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Report for 1/11/2025 - 1/17/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased 15.2% and the activity index remained mostly steady decreasing by 0.3%. Parts, prepared, deli items and variety meat increased in ad space this week. Ground and processed Items 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 as retailers resume their off-season turkey promotions in the new year.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	40,832	40,975	
Feature Rate (%)	73.8%	58.6%	

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 Cutlets, Regular	Conventional	Fresh			72	6.49		
		Breast Tenders, Regular	Conventional	Fresh			23	5.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh			225	5.40		
		Drumsticks, Regular	Conventional	Fresh	129	2.70	110	1.99		
		Drumsticks, Regular	Conventional	Frozen			185	2.36		
		Split Breast, Bone-In, Regular	Conventional	Fresh			90	2.49		
		Thighs, Regular	Conventional	Fresh	91	2.99	107	2.09		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	1,260	2.44	23	1.69		
		Whole Breast, Boneless, Regular	Conventional	Fresh	76	5.97				
		Wings, 10 Lbs or more	Conventional	Fresh	24	2.99				
		Wings, 10 Lbs or more	Conventional	Frozen			24	2.99		
		Wings, Regular	Conventional	Fresh	38	1.99	80	2.74		
		Wings, Regular	Conventional	Frozen	112	1.99	168	2.19		
		Wings, Value	Conventional	Fresh	50	2.29	50	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	21	8.99	190	2.50		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,862	3.92	3,717	3.48		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	2,284	3.11	1,006	3.35		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	522	3.99	452	5.15		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,296	3.91	2,016	4.04		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	656	3.52	304	3.26		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Ground	Per lb	Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	364	6.49	189	5.49		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	781	6.23	404	6.46		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	417	5.60	1,105	5.44		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic	Frozen	17	13.99				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	254	5.26	1,214	4.98		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	191	8.88	2,038	7.53		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	58	5.59	42	5.22		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	3,215	4.91	4,127	4.92		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	164	4.99				
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	157	3.45	75	3.64		
		Necks, Smoked	Conventional	Prepared	157	3.45	75	3.64		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	20	5.99	146	6.66		
		Wings, Smoked	Conventional	Prepared	217	3.33	75	3.64		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	78	6.32				
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	645	4.65	753	4.94		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,891	6.89	1,530	6.10		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	12,314	8.09	13,005	8.17		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared			44	23.97		
		Service Deli - Cat 1	Antibiotic Free	Prepared			20	8.99		
		Service Deli - Cat 1	Conventional	Prepared	7,616	10.23	5,852	10.05		
		Service Deli - Cat 1	USDA Organic	Prepared	20	13.99	20	13.99		
		Service Deli - Cat 2	Conventional	Prepared	581	7.77	939	7.80		
		Service Deli - Cat 3	Conventional	Prepared	414	5.03	190	5.98		
		Service Deli Turkey Ham	Conventional	Prepared	699	5.89	168	4.76		
Variety Meat	Per lb	Necks	Conventional	Fresh	141	2.64	122	2.58		

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

Metric Current Week (CW)



Total Outlets	4,853
Activity Index	12,573
Feature Rate (%)	79.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	129	1.99 - 2.99	2.70
			Thighs, Regular	Conventional	Fresh	91	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	76	2.49 - 2.49	2.49
			Wings, 10 Lbs or more	Conventional	Fresh	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	38	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	72	1.99 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	846	3.07 - 5.00	3.64
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	168	3.33 - 4.66	3.67
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	92	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	792	3.07 - 4.22	3.49
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	185	3.20 - 3.20	3.20
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	364	6.49 - 6.49	6.49
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	669	5.99 - 8.99	6.35
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	USDA Organic	Frozen	17	13.99 - 13.99	13.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	164	5.50 - 5.50	5.50
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	72	9.57 - 9.57	9.57
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1807	3.99 - 6.65	5.02
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	164	4.99 - 4.99	4.99
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	157	3.29 - 3.99	3.45
			Necks, Smoked	Conventional	Prepared	157	3.29 - 3.99	3.45
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	20	5.99 - 5.99	5.99
			Wings, Smoked	Conventional	Prepared	157	3.29 - 3.99	3.45
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	302	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	208	5.84 - 9.99	8.63
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1606	4.67 - 13.31	9.31
			Service Deli - Cat 1	Conventional	Prepared	3093	7.99 - 14.99	10.31
			Service Deli - Cat 1	USDA Organic	Prepared	20	13.99 - 13.99	13.99
			Service Deli - Cat 2	Conventional	Prepared	246	7.49 - 8.99	8.08
			Service Deli - Cat 3	Conventional	Prepared	145	4.98 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	302	6.99 - 6.99	6.99
Variety Meat		Per lb	Necks	Conventional	Fresh	91	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
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Total Outlets	6,580
Activity Index	9,157
Feature Rate (%)	80.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	1094	2.49 - 2.49	2.49
			Wings, 10 Lbs or more	Conventional	Fresh	3	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Frozen	40	1.98 - 1.98	1.98
			Wings, Value	Conventional	Fresh	50	2.29 - 2.29	2.29
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	65	3.99 - 4.38	4.16
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1687	3.00 - 3.66	3.11
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	106	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	109	3.46 - 5.99	5.42
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	12	3.20 - 3.20	3.20
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	3	7.99 - 7.99	7.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	275	3.99 - 6.38	5.30
Prepared		Per lb	Wings, Smoked	Conventional	Prepared	60	2.99 - 2.99	2.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	78	6.32 - 6.32	6.32
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	66	4.36 - 4.72	4.51
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1589	4.99 - 6.99	6.89
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2690	4.67 - 13.07	8.12
			Service Deli - Cat 1	Conventional	Prepared	1123	7.99 - 13.99	10.23
			Service Deli - Cat 2	Conventional	Prepared	38	7.99 - 7.99	7.99
Variety Meat		Per lb	Service Deli - Cat 3	Conventional	Prepared	19	4.98 - 6.99	5.19
			Necks	Conventional	Fresh	50	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	7,873
Feature Rate (%)	68.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	90	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	361	3.99 - 4.99	4.30
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	339	2.33 - 3.66	3.09
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	106	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	35	3.99 - 5.00	4.68
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	327	3.00 - 3.66	3.12
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	109	4.99 - 5.99	5.43



