



USDA National Retail Report - Turkey
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

Fri. Jan 11, 2019

(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/} | 33.8% of 29,200 outlets | | 40.5% of 29,100 outlets | | 30.4% of 29,100 outlets | |
| Special Rate ^{4/} | 9.2% | | 5.9% | | 5.8% | |
| Activity Index ^{2/} | 12,857 | | 15,676 | | 19,546 | |
| 3/ | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | | | 258 | 1.06 | | |
| " - Toms | | | 258 | 1.06 | | |
| Frozen - Hens | | | | | | |
| " - Toms | | | | | | |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | 12 | 1.99 | | | 5 | 2.99 |
| Frozen | 1,563 | 1.64 | 839 | 1.29 | 901 | 1.71 |
| Split, bone-in | | | | | | |
| Fresh | 53 | 1.99 | | | | |
| Rotisserie | 108 | 8.99 | 105 | 7.99 | 759 | 8.49 |
| Boneless, whole | 239 | 4.99 | | | 117 | 5.14 |
| Cutlets | 166 | 4.32 | 28 | 4.99 | 389 | 5.51 |
| Cutlets, thin sliced | | | | | 243 | 4.82 |
| Strips | | | | | | |
| Tenders | 369 | 5.94 | 28 | 4.99 | 162 | 5.38 |
| Marinated Tenders | 167 | 5.16 | 306 | 4.33 | 281 | 5.06 |
| Drumsticks | 251 | 1.88 | 165 | 1.40 | 28 | 2.69 |
| Thighs | | | | | 28 | 2.99 |
| Wings | 286 | 1.30 | 175 | 1.39 | 104 | 1.08 |
| Necks | 61 | 0.94 | | | 76 | 0.90 |
| Smoked Drumsticks | 12 | 1.99 | 69 | 2.35 | 144 | 2.15 |
| Smoked Wings | 66 | 1.62 | 69 | 2.15 | 206 | 2.04 |
| Smoked Necks | | | 47 | 1.99 | 129 | 1.89 |
| GROUND TURKEY: | 8,017 | 3.53 | 10,848 | 3.24 | 12,050 | 3.31 |
| Patties | 980 | 3.41 | 767 | 3.84 | 2,351 | 3.32 |
| Sausage | 521 | 3.56 | 298 | 3.79 | 1,738 | 3.64 |
| 85% lean | 2,383 | 2.80 | 5,101 | 2.77 | 3,376 | 2.72 |
| 93% lean | 3,258 | 3.69 | 4,112 | 3.39 | 3,875 | 3.34 |
| Breast | 875 | 5.02 | 570 | 5.28 | 710 | 5.10 |
| Rolls (frsh/frz 1 lb.) | | | 128 | 1.94 | 533 | 3.09 |
| Specialty ^{5/} | | | | | | |
| Patties | | | | | | |
| 93-94% lean | 979 | 4.27 | 1,633 | 4.19 | 3,141 | 3.81 |
| Breast | 508 | 5.30 | 720 | 5.28 | 250 | 5.81 |

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

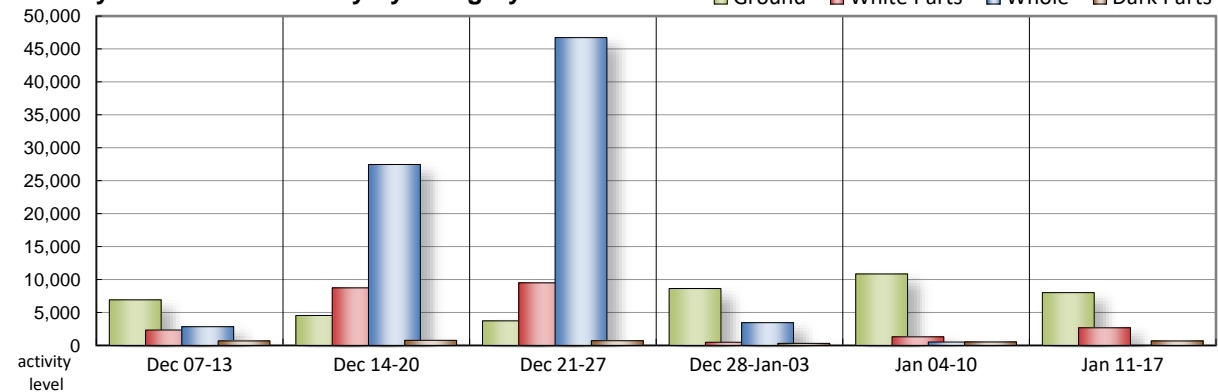
Source: USDA Livestock, Poultry, & Grain Market News;

