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Report for 1/25/2025 - 1/31/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased 12.6% and the activity index decreased by 18.1%. Whole birds, parts, ground, prepared and variety meat increased in ad space this week. Processed and deli items 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	22,724	27,741	
Feature Rate (%)	42.6%	55.2%	

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	122	1.09	33	1.69		
		Whole Turkey > 16 Lbs	Conventional	Frozen	98	0.99	33	1.69		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	517	7.31	137	5.98		
		Breast Cutlets, Value	Conventional	Fresh	24	5.99				
		Breast Cutlets, Value	Conventional	Frozen	24	5.99				
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh			76	6.99		
		Drumsticks, Regular	Conventional	Frozen	40	2.18				
		Split Breast, Bone-In, Regular	Conventional	Fresh			18	4.99		
		Split Breast, Bone-In, Regular	Conventional	Frozen	24	2.99				
		Whole Breast, Bone-In, Regular	Conventional	Frozen	338	1.87	116	1.99		
		Whole Breast, Boneless, Regular	Conventional	Fresh	24	2.99	79	1.49		
		Whole Breast, Boneless, Regular	Conventional	Frozen	24	2.99				
		Wings, 10 Lbs or more	Conventional	Fresh			24	2.99		
		Wings, Regular	Conventional	Frozen	72	1.99				
		Wings, Value	Conventional	Fresh	50	2.29	50	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	20	3.99	262	2.91		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,847	3.82	2,468	3.57		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1,285	3.81	822	3.51		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	118	6.99	182	6.18		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2,106	4.37	2,013	4.32		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh			28	9.99		



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,	Fresh			23	6.99		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	76	3.33	404	3.56		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	1,001	5.79	630	6.79		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	951	4.10	710	5.14		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic,	Fresh			23	6.99		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	193	5.50	46	6.05		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	181	7.45	137	7.98		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	992	5.26	1,832	5.58		
		Turkey Sausage, < 1 Lb	Conventional	Fresh	29	3.99	29	4.56		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh			120	3.56		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98				
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh			38	4.99		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared			112	8.99		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	116	3.18				
		Necks, Smoked	Conventional	Prepared	44	3.49				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	72	6.99				
		Wings, Smoked	Conventional	Prepared	44	3.49				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	33	7.96	239	4.85		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	388	4.42	539	4.96		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,708	6.37	1,721	6.19		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	138	14.38	72	13.69		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3,117	7.94	8,815	7.19		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	82	21.31				
		Service Deli - Cat 1	Antibiotic Free	Prepared	44	10.99				
		Service Deli - Cat 1	Conventional	Prepared	5,043	10.25	4,585	10.35		
		Service Deli - Cat 1	USDA Organic	Prepared	20	13.99	20	13.99		
		Service Deli - Cat 2	Conventional	Prepared	874	7.37	963	7.30		
		Service Deli - Cat 3	Conventional	Prepared	136	4.78	151	5.28		
		Service Deli Pastrami	Conventional	Prepared			15	5.99		
		Service Deli Turkey Ham	Conventional	Prepared	541	6.21	106	5.18		



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	70	1.96		
		Necks	Conventional	Frozen	65	1.20				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	8,816
Feature Rate (%)	63.1%

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
			Whole Turkey < 16 Lbs	Conventional	Frozen	21	1.49 - 1.49	1.49
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	514	6.99 - 7.99	7.31
			Breast Cutlets, Value	Conventional	Fresh	21	5.99 - 5.99	5.99
			Breast Cutlets, Value	Conventional	Frozen	21	5.99 - 5.99	5.99
			Split Breast, Bone-In, Regular	Conventional	Frozen	21	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	148	1.99 - 1.99	1.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	21	2.99 - 2.99	2.99
			Whole Breast, Boneless, Regular	Conventional	Frozen	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Frozen	72	1.99 - 1.99	1.99
			Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	224	2.99 - 5.00	3.75
Ground	Per lb		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	690	3.66 - 5.33	4.26
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1135	3.99 - 5.00	4.40
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	455	5.36 - 6.49	6.26
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	366	4.50 - 5.99	5.76
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	164	5.50 - 5.50	5.50
			Turkey Bacon, < 1 Lb	Conventional	Fresh	753	4.39 - 6.67	5.36
			Drumsticks, Smoked	Conventional	Prepared	116	2.99 - 3.49	3.18
			Necks, Smoked	Conventional	Prepared	44	3.49 - 3.49	3.49
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	72	6.99 - 6.99	6.99
			Wings, Smoked	Conventional	Prepared	44	3.49 - 3.49	3.49
Deli	Per lb		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	167	3.99 - 6.99	5.56
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	138	11.41 - 14.83	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	529	6.67 - 10.65	9.38



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 1	Antibiotic Free	Prepared	44	10.99 - 10.99	10.99
			Service Deli - Cat 1	Conventional	Prepared	2268	7.99 - 12.99	10.44
			Service Deli - Cat 1	USDA Organic	Prepared	20	13.99 - 13.99	13.99
			Service Deli - Cat 2	Conventional	Prepared	384	6.99 - 9.99	7.74
			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)
Total Outlets	6,580
Activity Index	3,045
Feature Rate (%)	26.9%

