



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/19 thru 04/25.**

Fri. Apr 19, 2024

(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>	35.2% of 29,200 outlets		23.4% of 29,200 outlets		19.8% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	2.4%		6.7%		7.8%	
<b>Activity Index</b> <sup>2/</sup>	10,492		9,109		5,790	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole					12	2.49
Fresh						
Frozen	181	1.92	822	1.80		
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets					118	6.99
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders			2,032	5.66	1,203	5.40
Drumsticks	16	2.39			102	1.71
Thighs					12	1.99
Wings	16	2.39			92	1.69
Necks	11	0.99	23	1.89		
Smoked Drumsticks						
Smoked Wings	43	2.99	26	2.98	10	3.48
Smoked Necks			26	2.98		
<b>GROUND TURKEY:</b>	<b>8,236</b>	<b>4.63</b>	<b>4,149</b>	<b>4.56</b>	<b>1,620</b>	<b>4.24</b>
Patties	5,003	4.84	1,095	4.54		
Sausage	301	4.11	599	4.96	124	4.01
85% lean	1,181	3.52	1,182	3.70	440	3.59
93% lean	1,227	4.09	481	3.99	825	4.07
Breast	524	6.70	792	5.90	231	6.21
Rolls (frsh/frz 1 lb.)	71	3.52	60	2.98	405	3.44
<b>Specialty</b> <sup>5/</sup>						
Patties			332	5.99	130	5.00
93-94% lean	1,823	4.92	1,488	4.60	1,694	4.88
Breast	95	4.99	151	6.90	392	6.12

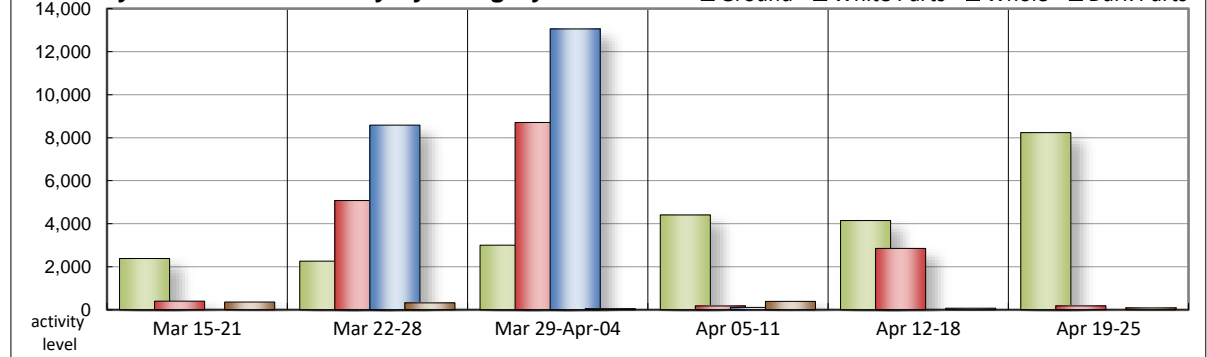
Note: rolls & specialty not included in ground turkey total and weighted average.

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

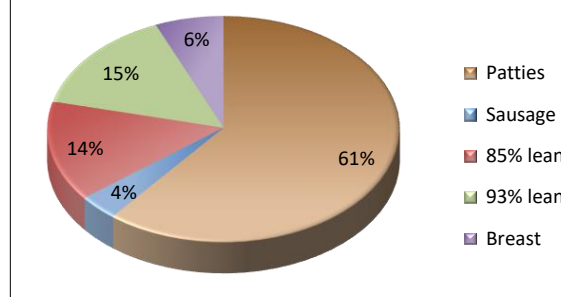
http://www.ams.usda/market-news/livestock-poultry-grain :

Turkey feature rate activity increased by 11.8%, compared to last week. However, whole birds were void of features and boneless and bone-in breast were very limited. After last week's heavy feature activity, marinated tenders laid a goose egg and saw no features this week. Grinds activity was good with prices generally steady, compared to last week. Turkey service deli activity was similar to last week, but at weaker price levels. Chicken service deli features increased from last week, but at mostly weaker price points.

