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Report for 2/15/2025 - 2/21/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 16.0% and the activity index increased by 16.4%. Whole birds, parts, processed, and deli items increased in ad space this week. Ground, prepared and variety meat decreased in ad space. 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	24,824	24,824	
Activity Index	30,665	26,337	
Feature Rate (%)	64.8%	48.8%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh			24	1.49		
		Whole Turkey < 16 Lbs	Conventional	Frozen	1,194	0.80				
		Whole Turkey > 16 Lbs	Conventional	Frozen	1,170	0.79				
Parts	Per lb	Breast Cutlets, Thin-Sliced, Regular	Antibiotic Free	Fresh			72	5.99		
		Breast Tenders, Regular	Conventional	Fresh	76	6.00				
		Breast Tenders, Marinated, Regular	Conventional	Fresh	545	5.33				
		Drumsticks, Regular	Conventional	Fresh	38	2.29	38	3.49		
		Drumsticks, Regular	Conventional	Frozen	240	2.19				
		Whole Breast, Bone-In, Regular	Conventional	Frozen	335	1.33	289	1.58		
		Whole Breast, Boneless, Regular	Conventional	Frozen			219	4.83		
		Wings, 10 Lbs or more	Conventional	Fresh			24	2.99		
		Wings, 10 Lbs or more	Conventional	Frozen	24	2.99	24	2.99		
		Wings, Regular	Conventional	Fresh	38	2.29	98	3.49		
		Wings, Regular	Conventional	Frozen	240	2.19				
		Wings, Value	Conventional	Fresh	70	2.46	50	2.69		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	190	2.50	261	3.64		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,292	3.55	1,731	3.80		
		Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	8.99	10	8.99		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	140	3.42	498	3.49		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	82	5.99	195	4.52		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2,955	4.52	3,518	4.13		



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 (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh			441	7.99		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	191	4.68	118	3.63		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	718	6.56	1,153	5.94		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	82	5.99				
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	295	5.49	418	5.68		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Frozen			72	5.00		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh			29	5.50		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	258	4.61	83	4.76		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	70	10.29				
		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	2,132	6.83	210	9.57		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,746	5.24	1,189	5.36		
		Turkey Sausage, 1-2 Lbs	Conventional	Frozen	63	2.99				
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98	29	6.98		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	58	4.86	182	4.96		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared			189	6.99		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	44	3.49				
		Necks, Smoked	Conventional	Prepared	44	3.49	38	3.49		
		Wings, Smoked	Conventional	Prepared	104	3.20				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	247	5.37	222	6.59		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	358	5.95	718	4.49		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,865	6.35	1,267	6.26		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3,714	6.76	5,944	7.07		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared			557	23.63		
		Service Deli - Cat 1	Antibiotic Free	Prepared			20	9.99		
		Service Deli - Cat 1	Conventional	Prepared	6,406	10.46	4,153	10.28		
		Service Deli - Cat 1	USDA Organic	Prepared	91	9.99	60	13.32		
		Service Deli - Cat 2	Conventional	Prepared	544	7.48	668	7.75		
		Service Deli - Cat 3	Conventional	Prepared	369	5.42	176	5.82		
		Service Deli Pastrami	Conventional	Prepared	302	6.99	992	11.79		
		Service Deli Turkey Ham	Conventional	Prepared	226	5.28	268	5.06		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Variety Meat	Per lb	Necks	Conventional	Fresh	70	1.96	50	1.99		
		Necks	Conventional	Frozen			40	2.08		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	10,534
Feature Rate (%)	74.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	97	0.79 - 1.49	0.94
			Whole Turkey > 16 Lbs	Conventional	Frozen	76	0.79 - 0.79	0.79
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	484	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	38	2.29 - 2.29	2.29
			Drumsticks, Regular	Conventional	Frozen	240	1.99 - 2.39	2.19
			Whole Breast, Bone-In, Regular	Conventional	Frozen	93	0.99 - 1.29	1.06
			Wings, 10 Lbs or more	Conventional	Frozen	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	38	2.29 - 2.29	2.29
			Wings, Regular	Conventional	Frozen	240	1.99 - 2.39	2.19
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	760	2.99 - 4.50	3.61
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	44	3.00 - 4.00	3.48
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1550	3.00 - 6.99	4.41
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	508	4.61 - 6.99	6.63
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	278	4.99 - 5.99	5.46
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	164	4.50 - 4.50	4.50
			Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	3	10.29 - 10.29	10.29
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	493	6.67 - 9.57	7.35
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	1222	3.99 - 6.67	5.51
			Turkey Sausage, 1-2 Lbs	Conventional	Frozen	16	2.99 - 2.99	2.99
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	58	4.79 - 4.99	4.86
			Drumsticks, Smoked	Conventional	Prepared	44	3.49 - 3.49	3.49
			Necks, Smoked	Conventional	Prepared	44	3.49 - 3.49	3.49
Prepared		Per lb	Wings, Smoked	Conventional	Prepared	44	3.49 - 3.49	3.49
			Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	110	6.00 - 7.04	6.68
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	130	7.27 - 7.27	7.27
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	822	4.99 - 7.99	6.75



