



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/13 thru 04/19.**

Fri. Apr 13, 2018

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

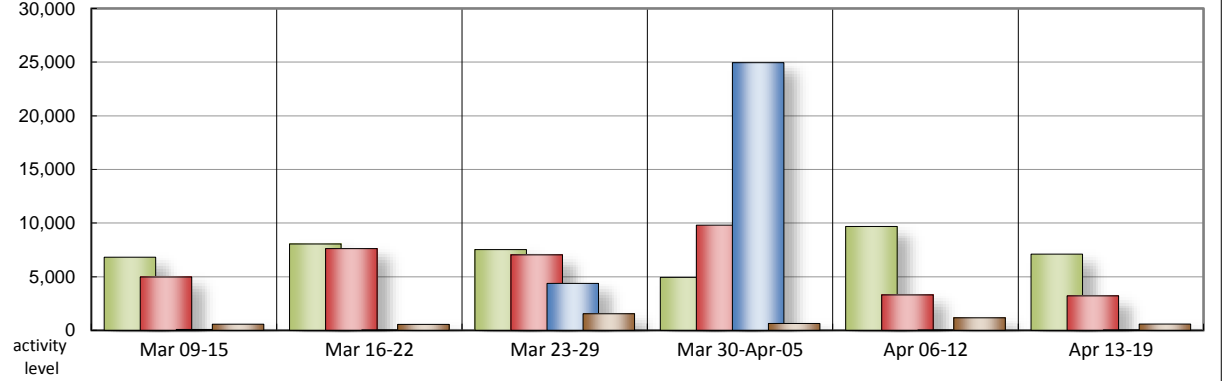
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	<b>29.9% of 29,100 outlets</b>		<b>35.3% of 29,100 outlets</b>		<b>73.3% of 29,100 outlets</b>	
<b>Special Rate</b> <sup>4/</sup>	<b>9.4%</b>		<b>8.9%</b>		<b>2.2%</b>	
<b>Activity Index</b> <sup>2/</sup>	<b>13,093</b>		<b>16,547</b>		<b>47,706</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>						
Fresh - Hens					4,665	1.81
" - Toms					4,205	1.85
Frozen - Hens			8	1.49	6,536	1.02
" - Toms	10	1.37	8	1.49	6,190	1.02
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh			5	2.99	1,079	2.57
Frozen	530	1.35	2,326	1.85	13,189	1.63
Split, bone-in						
Fresh	326	2.99			106	2.29
Rotisserie	234	7.84	115	8.68	538	9.03
Boneless, whole					15	4.69
Cutlets	680	5.32	186	5.78	518	5.00
Cutlets, thin sliced	14	4.99	33	5.99		
Strips						
Tenders			77	5.16	155	4.99
Marinated Tenders	1,430	4.53	561	4.00	1,802	3.50
Drumsticks	168	1.23	184	1.43	86	1.06
Thighs	19	2.13	9	2.29		
Wings	141	1.31	321	1.25	86	1.06
Necks	12	1.20	25	0.91	8	0.99
Smoked Drumsticks	129	2.02	285	2.79	17	1.99
Smoked Wings	118	1.99	263	1.89	17	1.99
Smoked Necks			82	1.68	17	1.99
<b>GROUND TURKEY:</b>	<b>7,105</b>	<b>3.23</b>	<b>9,682</b>	<b>3.73</b>	<b>7,055</b>	<b>3.43</b>
Patties	421	3.56	1,259	3.57	584	3.56
Sausage	559	3.85	822	3.78	556	3.74
85% lean	3,354	2.58	2,606	2.97	2,661	2.78
93% lean	2,430	3.67	3,394	3.62	2,254	3.40
Breast	341	5.00	1,601	5.27	1,000	4.97
Rolls (frsh/frz 1 lb.)	66	2.49	172	2.03	314	2.65
<b>Specialty</b> <sup>5/</sup>						
Patties	193	4.37	303	3.79	230	4.99
93-94% lean	1,846	4.14	1,724	4.25	853	3.80
Breast	72	5.98	178	5.35	25	5.99

