



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/20 thru 10/26.

Fri. Oct 20, 2017

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

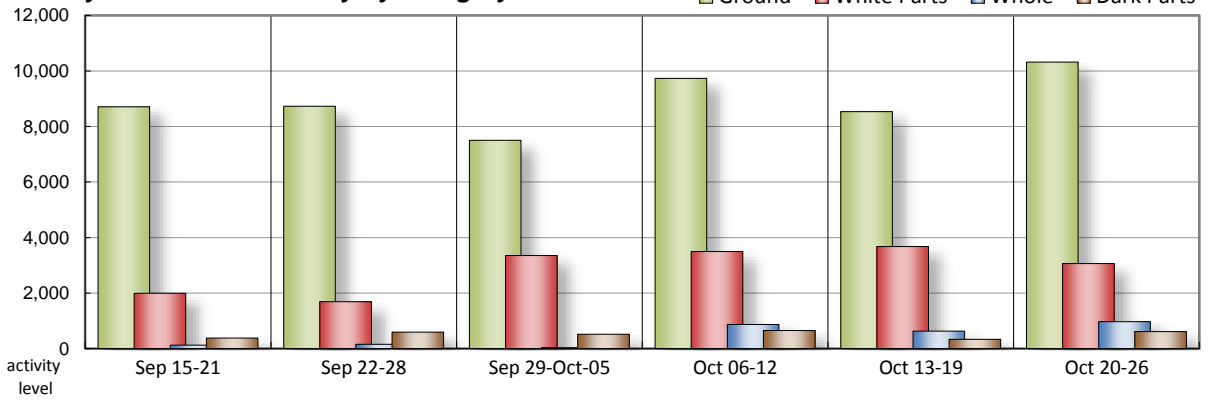
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	37.9% of 29,100 outlets		30.8% of 29,100 outlets		27.9% of 29,100 outlets	
Special Rate ^{4/}	2.3%		3.7%		1.8%	
Activity Index ^{2/}	17,375		16,671		14,358	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					6	1.89
" - Toms						
Frozen - Hens	485	1.33	247	1.32	353	1.15
" - Toms	485	1.33	383	1.30	344	1.15
PARTS:						
Breast:						
Bone-in, whole						
Fresh			5	2.99	26	2.99
Frozen	2,050	1.69	3,095	1.44	1,103	1.63
Split, bone-in						
Fresh	28	2.99	5	1.99		
Rotisserie	313	9.90	208	8.60	165	8.10
Boneless, whole	41	4.99			8	6.99
Cutlets	232	5.44	51	5.25	143	5.95
Cutlets, thin sliced						
Strips					33	4.59
Tenders	141	4.81			106	4.82
Marinated Tenders	258	3.90	312	4.41	311	4.44
Drumsticks	241	1.35	118	1.49	146	2.14
Thighs					39	2.62
Wings	257	1.38	7	0.99		
Necks	62	1.48				
Smoked Drumsticks	11	1.69	67	1.78	77	1.99
Smoked Wings	31	1.62	67	1.78	88	1.95
Smoked Necks	11	1.69	76	1.80	33	1.99
GROUND TURKEY:	10,319	3.25	8,535	3.21	8,588	3.32
Patties	1,029	3.83	1,490	3.44	675	3.49
Sausage	938	3.35	1,529	3.32	1,059	3.58
85% lean	5,004	2.72	2,061	2.80	3,076	2.78
93% lean	2,365	3.39	3,215	3.15	3,106	3.39
Breast	983	4.88	240	5.28	672	4.87
Rolls (frsh/frz 1 lb.)	414	2.36	544	2.62	312	2.02
Specialty ^{5/}						
Patties	226	4.00	563	4.35	216	4.53
93-94% lean	1,630	3.97	2,182	3.95	1,515	4.30
Breast	140	5.50	206	6.89	746	5.22

