



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 11/17 thru 11/23.

(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/}	90.0% of 29,100 outlets		71.0% of 29,100 outlets		78.7% of 29,100 outlets	
Special Rate ^{4/}	4.5%		3.9%		6.6%	
Activity Index ^{2/}	139,811		65,630		131,489	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	20,504	1.63	1,443	1.67	19,794	1.70
" - Toms	18,615	1.64	1,361	1.70	19,674	1.69
Frozen - Hens	34,695	0.90	22,633	0.85	31,347	0.99
" - Toms	34,463	0.90	22,453	0.84	30,958	0.99
PARTS:						
Breast:						
Bone-in, whole						
Fresh	4,223	2.84	253	2.99	4,286	2.93
Frozen	18,209	1.67	9,515	1.71	14,969	1.70
Split, bone-in						
Fresh	29	3.99			151	2.93
Rotisserie	818	8.30	311	9.47	926	8.85
Boneless, whole	53	4.99			503	4.32
Cutlets	581	5.18			326	4.68
Cutlets, thin sliced	161	4.99			50	5.81
Strips						
Tenders	26	3.99			78	4.38
Marinated Tenders	567	4.53	183	5.09	356	4.62
Drumsticks	388	1.47	142	1.60	882	2.08
Thighs	6	1.99	107	1.69	311	3.03
Wings	409	1.18	123	1.68	875	2.05
Necks	18	1.40	7	1.49	162	1.66
Smoked Drumsticks	146	2.37	153	2.38	403	1.98
Smoked Wings	155	2.34	162	2.28	403	1.92
Smoked Necks	146	1.99	85	2.27	335	1.59
GROUND TURKEY:	4,873	3.28	6,168	3.26	4,281	3.45
Patties	537	3.62	836	3.50	526	3.58
Sausage	856	3.40	499	3.59	933	3.60
85% lean	2,124	2.86	2,444	2.64	1,123	2.76
93% lean	1,163	3.55	2,254	3.67	1,463	3.63
Breast	193	4.95	135	5.00	236	4.85
Rolls (frsh/frz 1 lb.)	65	2.53	52	2.49	47	2.40
Specialty ^{5/}						
Patties			18	2.99	34	3.49
93-94% lean	536	3.94	441	3.97	308	4.07
Breast	125	5.74	20	5.38	30	5.99

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

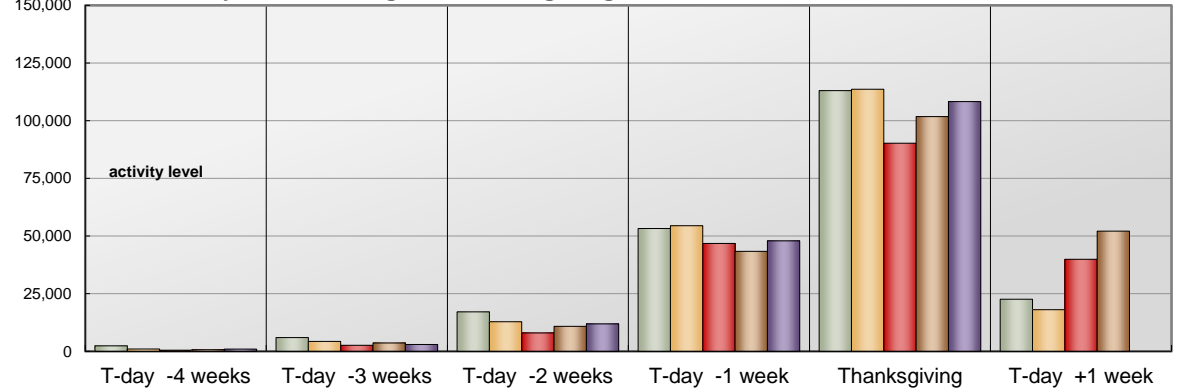
Source: USDA Livestock, Poultry, & Grain Market News;