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

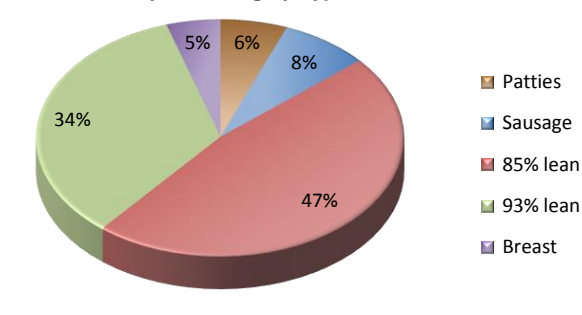
**This Week's Turkey Feature Highlights**

Turkey feature activity continues to slow. Whole bird offers are nearly non-existent as expected for this time of the year. Frozen bone-in breast offerings and prices decline. Rotisserie breasts are easier to find with values lower in some areas. White meats garner more circular space. Prices are lower for cutlets, but higher for marinated tenders. Dark part offers are fewer; values are mixed for both fresh and frozen varieties. Grind activity declines with 85% lean getting the most attention. Weighted average prices are lower for conventional patties, 85% lean, ground breast meat, and specialty 93-94% leans. However, you will tend to pay more for the balance of ground items. Deli activity is decreases. Whole and reformed muscle meats are better valued for processor and private label. You will tend to pay a little more for the self-service items.

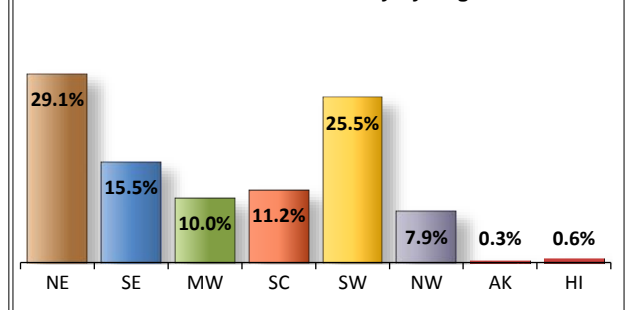
**Turkey Promotional Activity by Category**



