



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

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

Fri. Mar 08, 2024

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	14.9% of 29,200 outlets		31.6% of 29,200 outlets		14.5% of 29,200 outlets	
Special Rate ^{4/}	4.6%		5.8%		4.5%	
Activity Index ^{2/}	5,502		9,406		5,467	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens					97	1.58
" - Toms					97	1.58
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	84	2.80	1,488	1.68	346	2.40
Split, bone-in						
Fresh			46	4.99		
Rotisserie						
Boneless, whole						
Cutlets	13	5.99	167	6.75		
Cutlets, thin sliced						
Strips						
Tenders	161	5.07				
Marinated Tenders	386	5.36				
Drumsticks	231	1.56	13	2.49	16	1.79
Thighs	56	2.49	13	2.49		
Wings	188	1.83	13	2.49	120	1.98
Necks	56	0.97			16	1.79
Smoked Drumsticks			168	2.99		
Smoked Wings			92	2.99		
Smoked Necks			92	2.99		
GROUND TURKEY:	2,179	4.18	4,108	3.90	2,009	3.61
Patties	356	4.99				
Sausage	50	3.99			210	4.79
85% lean	415	3.75	2,189	3.76	1,248	3.19
93% lean	1,245	3.93	1,807	3.99	551	4.14
Breast	113	5.99	112	5.38		
Rolls (frsh/frz 1 lb.)			182	2.93		
Specialty ^{5/}						
Patties	102	5.71	137	5.96	325	6.23
93-94% lean	1,263	5.01	2,806	4.80	1,949	4.80
Breast	783	6.93	81	6.99	492	5.80

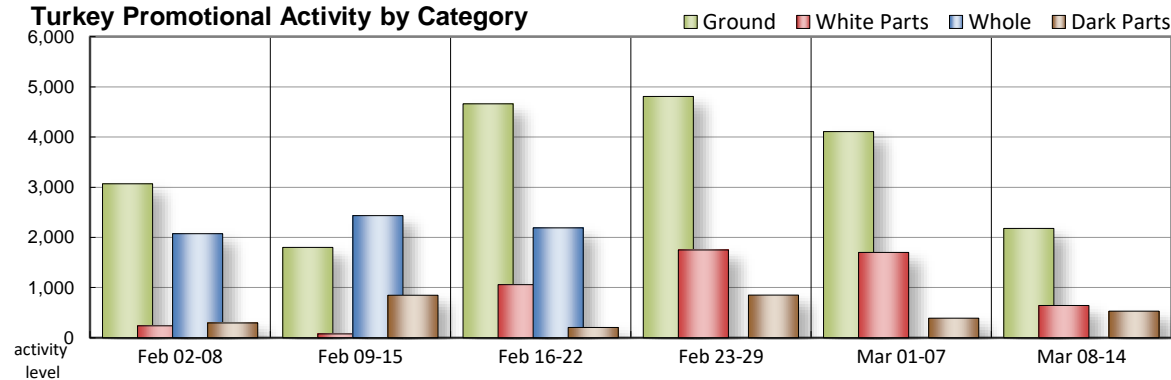
Note: rolls & specialty not included in ground turkey total and weighted average.

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

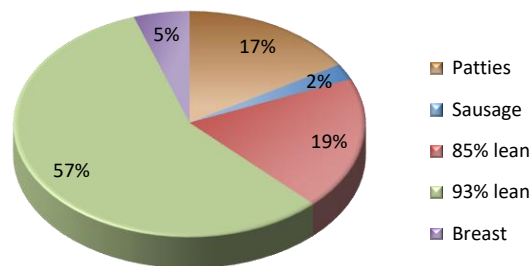
<http://www.ams.usda/market-news/livestock-poultry-grain> :

Turkey features are less active as many promotions are focused on the nearing of March Madness and St. Patty's Day, along with those proteins associated with the Lenten season. Whole birds continue to lurk in the shadows, knowing their time is quickly approaching later this month. Bone-in breasts are hard to find and limited to one region only. The most featured white meat item is tenders including both fresh and marinated. Dark part offerings increase but only center on the fresh variety. Grind ads decline by almost half with 93% leans grabbing the lion's share of those offers. Most ground products are better valued this period. The exceptions are commodity ground breast and specialty 93-94% lean where prices trend higher. Deli meats gain momentum as self-service offerings increase.