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	518	6.20 - 11.41	7.77
			Service Deli - Cat 1	Conventional	Prepared	1608	7.99 - 14.99	9.80
			Service Deli - Cat 1	USDA Organic	Prepared	91	9.99 - 9.99	9.99
			Service Deli - Cat 2	Conventional	Prepared	225	6.99 - 7.99	7.52
			Service Deli - Cat 3	Conventional	Prepared	173	4.99 - 6.99	6.02
			Service Deli Pastrami	Conventional	Prepared	302	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	6,256
Feature Rate (%)	52.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	1097	0.79 - 1.49	0.79
			Whole Turkey > 16 Lbs	Conventional	Frozen	1094	0.79 - 0.79	0.79
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	109	1.29 - 1.49	1.48
			Wings, 10 Lbs or more	Conventional	Frozen	3	2.99 - 2.99	2.99
			Wings, Value	Conventional	Fresh	69	1.87 - 2.69	2.46
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	190	2.50 - 2.50	2.50
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	304	2.99 - 4.50	3.13
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	3	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	82	5.99 - 5.99	5.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	122	3.99 - 5.00	4.45
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	13	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	82	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	13	4.50 - 4.50	4.50
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	421	6.67 - 6.98	6.70
			Turkey Bacon, < 1 Lb	Conventional	Fresh	47	3.99 - 6.67	4.33
			Turkey Sausage, 1-2 Lbs	Conventional	Frozen	7	2.99 - 2.99	2.99
Prepared		Per lb	Wings, Smoked	Conventional	Prepared	60	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	28	4.72 - 4.72	4.72
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	705	4.99 - 7.99	6.51
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	706	4.02 - 8.89	6.83
			Service Deli - Cat 1	Conventional	Prepared	926	9.99 - 13.99	11.18
			Service Deli - Cat 2	Conventional	Prepared	106	6.68 - 8.99	7.45
Variety Meat		Per lb	Necks	Conventional	Fresh	69	1.87 - 1.99	1.96