**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 <sup>4/</sup> Activity Index <sup>2/</sup>	48.7% of 5,500 sampled outlets 10.3% of stores w/ no-price promotions Activity Index = 4,298			22.0% of 7,400 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 3,122			24.1% of 6,100 sampled outlets 13.2% of stores w/ no-price promotions Activity Index = 1,339		
	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				1.37	10	1.37			
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.99 - 1.99	95	1.32	1.48 - 1.99	197	1.49	0.97 - 1.49	36	1.12
Split, bone-in									
Fresh	2.99	326	2.99						
Rotisserie	6.99	135	6.99	8.99	4	8.99	8.99	13	8.99
Boneless, whole									
Cutlets	4.99 - 5.99	680	5.32						
Cutlets, thin sliced	4.99	14	4.99						
Strips									
Tenders									
Marinated Tenders	4.27 - 4.66	187	4.50	4.66	1,002	4.66	4.66	3	4.66
Drumsticks	0.99 - 1.59	140	1.17	0.99	9	0.99	1.69 - 1.99	19	1.85
Thighs							1.99 - 2.29	19	2.13
Wings	0.99 - 1.59	93	1.25	0.99 - 1.20	21	1.11	1.69 - 1.99	19	1.85
Necks				1.20	12	1.20			
Smoked Drumsticks	1.99 - 2.39	128	2.02	1.99	1	1.99			
Smoked Wings	1.99	117	1.99	1.99	1	1.99			
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	2.99 - 3.99	137	3.49	3.50 - 3.69	114	3.53	2.99 - 3.99	170	3.63
Sausage	2.80 - 4.03	216	3.62				3.99	117	3.99
85% lean	2.33 - 3.84	940	2.78	1.99 - 3.00	1,184	2.37	1.99 - 3.39	396	2.79
93% lean	2.49 - 3.99	228	3.51	2.98 - 3.98	234	3.81	2.79 - 3.99	374	3.77
Breast (99-100% lean)	4.99 - 5.00	157	5.00	5.19	31	5.19			
Rolls (frsh/frz 1 lb.)				2.50	9	2.50			
<b>Specialty <sup>5/</sup></b>									
Patties				2.99	6	2.99			
93-94% lean	3.50 - 4.99	705	4.13	3.99 - 4.99	287	4.05	3.49 - 5.99	173	4.00
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)		
<b>Feature Rate</b> <sup>1/</sup>	22.7% of 4,900 sampled outlets			47.8% of 3,800 sampled outlets			7.6% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	8.2% of stores w/ no-price promotions			16.9% of stores w/ no-price promotions			5.6% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 1,501			Activity Index = 2,481			Activity Index = 317		
	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	0.99	42	0.99	0.99 - 1.89	158	1.35	1.49	2	1.49
Split, bone-in									
Fresh									
Rotisserie	8.99	82	8.99						
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	3.99	151	3.99	3.99	75	3.99	4.66	12	4.66
Drumsticks									
Thighs									
Wings	1.29	8	1.29						
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage	3.99	151	3.99	3.99	75	3.99			
85% lean	2.50 - 2.83	104	2.58	1.99 - 3.48	566	2.58	2.49 - 2.50	164	2.49
93% lean	2.79 - 3.99	564	3.66	3.49 - 3.99	920	3.63	3.06 - 3.99	110	3.80
Breast (99-100% lean)	4.79 - 4.99	144	4.95				4.99	9	4.99
Rolls (frsh/frz 1 lb.)	2.19 - 2.79	52	2.49				2.50	5	2.50
<b>Specialty</b> <sup>5/</sup>									
Patties				3.99 - 4.99	187	4.42			
93-94% lean	3.99 - 4.98	131	4.53	3.99 - 4.99	500	4.11	3.99	15	3.99
Breast	5.98	72	5.98						



(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>	52.7% of 100 sampled outlets			3.5% of 100 sampled outlets			
<b>Special Rate</b> <sup>4/</sup>	22.6% of stores w/ no-price promotions			3.5% of stores w/ no-price promotions			
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 11			Activity Index = 24			
	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							
Breast (99-100% lean)							
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</sup>							
Patties							
93-94% lean	3.99	11	3.99	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>	41.5% of 29,100 stores		55.1% of 29,100 stores		47.2% of 29,100 stores		51.8% of 5,500 sampled outlets			61.1% of 7,400 sampled outlets		
Activity Index <sup>2/</sup>	26,772		37,384		33,262		Activity Index = 6,678			Activity Index = 9,930		
	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	4,044	8.17	4,026	8.85	3,464	7.88	6.97 - 12.99	1,075	8.32	6.99 - 8.99	2,132	8.17
Private Brand	2,866	7.46	2,022	8.43	1,388	7.74	6.99 - 10.99	1,210	7.56	6.99 - 7.99	1,167	7.08
<b>Category 2</b>												
Processor Brand	1,838	6.13	2,683	6.50	1,662	5.92	5.99 - 6.99	836	6.23	4.98 - 6.99	371	5.83
Private Brand	1,275	6.27	2,480	6.69	1,357	6.55	4.98 - 6.99	115	5.65	5.99	251	5.99
<b>Category 3</b>												
Processor Brand	493	4.26	272	3.90	1,732	3.31	3.99 - 4.99	273	4.18	3.99 - 4.99	103	4.77
Private Brand	238	4.56	344	4.60	116	3.84	3.99 - 4.99	21	4.80			
<b>Turkey Ham</b>												
Processor Brand	196	4.46	446	4.12	252	3.68	3.79 - 4.99	187	4.51			
Private Brand	23	3.69			42	3.99	4.99	8	4.99			
<b>Turkey Pastrami</b>												
Processor Brand	93	4.84	415	4.93	106	6.64	3.49 - 4.99	93	4.84			
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	880	7.64	1,307	8.20	1,946	7.64	5.98 - 9.99	325	7.70	6.99 - 9.99	142	7.73
Private Brand	124	9.73	1,138	7.03	685	7.84	6.99 - 9.99	34	9.05			
<b>Category 2</b>												
Processor Brand	237	6.19	355	6.53	74	5.99	6.99	17	6.99	4.98	62	4.98
Private Brand	1,080	6.07	410	6.00	55	5.60	5.99 - 6.99	681	6.02			
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2,893	3.16	9,612	3.12	8,062	3.24	2.50 - 4.29	522	3.08	2.00 - 3.99	552	3.19
Private Brand	2,679	2.83	1,885	2.59	1,433	2.57	1.98 - 3.50	303	2.52	2.50 - 3.00	1,601	2.92
<b>Turkey 16 oz</b>												
Processor Brand	2,498	5.36	1,406	5.20	1,527	5.51	4.99 - 6.99	159	6.11	3.99 - 5.79	1,506	5.37
Private Brand			10	3.99	220	4.99						
<b>Chicken 7-10 oz</b>												
Processor Brand	2,729	3.20	8,049	3.10	7,708	3.28	2.50 - 4.00	516	3.07	2.00 - 3.99	446	3.35
Private Brand	2,586	2.84	524	2.83	1,433	2.57	1.98 - 3.50	303	2.52	2.50 - 3.00	1,597	2.92

