USDA National Retail Report - Turkey

Fri. Dec 30, 2022

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.

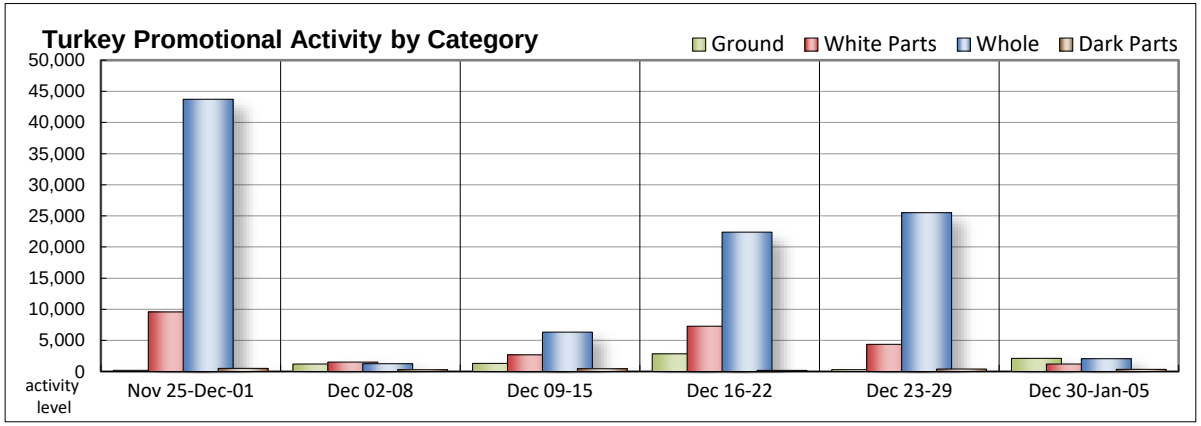
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

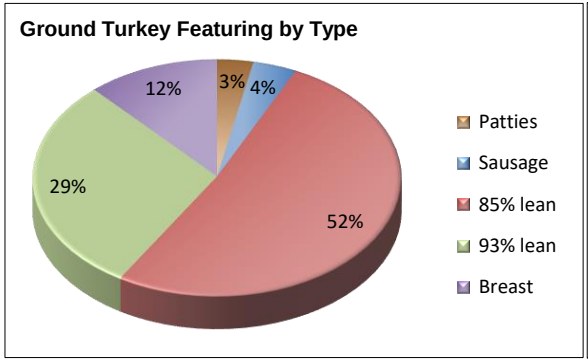
NATIONAL SUMMARY

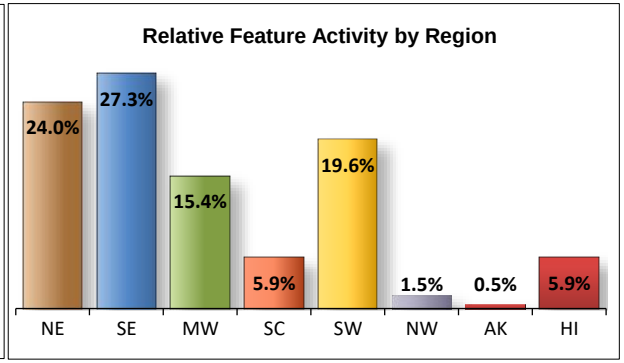
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	24.9% of 29,200 outlets		35.5% of 29,200 outlets		28.0% of 29,200 outlets	
Special Rate [4/]	0.0%		2.3%		0.9%	
Activity Index [2/]	10,062		30,992		12,054	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	281	1.22	5,393	2.38	337	1.27
" - Toms	252	1.00	5,120	2.44	337	1.27
Frozen - Hens	1,021	1.28	7,738	1.19	499	0.97
" - Toms	500	1.11	7,257	1.17	499	0.97
PARTS:						
Breast:						
Bone-in, whole						
Fresh	28	2.99	858	3.78	570	2.62
Frozen	1,103	2.51	3,370	2.32	84	1.99
Split, bone-in						
Fresh	28	2.99	46	4.99		
Rotisserie					119	10.99
Boneless, whole						
Cutlets	42	5.99	92	6.49	136	5.67
Cutlets, thin sliced						
Strips						
Tenders					10	4.99
Marinated Tenders						
Drumsticks	92	2.39	111	2.81	331	1.99
Thighs			46	2.99		
Wings	102	2.35	154	2.67	277	1.76
Necks						
Smoked Drumsticks	76	2.99				
Smoked Wings			76	2.99		
Smoked Necks	76	2.99	12	2.99		
GROUND TURKEY:	**2,113**	**4.20**	**293**	**5.12**	**5,307**	**3.68**
Patties	68	4.99			24	3.99
Sausage	82	4.99	40	4.79	52	3.99
85% lean	1,091	3.76			2,662	2.88
93% lean	624	3.99	121	3.99	1,332	3.60
Breast	248	6.21	132	6.25	1,237	5.46
Rolls (frsh/frz 1 lb.)	2,241	2.72	55	3.50	1,643	2.35
Specialty [5/]						
Patties	44	5.99			258	4.39
93-94% lean	1,342	5.24	371	4.52	1,318	4.49
Breast	721	6.47			329	6.04