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	39	5.49 - 5.99	5.71
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	61	4.49 - 4.49	4.49
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	90	8.93 - 8.93	8.93
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	58	5.59 - 5.59	5.59
			Turkey Bacon, < 1 Lb	Conventional	Fresh	155	3.99 - 6.38	5.15
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	113	5.08 - 5.08	5.08
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	530	3.97 - 7.99	6.81
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3414	4.44 - 11.98	7.66
			Service Deli - Cat 1	Conventional	Prepared	1728	7.97 - 11.99	9.92
			Service Deli - Cat 2	Conventional	Prepared	269	6.96 - 8.99	7.48
			Service Deli - Cat 3	Conventional	Prepared	15	4.98 - 6.99	6.72
			Service Deli Turkey Ham	Conventional	Prepared	34	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	4,897
Feature Rate (%)	64.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Boneless, Regular	Conventional	Fresh	76	5.97 - 5.97	5.97
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	205	2.19 - 3.99	3.74
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	218	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	178	3.98 - 5.00	4.21
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	76	3.97 - 3.97	3.97
			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	254	3.97 - 4.67	4.27
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	147	4.34 - 4.72	4.57
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	368	4.99 - 7.48	6.46
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2153	3.54 - 11.98	7.46
			Service Deli - Cat 1	Conventional	Prepared	874	7.99 - 11.99	9.93
			Service Deli - Cat 2	Conventional	Prepared	9	6.99 - 8.99	8.32
			Service Deli - Cat 3	Conventional	Prepared	170	4.57 - 6.49	5.30
			Service Deli Turkey Ham	Conventional	Prepared	111	3.99 - 4.67	4.32

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675



Activity Index	4,675
Feature Rate (%)	71.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	907	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	90	2.33 - 2.33	2.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	62	3.99 - 4.99	4.01
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	381	4.39 - 4.67	4.65
Deli	Per lb		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	192	5.84 - 5.99	5.97
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2030	4.44 - 11.98	8.28
			Service Deli - Cat 1	Conventional	Prepared	696	8.98 - 15.99	10.90
			Service Deli - Cat 3	Conventional	Prepared	65	3.99 - 3.99	3.99
			Service Deli Turkey Ham	Conventional	Prepared	252	4.67 - 6.49	5.39

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	1,511
Feature Rate (%)	78.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	21	8.99 - 8.99	8.99
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	443	3.99 - 4.69	4.03
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	117	3.99 - 4.99	4.60
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	121	4.99 - 4.99	4.99
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	308	4.39 - 4.67	4.67
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	4	5.84 - 5.84	5.84
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	386	6.22 - 11.98	8.95
			Service Deli - Cat 1	Conventional	Prepared	91	9.79 - 14.99	11.42
			Service Deli - Cat 2	Conventional	Prepared	19	6.99 - 6.99	6.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	68
Feature Rate (%)	58.2%

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



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3	4.99 - 4.99	4.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	11	4.99 - 4.99	4.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	12	4.67 - 4.67	4.67
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	13	8.72 - 8.72	8.72
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	6	8.52 - 9.58	9.05
			Service Deli - Cat 1	Conventional	Prepared	11	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	78
Feature Rate (%)	42.2%

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
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	23	4.67 - 4.67	4.67
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.08 - 5.08	5.08
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	29	7.09 - 11.98	8.98

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.