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
			Whole Turkey < 16 Lbs	Conventional	Frozen	3	1.49 - 1.49	1.49
Parts		Per lb	Breast Cutlets, Regular	Conventional	Fresh	3	6.99 - 6.99	6.99
			Breast Cutlets, Value	Conventional	Fresh	3	5.99 - 5.99	5.99
			Breast Cutlets, Value	Conventional	Frozen	3	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Frozen	40	2.18 - 2.18	2.18
			Split Breast, Bone-In, Regular	Conventional	Frozen	3	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	190	1.78 - 1.78	1.78
			Whole Breast, Boneless, Regular	Conventional	Fresh	3	2.99 - 2.99	2.99
			Whole Breast, Boneless, Regular	Conventional	Frozen	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	Conventional	Fresh	93	3.49 - 3.99	3.77
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	242	3.66 - 4.33	3.67
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	96	3.99 - 5.00	4.92
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	41	5.48 - 5.99	5.64
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	120	7.00 - 8.00	7.68
			Turkey Bacon, < 1 Lb	Conventional	Fresh	51	3.99 - 6.67	4.24
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	2	4.14 - 4.14	4.14
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	531	5.98 - 6.99	6.09
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	474	4.80 - 10.65	6.20
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	82	21.31 - 21.31	21.31
			Service Deli - Cat 1	Conventional	Prepared	584	8.99 - 11.99	10.53
			Service Deli - Cat 2	Conventional	Prepared	362	6.99 - 9.99	7.06
Variety Meat		Per lb	Necks	Conventional	Fresh	50	1.99 - 1.99	1.99
			Necks	Conventional	Frozen	13	1.20 - 1.20	1.20



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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	4,868
Feature Rate (%)	43.7%

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	Conventional	Frozen	98	0.99 - 0.99	0.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	458	3.33 - 4.99	3.91
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	94	2.66 - 3.66	2.89
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	279	3.99 - 4.99	4.74
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	387	4.99 - 6.99	5.22
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	18	2.97 - 5.99	5.82
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	61	7.00 - 7.00	7.00
			Turkey Bacon, < 1 Lb	Conventional	Fresh	11	4.39 - 4.39	4.39
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	33	7.92 - 8.00	7.96
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	201	4.14 - 5.08	4.70
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	596	4.99 - 7.48	6.48
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1175	5.00 - 10.88	8.94
			Service Deli - Cat 1	Conventional	Prepared	1204	7.99 - 11.99	9.97
			Service Deli - Cat 2	Conventional	Prepared	100	5.99 - 7.99	7.17
			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	2,591
Feature Rate (%)	35.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	377	2.19 - 3.99	3.44
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	106	3.49 - 4.99	4.34
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	76	3.33 - 3.33	3.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	118	4.99 - 6.99	5.85
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	69	2.97 - 2.97	2.97
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	29	5.50 - 5.50	5.50
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	148	5.31 - 5.32	5.31
			Turkey Sausage, < 1 Lb	Conventional	Fresh	29	3.99 - 3.99	3.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98 - 6.98	6.98



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	32	3.71 - 4.34	4.28
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	169	5.79 - 7.48	6.56
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	681	3.54 - 10.88	6.75
			Service Deli - Cat 1	Conventional	Prepared	524	7.97 - 11.99	9.38
			Service Deli - Cat 2	Conventional	Prepared	28	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	62	4.39 - 4.99	4.96
			Service Deli Turkey Ham	Conventional	Prepared	62	4.57 - 4.67	4.57
Variety Meat	Per lb		Necks	Conventional	Frozen	52	1.20 - 1.20	1.20

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,745
Feature Rate (%)	49.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	356	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	259	2.66 - 3.33	3.10
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	118	6.99 - 6.99	6.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	469	3.99 - 3.99	3.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	382	2.97 - 2.97	2.97
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	25	4.39 - 4.39	4.39
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	153	3.71 - 4.36	4.09
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	169	6.99 - 6.99	6.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	252	5.05 - 8.87	6.75
			Service Deli - Cat 1	Conventional	Prepared	366	8.99 - 12.99	11.15
			Service Deli - Cat 3	Conventional	Prepared	74	4.39 - 5.99	4.63
			Service Deli Turkey Ham	Conventional	Prepared	122	4.67 - 6.59	5.60

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	615
Feature Rate (%)	45.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	304	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	18	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	116	2.97 - 2.97	2.97
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	4	4.39 - 4.39	4.39
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	76	7.49 - 7.49	7.49
			Service Deli - Cat 1	Conventional	Prepared	97	8.49 - 8.99	8.60

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	12
Feature Rate (%)	13.2%

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

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	32
Feature Rate (%)	26.6%

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, 5-15 oz	Conventional	Prepared	6	6.20 - 6.74	6.47

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.