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Report for 1/18/2025 - 1/24/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased 19.6% and the activity index decreased by 32.1%. Whole birds increased in ad space this week. Parts, ground, processed, prepared, deli items, 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	27,741	40,832	
Feature Rate (%)	55.2%	73.8%	

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	Frozen	33	1.69				
		Whole Turkey > 16 Lbs	Conventional	Frozen	33	1.69				
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	137	5.98				
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	76	6.99				
		Drumsticks, Regular	Conventional	Fresh			129	2.70		
		Split Breast, Bone-In, Regular	Conventional	Fresh	18	4.99				
		Thighs, Regular	Conventional	Fresh			91	2.99		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	116	1.99	1,260	2.44		
		Whole Breast, Boneless, Regular	Conventional	Fresh	79	1.49	76	5.97		
		Wings, 10 Lbs or more	Conventional	Fresh	24	2.99	24	2.99		
		Wings, Regular	Conventional	Fresh			38	1.99		
		Wings, Regular	Conventional	Frozen			112	1.99		
		Wings, Value	Conventional	Fresh	50	2.29	50	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	262	2.91	21	8.99		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,468	3.57	2,862	3.92		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	822	3.51	2,284	3.11		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	182	6.18	522	3.99		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2,013	4.32	1,296	3.91		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	28	9.99				
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	23	6.99				
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	404	3.56	656	3.52		



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 Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh			364	6.49		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	630	6.79	781	6.23		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	710	5.14	417	5.60		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic	Frozen			17	13.99		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic, Free Range	Fresh	23	6.99				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	46	6.05	254	5.26		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	137	7.98	191	8.88		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared			58	5.59		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,832	5.58	3,215	4.91		
		Turkey Sausage, < 1 Lb	Conventional	Fresh	29	4.56				
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	120	3.56				
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	38	4.99	164	4.99		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	112	8.99				
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared			157	3.45		
		Necks, Smoked	Conventional	Prepared			157	3.45		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared			20	5.99		
		Wings, Smoked	Conventional	Prepared			217	3.33		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	239	4.85	78	6.32		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	539	4.96	645	4.65		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,721	6.19	2,891	6.89		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	72	13.69				
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	8,815	7.19	12,314	8.09		
		Service Deli - Cat 1	Conventional	Prepared	4,585	10.35	7,616	10.23		
		Service Deli - Cat 1	USDA Organic	Prepared	20	13.99	20	13.99		
		Service Deli - Cat 2	Conventional	Prepared	963	7.30	581	7.77		
		Service Deli - Cat 3	Conventional	Prepared	151	5.28	414	5.03		
		Service Deli Pastrami	Conventional	Prepared	15	5.99				
		Service Deli Turkey Ham	Conventional	Prepared	106	5.18	699	5.89		
Variety Meat	Per lb	Necks	Conventional	Fresh	70	1.96	141	2.64		



