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Report for 9/21/2024 - 9/27/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 3.8% and the activity index increased by 4.2%. Whole birds, parts, processed items, deli and variety meats increased in ad space this week, while ground and prepared items decreased in ad space. Kosher whole birds remained steady ahead of Rosh Hashana.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	46,336	44,488	
Feature Rate (%)	71.6%	67.8%	

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	153	1.17				
		Whole Turkey < 16 Lbs	Kosher	Frozen	1,437	2.76	1,437	2.76		
		Whole Turkey > 16 Lbs	Kosher	Frozen	1,364	2.69	1,364	2.69		
Parts	Per lb	Breast Cutlets, Regular	Antibiotic Free	Fresh			610	6.22		
		Breast Cutlets, Regular	Conventional	Fresh			198	1.01		
		Breast Cutlets, Regular	Conventional	Frozen	1,472	1.75				
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	187	4.99				
		Breast Tenders, Regular	Antibiotic Free	Fresh	299	4.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh			1,412	5.06		
		Drumsticks, Regular	Conventional	Fresh	148	2.21	56	1.76		
		Drumsticks, Regular	Conventional	Frozen	88	1.54	66	1.49		
		Drumsticks, Value	Conventional	Frozen	60	1.79				
		Split Breast, Bone-In, Regular	Conventional	Fresh			18	4.99		
		Thighs, Regular	Conventional	Fresh			18	2.99		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	51	1.69				
		Whole Breast, Bone-In, Regular	Conventional	Frozen	1,523	1.92	312	1.27		
		Wings, Regular	Conventional	Fresh	50	1.99				
		Wings, Regular	Conventional	Frozen	66	2.06	138	1.83		
		Wings, Value	Conventional	Fresh	51	2.29	51	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	321	2.85	292	4.83		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,998	3.82	2,025	3.53		



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 (85%), 1-2 Lbs	USDA Organic	Fresh	414	7.99				
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1,281	3.84	2,552	3.27		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	1,380	4.60	1,106	4.39		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3,422	3.77	3,089	4.16		
		Ground Turkey (93%), 1-2 Lbs	Kosher	Fresh			314	4.99		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh			414	7.99		
		Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh	296	4.16	149	4.00		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	212	4.29	456	3.56		
		Ground Turkey Breast (98-100%), 1-2 Lbs	ABF, Free Range	Fresh	20	5.47				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	176	6.30	259	5.53		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	804	6.48	177	6.47		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	148	5.05	87	5.10		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	683	5.64	1,925	5.29		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	188	5.50				
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Fresh			20	6.65		
		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	503	10.19	401	8.19		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	52	6.62				
		Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh	259	7.98				
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,343	5.25	1,656	5.39		
		Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	414	13.98				
		Turkey Sausage, < 1 Lb	Conventional	Fresh	30	4.56	30	4.56		
		Turkey Sausage, 1-2 Lbs	Antibiotic Free	Fresh	87	3.59	87	3.59		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	40	4.82	410	5.57		
		Turkey Sausage, 2-4 Lbs	Conventional	Fresh			16	3.50		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh			30	6.98		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	105	10.72	918	13.99		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	28	2.99	120	2.99		
		Necks, Smoked	Conventional	Prepared			171	2.81		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	93	6.70				
		Wings, Smoked	Conventional	Prepared			120	3.49		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	86	6.31	207	6.39		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	923	5.67	909	5.14		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,876	6.11	1,594	6.51		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared			44	14.83		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	13,165	8.17	11,330	8.46		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	120	23.97				
		Service Deli - Cat 1	Conventional	Prepared	5,736	9.98	5,955	10.24		
		Service Deli - Cat 2	Conventional	Prepared	1,355	7.49	1,130	7.09		
		Service Deli - Cat 3	Conventional	Prepared	1,354	5.78	367	5.01		
		Service Deli Pastrami	Conventional	Prepared	66	6.99				
		Service Deli Turkey Ham	Conventional	Prepared	318	4.72	377	5.20		
Variety Meat	Per lb	Necks	Conventional	Fresh	91	1.55	71	1.76		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	11,582
Feature Rate (%)	74.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Kosher	Frozen	73	3.99 - 3.99	3.99
Parts		Per lb	Breast Cutlets, Regular	Conventional	Frozen	378	1.69 - 1.99	1.93
			Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	187	4.99 - 4.99	4.99
			Drumsticks, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Frozen	88	1.39 - 1.69	1.54
			Whole Breast, Bone-In, Regular	Conventional	Frozen	66	0.99 - 0.99	0.99
			Wings, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	64	1.59 - 2.99	2.03
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	87	2.92 - 2.92	2.92
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	975	2.99 - 5.00	4.16
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	11	7.99 - 7.99	7.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	704	2.50 - 5.33	4.04
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	219	3.00 - 5.99	3.89
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	771	3.66 - 5.19	3.97



