



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.**

Fri. Dec 14, 2018

(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>	52.4% of 29,100 outlets		26.0% of 29,100 outlets		56.3% of 29,100 outlets	
<b>Special Rate</b> <sup>4/</sup>	1.6%		2.4%		2.7%	
<b>Activity Index</b> <sup>2/</sup>	42,402		14,469		47,509	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens	3,519	1.64	176	1.77	4,092	1.82
" - Toms	3,604	1.64	28	1.59	4,092	1.82
Frozen - Hens	9,812	0.90	1,238	1.03	9,750	1.09
" - Toms	10,533	0.93	1,401	0.99	9,310	1.09
<b>PARTS:</b>						
<b>Breast:</b>						
<b>Bone-in, whole</b>						
Fresh	519	1.99	83	1.29	818	2.89
Frozen	7,592	1.59	1,245	1.48	8,400	1.75
<b>Split, bone-in</b>						
Fresh	123	2.56	321	3.46	522	2.43
Rotisserie	62	6.44	387	8.88	230	5.52
<b>Boneless, whole</b>						
Cutlets	33	6.99			228	6.11
Cutlets, thin sliced			21	3.99		
Strips	137	5.00				
Tenders					712	5.39
Marinated Tenders	111	7.28	235	4.89	892	7.12
Drumsticks	157	1.36	129	1.81		
Thighs	85	1.13	69	2.10		
Wings	237	1.19	124	1.48	46	1.49
Necks	113	1.52				
Smoked Drumsticks	93	2.29	234	2.52	90	2.95
Smoked Wings	93	2.10	79	2.11	44	2.19
Smoked Necks			47	1.99	22	1.99
<b>GROUND TURKEY:</b>	<b>4,549</b>	<b>3.68</b>	<b>6,921</b>	<b>3.48</b>	<b>6,791</b>	<b>3.34</b>
Patties	561	3.65	557	3.79	424	3.46
Sausage	48	3.84	593	3.79	451	3.76
85% lean	1,239	2.78	1,282	2.99	2,596	2.91
93% lean	2,033	3.83	4,134	3.39	2,758	3.47
Breast	668	4.88	355	5.20	562	4.29
Rolls (frsh/frz 1 lb.)	351	2.79	52	2.86	408	3.24
<b>Specialty</b> <sup>5/</sup>						
Patties					22	6.66
93-94% lean	229	3.99	1,470	3.87	1,004	3.49
Breast	289	5.00	160	4.53		

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

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

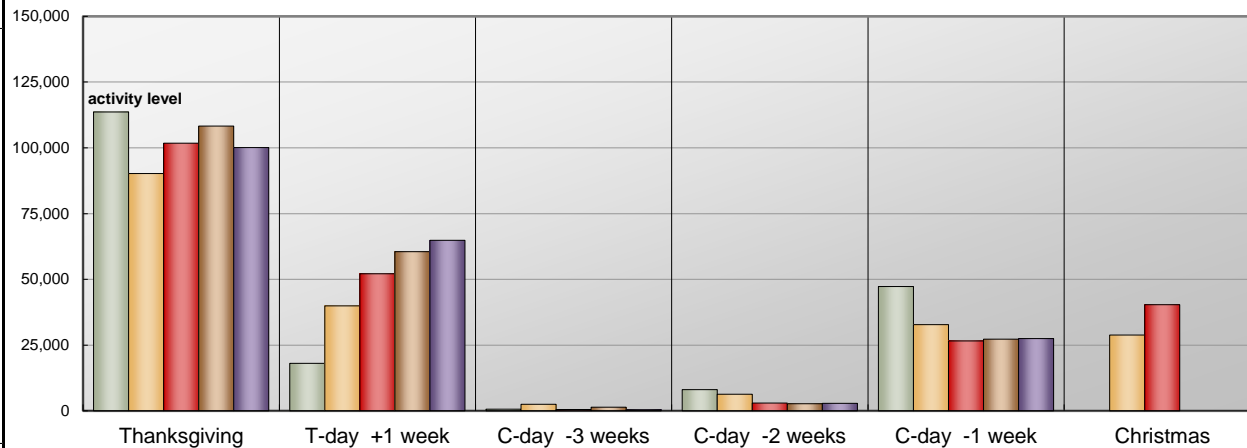
http://www.ams.usda/market-news/livestock-poultry-grain :

