



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

Fri. Nov 12, 2021

(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/}	64.9% of 29,200 outlets		62.4% of 29,200 outlets		76.2% of 29,200 outlets	
Special Rate ^{4/}	7.9%		6.7%		10.4%	
Activity Index ^{2/}	64,732		24,043		75,907	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	1,927	1.54			673	1.45
" - Toms	1,927	1.54			673	1.45
Frozen - Hens	22,512	0.88	5,158	1.07	29,161	0.84
" - Toms	21,396	0.89	5,319	1.06	29,283	0.84
PARTS:						
Breast:						
Bone-in, whole						
Fresh	276	3.22	482	2.98	102	3.35
Frozen	8,054	1.74	1,414	1.75	7,976	1.77
Split, bone-in						
Fresh						
Rotisserie	13	9.00	31	10.28	320	8.99
Boneless, whole	399	4.98	374	5.11		
Cutlets	380	4.99	349	4.99	359	4.99
Cutlets, thin sliced	288	4.99	288	4.99	288	4.99
Strips						
Tenders						
Marinated Tenders	505	4.94	304	4.66	99	5.18
Drumsticks	296	1.99	111	1.99	468	1.35
Thighs						
Wings	291	1.80	110	1.91	394	1.33
Necks						
Smoked Drumsticks	55	2.99	33	1.45	74	2.41
Smoked Wings	12	2.99			62	2.49
Smoked Necks	43	2.29			62	2.49
GROUND TURKEY:	5,588	3.92	8,377	3.25	4,787	3.75
Patties	338	4.11	1,514	2.75	722	3.89
Sausage	690	4.03	884	3.87	1,210	3.82
85% lean	1,544	3.26	4,062	2.93	1,043	3.19
93% lean	2,050	3.84	1,586	3.77	1,435	3.77
Breast	966	4.97	331	5.41	377	4.77
Rolls (frsh/frz 1 lb.)	54	2.69	59	3.50	387	3.07
Specialty ^{5/}						
Patties			514	4.98	93	3.99
93-94% lean	531	4.46	419	4.60	323	4.42
Breast	185	6.20	701	5.23	262	5.14

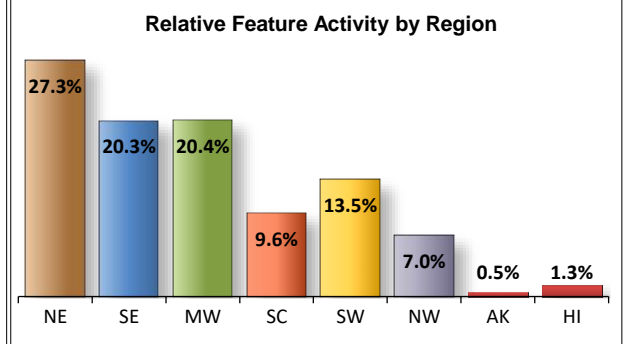
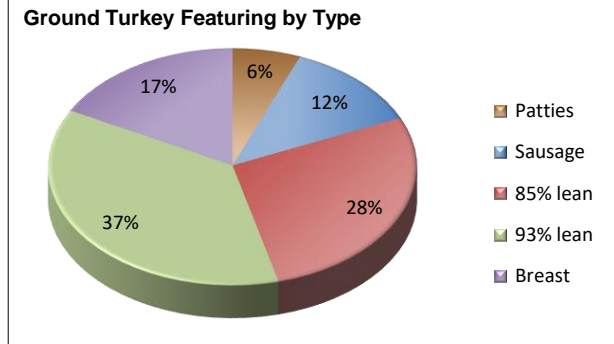
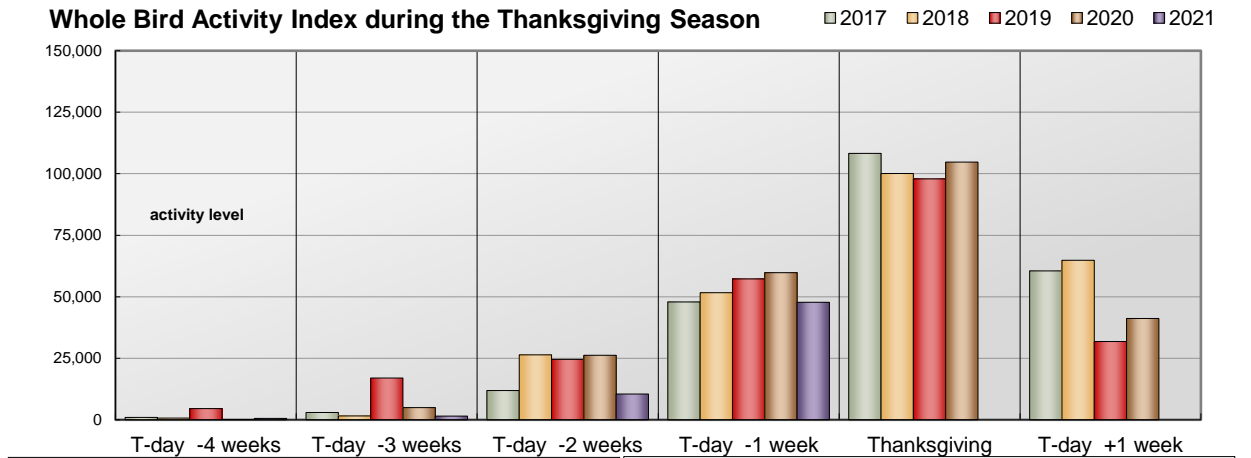
Note: rolls & specialty not included in ground turkey total and weighted average.