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

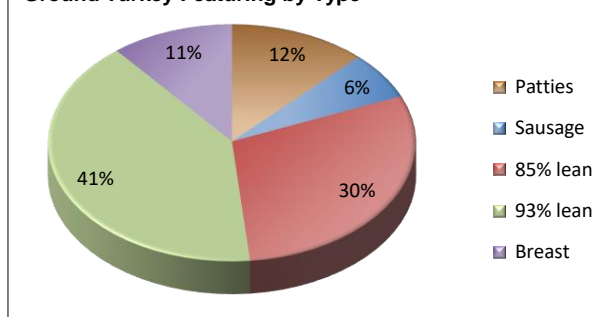
This Week's Turkey Feature Highlights

Whole bird ad activity is non-existent after the holidays have left us, while there is a slight flurry of offerings of breast items when compared to the past week with the biggest store count jump seen in frozen whole breasts and tenders. Parts offerings are also seasonally quiet while those that are featured are done with little vigor and slightly lower offering prices. Ground turkey offerings are split this week between 85% and 93% while rolls are completely out of the picture. Category 1 processor service deli ads increased significantly from last week. Category 3 private labels seem to push for a little more brand recognition with the heaviest showings in the Southeast region. Self-service deli meats show some of the same attitude, dropping by half on processor brand offerings and increasing 3 fold for private labels meats.

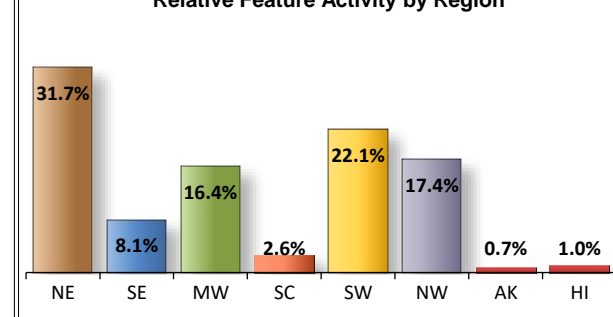
Turkey Promotional Activity by Category



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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(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/} | 41.6% of 5,500 sampled outlets 7.3% of stores w/ no-price promotions Activity Index = 5,107 | | | 26.0% of 7,400 sampled outlets 10.2% of stores w/ no-price promotions Activity Index = 1,781 | | | 29.9% of 6,100 sampled outlets 9.3% of stores w/ no-price promotions Activity Index = 2,398 | | |
| | 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 | | | | | | | 1.99 | 12 | 1.99 |
| Frozen | 1.79 - 1.99 | 497 | 1.91 | 1.28 - 1.69 | 672 | 1.43 | 0.99 - 1.79 | 277 | 1.67 |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | 1.99 | 53 | 1.99 |
| Rotisserie | | | | | | | 8.99 | 108 | 8.99 |
| Boneless, whole | | | | | | | 4.99 | 201 | 4.99 |
| Cutlets | 3.99 | 112 | 3.99 | 4.99 | 9 | 4.99 | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | 6.99 | 207 | 6.99 | | | | 4.99 | 33 | 4.99 |
| Marinated Tenders | 4.27 - 7.99 | 167 | 5.16 | | | | | | |
| Drumsticks | 1.49 - 2.99 | 227 | 1.95 | | | | | | |
| Thighs | | | | | | | | | |
| Wings | 1.49 | 158 | 1.49 | 0.87 - 0.99 | 40 | 0.91 | 0.99 | 21 | 0.99 |
| Necks | | | | 0.87 - 0.99 | 40 | 0.91 | 0.99 | 21 | 0.99 |
| Smoked Drumsticks | | | | | | | 1.99 | 12 | 1.99 |
| Smoked Wings | | | | 1.49 | 23 | 1.49 | 1.69 | 43 | 1.69 |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 3.00 | 226 | 3.00 | 2.99 - 3.00 | 207 | 2.99 | 3.49 - 3.99 | 262 | 3.77 |
| Sausage | 3.59 - 3.99 | 231 | 3.81 | 3.75 | 44 | 3.75 | 3.50 | 108 | 3.50 |
| 85% lean | 1.99 - 3.50 | 973 | 2.85 | 1.66 - 3.50 | 502 | 2.60 | 2.50 - 3.00 | 715 | 2.85 |
| 93% lean | 3.36 - 4.99 | 946 | 3.68 | 3.36 - 4.99 | 44 | 4.53 | 2.99 - 4.99 | 522 | 4.14 |
| Breast (99-100% lean) | 4.99 | 127 | 4.99 | | | | 4.29 | 10 | 4.29 |
| Rolls (frsh/frz 1 lb.) | | | | | | | | | |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | 3.99 - 4.99 | 728 | 4.59 | 2.98 | 200 | 2.98 | | | |
| Breast | 4.99 - 5.99 | 508 | 5.30 | | | | | | |



