



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

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

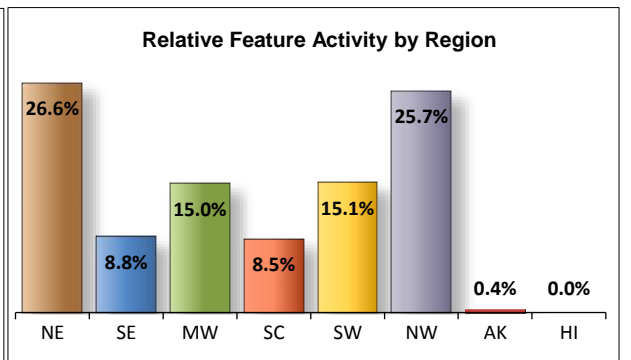
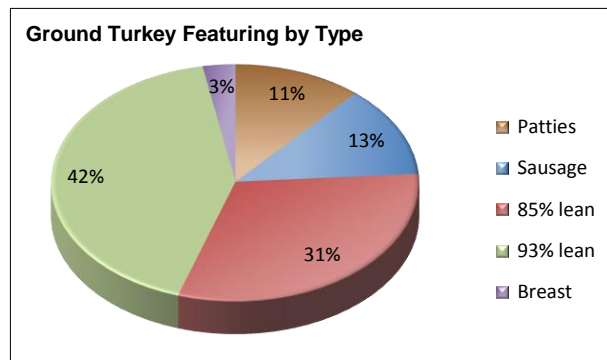
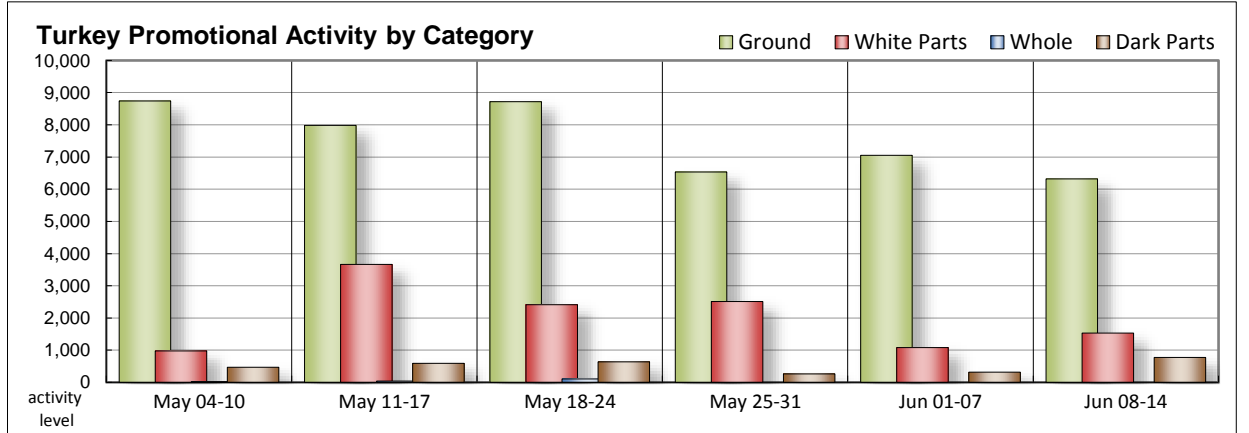
Fri. Jun 08, 2018

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	36.0% of 29,100 outlets		24.4% of 29,100 outlets		33.0% of 29,100 outlets	
Special Rate ^{4/}	7.3%		2.5%		5.9%	
Activity Index ^{2/}	11,933		9,528		15,257	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen	419	1.67	423	1.59	1,045	1.74
Split, bone-in						
Fresh	62	2.99	20	2.49	5	1.99
Rotisserie	578	6.99	101	7.74		
Boneless, whole	25	4.49	25	4.49	17	4.97
Cutlets	167	5.21	31	4.59	372	5.03
Cutlets, thin sliced	5	5.99	41	5.99		
Strips	137	5.49				
Tenders	22	4.99	118	5.32	33	5.49
Marinated Tenders	116	3.69	321	3.99	476	4.54
Drumsticks	242	1.75	151	1.36	98	1.02
Thighs	176	2.01	44	1.72		
Wings	287	1.71	104	1.42	110	1.08
Necks	12	1.00	5	1.89		
Smoked Drumsticks	26	1.92			209	1.95
Smoked Wings	26	1.92	13	1.69	209	1.95
Smoked Necks	5	2.89			209	1.95
GROUND TURKEY:	6,320	3.27	7,053	3.26	8,913	3.38
Patties	724	3.45	957	3.65	1,109	3.60
Sausage	788	3.57	799	3.65	854	3.37
85% lean	1,964	2.67	3,130	2.65	2,926	2.78
93% lean	2,661	3.44	1,786	3.60	3,294	3.44
Breast	183	5.27	381	4.93	730	5.20
Rolls (frsh/frz 1 lb.)	1,394	2.36	68	2.49	522	2.48
Specialty ^{5/}						
Patties					94	3.88
93-94% lean	1,499	4.31	774	4.29	2,409	4.03
Breast	415	5.73	236	5.62	536	5.02