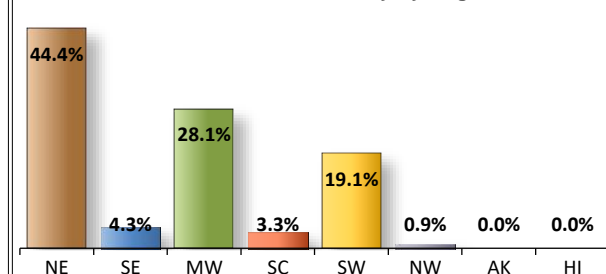
Turkey Promotional Activity by Category



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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1 of 7



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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/}	28.8% of 5,500 sampled outlets 2.5% of stores w/ no-price promotions Activity Index = 2,670			2.7% of 7,400 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 350			21.9% of 6,100 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 1,534		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh							2.59 - 2.99	84	2.80
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets							5.99	13	5.99
Cutlets, thin sliced									
Strips									
Tenders							4.99 - 5.99	161	5.07
Marinated Tenders	5.33	288	5.33						
Drumsticks	1.49	48	1.49	1.49 - 1.89	84	1.68	1.29 - 1.66	99	1.50
Thighs							2.49	56	2.49
Wings	1.99	48	1.99	1.69 - 1.99	84	1.85	1.66	56	1.66
Necks							0.97	56	0.97
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	4.99	356	4.99						
Sausage				3.99	50	3.99			
85% lean	3.45 - 3.99	188	3.67	2.99	11	2.99	3.33 - 3.99	216	3.86
93% lean	3.33 - 3.99	183	3.59				3.99	326	3.99
Breast (99-100% lean)				5.99	6	5.99	5.99	107	5.99
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties							5.49 - 5.99	102	5.71
93-94% lean	4.60 - 5.99	965	5.07	4.22 - 5.99	69	4.46	4.99	216	4.99
Breast	6.99 - 7.99	594	7.05	6.99 - 7.99	46	7.03	5.99	42	5.99

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

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

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2 of 7



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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/}	6.3% of 4,900 sampled outlets			23.9% of 3,800 sampled outlets			1.1% of 1,300 sampled outlets		
Special Rate ^{4/}	5.1% of stores w/ no-price promotions			6.1% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 178			Activity Index = 756			Activity Index = 14		
	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									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	5.66	77	5.66	4.66	7	4.66	4.66	14	4.66
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties									
Sausage									
85% lean									
93% lean				3.99	736	3.99			
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
Specialty ^{5/}									
Patties									
93-94% lean				3.99	13	3.99			
Breast	5.00 - 6.99	101	6.52						

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3 of 7



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	ALASKA (AK)		HAWAII (HI)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}	0.0% of 100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 0		0.0% of 100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 0			
	Price Range (\$/pound)	Summary Stores Wtd Avg	Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS: Fresh - Hens " - Toms Frozen - Hens " - Toms						
PARTS: 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						
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 03/08 thru 03/14.

