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Advertised Prices for Turkey Products at Major Grocery Store Outlets ending during the period of 7/11/2026 to 7/23/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

MARKET HIGHLIGHTS

This week in turkey grocery features, the Feature Rate decreased 20.8% and the Activity Index decreased 24.5%. Processed items increased in ad space this week, while parts, ground, prepared, deli, and variety meat decreased in ad space. Whole birds were not featured in any ad space this week. Ground and deli items continue to be the primary turkey items featured.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	25,521	25,521	24,824
Activity Index	35,047	46,446	31,402
Feature Rate (%)	53.1%	73.9%	61.2%

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	577	7.25	609	7.64	418	7.37
		Drumsticks, Regular	Conventional	Fresh					71	2.69
		Drumsticks, Regular	Conventional	Frozen	73	2.99				
		Whole Breast, Bone-In, Regular	Conventional	Frozen					605	1.87
		Wings, Regular	Conventional	Fresh			76	2.47	111	2.61
		Wings, Regular	Conventional	Frozen			19	3.49		
		Wings, Value	Conventional	Fresh	59	3.99	59	3.99	50	2.79
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	25	5.49	39	5.50		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,179	4.45	1,711	4.86	1,716	4.02
		Ground Turkey (85%), 1-2 Lbs	USDA Organic, Free Range	Fresh	16	6.99				
		Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh			37	4.33	441	4.99
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	324	4.60	2,942	2.80	335	3.15
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	350	5.40	22	5.49	624	5.18
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,599	5.78	1,773	5.35	2,858	4.28
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh			31	8.99		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	1,035	3.90			1,379	4.45
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	251	6.29				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	539	7.85	344	5.99	576	7.34



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Ground	Per lb	Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Frozen			69	10.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	555	6.99	37	4.99	294	4.92
		Ground Turkey Patties, 1-2 Lbs	Conventional	Frozen			34	6.66		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	520	4.79	736	4.65	407	5.04
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1,673	6.95	687	9.08	243	7.03
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared					20	6.99
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,353	6.04	1,685	6.03	489	6.23
		Turkey Bacon, < 1 Lb	USDA Organic	Fresh	1,011	14.59				
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh			70	4.99		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	125	4.83	127	4.39	84	4.99
		Necks, Smoked	Conventional	Prepared	88	4.20			84	4.99
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	62	4.80	98	7.36		
		Wings, Smoked	Conventional	Prepared	125	4.83	127	4.39	84	4.99
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	78	7.47			72	7.04
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	642	5.38	676	5.18	368	4.73
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	3,420	6.12	3,769	6.20	3,541	6.08
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	204	7.00	360	15.98		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	10,241	7.98	16,367	7.64	7,395	7.51
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	470	14.86	38	23.97		
		Service Deli - Cat 1	Antibiotic Free	Prepared			34	17.49		
		Service Deli - Cat 1	Conventional	Prepared	7,104	12.23	12,321	10.96	6,350	10.98
		Service Deli - Cat 2	Conventional	Prepared	736	8.38	473	8.91	1,692	7.00
		Service Deli - Cat 3	Conventional	Prepared	162	5.87	87	5.59	140	4.65
		Service Deli Pastrami	Conventional	Prepared	52	5.99			302	6.99
		Service Deli Turkey Ham	Conventional	Prepared	322	5.25	803	5.59	532	6.30
Variety Meat	Per lb	Necks	Conventional	Fresh	77	2.64	186	3.15	121	2.65

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
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Total Outlets	4,963
Activity Index	10,773
Feature Rate (%)	70.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	507	5.33 - 8.66	7.69
			Drumsticks, Regular	Conventional	Frozen	73	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	25	5.49 - 5.49	5.49
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	496	4.96 - 6.49	5.10
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	206	4.66 - 5.63	4.84
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	350	4.19 - 5.49	5.40
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	503	4.99 - 5.49	5.21
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	164	5.31 - 5.33	5.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	234	5.59 - 8.99	6.31
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	53	5.00 - 5.00	5.00
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	359	2.47 - 9.57	7.06
			Turkey Bacon, < 1 Lb	Conventional	Fresh	997	5.32 - 7.18	6.37
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	169	13.32 - 15.98	13.68
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	78	3.99 - 4.29	4.13
			Necks, Smoked	Conventional	Prepared	41	3.29 - 3.29	3.29
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	25	5.99 - 5.99	5.99
			Wings, Smoked	Conventional	Prepared	78	3.99 - 4.29	4.13
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	500	4.99 - 8.99	6.95
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	192	7.00 - 7.00	7.00
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1934	5.32 - 11.98	8.79
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	77	15.97 - 15.97	15.97
			Service Deli - Cat 1	Conventional	Prepared	2929	8.99 - 15.99	12.23
			Service Deli - Cat 2	Conventional	Prepared	643	6.99 - 8.99	8.41
			Service Deli - Cat 3	Conventional	Prepared	91	5.99 - 5.99	5.99
			Service Deli Pastrami	Conventional	Prepared	49	5.99 - 5.99	5.99

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,702
Activity Index	7,594
Feature Rate (%)	58.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Wings, Value	Conventional	Fresh	59	3.99 - 3.99	3.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	194	4.28 - 4.96	4.30



