



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/07 thru 10/13.

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

Fri. Oct 07, 2016

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	41.5% of 29,100 outlets		30.1% of 29,100 outlets		27.5% of 29,100 outlets	
Special Rate <sup>4/</sup>	1.3%		4.2%		0.1%	
Activity Index <sup>2/</sup>	23,695		16,903		11,197	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens			204	1.96		
" - Toms			204	1.96		
Frozen - Hens	310	0.95	74	0.93	307	1.12
" - Toms	310	0.95	74	0.93	307	1.12
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh	194	2.83			315	2.45
Frozen	3,159	1.69	2,248	1.61	1,105	1.65
Split, bone-in						
Fresh	22	2.76			332	3.45
Rotisserie	628	9.62	49	9.72	186	7.99
Boneless, whole						
Cutlets	9	5.99	342	4.89	19	5.25
Cutlets, thin sliced					72	4.99
Strips						
Tenders			200	4.87	596	4.06
Marinated Tenders	369	4.09	418	4.34	328	4.56
Drumsticks	16	1.38	10	1.49	21	1.65
Thighs					9	2.29
Wings	11	1.33	5	1.49	9	1.99
Necks	5	1.49	27	1.90		
Smoked Drumsticks	117	2.05	219	1.97	118	2.39
Smoked Wings	99	1.88	279	1.90	138	2.33
Smoked Necks	55	1.79	219	1.88	138	2.33
<b>GROUND TURKEY:</b>						
Patties	12,915	3.36	9,423	3.28	6,339	3.66
Sausage	2,552	3.88	2,132	3.57	757	4.28
85% lean	1,780	3.69	1,703	3.47	1,013	3.85
93% lean	3,775	2.66	2,114	2.78	953	2.73
Breast	4,236	3.30	3,394	3.29	3,169	3.55
Rolls (frsh/frz 1 lb.)	572	5.03	80	4.65	447	4.90
Specialty <sup>5/</sup>	1,673	3.72	692	2.44	124	1.98
Patties	972	4.32	591	4.62	69	3.56
93-94% lean	1,953	3.92	1,554	4.12	657	4.14
Breast	878	5.24	71	5.37	8	6.49

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

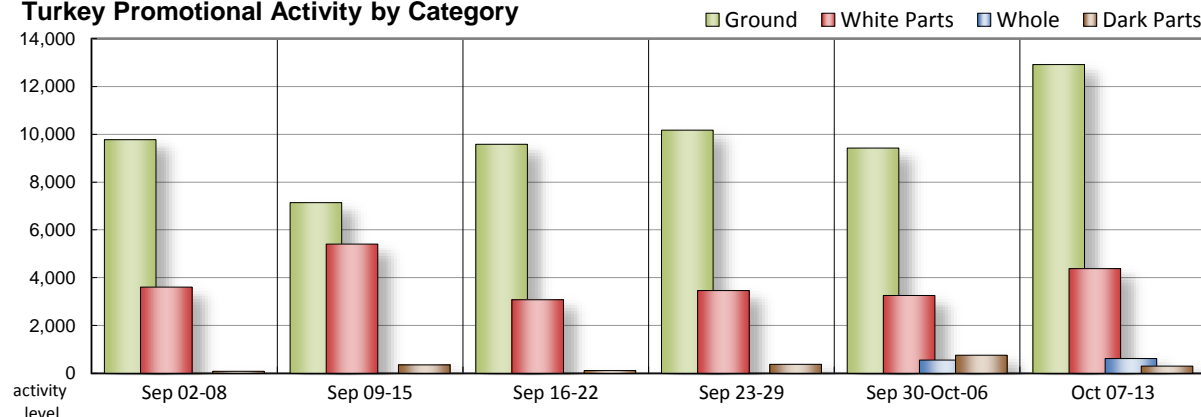
Source: USDA Livestock, Poultry, & Grain Market News;

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

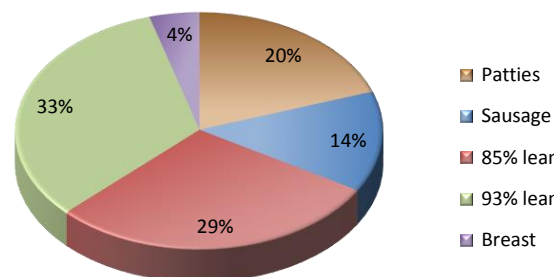
## This Week's Turkey Feature Highlights