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

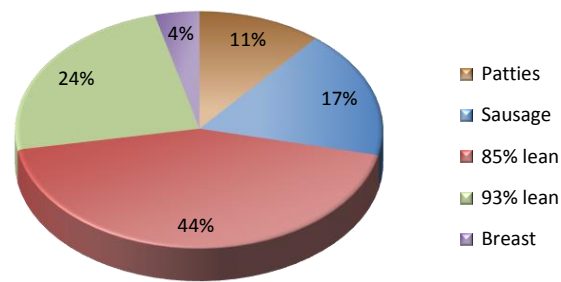
This Week's Turkey Feature Highlights

Turkey feature activity surpasses that of a year ago. Whole turkeys are in the spotlight with Thanksgiving less than a week away and their appearance is near levels seen prior to 2015. Average values decline for fresh, while frozen trend a little higher. Several retailers continue to entice the customer with lucrative prices. Bone-in breasts gain much attention as well; prices are lower for fresh and frozen. Looking for convenience, rotisserie breast offers increase and can be found at better values. White meats are easier to find. Marinated tenders are lower priced. Dark part offers increase. Values are mixed for both the fresh and the smoked varieties. Grind activity slows with 85 % lean garnering the most attention. Prices are lower for sausage, 93% lean, and ground breast. Deli activity declines. Smaller package size processor label self-service items are lower priced.

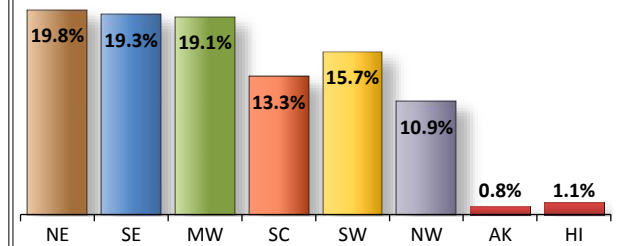
Whole Bird Activity Index during the Thanksgiving Season



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/}	90.4% of 5,500 sampled outlets 6.6% of stores w/ no-price promotions Activity Index = 30,902			95.5% of 7,400 sampled outlets 0.7% of stores w/ no-price promotions Activity Index = 41,200			90.8% of 6,100 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 27,130		
	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	0.88 - 2.49	4,420	1.53	0.98 - 1.99	5,676	1.53	0.88 - 2.49	3,716	1.72
" - Toms	0.88 - 1.99	3,557	1.43	0.98 - 1.99	5,449	1.54	0.88 - 2.49	3,128	1.82
Frozen - Hens	0.27 - 1.99	7,788	0.94	0.28 - 1.69	9,544	0.85	0.35 - 1.79	7,358	0.92
" - Toms	0.27 - 1.99	7,752	0.95	0.28 - 1.69	9,466	0.85	0.35 - 1.79	7,349	0.92
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49 - 3.49	597	2.74	1.99 - 2.99	2,625	2.86	1.99 - 2.99	269	2.63
Frozen	1.27 - 1.99	2,789	1.74	0.98 - 1.99	6,519	1.63	0.98 - 1.99	4,151	1.61
Split, bone-in									
Fresh									
Rotisserie	7.99 - 8.99	14	8.35	7.99	23	7.99	6.99 - 8.99	302	8.36
Boneless, whole	4.99	18	4.99				4.99	15	4.99
Cutlets	4.99 - 5.44	581	5.18						
Cutlets, thin sliced	4.99	161	4.99						
Strips									
Tenders									
Marinated Tenders	3.74 - 4.99	445	4.69	3.74	53	3.74	3.99	57	3.99
Drumsticks	1.37 - 1.99	203	1.42	0.99 - 1.37	29	1.25	0.99 - 1.69	133	1.59
Thighs							1.99	6	1.99