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

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

WHOLE BIRD ACTIVITY INDEX DURING THE THANKSGIVING SEASON

Turkey ads are ramping up as we are less than two weeks away from the Thanksgiving holiday. Several retailers are enticing customers through their doors with lucrative frozen whole bird prices. Fresh are beginning to make their presence known. Bone-in breasts are easier to find with frozen values similar to last week, while higher for fresh. Rotisserie breasts are nearly void from circular space. Marinated tenders are the most promoted of the white meats. Cutlet and tender prices are steady to higher. Smoked dark parts reappear, but retailers' attention continues to focus mostly on the fresh variety. Grind activity retreats. However, the various types are in a more balanced showing. Most ground prices trend upward, the exceptions are conventional ground breast meat and rolls. Deli activity slows some.



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

	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/}	72.4% of 5,500 sampled outlets 9.6% of stores w/ no-price promotions Activity Index = 18,891			70.8% of 7,400 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 19,168			71.2% of 6,100 sampled outlets 14.5% of stores w/ no-price promotions Activity Index = 12,823		
	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 - 2.29	1,225	1.66	0.99 - 1.69	435	1.30	0.99 - 1.39	225	1.22
" - Toms	0.99 - 2.29	1,225	1.66	0.99 - 1.69	435	1.30	0.99 - 1.39	225	1.22
Frozen - Hens	0.39 - 1.99	5,147	0.96	0.39 - 1.99	7,247	0.81	0.33 - 1.79	4,881	0.81
" - Toms	0.39 - 1.99	5,077	0.95	0.39 - 1.99	6,192	0.85	0.33 - 1.79	4,895	0.81
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99 - 3.69	171	3.27				2.99	78	2.99
Frozen	0.99 - 2.99	1,604	1.81	0.98 - 1.99	3,721	1.53	1.49 - 2.99	1,434	1.78
Split, bone-in									
Fresh									
Rotisserie	9.00	13	9.00						
Boneless, whole	4.99 - 5.99	356	5.18				3.33	43	3.33
Cutlets	4.99	336	4.99	4.99	44	4.99			
Cutlets, thin sliced	4.99	288	4.99						
Strips									
Tenders									
Marinated Tenders	4.66 - 5.33	408	5.00				4.66	12	4.66
Drumsticks	1.99	141	1.99	1.99	44	1.99	1.99	44	1.99
Thighs									
Wings	1.69 - 1.79	178	1.76	1.69 - 1.79	46	1.69			
Necks									
Smoked Drumsticks							2.99	55	2.99
Smoked Wings							2.99	12	2.99
Smoked Necks							2.29	43	2.29
GROUND TURKEY:									
Patties	3.99 - 4.99	195	4.34	3.78	30	3.78			
Sausage	3.99 - 4.09	660	4.03	3.98	30	3.98			
85% lean	3.00 - 3.66	418	3.27	2.98 - 3.33	682	3.27	2.33 - 3.50	382	3.23
93% lean	3.49 - 3.99	662	3.90	3.33 - 3.99	105	3.85	3.89 - 3.99	61	3.91
Breast (99-100% lean)	4.99	448	4.99	4.99 - 5.98	111	5.59	4.50 - 4.99	279	4.91
Rolls (frsh/frz 1 lb.)							1.50	11	1.50
Specialty ^{5/}									
Patties									
93-94% lean	4.99	178	4.99	4.99	46	4.99	3.99	143	3.99
Breast	5.99 - 6.99	161	6.41						



