



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/23.

Fri. May 17, 2024

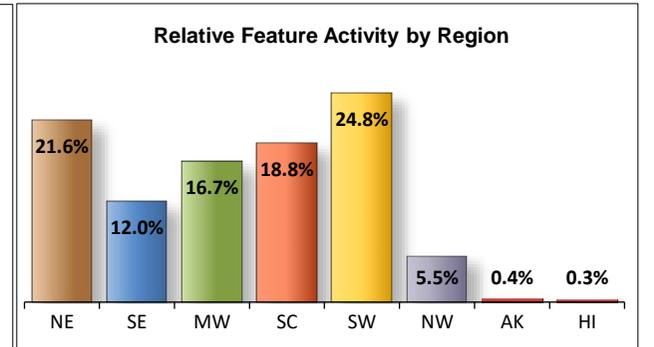
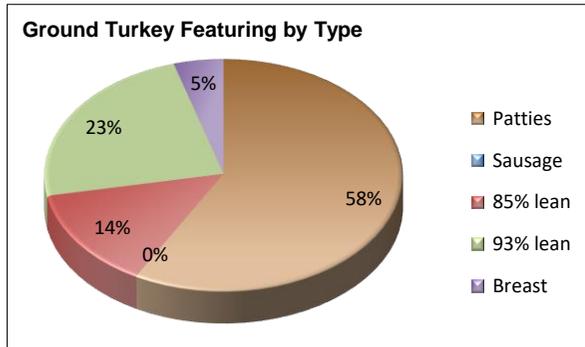
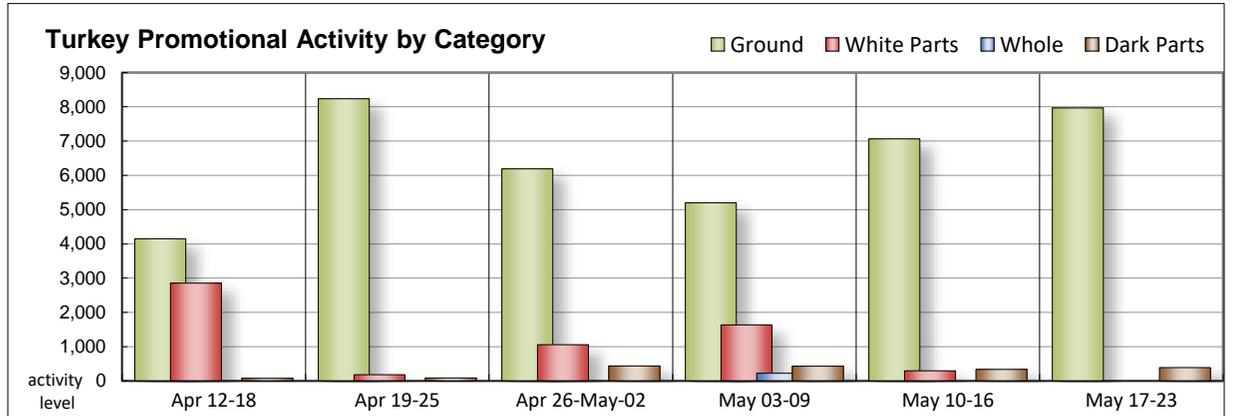
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	34.5% of 29,200 outlets		30.0% of 29,200 outlets		11.6% of 29,200 outlets	
Special Rate ^{4/}	6.2%		1.4%		1.5%	
Activity Index ^{2/}	9,300		9,072		3,795	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh			65	1.39		
Frozen			128	1.99	34	2.49
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets			102	6.60	62	6.99
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders					210	5.99
Drumsticks	99	1.59	72	1.84	208	1.65
Thighs	56	2.49	56	2.49		
Wings	56	1.66	72	1.84	144	1.49
Necks	26	1.48	16	2.49	16	1.99
Smoked Drumsticks	76	2.99	40	2.99		
Smoked Wings	76	2.99	40	3.49		
Smoked Necks			40	2.99		
GROUND TURKEY:	7,968	4.48	7,065	4.69	793	3.70
Patties	4,625	4.82	4,594	4.82		
Sausage			348	4.37		
85% lean	1,109	3.48	649	3.84	104	3.24
93% lean	1,872	4.07	949	4.12	673	3.72
Breast	362	5.22	525	5.89	16	5.99
Rolls (frsh/frz 1 lb.)					179	3.99
Specialty ^{5/}						
Patties	130	5.33	332	5.99	308	5.10
93-94% lean	756	4.98	799	5.11	1,410	4.96
Breast	57	5.57	245	6.80	431	6.53