**This Week's Turkey Feature Highlights**

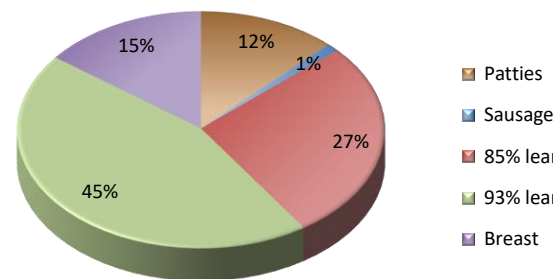
Frozen whole turkey ad activity jumps to the forefront with features 3 fold that of fresh whole turkeys and surpassing numbers from this time last year. Ad prices were slight lower than last week. Frozen bone in breast are the resounding leader in the white meat parts race as are wings on the dark meat side. Most dark parts are somewhat stagnant for ad activity and this is certainly not their moment in the sun Grinds showed nearly identical feature momentum to last week with the excetion of 93% lean which slowed significantly from last week's numbers. In the service deli the most notable change was seen in the increase in private label category 1 and 2 deli meats as chains push to show their brand presence. Self service deli meats remianed somewhat quiet with the limited feature activity noted.

**Whole Bird Activity Leading to Christmas**

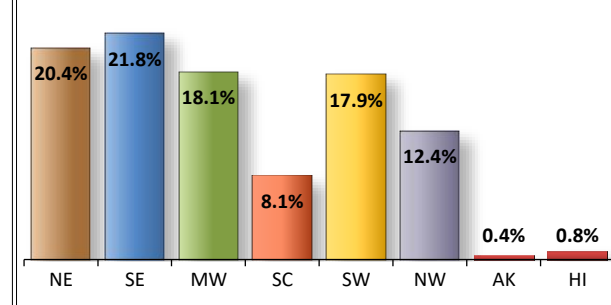
2014 2015 2016 2017 2018



**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. Dec 14, 2018

(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>	58.8% of 5,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 9,680			57.8% of 7,400 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 14,103			47.6% of 6,100 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 7,807		
	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	0.99 - 1.99	1,191	1.59	0.99 - 1.99	1,281	1.69	1.39 - 1.49	348	1.46
" - Toms	0.99 - 1.99	1,191	1.59	0.99 - 1.99	1,368	1.71	1.39 - 1.99	363	1.48
Frozen - Hens	0.47 - 1.39	1,833	1.10	0.47 - 1.99	3,695	0.88	0.29 - 1.68	2,028	0.90
" - Toms	0.47 - 1.39	1,906	1.10	0.47 - 1.99	3,806	0.93	0.29 - 1.68	2,149	0.90
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	158	2.86	0.98 - 2.99	108	1.89	1.49 - 1.99	120	1.93
Frozen	1.29 - 2.99	1,360	1.86	0.98 - 2.99	3,313	1.46	0.99 - 2.99	1,560	1.59
Split, bone-in									
Fresh	2.98	17	2.98				2.49	106	2.49
Rotisserie	4.99 - 9.99	62	6.44						
Boneless, whole	3.33	161	3.33						
Cutlets	6.99	33	6.99						
Cutlets, thin sliced									
Strips	5.00	137	5.00						
Tenders									
Marinated Tenders	6.98 - 7.99	111	7.28						
Drumsticks									
Thighs									
Wings	0.99	21	0.99	0.79 - 0.99	55	0.80			
Necks				0.99	53	0.99	1.99	60	1.99
Smoked Drumsticks	2.29	33	2.29				2.29	60	2.29
Smoked Wings	2.29	33	2.29				1.99	60	1.99
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	65	3.82	3.48 - 3.50	54	3.49	2.99 - 3.48	64	3.04
Sausage	3.99	33	3.99	3.50	15	3.50			
85% lean	1.33 - 3.60	605	2.67	2.50 - 3.99	163	2.97	2.50 - 3.99	311	2.78
93% lean	2.49 - 3.99	404	3.48				2.49 - 5.00	560	3.47
Breast (99-100% lean)	2.99 - 5.00	165	4.66	4.99	23	4.99	2.49 - 4.99	18	3.60
Rolls (frsh/frz 1 lb.)	3.00	161	3.00	1.63	53	1.63			
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean				3.99	116	3.99			
Breast									