Turkey feature activity increases sharply. Frozen whole turkeys remain in the picture; both offerings and prices increase slightly. Bone-in breasts are easier to find; values trend higher for frozen. As we complete the first week of October, rotisserie breasts are more active with weighted average prices lower. White parts are offered less often and usually center on marinated tenders at better values. Dark part offerings decrease with most attention focused on the smoked variety. Prices trend lower for fresh and are mixed for smoked. If you are looking for something to grill at a tailgate event, you are in luck as grind offerings increase. Retailers promote 93% and 85% leans most. Weighted average values are lower for 85% lean, while trending higher for the balance of conventional grinds. Deli feature activity slows due to a decrease in offerings of self-service items. Prices are mixed for both service and self-service deli meats.

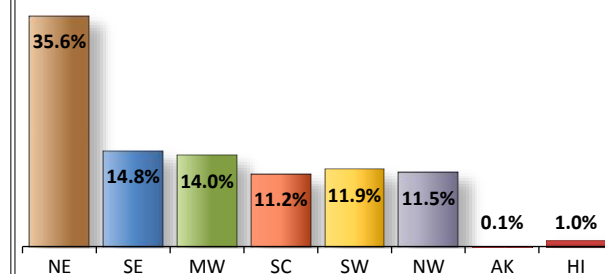
### Turkey Promotional Activity by Category



### 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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Fri. Oct 07, 2016

	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)		
<b>Special Rate</b> <sup>4/</sup>	<b>67.7% of 5,500 sampled outlets</b>			<b>39.0% of 7,400 sampled outlets</b>			<b>37.8% of 6,100 sampled outlets</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>2.5% of stores w/ no-price promotions</b>			<b>2.5% of stores w/ no-price promotions</b>			<b>1.1% of stores w/ no-price promotions</b>		
	<b>Activity Index = 9,386</b>			<b>Activity Index = 5,306</b>			<b>Activity Index = 3,365</b>		
	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	0.79 - 0.99	284 0.95							
" - Toms	0.79 - 0.99	284 0.95							
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.99	194 2.83							
Frozen	1.19 - 2.99	682 1.78		1.49 - 2.99	953 1.83		1.48 - 1.99	965 1.61	
Split, bone-in									
Fresh	2.99	17 2.99					1.99	5 1.99	
Rotisserie	8.99 - 9.99	504 9.78		8.99	61 8.99				
Boneless, whole									
Cutlets	5.99	9 5.99							
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders	3.73 - 4.66	297 4.03		3.99	35 3.99				
Drumsticks							1.19	6 1.19	
Thighs									
Wings							1.19	6 1.19	
Necks									
Smoked Drumsticks	1.99	77 1.99		1.49	22 1.49		2.99	18 2.99	
Smoked Wings	1.99	77 1.99		1.49	22 1.49				
Smoked Necks	1.99	33 1.99		1.49	22 1.49				
<b>GROUND TURKEY:</b>									
Patties	2.99 - 4.49	1,079 3.75		3.49 - 3.99	362 3.93		3.50 - 3.99	464 3.97	
Sausage	2.80 - 4.00	1,108 3.64		3.27 - 3.99	100 3.95		3.19 - 3.99	129 3.90	
85% lean	1.99 - 3.59	1,511 2.89		2.24 - 3.33	1,409 2.54		1.99 - 3.49	400 2.42	
93% lean	2.99 - 3.84	743 3.19		2.99 - 3.99	492 3.28		2.99 - 3.99	669 3.42	
Breast (99-100% lean)	4.61 - 5.00	395 4.98		4.99	1 4.99				
Rolls (frsh/frz 1 lb.)	3.99	253 3.99		1.89 - 3.99	325 3.75		1.99 - 3.99	474 3.45	
<b>Specialty</b> <sup>5/</sup>									
Patties	4.00 - 4.99	886 4.35		4.00	61 4.00		3.99	2 3.99	
93-94% lean	3.00 - 4.99	232 3.73		3.00 - 4.99	1,338 3.88		3.99	227 3.99	
Breast	5.00 - 6.15	721 5.30		5.00 - 5.99	103 5.40				

