1.49	434	1.39	0.99	244	0.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets							4.99	28	4.99
Cutlets, thin sliced									
Strips									
Tenders							4.99	28	4.99
Marinated Tenders	4.00 - 4.27	243	4.07						
Drumsticks	1.19 - 1.49	164	1.40	1.49	1	1.49			
Thighs									
Wings	1.19 - 1.49	164	1.40	1.16 - 1.49	11	1.19			
Necks									
Smoked Drumsticks	2.29	47	2.29	2.49	22	2.49			
Smoked Wings	1.99	47	1.99	2.49	22	2.49			
Smoked Necks	1.99	47	1.99						
GROUND TURKEY:									
Patties	3.99	243	3.99	3.49	37	3.49	3.99	106	3.99
Sausage							3.99	106	3.99
85% lean	1.99 - 2.99	332	2.73	2.76 - 2.99	1,223	2.78	2.33 - 3.29	1,402	2.90
93% lean	2.66 - 3.99	458	3.36	2.99 - 3.99	1,345	3.04	2.99 - 3.99	521	3.48
Breast (99-100% lean)	4.99	304	4.99	4.79	33	4.79	4.99	16	4.99
Rolls (frsh/frz 1 lb.)				0.98	39	0.98	0.98 - 1.89	37	1.47
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.99	758	4.29	3.98 - 4.99	202	3.99	3.99	271	3.99
Breast	4.99 - 5.99	523	5.42	5.99	1	5.99	4.99 - 5.99	40	5.64

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/}	43.5% of 4,900 sampled outlets			49.1% of 3,800 sampled outlets			72.0% of 1,300 sampled outlets		
Special Rate ^{4/}	5.1% of stores w/ no-price promotions			7.3% of stores w/ no-price promotions			7.4% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 2,251			Activity Index = 1,871			Activity Index = 1,286		
	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	7.99	105	7.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							5.33	61	5.33
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.49 - 3.69	190	3.61	3.49	117	3.49	4.48 - 4.49	72	4.49
Sausage	3.69	118	3.69				3.67 - 3.68	72	3.68
85% lean	2.50 - 3.59	1,240	2.81	1.99 - 2.76	731	2.41	2.76 - 2.99	153	2.79
93% lean	3.50 - 3.99	425	3.76	2.99 - 3.99	650	3.61	2.50 - 3.99	668	3.54
Breast (99-100% lean)	4.99	37	4.99	5.99	169	5.99	5.48	11	5.48
Rolls (frsh/frz 1 lb.)	2.99 - 3.00	52	3.00						
Specialty ^{5/}									
Patties									
93-94% lean	3.32	33	3.32	3.99	204	3.99	3.99 - 5.00	144	4.73
Breast	4.17	51	4.17				5.00	105	5.00



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	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/}	45.2% of 100 sampled outlets			40.7% 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 = 102			Activity Index = 46			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:							
Fresh - Hens	1.59	28	1.59				
" - Toms	1.59	28	1.59				
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	5.33	2	5.33				
Drumsticks							
Thighs							
Wings							
Necks							
Smoked Drumsticks							
Smoked Wings							
Smoked Necks							
GROUND TURKEY:							
Patties	4.49	2	4.49				
Sausage	3.68	2	3.68				
85% lean	2.76	8	2.76	2.76	12	2.76	
93% lean	2.99	11	2.99	4.59	34	4.59	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean	4.49	21	4.49				
Breast							



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/04 thru 01/10.