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	45	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	57	3.99 - 5.49	5.02
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	6	5.31 - 5.31	5.31
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	17	5.99 - 5.99	5.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	188	7.58 - 7.58	7.58
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1126	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	106	3.99 - 6.65	5.37
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	198	13.32 - 15.98	14.70
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	47	5.99 - 5.99	5.99
			Necks, Smoked	Conventional	Prepared	47	4.99 - 4.99	4.99
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	37	4.00 - 4.00	4.00
			Wings, Smoked	Conventional	Prepared	47	5.99 - 5.99	5.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	47	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	7	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1132	4.99 - 8.99	5.97
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	12	7.00 - 7.00	7.00
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1934	5.00 - 11.58	8.28
			Service Deli - Cat 1	Conventional	Prepared	2180	7.99 - 14.49	13.27
			Service Deli - Cat 2	Conventional	Prepared	29	7.99 - 8.99	8.58
			Service Deli Pastrami	Conventional	Prepared	3	5.99 - 5.99	5.99
Variety Meat	Per lb		Necks	Conventional	Fresh	76	1.48 - 2.99	2.65

MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

Metric	Current Week (CW)
Total Outlets	4,873
Activity Index	7,062
Feature Rate (%)	40.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Marinated, Regular	Conventional	Fresh	70	3.99 - 3.99	3.99
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	84	3.99 - 5.99	5.45
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	55	4.00 - 4.66	4.40
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	72	2.99 - 6.99	3.39
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	286	2.99 - 5.31	4.68
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	191	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	1	6.99 - 6.99	6.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	397	4.50 - 5.45	4.84
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	92	6.98 - 7.30	7.29
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	66	13.32 - 13.32	13.32



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	31	8.00 - 8.00	8.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	158	5.66 - 5.81	5.73
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	684	3.97 - 9.69	6.08
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3676	5.32 - 11.41	7.87
			Service Deli - Cat 1	Conventional	Prepared	1099	7.99 - 13.99	10.33
			Service Deli - Cat 2	Conventional	Prepared	63	6.99 - 8.99	8.02
			Service Deli Turkey Ham	Conventional	Prepared	37	3.99 - 5.99	5.13

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,951
Activity Index	4,049
Feature Rate (%)	42.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	75	1.79 - 3.99	2.52
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	18	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	340	3.99 - 6.99	5.30
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	68	2.99 - 2.99	2.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	25	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	68	6.99 - 6.99	6.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	70	4.00 - 5.45	4.38
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	51	6.58 - 6.58	6.58
			Turkey Bacon, < 1 Lb	Conventional	Fresh	250	3.19 - 6.00	5.01
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	207	13.32 - 15.98	14.94
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	344	4.36 - 6.17	5.21
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	386	3.99 - 6.99	5.69
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1384	1.58 - 11.41	7.16
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	211	14.64 - 14.64	14.64
			Service Deli - Cat 1	Conventional	Prepared	338	7.99 - 12.99	10.74
			Service Deli - Cat 2	Conventional	Prepared	1	8.99 - 8.99	8.99
			Service Deli - Cat 3	Conventional	Prepared	59	5.47 - 5.47	5.47
			Service Deli Turkey Ham	Conventional	Prepared	153	4.49 - 5.69	5.20
Variety Meat		Per lb	Necks	Conventional	Fresh	1	1.48 - 1.48	1.48

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,634



Activity Index	4,212
Feature Rate (%)	52.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	276	3.33 - 4.96	3.46
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	497	5.46 - 6.99	6.86
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	400	2.99 - 5.31	3.12
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	135	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	378	6.99 - 6.99	6.99
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	45	4.97 - 4.97	4.97
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	340	13.32 - 15.98	15.10
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	27	5.45 - 5.45	5.45
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	369	4.99 - 6.49	5.84
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1021	5.98 - 19.97	7.45
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	182	14.64 - 14.64	14.64
			Service Deli - Cat 1	Conventional	Prepared	398	12.99 - 13.99	13.04
			Service Deli - Cat 3	Conventional	Prepared	12	6.99 - 6.99	6.99
			Service Deli Turkey Ham	Conventional	Prepared	132	4.99 - 5.69	5.34

NORTHWEST REGION (ID, MT, OR, WA, WY)

Metric	Current Week (CW)
Total Outlets	1,196
Activity Index	1,317
Feature Rate (%)	45.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	44	4.96 - 4.99	4.99
			Ground Turkey (85%), 1-2 Lbs	USDA Organic,	Fresh	16	6.99 - 6.99	6.99
				Free Range				
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	130	5.29 - 6.99	6.71
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	111	2.99 - 5.31	3.05
Processed	Per lb		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	108	6.99 - 6.99	6.99
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	27	13.32 - 15.98	13.71
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	100	5.45 - 5.45	5.45
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	343	4.99 - 6.99	6.32
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	278	6.98 - 19.97	7.73
			Service Deli - Cat 1	Conventional	Prepared	160	9.99 - 13.99	12.29

ALASKA (AK)

Metric	Current Week (CW)
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Total Outlets	96
Activity Index	19
Feature Rate (%)	13.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	10	5.99 - 5.99	5.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.45 - 5.45	5.45
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	6	5.99 - 6.49	6.24

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	106
Activity Index	21
Feature Rate (%)	13.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Turkey Bacon, < 1 Lb	USDA Organic	Fresh	4	13.32 - 13.32	13.32
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	6.39 - 6.39	6.39
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	14	10.29 - 11.58	10.94

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.