



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.**

Fri. Apr 26, 2024

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

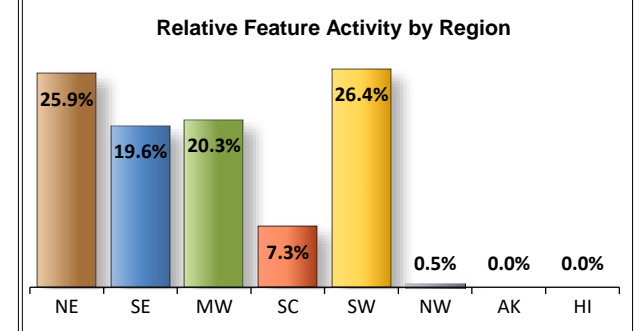
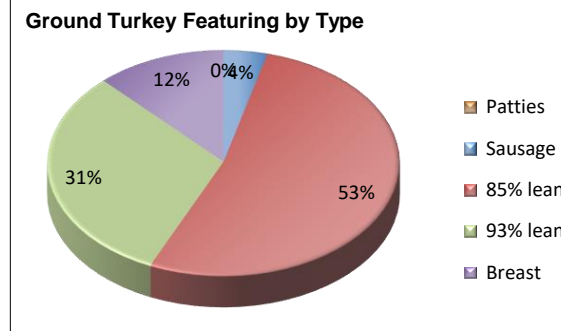
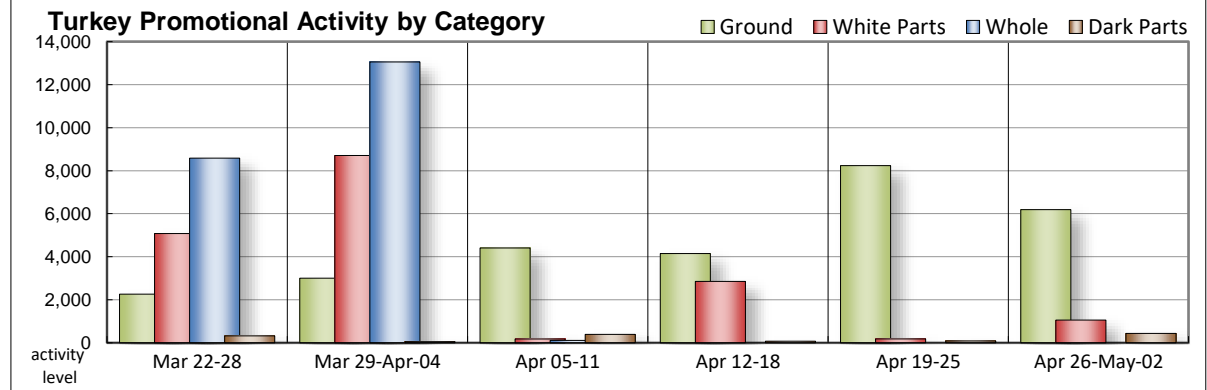
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	30.5% of 29,200 outlets		35.2% of 29,200 outlets		19.0% of 29,200 outlets	
Special Rate <sup>4/</sup>	2.7%		2.4%		2.3%	
Activity Index <sup>2/</sup>	10,711		10,492		6,502	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					12	2.49
Frozen	259	2.06	181	1.92	44	2.99
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders	798	5.42				
Drumsticks	55	1.55	16	2.39	62	1.79
Thighs	12	1.89			12	1.99
Wings	51	2.02	16	2.39	43	1.49
Necks			11	0.99		
Smoked Drumsticks	135	2.83			118	2.99
Smoked Wings	92	3.69	43	2.99	118	2.99
Smoked Necks	92	2.99			118	2.99
<b>GROUND TURKEY:</b>	<b>6,190</b>	<b>3.91</b>	<b>8,236</b>	<b>4.63</b>	<b>3,613</b>	<b>3.96</b>
Patties			5,003	4.84		
Sausage	252	3.93	301	4.11		
85% lean	3,262	3.27	1,181	3.52	2,529	3.88
93% lean	1,928	3.82	1,227	4.09	834	3.93
Breast	748	6.91	524	6.70	250	4.81
Rolls (frsh/frz 1 lb.)	12	3.49	71	3.52		
<b>Specialty <sup>5/</sup></b>						
Patties	572	5.99			64	4.99
93-94% lean	2,261	4.76	1,823	4.92	1,471	5.03
Breast	182	5.52	95	4.99	827	7.32