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 this week. Frozen bone-in breasts activity goes unseen this ad cycle, while dark parts continue with their strong availability into this week. Cutlets fade into the shadows and marinated tenders remain unseen. Patties are controlling over half of the grinds feature activity this week. 85% lean and 93% lean features almost doubled compared to last week. All grinds across conventional and specialty are found in better values. Self-service smaller package sized deli features remain steady while larger package size features increased over 5 times compared to last week's rate.



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/}	43.8% of 5,500 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 2,277			26.0% of 7,400 sampled outlets 17.4% of stores w/ no-price promotions Activity Index = 1,720			29.0% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,598		
	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							1.49 - 1.66	99	1.59
Thighs							2.49	56	2.49
Wings							1.66	56	1.66
Necks				1.48	26	1.48			
Smoked Drumsticks	2.99	76	2.99						
Smoked Wings	2.99	76	2.99						
Smoked Necks									
GROUND TURKEY:									
Patties	4.82	505	4.82	4.82	1,338	4.82	4.82	894	4.82
Sausage									
85% lean	3.49 - 4.79	373	3.86	3.00 - 3.49	276	3.13	2.99 - 3.99	89	3.51
93% lean	3.99 - 4.00	694	3.99	3.99	23	3.99			
Breast (99-100% lean)	4.99 - 5.99	135	5.45	4.79	40	4.79	5.49	58	5.49
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties							4.99 - 5.99	130	5.33
93-94% lean	4.99	418	4.99	4.98	17	4.98	4.99	183	4.99
Breast							5.99	33	5.99

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

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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/}	39.7% of 4,900 sampled outlets			48.8% of 3,800 sampled outlets			13.3% of 1,300 sampled outlets		
Special Rate ^{4/}	1.9% 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 = 1,805			Activity Index = 1,721			Activity Index = 157		
	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									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.82 - 4.99	1,243	4.82	4.82	468	4.82	4.82	157	4.82
Sausage									
85% lean	2.98	24	2.98	2.99 - 3.49	347	3.38			
93% lean	4.29	510	4.29	3.99	645	3.99			
Breast (99-100% lean)				4.99	129	4.99			
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	4.99	4	4.99	4.49 - 4.99	132	4.94			
Breast	4.99	24	4.99						



(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/}	12.0% 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 = 12			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	5.89	2	5.89				
Breast							



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/17 thru 05/23.

