



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.**

Fri. Feb 08, 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	
<b>Feature Rate</b> <sup>1/</sup>	28.5% of 29,200 outlets		28.9% of 29,200 outlets		26.5% of 29,100 outlets	
<b>Special Rate</b> <sup>4/</sup>	1.3%		5.9%		2.9%	
<b>Activity Index</b> <sup>2/</sup>	11,491		10,332		13,787	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens	182	0.99			139	0.89
" - Toms	325	0.99			211	0.79
<b>PARTS:</b>						
<b>Breast:</b>						
Bone-in, whole						
Fresh					9	2.29
Frozen	1,359	1.47	1,306	1.50	667	1.66
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole			69	4.99		
Cutlets	69	4.99			264	5.98
Cutlets, thin sliced						
Strips						
Tenders	196	4.75	153	3.91	424	5.65
Marinated Tenders	53	4.66	437	4.67	164	4.66
Drumsticks	65	1.12	158	1.22	39	1.38
Thighs						
Wings	88	1.09	207	1.24	70	1.34
Necks	23	0.89			11	1.49
Smoked Drumsticks	210	2.25	180	2.09	11	2.39
Smoked Wings	210	2.25	180	2.09	11	2.39
Smoked Necks	210	2.25	118	1.99		
<b>GROUND TURKEY:</b>	<b>6,218</b>	<b>3.53</b>	<b>5,388</b>	<b>3.56</b>	<b>7,325</b>	<b>3.45</b>
Patties	377	3.80	1,094	3.90	497	3.57
Sausage	492	3.74	775	3.85	727	3.58
85% lean	2,595	2.96	1,726	2.87	2,288	2.70
93% lean	2,473	3.86	1,637	3.78	3,382	3.70
Breast	281	5.09	156	4.99	431	5.09
Rolls (frsh/frz 1 lb.)	367	2.51	20	2.50	851	1.52
<b>Specialty</b> <sup>5/</sup>						
Patties					125	4.94
93-94% lean	1,776	4.07	1,847	4.29	2,479	4.08
Breast	140	5.90	269	5.52	719	5.51

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

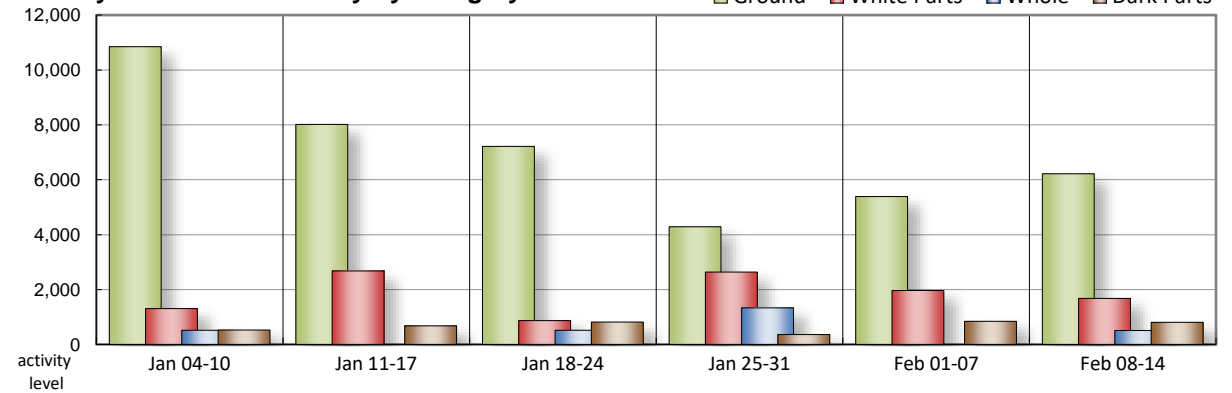
Source: USDA Livestock, Poultry, & Grain Market News;