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	9,636
Feature Rate (%)	70.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Cutlets, Regular	Conventional	Fresh	21	4.99 - 4.99	4.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	116	1.99 - 1.99	1.99
			Wings, 10 Lbs or more	Conventional	Fresh	21	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	72	3.99 - 3.99	3.99
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	589	2.66 - 3.99	3.00
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	238	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	64	3.99 - 5.00	4.68
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1147	3.07 - 5.99	4.54
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	333	3.20 - 3.66	3.40
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	564	4.61 - 8.99	6.86
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	596	4.99 - 5.99	5.24
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	17	7.00 - 7.00	7.00
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	18	9.57 - 9.57	9.57
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1313	4.39 - 6.67	5.85
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	38	4.79 - 4.79	4.79
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	38	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	38	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	519	4.99 - 9.99	7.08
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	72	13.69 - 13.69	13.69
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1725	5.92 - 14.20	8.04
			Service Deli - Cat 1	Conventional	Prepared	1538	8.99 - 14.99	10.77
			Service Deli - Cat 1	USDA Organic	Prepared	20	13.99 - 13.99	13.99
			Service Deli - Cat 2	Conventional	Prepared	518	4.99 - 7.99	6.84
			Service Deli Turkey Ham	Conventional	Prepared	21	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	5,159
Feature Rate (%)	49.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Cutlets, Regular	Conventional	Fresh	3	4.99 - 4.99	4.99
			Wings, 10 Lbs or more	Conventional	Fresh	3	2.99 - 2.99	2.99
			Wings, Value	Conventional	Fresh	50	2.29 - 2.29	2.29
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	95	3.07 - 3.99	3.83
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	364	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	218	3.49 - 4.99	4.02
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	12	3.20 - 3.20	3.20
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	38	4.99 - 4.99	4.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	99	4.39 - 6.67	5.98
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	2	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	482	4.99 - 7.99	6.30
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2732	4.78 - 11.98	7.13
			Service Deli - Cat 1	Conventional	Prepared	763	8.99 - 13.99	10.05
			Service Deli - Cat 3	Conventional	Prepared	34	5.99 - 5.99	5.99
			Service Deli Pastrami	Conventional	Prepared	2	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	3	6.99 - 6.99	6.99
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	4,710
Feature Rate (%)	46.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Split Breast, Bone-In, Regular	Conventional	Fresh	18	4.99 - 4.99	4.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	79	1.49 - 1.49	1.49
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	586	2.50 - 4.99	3.40
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	44	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	156	3.99 - 4.99	4.44
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	23	6.99 - 6.99	6.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	17	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	USDA Organic, Free Range	Fresh	23	6.99 - 6.99	6.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	90	7.98 - 7.98	7.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	119	3.99 - 5.32	5.03
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	41	8.99 - 8.99	8.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	79	5.60 - 5.60	5.60
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	336	3.63 - 5.45	5.19
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	219	3.99 - 7.99	5.41
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1739	6.20 - 11.98	7.60
			Service Deli - Cat 1	Conventional	Prepared	731	7.99 - 13.49	10.11
			Service Deli - Cat 2	Conventional	Prepared	352	7.97 - 8.49	8.03
			Service Deli - Cat 3	Conventional	Prepared	29	4.99 - 5.99	5.44
			Service Deli Pastrami	Conventional	Prepared	13	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	16	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	3,756
Feature Rate (%)	50.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	113	6.00 - 6.59	6.19
			Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	76	6.99 - 6.99	6.99
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	332	2.19 - 4.49	3.68
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	58	3.73 - 4.00	3.87
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	321	3.49 - 5.19	3.82
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	66	5.99 - 6.49	6.21
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	29	5.50 - 5.50	5.50
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	29	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	272	3.97 - 5.32	4.51
			Turkey Sausage, < 1 Lb	Conventional	Fresh	29	4.56 - 4.56	4.56
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	4	2.99 - 2.99	2.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	71	8.99 - 8.99	8.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	4	4.00 - 4.00	4.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	199	4.34 - 5.45	4.58
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	297	4.03 - 6.00	5.44
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1008	3.54 - 9.58	6.43
			Service Deli - Cat 1	Conventional	Prepared	663	7.99 - 11.99	9.89
			Service Deli - Cat 2	Conventional	Prepared	93	6.49 - 7.99	7.15
			Service Deli - Cat 3	Conventional	Prepared	88	4.89 - 4.99	4.96
			Service Deli Turkey Ham	Conventional	Prepared	3	4.57 - 4.57	4.57
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	3,196
Feature Rate (%)	55.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	11	1.69 - 1.69	1.69
			Whole Turkey > 16 Lbs	Conventional	Frozen	11	1.69 - 1.69	1.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	504	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	118	4.33 - 4.33	4.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	118	6.99 - 6.99	6.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	168	3.99 - 4.99	4.10
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	28	9.99 - 9.99	9.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	59	3.99 - 3.99	3.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	25	4.39 - 4.39	4.39
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	36	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	76	4.00 - 4.00	4.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	2	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	92	3.99 - 4.99	4.01
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1364	3.43 - 10.65	6.39
			Service Deli - Cat 1	Conventional	Prepared	521	9.99 - 15.99	10.52
			Service Deli Turkey Ham	Conventional	Prepared	63	4.57 - 4.57	4.57

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	1,162
Feature Rate (%)	72.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	22	1.69 - 1.69	1.69
			Whole Turkey > 16 Lbs	Conventional	Frozen	22	1.69 - 1.69	1.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	327	3.99 - 3.99	3.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	59	4.49 - 4.49	4.49
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	4	4.39 - 4.39	4.39
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	42	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	42	4.00 - 4.00	4.00
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	76	4.99 - 4.99	4.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	213	4.44 - 10.65	6.25



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	355	8.99 - 10.99	10.29

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	65
Feature Rate (%)	68.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	12	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	33	10.99 - 10.99	10.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	6	6.22 - 7.00	6.61
			Service Deli - Cat 1	Conventional	Prepared	14	9.99 - 10.99	10.78

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	57
Feature Rate (%)	41.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	23	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	3	6.99 - 6.99	6.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	28	6.20 - 9.76	7.35

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.