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

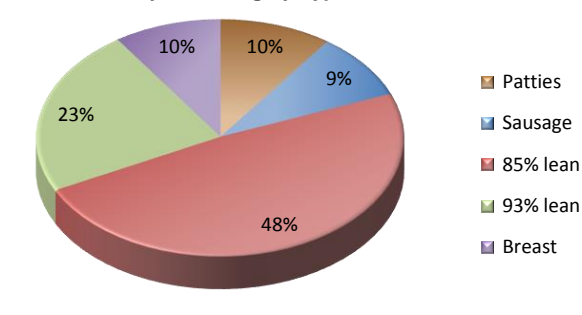
This Week's Turkey Feature Highlights

Turkey feature activity increases. As we close in on the month of November, we see a few more offerings of whole turkeys at price levels similar to last week. Bone-in breast offers are fewer and you will tend to pay a little more where found. Rotisserie breasts gain in offerings and price. White meats get more attention. There are lucrative prices on marinated tenders in some locations to entice the customer. Fresh drumsticks and wings garner more circular space. Values are lower for the smoked varieties, while mixed for fresh. There is an increase in grind activity as retailers predominantly focus their attention on 85% lean. Weighted average prices are lower for conventional 85% lean, ground breast, and rolls. Deli activity slows. Processor label smaller package size self-service and service thick, thin, and shaving meats are better valued.

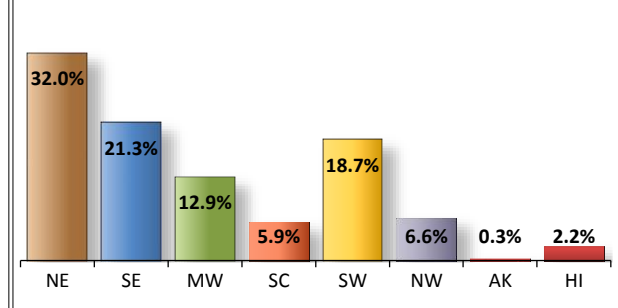
Turkey Promotional Activity by Category



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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	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/}	56.5% of 5,500 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 5,982			52.5% of 7,400 sampled outlets 0.1% of stores w/ no-price promotions Activity Index = 5,426			23.2% of 6,100 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 2,196		
	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	1.29 - 1.69	24	1.42	1.19 - 1.29	217	1.29	1.19	8	1.19
" - Toms	1.29 - 1.69	24	1.42	1.19 - 1.29	217	1.29	1.19	8	1.19
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29 - 1.99	398	1.64	1.29 - 1.99	1,111	1.76	0.98 - 1.99	341	1.56
Split, bone-in									
Fresh	2.99	28	2.99				7.99	9	7.99
Rotisserie	7.99	18	7.99						
Boneless, whole	4.99	41	4.99						
Cutlets	4.99 - 6.35	232	5.44						
Cutlets, thin sliced									
Strips									
Tenders	4.66	77	4.66	4.99	64	4.99			
Marinated Tenders	3.74 - 5.34	227	3.80				4.64	31	4.64
Drumsticks	1.29 - 1.49	216	1.36	1.29	20	1.29	1.29	5	1.29
Thighs									
Wings	1.29 - 1.49	156	1.39	1.00 - 1.48	96	1.37	1.29	5	1.29
Necks				1.48	62	1.48			
Smoked Drumsticks							1.69	11	1.69
Smoked Wings				1.58	20	1.58	1.69	11	1.69
Smoked Necks							1.69	11	1.69
GROUND TURKEY:									
Patties	2.99 - 3.99	597	3.34	2.99 - 3.99	85	3.80	3.99	106	3.99
Sausage	2.80 - 3.99	517	3.38	2.80 - 3.99	101	3.13	2.99 - 3.99	294	3.36
85% lean	2.33 - 3.32	1,376	2.68	1.99 - 3.32	2,401	2.72	2.33 - 3.28	578	2.68
93% lean	2.70 - 3.99	958	3.27	2.70 - 3.99	414	3.19	2.99 - 3.99	370	3.57
Breast (99-100% lean)	4.61 - 4.99	712	4.97	4.58 - 4.99	196	4.58			
Rolls (frsh/frz 1 lb.)				2.00	5	2.00	1.39 - 2.69	78	2.00
Specialty ^{5/}									
Patties	3.99	6	3.99				4.00	180	4.00
93-94% lean	2.99 - 4.99	294	4.05	3.23 - 4.99	417	3.80	2.59 - 3.99	150	3.20
Breast	5.38 - 6.99	81	6.28						