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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 <sup>1/</sup>	39.4% of 4,900 sampled outlets			56.0% of 3,800 sampled outlets			54.6% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	3.4% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions			2.2% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 3,479			Activity Index = 5,576			Activity Index = 1,602		
	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	1.69 - 1.99	34	1.76	1.59 - 2.29	610	1.75			
" - Toms	1.29	118	1.29	1.59 - 2.29	536	1.74			
Frozen - Hens	0.37 - 1.79	894	0.75	0.47 - 0.99	1,206	0.70	0.67 - 1.29	132	1.22
" - Toms	0.37 - 1.79	1,146	0.93	0.47 - 0.99	1,280	0.71	0.49 - 1.29	222	0.94
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	2.19	11	2.19	0.99 - 1.29	85	1.13	0.67	37	0.67
Frozen	0.87 - 1.99	644	1.41	0.87 - 2.49	538	1.87	0.99 - 1.99	177	1.59
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks				0.99	40	0.99	1.49	117	1.49
Thighs				0.99 - 1.29	85	1.13			
Wings				0.99	44	0.99	1.49	117	1.49
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.48	72	3.48	3.50 - 3.99	306	3.82			
Sausage									
85% lean	2.79	8	2.79	3.29	12	3.29	2.99	140	2.99
93% lean	3.99 - 5.00	412	4.37	3.50 - 3.99	370	3.81	3.33 - 5.00	263	4.26
Breast (99-100% lean)	5.00	140	5.00	5.00	253	5.00	5.00	69	5.00
Rolls (frsh/frz 1 lb.)				2.99	137	2.99			
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean				3.99	74	3.99	3.99	39	3.99
Breast							5.00	289	5.00



(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>	32.3% of 100 sampled outlets			45.1% 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 = 56			Activity Index = 99			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
<b>WHOLE BIRDS:</b>							
Fresh - Hens	1.59	28	1.59	1.49	27	1.49	
" - Toms	1.59	28	1.59				
Frozen - Hens				1.99	24	1.99	
" - Toms				1.99	24	1.99	
<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				4.49	24	4.49	
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**

