



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/16 thru 10/22.**

Fri. Oct 16, 2020

(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>	22.6% of 29,200 outlets		32.7% of 29,200 outlets		30.2% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	4.3%		3.9%		2.3%	
<b>Activity Index</b> <sup>2/</sup>	7,024		12,931		11,320	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	45	1.49				
" - Toms						
Frozen - Hens	270	1.34	169	0.70	766	0.72
" - Toms	270	1.34	169	0.70	766	0.72
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			24	2.99		
Frozen	58	1.77	1,720	1.54	1,388	1.93
Split, bone-in						
Fresh						
Rotisserie	94	6.99	189	8.99		
Boneless, whole	56	1.93				
Cutlets			127	4.99	86	4.49
Cutlets, thin sliced						
Strips						
Tenders	77	3.99				
Marinated Tenders	663	6.35	257	4.66	274	4.09
Drumsticks	96	1.29	132	1.29	28	1.49
Thighs						
Wings	139	1.26	160	1.33	28	1.49
Necks	31	1.29	26	1.18	54	0.99
Smoked Drumsticks	79	1.98	62	2.29	155	2.11
Smoked Wings	67	1.98	62	2.29	155	2.11
Smoked Necks	67	1.98	62	2.29	62	1.99
<b>GROUND TURKEY:</b>	<b>3,752</b>	<b>3.45</b>	<b>6,246</b>	<b>3.39</b>	<b>6,609</b>	<b>3.67</b>
Patties	192	3.99	294	3.77	64	3.99
Sausage	220	3.39	1,595	3.29	433	3.42
85% lean	1,718	3.39	1,499	2.86	1,901	3.10
93% lean	1,464	3.24	2,443	3.46	3,121	3.59
Breast	158	5.55	415	4.99	1,090	4.97
Rolls (frsh/frz 1 lb.)	187	3.14	26	1.25	162	1.97
<b>Specialty</b> <sup>5/</sup>						
Patties					424	4.59
93-94% lean	1,062	4.14	2,335	4.23	162	3.81
Breast	11	7.99	1,227	5.59	139	5.00

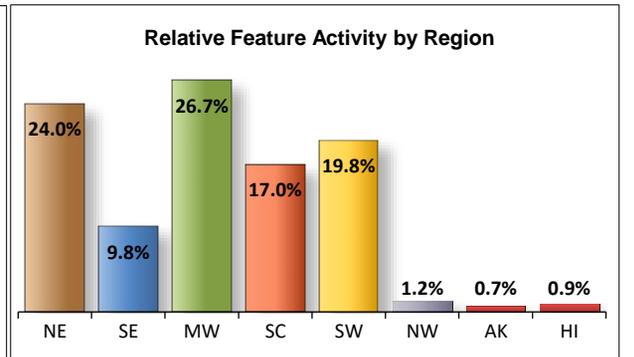
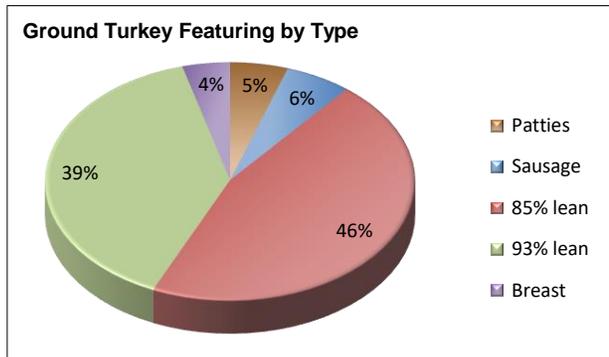
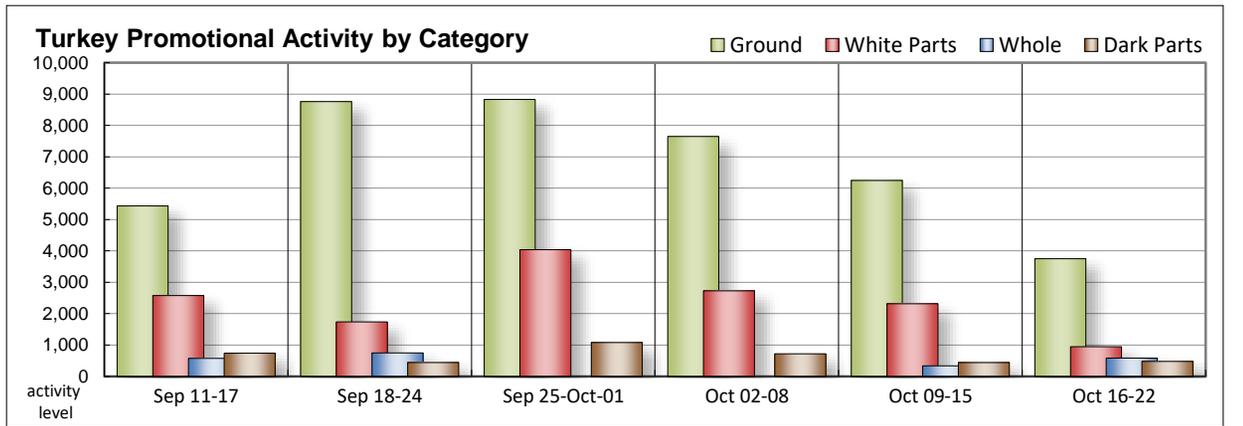
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

