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Report for 2/8/2025 - 2/14/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 10.95% and the activity index increased by 3.2%. Ground, processed, and deli items increased in ad space this week. Whole birds and variety meat remained steady and parts 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	26,337	23,737	
Feature Rate (%)	48.8%	45.6%	

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			24	1.69		
		Whole Turkey > 16 Lbs	Conventional	Frozen			24	1.69		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh			188	6.79		
		Breast Cutlets, Value	Conventional	Frozen			24	4.99		
		Breast Cutlets, Thin-Sliced, Regular	Antibiotic Free	Fresh	72	5.99				
		Drumsticks, Regular	Conventional	Fresh	38	3.49				
		Drumsticks, Regular	Conventional	Frozen			160	1.82		
		Split Breast, Bone-In, Regular	Conventional	Fresh			24	3.99		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	289	1.58	217	1.05		
		Whole Breast, Boneless, Regular	Conventional	Frozen	219	4.83	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	98	3.49	88	1.84		
		Wings, Regular	Conventional	Frozen			40	1.98		
		Wings, Value	Conventional	Fresh	50	2.69	50	2.69		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	261	3.64				
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,731	3.80	1,736	3.88		
		Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	8.99				
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	498	3.49	627	3.30		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	195	4.52	114	5.44		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3,518	4.13	2,767	4.61		



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	118	3.63	105	4.00		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	1,153	5.94	395	6.33		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh			164	7.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	418	5.68	319	5.99		
		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	83	4.76	49	5.09		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	210	9.57	725	7.63		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,189	5.36	1,627	5.07		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh			18	3.99		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98	29	6.98		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	182	4.96				
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	189	6.99				
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared			197	3.69		
		Necks, Smoked	Conventional	Prepared	38	3.49	157	3.61		
		Wings, Smoked	Conventional	Prepared			197	3.69		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	222	6.59	516	6.55		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	718	4.49	719	4.40		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,267	6.26	2,725	6.06		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared			44	14.83		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	5,944	7.07	4,018	7.43		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	557	23.63	140	23.02		
		Self-Service Deli Tub/Pouch	Conventional	Prepared			16	10.99		
		Service Deli - Cat 1	Antibiotic Free	Prepared	20	9.99				
		Service Deli - Cat 1	Conventional	Prepared	4,153	10.28	3,582	10.01		
		Service Deli - Cat 1	USDA Organic	Prepared	60	13.32				
		Service Deli - Cat 2	Conventional	Prepared	668	7.75	1,079	7.27		
		Service Deli - Cat 3	Conventional	Prepared	176	5.82	290	5.54		
		Service Deli Pastrami	Conventional	Prepared	992	11.79	38	9.99		
		Service Deli Turkey Ham	Conventional	Prepared	268	5.06	212	4.30		



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	50	1.99	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	8,502
Feature Rate (%)	66.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	21	1.49 - 1.49	1.49
Parts	Per lb		Breast Cutlets, Thin-Sliced, Regular	Antibiotic Free	Fresh	72	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Fresh	38	3.49 - 3.49	3.49
			Whole Breast, Bone-In, Regular	Conventional	Frozen	182	1.49 - 1.49	1.49
			Whole Breast, Boneless, Regular	Conventional	Frozen	105	4.83 - 4.83	4.83
			Wings, 10 Lbs or more	Conventional	Fresh	21	2.99 - 2.99	2.99
			Wings, 10 Lbs or more	Conventional	Frozen	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	38	3.49 - 3.49	3.49
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	261	3.50 - 3.99	3.64
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	348	2.99 - 5.00	3.63
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	55	3.66 - 4.66	4.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	136	3.99 - 5.00	4.32
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1328	2.99 - 6.99	3.92
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	17	7.99 - 7.99	7.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	91	3.33 - 3.33	3.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	735	5.38 - 7.99	5.96
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Frozen	72	5.00 - 5.00	5.00
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	120	9.57 - 9.57	9.57
			Turkey Bacon, < 1 Lb	Conventional	Fresh	718	3.99 - 6.67	5.39
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	182	4.69 - 4.99	4.96
Prepared	Per lb		Necks, Smoked	Conventional	Prepared	38	3.49 - 3.49	3.49
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	339	3.99 - 5.08	4.11
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	54	6.99 - 6.99	6.99



