



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/10 thru 05/16.

Fri. May 10, 2024

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

NATIONAL SUMMARY

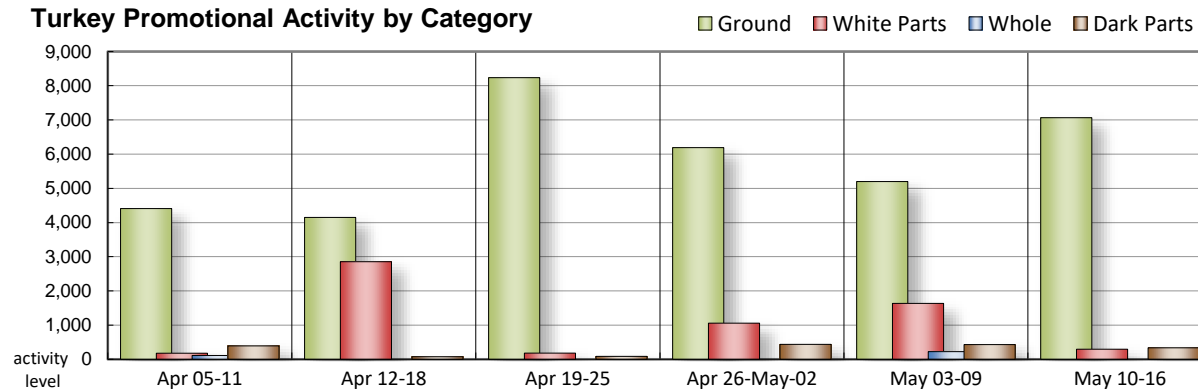
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	30.0% of 29,200 outlets		30.9% of 29,200 outlets		14.1% of 29,200 outlets	
Special Rate ^{4/}	1.4%		8.6%		0.3%	
Activity Index ^{2/}	9,072		9,945		5,437	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			112	1.59		
" - Toms			112	1.59		
Frozen - Hens					13	1.99
" - Toms					13	1.99
PARTS:						
Breast:						
Bone-in, whole					44	2.99
Fresh	65	1.39				
Frozen	128	1.99	510	1.34		
Split, bone-in						
Fresh			12	1.29		
Rotisserie						
Boneless, whole					131	6.99
Cutlets	102	6.60	697	6.98		
Cutlets, thin sliced			301	7.95		
Strips						
Tenders			13	6.29		
Marinated Tenders			102	5.33		
Drumsticks	72	1.84	210	1.39	175	1.67
Thighs	56	2.49				
Wings	72	1.84	210	1.99	50	1.97
Necks	16	2.49				
Smoked Drumsticks	40	2.99	10	2.88		
Smoked Wings	40	3.49				
Smoked Necks	40	2.99			10	1.98
GROUND TURKEY:						
Patties	4,594	4.82	90	4.22		
Sausage	348	4.37	182	3.74		
85% lean	649	3.84	3,588	3.75	389	3.71
93% lean	949	4.12	1,325	3.77	1,209	3.91
Breast	525	5.89	13	6.29	240	4.80
Rolls (frsh/frz 1 lb.)			365	3.20		
Specialty ^{5/}						
Patties	332	5.99	225	5.49	919	5.50
93-94% lean	799	5.11	1,835	4.89	1,890	4.90
Breast	245	6.80	33	5.99	354	6.05

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

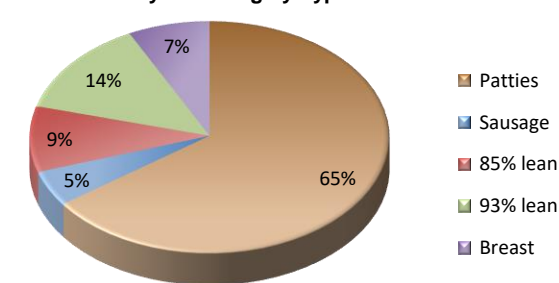
Source: USDA Livestock, Poultry, & Grain Market News;
http://www.ams.usda/market-news/livestock-poultry-grain :

Turkey feature activity has a slight decline compared to last week. Whole birds were not seen on this ad cycle and instead fresh bone-in breasts made an appearance. Frozen bone-in breasts activity decreased significantly. Cutlets continue to be seen but with far less offers. Marinated tenders drop off this week. Dark parts come in stronger with availability seen across all cuts. 85% lean is still commnading over 2/3 of the grind activity. Conventional breast is the only grinds this week that are better valued. Self service deli activity almost doubled for the smaller package sizes, but took a hit on the larger package sizes, with only a third of the activity seen last week.