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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/}	54.0% of 4,900 sampled outlets			44.5% of 3,800 sampled outlets			73.5% of 1,300 sampled outlets		
Special Rate ^{4/}	9.6% of stores w/ no-price promotions			7.9% of stores w/ no-price promotions			7.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 6,026			Activity Index = 6,169			Activity Index = 1,328		
	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	3	0.99	2.29	24	2.29			
" - Toms	0.99	3	0.99	2.29	24	2.29			
Frozen - Hens	0.49 - 1.79	2,433	0.91	0.39 - 1.49	2,440	1.00	0.49 - 0.99	231	0.73
" - Toms	0.49 - 1.79	2,430	0.91	0.39 - 1.49	2,440	1.00	0.49 - 0.99	231	0.73
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	3	2.99	3.69	24	3.69			
Frozen	1.49 - 2.99	504	1.95	1.59 - 2.99	683	2.52	1.99	95	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	54	4.66				4.66 - 4.99	31	4.82
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	24	3.99	3.75	89	3.75			
Sausage									
85% lean	3.33	47	3.33				3.33	15	3.33
93% lean	3.50 - 3.99	95	3.59	3.50 - 3.99	445	3.55	3.99	682	3.99
Breast (99-100% lean)	4.32 - 4.99	128	4.52						
Rolls (frsh/frz 1 lb.)							2.99	43	2.99
Specialty ^{5/}									
Patties									
93-94% lean	3.89	144	3.89						
Breast	4.79	24	4.79						



(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/}	35.0% of 100 sampled outlets			55.2% of 100 sampled outlets			
Special Rate ^{4/}	11.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 87			Activity Index = 240			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:							
Fresh - Hens	2.49	15	2.49				
" - Toms	2.49	15	2.49				
Frozen - Hens	0.49 - 1.98	23	0.97	0.64 - 2.79	110	1.73	
" - Toms	0.49 - 1.98	21	0.89	0.50 - 2.79	110	1.68	
PARTS:							
Breast:							
Bone-in, whole							
Fresh							
Frozen	1.99 - 2.49	13	2.07				
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				5.99	20	5.99	
Breast							