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 is nearly unchanged from the previous ad cycle having only a modest increase. Bone-in breast offers remain limited, although prices trend higher this week. Marinated tenders reappear after a brief absence. Dark parts are easier to find with smoked drums taking top honor on those promotions. Grinds are less active with conventional 85% lean garnering over fifty percent of the limelight. Most conventional and specialty ground items are better valued. The exception being ground breast meat which you will tend to pay a little more for. A greater volume of smaller sized self-service deli package offerings by retailers were able to offset the decline in service deli meats resulting in an increase in deli activity.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> 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). <sup>3/</sup> Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) <sup>5/</sup> 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 <sup>4/</sup> Activity Index <sup>2/</sup>	39.0% of 5,500 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 2,915			35.8% of 7,400 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 3,000			28.3% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,072		
	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									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.99	73	1.99				1.49 - 2.99	186	2.09
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.33 - 5.99	700	5.43	5.33	46	5.33			
Drumsticks							1.29 - 2.49	55	1.55
Thighs							1.89	12	1.89
Wings	1.99	24	1.99	1.99	4	1.99	2.49	12	2.49
Necks									
Smoked Drumsticks	2.99	48	2.99	2.99	44	2.99	2.49	43	2.49
Smoked Wings	3.69	48	3.69	3.69	44	3.69			
Smoked Necks	2.99	48	2.99	2.99	44	2.99			
<b>GROUND TURKEY:</b>									
Patties									
Sausage	4.79	13	4.79				3.88	201	3.88
85% lean	3.00 - 3.46	95	3.06	3.00 - 3.99	2,111	3.00	3.69	43	3.69
93% lean							3.49 - 4.49	881	4.29
Breast (99-100% lean)	6.49 - 6.99	292	6.88	6.49	5	6.49	6.49	25	6.49
Rolls (frsh/frz 1 lb.)							3.49	12	3.49
<b>Specialty <sup>5/</sup></b>									
Patties	5.99	310	5.99	5.99	218	5.99	5.99	44	5.99
93-94% lean	3.99 - 4.99	1,264	4.52	3.99 - 5.48	475	5.16	4.99	430	4.99
Breast				5.99	9	5.99	4.99 - 5.99	128	5.32



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Fri. Apr 26, 2024

(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>	14.9% of 4,900 sampled outlets			43.0% of 3,800 sampled outlets			1.1% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			14.9% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 751			Activity Index = 1,959			Activity Index = 14		
	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									
" - 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	5.99	31	5.99	4.66	7	4.66	4.66	14	4.66
Drumsticks									
Thighs									
Wings	1.59	11	1.59						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	3.88	38	3.88						
85% lean	3.99	510	3.99	3.33 - 3.99	503	3.65			
93% lean				3.33 - 3.49	1,047	3.43			
Breast (99-100% lean)	6.49	24	6.49	6.99	402	6.99			
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	4.99	92	4.99						
Breast	5.99	45	5.99						

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

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

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	ALASKA (AK)		HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	<b>0.0% of 100 sampled outlets</b>		<b>19.0% of 100 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>0.0% of stores w/ no-price promotions</b>		<b>19.0% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 0</b>		<b>Activity Index = 0</b>			
	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						
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 04/26 thru 05/02.