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh	148	3.33 - 3.33	3.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	109	5.38 - 7.99	5.88
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	450	5.99 - 6.99	6.66
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	87	5.10 - 5.10	5.10
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	570	5.10 - 6.80	5.71
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	11	11.20 - 11.20	11.20
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	52	6.39 - 6.99	6.62
			Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh	23	7.98 - 7.98	7.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	798	3.99 - 9.32	5.98
			Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	11	13.98 - 13.98	13.98
			Turkey Sausage, 1-2 Lbs	Antibiotic Free	Fresh	87	3.59 - 3.59	3.59
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	18	3.99 - 3.99	3.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	58	10.99 - 10.99	10.99
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	93	5.99 - 6.99	6.70
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	73	5.00 - 5.00	5.00
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	468	5.99 - 7.99	6.96
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1827	5.32 - 14.20	8.51
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	120	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	1945	8.99 - 11.99	10.25
			Service Deli - Cat 2	Conventional	Prepared	711	6.99 - 8.99	7.41
			Service Deli - Cat 3	Conventional	Prepared	120	4.29 - 5.99	5.37
			Service Deli Pastrami	Conventional	Prepared	66	6.99 - 6.99	6.99
			Service Deli Turkey Ham	Conventional	Prepared	20	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	15,788
Feature Rate (%)	86.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
Parts	Per lb		Breast Cutlets, Regular	Conventional	Frozen	1094	1.69 - 1.69	1.69
			Drumsticks, Regular	Conventional	Fresh	101	1.28 - 2.99	2.32
			Drumsticks, Value	Conventional	Frozen	60	1.79 - 1.79	1.79
			Whole Breast, Bone-In, Regular	Conventional	Fresh	51	1.69 - 1.69	1.69
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1363	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	2	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Wings, Value	Conventional	Fresh	51	2.29 - 2.29	2.29
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	190	2.44 - 2.44	2.44
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	276	2.99 - 4.99	3.22
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	80	7.99 - 7.99	7.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	112	3.33 - 5.33	3.40
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	540	3.99 - 4.99	4.43
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	651	3.66 - 4.99	3.69
			Ground Turkey Breast (98-100%), 1-2 Lbs	ABF, Free Range	Fresh	19	5.47 - 5.47	5.47
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	201	5.99 - 6.38	6.36
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	169	4.34 - 11.20	8.18
			Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh	236	7.98 - 7.98	7.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	419	3.99 - 9.32	4.11
			Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	80	13.98 - 13.98	13.98
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	17	10.99 - 10.99	10.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	33	6.80 - 6.80	6.80
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	112	3.62 - 7.19	5.68
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	348	3.19 - 7.99	5.82
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	4481	5.00 - 14.20	8.31
			Service Deli - Cat 1	Conventional	Prepared	1083	7.99 - 11.99	9.49
			Service Deli - Cat 2	Conventional	Prepared	103	5.98 - 7.99	6.64
			Service Deli - Cat 3	Conventional	Prepared	1094	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	2	6.99 - 6.99	6.99
Variety Meat	Per lb		Necks	Conventional	Fresh	91	0.98 - 1.99	1.55

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	7,985
Feature Rate (%)	68.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Conventional	Frozen	98	0.99 - 0.99	0.99
			Whole Turkey < 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	258	4.99 - 4.99	4.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	94	1.49 - 1.99	1.50
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	44	4.49 - 4.49	4.49
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	207	3.33 - 4.99	3.48