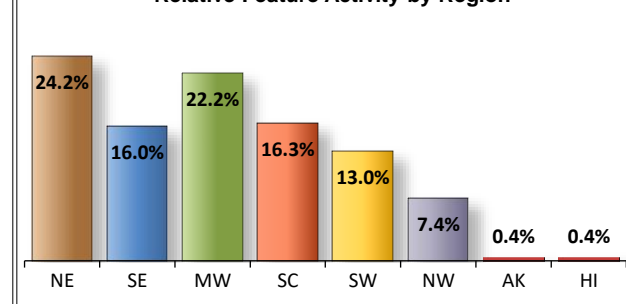
Turkey Promotional Activity by Category



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/}	33.4% of 5,500 sampled outlets			28.8% of 7,400 sampled outlets			30.1% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 2,392			Activity Index = 2,155			Activity Index = 1,996		
	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							1.19 - 1.99	65	1.39
Frozen				1.98	17	1.98	1.19 - 2.99	111	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	6.99	62	6.99	5.99	40	5.99			
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks							1.66	56	1.66
Thighs							2.49	56	2.49
Wings							1.66	56	1.66
Necks									
Smoked Drumsticks				2.99	40	2.99			
Smoked Wings				3.49	40	3.49			
Smoked Necks				2.99	40	2.99			
GROUND TURKEY:									
Patties	4.82	505	4.82	4.82	1,338	4.82	4.82	894	4.82
Sausage	3.67 - 4.79	294	4.32	3.99 - 4.79	54	4.64			
85% lean				3.48 - 3.99	469	3.97	2.99 - 3.99	56	3.81
93% lean	3.07 - 5.99	198	3.92	2.99 - 5.99	65	3.34	3.78 - 3.99	368	3.98
Breast (99-100% lean)	5.99	340	5.99	5.99	46	5.99	5.99	42	5.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	5.99	288	5.99				5.99	44	5.99
93-94% lean	4.61 - 5.99	602	5.17				4.99 - 5.00	170	4.99
Breast	6.99	103	6.99	5.99	6	5.99	6.49	78	6.49

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

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

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USDA National Retail Report - Turkey

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

Fri. May 10, 2024

	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/}	32.9% of 4,900 sampled outlets			28.9% of 3,800 sampled outlets			17.4% of 1,300 sampled outlets		
Special Rate ^{4/}	3.5% of stores w/ no-price promotions			5.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,462			Activity Index = 847			Activity Index = 200		
	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									
Drumsticks	2.49	16	2.49						
Thighs									
Wings	2.49	16	2.49						
Necks	2.49	16	2.49						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.82	1,212	4.82	4.82	468	4.82	4.82	157	4.82
Sausage									
85% lean	3.99	47	3.99	2.99	77	2.99			
93% lean	3.99	70	3.99	4.49 - 4.99	248	4.73			
Breast (99-100% lean)				4.99	54	4.99	5.99	43	5.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	4.66 - 5.00	27	4.70						
Breast	6.49 - 6.99	58	6.96						

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	ALASKA (AK)			HAWAII (HI)			
Feature Rate ^{1/}	10.0% of 100 sampled outlets			12.4% 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 = 10			Activity Index = 10			
	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	4.82	10	4.82	4.82	10	4.82	
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean							
Breast							

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

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USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/10 thru 05/16.