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



Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	5,551
Feature Rate (%)	76.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	61	5.33 - 5.33	5.33
			Whole Breast, Bone-In, Regular	Conventional	Frozen	108	0.99 - 1.49	1.48
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	798	3.33 - 4.99	3.89
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	282	3.50 - 4.99	3.96
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	2	6.99 - 6.99	6.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	17	5.99 - 5.99	5.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	61	10.29 - 10.29	10.29
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	421	6.67 - 6.67	6.67
			Turkey Sausage, 1-2 Lbs	Conventional	Frozen	11	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	78	4.00 - 5.36	4.30
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	98	6.17 - 6.17	6.17
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	601	3.99 - 7.99	5.98
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1160	4.02 - 9.76	7.24
			Service Deli - Cat 1	Conventional	Prepared	1592	7.99 - 11.99	10.19
			Service Deli - Cat 2	Conventional	Prepared	213	6.99 - 7.99	7.46
			Service Deli - Cat 3	Conventional	Prepared	32	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	16	4.49 - 4.49	4.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	3,389
Feature Rate (%)	59.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	76	6.00 - 6.00	6.00
			Whole Breast, Bone-In, Regular	Conventional	Frozen	25	0.99 - 0.99	0.99
			Wings, Value	Conventional	Fresh	1	1.87 - 1.87	1.87
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	88	2.19 - 3.99	3.34
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	184	3.99 - 4.99	4.85
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	195	5.99 - 6.99	6.41
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	81	4.50 - 5.50	4.86
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	6	10.29 - 10.29	10.29
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	313	6.67 - 6.67	6.67



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	171	3.99 - 5.31	4.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98 - 6.98	6.98
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	59	4.00 - 4.72	4.37
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	29	4.34 - 4.34	4.34
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	303	5.00 - 6.99	6.31
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	789	3.54 - 9.12	6.48
			Service Deli - Cat 1	Conventional	Prepared	928	7.97 - 11.99	10.33
			Service Deli - Cat 3	Conventional	Prepared	88	4.99 - 5.00	4.99
			Service Deli Turkey Ham	Conventional	Prepared	23	3.69 - 4.57	3.80
Variety Meat		Per lb	Necks	Conventional	Fresh	1	1.87 - 1.87	1.87

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	3,429
Feature Rate (%)	64.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	290	2.99 - 3.00	2.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	53	3.66 - 3.66	3.66
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	471	3.99 - 4.99	4.75
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	398	6.67 - 6.67	6.67
			Turkey Bacon, < 1 Lb	Conventional	Fresh	292	3.67 - 4.65	4.45
			Turkey Sausage, 1-2 Lbs	Conventional	Frozen	25	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	59	3.42 - 3.42	3.42
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	331	5.84 - 5.99	5.97
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	463	3.99 - 10.65	5.15
			Service Deli - Cat 1	Conventional	Prepared	784	9.99 - 10.99	10.98
			Service Deli - Cat 3	Conventional	Prepared	76	3.99 - 5.99	4.28
			Service Deli Turkey Ham	Conventional	Prepared	187	4.57 - 6.59	5.53

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	1,351
Feature Rate (%)	67.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	52	3.00 - 4.99	3.38
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	8.99 - 8.99	8.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	40	3.00 - 3.00	3.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	308	3.99 - 4.99	4.98
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	180	3.99 - 4.99	4.66
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	74	6.67 - 6.67	6.67
			Turkey Bacon, < 1 Lb	Conventional	Fresh	14	4.65 - 4.65	4.65
			Turkey Sausage, 1-2 Lbs	Conventional	Frozen	4	2.99 - 2.99	2.99
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	1	8.72 - 8.72	8.72
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	103	5.29 - 6.99	5.69
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	43	4.44 - 10.65	4.58
			Service Deli - Cat 1	Conventional	Prepared	522	9.99 - 12.99	11.41

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	62
Feature Rate (%)	42.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	12	4.99 - 4.99	4.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	11	4.99 - 4.99	4.99
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	3	6.67 - 6.67	6.67
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	13	8.72 - 8.72	8.72
			Service Deli - Cat 1	Conventional	Prepared	23	10.99 - 12.99	11.95

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	93
Feature Rate (%)	61.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	26	3.99 - 4.99	4.87
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	9	6.67 - 6.67	6.67
Deli	Per lb		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	35	4.44 - 7.09	5.12
			Service Deli - Cat 1	Conventional	Prepared	23	10.99 - 10.99	10.99



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.