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(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/} | 19.3% of 4,900 sampled outlets | | | 54.0% of 3,800 sampled outlets | | | 58.8% of 1,300 sampled outlets | | |
| Special Rate ^{4/} | 11.5% of stores w/ no-price promotions | | | 10.6% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 380 | | | Activity Index = 2,347 | | | Activity Index = 767 | | |
| | 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 | 1.49 | 47 | 1.49 | 1.49 - 1.99 | 56 | 1.93 | 1.49 | 14 | 1.49 |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | | | |
| Rotisserie | | | | | | | | | |
| Boneless, whole | 4.99 | 38 | 4.99 | | | | | | |
| Cutlets | 4.99 | 45 | 4.99 | | | | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | | | | 4.49 | 129 | 4.49 | | | |
| Marinated Tenders | | | | | | | | | |
| Drumsticks | | | | 1.29 | 10 | 1.29 | 1.29 | 14 | 1.29 |
| Thighs | | | | | | | | | |
| Wings | 1.17 | 67 | 1.17 | | | | | | |
| Necks | | | | | | | | | |
| Smoked Drumsticks | | | | | | | | | |
| Smoked Wings | | | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | | | | 3.50 - 3.99 | 285 | 3.70 | | | |
| Sausage | | | | 2.50 - 3.50 | 138 | 3.14 | | | |
| 85% lean | 2.50 - 2.89 | 28 | 2.65 | 1.99 - 3.50 | 138 | 2.96 | 1.99 - 2.99 | 25 | 2.59 |
| 93% lean | 3.50 - 4.99 | 155 | 4.76 | 2.47 - 4.99 | 1,591 | 3.41 | | | |
| Breast (99-100% lean) | | | | | | | 4.98 - 5.00 | 693 | 5.00 |
| Rolls (frsh/frz 1 lb.) | | | | | | | | | |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | | | | | | | 2.99 | 21 | 2.99 |
| Breast | | | | | | | | | |



(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/} | 17.0% of 100 sampled outlets | | | 45.0% 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 = 32 | | | Activity Index = 45 | | | |
| | 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 | | | | | | | |
| Sausage | | | | | | | |
| 85% lean | 3.99 | 2 | 3.99 | | | | |
| 93% lean | | | | | | | |
| Breast (99-100% lean) | 4.99 | 15 | 4.99 | 5.89 | 30 | 5.89 | |
| Rolls (frsh/frz 1 lb.) | | | | | | | |
| Specialty ^{5/} | | | | | | | |
| Patties | | | | | | | |
| 93-94% lean | 5.49 | 15 | 5.49 | 5.99 | 15 | 5.99 | |
| Breast | | | | | | | |