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

Fri. May 10, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	42.2% of 29,200 stores		38.9% of 29,200 stores		33.7% of 29,200 stores	
Activity Index 2/	26,377		22,448		22,320	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	5,140	10.79	4,386	10.05	5,887	10.93
Private Brand	1,841	9.16	1,746	9.80	1,365	10.00
Category 2						
Processor Brand	1,985	6.37	416	6.23	500	6.99
Private Brand			497	6.58	112	6.49
Category 3						
Processor Brand	254	4.74	221	4.61		
Private Brand	12	4.99	16	4.69	12	3.99
Turkey Ham						
Processor Brand	351	4.60	317	5.21	236	4.35
Private Brand	43	2.99	81	3.96	59	4.10
Turkey Pastrami						
Processor Brand						
Private Brand						
SERVICE DELI - Chicken						
Category 1						
Processor Brand	3,353	10.22	2,078	11.18	2,283	9.83
Private Brand	64	9.09	1,352	8.80	92	10.99
Category 2						
Processor Brand	276	6.17	212	6.05	90	6.12
Private Brand	13	5.99	387	6.99		
SELF-SERVICE DELI						
(dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	6,412	4.12	3,813	4.42	4,298	4.29
Private Brand			400	3.71	1,133	5.00
Turkey 16 oz						
Processor Brand	672	5.99	2,353	6.24	1,672	6.28
Private Brand						
Chicken 7-10 oz						
Processor Brand	5,961	4.12	3,773	4.43	3,448	4.36
Private Brand			400	3.71	1,133	5.00

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)		
45.6% of 5,500 sampled outlets			49.5% of 7,400 sampled outlets		
Activity Index = 4,807			Activity Index = 7,165		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 12.99	1,440	10.99	7.49 - 12.99	1,553	11.36
6.99 - 11.99	1,142	8.99	8.99 - 11.99	59	11.33
5.99 - 6.99	457	6.61	5.99 - 6.99	1,149	6.16
4.99	112	4.99			
7.99 - 13.99	565	9.92	8.99 - 12.99	817	10.61
7.99	10	7.99			
5.99	112	5.99			
4.00 - 5.00	552	4.62	3.00 - 5.00	1,788	4.27
			5.98 - 6.99	61	6.05
4.50 - 5.00	417	4.82	3.00 - 5.00	1,738	4.28

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)		
Feature Rate ^{1/}	42.7% of 6,100 sampled outlets			39.2% of 4,900 sampled outlets			35.5% of 3,800 sampled outlets			17.9% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 5,885			Activity Index = 5,177			Activity Index = 2,803			Activity Index = 481		
	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 - 11.99	1,062 10.26		7.99 - 13.99	683 10.35		7.99 - 13.00	201 10.24		7.99 - 10.99	179 9.84	
Private Brand	6.99 - 13.99	431 8.85		8.49 - 12.49	209 10.08							
Category 2												
Processor Brand	5.99 - 6.99	281 6.68		5.99 - 6.99	73 6.94		6.99	10 6.99		6.99	15 6.99	
Private Brand												
Category 3												
Processor Brand	3.99 - 5.99	75 4.42		4.67	67 4.67							
Private Brand				4.99	12 4.99							
Turkey Ham												
Processor Brand				4.49 - 4.59	226 4.50		4.59 - 4.99	125 4.80				
Private Brand	2.99	43 2.99										
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 11.99	694 10.25		9.99 - 12.99	605 10.25		7.99 - 9.99	656 9.96		7.99	16 7.99	
Private Brand	9.29	15 9.29								9.29	39 9.29	
Category 2												
Processor Brand	4.99 - 6.99	156 6.28		5.99 - 6.99	8 6.49							
Private Brand	5.99	13 5.99										
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 5.99	1,521 4.25		2.50 - 4.99	1,526 3.81		3.49 - 4.99	898 3.82		3.49 - 3.99	116 3.90	
Private Brand												
Turkey 16 oz												
Processor Brand	5.99 - 6.99	108 6.12		4.99 - 6.99	309 5.90		5.99	179 5.99				
Private Brand												
Chicken 7-10 oz												
Processor Brand	3.00 - 5.99	1,486 4.28		2.79 - 4.99	1,459 3.82		3.49 - 4.49	734 3.61		3.49 - 3.99	116 3.90	
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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	37.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index 2/	Activity Index = 59			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.49 - 10.99	22 10.24						
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	3.99	11 3.99						
Private Brand								
Turkey 16 oz								
Processor Brand	6.49	15 6.49						
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.99	11 3.99						
Private Brand								

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