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	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		61.1% of 5,500 sampled outlets Activity Index = 6,306			54.5% of 7,400 sampled outlets Activity Index = 8,155		
Feature Rate ^{1/}	48.6% of 29,200 stores		40.7% of 29,200 stores		41.2% of 29,200 stores							
Activity Index ^{2/}	27,656		29,007		22,873							
	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	4,338	8.98	5,391	9.09	4,140	8.29	7.98 - 10.99	1,211	8.72	6.99 - 8.99	139	7.85
Private Brand	4,528	8.32	4,339	8.37	4,043	7.93	6.99 - 8.99	1,009	8.10	7.99 - 8.49	1,684	8.35
Category 2												
Processor Brand	1,166	6.20	2,129	6.76	1,811	6.23	6.99	62	6.99	5.88 - 6.98	646	6.00
Private Brand	620	6.39	599	6.48	1,939	6.51	5.98 - 6.99	470	6.40	6.99	2	6.99
Category 3												
Processor Brand	211	3.63	101	4.93	219	3.78				4.89	30	4.89
Private Brand	79	4.26	79	4.41	311	4.33						
Turkey Ham												
Processor Brand	114	4.99	526	4.87								
Private Brand	216	3.94	201	4.18	147	3.50	3.99	62	3.99			
Turkey Pastrami												
Processor Brand			62	3.99								
Private Brand	62	3.99					3.99	62	3.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,492	8.48	1,584	9.23	1,411	7.81	7.00 - 7.99	253	7.83	7.99 - 8.99	43	8.92
Private Brand	703	8.18	1,107	8.16	261	8.76	7.99 - 10.99	366	8.35			
Category 2												
Processor Brand	174	5.99	12	5.99	43	4.99	5.99	107	5.99	5.98	67	5.98
Private Brand	115	5.27	179	4.81	149	5.73				6.99	10	6.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,065	3.58	5,136	3.50	3,641	3.57	3.00 - 4.99	795	3.57	3.33 - 3.99	2,092	3.40
Private Brand	1,866	2.61	95	3.51	460	3.22	2.59	309	2.59	2.59 - 2.98	389	2.61
Turkey 16 oz												
Processor Brand	2,098	5.31	2,279	5.55	114	5.06	3.99 - 6.99	618	5.64	3.99 - 5.99	572	5.08
Private Brand					83	5.99						
Chicken 7-10 oz												
Processor Brand	3,943	3.59	5,093	3.50	3,641	3.57	3.00 - 4.99	673	3.58	3.33 - 3.99	2,092	3.40
Private Brand	1,866	2.61	95	3.51	460	3.22	2.59	309	2.59	2.59 - 2.98	389	2.61

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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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

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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)		
	36.8% of 6,100 sampled outlets			40.2% of 4,900 sampled outlets			42.4% of 3,800 sampled outlets			70.8% of 1,300 sampled outlets		
	Activity Index = 4,534			Activity Index = 3,974			Activity Index = 2,291			Activity Index = 2,338		
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	807	8.59	6.99 - 10.99	1,758	8.98	10.99	402	10.99	8.99	21	8.99
Private Brand	7.99 - 9.99	469	8.20	7.99 - 9.49	711	8.04	8.99	645	8.99	9.99	10	9.99
Category 2												
Processor Brand	5.98 - 6.99	379	6.49	5.49 - 5.99	64	5.86				5.99	15	5.99
Private Brand	5.99 - 6.99	127	6.43				5.98	7	5.98	5.98	14	5.98
Category 3												
Processor Brand							3.29 - 3.69	181	3.42			
Private Brand	2.99	12	2.99	4.49	67	4.49						
Turkey Ham												
Processor Brand							4.99	114	4.99			
Private Brand	3.99	43	3.99	3.79 - 3.87	83	3.85	3.99	28	3.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.99 - 9.99	435	8.20	6.99 - 7.99	36	7.32				7.49 - 8.99	725	8.90
Private Brand	7.99	245	7.99	7.99	92	7.99						
Category 2												
Processor Brand												
Private Brand	3.49 - 6.99	105	5.11									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	3.78 - 3.99	172	3.90	2.98 - 3.99	231	3.58	3.99	57	3.99	3.99	698	3.99
Private Brand	2.59	404	2.59	2.59	287	2.59	2.59 - 2.99	400	2.64	2.59	68	2.59
Turkey 16 oz												
Processor Brand	4.98 - 6.99	760	5.35	3.99 - 4.99	127	4.56				4.99	21	4.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	3.78 - 3.99	172	3.90	2.98 - 3.99	231	3.58	3.99	57	3.99	3.99	698	3.99
Private Brand	2.59	404	2.59	2.59	287	2.59	2.59 - 2.99	400	2.64	2.59	68	2.59

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/}	14.0% of 100 sampled outlets			24.8% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 6			Activity Index = 52				
	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				4.99	20	4.99		
Private Brand	2.59	3	2.59	2.59	6	2.59		
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand				4.99	20	4.99		
Private Brand	2.59	3	2.59	2.59	6	2.59		

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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