**TURKEY PROMOTIONAL ACTIVITY BY CATEGORY**

Turkey feature activity continues to show some improvement again this week with a few more stores offering whole birds than last week. Bone-in breast offerings have disappeared from view while all parts offerings, except for marinated tenders, are taking a breather this time around. Fresh drumsticks and wings continue at the same offering pace as last period with prices better for wings and higher for necks than last week. Smoked offerings appear in all categories this week. Ground turkey activity tails off a little from the previous period and at overall higher ad prices with the exception of 93% lean where you can save almost a quarter this week on average. Service deli chicken and turkey ads slow this week for category 1 and 2 while category 3 offerings are heavier than previously noted. 7-10 ounce self service deli offerings slow while 16 ounce offerings hold pace.



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.

(515) 284-4460

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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 <sup>4/</sup> Activity Index <sup>2/</sup>	31.4% of 5,500 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 1,854			25.3% of 7,400 sampled outlets 15.6% of stores w/ no-price promotions Activity Index = 1,035			23.0% of 6,100 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 1,875		
	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							1.49	45	1.49
" - Toms									
Frozen - Hens							1.39	201	1.39
" - Toms							1.39	201	1.39
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh							1.69	43	1.69
Frozen									
Split, bone-in									
Fresh							6.99	94	6.99
Rotisserie							1.69 - 1.99	56	1.93
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.99	209	5.99				5.99 - 6.99	416	6.47
Drumsticks	1.29	65	1.29						
Thighs									
Wings	1.29	65	1.29				1.19	43	1.19
Necks									
Smoked Drumsticks				1.98	67	1.98	1.99	12	1.99
Smoked Wings				1.98	67	1.98			
Smoked Necks				1.98	67	1.98			
<b>GROUND TURKEY:</b>									
Patties							3.99	112	3.99
Sausage	2.50 - 4.00	195	3.31				3.99	10	3.99
85% lean	2.49 - 3.79	710	3.28	2.99 - 3.50	292	3.12	2.99 - 5.99	274	3.95
93% lean	2.99 - 3.99	375	3.29	3.50	83	3.50	3.49 - 3.50	314	3.50
Breast (99-100% lean)	4.99 - 5.99	158	5.55						
Rolls (frsh/frz 1 lb.)							2.99	43	2.99
<b>Specialty <sup>3/</sup></b>									
Patties									
93-94% lean	5.99	77	5.99	3.99	459	3.99			
Breast							7.99	11	7.99



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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)		
<b>Feature Rate</b> <sup>1/</sup>	20.7% of 4,900 sampled outlets			13.9% of 3,800 sampled outlets			2.8% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,193			Activity Index = 1,007			Activity Index = 25		
	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	0.99 - 1.39	69	1.21						
" - Toms	0.99 - 1.39	69	1.21						
<b>PARTS:</b>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.99	77	3.99						
Marinated Tenders	6.99	38	6.99						
Drumsticks	1.29	31	1.29						
Thighs									
Wings	1.29	31	1.29						
Necks	1.29	31	1.29						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.99	80	3.99						
Sausage							4.08	15	4.08
85% lean	2.99 - 3.49	97	3.01	2.99 - 3.49	325	3.24			
93% lean				3.00 - 4.29	682	3.04	3.99	10	3.99
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)	3.19	144	3.19						
<b>Specialty</b> <sup>3/</sup>									
Patties									
93-94% lean	3.99	526	3.99						
Breast									



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	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	15.0% of 100 sampled outlets			19.0% of 100 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 15			Activity Index = 20		
	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	1.99	15	1.99			
Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks						
<b>GROUND TURKEY:</b> Patties Sausage 85% lean 93% lean Breast (99-100% lean)				7.99	20	7.99
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>3/</sup> 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 10/16 thru 10/22.

