



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.**

Fri. Jul 21, 2017

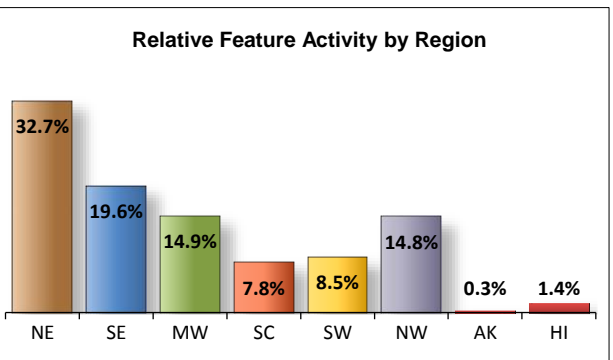
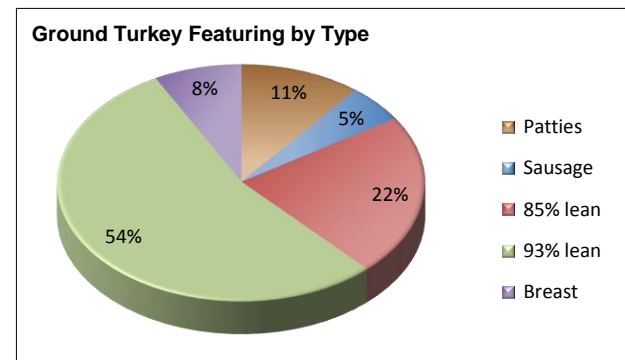
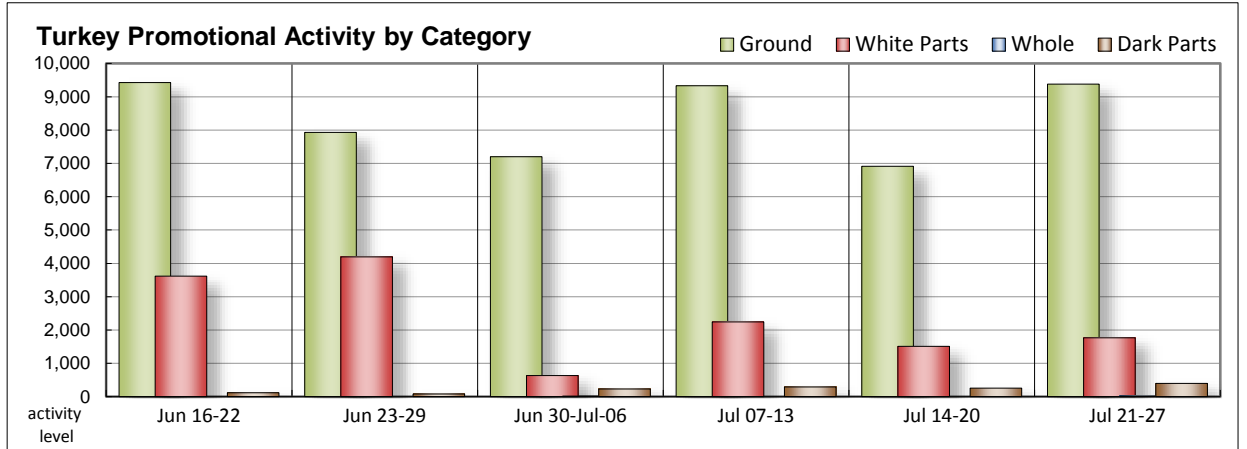
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	<b>30.1% of 29,100 outlets</b>	<b>25.9% of 29,100 outlets</b>	<b>22.8% of 29,100 outlets</b>
<b>Special Rate</b> <sup>4/</sup>	<b>2.5%</b>	<b>4.6%</b>	<b>2.1%</b>
<b>Activity Index</b> <sup>2/</sup>	<b>13,893</b>	<b>11,327</b>	<b>13,784</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			
" - Toms			
Frozen - Hens	21 0.99		
" - Toms			
<b>PARTS:</b>			
<b>Breast:</b>			
Bone-in, whole			
Fresh			
Frozen	540 1.82	351 1.79	246 1.67
Split, bone-in			
Fresh			
Rotisserie	312 7.38	49 6.49	51 7.99
Boneless, whole	5 5.99		
Cutlets	33 5.79	206 4.93	567 4.94
Cutlets, thin sliced	262 4.91		147 4.99
Strips			4 4.99
Tenders	97 5.26	190 5.59	219 4.99
Marinated Tenders	516 4.31	713 4.86	446 3.81
Drumsticks	149 1.51	31 1.41	36 1.70
Thighs	72 1.99	7 1.99	
Wings	77 1.96	43 1.26	36 1.70
Necks	77 1.96	20 1.41	27 1.70
Smoked Drumsticks	11 1.69	73 2.54	45 2.12
Smoked Wings	11 1.69	73 2.05	54 2.10
Smoked Necks		8 2.69	42 1.99
<b>GROUND TURKEY:</b>	<b>9,379 3.40</b>	<b>6,913 3.07</b>	<b>8,284 3.42</b>
Patties	1,004 3.58	765 3.53	1,208 3.57
Sausage	487 3.77	770 3.65	1,281 3.18
85% lean	2,083 2.88	4,003 2.64	2,641 2.87
93% lean	5,073 3.33	1,155 3.53	2,219 3.56
Breast	732 4.85	220 4.92	935 4.80
Rolls (frsh/frz 1 lb.)	52 2.09	132 2.44	178 2.12
<b>Specialty</b> <sup>5/</sup>			
Patties	681 4.00		743 4.71
93-94% lean	1,368 3.70	2,444 3.83	1,979 4.62
Breast	230 5.87	74 6.00	680 5.41

