



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/10 thru 11/16.**

Fri. Nov 10, 2023

(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 <sup>1/</sup>	56.3% of 29,200 outlets		35.4% of 29,200 outlets		60.1% of 29,200 outlets	
Special Rate <sup>4/</sup>	12.4%		5.7%		10.3%	
Activity Index <sup>2/</sup>	44,017		18,359		52,794	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	931	2.04	68	1.69	495	1.56
" - Toms	931	2.04	68	1.69	495	1.56
Frozen - Hens	16,791	1.01	4,527	1.14	20,726	0.97
" - Toms	16,805	1.01	4,541	1.14	21,670	0.95
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh	31	2.99			323	3.99
Frozen	5,057	2.23	1,534	2.64	5,768	2.38
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets			210	5.58	406	6.28
Cutlets, thin sliced					288	5.99
Strips						
Tenders						
Marinated Tenders	271	5.89	1,180	5.03		
Drumsticks			257	2.06	146	2.37
Thighs	240	2.49	240	2.49	77	1.99
Wings			426	2.12	135	2.42
Necks			107	1.79	77	2.49
Smoked Drumsticks			180	3.33	55	3.10
Smoked Wings			180	3.33	12	3.49
Smoked Necks			223	3.21		
<b>GROUND TURKEY:</b>						
Patties	823	3.68	1,610	3.78	882	5.49
Sausage						
85% lean	312	3.56	505	3.43	92	3.99
93% lean	511	3.75	1,028	3.86	173	3.99
Breast			77	4.98	617	6.14
Rolls (frsh/frz 1 lb.)	175	2.75	55	3.99		
<b>Specialty <sup>5/</sup></b>						
Patties			445	5.93	44	5.99
93-94% lean	1,867	4.97	1,850	5.11	607	4.51
Breast	95	7.30	658	6.46	588	6.59

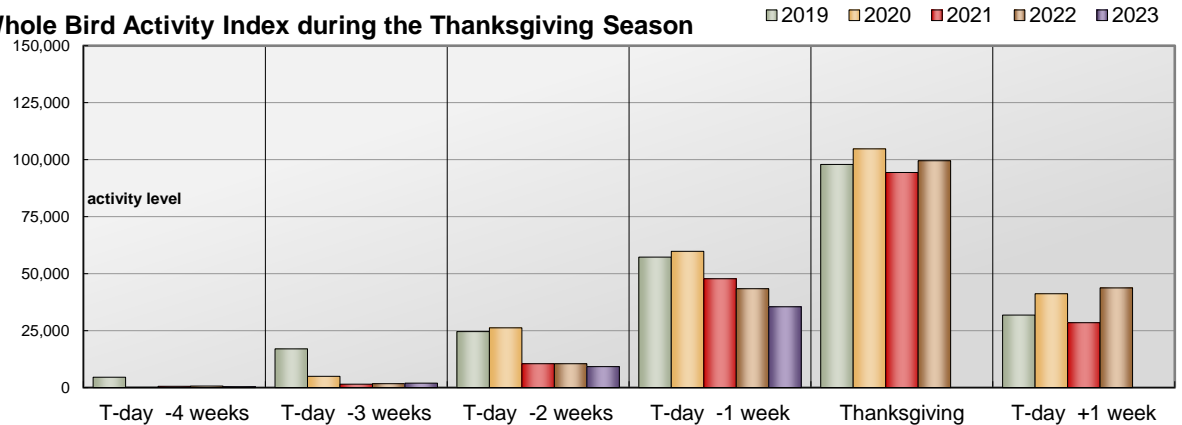
Note: rolls & specialty not included in ground turkey total and weighted average.

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

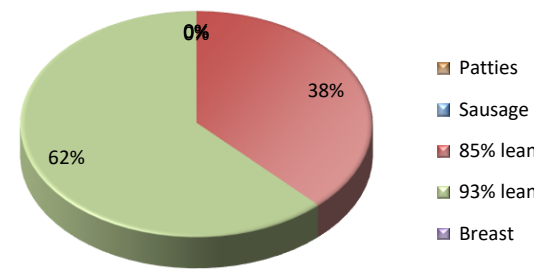
http://www.ams.usda/market-news/livestock-poultry-grain :

After patiently waiting for their time to shine, whole birds take center stage causing feature activity to show a sharp increase. Several retailers are offerings frozen whole birds at lucrative prices attempting to lure shoppers through their doors and causing weighted average prices to decline when compared to a week ago. Fresh offerings begin to slightly ramp up. Frozen bone-in breasts are easier to find at a variety of price points. However overall, are better valued than the previous ad cycle. There is a scattering of marinated tender offers. Dark parts are limited and center on fresh thighs only. Grinds take a back seat as anticipated with most of that attention focusing on specialty 93-93% lean. Deli activity slows due to a significant decrease in self-service deli offerings.

