



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/12 thru 04/18.

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

Fri. Apr 12, 2024

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	23.4% of 29,200 outlets		25.6% of 29,200 outlets		24.3% of 29,200 outlets	
Special Rate ^{4/}	6.7%		1.6%		4.3%	
Activity Index ^{2/}	9,109		8,066		11,187	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens			56	1.66	209	2.18
" - Toms			56	1.66	93	2.81
Frozen - Hens					212	1.45
" - Toms					100	1.41
PARTS:						
Breast:						
Bone-in, whole						
Fresh					12	2.49
Frozen	822	1.80	116	2.51	298	2.52
Split, bone-in						
Fresh						
Rotisserie					26	7.99
Boneless, whole						
Cutlets						
Cutlets, thin sliced			62	6.99		
Strips						
Tenders						
Marinated Tenders	2,032	5.66				
Drumsticks			92	1.39		
Thighs					12	1.99
Wings			154	1.59		
Necks	23	1.89	26	1.48	54	1.17
Smoked Drumsticks			40	2.99	40	3.59
Smoked Wings	26	2.98	40	2.99	102	3.23
Smoked Necks	26	2.98	40	2.99	50	3.35
GROUND TURKEY:	4,149	4.56	4,408	3.72	4,603	4.02
Patties	1,095	4.54	301	4.95	232	4.99
Sausage	599	4.96	61	4.39		
85% lean	1,182	3.70	2,908	3.23	2,859	3.56
93% lean	481	3.99	548	3.22	1,373	4.51
Breast	792	5.90	590	5.89	139	6.99
Rolls (frsh/frz 1 lb.)	60	2.98	771	3.63		
Specialty ^{5/}						
Patties	332	5.99	137	5.96		
93-94% lean	1,488	4.60	1,495	4.56	4,888	4.29
Breast	151	6.90	573	6.02	488	5.54

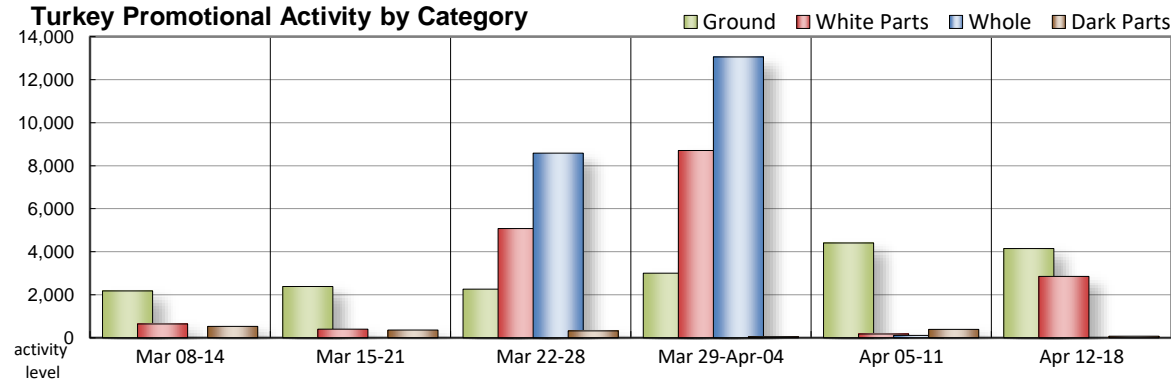
Note: rolls & specialty not included in ground turkey total and weighted average.

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

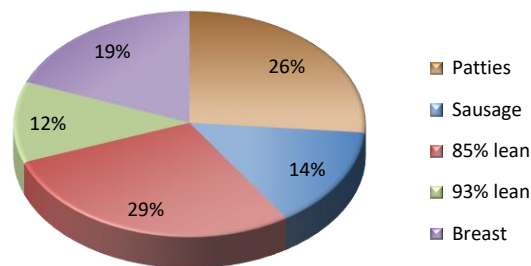
<http://www.ams.usda/market-news/livestock-poultry-grain> :

Turkey feature activity has a modest increase. Whole birds retreat back into the shadows other than a scattering of Kosher promotions as we near the Passover season. Bone-in breasts are a little easier to find and usually at lower values. Marinated tenders make a grand reappearance and just in time as the weather becomes more favorable for grilling out. Dark part offers are limited. Grinds are in a better mix than recent ad cycles with conventional 85% lean and sausage, along with specialty 93-94% leans, garnering most of that attention. With the exception of commodity sausage and rolls, prices trend higher for most ground items. Even though there is a greater offering of service deli meats this week, a sharp decline in self-service ads causes deli activity to sharply decrease.