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

Fri. May 17, 2024

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate ^{1/}	42.9% of 29,200 stores		42.2% of 29,200 stores		39.5% of 29,200 stores	
Activity Index ^{2/}	25,174		26,377		23,349	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
SERVICE DELI - Turkey						
Category 1						
Processor Brand	6,637	10.66	5,140	10.79	7,388	10.47
Private Brand	121	9.69	1,841	9.16	831	9.69
Category 2						
Processor Brand	863	6.74	1,985	6.37	490	6.86
Private Brand	406	6.74			10	6.49
Category 3						
Processor Brand	121	4.59	254	4.74	121	4.81
Private Brand			12	4.99	28	4.33
Turkey Ham						
Processor Brand	255	4.14	351	4.60	179	4.51
Private Brand	22	3.89	43	2.99	16	3.99
Turkey Pastrami						
Processor Brand					33	5.59
Private Brand						
SERVICE DELI - Chicken						
Category 1						
Processor Brand	1,991	10.01	3,353	10.22	1,257	9.59
Private Brand	24	9.89	64	9.09	597	9.36
Category 2						
Processor Brand	355	6.38	276	6.17	66	5.99
Private Brand	239	6.99	13	5.99	336	3.99
SELF-SERVICE DELI						
(dollars per tub or pouch)						
Turkey 7-10 oz						
Processor Brand	5,441	4.60	6,412	4.12	5,346	4.06
Private Brand	35	3.50				
Turkey 16 oz						
Processor Brand	3,572	6.68	672	5.99	1,223	8.29
Private Brand					227	5.49
Chicken 7-10 oz						
Processor Brand	5,057	4.61	5,961	4.12	5,201	4.07
Private Brand	35	3.50				

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)		
54.0% of 5,500 sampled outlets Activity Index = 6,683			49.0% of 7,400 sampled outlets Activity Index = 4,862		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 14.99	2,410	10.82	7.99 - 12.99	1,630	11.69
9.99	61	9.99			
6.99	310	6.99	6.99	76	6.99
5.99	90	5.99	6.98	67	6.98
7.99 - 12.99	1,501	9.80	8.98 - 11.99	41	9.65
			6.99	11	6.99
3.99 - 5.79	962	4.61	2.50 - 5.79	759	4.53
4.99 - 6.99	409	6.02	5.98 - 7.98	1,777	6.99
3.99 - 5.79	940	4.60	2.50 - 5.79	501	4.40

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)		
	41.1% of 6,100 sampled outlets			36.4% of 4,900 sampled outlets			20.4% of 3,800 sampled outlets			66.3% of 1,300 sampled outlets		
Feature Rate ^{1/}	Activity Index = 6,366			Activity Index = 2,850			Activity Index = 1,199			Activity Index = 3,159		
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 - 13.99	1,669	9.68	7.99 - 11.99	698	9.81	8.99 - 17.99	204	11.25	10.99 - 11.99	26	11.61
Private Brand	7.99	12	7.99	8.49 - 10.99	48	9.74						
Category 2												
Processor Brand	5.99 - 7.77	395	6.52	6.49 - 6.99	82	6.64						
Private Brand	6.99	201	6.99	6.99	38	6.99	5.99	10	5.99			
Category 3												
Processor Brand				4.67	67	4.67	4.49	54	4.49			
Private Brand												
Turkey Ham												
Processor Brand	3.99	43	3.99	3.79 - 4.49	21	4.32	2.99 - 4.99	191	4.16			
Private Brand				3.89	22	3.89						
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.89 - 11.99	362	10.27	11.99	45	11.99	12.50	24	12.50	14.99	18	14.99
Private Brand				9.89	24	9.89						
Category 2												
Processor Brand	5.99 - 6.99	344	6.36									
Private Brand	6.99	201	6.99	6.99	38	6.99						
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00 - 5.99	1,389	4.58	2.50 - 4.99	526	3.86	2.50 - 5.99	281	4.55	3.49 - 5.99	1,502	4.92
Private Brand							3.50	35	3.50			
Turkey 16 oz												
Processor Brand	4.99 - 6.49	465	5.69	3.99 - 6.99	715	6.79	5.99 - 6.99	84	6.28	7.49 - 7.99	111	7.92
Private Brand												
Chicken 7-10 oz												
Processor Brand	3.00 - 5.99	1,285	4.65	2.50 - 4.99	526	3.86	2.50 - 5.99	281	4.55	3.49 - 5.99	1,502	4.92
Private Brand							3.50	35	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;

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	22.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 55			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
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	4.49	22 4.49						
Private Brand								
Turkey 16 oz								
Processor Brand	7.99	11 7.99						
Private Brand								
Chicken 7-10 oz								
Processor Brand	4.49	22 4.49						
Private Brand								

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