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

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

Fri. Jan 11, 2019

| | 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 | | 61.2% of 5,500 sampled outlets Activity Index = 7,624 | | | 47.2% of 7,400 sampled outlets Activity Index = 11,773 | | |
| Feature Rate ^{1/} | 39.6% of 29,200 stores | | 35.6% of 29,100 stores | | 54.3% of 29,100 stores | | | | | | | |
| Activity Index ^{2/} | 34,327 | | 25,583 | | 39,931 | | | | | | | |
| | 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 | 6,388 | 8.31 | 2,487 | 7.93 | 4,480 | 8.13 | 6.99 - 10.99 | 1,373 | 8.67 | 6.99 - 8.99 | 1,549 | 8.69 |
| Private Brand | 2,527 | 8.51 | 1,918 | 7.74 | 2,290 | 8.31 | 6.99 - 10.49 | 641 | 8.87 | 7.99 - 10.49 | 311 | 9.35 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 1,668 | 6.49 | 1,205 | 5.85 | 2,672 | 5.97 | 4.99 - 6.99 | 712 | 6.54 | 4.98 - 5.99 | 296 | 5.65 |
| Private Brand | 1,538 | 7.23 | 990 | 6.55 | 1,573 | 6.81 | 5.99 - 7.99 | 1,042 | 7.03 | 6.99 | 11 | 6.99 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 368 | 4.72 | 92 | 4.33 | 459 | 4.42 | 4.99 | 112 | 4.99 | 3.99 | 30 | 3.99 |
| Private Brand | 1,965 | 4.76 | 13 | 2.99 | 645 | 4.54 | 4.00 - 5.49 | 484 | 4.64 | 4.00 - 5.99 | 1,166 | 5.04 |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 456 | 4.53 | 358 | 4.27 | 439 | 3.76 | 3.99 - 4.99 | 244 | 4.47 | 3.99 - 4.99 | 83 | 4.52 |
| Private Brand | 22 | 1.99 | 13 | 2.99 | 137 | 4.99 | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 258 | 4.35 | 358 | 4.49 | 184 | 4.46 | 3.99 - 4.99 | 175 | 4.26 | 3.99 - 4.99 | 83 | 4.52 |
| Private Brand | | | 21 | 4.99 | 137 | 4.99 | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 1,661 | 8.12 | 670 | 8.04 | 3,172 | 8.37 | 6.99 - 8.99 | 538 | 8.54 | 5.98 - 8.99 | 412 | 8.58 |
| Private Brand | 1,221 | 8.22 | 831 | 8.14 | 2,000 | 7.89 | 5.99 - 9.49 | 506 | 7.96 | 6.99 - 9.49 | 106 | 8.78 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 510 | 6.11 | 383 | 5.89 | 172 | 5.74 | 5.99 | 127 | 5.99 | 4.98 | 67 | 4.98 |
| Private Brand | 1,971 | 5.35 | 644 | 6.42 | 467 | 6.34 | 4.99 - 5.99 | 148 | 5.44 | 4.99 | 1,125 | 4.99 |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 3,110 | 3.10 | 6,225 | 3.20 | 6,375 | 3.24 | 2.50 - 3.99 | 413 | 3.16 | 2.50 - 3.69 | 485 | 3.41 |
| Private Brand | 3,354 | 3.20 | 1,114 | 3.41 | 1,644 | 2.81 | 2.49 - 2.59 | 210 | 2.54 | 2.49 - 4.00 | 2,666 | 3.36 |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 902 | 5.27 | 1,114 | 4.62 | 5,238 | 5.72 | 3.99 - 5.99 | 276 | 4.61 | 4.99 - 5.99 | 232 | 5.93 |
| Private Brand | | | | | 233 | 4.99 | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 3,055 | 3.10 | 6,064 | 3.19 | 6,052 | 3.26 | 2.50 - 3.99 | 413 | 3.16 | 2.50 - 3.69 | 485 | 3.41 |
| Private Brand | 3,353 | 3.20 | 1,083 | 3.45 | 1,562 | 2.83 | 2.49 - 2.59 | 210 | 2.54 | 2.49 - 4.00 | 2,666 | 3.36 |