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Fri. Oct 16, 2020

	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		54.9% of 5,500 sampled outlets Activity Index = 5,746			62.8% of 7,400 sampled outlets Activity Index = 7,216		
Feature Rate <sup>1/</sup>	57.6% of 29,200 stores		60.3% of 29,200 stores		33.2% of 29,200 stores							
Activity Index <sup>2/</sup>	25,703		36,821		19,668							
	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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	5,062	9.07	7,330	8.50	3,711	8.16	6.98 - 11.49	1,308	9.40	7.99 - 11.49	1,735	9.14
Private Brand	1,590	8.52	3,563	8.07	3,144	8.47	6.99 - 9.99	804	8.60	7.49 - 7.99	122	7.54
<b>Category 2</b>												
Processor Brand	739	6.75	1,724	6.15	1,753	6.47	6.00 - 7.99	261	7.30	5.99	79	5.99
Private Brand	2,994	6.89	2,844	6.54	1,197	6.11	5.48 - 6.99	1,024	6.42	6.99	967	6.99
<b>Category 3</b>												
Processor Brand	597	5.96			268	4.03	4.99 - 5.99	172	5.37	5.99	83	5.99
Private Brand	857	4.90	72	3.99	261	4.46	4.99 - 5.49	321	5.16			
<b>Turkey Ham</b>												
Processor Brand			338	4.19	112	3.99						
Private Brand	175	3.41	130	4.26	145	3.80						
<b>Turkey Pastrami</b>												
Processor Brand					230	6.04						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,563	8.14	3,852	8.74	724	7.99	6.98 - 8.99	628	7.97	7.99	10	7.99
Private Brand	537	7.63	1,235	7.83	1,674	8.37	6.99 - 7.99	207	7.41	6.99	30	6.99
<b>Category 2</b>												
Processor Brand	102	6.62			39	4.99				5.79	39	5.79
Private Brand	284	5.27	1,523	6.63	300	5.03				5.99	11	5.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2,826	3.30	3,537	3.27	2,562	3.13	3.49 - 4.99	203	3.99	3.00 - 3.33	1,210	3.31
Private Brand	1,196	2.98	1,249	3.07	358	2.75	2.50	89	2.50	2.99	459	2.99
<b>Turkey 16 oz</b>												
Processor Brand	4,594	5.98	4,688	5.96	396	5.85	5.98	505	5.98	5.98	1,338	5.98
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2,482	3.29	3,487	3.27	2,436	3.17	3.49	135	3.49	3.33	1,133	3.33
Private Brand	105	2.42	1,249	3.07	358	2.75	2.50	89	2.50			

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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	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)		
Feature Rate <sup>1/</sup>	65.0% of 6,100 sampled outlets			47.3% of 4,900 sampled outlets			45.8% of 3,800 sampled outlets			82.5% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 6,689			Activity Index = 2,887			Activity Index = 1,857			Activity Index = 1,251		
	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	7.99 - 9.99	1,014	8.52	7.99	36	7.99	7.99 - 12.99	799	8.95	6.99 - 10.99	159	9.84
Private Brand	6.99 - 10.99	389	8.22	7.49 - 9.99	234	9.07	9.99	14	9.99	7.99 - 9.99	27	9.18
<b>Category 2</b>												
Processor Brand	5.95 - 7.99	378	6.55	5.99 - 6.99	21	6.51						
Private Brand	5.99 - 6.47	205	6.08	7.98	86	7.98				7.49 - 8.99	712	7.55
<b>Category 3</b>												
Processor Brand	4.99 - 6.99	329	6.29				4.99	13	4.99			
Private Brand	3.99 - 4.99	283	4.91	3.49 - 4.79	134	4.14	5.00	119	5.00			
<b>Turkey Ham</b>												
Processor Brand												
Private Brand	2.99 - 3.99	55	3.21	2.49 - 3.47	83	3.28	3.99	37	3.99			
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	765	8.11	6.98 - 9.99	96	8.04	10.00 - 11.99	49	11.02	7.66	4	7.66
Private Brand	5.99 - 8.99	186	8.17	6.99 - 8.49	114	7.31						
<b>Category 2</b>												
Processor Brand	5.99 - 7.99	61	7.17	5.99	2	5.99						
Private Brand	3.49 - 5.99	218	5.10	4.99	12	4.99				5.99	43	5.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.99 - 3.99	1,047	3.09	2.98 - 3.99	174	3.49	3.49	179	3.49	2.98	11	2.98
Private Brand				2.99	526	2.99				1.99 - 3.49	111	3.27
<b>Turkey 16 oz</b>												
Processor Brand	5.98	894	5.98	5.98	1,212	5.98	5.98	468	5.98	5.98	157	5.98
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.99 - 3.99	865	3.12	2.98 - 3.99	157	3.55	3.49	179	3.49	2.98	11	2.98
Private Brand										1.99	16	1.99

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>	34.0% of 100 sampled outlets			15.2% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 47			Activity Index = 10				
	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	10.99	11 10.99						
Private Brand								
<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	7.49	11 7.49						
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	4.99	2 4.99						
Private Brand	3.49	11 3.49						
<b>Turkey 16 oz</b>								
Processor Brand	5.98	10 5.98		5.98	10 5.98			
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.99	2 4.99						
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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