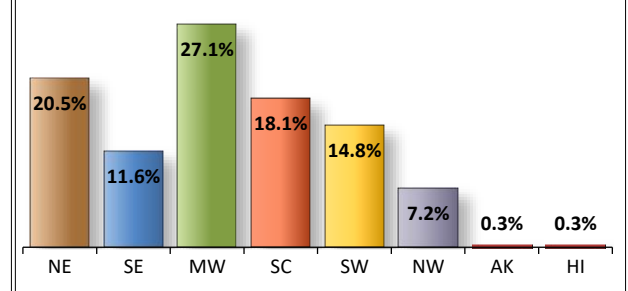
**Turkey Promotional Activity by Category**



**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.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) <sup>5/</sup> **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 <sup>4/</sup> Activity Index <sup>2/</sup>	38.3% of 5,500 sampled outlets 4.8% of stores w/ no-price promotions Activity Index = 2,410			26.5% of 7,400 sampled outlets 2.1% of stores w/ no-price promotions Activity Index = 1,862			38.8% of 6,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,894		
	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				1.39	83	1.39	1.49 - 2.99	98	2.38
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks							2.99	43	2.99
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.82 - 4.99	566	4.84	4.82	1,338	4.82	4.49 - 5.99	1,221	4.89
Sausage	4.99	62	4.99				3.88	201	3.88
85% lean	2.99 - 3.99	163	3.60	2.98 - 3.99	214	3.05	3.33 - 4.99	471	3.80
93% lean	3.33 - 3.99	373	3.62	3.99	44	3.99	3.99	300	3.99
Breast (99-100% lean)							5.49 - 5.99	109	5.72
Rolls (frsh/frz 1 lb.)							3.99	55	3.99
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.49 - 7.99	1,175	4.88	3.49 - 6.99	183	4.91	4.99 - 6.99	396	5.05
Breast	4.99	71	4.99						



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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>	42.6% of 4,900 sampled outlets			37.4% of 3,800 sampled outlets			21.3% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	1.9% of stores w/ no-price promotions			3.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,929			Activity Index = 1,147			Activity Index = 230		
	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									
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	2.39	16	2.39						
Thighs									
Wings	2.39	16	2.39						
Necks	0.99	11	0.99						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	4.82	1,212	4.82	4.82 - 5.32	475	4.83	4.82 - 5.32	171	4.86
Sausage	3.88	38	3.88						
85% lean	3.33	4	3.33	3.33 - 3.99	270	3.45	2.88 - 3.16	59	3.08
93% lean	4.49	510	4.49						
Breast (99-100% lean)	5.99	13	5.99	6.99	402	6.99			
Rolls (frsh/frz 1 lb.)	1.89	16	1.89						
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	4.99	69	4.99						
Breast	5.00	24	5.00						

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

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	ALASKA (AK)			HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	<b>25.0% of 100 sampled outlets</b>			<b>31.4% of 100 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>15.0% of stores w/ no-price promotions</b>			<b>19.0% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 10</b>			<b>Activity Index = 10</b>			
	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	4.82	10	4.82	4.82	10	4.82	
Sausage							
85% lean							
93% lean							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</sup>							
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 04/19 thru 04/25.