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

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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)		
Feature Rate <sup>1/</sup>	32.8% of 4,900 sampled outlets			32.1% of 3,800 sampled outlets			24.4% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	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 <sup>2/</sup>	Activity Index = 2,677			Activity Index = 2,059			Activity Index = 824		
	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	0.99	26	0.99						
" - Toms	0.99	26	0.99						
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.49 - 1.99	317	1.61	0.99 - 1.49	224	1.22	1.49	18	1.49
Split, bone-in									
Fresh									
Rotisserie							8.99	61	8.99
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders							4.65	37	4.65
Drumsticks				1.49	10	1.49			
Thighs									
Wings				1.49	5	1.49			
Necks				1.49	5	1.49			
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	3.99	239	3.99	3.99	281	3.99	3.99	121	3.99
Sausage	3.27 - 3.99	258	3.66	3.99	120	3.99	3.27 - 3.99	63	3.29
85% lean	1.99 - 3.49	123	2.85	1.99 - 2.99	306	2.31	2.50 - 2.99	26	2.59
93% lean	2.79 - 3.99	1,177	3.11	2.99 - 3.99	934	3.52	2.99 - 3.99	191	3.55
Breast (99-100% lean)							4.98 - 4.99	142	4.99
Rolls (frsh/frz 1 lb.)	2.79 - 3.99	383	3.69	3.99	174	3.99	3.99	60	3.99
<b>Specialty <sup>5/</sup></b>									
Patties	3.99	23	3.99						
93-94% lean	3.33	51	3.33				5.00	105	5.00
Breast	4.16	54	4.16						

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

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	ALASKA (AK)			HAWAII (HI)		
Feature Rate <sup>1/</sup>	2.2% of 100 sampled outlets			78.8% of 100 sampled outlets		
Special Rate <sup>4/</sup>	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 8			Activity Index = 70		
	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	8.99	2	8.99			
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	3.99	2	3.99	3.99	4	3.99
Sausage	3.27	2	3.27			
85% lean						
93% lean	3.99	2	3.99	3.20 - 3.69	28	3.62
Breast (99-100% lean)				5.79	34	5.79
Rolls (frsh/frz 1 lb.)				3.99	4	3.99
<b>Specialty <sup>5/</sup></b>						
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 10/07 thru 10/13.

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Fri. Oct 07, 2016

	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>	47.3% of 29,100 stores		52.3% of 29,100 stores		31.6% of 29,100 stores		66.1% of 5,500 sampled outlets			53.1% of 7,400 sampled outlets		
Activity Index 2/	33,774		39,690		18,914		Activity Index = 9,702			Activity Index = 10,166		
	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	3,989	8.74	5,169	8.72	3,228	8.68	6.48 - 12.99	1,588	8.96	6.99 - 10.99	807	8.80
Private Brand	1,764	8.13	1,651	8.31	318	7.92	6.99 - 13.49	1,175	7.78	6.99 - 9.99	54	9.10
<b>Category 2</b>												
Processor Brand	2,423	5.78	3,260	6.31	583	5.66	4.97 - 6.99	520	5.98	4.99 - 6.99	37	6.04
Private Brand	3,042	6.59	2,426	6.09	52	6.05	4.98 - 6.99	831	6.41	5.99 - 6.99	1,471	6.67
<b>Category 3</b>												
Processor Brand	1,819	3.06	502	4.24	666	3.44	2.50 - 3.99	52	3.50	2.99	1,470	2.99
Private Brand	1,400	4.95	852	4.11	267	4.88	3.99 - 4.99	369	4.86	4.00 - 4.99	1,025	4.99
<b>Turkey Ham</b>												
Processor Brand	278	3.64	336	3.59	306	3.59	3.99 - 4.49	23	4.36	4.99	33	4.99
Private Brand	74	4.12	50	3.85	62	4.20	4.48	45	4.48			
<b>Turkey Pastrami</b>												
Processor Brand	203	4.77	143	4.50	121	5.07	3.49 - 4.49	170	4.44	6.49	33	6.49
Private Brand	23	4.00	23	4.00			4.00	21	4.00	4.00	2	4.00
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	1,713	7.96	2,095	8.13	4,463	7.70	6.99 - 9.79	339	8.98	5.99 - 9.79	245	8.98
Private Brand	806	7.94	1,793	7.50	440	7.76	6.99 - 8.99	704	7.87	7.49 - 8.99	61	8.66
<b>Category 2</b>												
Processor Brand	593	5.71	336	6.07	344	5.81	5.99 - 6.47	305	6.02			
Private Brand	1,823	5.12	303	6.08	131	6.68	3.99 - 5.99	423	5.09	4.99	1,006	4.99
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	5,266	3.33	6,878	3.30	2,220	3.33	2.00 - 4.99	889	3.18	3.00 - 4.49	1,787	3.62
Private Brand	613	2.65	2,780	2.80	1,105	2.79	2.99 - 3.00	153	3.00			
<b>Turkey 16 oz</b>												
Processor Brand	2,278	5.32	1,683	4.96	1,407	5.06	3.99 - 6.49	710	5.54	3.99 - 5.99	302	5.86
Private Brand	565	5.00	25	5.00			5.00	504	5.00	5.00	61	5.00
<b>Chicken 7-10 oz</b>												
Processor Brand	4,603	3.33	6,719	3.35	2,096	3.36	2.00 - 4.99	728	3.22	3.00 - 3.99	1,772	3.61
Private Brand	499	2.68	2,666	2.79	1,105	2.79	2.99 - 3.00	153	3.00			

