



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.**

Fri. May 03, 2024

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

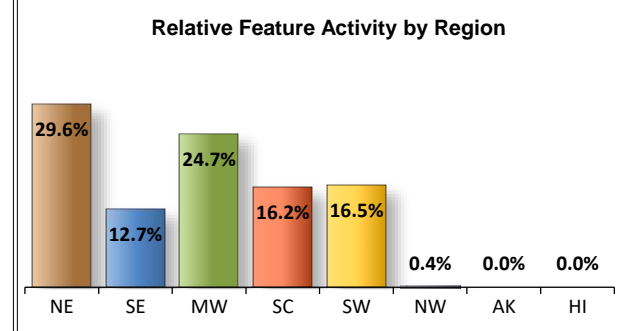
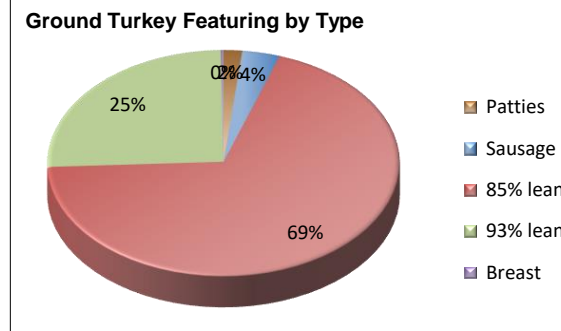
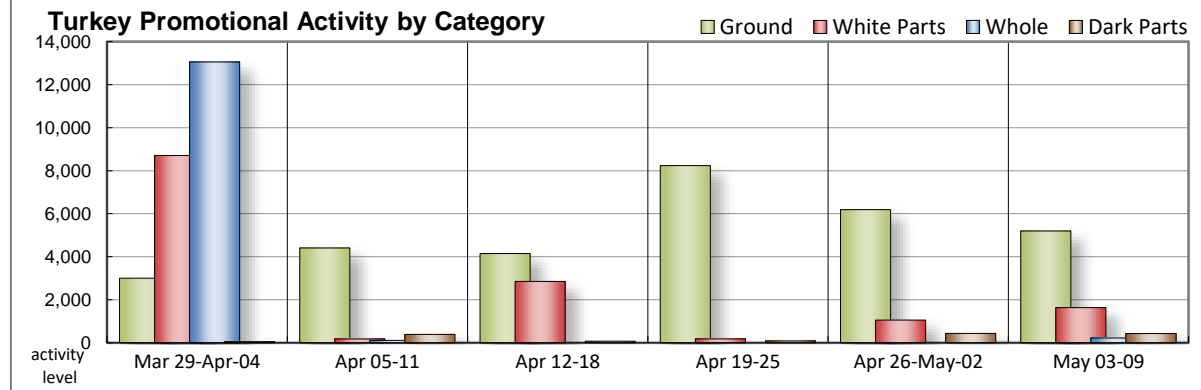
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	30.9% of 29,200 outlets		30.5% of 29,200 outlets		21.3% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	8.6%		2.7%		1.0%	
<b>Activity Index</b> <sup>2/</sup>	9,945		10,711		9,435	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	112	1.59				
" - Toms	112	1.59				
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh						
Frozen	510	1.34	259	2.06	44	2.99
Split, bone-in						
Fresh	12	1.29				
Rotisserie						
Boneless, whole						
Cutlets	697	6.98				
Cutlets, thin sliced	301	7.95				
Strips						
Tenders	13	6.29				
Marinated Tenders	102	5.33	798	5.42		
Drumsticks	210	1.39	55	1.55	72	1.82
Thighs			12	1.89		
Wings	210	1.99	51	2.02	38	1.95
Necks					10	1.78
Smoked Drumsticks	10	2.88	135	2.83		
Smoked Wings			92	3.69	93	2.99
Smoked Necks			92	2.99		
<b>GROUND TURKEY:</b>	<b>5,198</b>	<b>3.77</b>	<b>6,190</b>	<b>3.91</b>	<b>3,427</b>	<b>4.56</b>
Patties	90	4.22				
Sausage	182	3.74	252	3.93	525	4.38
85% lean	3,588	3.75	3,262	3.27	1,701	3.88
93% lean	1,325	3.77	1,928	3.82	87	3.99
Breast	13	6.29	748	6.91	1,114	5.73
Rolls (frsh/frz 1 lb.)	365	3.20	12	3.49		
<b>Specialty</b> <sup>5/</sup>						
Patties	225	5.49	572	5.99	233	4.63
93-94% lean	1,835	4.89	2,261	4.76	5,105	4.41
Breast	33	5.99	182	5.52	413	6.77