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

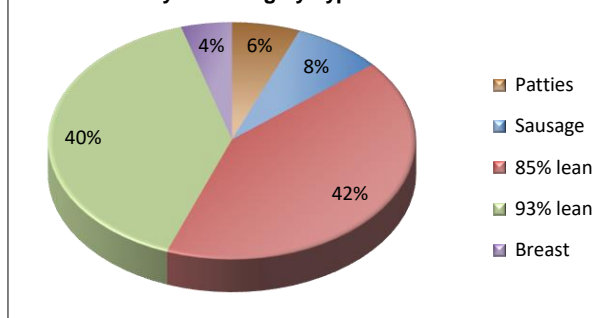
**This Week's Turkey Feature Highlights**

Turkey feature activity increases this week. However, retailers' attention is mainly focused on other proteins and items associated with the upcoming Valentine's Day. There is a limited offering of whole birds. Frozen bone-in breasts are seen at similar levels as last week, although prices are slightly lower. Rotisserie breasts remain void from circular space. White meats are seen less often. Dark parts gain some momentum due to increased offerings of the smoked variety. Fresh are found at lower values, while you will tend to pay more the smoked type. Grinds are a little less active and mainly center on 85% and 93% leans. Conventional patties and sausage are better valued. Deli activity increases. The smaller package processor label self-service deli items are found at lower price levels.

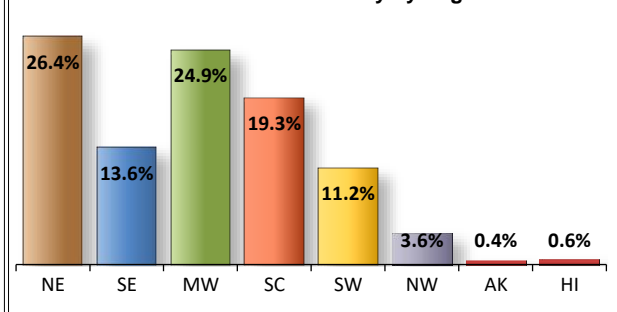
**Turkey Promotional Activity by Category**



**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.

(515) 284-4460

Email: desm.lpgmn@ams.usda.gov



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.**

Fri. Feb 08, 2019

(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 <sup>4/</sup> Activity Index <sup>2/</sup>	40.8% of 5,500 sampled outlets 1.3% of stores w/ no-price promotions Activity Index = 3,238			16.8% of 7,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,267			39.4% of 6,100 sampled outlets 2.8% of stores w/ no-price promotions Activity Index = 2,772		
	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	0.98	37	0.98	0.98	2	0.98	0.99	143	0.99
" - Toms	0.98	37	0.98	0.98	2	0.98	0.99	286	0.99
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	138	1.73	1.49	459	1.49	0.98 - 1.99	105	1.16
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	4.99	69	4.99						
Cutlets, thin sliced									
Strips									
Tenders	3.99 - 5.59	196	4.75						
Marinated Tenders							4.66	53	4.66
Drumsticks							0.99 - 1.69	65	1.12
Thighs									
Wings				0.99	23	0.99	0.99 - 1.69	65	1.12
Necks				0.89	23	0.89			
Smoked Drumsticks	2.59	48	2.59	1.99 - 2.59	153	2.16	1.99	9	1.99
Smoked Wings	2.59	48	2.59	1.99 - 2.59	153	2.16	1.99	9	1.99
Smoked Necks	2.59	48	2.59	1.99 - 2.59	153	2.16	1.99	9	1.99
<b>GROUND TURKEY:</b>									
Patties	3.99	127	3.99	3.49	39	3.49	3.69	89	3.69
Sausage	3.99	186	3.99				2.99	86	2.99
85% lean	1.99 - 3.49	354	2.75	2.89 - 3.50	498	3.10	2.66 - 3.50	1,261	3.04
93% lean	3.49 - 3.99	1,017	3.90	3.69 - 3.99	227	3.97	2.99 - 3.99	249	3.81
Breast (99-100% lean)	4.99	127	4.99						
Rolls (frsh/frz 1 lb.)	2.50	266	2.50	2.50	76	2.50	2.49 - 2.69	23	2.59
<b>Specialty <sup>5/</sup></b>									
Patties									
93-94% lean	3.99 - 4.99	413	4.30	3.99	459	3.99	3.99	307	3.99
Breast	5.99	127	5.99				4.99	13	4.99



