



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02.

Fri. Nov 26, 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/}	37.8% of 29,200 outlets		72.1% of 29,200 outlets		35.6% of 29,200 outlets	
Special Rate ^{4/}	9.9%		16.1%		3.4%	
Activity Index ^{2/}	37,662		112,222		50,174	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	4,832	1.80	17,563	1.83	9,263	1.71
" - Toms	4,832	1.80	17,310	1.83	9,024	1.68
Frozen - Hens	9,479	1.01	29,780	0.93	11,446	0.75
" - Toms	9,330	1.01	29,723	0.93	11,446	0.75
PARTS:						
Breast:						
Bone-in, whole						
Fresh	788	3.11	2,483	3.45	774	3.01
Frozen	3,972	1.79	9,455	1.97	4,904	1.62
Split, bone-in						
Fresh						
Rotisserie			510	8.99	1,413	9.29
Boneless, whole	112	5.99	112	5.99		
Cutlets	349	4.99	568	5.10		
Cutlets, thin sliced	288	4.99	288	4.99		
Strips						
Tenders						
Marinated Tenders	367	4.65			127	4.66
Drumsticks	497	1.99	312	1.99	218	1.61
Thighs						
Wings	536	1.78	351	1.76	221	1.61
Necks						
Smoked Drumsticks			28	2.99	62	1.99
Smoked Wings			40	2.99	62	1.99
Smoked Necks			12	2.99	62	1.99
GROUND TURKEY:	2,135	3.88	2,473	4.05	653	3.56
Patties	288	3.99	227	3.99	65	3.99
Sausage						
85% lean	642	3.24	692	3.30	149	2.94
93% lean	1,034	3.99	411	3.75	370	3.37
Breast	171	5.39	619	5.16	69	5.49
Rolls (frsh/frz 1 lb.)			11	1.50	228	2.97
Specialty ^{5/}						
Patties						
93-94% lean	145	4.48	1,203	4.24	112	3.29
Breast						

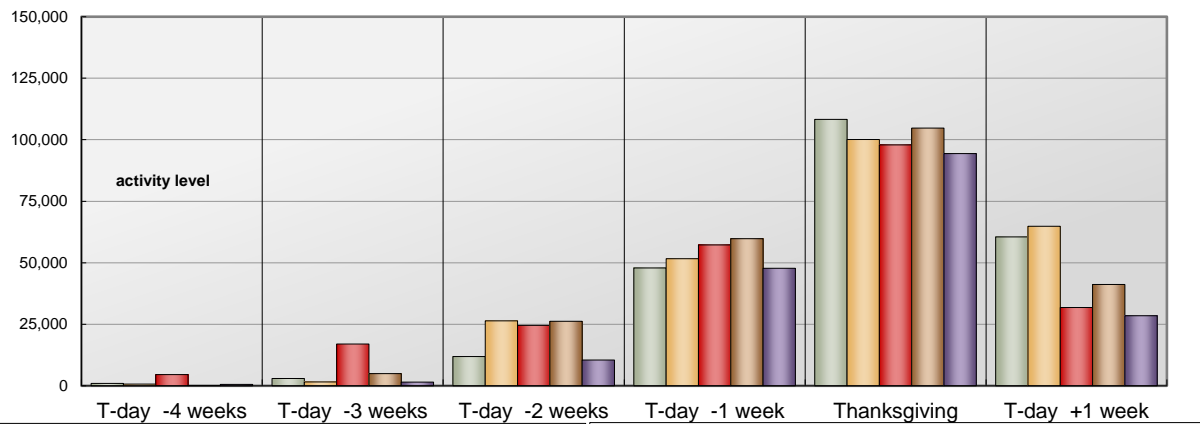
Note: rolls & specialty not included in ground turkey total and weighted average.

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

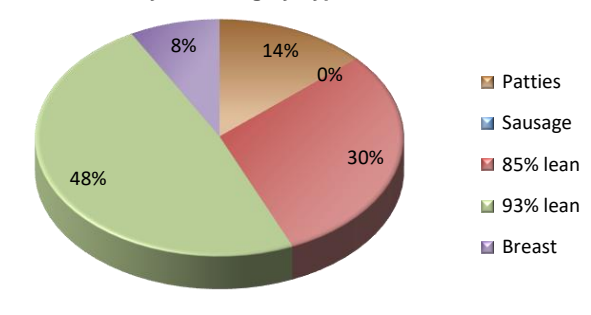
http://www.ams.usda/market-news/livestock-poultry-grain :

Turkey feature activity begins to wane as the Thanksgiving festivities are winding down and retailers begin to focus their attention on the upcoming December Holiday Season. There are fewer whole bird offerings this ad cycle. Prices decline for fresh turkeys, while increasing for frozen. Bone-in breasts are harder to find as offers decrease 60% when compared to a week ago. Cutlets and tenders are promoted less often at steady to lower values. Dark parts center on the fresh variety only; prices are steady to slightly higher. Grind activity slows further and becomes somewhat one sided with 93% lean garnering nearly half of that circular space. Conventional 85% lean is better valued, but you will tend to pay a little more for the balance of ground turkey items. Deli ads retreat further due to a sharp decrease in self-service offerings.