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 shows a modest decline. Whole birds make a limited appearance in the Northeastern region. Frozen bone-in breasts almost double in offerings however remain on the light side, following typical post-Easter patterns; values trend lower. Cutlets return to the mix. Marinated tenders decline in both offers and price. Dark parts are a little easier to find in a couple of regions and most of that attention centers on fresh drums and wings. Grinds are less active with 85% lean accounting for nearly seventy percent of those ads. Most conventional ground items are better valued, except for 85% lean. Deli activity loses momentum with a decrease in service and self-service promotions. Turkey thin slicing and shaving meats are viewed at lower price points.



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 <sup>4/</sup> Activity Index <sup>2/</sup>	41.4% of 5,500 sampled outlets 3.1% of stores w/ no-price promotions Activity Index = 3,098			23.7% of 7,400 sampled outlets 28.6% of stores w/ no-price promotions Activity Index = 1,806			31.6% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,354		
	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	1.59	112	1.59						
" - Toms	1.59	112	1.59						
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99	227	0.99	1.28	200	1.28	1.79 - 2.99	83	2.46
Split, bone-in									
Fresh							1.29	12	1.29
Rotisserie									
Boneless, whole									
Cutlets	6.99	607	6.99	6.99	46	6.99	6.29	13	6.29
Cutlets, thin sliced	6.99 - 7.99	301	7.95						
Strips									
Tenders							6.29	13	6.29
Marinated Tenders	5.33	62	5.33	5.33	40	5.33			
Drumsticks	1.39	166	1.39	1.39	44	1.39			
Thighs									
Wings	1.99	166	1.99	1.99	44	1.99			
Necks									
Smoked Drumsticks				2.88	10	2.88			
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties							3.99	13	3.99
Sausage	3.99	66	3.99				3.59	116	3.59
85% lean	3.33 - 3.99	289	3.47	3.79 - 3.99	1,414	3.85	2.99 - 3.66	632	3.24
93% lean	3.00 - 3.99	319	3.35	3.33	6	3.33	3.50 - 3.99	59	3.88
Breast (99-100% lean)							6.29	13	6.29
Rolls (frsh/frz 1 lb.)	2.99	73	2.99				3.99	148	3.99
<b>Specialty <sup>5/</sup></b>									
Patties	4.99 - 5.99	181	5.37				5.99	44	5.99
93-94% lean	4.61 - 5.99	417	4.79	5.99	2	5.99	3.99 - 4.99	1,175	4.82
Breast							5.99	33	5.99



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Fri. May 03, 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)		
<b>Feature Rate</b> <sup>1/</sup>	35.1% of 4,900 sampled outlets			34.0% of 3,800 sampled outlets			3.6% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	1.9% of stores w/ no-price promotions			3.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,539			Activity Index = 1,138			Activity Index = 10		
	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	6.99	31	6.99						
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.26	77	4.26						
Sausage									
85% lean	2.99 - 3.99	1,074	3.95	3.99	179	3.99			
93% lean	3.49 - 3.99	175	3.66	3.97 - 3.99	756	3.97	3.99	10	3.99
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)	2.49	144	2.49						
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.99	38	4.99	5.49	203	5.49			
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>	0.0% of 100 sampled outlets		0.0% 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 = 0		Activity Index = 0			
	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 05/03 thru 05/09.