**USDA National Retail Report - Turkey**  
**Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.**

Fri. Feb 08, 2019

(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)		
<b>Feature Rate</b> <sup>1/</sup>	29.2% of 4,900 sampled outlets			18.8% of 3,800 sampled outlets			16.1% of 1,300 sampled outlets		
<b>Special Rate</b> <sup>4/</sup>	0.2% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			8.9% of stores w/ no-price promotions		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 2,156			Activity Index = 903			Activity Index = 120		
	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	1.29 - 1.49	657	1.45						
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	3.69	107	3.69				4.49	15	4.49
Sausage	3.69	107	3.69	3.99	90	3.99	3.68 - 3.99	23	3.79
85% lean	3.48	38	3.48	1.99 - 3.33	381	2.64	2.99	63	2.99
93% lean	2.53 - 3.99	663	3.77	3.29 - 3.99	313	3.90	3.99	4	3.99
Breast (99-100% lean)				4.99	119	4.99	5.49	15	5.49
Rolls (frsh/frz 1 lb.)	2.49	2	2.49						
<b>Specialty</b> <sup>5/</sup>									
Patties									
93-94% lean	3.99	582	3.99						
Breast									



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

	ALASKA (AK)			HAWAII (HI)			
<b>Feature Rate</b> <sup>1/</sup>	26.0% of 100 sampled outlets			47.6% of 100 sampled outlets			
<b>Special Rate</b> <sup>4/</sup>	11.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 15			Activity Index = 20			
	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)				5.99	20	5.99	
Rolls (frsh/frz 1 lb.)							
<b>Specialty</b> <sup>5/</sup>							
Patties							
93-94% lean	4.50	15	4.50				
Breast							



**USDA National Retail Report - Turkey**

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

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

Fri. Feb 08, 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		64.2% of 5,500 sampled outlets Activity Index = 7,936			70.5% of 7,400 sampled outlets Activity Index = 8,484		
Feature Rate <sup>1/</sup>	59.2% of 29,200 stores		49.5% of 29,200 stores		42.9% of 29,100 stores							
Activity Index <sup>2/</sup>	34,537		32,597		31,017							
	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
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	3,602	8.42	2,619	7.89	4,948	8.49	6.99 - 10.49	1,487	8.32	7.29 - 10.49	674	8.75
Private Brand	874	8.13	4,009	8.07	2,248	7.54	8.00	13	8.00	7.99	271	7.99
<b>Category 2</b>												
Processor Brand	2,419	6.03	817	5.76	2,589	5.70	4.99 - 6.99	1,279	6.05	4.98 - 5.99	248	5.72
Private Brand	2,747	6.53	1,576	6.41	1,170	6.67	4.99 - 6.99	782	6.62	6.99	109	6.99
<b>Category 3</b>												
Processor Brand	685	4.58	229	4.06	904	4.20	3.99 - 4.99	241	4.55	4.99 - 5.00	236	5.00
Private Brand	1,494	4.84	87	4.71	584	4.62	4.79 - 4.99	261	4.98	4.99	955	4.99
<b>Turkey Ham</b>												
Processor Brand	419	4.15	156	3.95	251	3.82	3.99 - 4.99	419	4.15			
Private Brand			132	4.66	19	4.49						
<b>Turkey Pastrami</b>												
Processor Brand	62	3.99	118	4.57	14	4.38	3.99	62	3.99			
Private Brand	76	4.99	89	4.99	28	4.65	4.99	76	4.99			
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	2,688	8.56	1,115	8.50	1,345	7.91	6.99 - 8.99	382	8.08	7.99 - 8.99	1,540	8.87
Private Brand	882	8.00	868	8.44	1,013	8.19	6.99 - 8.49	530	7.93	7.99 - 8.49	265	8.25
<b>Category 2</b>												
Processor Brand	508	6.37	203	5.65	80	6.22	6.97 - 6.99	137	6.98			
Private Brand	2,565	6.14	472	5.84	683	6.66	4.99 - 6.99	503	6.66	4.99 - 5.99	994	5.03
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	7,063	3.07	9,118	3.10	5,741	3.30	2.49 - 4.99	785	3.12	2.49 - 3.33	1,596	3.01
Private Brand	106	3.49	445	2.76	1,067	3.02						
<b>Turkey 16 oz</b>												
Processor Brand	1,271	6.37	1,136	4.81	1,957	5.30	4.99 - 6.99	287	6.48			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	6,970	3.07	8,963	3.11	5,309	3.26	2.49 - 4.99	692	3.18	2.49 - 3.33	1,596	3.01
Private Brand	106	3.49	445	2.76	1,067	3.02						