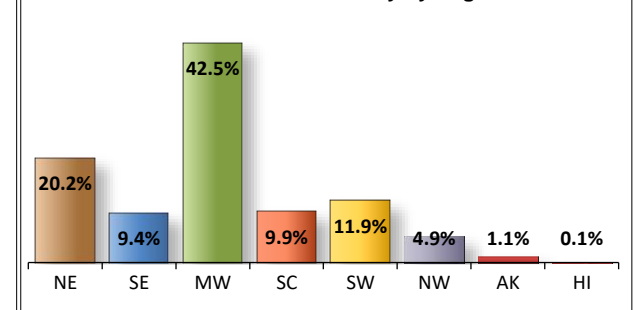
Whole Bird Activity Index during the Thanksgiving Season



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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	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/}	41.4% of 5,500 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 8,428			26.1% of 7,400 sampled outlets 6.4% of stores w/ no-price promotions Activity Index = 5,380			61.9% of 6,100 sampled outlets 17.3% of stores w/ no-price promotions Activity Index = 16,126		
	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 - 2.99	745 1.77		0.89 - 2.49	567 1.74		0.99 - 2.49	2,402 1.76	
" - Toms	0.99 - 2.99	745 1.77		0.89 - 2.49	567 1.74		0.99 - 2.49	2,402 1.76	
Frozen - Hens	0.48 - 1.49	910 0.78		0.48 - 1.99	1,625 1.11		0.29 - 1.99	4,696 0.98	
" - Toms	0.48 - 1.49	910 0.78		0.48 - 1.99	1,564 1.10		0.29 - 1.99	4,735 0.98	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.69 - 3.99	359 2.96		2.19 - 3.99	86 3.04		1.99 - 3.29	118 2.95	
Frozen	1.59 - 2.99	1,122 1.94		1.49 - 1.99	620 1.62		1.49 - 2.49	1,509 1.73	
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole	5.99	68 5.99					5.99	44 5.99	
Cutlets	4.99	349 4.99							
Cutlets, thin sliced	4.99	288 4.99							
Strips									
Tenders									
Marinated Tenders	4.33 - 4.66	367 4.65							
Drumsticks	1.99	386 1.99		1.99	44 1.99				
Thighs									
Wings	1.69 - 1.79	423 1.75		1.69 - 1.79	46 1.69				
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	288 3.99							
Sausage									
85% lean	3.33 - 3.49	357 3.36		2.79 - 3.33	198 2.97		3.33	44 3.33	
93% lean	3.49 - 3.99	806 3.92		3.49 - 3.99	63 3.86		3.99 - 4.49	165 4.39	
Breast (99-100% lean)	4.99 - 5.99	171 5.39							
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.99	134 4.48					4.49	11 4.49	
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 ^{1/}	32.7% of 4,900 sampled outlets			30.0% of 3,800 sampled outlets			21.3% of 1,300 sampled outlets		
Special Rate ^{4/}	17.7% of stores w/ no-price promotions			3.9% of stores w/ no-price promotions			10.3% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 3,743			Activity Index = 3,285			Activity Index = 562		
	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 - 2.69	424	2.04	0.99 - 3.49	527	1.98	1.49 - 1.99	156	1.63
" - Toms	0.99 - 2.69	424	2.04	0.99 - 3.49	527	1.98	1.49 - 1.99	156	1.63
Frozen - Hens	0.39 - 2.29	1,073	1.37	0.39 - 1.69	1,094	0.85	0.59 - 1.49	34	1.01
" - Toms	0.39 - 2.29	1,003	1.34	0.39 - 1.69	1,037	0.85	0.59 - 1.49	34	1.01
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 3.99	119	3.44				3.49	95	3.49
Frozen	1.59 - 2.29	566	1.80	1.59 - 1.99	100	1.84	1.69 - 1.99	44	1.85
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	1.99	67	1.99						
Thighs									
Wings	1.99	67	1.99						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean							3.33	43	3.33
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean									
Breast									



(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/}	37.0% of 100 sampled outlets			2.9% 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 = 126			Activity Index = 12		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens	1.49	11	1.49			
" - Toms	1.49	11	1.49			
Frozen - Hens	1.29 - 1.99	41	1.73	2.39 - 2.59	6	2.49
" - Toms	1.29 - 1.99	41	1.73	2.39 - 2.59	6	2.49
PARTS:						
Breast:						
Bone-in, whole						
Fresh	3.49	11	3.49			
Frozen	2.39	11	2.39			
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						
Breast						



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02.