Wings	0.97 - 1.99	203	1.19	0.97 - 1.29	91	1.21	0.99 - 1.49	103	1.09
Necks							0.99	6	0.99
Smoked Drumsticks	2.39	137	2.39				1.99	9	1.99
Smoked Wings	2.39	137	2.39	1.99	9	1.99	1.99	9	1.99
Smoked Necks	1.99	137	1.99	1.99	9	1.99			
GROUND TURKEY:									
Patties	3.29 - 3.50	73	3.42	3.29 - 3.99	350	3.54			
Sausage	2.80 - 3.76	443	3.15	3.50 - 3.79	297	3.56	3.99	90	3.99
85% lean	2.66 - 3.50	788	2.86	2.50 - 3.00	937	2.81	1.99 - 3.48	57	2.87
93% lean	2.99 - 3.99	202	3.38	3.50 - 3.99	106	3.78	2.91 - 3.99	310	3.50
Breast (99-100% lean)	4.79 - 4.99	155	4.91						
Rolls (frsh/frz 1 lb.)							2.69	13	2.69
Specialty ^{5/}									
Patties									
93-94% lean	3.99 - 4.99	302	4.14	4.99	17	4.99	3.99	49	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 ^{1/}	89.3% of 4,900 sampled outlets			77.7% of 3,800 sampled outlets			89.3% of 1,300 sampled outlets		
Special Rate ^{4/}	8.0% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions			13.2% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 18,938			Activity Index = 16,182			Activity Index = 4,657		
	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	1.09 - 2.37	2,682	1.71	0.79 - 2.39	2,926	1.79	0.79 - 1.99	934	1.62
" - Toms	1.09 - 2.37	2,471	1.74	0.79 - 2.39	2,926	1.79	0.79 - 1.99	934	1.62
Frozen - Hens	0.28 - 1.79	4,932	0.94	0.47 - 1.89	4,034	0.86	0.35 - 1.69	846	0.86
" - Toms	0.28 - 1.79	4,854	0.94	0.47 - 1.89	4,003	0.86	0.35 - 1.69	846	0.86
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	156	2.99	2.49 - 2.99	333	2.87	2.99	243	2.99
Frozen	0.99 - 1.99	2,732	1.68	1.49 - 1.99	1,397	1.82	0.99 - 1.99	531	1.77
Split, bone-in									
Fresh	3.99	29	3.99						
Rotisserie	6.99 - 9.99	213	7.48	6.99 - 9.99	137	8.35	8.99 - 9.99	127	9.47
Boneless, whole							4.99	20	4.99
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders	3.99	26	3.99						
Marinated Tenders							4.66	12	4.66
Drumsticks	1.29	13	1.29	1.39 - 1.89	10	1.60			
Thighs									
Wings				1.39 - 1.89	12	1.60			
Necks				1.39 - 1.89	12	1.60			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.99	114	3.99						
Sausage	3.69	26	3.69						
85% lean	2.99	210	2.99	2.99	100	2.99	2.99	32	2.99
93% lean	2.91 - 3.99	214	3.62	2.99 - 3.99	280	3.49	2.91 - 3.99	27	3.75
Breast (99-100% lean)	4.69	26	4.69	5.99	12	5.99			
Rolls (frsh/frz 1 lb.)	2.19 - 2.79	52	2.49						
Specialty ^{5/}									
Patties									
93-94% lean	2.74 - 3.99	168	3.48						
Breast	4.41	20	4.41				5.99	105	5.99