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

As retailers turn their attention to ringing in the New Year and those items traditionally associated with it, turkey feature activity declines. There remains a scattering of whole turkey and bone-in breast offerings as some continue to work on clearing existing Holiday inventories which are viewed at mixed price points. Cutlets are barely visible, while marinated tenders remain void from circular space. There is a limited volume of fresh and smoked dark parts offered out this ad cycle. Grinds begin to pick up some momentum as expected with consumers making those resolutions to a healthier lifestyle. Most conventional grinds are better valued. The exception is sausage which you tend to pay a little more for. Deli activity doubles allowing opportunity if in need of a party platter this weekend.







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/]	**34.2% of 5,500 sampled outlets**			**33.5% of 7,400 sampled outlets**			**19.5% of 6,100 sampled outlets**		
	0.0% of stores w/ no-price promotions			**0.0% of stores w/ no-price promotions**			**0.2% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 2,524**			**Activity Index = 3,915**			**Activity Index = 1,472**		
	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg	Price Range ($/pound)	Summary Stores	Summary Wtd Avg
WHOLE BIRDS:									
Fresh - Hens	0.99	22	0.99	0.99 - 2.59	259	1.24			
" - Toms	0.99	22	0.99	0.99	218	0.99			
Frozen - Hens	0.99 - 1.79	44	1.39	0.99 - 1.79	477	1.41	0.69 - 1.99	121	0.83
" - Toms							0.69 - 1.99	121	0.83
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.99	24	2.99	2.99	4	2.99			
Frozen	1.29 - 3.49	601	2.74	1.29 - 2.99	436	2.14	2.99	44	2.99
Split, bone-in									
Fresh	2.99	24	2.99	2.99	4	2.99			
Rotisserie									
Boneless, whole									
Cutlets							5.99	42	5.99
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks	2.39	48	2.39	2.39	44	2.39			
Thighs									
Wings	2.39	48	2.39	1.98 - 2.39	54	2.31			
Necks									
Smoked Drumsticks	2.99	76	2.99						
Smoked Wings									
Smoked Necks	2.99	76	2.99						
GROUND TURKEY:									
Patties	4.99	68	4.99						
Sausage							4.79 - 5.19	82	4.99
85% lean	3.79	82	3.79	3.50 - 3.79	966	3.79	2.99	43	2.99
93% lean	3.99	310	3.99	3.99	299	3.99			
Breast (99-100% lean)	5.99 - 6.49	141	6.22	6.49	5	6.49	5.99 - 6.49	67	6.18
Rolls (frsh/frz 1 lb.)	2.49	339	2.49	2.49	357	2.49	2.49	643	2.49
Specialty [3/]									
Patties							5.99	44	5.99
93-94% lean	4.22 - 4.99	106	4.71	4.22 - 5.99	716	5.55	3.99 - 4.99	232	4.80
Breast	5.49 - 6.99	493	6.30	6.99	76	6.99	5.99	33	5.99

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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.

(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/]	**10.9% of 4,900 sampled outlets**			**28.4% of 3,800 sampled outlets**			**2.8% of 1,300 sampled outlets**		
Special Rate [4/]	**0.0% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**			**0.0% of stores w/ no-price promotions**		
Activity Index [2/]	**Activity Index = 564**			**Activity Index = 1,359**			**Activity Index = 43**		
	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	1.29	12	1.29						
Frozen - Hens	0.99	22	0.99	0.88 - 1.99	281	0.92	1.99	16	1.99
" - Toms	0.99	22	0.99	0.88 - 1.99	281	0.92	1.99	16	1.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh									
Frozen	2.49	22	2.49						
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									
93% lean									
Breast (99-100% lean)	6.49	24	6.49				5.48	11	5.48
Rolls (frsh/frz 1 lb.)	2.49	224	2.49	2.49 - 3.29	678	3.25			
Specialty [3/]									
Patties									
93-94% lean	4.17 - 5.99	238	4.81						
Breast				6.99	119	6.99			

(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/]	**15.0% of 100 sampled outlets**		**47.6% 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 = 15**		**Activity Index = 170**			
	Price Range ($/pound)	Summary Stores Wtd Avg	Price Range ($/pound)	Summary Stores Wtd Avg		
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens			2.49 - 2.99	60 2.74		
" - Toms			2.29 - 2.49	60 2.39		
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						
93% lean	3.99	15 3.99				
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
Specialty [3/]						
Patties						
93-94% lean			5.99 - 6.29	50 6.17		
Breast						

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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 12/30 thru 01/05.