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	105	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	502	4.99 - 5.00	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	991	2.99 - 4.99	3.82
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	61	6.99 - 6.99	6.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	69	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	61	4.99 - 4.99	4.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	39	5.49 - 5.99	5.71
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	188	5.50 - 5.50	5.50
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	38	4.92 - 4.92	4.92
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	22	5.49 - 5.49	5.49
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	2	10.99 - 10.99	10.99
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	28	2.99 - 2.99	2.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	53	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	451	4.72 - 7.27	6.50
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	573	4.99 - 7.99	5.88
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2932	3.32 - 14.83	8.97
			Service Deli - Cat 1	Conventional	Prepared	648	5.99 - 12.49	9.54
			Service Deli - Cat 2	Conventional	Prepared	489	5.99 - 9.99	7.74
			Service Deli - Cat 3	Conventional	Prepared	15	4.99 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	15	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	5,322
Feature Rate (%)	69.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	41	4.99 - 4.99	4.99
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	331	1.99 - 4.98	3.73
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	112	7.99 - 7.99	7.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	228	2.76 - 4.97	3.98
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	119	4.99 - 5.00	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	457	3.49 - 4.99	3.87
			Ground Turkey Breast (98-100%), 1-2 Lbs	ABF, Free Range	Fresh	1	5.47 - 5.47	5.47
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	6	6.99 - 6.99	6.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	84	5.99 - 6.49	6.17
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	74	5.00 - 5.00	5.00
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	112	11.20 - 11.20	11.20



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	88	3.99 - 4.52	4.17
			Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	112	13.98 - 13.98	13.98
			Turkey Sausage, < 1 Lb	Conventional	Fresh	30	4.56 - 4.56	4.56
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	143	4.34 - 7.27	5.58
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	471	3.79 - 6.98	5.68
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1584	3.54 - 11.41	6.90
			Service Deli - Cat 1	Conventional	Prepared	1136	7.99 - 12.99	9.99
			Service Deli - Cat 2	Conventional	Prepared	41	7.99 - 7.99	7.99
			Service Deli - Cat 3	Conventional	Prepared	62	4.39 - 4.47	4.47
			Service Deli Turkey Ham	Conventional	Prepared	90	4.47 - 4.59	4.51

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	4,513
Feature Rate (%)	58.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	55	1.49 - 1.49	1.49
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	77	2.19 - 2.99	2.43
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	208	7.99 - 7.99	7.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	490	2.97 - 3.99	3.33
			Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh	148	4.99 - 4.99	4.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	212	3.99 - 4.33	4.29
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	208	11.20 - 11.20	11.20
			Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	208	13.98 - 13.98	13.98
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	28	9.99 - 9.99	9.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	144	3.27 - 3.63	3.50
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	16	7.99 - 7.99	7.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1823	3.54 - 11.41	7.52
			Service Deli - Cat 1	Conventional	Prepared	642	9.99 - 12.99	10.07
			Service Deli - Cat 3	Conventional	Prepared	63	4.39 - 4.39	4.39
			Service Deli Turkey Ham	Conventional	Prepared	191	4.49 - 4.79	4.62

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,094
Feature Rate (%)	43.0%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	132	2.99 - 4.99	4.14
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	3	7.99 - 7.99	7.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	121	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	59	3.99 - 3.99	3.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	3	11.20 - 11.20	11.20
			Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh	3	13.98 - 13.98	13.98
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	491	3.54 - 10.26	7.44
			Service Deli - Cat 1	Conventional	Prepared	271	6.99 - 12.99	10.71
			Service Deli - Cat 2	Conventional	Prepared	11	7.99 - 7.99	7.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	28
Feature Rate (%)	16.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	11	3.33 - 3.33	3.33
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	6	7.11 - 8.00	7.56
			Service Deli - Cat 1	Conventional	Prepared	11	10.99 - 10.99	10.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	24
Feature Rate (%)	11.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	21	6.20 - 8.00	7.36

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.