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	613	5.32 - 8.89	6.53
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	133	21.31 - 23.97	22.53
			Service Deli - Cat 1	Antibiotic Free	Prepared	20	9.99 - 9.99	9.99
			Service Deli - Cat 1	Conventional	Prepared	1772	7.99 - 13.49	10.95
			Service Deli - Cat 1	USDA Organic	Prepared	60	11.99 - 13.99	13.32
			Service Deli - Cat 2	Conventional	Prepared	538	6.99 - 8.99	7.76
			Service Deli Pastrami	Conventional	Prepared	72	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	3,392
Feature Rate (%)	24.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	3	1.49 - 1.49	1.49
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	17	1.49 - 1.49	1.49
			Whole Breast, Boneless, Regular	Conventional	Frozen	2	4.83 - 4.83	4.83
			Wings, 10 Lbs or more	Conventional	Fresh	3	2.99 - 2.99	2.99
			Wings, 10 Lbs or more	Conventional	Frozen	3	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	60	3.49 - 3.49	3.49
			Wings, Value	Conventional	Fresh	50	2.69 - 2.69	2.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	78	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	106	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	458	3.49 - 5.00	3.91
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	87	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	38	4.99 - 4.99	4.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	208	4.67 - 6.67	5.38
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	78	5.52 - 6.32	5.91
			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	132	5.00 - 6.99	6.72
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1017	5.00 - 9.57	7.34
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	87	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	568	7.99 - 14.99	10.58
			Service Deli Pastrami	Conventional	Prepared	305	12.99 - 12.99	12.99
Variety Meat		Per lb	Necks	Conventional	Fresh	50	1.99 - 1.99	1.99
			Necks	Conventional	Frozen	40	2.08 - 2.08	2.08



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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	5,988
Feature Rate (%)	57.3%

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
			Whole Breast, Boneless, Regular	Conventional	Frozen	112	4.83 - 4.83	4.83
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	182	3.99 - 4.99	4.64
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	284	3.33 - 3.66	3.36
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	566	3.99 - 4.99	4.41
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	2	4.66 - 4.66	4.66
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	277	4.99 - 6.49	5.60
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	78	4.49 - 5.99	4.82
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	83	4.49 - 5.50	4.76
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	90	9.57 - 9.57	9.57
			Turkey Bacon, < 1 Lb	Conventional	Fresh	47	5.32 - 6.65	5.83
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	189	6.99 - 6.99	6.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	31	6.40 - 6.40	6.40
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	224	3.23 - 5.32	4.73
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	465	5.00 - 9.99	7.01
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1918	3.56 - 9.98	7.26
			Service Deli - Cat 1	Conventional	Prepared	1108	6.99 - 11.99	9.62
			Service Deli - Cat 2	Conventional	Prepared	93	6.99 - 7.99	7.81
			Service Deli - Cat 3	Conventional	Prepared	52	5.99 - 6.96	6.57
			Service Deli Pastrami	Conventional	Prepared	42	5.95 - 12.99	7.79
			Service Deli Turkey Ham	Conventional	Prepared	55	3.99 - 5.99	5.08

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	3,776
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	136	2.19 - 3.99	3.61
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	392	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	116	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	25	4.66 - 4.66	4.66
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	118	6.48 - 6.48	6.48
			Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh	29	5.50 - 5.50	5.50
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	216	3.99 - 5.32	5.14
			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	111	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	88	4.34 - 6.54	5.82
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	395	4.36 - 6.49	5.72
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1203	3.54 - 10.65	6.55
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	116	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	306	6.99 - 11.99	8.83
			Service Deli - Cat 2	Conventional	Prepared	18	7.99 - 7.99	7.99
			Service Deli - Cat 3	Conventional	Prepared	59	4.97 - 4.97	4.97
			Service Deli Pastrami	Conventional	Prepared	328	7.99 - 12.99	11.33
			Service Deli Turkey Ham	Conventional	Prepared	91	4.00 - 4.67	4.39

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	3,597
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	638	2.77 - 3.99	3.54
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	53	3.66 - 3.66	3.66
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	552	3.99 - 4.99	4.30
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	218	7.99 - 7.99	7.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	2	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	59	3.63 - 3.63	3.63
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	218	3.99 - 5.99	5.19
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	971	5.38 - 8.87	7.09
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	218	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	297	8.98 - 12.99	9.78
			Service Deli - Cat 3	Conventional	Prepared	65	5.99 - 5.99	5.99
			Service Deli Pastrami	Conventional	Prepared	184	12.99 - 12.99	12.99
			Service Deli Turkey Ham	Conventional	Prepared	122	4.67 - 6.49	5.55

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

Metric	Current Week (CW)
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Total Outlets	1,172
Activity Index	1,012
Feature Rate (%)	66.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	314	3.99 - 4.99	4.02
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	8.99 - 8.99	8.99
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	59	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	208	3.99 - 4.99	4.91
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	3	7.99 - 7.99	7.99
Deli		Per lb	Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	23	6.49 - 6.49	6.49
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	215	7.09 - 9.98	8.36
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	3	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	97	9.99 - 11.99	10.07
			Service Deli - Cat 2	Conventional	Prepared	19	6.99 - 6.99	6.99
			Service Deli Pastrami	Conventional	Prepared	61	12.99 - 12.99	12.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	34
Feature Rate (%)	34.1%

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
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	14	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	3	6.98 - 6.98	6.98
			Service Deli - Cat 1	Conventional	Prepared	5	9.99 - 11.99	10.79

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	36
Feature Rate (%)	33.0%

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
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	6	5.08 - 5.81	5.45
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	7	7.32 - 7.32	7.32



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.