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

Feature Rate <sup>1/</sup>	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)		
	30.5% of 6,100 sampled outlets			31.0% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			25.3% of 1,300 sampled outlets		
	Activity Index = 5,132			Activity Index = 3,837			Activity Index = 715			Activity Index = 246		
Activity Index <sup>2/</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 - 8.99	363	7.70	6.99 - 8.59	191	7.87	7.99	178	7.99	8.99	105	8.99
Private Brand	6.98 - 10.99	62	8.34	6.99 - 8.99	56	8.44	7.99 - 8.99	348	8.02	7.99	20	7.99
<b>Category 2</b>												
Processor Brand	4.98 - 6.99	390	6.29	4.99 - 6.99	241	5.99						
Private Brand	4.99 - 6.99	483	6.44	5.99 - 6.99	281	6.30	4.99 - 6.99	127	6.84	4.99 - 5.99	18	5.49
<b>Category 3</b>												
Processor Brand	2.99 - 3.99	77	3.87	3.98 - 4.79	40	4.22						
Private Brand	3.99 - 4.99	170	4.65				2.99 - 4.99	47	4.12			
<b>Turkey Ham</b>												
Processor Brand	3.49	9	3.49									
Private Brand							2.99	15	2.99			
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.99 - 8.99	135	7.78	6.99 - 8.98	190	7.07				7.99 - 9.99	65	8.11
Private Brand	9.99	9	9.99									
<b>Category 2</b>												
Processor Brand	5.98 - 6.99	132	6.79	5.49	26	5.49						
Private Brand	5.99 - 6.99	227	6.05	5.99 - 6.99	172	6.30						
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 3.99	1,178	3.14	1.99 - 3.79	610	3.21				3.29 - 3.99	19	3.75
Private Brand	2.50 - 2.99	224	2.52	2.50 - 3.00	524	2.81						
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.79	298	4.91	3.98 - 5.49	480	5.18						
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 3.99	1,158	3.15	1.99 - 3.79	584	3.26				3.29 - 3.99	19	3.75
Private Brand	2.50 - 2.99	217	2.51	2.50 - 3.00	442	2.87						

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 <sup>1/</sup>	34.4% of 100 sampled outlets			59.3% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 59			Activity Index = 175				
	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								
Private Brand	8.98	3 8.98						
<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	7.99 - 8.99	23 8.90		9.99	81 9.99			
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	3.79	6 3.79		2.50	6 2.50			
Private Brand				3.99	27 3.99			
<b>Turkey 16 oz</b>								
Processor Brand	6.99	21 6.99		6.49	34 6.49			
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.79	6 3.79						
Private Brand				3.99	27 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)

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