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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/}	16.9% of 4,900 sampled outlets			40.0% of 3,800 sampled outlets			20.6% of 1,300 sampled outlets		
Special Rate ^{4/}	2.4% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			1.1% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,006			Activity Index = 2,304			Activity Index = 335		
	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	1.19	36	1.19	1.39	200	1.39			
" - Toms	1.19	36	1.19	1.39	200	1.39			
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.79 - 1.99	77	1.85	1.49	120	1.49			
Split, bone-in									
Fresh									
Rotisserie	9.99	13	9.99	9.99	246	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				4.99	241	4.99			
Sausage	3.69	26	3.69						
85% lean	2.99	211	2.99	2.50 - 2.99	281	2.90	2.50 - 2.99	146	2.58
93% lean	2.48 - 3.99	212	3.53	2.99 - 3.99	265	3.80	2.97 - 3.99	122	3.10
Breast (99-100% lean)	3.33	29	3.33	5.99	12	5.99			
Rolls (frsh/frz 1 lb.)	1.99 - 2.79	86	2.29	2.50	244	2.50	2.00	1	2.00
Specialty ^{5/}									
Patties	4.00	40	4.00						
93-94% lean	3.15 - 3.99	189	3.45	3.99 - 4.99	487	4.48	3.99	66	3.99
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)			
Feature Rate ^{1/}	15.1% of 100 sampled outlets			75.2% 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 = 14			Activity Index = 112			
	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	1.98	3	1.98				
Split, bone-in							
Fresh							
Rotisserie				10.99	27	10.99	
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	2.99	11	2.99				
93% lean				4.29	24	4.29	
Breast (99-100% lean)				5.79	34	5.79	
Rolls (frsh/frz 1 lb.)							
Specialty ^{5/}							
Patties							
93-94% lean				3.99	27	3.99	
Breast							



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 10/20 thru 10/26.

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Fri. Oct 20, 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		66.0% of 5,500 sampled outlets Activity Index = 7,389			62.6% of 7,400 sampled outlets Activity Index = 14,976		
Feature Rate ^{1/}	53.1% of 29,100 stores		58.0% of 29,100 stores		43.8% of 29,100 stores							
Activity Index ^{2/}	40,064		46,230		29,862							
	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	5,615	8.57	5,004	8.58	4,973	8.51	6.99 - 11.99	1,427	9.14	6.99 - 9.99	1,046	7.99
Private Brand	2,238	8.39	3,809	7.80	1,468	7.91	7.99 - 9.99	591	8.41	7.99 - 9.99	990	8.45
Category 2												
Processor Brand	2,188	6.04	2,133	6.26	1,991	5.96	4.99 - 6.99	289	5.96	4.98 - 6.99	263	5.35
Private Brand	1,493	6.30	1,547	6.28	1,927	5.95	4.99 - 6.99	1,237	6.27	5.99 - 6.99	63	6.66
Category 3												
Processor Brand	396	3.98	844	4.00	707	3.95	3.99	6	3.99	3.99 - 4.99	246	4.02
Private Brand	1,260	4.97	322	4.99	403	4.32	3.99 - 4.99	255	4.91	4.99	1,002	4.99
Turkey Ham												
Processor Brand	349	3.72	395	3.68	420	3.74	4.98 - 4.99	46	4.99			
Private Brand	42	2.99	224	3.65	5	2.99						
Turkey Pastrami												
Processor Brand	180	5.07	57	4.76	208	3.98	4.99	161	4.99			
Private Brand	165	4.99	156	3.99	9	4.99	4.99	165	4.99			
SERVICE DELI - Chicken												
Category 1												
Processor Brand	2,562	7.89	2,667	7.71	3,255	7.89	6.99 - 9.49	265	8.15	5.99 - 8.99	1,288	7.89
Private Brand	53	8.23	873	7.29	408	7.98	7.99	28	7.99			
Category 2												
Processor Brand	589	5.88	666	6.44	496	5.82	3.33 - 6.99	205	5.51	5.99	20	5.99
Private Brand	2,177	5.56	824	6.33	291	6.33	4.98 - 6.99	876	5.91	4.99 - 6.99	1,006	5.00
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	8,154	3.11	10,541	3.21	5,187	3.40	1.99 - 3.99	770	2.94	1.99 - 3.99	3,338	3.21
Private Brand	2,225	2.96	1,932	2.57	1,106	2.91	3.99	155	3.99	2.50 - 3.00	1,335	2.91
Turkey 16 oz												
Processor Brand	852	5.40	2,386	5.07	1,093	4.97	3.99 - 5.99	132	4.53	3.99 - 5.99	296	5.88
Private Brand	289	3.49										
Chicken 7-10 oz												
Processor Brand	7,000	3.12	9,982	3.22	4,923	3.45	1.99 - 3.99	626	2.98	1.99 - 3.99	2,748	3.26
Private Brand	2,237	2.97	1,868	2.60	992	2.96	3.99	155	3.99	2.50 - 3.00	1,335	2.91