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

This Week's Turkey Feature Highlights

Turkey feature activity increases. Whole birds are non-existent again. Frozen bone-in breast offerings are nearly unchanged from the previous week with prices higher. Rotisserie breasts gain some momentum and can be found at lower values. White meats occupy more circular space. Fresh and marinated tenders are seen at lower price levels, while cutlets are steady to higher. Offerings of dark parts are greater; prices usually trend higher. Grinds activity slows with retailers focusing the most attention on 93% and 85% leans. Weighted average prices are lower for most items with the exception of conventional 85% lean and both varieties of ground breast meat. Deli promotions decline. Service deli whole muscle meats are better valued, as are processor label smaller package size self-service items.



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.



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

Fri. Jun 08, 2018

(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 ^{4/} Activity Index ^{2/}	51.7% of 5,500 sampled outlets 11.1% of stores w/ no-price promotions Activity Index = 4,123			44.0% of 7,400 sampled outlets 10.0% of stores w/ no-price promotions Activity Index = 1,856			27.2% of 6,100 sampled outlets 3.8% of stores w/ no-price promotions Activity Index = 2,110		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	0.98 - 1.99	118	1.55	1.19	6	1.19	0.99 - 1.99	102	1.30
Split, bone-in									
Fresh	2.99	62	2.99						
Rotisserie	6.99	18	6.99				6.99	16	6.99
Boneless, whole	4.49	25	4.49						
Cutlets	4.49 - 5.99	110	5.02	4.99 - 5.99	35	5.93	4.99	22	4.99
Cutlets, thin sliced	5.99	5	5.99						
Strips	5.49	137	5.49						
Tenders							4.99	22	4.99
Marinated Tenders	3.33 - 4.27	116	3.69						
Drumsticks	0.99 - 1.99	216	1.77	0.99 - 1.99	9	1.21	1.69 - 1.99	17	1.75
Thighs	1.99	164	1.99	1.99	2	1.99	1.99 - 2.29	10	2.26
Wings	0.99 - 1.99	249	1.76	0.99 - 1.99	21	1.09	1.69 - 1.99	17	1.75
Necks				1.00	12	1.00			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.99 - 3.99	376	3.40	2.99 - 3.50	54	3.44	2.99 - 3.50	183	3.49
Sausage	3.19 - 3.99	458	3.70	3.19 - 3.50	76	3.25	3.50	180	3.50
85% lean	1.92 - 3.49	758	2.66	2.50 - 3.00	175	2.88	1.99 - 3.29	490	2.81
93% lean	2.99 - 3.99	546	3.42	3.00 - 3.49	1,162	3.47	2.99 - 3.50	336	3.31
Breast (99-100% lean)	4.99 - 5.99	92	5.66	4.49 - 5.37	50	4.79	4.79	21	4.79
Rolls (frsh/frz 1 lb.)	2.33	255	2.33	2.33	233	2.33	1.34 - 2.99	677	2.37
Specialty ^{5/}									
Patties									
93-94% lean	2.99 - 4.99	281	3.95	4.99	21	4.99	3.49 - 3.99	17	3.81
Breast	5.99	137	5.99						