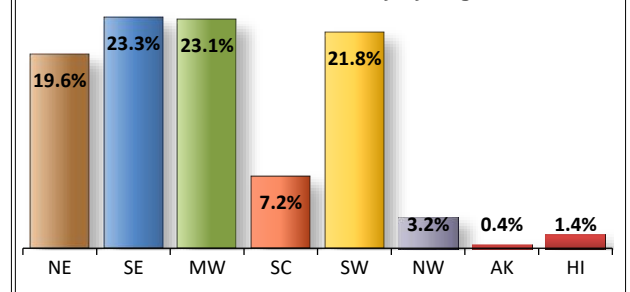
Whole Bird Activity Index during the Thanksgiving Season



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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Fri. Nov 10, 2023

(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 <sup>4/</sup> Activity Index <sup>2/</sup>	69.1% of 5,500 sampled outlets 8.0% of stores w/ no-price promotions Activity Index = 9,105			66.9% of 7,400 sampled outlets 32.4% of stores w/ no-price promotions Activity Index = 14,789			62.6% of 6,100 sampled outlets 6.2% of stores w/ no-price promotions Activity Index = 9,754		
	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	1.99	266	1.99	1.29 - 1.99	87	1.90			
" - Toms	1.99	266	1.99	1.29 - 1.99	87	1.90			
Frozen - Hens	0.29 - 1.99	2,666	1.06	0.29 - 1.99	5,918	0.87	0.49 - 1.99	3,950	1.08
" - Toms	0.29 - 1.99	2,666	1.06	0.29 - 1.99	5,918	0.87	0.49 - 1.99	3,964	1.08
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.69 - 3.49	1,301	2.40	1.69 - 2.99	2,023	1.94	1.99 - 3.99	1,268	2.46
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.99	207	5.99						
Drumsticks									
Thighs	2.49	22	2.49	2.49	218	2.49			
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean	2.99	112	2.99	3.88	200	3.88			
93% lean	3.50 - 3.99	390	3.73				3.49 - 3.99	121	3.81
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)							1.99 - 3.49	175	2.75
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	4.49 - 5.99	1,147	5.09	4.49 - 4.99	338	4.88	4.88 - 4.99	243	4.90
Breast	7.99	62	7.99				5.99	33	5.99



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

	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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>	33.7% of 4,900 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 3,063			51.0% of 3,800 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 6,681			13.8% of 1,300 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 403		
	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	2.79 - 2.99	62	2.89	0.97 - 2.99	516	1.98			
" - Toms	2.79 - 2.99	62	2.89	0.97 - 2.99	516	1.98			
Frozen - Hens	0.49 - 2.79	1,237	1.30	0.47 - 1.99	2,740	0.95	0.89 - 1.99	173	1.27
" - Toms	0.49 - 2.79	1,237	1.30	0.47 - 1.99	2,740	0.95	0.89 - 1.99	173	1.27
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.99	31	2.99						
Frozen	1.99 - 2.99	295	2.15	1.99 - 2.99	162	2.79			
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders				4.66	7	4.66	4.66 - 5.99	57	5.66
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean									
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.48 - 4.88	139	4.24						
Breast									



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

	ALASKA (AK)			HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	<b>57.0% of 100 sampled outlets</b>			<b>58.1% of 100 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>			<b>2.9% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 48</b>			<b>Activity Index = 174</b>			
	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 - 2.69	23	2.18	0.76 - 2.99	84	2.15	
" - Toms	0.99 - 2.69	23	2.18	0.63 - 2.99	84	2.12	
<b>PARTS:</b>							
Breast:							
Bone-in, whole							
Fresh							
Frozen	3.99	2	3.99	1.99	6	1.99	
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							
<b>GROUND TURKEY:</b>							
Patties							
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</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 11/10 thru 11/16.