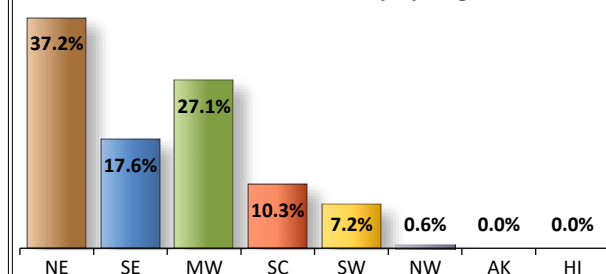
Turkey Promotional Activity by Category



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/}	37.0% of 5,500 sampled outlets			23.2% of 7,400 sampled outlets			27.0% of 6,100 sampled outlets		
Activity Index ^{2/}	0.0% of stores w/ no-price promotions			22.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
	Activity Index = 3,386			Activity Index = 2,183			Activity Index = 2,242		
	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				2.19	10	2.19	1.69 - 2.99	812	1.80
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.99 - 7.33	804	6.56	4.99	955	4.99	5.33	258	5.33
Drumsticks									
Thighs									
Wings									
Necks				1.89	23	1.89			
Smoked Drumsticks									
Smoked Wings				2.98	26	2.98			
Smoked Necks				2.98	26	2.98			
GROUND TURKEY:									
Patties	4.49	82	4.49	4.49	955	4.49	5.49	58	5.49
Sausage	4.79 - 4.99	418	4.86	4.79 - 4.99	92	4.89	5.49	58	5.49
85% lean	3.52 - 3.99	378	3.88	2.99	9	2.99	2.49	86	2.49
93% lean	3.99	471	3.99				3.99	10	3.99
Breast (99-100% lean)	4.99 - 6.15	84	5.17				5.99	708	5.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties	5.99	288	5.99				5.99	44	5.99
93-94% lean	3.50 - 5.49	792	4.32	4.22 - 5.49	47	4.64	4.61 - 5.49	166	4.82
Breast	7.99	69	7.99	5.99	40	5.99	5.99	42	5.99

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

<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. Apr 12, 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/}	18.6% of 4,900 sampled outlets			13.0% of 3,800 sampled outlets			1.2% of 1,300 sampled outlets		
Special Rate ^{4/}	2.9% of stores w/ no-price promotions			3.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 853			Activity Index = 430			Activity Index = 15		
	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							5.53	15	5.53
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage	5.59	31	5.59						
85% lean	2.99 - 3.99	632	3.86	2.99	77	2.99			
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)				2.98	60	2.98			
Specialty ^{5/}									
Patties									
93-94% lean	4.48 - 5.49	190	4.97	4.99	293	4.99			
Breast									

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

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	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	0.0% of 100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 0		0.0% of 100 sampled outlets 0.0% of stores w/ no-price promotions 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 04/12 thru 04/18.