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

Fri. Nov 26, 2021

	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		31.7% of 5,500 sampled outlets			31.6% of 7,400 sampled outlets		
Feature Rate ^{1/}	22.6% of 29,200 stores		25.5% of 29,200 stores		12.8% of 29,200 stores		Activity Index = 4,313			Activity Index = 2,565		
Activity Index ^{2/}	11,878		15,177		7,716							
	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	2,460	8.95	1,882	8.78	1,410	8.46	6.99 - 10.99	1,177	8.84	8.99 - 11.99	80	10.49
Private Brand	3,061	8.30	3,486	8.30	720	8.10	6.99 - 8.99	497	8.41	7.99 - 8.49	2,088	8.26
Category 2												
Processor Brand	1,056	6.22	671	6.39	1,088	6.06	5.99	488	5.99	5.99 - 6.99	173	6.84
Private Brand	924	6.08	511	6.23	1,181	6.07	5.98 - 6.99	374	6.52	5.12 - 5.99	76	5.65
Category 3												
Processor Brand	60	3.59			67	3.49						
Private Brand	120	4.84	122	4.62	45	4.50	4.99	61	4.99			
Turkey Ham												
Processor Brand	73	3.84	173	4.77	293	3.59	3.99	62	3.99			
Private Brand	110	3.86	187	3.89	118	4.43						
Turkey Pastrami												
Processor Brand	350	4.81	69	4.99	97	3.33	3.99 - 4.99	350	4.81			
Private Brand	92	5.32					5.32	48	5.32	5.32	44	5.32
SERVICE DELI - Chicken												
Category 1												
Processor Brand	420	9.17	375	8.16	341	8.08	8.48 - 10.99	158	9.56	8.99	40	8.99
Private Brand	59	7.99	263	8.57	238	8.31						
Category 2												
Processor Brand	258	5.99	26	5.49	370	5.87						
Private Brand	167	5.98	355	6.06	199	5.60	5.98	90	5.98			
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1,120	3.60	3,202	3.58	634	3.21	3.00 - 4.99	504	3.55	3.29	17	3.29
Private Brand			227	3.00	12	3.00						
Turkey 16 oz												
Processor Brand	327	5.42	235	5.02	257	5.96				4.50	30	4.50
Private Brand	109	3.99										
Chicken 7-10 oz												
Processor Brand	1,112	3.61	3,166	3.58	634	3.21	3.00 - 4.99	504	3.55	3.29	17	3.29
Private Brand			227	3.00	12	3.00						

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 ^{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)		
	28.2% of 6,100 sampled outlets				10.2% of 4,900 sampled outlets				6.9% of 3,800 sampled outlets			1.5% of 1,300 sampled outlets		
	Activity Index = 3,594				Activity Index = 893				Activity Index = 474			Activity Index = 20		
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	7.49 - 9.99	959	9.11	7.99 - 12.99	50	9.39	7.99	179	7.99	7.99	4	7.99		
Private Brand	6.99 - 8.99	369	8.26	6.99 - 9.49	80	7.74	10.99	11	10.99	10.99	16	10.99		
Category 2														
Processor Brand	5.99 - 6.99	395	6.23	5.12	93	5.12	5.12 - 5.49	152	5.14					
Private Brand	5.99 - 6.99	229	6.54											
Category 3														
Processor Brand							3.59	60	3.59					
Private Brand	4.99	43	4.99	3.89	16	3.89								
Turkey Ham														
Processor Brand				2.99	5	2.99	2.99	6	2.99					
Private Brand	3.99	43	3.99	3.77	67	3.77								
Turkey Pastrami														
Processor Brand														
Private Brand														
SERVICE DELI - Chicken														
Category 1														
Processor Brand	7.99 - 9.99	210	8.92	8.99	12	8.99								
Private Brand	7.99	59	7.99											
Category 2														
Processor Brand	5.99	258	5.99											
Private Brand	5.98 - 5.99	77	5.99											
SELF-SERVICE DELI (dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	2.99 - 3.99	353	3.83	2.39 - 3.99	209	3.30	3.99	33	3.99					
Private Brand														
Turkey 16 oz														
Processor Brand	5.88	201	5.88	3.99 - 5.88	96	4.74								
Private Brand	3.99	53	3.99	3.99	56	3.99								
Chicken 7-10 oz														
Processor Brand	2.99 - 3.99	345	3.86	2.39 - 3.99	209	3.30	3.99	33	3.99					
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 ^{1/}	11.0% of 100 sampled outlets			3.8% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 11			Activity Index = 8				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.49	11 8.49						
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				3.50	4 3.50			
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand				3.50	4 3.50			
Private Brand								

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