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Report for 4/12/2025 - 4/18/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 15.9% and the activity index increased by 14.5%. Whole birds, parts, processed, and prepared items increased in ad space this week ahead of the Easter holiday. Ground items decreased in ad space while deli and variety meat items remained steady. In addition to this week's feature prices, 4.57% of sampled stores offered no-price promotions (Free items, BOGO, etc.) and cooked Easter meals including turkey. 2.86% of stores, primarily in the northeast, offered free turkeys or bone-in turkey breasts with an additional purchase or accumulation of points equivalent to 350.00-400.00. 0.95% of sampled stores offered cooked turkey dinners for Easter. Meals for 2-4 people ranged from 35.99-60.00, 4-6 people from 69.99-149.99, and 8-10 people from 99.99-195.00.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	49,435	43,174	
Feature Rate (%)	77.1%	61.2%	

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	Antibiotic Free	Fresh	1,410	2.51	1,410	2.51		
		Whole Turkey < 16 Lbs	Conventional	Fresh	1,018	2.05	617	2.41		
		Whole Turkey < 16 Lbs	Conventional	Frozen	4,214	1.19	2,632	1.18		
		Whole Turkey < 16 Lbs	Kosher	Frozen	1,390	2.69	1,488	2.79		
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1,410	2.51	1,410	2.51		
		Whole Turkey > 16 Lbs	Conventional	Fresh	985	2.08	617	2.41		
		Whole Turkey > 16 Lbs	Conventional	Frozen	4,247	1.19	2,632	1.18		
		Whole Turkey > 16 Lbs	Kosher	Frozen	1,390	2.69	1,488	2.79		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	311	5.49	189	5.99		
		Breast Tenders, Regular	Conventional	Fresh	32	6.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh			164	5.33		
		Drumsticks, Regular	Conventional	Fresh			91	2.99		
		Drumsticks, Regular	Conventional	Frozen	160	2.69	168	2.71		
		Split Breast, Bone-In, Regular	Conventional	Fresh	36	3.49				
		Split Breast, Bone-In, Regular	Conventional	Frozen	92	1.99				
		Thighs, Regular	Conventional	Fresh			91	2.99		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	1,390	3.29	1,408	3.33		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	1,576	1.51	135	2.68		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	5,529	1.62	5,056	1.62		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Whole Breast, Boneless, Regular	Conventional	Fresh	615	4.07	31	4.33		
		Whole Breast, Boneless, Regular	Conventional	Frozen	82	1.99				
		Wings, 10 Lbs or more	Conventional	Fresh	24	2.99				
		Wings, 10 Lbs or more	Conventional	Frozen	24	2.99				
		Wings, Regular	Conventional	Fresh			60	2.99		
		Wings, Regular	Conventional	Frozen	160	2.69	168	2.71		
		Wings, Value	Conventional	Fresh	50	2.79	50	2.69		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh			360	4.69		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,364	3.87	1,589	4.22		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	663	3.05	179	4.53		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh			230	5.53		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	749	4.21	3,227	4.26		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	22	5.49	48	5.76		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	403	6.66	642	6.41		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	339	5.93	467	5.67		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh			29	5.50		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	193	5.50	678	5.00		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	2,059	6.72	428	7.06		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	804	5.22	1,740	4.85		
		Turkey Sausage, < 1 Lb	Conventional	Fresh			29	5.70		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	505	4.86				
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98	29	6.98		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	164	4.99				
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	16	8.49				
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	44	3.99				
		Necks, Smoked	Conventional	Prepared	44	3.99				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	2,353	7.30	374	6.18		
		Wings, Smoked	Conventional	Prepared	44	3.99				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	219	6.57	465	6.53		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	151	3.89	532	4.56		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,223	6.18	2,037	6.19		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	519	14.38				



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, 5-15 oz	Conventional	Prepared	5,458	7.88	4,276	8.25		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	488	22.81				
		Service Deli - Cat 1	Antibiotic Free	Prepared	20	9.99				
		Service Deli - Cat 1	Conventional	Prepared	1,948	10.36				
		Service Deli - Cat 2	Conventional	Prepared	1,728	8.34				
		Service Deli - Cat 3	Conventional	Prepared	204	5.15				
		Service Deli Turkey Ham	Conventional	Prepared	359	4.96				
Variety Meat	Per lb	Gizzards	Antibiotic Free	Fresh	21	2.99	141	2.64		
		Hearts	Antibiotic Free	Fresh	21	2.99				
		Liver	Antibiotic Free	Fresh	21	2.99				
		Necks	Conventional	Fresh	50	2.59				
		Necks	Conventional	Frozen	65	1.99				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	10,665
Feature Rate (%)	83.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	139	1.69 - 2.99	2.15
			Whole Turkey < 16 Lbs	Conventional	Frozen	681	0.99 - 2.49	1.52
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	139	1.69 - 2.99	2.15
			Whole Turkey > 16 Lbs	Conventional	Frozen	681	0.99 - 2.49	1.52
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	311	5.49 - 5.49	5.49
			Drumsticks, Regular	Conventional	Frozen	120	2.69 - 2.69	2.69
			Split Breast, Bone-In, Regular	Conventional	Frozen	44	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	288	0.99 - 2.79	1.65
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1385	0.99 - 1.99	1.51
			Whole Breast, Boneless, Regular	Conventional	Fresh	208	3.66 - 4.66	4.55
			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