(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/}	93.5% of 100 sampled outlets			97.3% of 100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 323			Activity Index = 479			
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:							
Fresh - Hens	1.49 - 2.49	83	2.15	1.89 - 2.49	67	2.23	
" - Toms	1.49 - 2.49	83	2.15	1.89 - 2.49	67	2.23	
Frozen - Hens	0.47 - 1.89	52	1.35	0.57 - 1.89	141	1.15	
" - Toms	0.47 - 1.89	52	1.35	0.56 - 1.89	141	1.14	
PARTS:							
Breast:							
Bone-in, whole							
Fresh							
Frozen	1.59 - 2.29	51	1.96	1.68 - 1.99	39	1.89	
Split, bone-in							
Fresh							
Rotisserie	9.99	2	9.99				
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				4.29	24	4.29	
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 11/17 thru 11/23.

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

Fri. Nov 17, 2017

	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/}	43.4% of 29,100 stores		39.0% of 29,100 stores		41.8% of 29,100 stores		53.6% of 5,500 sampled outlets			45.5% of 7,400 sampled outlets		
Activity Index ^{2/}	26,392		31,046		31,126		Activity Index = 6,535			Activity Index = 6,247		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	3,892	8.16	3,857	7.76	3,163	8.30	6.47 - 12.99	1,633	8.28	6.99 - 9.99	137	8.44
Private Brand	2,849	8.38	4,219	7.56	3,329	8.38	6.99 - 10.00	1,252	8.32	7.99 - 10.00	115	8.22
Category 2												
Processor Brand	1,879	6.11	2,681	6.01	882	6.06	4.99 - 6.99	252	6.16	5.48 - 7.19	449	6.17
Private Brand	1,409	5.96	1,383	6.30	1,250	6.30	5.97 - 6.99	222	6.12	5.13 - 6.99	197	5.17
Category 3												
Processor Brand	361	4.00	582	4.13	229	3.81	3.63 - 4.99	264	3.83			
Private Brand	348	5.11	263	4.99	360	4.20	4.98 - 5.32	282	5.08	4.98 - 5.32	63	5.21
Turkey Ham												
Processor Brand	320	3.23	102	3.65	244	3.55	2.48 - 4.99	51	3.97			
Private Brand	5	2.99	5	2.99	11	3.97						
Turkey Pastrami												
Processor Brand	65	4.42	18	5.16	31	7.12	3.99 - 4.99	65	4.42			
Private Brand					23	4.00						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,261	7.67	2,618	8.17	2,275	8.20	6.98 - 9.49	670	7.61	5.99 - 8.99	155	8.35
Private Brand	1,499	7.44	922	7.90	904	7.63	6.99 - 8.49	795	7.23	7.99 - 8.49	65	8.17
Category 2												
Processor Brand	158	6.04	661	5.81	604	6.00	6.49 - 6.99	25	6.83	4.99	31	4.99
Private Brand	17	5.93	1,141	6.37	405	6.17	6.99	11	6.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,496	3.17	5,560	3.27	6,227	3.17	2.49 - 4.49	356	3.19	1.98 - 4.49	2,416	3.28
Private Brand			584	2.64	1,993	2.56						
Turkey 16 oz												
Processor Brand	1,439	5.55	553	5.39	1,093	5.52	3.99 - 6.99	305	4.88	5.99	218	5.99
Private Brand												
Chicken 7-10 oz												
Processor Brand	5,394	3.19	5,313	3.29	6,110	3.18	2.99 - 4.49	352	3.30	1.98 - 4.49	2,401	3.28
Private Brand			584	2.64	1,993	2.56						

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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	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)		
	44.1% of 6,100 sampled outlets			35.6% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			29.9% of 1,300 sampled outlets		
	Activity Index = 5,476			Activity Index = 3,606			Activity Index = 3,297			Activity Index = 1,114		
Feature Rate ^{1/}	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	
Activity Index ^{2/}												
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.69 - 10.99	836	7.93	6.99 - 9.99	330	7.95	6.99 - 8.99	919	8.19			
Private Brand	6.99 - 10.00	701	8.51	6.99	118	6.99	8.99	246	8.99	7.99 - 8.99	366	8.38
Category 2												
Processor Brand	4.69 - 7.49	654	6.00	4.79 - 6.99	239	6.46	4.99 - 6.99	263	5.99	4.99 - 5.99	21	5.23
Private Brand	5.13 - 6.99	191	6.35	5.13 - 6.99	553	5.74	6.66	246	6.66			
Category 3												
Processor Brand	3.99	14	3.99	3.99 - 4.49	19	4.33	2.99 - 4.99	41	4.38	4.99	23	4.99
Private Brand	4.98	3	4.98									
Turkey Ham												
Processor Brand	3.99	13	3.99	2.99	133	2.99	2.99 - 3.49	123	3.10			
Private Brand							2.99	5	2.99			
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	6.49 - 9.99	259	7.27	6.99	47	6.99	10.00	16	10.00	7.99	114	7.99
Private Brand	6.99 - 7.99	71	7.33	6.99 - 7.99	538	7.66				7.99	30	7.99
Category 2												
Processor Brand	4.99 - 6.99	97	6.12							6.99	5	6.99
Private Brand	3.99	6	3.99									
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.50 - 3.99	1,162	3.06	2.49 - 3.99	598	3.11	2.49 - 3.50	710	3.01	3.00 - 3.99	240	3.29
Private Brand												
Turkey 16 oz												
Processor Brand	4.88 - 5.99	364	5.79	4.49 - 5.99	459	5.48	5.99 - 6.99	18	6.88	5.49 - 5.99	75	5.95
Private Brand												
Chicken 7-10 oz												
Processor Brand	2.50 - 3.99	1,105	3.07	2.49 - 3.99	572	3.13	2.49 - 3.50	710	3.01	3.00 - 3.99	240	3.29
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/}	38.7% of 100 sampled outlets			54.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 53			Activity Index = 64				
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg		
SERVICE DELI - Turkey								
Category 1								
Processor Brand	7.98	3	7.98	7.99	34	7.99		
Private Brand	10.49	21	10.49	7.32	30	7.32		
Category 2								
Processor Brand	5.99	1	5.99					
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 - 4.28	14	3.67					
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50 - 4.28	14	3.67					
Private Brand								

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