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

Fri. Jun 08, 2018

(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)		
Feature Rate ^{1/}	24.0% of 4,900 sampled outlets			18.0% of 3,800 sampled outlets			60.9% of 1,300 sampled outlets		
Special Rate ^{4/}	8.2% of stores w/ no-price promotions			2.9% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,197			Activity Index = 1,543			Activity Index = 1,087		
	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									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.18 - 1.99	50	1.86	1.99	4	1.99	1.18 - 1.99	139	1.98
Split, bone-in									
Fresh									
Rotisserie	6.99	180	6.99	6.99	75	6.99	6.99	289	6.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks				1.69 - 2.89	26	1.92			
Smoked Wings				1.69 - 2.89	26	1.92			
Smoked Necks				2.89	5	2.89			
GROUND TURKEY:									
Patties	2.99	22	2.99	2.49	15	2.49	3.98 - 3.99	72	3.99
Sausage							3.26 - 3.27	72	3.27
85% lean	2.29 - 2.99	112	2.63	1.99 - 2.99	245	2.37	2.29 - 2.99	173	2.50
93% lean	3.49 - 3.50	119	3.49	2.99 - 3.49	191	3.46	2.50 - 3.99	305	3.47
Breast (99-100% lean)							4.98 - 5.49	20	5.21
Rolls (frsh/frz 1 lb.)	2.29 - 2.79	229	2.42						
Specialty ^{5/}									
Patties									
93-94% lean	3.49 - 4.99	413	4.12	3.49 - 4.99	750	4.57	3.49 - 3.50	17	3.49
Breast	5.98	72	5.98	4.99 - 6.49	206	5.48			



(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/}	14.0% of 100 sampled outlets			0.0% 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 = 17			Activity Index = 0		
	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						
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						
GROUND TURKEY:						
Patties	3.99	2	3.99			
Sausage	3.27	2	3.27			
85% lean	2.33	11	2.33			
93% lean	3.99	2	3.99			
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
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 06/08 thru 06/14.

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

Fri. Jun 08, 2018

	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		56.3% of 5,500 sampled outlets Activity Index = 7,724			53.9% of 7,400 sampled outlets Activity Index = 8,607		
Feature Rate ^{1/}	46.5% of 29,100 stores		46.9% of 29,100 stores		56.0% of 29,100 stores		Price Range (\$/pound)			Summary (Stores Wtd Avg)		
Activity Index ^{2/}	33,761		37,846		44,969		Price Range (\$/pound)			Summary (Stores Wtd Avg)		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Stores	Wtd Avg	Price Range (\$/pound)	Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	2,309	8.32	4,449	8.35	5,206	8.48	6.98 - 12.99	1,054	8.38	6.99 - 8.99	70	7.55
Private Brand	4,458	7.77	2,182	8.08	5,061	8.01	6.99 - 10.99	1,309	7.97	6.99 - 8.99	1,227	7.26
Category 2												
Processor Brand	1,334	6.15	1,716	6.14	2,506	6.01	5.99 - 6.99	159	6.24	5.99 - 6.99	289	6.28
Private Brand	5,029	6.29	2,244	6.37	1,766	6.33	4.99 - 6.99	1,647	6.31	4.99 - 6.99	901	6.03
Category 3												
Processor Brand	587	4.34	767	3.89	525	3.96	3.33 - 4.99	331	4.28	3.98 - 4.99	101	4.30
Private Brand	178	4.66	187	4.70	510	4.49	4.99	8	4.99			
Turkey Ham												
Processor Brand	192	4.64	425	3.52	651	3.99	2.99 - 4.99	159	4.78	3.99	20	3.99
Private Brand			50	3.31	21	2.99						
Turkey Pastrami												
Processor Brand	174	4.91	94	5.08	159	4.70	3.49 - 4.99	174	4.91			
Private Brand			8	3.99	9	4.99						
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,237	8.06	1,827	8.00	3,294	8.30	6.99 - 9.99	529	8.28	5.99 - 9.99	173	8.12
Private Brand	109	9.03	2,274	7.43	1,805	7.39	7.99 - 8.99	13	8.61	8.99	87	8.99
Category 2												
Processor Brand	152	6.09	36	6.46	989	4.85	6.99	17	6.99			
Private Brand	320	6.08	365	6.24	286	6.12	4.99 - 5.99	18	5.55	5.99	233	5.99
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	4,991	3.21	7,384	3.31	6,880	3.08	2.50 - 3.99	858	3.41	1.99 - 3.99	701	3.64
Private Brand	2,684	3.30	2,095	3.00	3,314	2.97	2.50 - 3.49	224	2.76	2.50 - 3.99	1,257	3.35
Turkey 16 oz												
Processor Brand	2,521	4.97	2,554	4.66	1,980	5.63	3.99 - 5.99	142	4.99	3.99 - 5.99	1,769	4.86
Private Brand												
Chicken 7-10 oz												
Processor Brand	4,937	3.22	7,094	3.33	6,693	3.10	2.50 - 3.99	858	3.41	2.49 - 3.99	657	3.73
Private Brand	2,549	3.29	2,095	3.00	3,314	2.97	2.50 - 3.49	224	2.76	2.50 - 3.99	1,122	3.34

