



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.**

Fri. Sep 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>	<b>32.2% of 29,100 outlets</b>	<b>35.8% of 29,100 outlets</b>	<b>31.6% of 29,100 outlets</b>
<b>Special Rate</b> <sup>4/</sup>	<b>4.6%</b>	<b>3.0%</b>	<b>3.7%</b>
<b>Activity Index</b> <sup>2/</sup>	<b>13,132</b>	<b>12,944</b>	<b>14,002</b>
<b>3/</b>	<b>Stores Wtd Avg</b>	<b>Stores Wtd Avg</b>	<b>Stores Wtd Avg</b>
<b>WHOLE BIRDS:</b>			
Fresh - Hens		14 1.99	51 1.77
" - Toms		39 1.99	33 1.92
Frozen - Hens	8 1.49		41 0.99
" - Toms	16 1.34		
<b>PARTS:</b>			
<b>Breast:</b>			
<b>Bone-in, whole</b>			
Fresh		37 4.94	48 3.35
Frozen	1,083 1.23	1,540 1.59	949 1.42
<b>Split, bone-in</b>			
Fresh	427 2.74	1 3.99	23 4.45
Rotisserie	134 8.51		317 8.77
<b>Boneless, whole</b>	41 4.99		18 4.99
<b>Cutlets</b>	699 5.14	13 4.15	276 5.72
<b>Cutlets, thin sliced</b>	234 4.81		
<b>Strips</b>			
<b>Tenders</b>	389 4.10		102 5.28
<b>Marinated Tenders</b>	213 4.39	130 7.99	260 4.93
<b>Drumsticks</b>	10 1.89	145 1.48	43 1.15
<b>Thighs</b>			28 2.99
<b>Wings</b>	35 1.12	157 1.45	76 1.23
<b>Necks</b>	5 1.89		37 1.14
<b>Smoked Drumsticks</b>	88 1.76	126 2.22	76 2.18
<b>Smoked Wings</b>	308 2.27	76 1.99	76 2.18
<b>Smoked Necks</b>	20 2.39	76 1.99	45 2.00
<b>GROUND TURKEY:</b>	<b>7,349 3.23</b>	<b>9,571 3.43</b>	<b>8,710 3.08</b>
<b>Patties</b>	274 3.33	988 4.20	618 3.25
<b>Sausage</b>	383 3.65	1,477 3.03	755 3.06
<b>85% lean</b>	3,977 2.71	1,391 2.97	3,720 2.50
<b>93% lean</b>	2,139 3.56	5,367 3.39	3,241 3.48
<b>Breast</b>	576 5.30	348 5.30	376 5.12
<b>Rolls (frsh/frz 1 lb.)</b>	367 2.74		141 2.43
<b>Specialty</b> <sup>5/</sup>			
<b>Patties</b>			65 4.07
<b>93-94% lean</b>	1,419 4.21	1,019 5.19	2,301 3.94
<b>Breast</b>	287 5.99		286 5.46

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

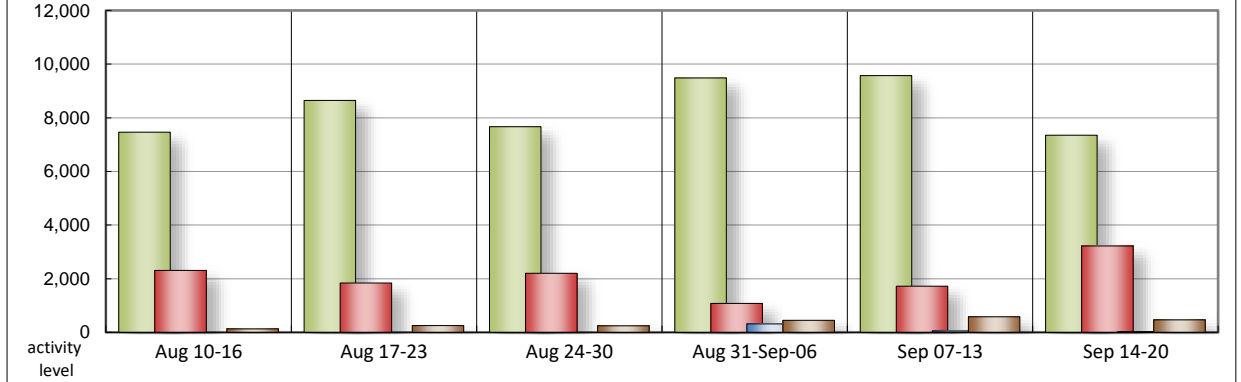
Source: USDA Livestock, Poultry, & Grain Market News;