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

**This Week's Turkey Feature Highlights**

This week, turkey feature activity gains some momentum. Offerings of whole birds are nearly void from circular space. Bone-in breasts are a little easier to find with values trending higher. Rotisserie breasts increase in both offerings and price. Promotions of white meats are less. Marinated and fresh tenders are better valued. We see an increase in offers of fresh dark parts; prices are steady to higher for the that variety. There is an increase in grind activity and 93% lean is the focus of retailer's attention. Weighted average values are lower for 93% lean, ground breast, and rolls. Deli activity increases as there are a greater number of offerings for service and self-service items. Whole muscle and shaving meats tend to be lower valued, while you will have to pay a little more for the smaller and family package size self-service.



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. Jul 21, 2017

(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>	30.4% of 5,500 sampled outlets 0.4% of stores w/ no-price promotions Activity Index = 5,044			46.4% of 7,400 sampled outlets 6.8% of stores w/ no-price promotions Activity Index = 4,109			27.8% of 6,100 sampled outlets 1.9% of stores w/ no-price promotions Activity Index = 2,092		
	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							0.99	21	0.99
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.97 - 1.99	24	1.98	1.69 - 1.97	440	1.87	1.28 - 1.79	54	1.42
Split, bone-in									
Fresh									
Rotisserie							6.99	37	6.99
Boneless, whole	5.99	5	5.99						
Cutlets				5.79	33	5.79			
Cutlets, thin sliced	4.49 - 4.99	262	4.91						
Strips									
Tenders				4.99 - 5.79	97	5.26			
Marinated Tenders	3.74	178	3.74	4.99	64	4.99	4.66	180	4.66
Drumsticks	0.99 - 1.99	119	1.60	0.99	20	0.99			
Thighs	1.99	72	1.99						
Wings	1.99	72	1.99						
Necks	1.99	72	1.99						
Smoked Drumsticks							1.69	11	1.69
Smoked Wings							1.69	11	1.69
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	574	3.55	2.99 - 3.79	139	3.51	3.50 - 3.99	291	3.69
Sausage	2.49 - 4.00	188	3.63	3.19 - 3.99	98	3.62	3.27 - 3.99	201	3.97
85% lean	2.50 - 3.50	637	3.08	2.50 - 3.32	572	3.11	2.00 - 2.99	92	2.63
93% lean	2.69 - 3.99	956	3.29	2.50 - 3.50	2,213	3.21	2.50 - 3.99	1,081	3.44
Breast (99-100% lean)	4.61 - 4.99	511	4.96	4.58	195	4.58			
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>5/</sup></b>									
Patties	4.00 - 4.99	510	4.01	4.00	61	4.00	2.99	5	2.99
93-94% lean	3.00 - 4.99	693	3.48	3.00 - 3.49	177	3.32	2.91 - 4.49	108	3.87
Breast	5.24 - 6.49	171	6.37						



