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Report for 1/4/2025 - 1/10/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased 1.5% and the activity index increased by 13.8%. Processed items, prepared, deli and variety meat increased in ad space this week. Items from parts and ground items decreased in ad space. Whole birds did not receive any feature space this week.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,443             |                    |
| Activity Index   | 40,975            | 36,004             |                    |
| Feature Rate (%) | 58.6%             | 60.1%              |                    |

| Section | Price Unit | Item                                 | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|--------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts   | Per lb     | Breast Cutlets, Regular              | Conventional             | Fresh     | 72           | 6.49          | 314          | 5.49          |              |               |
|         |            | Breast Cutlets, Thin-Sliced, Regular | Conventional             | Fresh     |              |               | 74           | 6.97          |              |               |
|         |            | Breast Tenders, Regular              | Conventional             | Fresh     | 23           | 5.99          | 337          | 5.48          |              |               |
|         |            | Breast Tenders, Marinated, Regular   | Conventional             | Fresh     | 225          | 5.40          | 41           | 5.33          |              |               |
|         |            | Drumsticks, Regular                  | Conventional             | Fresh     | 110          | 1.99          | 50           | 1.99          |              |               |
|         |            | Drumsticks, Regular                  | Conventional             | Frozen    | 185          | 2.36          | 120          | 1.79          |              |               |
|         |            | Split Breast, Bone-In, Regular       | Conventional             | Fresh     | 90           | 2.49          |              |               |              |               |
|         |            | Thighs, Regular                      | Conventional             | Fresh     | 107          | 2.09          |              |               |              |               |
|         |            | Whole Breast, Bone-In, Regular       | Conventional             | Fresh     |              |               | 18           | 1.19          |              |               |
|         |            | Whole Breast, Bone-In, Regular       | Conventional             | Frozen    | 23           | 1.69          | 594          | 1.37          |              |               |
|         |            | Wings, 10 Lbs or more                | Conventional             | Frozen    | 24           | 2.99          |              |               |              |               |
|         |            | Wings, Regular                       | Conventional             | Fresh     | 80           | 2.74          | 50           | 1.99          |              |               |
|         |            | Wings, Regular                       | Conventional             | Frozen    | 168          | 2.19          | 120          | 1.79          |              |               |
|         |            | Wings, Value                         | Conventional             | Fresh     | 50           | 2.29          | 51           | 2.69          |              |               |
| Ground  | Per lb     | Ground Turkey (85%), 1-2 Lbs         | Antibiotic Free          | Fresh     | 190          | 2.50          |              |               |              |               |
|         |            | Ground Turkey (85%), 1-2 Lbs         | Conventional             | Fresh     | 3,717        | 3.48          | 2,338        | 3.79          |              |               |
|         |            | Ground Turkey (85%), 1-2 Lbs         | USDA Organic, Free Range | Fresh     |              |               | 52           | 3.99          |              |               |
|         |            | Ground Turkey (85%), 2-4 Lbs         | Conventional             | Fresh     | 1,006        | 3.35          | 826          | 3.35          |              |               |
|         |            | Ground Turkey (93%), 1-2 Lbs         | Antibiotic Free          | Fresh     | 452          | 5.15          | 1,048        | 5.06          |              |               |
|         |            | Ground Turkey (93%), 1-2 Lbs         | Conventional             | Fresh     | 2,016        | 4.04          | 4,966        | 4.04          |              |               |