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Wings, Regular	Conventional	Frozen	120	2.69 - 2.69	2.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	600	3.49 - 5.50	3.81
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	37	5.00 - 5.00	5.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	134	4.49 - 4.61	4.51
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	371	5.99 - 6.99	6.55
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	322	4.99 - 5.99	5.93
			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	377	6.65 - 6.65	6.65
			Turkey Bacon, < 1 Lb	Conventional	Fresh	330	3.99 - 6.67	5.48
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	476	4.79 - 5.00	4.85
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	164	4.99 - 4.99	4.99
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	44	3.99 - 3.99	3.99
			Necks, Smoked	Conventional	Prepared	44	3.99 - 3.99	3.99
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	322	5.99 - 5.99	5.99
			Wings, Smoked	Conventional	Prepared	44	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	294	4.99 - 8.49	7.02
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	140	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	934	4.44 - 11.41	8.54
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	17	23.97 - 23.97	23.97
			Service Deli - Cat 1	Antibiotic Free	Prepared	20	9.99 - 9.99	9.99
			Service Deli - Cat 1	Conventional	Prepared	903	8.99 - 13.99	10.39
			Service Deli - Cat 2	Conventional	Prepared	686	5.99 - 9.99	8.38
			Service Deli - Cat 3	Conventional	Prepared	44	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	19,900
Feature Rate (%)	81.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	1389	2.49 - 2.49	2.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	126	1.69 - 1.99	1.98
			Whole Turkey < 16 Lbs	Conventional	Frozen	2854	0.99 - 1.88	1.15
			Whole Turkey < 16 Lbs	Kosher	Frozen	1389	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1389	2.49 - 2.49	2.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	126	1.69 - 1.99	1.98
			Whole Turkey > 16 Lbs	Conventional	Frozen	2854	0.99 - 1.88	1.15
			Whole Turkey > 16 Lbs	Kosher	Frozen	1389	2.69 - 2.69	2.69
Parts		Per lb	Drumsticks, Regular	Conventional	Frozen	40	2.69 - 2.69	2.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	1389	3.29 - 3.29	3.29
			Whole Breast, Bone-In, Regular	Conventional	Fresh	522	0.99 - 2.99	1.49
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1889	0.99 - 1.99	1.38
			Whole Breast, Boneless, Regular	Conventional	Fresh	251	3.66 - 4.66	3.71
			Whole Breast, Boneless, Regular	Conventional	Frozen	82	1.99 - 1.99	1.99
			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	Frozen	40	2.69 - 2.69	2.69
			Wings, Value	Conventional	Fresh	50	2.79 - 2.79	2.79
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	3	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	67	3.99 - 4.49	4.43
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	3	6.99 - 6.99	6.99
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	423	6.65 - 7.98	6.78
			Turkey Bacon, < 1 Lb	Conventional	Fresh	156	3.99 - 6.67	4.54
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	440	6.28 - 6.28	6.28
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	1	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	28	4.72 - 4.72	4.72
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	595	4.99 - 8.49	6.37
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	93	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1418	5.00 - 10.67	7.94
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	89	11.97 - 23.97	23.70
			Service Deli - Cat 1	Conventional	Prepared	236	8.99 - 11.99	10.89
			Service Deli - Cat 2	Conventional	Prepared	500	5.99 - 9.99	8.03
Variety Meat	Per lb		Necks	Conventional	Fresh	50	2.59 - 2.59	2.59
			Necks	Conventional	Frozen	13	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	8,299
Feature Rate (%)	74.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	1	2.49 - 2.49	2.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	445	1.99 - 2.99	2.04
			Whole Turkey < 16 Lbs	Conventional	Frozen	179	0.79 - 1.69	1.06
			Whole Turkey < 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1	2.49 - 2.49	2.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	445	1.99 - 2.99	2.04
			Whole Turkey > 16 Lbs	Conventional	Frozen	179	0.79 - 1.69	1.06
			Whole Turkey > 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
Parts	Per lb		Split Breast, Bone-In, Regular	Conventional	Fresh	36	1.99 - 4.99	3.49
			Split Breast, Bone-In, Regular	Conventional	Frozen	48	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	1	3.29 - 3.29	3.29
			Whole Breast, Bone-In, Regular	Conventional	Fresh	526	0.99 - 2.99	1.51
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1075	0.99 - 1.99	1.71
			Whole Breast, Boneless, Regular	Conventional	Fresh	156	4.00 - 4.00	4.00
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	518	3.50 - 4.99	3.96
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1	2.79 - 2.79	2.79
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	401	2.99 - 4.99	4.03
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	22	5.49 - 5.49	5.49
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	17	5.99 - 5.99	5.99
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	462	6.65 - 8.93	6.85
			Turkey Bacon, < 1 Lb	Conventional	Fresh	28	5.32 - 7.18	6.52
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	16	8.49 - 8.49	8.49
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	609	6.28 - 9.59	6.43
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	217	6.00 - 7.12	6.56
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	663	4.79 - 7.99	6.01
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	65	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1192	5.33 - 11.71	8.67
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	39	11.97 - 11.97	11.97
			Service Deli - Cat 1	Conventional	Prepared	428	7.99 - 12.49	9.76
			Service Deli - Cat 2	Conventional	Prepared	412	6.99 - 8.99	8.69
			Service Deli - Cat 3	Conventional	Prepared	36	4.49 - 5.99	5.24
			Service Deli Turkey Ham	Conventional	Prepared	16	4.99 - 4.99	4.99
Variety Meat	Per lb		Gizzards	Antibiotic Free	Fresh	21	2.99 - 2.99	2.99
			Hearts	Antibiotic Free	Fresh	21	2.99 - 2.99	2.99
			Liver	Antibiotic Free	Fresh	21	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	5,465
Feature Rate (%)	68.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	368	0.99 - 0.99	0.99
			Whole Turkey > 16 Lbs	Conventional	Frozen	368	0.99 - 0.99	0.99
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	2	6.99 - 6.99	6.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	149	0.99 - 1.99	1.35
			Whole Breast, Bone-In, Regular	Conventional	Frozen	305	1.49 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	240	2.49 - 4.49	3.84
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	127	2.79 - 4.66	3.49
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	147	3.99 - 4.99	4.30
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	29	7.99 - 7.99	7.99
			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	313	6.65 - 6.65	6.65
			Turkey Bacon, < 1 Lb	Conventional	Fresh	290	3.99 - 5.33	5.18
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	29	4.99 - 4.99	4.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98 - 6.98	6.98
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	490	6.28 - 8.79	8.64
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	1	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	58	2.85 - 4.72	3.79
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	489	3.99 - 6.99	5.64
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	79	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1303	3.54 - 12.98	7.39
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	122	11.97 - 23.97	23.38
			Service Deli - Cat 1	Conventional	Prepared	166	7.99 - 9.99	9.26
			Service Deli - Cat 2	Conventional	Prepared	130	5.99 - 8.99	8.28
			Service Deli - Cat 3	Conventional	Prepared	59	4.99 - 4.99	4.99
Variety Meat		Per lb	Service Deli Turkey Ham	Conventional	Prepared	91	3.29 - 4.69	4.17
			Necks	Conventional	Frozen	52	1.99 - 1.99	1.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	3,728
Feature Rate (%)	72.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	160	1.29 - 1.99	1.94
			Whole Turkey < 16 Lbs	Conventional	Frozen	105	0.99 - 0.99	0.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	149	1.99 - 1.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Frozen	116	0.99 - 1.29	1.02
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	9	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	49	1.49 - 1.49	1.49
			Whole Breast, Bone-In, Regular	Conventional	Frozen	383	1.49 - 1.99	1.95
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	382	2.79 - 2.79	2.79
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	398	6.65 - 6.65	6.65
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	417	8.79 - 8.79	8.79
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	65	3.63 - 3.63	3.63
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	90	4.79 - 4.79	4.79
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	114	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	567	4.44 - 7.98	6.09
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	218	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	188	11.99 - 11.99	11.99
			Service Deli - Cat 3	Conventional	Prepared	65	3.99 - 3.99	3.99
			Service Deli Turkey Ham	Conventional	Prepared	252	3.99 - 6.59	5.24