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](mailto:desm.lpgmn@ams.usda.gov)



**USDA National Retail Report - Turkey**

Fri. Feb 08, 2019

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/08 thru 02/14.

(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)		
	50.6% of 6,100 sampled outlets			56.7% of 4,900 sampled outlets			40.0% of 3,800 sampled outlets			78.6% of 1,300 sampled outlets		
	Activity Index = 6,645			Activity Index = 6,695			Activity Index = 3,229			Activity Index = 1,429		
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	7.49 - 7.99	76	7.73	6.99 - 9.99	708	8.08	7.99 - 10.00	600	8.74	6.99 - 7.99	20	7.19
Private Brand	6.99 - 10.99	354	7.84	7.99 - 8.99	201	8.49	9.99	35	9.99			
<b>Category 2</b>												
Processor Brand	4.99 - 6.99	799	6.03	4.99 - 6.99	24	5.91	6.99	45	6.99	6.99	24	6.99
Private Brand	5.99 - 6.99	767	6.74	5.49 - 6.99	198	6.46	6.99	209	6.99	5.99	682	5.99
<b>Category 3</b>												
Processor Brand	3.77	25	3.77	3.77 - 4.99	169	4.23	3.99	14	3.99			
Private Brand	2.49 - 4.99	98	2.80				4.99	90	4.99	4.99	90	4.99
<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	6.99 - 8.99	558	8.01	6.99 - 8.99	193	8.66				7.99	15	7.99
Private Brand	7.99 - 10.49	33	8.82	6.99	54	6.99						
<b>Category 2</b>												
Processor Brand	5.98 - 6.99	371	6.15									
Private Brand	4.99 - 6.99	419	6.80	6.99	520	6.99	6.99	129	6.99			
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	1.99 - 4.00	1,472	3.04	2.69 - 4.00	1,997	3.14	2.97 - 3.50	989	3.05	2.97 - 3.99	204	2.99
Private Brand										3.49	95	3.49
<b>Turkey 16 oz</b>												
Processor Brand	5.00	201	5.00	5.00 - 6.99	634	6.67	6.99	129	6.99			
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	1.99 - 4.00	1,472	3.04	2.69 - 4.00	1,997	3.14	2.97 - 3.50	989	3.05	2.97 - 3.99	204	2.99
Private Brand										3.49	95	3.49

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.lpgm@ams.usda.gov](mailto:desm.lpgm@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 02/08 thru 02/14.

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

	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	58.0% of 100 sampled outlets			57.1% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 79			Activity Index = 40				
	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	9.99	37 9.99						
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	2.97	10 2.97		2.97	10 2.97			
Private Brand	3.49	11 3.49						
<b>Turkey 16 oz</b>								
Processor Brand				4.99	20 4.99			
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	2.97	10 2.97		2.97	10 2.97			
Private Brand	3.49	11 3.49						

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](mailto:desm.lpgmn@ams.usda.gov)