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

Fri. Apr 26, 2024

	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		62.8% of 5,500 sampled outlets Activity Index = 7,960			39.3% of 7,400 sampled outlets Activity Index = 5,678		
Feature Rate <sup>1/</sup>	45.8% of 29,200 stores		47.4% of 29,200 stores		33.3% of 29,200 stores		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
Activity Index <sup>2/</sup>	30,342		28,887		20,070							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6,762	10.59	6,483	9.90	7,251	9.51	7.99 - 14.99	2,757	10.67	7.79 - 12.99	638	10.10
Private Brand	1,430	8.72	3,714	8.95	995	9.66	7.99 - 10.99	756	8.64	7.99 - 8.99	128	8.06
<b>Category 2</b>												
Processor Brand	492	6.78	542	6.04	254	6.29	6.99	281	6.99	6.99	60	6.99
Private Brand	843	6.99	79	4.72						6.98 - 6.99	602	6.99
<b>Category 3</b>												
Processor Brand	119	4.93			12	4.99				5.99	40	5.99
Private Brand			53	4.20								
<b>Turkey Ham</b>												
Processor Brand	437	4.99	60	4.29	238	4.92						
Private Brand	16	4.59	22	3.39	22	3.39						
<b>Turkey Pastrami</b>												
Processor Brand	43	5.99			62	5.99						
Private Brand			107	8.99								
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,332	10.14	3,109	9.23	2,010	9.76	7.99 - 12.99	1,543	10.16	8.99	17	8.99
Private Brand	1,271	9.26	1,337	9.47			8.99 - 10.99	246	10.08	8.99	955	8.99
<b>Category 2</b>												
Processor Brand	12	4.99	12	4.99	61	6.99						
Private Brand	499	6.99	112	4.99	112	4.99				6.99	452	6.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	6,871	4.11	6,414	3.89	2,541	4.86	2.99 - 5.99	1,043	4.23	2.99 - 4.99	1,234	4.03
Private Brand	879	5.15	459	3.95								
<b>Turkey 16 oz</b>												
Processor Brand	988	6.93	1,814	5.84	3,252	6.21	5.99 - 7.99	291	6.46	5.99 - 7.99	318	7.41
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	6,469	4.12	4,111	3.73	3,260	4.42	2.99 - 5.99	1,043	4.23	2.99 - 4.99	1,234	4.03
Private Brand	879	5.15	459	3.95								

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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Feature Rate <sup>1/</sup>	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)		
	52.0% of 6,100 sampled outlets Activity Index = 7,485			28.1% of 4,900 sampled outlets Activity Index = 2,751			41.7% of 3,800 sampled outlets Activity Index = 4,301			66.6% of 1,300 sampled outlets Activity Index = 2,123		
	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	7.89 - 12.99	2,103	10.03	8.49 - 13.99	277	11.03	11.99 - 13.00	839	12.03	8.99 - 12.99	137	10.31
Private Brand	7.99 - 13.99	467	8.75	8.99 - 12.49	69	10.21				10.99	10	10.99
<b>Category 2</b>												
Processor Brand	5.99 - 6.99	120	6.12	6.99	31	6.99						
Private Brand	6.99	194	6.99	6.99	47	6.99						
<b>Category 3</b>												
Processor Brand				3.99 - 4.47	79	4.40						
Private Brand												
<b>Turkey Ham</b>												
Processor Brand	3.99 - 5.99	98	4.99	4.47	67	4.47	2.97 - 6.49	272	5.12			
Private Brand				4.59	16	4.59						
<b>Turkey Pastrami</b>												
Processor Brand	5.99	43	5.99									
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 11.99	445	10.21	8.99 - 10.99	121	9.90	14.99 - 17.99	50	16.49	7.99	156	7.99
Private Brand	8.99	46	8.99	11.99	24	11.99						
<b>Category 2</b>												
Processor Brand	4.99	12	4.99									
Private Brand				6.99	47	6.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.99 - 5.99	1,863	4.13	2.79 - 5.99	871	4.16	3.33 - 3.99	947	3.88	3.99 - 5.49	902	4.25
Private Brand	4.99	55	4.99				3.99 - 5.49	824	5.16			
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 7.98	121	7.47	4.99 - 6.99	231	6.42				7.49	16	7.49
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.99 - 5.99	1,863	4.13	2.79 - 5.99	871	4.16	3.33 - 3.97	545	3.81	3.99 - 5.49	902	4.25
Private Brand	4.99	55	4.99				3.99 - 5.49	824	5.16			

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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Feature Rate <sup>1/</sup>	ALASKA (AK)			HAWAII (HI)				
	22.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
	Activity Index = 44			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	9.49	11	9.49					
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	4.50	11	4.50					
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand	8.99	11	8.99					
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	4.50	11	4.50					
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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