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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Fri. Oct 07, 2016

	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 <sup>1/</sup>	43.9% of 6,100 sampled outlets			38.4% of 4,900 sampled outlets			33.8% of 3,800 sampled outlets			26.8% of 1,300 sampled outlets		
Activity Index 2/	Activity Index = 6,583			Activity Index = 3,890			Activity Index = 2,266			Activity Index = 1,095		
	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 - 9.99	651 7.96		7.99 - 9.99	223 8.32		7.99 - 11.50	600 8.98		7.99 - 8.99	92 8.83	
Private Brand	6.99 - 12.99	42 10.11		7.99 - 12.99	163 8.28		7.99 - 8.99	248 8.98		7.99 - 12.99	82 8.49	
<b>Category 2</b>												
Processor Brand	4.77 - 6.99	931 5.81		4.99 - 7.49	275 5.79		4.99 - 5.99	405 5.01		5.99 - 6.99	255 6.40	
Private Brand	4.99 - 6.99	355 6.69		5.99 - 6.99	385 6.59							
<b>Category 3</b>												
Processor Brand	3.33	31 3.33		2.99 - 3.89	126 3.10		2.97 - 3.99	140 3.48				
Private Brand	4.88 - 4.99	6 4.94										
<b>Turkey Ham</b>												
Processor Brand				2.99 - 3.49	12 3.32		2.97 - 3.69	210 3.36				
Private Brand							3.57	29 3.57				
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	5.29 - 10.49	762 7.54		5.29 - 9.99	158 6.77		8.49 - 8.99	65 8.51		5.29 - 7.99	144 7.15	
Private Brand	7.49 - 8.49	18 7.60		8.49	23 8.49							
<b>Category 2</b>												
Processor Brand	4.99 - 5.99	174 5.05		5.29 - 5.99	43 5.78		5.99	2 5.99		5.99	69 5.99	
Private Brand	4.99 - 5.99	87 5.89		4.99 - 5.99	190 5.61		4.99	117 4.99				
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.00 - 4.99	1,204 3.12		1.99 - 3.99	888 3.31		1.99 - 3.99	325 3.00		1.99 - 3.99	168 3.23	
Private Brand	2.50 - 3.00	214 2.56		2.50 - 3.00	236 2.50					2.50	10 2.50	
<b>Turkey 16 oz</b>												
Processor Brand	3.99 - 5.99	702 5.25		3.99 - 5.99	413 4.94		3.99	2 3.99		3.99 - 4.99	115 4.07	
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.00 - 4.99	1,192 3.12		2.49 - 3.99	633 3.22		1.99 - 3.50	123 2.91		1.99 - 3.69	150 3.14	
Private Brand	2.50 - 3.00	214 2.56		2.50 - 3.00	122 2.50					2.50	10 2.50	

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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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	6.5% of 100 sampled outlets			54.0% of 100 sampled outlets				
Activity Index <sup>2/</sup>	Activity Index = 11			Activity Index = 61				
	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	7.99	1 7.99		9.99	27 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	3.99	5 3.99						
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand				6.49	34 6.49			
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	3.99	5 3.99						
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> :

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