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

Fri. Apr 12, 2024

	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/}	41.4% of 29,200 stores		58.2% of 29,200 stores		33.4% of 29,200 stores		53.6% of 5,500 sampled outlets			47.4% of 7,400 sampled outlets		
Activity Index ^{2/}	27,944		32,243		23,905		Activity Index = 7,887			Activity Index = 8,029		
	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	5,774	11.00	5,477	10.85	3,668	9.75	7.99 - 12.99	2,476	10.63	7.99 - 12.99	1,452	12.00
Private Brand	4,072	9.71	2,987	9.33	774	9.37	7.99 - 10.99	1,438	9.46	7.49 - 9.49	32	8.66
Category 2												
Processor Brand	712	6.22	389	6.75	1,186	6.91	5.99 - 6.99	530	6.14	5.99 - 6.99	126	6.33
Private Brand	1,297	6.87	177	6.59	15	6.99	5.99 - 6.99	284	6.60	6.99	955	6.99
Category 3												
Processor Brand			100	5.03	60	4.89						
Private Brand	16	4.59										
Turkey Ham												
Processor Brand	346	5.27	88	4.51	289	4.61						
Private Brand			95	3.92	116	6.08						
Turkey Pastrami												
Processor Brand			103	6.99								
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,370	10.33	3,485	10.53	3,473	10.91	7.99 - 12.99	825	10.17	8.99 - 12.99	53	10.44
Private Brand	812	8.88	578	10.23	377	9.52	7.99 - 9.99	532	8.47			
Category 2												
Processor Brand	98	5.99	55	6.55						5.99	83	5.99
Private Brand	1,185	6.99	260	6.13			6.99	82	6.99	6.99	955	6.99
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,091	4.20	5,142	4.09	6,369	4.54	3.99 - 5.99	526	4.28	3.48 - 5.00	1,979	4.09
Private Brand	418	4.06	3,385	3.16								
Turkey 16 oz												
Processor Brand	2,436	6.48	2,963	6.45	1,409	6.10	5.99 - 7.99	668	6.55	4.99 - 7.99	415	7.07
Private Brand												
Chicken 7-10 oz												
Processor Brand	3,899	4.18	5,170	4.10	6,169	4.56	3.99 - 5.99	526	4.28	3.48 - 5.00	1,979	4.09
Private Brand	418	4.06	1,789	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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	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/}	38.6% of 6,100 sampled outlets			24.9% of 4,900 sampled outlets			29.3% of 3,800 sampled outlets			68.9% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 5,794			Activity Index = 2,758			Activity Index = 1,625			Activity Index = 1,760		
	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 - 11.99	1,591 10.65		7.49 - 12.99	122 11.05		13.00 - 15.99	49 14.53		8.99 - 10.99	69 9.45	
Private Brand	7.99 - 11.99	1,311 9.65		8.99 - 11.49	579 9.97					9.99	682 9.99	
Category 2												
Processor Brand	5.99 - 6.99	56 6.72										
Private Brand	5.98	46 5.98		6.99	12 6.99							
Category 3												
Processor Brand				4.59	16 4.59							
Private Brand												
Turkey Ham												
Processor Brand				4.47	134 4.47		4.49 - 6.49	202 5.69		7.59	10 7.59	
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 11.99	433 10.50		8.99 - 12.99	38 10.41					12.99	21 12.99	
Private Brand	8.99 - 12.99	202 9.50		8.99 - 12.49	78 10.07							
Category 2												
Processor Brand										5.99	15 5.99	
Private Brand	6.99	148 6.99										
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.49 - 5.99	599 4.83		2.99 - 5.00	965 3.91		2.49 - 4.99	330 3.80		4.49 - 5.99	692 4.51	
Private Brand	4.00	173 4.00		3.50	107 3.50		2.50	7 2.50		2.50 - 5.00	109 4.68	
Turkey 16 oz												
Processor Brand	4.99 - 6.99	463 6.38		4.99 - 6.99	145 6.52		5.99 - 6.99	700 6.16		5.98	43 5.98	
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.49 - 5.99	599 4.83		2.99 - 5.00	455 3.82		2.49 - 4.99	330 3.80		5.99	10 5.99	
Private Brand	4.00	173 4.00		3.50	107 3.50		2.50	7 2.50		2.50 - 5.00	109 4.68	

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/}	39.0% of 100 sampled outlets			28.6% of 100 sampled outlets				
Activity Index 2/	Activity Index = 61			Activity Index = 30				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.99	15 8.99		13.99	30 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								
Private Brand	4.29 - 5.00	22 4.65						
Turkey 16 oz								
Processor Brand	7.99	2 7.99						
Private Brand								
Chicken 7-10 oz								
Processor Brand								
Private Brand	4.29 - 5.00	22 4.65						

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

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