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

Fri. Apr 19, 2024

	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		56.2% of 5,500 sampled outlets Activity Index = 6,576			49.8% of 7,400 sampled outlets Activity Index = 7,875		
Feature Rate <sup>1/</sup>	47.4% of 29,200 stores		41.4% of 29,200 stores		37.6% of 29,200 stores		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
Activity Index <sup>2/</sup>	28,887		27,944		21,816							
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	6,483	9.90	5,774	11.00	5,740	11.07	7.99 - 13.99	2,400	9.69	7.99 - 11.99	1,339	9.42
Private Brand	3,714	8.95	4,072	9.71	621	9.30	6.99 - 9.99	861	8.79	7.99 - 11.99	1,188	8.06
<b>Category 2</b>												
Processor Brand	542	6.04	712	6.22	416	6.83	5.99 - 6.99	285	6.60	5.89 - 5.99	70	5.95
Private Brand	79	4.72	1,297	6.87	112	6.99						
<b>Category 3</b>												
Processor Brand					12	4.99						
Private Brand	53	4.20	16	4.59								
<b>Turkey Ham</b>												
Processor Brand	60	4.29	346	5.27	317	4.59						
Private Brand	22	3.39			16	3.89						
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand	107	8.99										
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	3,109	9.23	1,370	10.33	2,560	9.36	7.99 - 10.99	1,184	9.22	6.99 - 11.99	103	7.43
Private Brand	1,337	9.47	812	8.88	516	9.89	7.99 - 9.99	196	8.61	7.99 - 8.99	119	8.91
<b>Category 2</b>												
Processor Brand	12	4.99	98	5.99								
Private Brand	112	4.99	1,185	6.99	62	5.99	4.99	112	4.99			
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	6,414	3.89	5,091	4.20	5,636	4.35	3.99 - 4.50	389	4.12	3.49 - 5.00	2,931	3.97
Private Brand	459	3.95	418	4.06	227	3.99	3.99	209	3.99			
<b>Turkey 16 oz</b>												
Processor Brand	1,814	5.84	2,436	6.48	692	5.96	5.99 - 7.49	342	6.40	5.98 - 8.99	379	6.95
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	4,111	3.73	3,899	4.18	4,662	4.29	3.99 - 4.50	389	4.12	3.49 - 5.00	1,746	3.96
Private Brand	459	3.95	418	4.06	227	3.99	3.99	209	3.99			

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;

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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,NV)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	53.2% of 6,100 sampled outlets			33.0% of 4,900 sampled outlets			37.6% of 3,800 sampled outlets			58.2% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 7,475			Activity Index = 3,066			Activity Index = 1,662			Activity Index = 2,220		
	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	6.49 - 12.99	1,215	9.98	6.79 - 10.99	115	8.42	6.99 - 15.99	705	11.63	6.99 - 9.99	698	9.92
Private Brand	7.99 - 13.99	1,524	9.56	8.99 - 11.99	110	10.75	6.99 - 12.98	17	9.46	12.98	14	12.98
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	81	5.30	4.49 - 5.99	91	4.89				6.99	15	6.99
Private Brand				4.67 - 4.99	79	4.72						
<b>Category 3</b>												
Processor Brand				4.69	16	4.69	3.99	37	3.99			
Private Brand												
<b>Turkey Ham</b>												
Processor Brand							4.29	60	4.29			
Private Brand				3.39	22	3.39						
<b>Turkey Pastrami</b>												
Processor Brand				8.99	107	8.99						
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	6.49 - 11.99	818	9.08	6.79 - 12.99	150	9.39	7.99	129	7.99	7.99 - 9.99	725	9.87
Private Brand	8.99 - 12.99	915	9.79	8.99	107	8.99						
<b>Category 2</b>												
Processor Brand	4.99	12	4.99									
Private Brand												
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.88 - 5.99	1,361	3.98	3.00 - 4.99	1,197	3.42	3.99 - 4.99	491	4.17	3.50	43	3.50
Private Brand	3.99	215	3.99				3.50	35	3.50			
<b>Turkey 16 oz</b>												
Processor Brand	3.98 - 6.49	171	5.83	6.48 - 6.59	87	6.52	4.99 - 6.99	153	5.30	4.99	682	4.99
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.88 - 5.99	948	3.65	3.00 - 4.79	985	3.26				3.50	43	3.50
Private Brand	3.99	215	3.99				3.50	35	3.50			

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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Feature Rate <sup>1/</sup>	ALASKA (AK)			HAWAII (HI)				
	13.0% of 100 sampled outlets			0.0% of 100 sampled outlets				
	Activity Index = 13			Activity Index = 0				
Activity Index 2/	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	10.49	11	10.49					
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	6.19	2	6.19					
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand								
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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