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.**

Fri. Jul 21, 2017

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

	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>	10.1% of 4,900 sampled outlets			30.8% of 3,800 sampled outlets			22.9% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	1.1% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,087			Activity Index = 868			Activity Index = 622		
	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>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.78	22	1.78						
Split, bone-in									
Fresh									
Rotisserie	6.99	29	6.99	7.49	246	7.49			
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	4.66	40	4.66	3.99	26	3.99	3.99	28	3.99
Drumsticks				1.49	10	1.49			
Thighs									
Wings				1.49	5	1.49			
Necks				1.49	5	1.49			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean	1.99 - 2.99	331	2.91	1.99 - 2.50	333	2.19	2.50 - 2.99	116	2.80
93% lean	3.69 - 3.99	353	3.97	2.49 - 3.99	235	2.62	3.50 - 3.99	190	3.68
Breast (99-100% lean)	4.69	26	4.69						
Rolls (frsh/frz 1 lb.)	1.99 - 2.19	52	2.09						
<b>Specialty</b> <sup>5/</sup>									
Patties							3.99	105	3.99
93-94% lean	3.99 - 4.49	183	4.32				3.99 - 4.49	183	4.02
Breast	4.17	51	4.17	5.99	8	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)		
<b>Feature Rate</b> <sup>1/</sup>	17.2% of 100 sampled outlets			30.1% of 100 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	3.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 13			Activity Index = 58		
	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	2.99	2	2.99			
93% lean	3.50	11	3.50	4.59	34	4.59
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>5/</sup>						
Patties						
93-94% lean				5.29	24	5.29
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.

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

Fri. Jul 21, 2017

	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		70.8% of 5,500 sampled outlets Activity Index = 12,986			54.0% of 7,400 sampled outlets Activity Index = 10,002		
Feature Rate <sup>1/</sup>	54.2% of 29,100 stores		46.4% of 29,100 stores		58.7% of 29,100 stores							
Activity Index <sup>2/</sup>	38,726		33,977		44,760							
	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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	4,286	8.26	5,351	8.39	4,132	8.71	6.99 - 11.49	1,660	9.09	6.99 - 9.99	1,427	7.62
Private Brand	4,118	7.29	2,330	8.14	1,620	7.57	6.45 - 9.99	3,112	7.11	6.99	4	6.99
<b>Category 2</b>												
Processor Brand	2,304	6.23	2,285	5.87	2,583	6.06	5.99 - 6.99	753	6.48	4.68 - 7.29	424	5.40
Private Brand	2,986	6.26	1,761	6.44	2,075	6.16	4.98 - 6.99	843	6.39	5.99 - 6.99	1,135	6.03
<b>Category 3</b>												
Processor Brand	384	3.47	1,071	3.55	575	3.52	2.50 - 4.48	22	2.95	3.99	30	3.99
Private Brand	643	3.81			3,030	4.88	2.50 - 4.99	527	3.55	4.99	2	4.99
<b>Turkey Ham</b>												
Processor Brand	83	3.48	561	3.59	388	3.69	3.99	6	3.99			
Private Brand	33	3.58	42	2.96	11	3.86						
<b>Turkey Pastrami</b>												
Processor Brand	234	4.91	68	3.99	264	4.35	4.99	225	4.99			
Private Brand	165	4.99					4.99	165	4.99			
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,555	7.58	1,527	7.69	3,056	8.20	5.99 - 8.99	647	7.82	6.99	10	6.99
Private Brand	1,470	7.38	2,728	8.42	705	7.40	6.49 - 9.99	1,324	7.30	7.99	79	7.99
<b>Category 2</b>												
Processor Brand	143	6.25	485	6.03	724	6.20	6.99	17	6.99	4.99	7	4.99
Private Brand	943	6.40	586	6.11	1,429	5.31	2.50 - 6.99	210	6.32	5.99 - 6.99	24	6.24
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,327	3.32	4,418	3.20	10,247	3.15	2.50 - 4.59	1,297	3.37	2.14 - 3.99	2,523	3.37
Private Brand	829	2.90	1,259	2.89	1,243	2.85	2.99 - 3.50	318	3.24	2.99	35	2.99
<b>Turkey 16 oz</b>												
Processor Brand	3,017	5.53	3,621	4.90	1,178	5.04	3.99 - 5.99	325	4.85	4.49 - 5.99	1,772	5.67
Private Brand	290	4.82	582	4.99			4.49	73	4.49	4.49 - 4.99	25	4.57
<b>Chicken 7-10 oz</b>												
Processor Brand	7,276	3.33	4,043	3.26	10,257	3.15	2.50 - 4.59	1,299	3.37	2.14 - 3.99	2,470	3.39
Private Brand	640	2.75	1,259	2.89	1,243	2.85	2.99	163	2.99	2.99	35	2.99