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

Fri. Nov 10, 2023

	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		42.8% of 5,500 sampled outlets Activity Index = 7,466				42.5% of 7,400 sampled outlets Activity Index = 6,727			
Feature Rate <sup>1/</sup>	37.2% of 29,200 stores		47.7% of 29,200 stores		23.1% of 29,200 stores		Price Range (\$/pound)		Summary Stores Wtd Avg		Price Range (\$/pound)		Summary Stores Wtd Avg	
Activity Index <sup>2/</sup>	25,563		33,997		11,030									
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg								
<b>SERVICE DELI - Turkey</b>														
<b>Category 1</b>														
Processor Brand	6,037	9.71	8,298	9.56	1,489	11.60	7.99 - 12.99	1,508	9.33	7.98 - 12.99	770	8.50		
Private Brand	3,026	9.31	1,138	9.26	62	8.99	7.99 - 10.99	1,349	9.21	7.99 - 8.99	965	8.98		
<b>Category 2</b>														
Processor Brand	212	6.97	26	6.99	40	7.99	6.99	202	6.99					
Private Brand	716	6.46	211	6.58	90	6.48	6.49	672	6.49					
<b>Category 3</b>														
Processor Brand			40	4.99										
Private Brand	141	5.23	91	4.46	67	4.27	5.99	62	5.99					
<b>Turkey Ham</b>														
Processor Brand	257	5.41	96	4.58	113	4.64								
Private Brand	126	4.20	43	3.99	126	4.00								
<b>Turkey Pastrami</b>														
Processor Brand	43	5.99	14	6.99	14	6.99								
Private Brand														
<b>SERVICE DELI - Chicken</b>														
<b>Category 1</b>														
Processor Brand	3,747	9.95	2,062	10.06	3,166	9.76	7.99 - 12.99	1,496	8.73	7.98 - 12.99	1,205	11.22		
Private Brand	1,018	9.39	400	8.88	1,387	8.72	8.99 - 9.99	726	9.07	8.99	17	8.99		
<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	5,289	4.25	8,450	4.16	2,201	4.37	2.99 - 5.99	601	4.10	3.28 - 4.49	1,991	4.09		
Private Brand			935	4.04										
<b>Turkey 16 oz</b>														
Processor Brand	1,750	6.60	2,749	6.25	167	6.59	5.99	249	5.99	5.98 - 5.99	235	5.99		
Private Brand			321	5.64										
<b>Chicken 7-10 oz</b>														
Processor Brand	3,201	4.30	8,188	4.18	2,108	4.40	2.99 - 5.99	601	4.10	3.28 - 4.49	1,544	4.28		
Private Brand			935	4.04										

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;

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

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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 <sup>1/</sup>	37.9% of 6,100 sampled outlets			22.8% of 4,900 sampled outlets			27.0% of 3,800 sampled outlets			67.1% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 4,749			Activity Index = 2,715			Activity Index = 1,759			Activity Index = 2,147		
	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	6.49 - 13.99	1,439 9.64		7.99 - 10.99	1,131 10.81		9.99	491 9.99		9.99 - 10.99	698 10.01	
Private Brand	7.89 - 9.99	657 9.95		7.99 - 12.99	55 10.17							
<b>Category 2</b>												
Processor Brand	6.49	10 6.49										
Private Brand	5.99	44 5.99										
<b>Category 3</b>												
Processor Brand				4.57	67 4.57							
Private Brand	4.99	12 4.99										
<b>Turkey Ham</b>												
Processor Brand	4.49 - 5.99	55 5.66					4.27 - 5.99	202 5.34				
Private Brand	3.99	43 3.99		4.27 - 4.49	83 4.31							
<b>Turkey Pastrami</b>												
Processor Brand	5.99	43 5.99										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	7.99 - 11.99	889 10.27		8.99 - 9.99	133 9.58		12.50	24 12.50				
Private Brand	7.89 - 10.99	144 10.73		8.99 - 12.99	131 9.72							
<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	2.99 - 5.59	637 4.27		3.50 - 4.99	836 3.74		4.49 - 5.99	521 4.83		4.49 - 4.99	703 4.98	
Private Brand												
<b>Turkey 16 oz</b>												
Processor Brand	5.99	139 5.99					6.99	402 6.99		5.49 - 6.99	725 6.90	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.99 - 5.59	637 4.27		3.50 - 4.99	279 4.21		5.99	119 5.99		4.49	21 4.49	
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)

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

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6 of 7

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Feature Rate <sup>1/</sup>	ALASKA (AK)			HAWAII (HI)				
	22.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
	Activity Index = 0			Activity Index = 0				
Activity Index 2/	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								
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								
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								
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand								
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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