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	1,184
Feature Rate (%)	80.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	112	1.29 - 2.49	1.94
			Whole Turkey < 16 Lbs	Conventional	Frozen	16	0.99 - 0.99	0.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	90	1.99 - 2.49	2.10
			Whole Turkey > 16 Lbs	Conventional	Frozen	38	0.99 - 1.29	1.16
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	21	6.99 - 6.99	6.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	42	1.28 - 1.49	1.39
			Whole Breast, Bone-In, Regular	Conventional	Frozen	446	1.49 - 2.49	2.10
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	116	2.79 - 2.79	2.79
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	74	6.65 - 6.65	6.65
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	75	8.79 - 8.79	8.79
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	59	5.99 - 7.49	6.47
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	24	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	41	5.98 - 11.20	8.45
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	3	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	25	8.98 - 12.49	9.54



ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	155
Feature Rate (%)	82.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	36	1.99 - 3.09	3.00
			Whole Turkey < 16 Lbs	Conventional	Frozen	11	1.99 - 1.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	36	1.99 - 3.09	3.00
			Whole Turkey > 16 Lbs	Conventional	Frozen	11	1.99 - 1.99	1.99
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	23	1.99 - 2.49	2.23
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	3	6.65 - 6.65	6.65
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	33	9.89 - 9.89	9.89
			Service Deli - Cat 1	Conventional	Prepared	2	12.49 - 12.49	12.49

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	39
Feature Rate (%)	35.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	23	1.99 - 1.99	1.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	9	6.65 - 6.65	6.65
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	4	14.38 - 14.38	14.38
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3	6.20 - 6.20	6.20

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.