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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	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)		
	39.7% of 6,100 sampled outlets			46.8% of 4,900 sampled outlets			49.6% of 3,800 sampled outlets			46.4% of 1,300 sampled outlets		
	Activity Index = 7,502			Activity Index = 5,036			Activity Index = 3,111			Activity Index = 1,965		
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/}	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	9.99	742 8.03	6.99	9.99	702 7.69	7.99	10.50	1,180 9.25	7.99	9.99	468 8.34
Private Brand	7.99	9.69	197 8.74	7.99	8.99	439 8.04						
Category 2												
Processor Brand	4.98	6.99	1,086 6.10	4.58	6.99	202 5.96	6.99	241 6.99	4.00	6.99	107 5.50	
Private Brand	5.99	6.99	160 6.45	5.97	33 5.97							
Category 3												
Processor Brand	2.99	4.99	35 4.05	3.29	4.99	70 4.00	2.99	3.99	39 3.61			
Private Brand		4.99	3 4.99									
Turkey Ham												
Processor Brand	2.99	4.99	27 4.03	3.19	3.99	93 3.89	2.69	3.99	183 3.28			
Private Brand							2.99	42 2.99				
Turkey Pastrami												
Processor Brand	4.99	7.99	19 5.78									
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.99	10.49	726 7.76	7.49	8.99	272 8.07			6.99	11 6.99		
Private Brand		8.49	2 8.49	8.49	23 8.49							
Category 2												
Processor Brand	4.99	6.99	342 6.03	6.99	22 6.99							
Private Brand	4.99	5.99	19 5.57	4.99	6.99	159 6.10	6.99	117 6.99				
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2.00	3.99	1,500 3.11	1.99	3.99	1,480 3.06	1.99	3.99	593 2.61	2.50	4.00	465 3.41
Private Brand	2.50	3.50	417 2.68	2.50	3.50	161 3.25	2.50	75 2.50	2.99	4.99	80 3.28	
Turkey 16 oz												
Processor Brand	3.99	5.98	329 5.53	3.99	5.49	95 4.62						
Private Brand									3.49		289 3.49	
Chicken 7-10 oz												
Processor Brand	2.00	3.99	1,481 3.11	1.99	3.99	1,124 3.00	1.99	3.99	554 2.58	2.50	4.00	465 3.41
Private Brand	2.50	3.50	417 2.68	2.50	3.50	161 3.25	2.50	3.99	87 2.71	2.99	4.99	80 3.28

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/}	39.8% of 100 sampled outlets			29.2% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 46			Activity Index = 39				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	8.98 - 10.99	17 10.28		7.99 - 10.99	33 10.44			
Private Brand	8.99	21 8.99						
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	3.50	2 3.50		2.50	6 2.50			
Private Brand	2.99	2 2.99						
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.50	2 3.50						
Private Brand	2.99	2 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)

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