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

	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		28.3% of 5,500 sampled outlets Activity Index = 2,725			37.3% of 7,400 sampled outlets Activity Index = 2,868		
Feature Rate 1/	32.2% of 29,200 stores		13.8% of 29,200 stores		37.0% of 29,200 stores							
Activity Index 2/	13,399		6,477		22,857		Price Range ($/pound)	Summary Stores	Wtd Avg	Price Range ($/pound)	Summary Stores	Wtd Avg
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg						
SERVICE DELI - Turkey												
Category 1												
Processor Brand	451	10.45	184	9.34	5,297	8.94	10.99	24	10.99	7.98 - 10.99	14	8.84
Private Brand	1,835	10.02	608	8.19	5,545	8.32	7.48 - 10.99	221	9.00	7.99 - 8.99	155	8.22
Category 2												
Processor Brand					766	6.81						
Private Brand			107	5.99	1,376	6.46						
Category 3												
Processor Brand												
Private Brand	83	4.60	67	4.27	87	3.98						
Turkey Ham												
Processor Brand	316	4.86	265	4.78	143	4.08						
Private Brand	147	4.00	136	3.93	59	3.94						
Turkey Pastrami												
Processor Brand												
Private Brand			62	5.99								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	4,499	11.13	1,243	9.94	885	8.34	7.99 - 13.49	1,052	11.72	6.99 - 13.49	2,225	10.93
Private Brand	229	10.24	463	9.72	1,005	8.69	7.99 - 10.99	132	9.53			
Category 2												
Processor Brand												
Private Brand					135	5.88						
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	2,507	3.42	1,444	4.65	2,355	3.95	3.50 - 4.50	421	4.13	4.50 - 5.49	149	4.91
Private Brand	227	3.99	227	3.99	171	3.99	3.99	227	3.99			
Turkey 16 oz												
Processor Brand	294	5.84	227	6.99	2,526	5.29				4.99 - 5.49	99	5.14
Private Brand	77	6.99			11	5.98				6.99	77	6.99
Chicken 7-10 oz												
Processor Brand	2,507	3.42	1,217	4.68	2,325	3.96	3.50 - 4.50	421	4.13	4.50 - 5.49	149	4.91
Private Brand	227	3.99	227	3.99	171	3.99	3.99	227	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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	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)	
Feature Rate [1/]	**22.2% of 6,100 sampled outlets**		**29.6% of 4,900 sampled outlets**		**41.2% of 3,800 sampled outlets**		**54.9% of 1,300 sampled outlets**	
Activity Index 2/	**Activity Index = 1,746**		**Activity Index = 2,199**		**Activity Index = 2,454**		**Activity Index = 1,407**	
	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	7.99 - 13.99	375 10.62	8.99	38 8.99				
Private Brand	7.99 - 10.99	756 10.02	7.99	58 7.99	10.99	645 10.99		
Category 2								
Processor Brand								
Private Brand								
Category 3								
Processor Brand								
Private Brand			4.29 - 4.67	83 4.60				
Turkey Ham								
Processor Brand					4.39 - 5.49	316 4.86		
Private Brand	2.99	43 2.99	3.39 - 4.17	83 4.02			5.99	21 5.99
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand	7.99 - 10.99	380 9.45	6.99 - 12.99	688 11.97	8.99 - 16.99	154 10.29		
Private Brand	12.99	11 12.99	10.99	86 10.99				
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.29	75 3.29	2.50 - 3.99	544 2.57	2.99 - 5.99	625 3.79	2.99 - 3.98	693 3.01
Private Brand								
Turkey 16 oz								
Processor Brand	4.98 - 4.99	31 4.99	4.99 - 5.99	75 5.76	6.99	89 6.99		
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.29	75 3.29	2.50 - 3.99	544 2.57	2.99 - 5.99	625 3.79	2.99 - 3.98	693 3.01
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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(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/]	**0.0% of 100 sampled outlets**		**0.0% of 100 sampled outlets**					
Activity Index 2/	**Activity Index = 0**		**Activity Index = 0**					
	Price Range ($/pound)	Summary Stores Wtd Avg	Price Range ($/pound)	Summary Stores Wtd Avg				
SERVICE DELI - Turkey								
Category 1								
Processor Brand								
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								
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
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)