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

Fri. Mar 08, 2024

	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 ^{1/}	50.7% of 29,200 stores		46.3% of 29,200 stores		32.0% of 29,200 stores		56.0% of 5,500 sampled outlets			46.0% of 7,400 sampled outlets		
Activity Index ^{2/}	29,320		27,987		21,216		Activity Index = 7,074			Activity Index = 7,697		
	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	6,906	10.33	6,786	10.68	3,364	10.52	7.99 - 12.99	2,218	10.23	7.98 - 12.99	2,004	11.09
Private Brand	908	10.12	2,150	9.18	686	10.51	8.99 - 9.99	281	9.42	8.99 - 9.99	54	9.92
Category 2												
Processor Brand	543	6.99	197	6.99	1,028	7.09	6.99	438	6.99			
Private Brand	372	6.99	304	6.63	160	7.07	6.99	193	6.99			
Category 3												
Processor Brand	127	4.53	54	4.49	86	4.92						
Private Brand	59	4.88	16	4.59	67	4.59						
Turkey Ham												
Processor Brand	416	5.75	88	5.29	142	4.69	5.99	288	5.99			
Private Brand	76	3.57	44	3.74	144	3.94						
Turkey Pastrami												
Processor Brand	288	5.99					5.99	288	5.99			
Private Brand	54	3.58										
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,463	9.84	4,333	10.67	1,720	10.33	7.99 - 12.99	878	10.30	7.99 - 12.49	13	11.45
Private Brand	313	9.99	636	9.41	379	9.83						
Category 2												
Processor Brand	83	6.99	83	6.99						6.99	83	6.99
Private Brand	107	6.99	148	6.99	156	5.84	6.99	107	6.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,404	4.13	5,138	4.12	5,637	4.42	2.99 - 4.99	966	4.02	2.98 - 5.19	692	4.18
Private Brand			30	3.48								
Turkey 16 oz												
Processor Brand	7,870	6.25	2,884	7.02	2,001	6.42	5.49 - 6.99	451	6.37	5.49 - 6.99	3,226	6.15
Private Brand	1,133	6.49	16	4.99	227	4.99				6.49	1,133	6.49
Chicken 7-10 oz												
Processor Brand	4,198	4.16	5,050	4.12	5,419	4.42	2.99 - 4.99	966	4.02	2.98 - 5.19	492	4.45
Private Brand			30	3.48								

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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5 of 7



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Fri. Mar 08, 2024

	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 ^{1/}	54.8% of 6,100 sampled outlets			41.4% of 4,900 sampled outlets			50.1% of 3,800 sampled outlets			76.9% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 7,428			Activity Index = 3,973			Activity Index = 2,014			Activity Index = 1,000		
	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	6.99 - 13.99	1,294 9.95		7.99 - 13.99	763 8.72		9.99 - 13.99	539 10.95		7.99 - 13.99	77 11.00	
Private Brand	7.49 - 9.99	344 9.37		8.99 - 12.49	102 10.52		10.78	7 10.78		10.78 - 13.99	109 13.58	
Category 2												
Processor Brand	6.99	89 6.99		6.99	16 6.99							
Private Brand	6.99	148 6.99		6.99	31 6.99							
Category 3												
Processor Brand				4.57	67 4.57		4.49	60 4.49				
Private Brand	4.99	43 4.99		4.59	16 4.59							
Turkey Ham												
Processor Brand							4.49 - 5.99	128 5.20				
Private Brand	3.99	12 3.99		3.49 - 3.79	54 3.58		2.99	10 2.99				
Turkey Pastrami												
Processor Brand												
Private Brand				3.49 - 3.79	54 3.58							
SERVICE DELI - Chicken												
Category 1												
Processor Brand	7.99 - 11.99	397 8.73		7.99 - 10.99	50 8.71		9.99 - 12.50	61 10.98		7.99 - 13.99	64 9.96	
Private Brand	9.99	313 9.99										
Category 2												
Processor Brand												
Private Brand												
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	3.97 - 5.49	1,745 4.38		3.50 - 4.99	954 3.78							
Private Brand												
Turkey 16 oz												
Processor Brand	3.99 - 6.99	1,298 6.55		5.98 - 6.99	912 6.16		5.99 - 6.99	1,209 6.31		5.99 - 6.49	750 6.04	
Private Brand												
Chicken 7-10 oz												
Processor Brand	3.97 - 5.49	1,745 4.38		3.50 - 4.99	954 3.78							
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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6 of 7



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	29.0% of 100 sampled outlets			11.4% of 100 sampled outlets				
Activity Index 2/	Activity Index = 122			Activity Index = 12				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	9.49	11 9.49						
Private Brand	13.99	11 13.99						
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	3.00	41 3.00		4.99	6 4.99			
Private Brand								
Turkey 16 oz								
Processor Brand	6.49 - 7.48	18 6.71		6.49	6 6.49			
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.00	41 3.00						
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

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