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

5 of 7

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

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Fri. Jun 08, 2018

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

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

Feature Rate ^{1/}	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)		
	38.4% of 6,100 sampled outlets			40.4% of 4,900 sampled outlets			3.0% of 3,800 sampled outlets			57.8% of 1,300 sampled outlets		
	Activity Index = 8,311			Activity Index = 4,696			Activity Index = 1,493			Activity Index = 2,610		
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	Price Range (\$/pound)	Summary Stores Wtd Avg		
SERVICE DELI - Turkey												
Category 1												
Processor Brand	6.99 - 9.99	447 8.65	6.99 - 9.99	306 8.16	6.99 - 10.99	184 7.12	7.99 - 8.99	214 8.70				
Private Brand	6.99 - 10.99	1,357 8.04	7.49 - 7.99	116 7.63	7.49 - 10.99	32 9.55	7.49 - 8.99	417 7.71				
Category 2												
Processor Brand	4.98 - 6.99	743 6.21	4.99 - 6.99	132 5.44			5.99	11 5.99				
Private Brand	4.99 - 6.99	726 5.78	5.97 - 6.99	1,097 6.76	5.99 - 6.99	345 6.77	5.99	313 5.99				
Category 3												
Processor Brand	2.99 - 4.99	42 4.02	3.89 - 4.99	108 4.71			3.99	5 3.99				
Private Brand	3.99	27 3.99	4.49	9 4.49	3.99 - 4.99	134 4.79						
Turkey Ham												
Processor Brand	3.99	13 3.99										
Private Brand												
Turkey Pastrami												
Processor Brand												
Private Brand												
SERVICE DELI - Chicken												
Category 1												
Processor Brand	5.98 - 8.99	462 7.67	6.99 - 9.99	63 8.78	7.99	6 7.99	9.99	4 9.99				
Private Brand	9.99	9 9.99										
Category 2												
Processor Brand	4.98 - 6.99	135 5.98										
Private Brand	6.99	21 6.99	5.97	33 5.97			6.99	15 6.99				
SELF-SERVICE DELI (dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	1.99 - 3.99	1,260 3.19	2.49 - 3.99	969 3.12	1.99 - 3.50	396 2.43	2.79 - 3.50	688 3.13				
Private Brand	2.79 - 3.99	709 3.64	2.50 - 3.99	419 2.73			2.99 - 3.99	75 3.87				
Turkey 16 oz												
Processor Brand	4.49 - 5.49	391 5.20	3.99 - 5.49	56 5.06			5.49	105 5.49				
Private Brand												
Chicken 7-10 oz												
Processor Brand	1.99 - 3.99	1,260 3.19	2.49 - 3.99	969 3.12	1.99 - 3.50	396 2.43	2.79 - 3.50	688 3.13				
Private Brand	2.79 - 3.99	709 3.64	2.50 - 3.99	419 2.73			2.99 - 3.99	75 3.87				

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;

(515) 284-4460

6 of 7

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

Email: desm.lpgmn@ams.usda.gov



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 06/08 thru 06/14.

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

	ALASKA (AK)			HAWAII (HI)					
Feature Rate ^{1/}	36.6% of 100 sampled outlets			75.2% of 100 sampled outlets					
Activity Index ^{2/}	Activity Index = 76			Activity Index = 244					
	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg			
SERVICE DELI - Turkey									
Category 1									
Processor Brand	7.99 - 10.99	34	9.58						
Private Brand									
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	4.49	21	4.49	1.99 - 3.50	98	2.93			
Private Brand									
Turkey 16 oz									
Processor Brand				3.99 - 6.49	58	5.46			
Private Brand									
Chicken 7-10 oz									
Processor Brand	4.49	21	4.49	1.99 - 3.50	88	3.03			
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> :

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov