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Report for 12/21/2024 - 12/27/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 4.8% and the activity index decreased by 11.6%. Processed, prepared and deli items increased in ad space this week. Whole birds, parts and ground items decreased in ad space while variety meat remained steady. Many of last week's ads were extended to run through Christmas or New Years.

In addition to this week's feature prices, many retailers offered no-price promotions (Free items, BOGO, etc.), single day sales, and cooked holiday meals available to order. The most common specials are summarized below.

Fully Cooked Holiday Turkey Meals (Pre-cooked and ready to reheat)
38.58% of stores offered some kind of cooked turkey holiday meal available to order. The most common meal offering was a full turkey dinner for 6-10 people.

% Stores	Meal Type (Servings)	Price Range	Wtd. Avg. Price
14.97%	Turkey Dinner (2-6)	18.99-139.99	63.08
1.86%	ABF Turkey Dinner (2-6)	39.99-139.99	51.06
35.16%	Turkey Dinner (6-10)	49.99-169.99	84.66
0.70%	ABF Turkey Dinner (6-10)	119.99-229.99	162.19
3.74%	Turkey Dinner (>10)	99.99-169.99	145.02
2.70%	Turkey & Ham Dinner (>10)	104.99-289.99	229.06

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	63,538	71,867	
Feature Rate (%)	85.3%	80.5%	

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	ABF, Free Range	Fresh	25	4.29	25	4.29		
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	434	3.97	2,023	2.51		
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen			1,364	2.49		
		Whole Turkey < 16 Lbs	Conventional	Fresh	6,254	1.95	7,069	1.93		
		Whole Turkey < 16 Lbs	Conventional	Frozen	5,000	1.56	6,872	1.50		
		Whole Turkey < 16 Lbs	Kosher	Fresh			27	4.59		
		Whole Turkey < 16 Lbs	Kosher	Frozen	1,437	2.76	1,437	2.76		
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	15	5.99	15	5.99		
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	25	4.29	25	4.29		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole	Per lb	Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	434	3.97	2,023	2.51		
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen			1,364	2.49		
		Whole Turkey > 16 Lbs	Conventional	Fresh	6,205	1.96	7,020	1.94		
		Whole Turkey > 16 Lbs	Conventional	Frozen	5,265	1.30	6,763	1.32		
		Whole Turkey > 16 Lbs	Kosher	Fresh			27	4.59		
		Whole Turkey > 16 Lbs	Kosher	Frozen	1,437	2.76	1,437	2.76		
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	15	5.99	15	5.99		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	19	6.99	526	6.99		
		Breast Tenders, Regular	Conventional	Fresh	74	5.99	74	5.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh	302	7.99	44	5.33		
		Drumsticks, Regular	Conventional	Fresh	65	2.45	151	2.43		
		Drumsticks, Regular	Conventional	Frozen			38	1.99		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	15	4.99	42	3.70		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen			166	1.49		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	5,452	2.20	5,540	2.21		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	4,150	1.90	5,379	1.89		
		Whole Breast, Boneless, Regular	Conventional	Fresh	160	4.24	160	4.24		
		Whole Breast, Boneless, Regular	Conventional	Frozen	399	3.89	399	3.89		
		Wings, 10 Lbs or more	Conventional	Frozen	22	2.99				
		Wings, Regular	Conventional	Fresh	19	1.99	91	2.23		
		Wings, Regular	Conventional	Frozen	66	1.99	76	2.19		
		Wings, Value	Conventional	Fresh	51	2.29	51	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh			365	3.99		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	518	4.29	810	3.82		
		Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh	314	3.00				
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	109	3.97	103	4.03		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	221	5.06	257	4.64		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,994	5.25	2,058	4.86		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh			302	4.33		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	253	5.52	615	6.22		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	28	5.99	28	5.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	613	5.10	311	4.23		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh			30	5.50		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	164	5.50				
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	3,724	6.62	166	7.05		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,273	5.76	1,493	5.64		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Processed	Per lb	Turkey Sausage, 1-2 Lbs	Conventional	Fresh	102	3.36	429	4.44		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Prepared			30	6.98		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh			44	4.99		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	1,297	8.96	1,110	8.79		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	66	2.99				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	600	7.31	744	6.39		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	194	6.00	232	6.05		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	197	4.78	289	4.76		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,399	6.16	1,330	6.08		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	120	14.83	17	18.26		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3,294	8.61	2,766	7.87		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared			44	23.97		
		Service Deli - Cat 1	Conventional	Prepared	7,112	9.89	6,235	9.99		
		Service Deli - Cat 2	Conventional	Prepared	1,458	7.84	1,173	7.73		
		Service Deli - Cat 3	ABF, Free Range	Prepared	14	4.99	14	4.99		
		Service Deli - Cat 3	Conventional	Prepared	231	4.77	275	5.13		
		Service Deli Pastrami	Conventional	Prepared	302	6.99	55	12.99		
		Service Deli Turkey Ham	Conventional	Prepared	550	6.05	248	4.90		
Variety Meat	Per lb	Necks	Conventional	Fresh	51	1.99	51	1.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	14,582
Feature Rate (%)	82.2%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	31	3.49 - 3.99	3.67
			Whole Turkey < 16 Lbs	Conventional	Fresh	899	0.99 - 2.49	1.80
			Whole Turkey < 16 Lbs	Conventional	Frozen	706	0.99 - 1.99	1.50
			Whole Turkey < 16 Lbs	Kosher	Frozen	73	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	31	3.49 - 3.99	3.67
			Whole Turkey > 16 Lbs	Conventional	Fresh	889	0.99 - 2.49	1.81
			Whole Turkey > 16 Lbs	Conventional	Frozen	1080	0.99 - 1.99	1.25
			Whole Turkey > 16 Lbs	Kosher	Frozen	73	3.99 - 3.99	3.99
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	19	6.99 - 6.99	6.99
			Breast Tenders, Marinated, Regular	Conventional	Fresh	302	7.99 - 7.99	7.99
			Drumsticks, Regular	Conventional	Fresh	19	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	819	1.29 - 3.99	1.86
			Whole Breast, Bone-In, Regular	Conventional	Frozen	840	1.29 - 2.99	1.74
			Wings, 10 Lbs or more	Conventional	Frozen	20	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	19	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	66	1.99 - 1.99	1.99
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	218	4.50 - 5.00	4.57
			Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh	314	3.00 - 3.00	3.00
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	54	4.00 - 4.66	4.39
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	107	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	341	3.07 - 6.99	6.65
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	194	5.38 - 5.59	5.50
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99
			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	748	6.65 - 9.12	7.78
			Turkey Bacon, < 1 Lb	Conventional	Fresh	874	3.99 - 6.65	5.75
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	19	4.99 - 4.99	4.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	320	8.66 - 9.99	9.68
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	66	2.99 - 2.99	2.99
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	360	5.99 - 6.99	6.94
Deli	Per lb		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	121	4.49 - 6.99	6.14
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	120	14.83 - 14.83	14.83
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1098	5.92 - 13.69	9.44
			Service Deli - Cat 1	Conventional	Prepared	1994	7.99 - 12.99	9.73
			Service Deli - Cat 2	Conventional	Prepared	678	5.99 - 8.99	7.55
			Service Deli Pastrami	Conventional	Prepared	302	6.99 - 6.99	6.99
			Service Deli Turkey Ham	Conventional	Prepared	302	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
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Total Outlets	6,506
Activity Index	18,569
Feature Rate (%)	90.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	80	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	2189	0.99 - 3.49	1.92
			Whole Turkey < 16 Lbs	Conventional	Frozen	1479	0.99 - 1.99	1.97
			Whole Turkey < 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	80	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	2184	0.99 - 3.49	1.92
			Whole Turkey > 16 Lbs	Conventional	Frozen	1479	0.99 - 1.99	1.23
			Whole Turkey > 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	2330	0.99 - 3.99	2.75
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1160	1.18 - 2.49	2.01
			Whole Breast, Boneless, Regular	Conventional	Fresh	160	3.99 - 4.49	4.24
			Wings, 10 Lbs or more	Conventional	Frozen	2	2.99 - 2.99	2.99
			Wings, Value	Conventional	Fresh	51	2.29 - 2.29	2.29
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	45	3.98 - 4.50	4.12
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	36	3.83 - 4.00	3.84
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	59	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	342	4.50 - 4.50	4.50
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	59	5.59 - 5.59	5.59
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1740	5.83 - 6.65	6.01
			Turkey Bacon, < 1 Lb	Conventional	Fresh	202	5.32 - 6.65	6.28
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	54	8.66 - 9.99	9.08
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	58	5.59 - 5.59	5.59
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	351	5.18 - 6.49	6.00
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	513	5.00 - 11.97	8.01
			Service Deli - Cat 1	Conventional	Prepared	1117	7.99 - 13.99	10.60
			Service Deli - Cat 2	Conventional	Prepared	22	6.99 - 6.99	6.99
Variety Meat		Per lb	Necks	Conventional	Fresh	51	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	4,574
Activity Index	12,303
Feature Rate (%)	93.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Conventional	Fresh	1309	0.99 - 2.99	2.00
			Whole Turkey < 16 Lbs	Conventional	Frozen	928	0.79 - 2.49	1.15
			Whole Turkey < 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Conventional	Fresh	1298	0.99 - 2.99	2.01
			Whole Turkey > 16 Lbs	Conventional	Frozen	928	0.79 - 2.49	1.15
			Whole Turkey > 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
Parts	Per lb		Drumsticks, Regular	Conventional	Fresh	16	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	1459	1.29 - 2.99	1.66
			Whole Breast, Bone-In, Regular	Conventional	Frozen	717	1.49 - 3.49	2.14
			Whole Breast, Boneless, Regular	Conventional	Frozen	253	4.00 - 4.00	4.00
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	110	2.50 - 4.99	3.51
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	2	4.49 - 4.49	4.49
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	638	3.99 - 5.99	4.43
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	311	3.99 - 5.99	4.23
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	424	5.83 - 7.97	6.65
			Turkey Bacon, < 1 Lb	Conventional	Fresh	61	3.99 - 3.99	3.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	53	8.66 - 9.99	8.98
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	210	7.99 - 7.99	7.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	97	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	56	5.59 - 5.59	5.59
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	403	5.49 - 8.99	6.53
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	732	5.85 - 11.97	9.61
			Service Deli - Cat 1	Conventional	Prepared	1600	7.99 - 11.99	9.60
			Service Deli - Cat 2	Conventional	Prepared	641	5.99 - 9.99	8.15
			Service Deli - Cat 3	Conventional	Prepared	24	4.99 - 6.99	5.74
			Service Deli Turkey Ham	Conventional	Prepared	31	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	7,467
Feature Rate (%)	76.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	112	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	526	1.49 - 2.98	2.25
			Whole Turkey < 16 Lbs	Conventional	Frozen	750	0.78 - 2.49	1.56
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	112	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	526	1.49 - 2.98	2.25
			Whole Turkey > 16 Lbs	Conventional	Frozen	641	0.78 - 2.49	1.52



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	74	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Fresh	30	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	588	0.99 - 1.99	1.63
			Whole Breast, Bone-In, Regular	Conventional	Frozen	644	0.99 - 2.49	1.75
			Whole Breast, Boneless, Regular	Conventional	Frozen	146	1.99 - 4.66	3.71
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	69	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	25	4.49 - 4.49	4.49
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	170	3.99 - 5.99	4.87
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	446	6.65 - 7.97	6.97
			Turkey Bacon, < 1 Lb	Conventional	Fresh	136	5.32 - 6.65	5.88
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	4	2.99 - 2.99	2.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	179	8.66 - 8.99	8.79
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	30	6.99 - 6.99	6.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	97	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	20	3.50 - 4.35	4.22
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	355	3.26 - 6.49	5.17
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	475	4.44 - 11.97	7.17
			Service Deli - Cat 1	Conventional	Prepared	1059	8.49 - 13.79	10.09
			Service Deli - Cat 2	Conventional	Prepared	94	6.99 - 8.99	8.18
			Service Deli - Cat 3	Conventional	Prepared	69	4.39 - 6.99	5.15
			Service Deli Turkey Ham	Conventional	Prepared	90	4.57 - 4.69	4.61

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	7,062
Feature Rate (%)	79.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	208	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	796	0.99 - 1.99	1.84
			Whole Turkey < 16 Lbs	Conventional	Frozen	938	0.78 - 1.99	1.42
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	208	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	777	1.59 - 1.99	1.86
			Whole Turkey > 16 Lbs	Conventional	Frozen	938	0.78 - 1.99	1.42
Parts	Per lb		Whole Breast, Bone-In, Regular	Conventional	Fresh	114	1.69 - 1.69	1.69
			Whole Breast, Bone-In, Regular	Conventional	Frozen	393	1.79 - 1.79	1.79
Ground	Per lb		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	28	5.99 - 5.99	5.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	382	5.99 - 5.99	5.99
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	28	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	280	6.65 - 6.65	6.65
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	23	2.99 - 2.99	2.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	354	8.66 - 8.66	8.66
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	63	3.50 - 3.50	3.50
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	169	3.49 - 7.99	7.71
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	230	4.79 - 9.81	6.26
			Service Deli - Cat 1	Conventional	Prepared	835	8.97 - 9.99	9.52
			Service Deli - Cat 2	Conventional	Prepared	19	6.99 - 6.99	6.99
			Service Deli - Cat 3	ABF, Free Range	Prepared	14	4.99 - 4.99	4.99
			Service Deli - Cat 3	Conventional	Prepared	138	3.99 - 6.99	4.41
			Service Deli Turkey Ham	Conventional	Prepared	127	4.67 - 5.49	5.08

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	3,250
Feature Rate (%)	87.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	25	3.99 - 4.49	4.29
			Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	442	0.99 - 2.99	2.01
			Whole Turkey < 16 Lbs	Conventional	Frozen	199	0.78 - 1.69	1.40
			Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	15	5.99 - 5.99	5.99
			Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	25	3.99 - 4.49	4.29
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	438	1.99 - 2.99	2.02
			Whole Turkey > 16 Lbs	Conventional	Frozen	199	0.78 - 1.69	1.40
			Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	15	5.99 - 5.99	5.99
Parts	Per lb		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	15	4.99 - 4.99	4.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	131	3.49 - 3.99	3.53
			Whole Breast, Bone-In, Regular	Conventional	Frozen	361	1.79 - 1.99	1.82
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	76	4.99 - 4.99	4.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	19	3.00 - 3.00	3.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	118	5.99 - 5.99	5.99
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	74	6.65 - 6.65	6.65



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Turkey Sausage, 1-2 Lbs	Conventional	Fresh	56	2.99 - 2.99	2.99
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	302	8.66 - 8.66	8.66
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	236	6.20 - 9.12	8.30
			Service Deli - Cat 1	Conventional	Prepared	494	8.97 - 12.49	10.06
			Service Deli - Cat 2	Conventional	Prepared	4	6.99 - 6.99	6.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	191
Feature Rate (%)	86.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	70	1.98 - 2.99	2.46
			Whole Turkey > 16 Lbs	Conventional	Fresh	70	1.98 - 2.99	2.46
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	11	3.49 - 3.49	3.49
			Whole Breast, Bone-In, Regular	Conventional	Frozen	12	1.79 - 1.79	1.79
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	3	6.65 - 6.65	6.65
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	12	8.66 - 8.66	8.66
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	13	10.99 - 12.49	11.22

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	114
Feature Rate (%)	39.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	23	1.99 - 1.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	23	1.99 - 1.99	1.99
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	23	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3	3.99 - 3.99	3.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	9	6.65 - 6.65	6.65
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	23	8.66 - 8.66	8.66
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	10	3.49 - 7.78	6.49



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.