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Fri. Jan 04, 2019

	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		37.2% of 5,500 sampled outlets Activity Index = 4,368			45.2% of 7,400 sampled outlets Activity Index = 10,963		
Feature Rate ^{1/}	35.6% of 29,100 stores		24.2% of 29,100 stores		70.6% of 29,100 stores							
Activity Index ^{2/}	25,583		13,532		48,964							
	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	2,487	7.93	1,498	8.53	4,690	8.25	6.99 - 10.49	701	8.83	5.99 - 10.49	808	7.15
Private Brand	1,918	7.74	2,427	7.88	2,684	8.04	6.99 - 10.99	572	8.70	6.99 - 8.99	1,124	7.15
Category 2												
Processor Brand	1,205	5.85	725	6.13	2,750	6.01	5.99	151	5.99	4.99 - 6.99	493	5.83
Private Brand	990	6.55	712	6.62	2,060	6.50	5.99 - 6.99	196	6.39	5.99 - 6.99	5	6.79
Category 3												
Processor Brand	92	4.33	169	4.49	572	3.96				3.99 - 4.99	63	4.51
Private Brand	13	2.99	225	5.52	373	4.84						
Turkey Ham												
Processor Brand	358	4.27	76	3.91	462	3.96	2.99 - 4.99	339	4.26	3.99 - 4.49	3	4.32
Private Brand	13	2.99			216	3.71						
Turkey Pastrami												
Processor Brand	358	4.49			493	3.54	3.99 - 4.99	339	4.49	3.99 - 4.49	3	4.32
Private Brand	21	4.99										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	670	8.04	570	7.73	3,106	8.40	6.99 - 8.99	285	8.03	6.99 - 8.59	256	8.21
Private Brand	831	8.14	12	7.49	1,836	7.13	6.99 - 9.99	524	8.36			
Category 2												
Processor Brand	383	5.89	17	6.99	419	6.10	5.99	137	5.99	5.99	233	5.99
Private Brand	644	6.42	82	4.50	461	5.98	5.99 - 6.99	331	6.22	5.99	1	5.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	6,225	3.20	2,171	3.35	10,690	3.34	3.00 - 3.99	336	3.31	2.50 - 3.99	3,295	3.21
Private Brand	1,114	3.41	837	2.50	1,933	2.59				1.81 - 3.49	522	3.32
Turkey 16 oz												
Processor Brand	1,114	4.62	1,045	5.32	4,133	5.87	4.99 - 5.99	121	5.30	3.99 - 4.99	371	4.18
Private Brand												
Chicken 7-10 oz												
Processor Brand	6,064	3.19	2,129	3.36	10,239	3.33	3.00 - 3.99	336	3.31	2.50 - 3.99	3,295	3.21
Private Brand	1,083	3.45	837	2.50	1,847	2.60				1.98 - 3.49	491	3.41

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/}	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)		
	33.2% of 6,100 sampled outlets			37.7% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			31.3% of 1,300 sampled outlets		
	Activity Index = 3,695			Activity Index = 4,394			Activity Index = 572			Activity Index = 1,352		
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	6.99 - 9.99	98	8.37	5.99 - 7.99	531	7.76	6.99	178	6.99	7.99	116	7.99
Private Brand	6.99 - 9.99	79	8.58	7.99	121	7.99	8.49	12	8.49	7.99	10	7.99
Category 2												
Processor Brand	4.99 - 6.99	384	6.00	4.99 - 5.99	156	5.28				6.99	21	6.99
Private Brand	6.99	4	6.99	5.00 - 6.99	303	6.13	6.99	146	6.99	5.99 - 6.99	336	6.81
Category 3												
Processor Brand	3.99	13	3.99	3.89	16	3.89						
Private Brand							2.99	13	2.99			
Turkey Ham												
Processor Brand	4.49	16	4.49									
Private Brand	2.99	13	2.99									
Turkey Pastrami												
Processor Brand	4.49	16	4.49				4.99	21	4.99			
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.99 - 8.99	21	8.51	6.99 - 7.99	97	7.52				7.99	11	7.99
Private Brand	7.99	102	7.99	7.99	121	7.99	7.49	12	7.49	6.99 - 7.99	72	7.13
Category 2												
Processor Brand	2.99	13	2.99									
Private Brand	6.99	2	6.99	4.99 - 6.99	168	6.33	6.99	4	6.99	6.99	138	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.79 - 3.99	1,106	3.05	1.99 - 3.99	1,012	3.08	3.50 - 3.99	93	3.98	2.99 - 3.99	291	3.64
Private Brand	3.49	347	3.49	3.49	245	3.49						
Turkey 16 oz												
Processor Brand	4.49	134	4.49	4.49 - 5.98	367	4.71	5.99	16	5.99	4.99	105	4.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.79 - 3.99	1,000	2.99	1.99 - 3.99	1,012	3.08	3.50 - 3.99	77	3.98	2.99 - 3.99	252	3.63
Private Brand	3.49	347	3.49	3.49	245	3.49						

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/}	66.7% of 100 sampled outlets			75.2% of 100 sampled outlets					
Activity Index ^{2/}	Activity Index = 96			Activity Index = 143					
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg			
SERVICE DELI - Turkey									
Category 1									
Processor Brand	11.99	28	11.99	10.99	27	10.99			
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	3.29 - 4.00	34	3.77	3.00 - 3.25	58	3.15			
Private Brand									
Turkey 16 oz									
Processor Brand									
Private Brand									
Chicken 7-10 oz									
Processor Brand	3.29 - 4.00	34	3.77	3.00 - 3.25	58	3.15			
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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