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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| 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) | | |
|--|--|---------------------------|------|---|---------------------------|------|--------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
| | 32.2% of 6,100 sampled outlets | | | 20.3% of 4,900 sampled outlets | | | 23.7% of 3,800 sampled outlets | | | 60.5% of 1,300 sampled outlets | | |
| | Activity Index = 4,985 | | | Activity Index = 4,609 | | | Activity Index = 3,041 | | | Activity Index = 2,172 | | |
| 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 | 7.49 - 10.99 | 792 | 8.38 | 6.99 - 9.99 | 2,223 | 8.00 | 6.99 - 10.49 | 451 | 7.34 | | | |
| Private Brand | 6.99 - 9.99 | 646 | 8.18 | 6.99 - 10.49 | 215 | 8.97 | | | | 7.99 | 682 | 7.99 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 5.98 - 6.99 | 318 | 6.62 | 6.99 | 12 | 6.99 | 6.99 | 308 | 6.99 | 7.49 | 22 | 7.49 |
| Private Brand | 6.99 - 7.99 | 375 | 7.66 | 7.49 - 7.99 | 110 | 7.77 | | | | | | |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 4.99 - 5.99 | 83 | 5.66 | 3.99 - 4.98 | 44 | 4.87 | 3.50 - 3.99 | 83 | 3.54 | 4.98 | 16 | 4.98 |
| Private Brand | 2.99 - 5.99 | 132 | 4.49 | 5.99 | 54 | 5.99 | 2.42 | 129 | 2.42 | | | |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 3.99 - 4.99 | 129 | 4.66 | | | | | | | | | |
| Private Brand | | | | 1.99 | 22 | 1.99 | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | | | | | | | | | | | | |
| Private Brand | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 6.99 - 8.99 | 393 | 7.90 | 6.99 - 8.99 | 124 | 8.30 | 5.99 | 179 | 5.99 | | | |
| Private Brand | 6.99 - 9.99 | 310 | 9.14 | 6.99 - 9.99 | 155 | 7.96 | 6.99 | 142 | 6.99 | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 5.99 | 187 | 5.99 | | | | 6.99 | 129 | 6.99 | | | |
| Private Brand | 2.99 - 6.99 | 292 | 5.82 | 5.99 | 4 | 5.99 | 5.99 | 402 | 5.99 | | | |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 1.98 - 3.50 | 289 | 2.97 | 2.50 - 3.50 | 681 | 2.68 | 2.50 - 3.99 | 504 | 3.56 | 1.99 - 3.49 | 713 | 2.99 |
| Private Brand | 2.49 - 3.29 | 238 | 2.64 | 2.49 - 2.59 | 136 | 2.54 | 2.50 - 3.29 | 93 | 2.53 | | | |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 3.00 - 6.49 | 329 | 5.41 | 5.49 | 13 | 5.49 | 3.79 | 24 | 3.79 | 5.48 - 5.99 | 26 | 5.77 |
| Private Brand | | | | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 1.98 - 3.50 | 234 | 2.84 | 2.50 - 3.50 | 681 | 2.68 | 2.50 - 3.99 | 504 | 3.56 | 1.99 - 3.49 | 713 | 2.99 |
| Private Brand | 2.49 - 3.29 | 238 | 2.64 | 2.49 - 2.59 | 135 | 2.54 | 2.50 - 3.29 | 93 | 2.53 | | | |

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>

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 01/11 thru 01/17.

(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/} | 13.0% of 100 sampled outlets | | | 49.0% of 100 sampled outlets | | | | |
| Activity Index ^{2/} | Activity Index = 32 | | | Activity Index = 91 | | | | |
| | Price Range (\$/pound) | Summary Stores | Wtd Avg | Price Range (\$/pound) | Summary Stores | Wtd Avg | | |
| SERVICE DELI - Turkey | | | | | | | | |
| Category 1 | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | 7.99 | 2 | 7.99 | 7.99 | 30 | 7.99 | | |
| 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 | | | | 9.99 | 15 | 9.99 | | |
| Private Brand | 7.99 | 2 | 7.99 | | | | | |
| Category 2 | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | |
| Processor Brand | 3.99 | 2 | 3.99 | 2.50 - 3.50 | 23 | 3.22 | | |
| Private Brand | 3.50 | 11 | 3.50 | | | | | |
| Turkey 16 oz | | | | | | | | |
| Processor Brand | 4.49 | 2 | 4.49 | | | | | |
| Private Brand | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | |
| Processor Brand | 3.99 | 2 | 3.99 | 2.50 - 3.50 | 23 | 3.22 | | |
| Private Brand | 3.50 | 11 | 3.50 | | | | | |

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

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