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

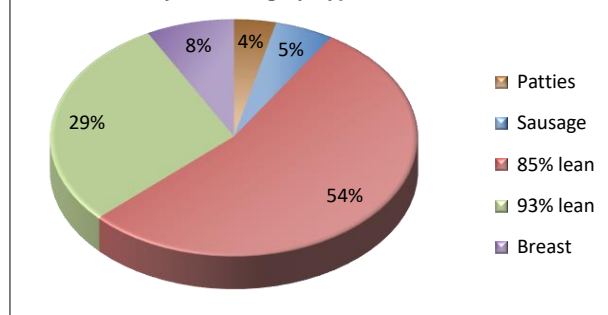
**This Week's Turkey Feature Highlights**

Turkey feature activity increases slightly. Whole bird offerings are nearly non-existent. Frozen bone-in breasts decline in both viewing and price. Rotisserie breast offers are limited. White meat items make a greater presence known. Marinated tenders are better valued, but you will usually have to pay a little more for cutlets this week. There are fewer offerings of fresh dark parts, while smoked increases due to a larger offering of that type of wings. Prices are mixed for both varieties. Grinds are less active with retailers' attention focusing predominantly on 85% lean. Weighted average prices are lower for conventional patties, 85% lean, and specialty 93-94% lean. Deli activity gains some momentum. Processor service deli items tend to be better valued than the previous week.

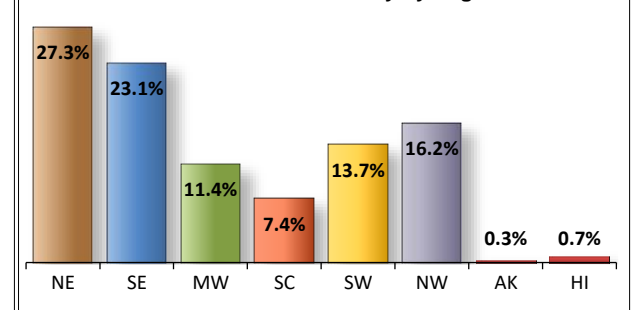
**Turkey Promotional Activity by Category**



**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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(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>	52.4% of 5,500 sampled outlets 0.4% of stores w/ no-price promotions Activity Index = 4,000			39.2% of 7,400 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 4,620			15.4% of 6,100 sampled outlets 1.1% of stores w/ no-price promotions Activity Index = 1,520		
	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	1.49	8	1.49						
" - Toms	1.19 - 1.49	16	1.34						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.98 - 1.99	282	1.24	0.98 - 1.52	317	1.26	0.99 - 1.59	458	1.20
Split, bone-in									
Fresh	2.98 - 2.99	321	2.99				1.99	106	1.99
Rotisserie									
Boneless, whole	4.99	41	4.99						
Cutlets	3.99 - 5.99	478	5.21	5.99	1	5.99	4.99	180	4.99
Cutlets, thin sliced	3.99 - 5.99	201	4.65	5.79	33	5.79			
Strips									
Tenders	3.49 - 3.99	243	3.77				4.59 - 4.66	15	4.63
Marinated Tenders	4.66	84	4.66	3.99 - 4.66	129	4.21			
Drumsticks									
Thighs									
Wings	0.99	21	0.99	0.99	9	0.99			
Necks									
Smoked Drumsticks	2.49	6	2.49	1.48 - 2.39	82	1.70			
Smoked Wings	2.49	6	2.49	1.48 - 2.39	82	1.70	2.48	180	2.48
Smoked Necks				2.39	20	2.39			
<b>GROUND TURKEY:</b>									
Patties	3.69 - 4.49	14	4.03	3.48 - 3.49	130	3.48	3.48 - 3.99	23	3.60
Sausage	2.62 - 3.98	233	3.56	3.99	87	3.99			
85% lean	1.92 - 3.33	571	2.49	2.33 - 3.33	2,611	2.70	2.33 - 3.00	340	2.88
93% lean	3.00 - 3.99	847	3.58	2.68 - 3.84	479	3.53	2.99 - 3.99	54	3.81
Breast (99-100% lean)	4.99 - 5.38	25	5.28	4.49 - 5.99	120	5.58	4.99	8	4.99
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	317	4.22	2.91 - 3.99	519	3.89	2.99 - 3.99	156	3.75
Breast	5.99	286	5.99	5.99	1	5.99			



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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)		
<b>Feature Rate</b> <sup>1/</sup>	9.0% of 4,900 sampled outlets			43.7% of 3,800 sampled outlets			41.3% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.0% of stores w/ no-price promotions			5.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 985			Activity Index = 1,322			Activity Index = 647		
	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>									
<b>Breast:</b>									
Bone-in, whole									
Fresh									
Frozen	0.99	8	0.99				1.29 - 1.49	18	1.39
Split, bone-in									
Fresh									
Rotisserie	7.99 - 9.99	134	8.51						
Boneless, whole									
Cutlets	4.99	40	4.99						
Cutlets, thin sliced									
Strips									
Tenders	4.66	121	4.66				4.66	10	4.66
Marinated Tenders									
Drumsticks				1.89	10	1.89			
Thighs									
Wings				1.89	5	1.89			
Necks				1.89	5	1.89			
Smoked Drumsticks									
Smoked Wings	2.48	40	2.48						
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				2.99	107	2.99			
Sausage	3.79	26	3.79				3.27	37	3.27
85% lean	2.69	74	2.69	2.79 - 2.99	305	2.96	2.99	76	2.99
93% lean	3.31 - 3.79	167	3.54	3.49 - 3.59	179	3.58	3.50 - 3.99	410	3.51
Breast (99-100% lean)	4.79 - 4.99	147	4.95	4.99 - 5.99	249	5.42	4.59 - 4.99	27	4.92
Rolls (frsh/frz 1 lb.)	2.29 - 2.73	52	2.51	2.50 - 2.99	315	2.78			
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	2.91 - 3.99	176	3.27	3.99 - 6.99	147	6.84	3.99	69	3.99
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			2.7% 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 = 11			Activity Index = 27			
	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				3.99	3	3.99	
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</sup>							
Patties							
93-94% lean	3.96	11	3.96	5.29	24	5.29	
Breast							



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	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>	58.9% of 29,100 stores		43.8% of 29,100 stores		58.7% of 29,100 stores		69.8% of 5,500 sampled outlets			65.9% of 7,400 sampled outlets		
Activity Index <sup>2/</sup>	39,591		24,183		43,195		Activity Index = 9,569			Activity Index = 12,615		
	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	3,367	7.80	3,001	7.97	3,779	8.46	6.47 - 10.49	699	7.99	6.99 - 7.99	866	7.05
Private Brand	3,571	8.31	2,606	7.54	4,718	7.72	6.98 - 10.99	2,169	8.56	7.49 - 8.99	136	8.85
<b>Category 2</b>												
Processor Brand	1,352	5.91	1,579	6.19	1,643	5.93	4.99 - 6.99	634	5.93	4.99 - 5.99	126	5.56
Private Brand	2,692	6.52	2,547	7.00	2,144	6.08	4.58 - 6.99	804	6.50	5.99 - 6.99	102	6.91
<b>Category 3</b>												
Processor Brand	789	4.17	624	5.34	1,027	4.22	3.99 - 4.99	611	4.15	3.99 - 4.48	102	4.06
Private Brand	226	4.86	726	5.23	94	4.50	3.99 - 4.99	108	4.80	4.99	71	4.99
<b>Turkey Ham</b>												
Processor Brand	152	4.86	120	3.23	353	3.78	3.99 - 4.99	143	4.95			
Private Brand	24	3.62	124	4.46	791	3.41						
<b>Turkey Pastrami</b>												
Processor Brand	186	4.88	103	4.47	58	4.02	3.49 - 4.99	186	4.88			
Private Brand	21	4.99			565	2.99						
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,466	7.28	1,402	8.41	2,818	7.71	5.99 - 9.99	438	7.69	6.49 - 6.99	605	6.95
Private Brand	1,002	7.53	775	8.25	732	7.43	6.99 - 7.99	410	7.35	6.99 - 7.99	110	7.91
<b>Category 2</b>												
Processor Brand	160	4.74	468	5.92	261	6.42	6.99	17	6.99			
Private Brand	961	6.24	479	6.05	1,335	5.74	4.99 - 6.99	626	6.05	6.99	2	6.99
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	6,867	3.04	3,416	3.10	8,204	3.27	1.99 - 4.29	811	3.14	1.75 - 4.00	3,340	3.12
Private Brand	2,384	2.74	258	2.94	657	3.06	2.49 - 2.99	297	2.52	1.81 - 3.29	1,138	2.75
<b>Turkey 16 oz</b>												
Processor Brand	5,378	5.31	2,116	4.50	1,257	4.87	3.99 - 5.48	580	5.09	3.98 - 5.99	1,691	5.26
Private Brand	33	5.27	19	1.99	3,871	5.89						
<b>Chicken 7-10 oz</b>												
Processor Brand	6,605	3.07	2,394	3.10	8,231	3.28	2.50 - 4.29	739	3.25	2.00 - 4.00	3,208	3.14
Private Brand	2,355	2.75	1,426	2.98	657	3.06	2.49 - 2.99	297	2.52	1.81 - 3.29	1,118	2.77