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;

(515) 284-4460

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

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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 07/21 thru 07/27.

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

	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)		
	50.0% of 6,100 sampled outlets			49.2% of 4,900 sampled outlets			42.1% of 3,800 sampled outlets			61.2% of 1,300 sampled outlets		
	Activity Index = 7,601			Activity Index = 4,104			Activity Index = 1,538			Activity Index = 2,308		
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 - 10.99	519	7.80	6.99 - 9.99	137	7.54	6.99 - 11.50	259	8.72	6.99 - 10.99	273	7.28
Private Brand	6.99 - 8.99	61	7.97	7.47 - 8.99	529	7.71	6.99 - 7.49	251	7.48	7.99 - 8.99	131	8.91
<b>Category 2</b>												
Processor Brand	4.68 - 7.29	874	6.51	4.68 - 6.99	156	5.42	6.99	48	6.99	4.98 - 6.99	49	6.15
Private Brand	4.99 - 6.99	729	6.45	5.99 - 6.99	153	6.50				5.99	105	5.99
<b>Category 3</b>												
Processor Brand	3.99 - 4.99	173	4.07	2.49	120	2.49	2.99 - 3.99	39	3.73			
Private Brand	4.99	114	4.99									
<b>Turkey Ham</b>												
Processor Brand	2.99 - 3.49	17	3.17	3.59	16	3.59	2.99 - 3.69	44	3.49			
Private Brand							2.49 - 4.99	33	3.58			
<b>Turkey Pastrami</b>												
Processor Brand										2.99	9	2.99
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 9.99	375	7.71	5.99 - 7.99	38	6.04	5.99 - 9.99	80	6.24	6.99 - 8.99	405	7.51
Private Brand	7.99 - 8.99	18	8.10	8.99	23	8.99	6.99	5	6.99			
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	119	6.21									
Private Brand	5.99 - 6.99	327	6.34	5.99 - 6.99	382	6.50						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 3.99	1,791	3.19	2.50 - 3.99	905	3.33	2.50 - 3.59	256	3.21	2.99 - 3.99	503	3.38
Private Brand	2.50 - 3.99	196	2.62	2.49 - 3.99	100	3.06	2.49	75	2.49	2.50	105	2.50
<b>Turkey 16 oz</b>												
Processor Brand	4.99 - 6.99	298	5.82	4.99 - 6.99	502	5.62				3.99 - 6.99	120	4.24
Private Brand	4.49	3	4.49	4.99	72	4.99	4.99	117	4.99			
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 3.99	1,791	3.19	2.50 - 3.99	905	3.33	2.50 - 3.59	256	3.21	2.99 - 3.99	503	3.38
Private Brand	2.50 - 3.99	196	2.62	2.49 - 3.99	66	3.15	2.49	75	2.49	2.50	105	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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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/21 thru 07/27.

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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	34.4% of 100 sampled outlets			60.2% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 75			Activity Index = 112				
	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	11	9.99					
Private Brand				8.49	30	8.49		
<b>Category 2</b>								
Processor Brand								
Private Brand	5.49	21	5.49					
<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	7.99	21	7.99					
<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	3.50	11	3.50	3.50 - 4.49	41	4.32		
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.50	11	3.50	3.50 - 4.49	41	4.32		
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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