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

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

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate <sup>1/</sup>	36.9% of 29,100 stores		27.8% of 29,100 stores		43.9% of 29,100 stores		51.0% of 5,500 sampled outlets			47.7% of 7,400 sampled outlets		
Activity Index <sup>2/</sup>	22,145		25,666		24,650		Activity Index = 6,381			Activity Index = 6,956		
	Stores	Wtd Avg	Stores	Wtd Avg	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	2,364	7.47	2,134	8.10	6,148	8.17	5.99 - 10.49	512	8.91	5.99 - 10.49	666	6.54
Private Brand	3,302	8.74	1,412	8.80	4,146	7.70	6.99 - 12.99	834	9.65	8.99 - 9.99	1,144	9.04
<b>Category 2</b>												
Processor Brand	1,234	6.32	980	6.28	290	6.10	4.99 - 6.99	347	6.57	4.99 - 6.99	384	6.01
Private Brand	4,180	6.94	2,878	6.39	2,126	6.50	6.69 - 8.99	1,345	7.23	3.99 - 6.99	1,122	6.89
<b>Category 3</b>												
Processor Brand	343	4.75	689	4.40	654	5.19	4.99	73	4.99	3.99 - 5.99	47	4.76
Private Brand	690	5.83	1,054	5.76	2,346	5.29	4.98 - 5.99	474	5.85	4.99 - 5.99	176	5.82
<b>Turkey Ham</b>												
Processor Brand	131	4.64	271	3.31	198	2.83	3.99 - 4.99	113	4.66	4.49	2	4.49
Private Brand	44	3.99	44	3.79	38	4.49	3.99	44	3.99			
<b>Turkey Pastrami</b>												
Processor Brand	66	4.85	28	4.99	74	4.50	4.49 - 4.99	48	4.98	4.49	2	4.49
Private Brand	77	4.85			38	4.49	3.99	44	3.99	5.99	33	5.99
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,236	6.61	1,748	6.88	1,066	7.69	6.99 - 8.99	237	8.15	5.99 - 6.99	760	6.02
Private Brand	2,596	7.38	3,179	7.39	674	7.67	6.97 - 8.49	1,856	7.15	6.99	4	6.99
<b>Category 2</b>												
Processor Brand	19	4.99	167	4.94	620	5.95				4.99	19	4.99
Private Brand	283	6.74	741	6.28	744	6.12	5.99 - 6.99	86	6.44	5.99	20	5.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2,953	2.96	4,657	3.01	3,554	3.25	2.99 - 3.00	147	3.00	2.29 - 3.50	1,597	2.97
Private Brand			123	2.50	578	3.99						
<b>Turkey 16 oz</b>												
Processor Brand	993	5.47	939	5.27	396	5.94	5.99	184	5.99	3.99 - 5.99	400	5.41
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1,634	2.88	4,499	3.03	960	3.45	2.99	37	2.99	2.29 - 3.00	580	2.92
Private Brand			123	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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**USDA National Retail Report - Turkey**

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

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

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,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
	30.7% of 6,100 sampled outlets			27.3% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			23.9% of 1,300 sampled outlets		
	Activity Index = 4,625			Activity Index = 2,316			Activity Index = 1,341			Activity Index = 493		
Activity Index <sup>2/</sup>	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	Price Range (\$/pound)	Summary Stores Wtd Avg		
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4.98 - 8.99	957 7.20	5.99 - 8.99	201 7.75								
Private Brand	5.99 - 9.99	392 7.73	7.99	165 7.99	7.49 - 8.99	611 8.00	7.99	156 7.99				
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	367 6.59	4.99 - 5.99	115 5.58					6.99	21 6.99		
Private Brand	4.99 - 7.99	400 6.79	4.99 - 7.99	552 6.62	5.99 - 6.99	553 6.95	5.99 - 7.99	208 6.48				
<b>Category 3</b>												
Processor Brand	3.99 - 4.99	131 4.02	4.99 - 5.99	92 5.60								
Private Brand	4.99 - 5.99	40 5.59										
<b>Turkey Ham</b>												
Processor Brand	4.49	16 4.49										
Private Brand												
<b>Turkey Pastrami</b>												
Processor Brand	4.49	16 4.49										
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 8.99	150 7.32	5.99 - 6.99	89 6.37								
Private Brand	5.99 - 9.99	507 8.31	6.99 - 9.99	100 7.44	6.99 - 7.49	129 7.04						
<b>Category 2</b>												
Processor Brand			6.99	103 6.99			6.99	69 6.99				
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 3.50	651 3.00	1.99 - 3.50	503 2.77	3.99	16 3.99	3.69	39 3.69				
Private Brand												
<b>Turkey 16 oz</b>												
Processor Brand	4.49 - 5.99	377 5.23			5.99	32 5.99						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 3.50	621 3.00	1.99 - 3.00	396 2.62								
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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	37.6% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 33			Activity Index = 0				
	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	9.99	28	9.99					
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								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand	6.49	5	6.49					
<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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