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)		
	46.0% of 6,100 sampled outlets			57.2% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			62.9% of 1,300 sampled outlets		
	Activity Index = 7,516			Activity Index = 5,669			Activity Index = 2,784			Activity Index = 1,204		
Feature Rate <sup>1/</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	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6.99 - 9.99	771	7.50	6.99 - 9.99	340	8.05	7.99 - 11.99	217	8.47	7.99 - 9.99	436	8.92
Private Brand	6.99 - 10.99	57	9.00	6.99 - 7.99	529	7.38	7.99 - 8.99	267	8.06	6.99 - 9.99	413	8.04
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	264	5.96	5.49 - 6.99	317	5.97				5.99	11	5.99
Private Brand	5.59 - 6.99	586	6.34	5.49 - 6.99	574	6.33	5.99 - 6.99	609	6.83	6.99	17	6.99
<b>Category 3</b>												
Processor Brand	2.49 - 5.99	50	4.23	4.79 - 4.99	26	4.93						
Private Brand	2.99 - 5.99	47	4.78									
<b>Turkey Ham</b>												
Processor Brand							3.49	9	3.49			
Private Brand							3.39 - 3.99	24	3.62			
<b>Turkey Pastrami</b>												
Processor Brand							4.99	21	4.99			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 8.99	288	7.14	6.99 - 8.49	93	7.30				7.99 - 9.99	42	8.66
Private Brand	6.99 - 13.99	77	8.65	6.99 - 7.99	373	7.35	7.99 - 8.99	12	8.74	6.99 - 7.99	20	7.49
<b>Category 2</b>												
Processor Brand	3.99 - 5.99	134	4.41	5.49	9	5.49						
Private Brand	2.99 - 6.99	127	6.58	4.99	39	4.99	6.99	167	6.99			
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.00	1,345	3.19	1.88 - 3.79	706	2.68	1.99 - 3.00	527	2.34	2.50 - 3.99	53	3.63
Private Brand	2.50 - 3.00	704	2.75	2.50 - 3.00	245	2.93						
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.79	1,049	5.36	3.99 - 5.99	1,469	5.40	3.99 - 5.48	404	5.37	4.99 - 5.49	159	5.41
Private Brand				5.27	33	5.27						
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.00	1,313	3.21	1.88 - 3.79	680	2.70	1.99 - 3.00	527	2.34	2.50 - 3.99	53	3.63
Private Brand	2.50 - 3.00	704	2.75	2.50 - 3.00	236	2.93						

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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	ALASKA (AK)			HAWAII (HI)					
Feature Rate <sup>1/</sup>	79.6% of 100 sampled outlets			67.3% of 100 sampled outlets					
Activity Index <sup>2/</sup>	Activity Index = 94			Activity Index = 140					
	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	7.99 - 8.99	38	8.31						
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									
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)									
<b>Turkey 7-10 oz</b>									
Processor Brand	4.99	21	4.99	1.99 - 4.29	64	3.31			
Private Brand									
<b>Turkey 16 oz</b>									
Processor Brand	5.48 - 5.49	14	5.48	5.48	12	5.48			
Private Brand									
<b>Chicken 7-10 oz</b>									
Processor Brand	4.99	21	4.99	1.99 - 4.29	64	3.31			
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;

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

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