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

Fri. May 03, 2024

Feature Rate <sup>1/</sup>	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				29.3% of 7,400 sampled outlets			
	38.9% of 29,200 stores		45.8% of 29,200 stores		31.1% of 29,200 stores		Activity Index = 7,429				Activity Index = 4,236			
Activity Index <sup>2/</sup>	22,448		30,342		18,156		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg								
<b>SERVICE DELI - Turkey</b>														
<b>Category 1</b>														
Processor Brand	4,386	10.05	6,762	10.59	3,931	9.51	7.99 - 13.99	1,759	10.25	7.98 - 11.99	1,110	9.75		
Private Brand	1,746	9.80	1,430	8.72	2,696	9.06	7.49 - 11.99	1,202	9.86	8.99 - 10.99	88	9.99		
<b>Category 2</b>														
Processor Brand	416	6.23	492	6.78	162	6.54	5.99	142	5.99	5.99 - 6.99	201	6.16		
Private Brand	497	6.58	843	6.99	160	6.99								
<b>Category 3</b>														
Processor Brand	221	4.61	119	4.93						4.99	40	4.99		
Private Brand	16	4.69			16	4.59								
<b>Turkey Ham</b>														
Processor Brand	317	5.21	437	4.99	109	4.49								
Private Brand	81	3.96	16	4.59	16	3.99								
<b>Turkey Pastrami</b>														
Processor Brand			43	5.99	62	5.99								
Private Brand														
<b>SERVICE DELI - Chicken</b>														
<b>Category 1</b>														
Processor Brand	2,078	11.18	2,332	10.14	2,126	10.55	7.99 - 14.99	1,058	11.40	8.99 - 12.99	121	12.25		
Private Brand	1,352	8.80	1,271	9.26	697	10.12	7.99 - 9.99	907	8.19	8.49	11	8.49		
<b>Category 2</b>														
Processor Brand	212	6.05	12	4.99			5.99	188	5.99					
Private Brand	387	6.99	499	6.99										
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)														
<b>Turkey 7-10 oz</b>														
Processor Brand	3,813	4.42	6,871	4.11	3,172	4.34	3.50 - 5.99	694	4.44	2.98 - 5.00	1,029	4.63		
Private Brand	400	3.71	879	5.15			3.50	227	3.50					
<b>Turkey 16 oz</b>														
Processor Brand	2,353	6.24	988	6.93	1,869	6.98	6.99	331	6.99	5.99 - 7.99	624	6.39		
Private Brand					227	5.49								
<b>Chicken 7-10 oz</b>														
Processor Brand	3,773	4.43	6,469	4.12	2,913	4.34	3.50 - 5.99	694	4.44	3.00 - 5.00	1,012	4.65		
Private Brand	400	3.71	879	5.15			3.50	227	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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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	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>	57.8% of 6,100 sampled outlets			33.8% of 4,900 sampled outlets			24.0% of 3,800 sampled outlets			5.0% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 6,931			Activity Index = 2,627			Activity Index = 1,099			Activity Index = 81		
	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 - 13.29	1,169	10.04	7.99 - 13.99	248	9.60	7.99 - 13.00	35	11.43	7.99 - 14.99	65	10.98
Private Brand	7.99 - 13.99	362	9.60	8.49 - 11.99	79	9.75						
<b>Category 2</b>												
Processor Brand	5.99 - 6.99	46	6.77				6.99	11	6.99	6.99	16	6.99
Private Brand	6.99	254	6.99	5.98 - 6.99	243	6.14						
<b>Category 3</b>												
Processor Brand				4.67	67	4.67	4.39 - 4.49	114	4.44			
Private Brand				4.69	16	4.69						
<b>Turkey Ham</b>												
Processor Brand				4.49	143	4.49	4.47 - 6.49	174	5.79			
Private Brand	3.99	43	3.99	3.89 - 3.99	38	3.93						
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	7.89 - 11.99	731	10.26	8.99 - 11.99	118	11.56	14.99 - 17.99	50	16.49			
Private Brand	9.99 - 12.99	403	10.09	9.99	31	9.99						
<b>Category 2</b>												
Processor Brand	5.99 - 6.99	24	6.49									
Private Brand	6.99	349	6.99	6.99	38	6.99						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	3.00 - 5.49	1,555	4.30	2.50 - 5.49	485	4.47	3.50	35	3.50			
Private Brand	3.99	173	3.99									
<b>Turkey 16 oz</b>												
Processor Brand	4.98 - 6.99	117	5.89	5.98 - 6.99	636	6.03	5.99	645	5.99			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	3.00 - 5.49	1,532	4.30	2.50 - 5.49	485	4.47	3.50	35	3.50			
Private Brand	3.99	173	3.99									

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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Feature Rate <sup>1/</sup>	ALASKA (AK)			HAWAII (HI)				
	15.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
	Activity Index = 45			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	8.99	15	8.99					
<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	3.00	15	3.00					
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.00	15	3.00					
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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