| Section   | Price Unit | Item                                    | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-----------|------------|-----------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Ground    | Per lb     | Ground Turkey (93%), 1-2 Lbs            | USDA Organic             | Fresh     |              |               | 886          | 7.33          |              |               |
|           |            | Ground Turkey (93%), 2-4 Lbs            | Antibiotic Free          | Fresh     |              |               | 253          | 3.66          |              |               |
|           |            | Ground Turkey (93%), 2-4 Lbs            | Conventional             | Fresh     | 304          | 3.26          | 198          | 4.00          |              |               |
|           |            | Ground Turkey Breast (98-100%), 1-2 Lbs | Antibiotic Free          | Fresh     | 189          | 5.49          | 23           | 5.99          |              |               |
|           |            | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional             | Fresh     | 404          | 6.46          | 1,792        | 6.37          |              |               |
|           |            | Ground Turkey Breast (98-100%), 1-2 Lbs | USDA Organic, Free Range | Fresh     |              |               | 414          | 7.99          |              |               |
|           |            | Ground Turkey Patties, 1-2 Lbs          | Antibiotic Free          | Fresh     |              |               | 164          | 6.99          |              |               |
|           |            | Ground Turkey Patties, 1-2 Lbs          | Conventional             | Fresh     | 1,105        | 5.44          | 343          | 5.87          |              |               |
|           |            | Ground Turkey Patties, 2-4 Lbs          | Conventional             | Frozen    | 1,214        | 4.98          | 139          | 4.94          |              |               |
| Processed | Per lb     | Pre-Cooked Turkey Sausage, < 1 Lb       | Conventional             | Prepared  | 2,038        | 7.53          | 301          | 7.43          |              |               |
|           |            | Pre-Cooked Turkey Sausage, 1-2 Lbs      | Conventional             | Prepared  | 42           | 5.22          |              |               |              |               |
|           |            | Turkey Bacon, < 1 Lb                    | Conventional             | Fresh     | 4,127        | 4.92          | 2,335        | 5.35          |              |               |
|           |            | Turkey Sausage, 1-2 Lbs                 | Conventional             | Fresh     |              |               | 52           | 3.99          |              |               |
| Prepared  | Each       | Rotisserie Split Breast, Bone-In        | Conventional             | Prepared  |              |               | 17           | 10.99         |              |               |
| Prepared  | Per lb     | Drumsticks, Smoked                      | Conventional             | Prepared  | 75           | 3.64          | 82           | 3.61          |              |               |
|           |            | Necks, Smoked                           | Conventional             | Prepared  | 75           | 3.64          | 82           | 3.48          |              |               |
|           |            | Rotisserie Split Breast, Bone-In        | Conventional             | Prepared  | 146          | 6.66          | 27           | 5.99          |              |               |
|           |            | Wings, Smoked                           | Conventional             | Prepared  | 75           | 3.64          | 82           | 3.61          |              |               |
| Deli      | Per lb     | Self-Service Deli Tub/Pouch, < 5 oz     | Conventional             | Prepared  |              |               | 414          | 5.88          |              |               |
|           |            | Self-Service Deli Tub/Pouch, > 16 oz    | Conventional             | Prepared  | 753          | 4.94          | 324          | 5.74          |              |               |
|           |            | Self-Service Deli Tub/Pouch, 16 oz      | Conventional             | Prepared  | 1,530        | 6.10          | 1,092        | 7.22          |              |               |
|           |            | Self-Service Deli Tub/Pouch, 5-15 oz    | Antibiotic Free          | Prepared  |              |               | 44           | 14.83         |              |               |
|           |            | Self-Service Deli Tub/Pouch, 5-15 oz    | Conventional             | Prepared  | 13,005       | 8.17          | 7,367        | 8.41          |              |               |
|           |            | Self-Service Deli Tub/Pouch, 5-15 oz    | USDA Organic             | Prepared  | 44           | 23.97         | 139          | 22.79         |              |               |
|           |            | Service Deli - Cat 1                    | Antibiotic Free          | Prepared  | 20           | 8.99          |              |               |              |               |
|           |            | Service Deli - Cat 1                    | Conventional             | Prepared  | 5,852        | 10.05         | 5,132        | 9.94          |              |               |
|           |            | Service Deli - Cat 1                    | USDA Organic             | Prepared  | 20           | 13.99         |              |               |              |               |
|           |            | Service Deli - Cat 2                    | Conventional             | Prepared  | 939          | 7.80          | 2,520        | 7.56          |              |               |
|           |            | Service Deli - Cat 3                    | Conventional             | Prepared  | 190          | 5.98          | 310          | 5.69          |              |               |
|           |            | Service Deli Pastrami                   | Conventional             | Prepared  |              |               | 52           | 5.97          |              |               |
|           |            | Service Deli Turkey Ham                 | Conventional             | Prepared  | 168          | 4.76          | 370          | 5.22          |              |               |



| Section         | Price Unit | Item  | Environment  | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-----------------|------------|-------|--------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Variety<br>Meat | Per lb     | Necks | Conventional | Fresh     | 122          | 2.58          | 51           | 2.29          |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 12,405            |
| Feature Rate (%) | 69.5%             |

| Section   | Quality | Price Unit | Item                                    | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|-----------|---------|------------|-----------------------------------------|-----------------|-----------|--------|---------------|---------|
| Parts     | Per lb  |            | Breast Cutlets, Regular                 | Conventional    | Fresh     | 72     | 6.49 - 6.49   | 6.49    |
|           |         |            | Breast Tenders, Marinated, Regular      | Conventional    | Fresh     | 202    | 5.33 - 5.33   | 5.33    |
|           |         |            | Drumsticks, Regular                     | Conventional    | Fresh     | 20     | 1.99 - 1.99   | 1.99    |
|           |         |            | Drumsticks, Regular                     | Conventional    | Frozen    | 105    | 1.99 - 2.59   | 2.25    |
|           |         |            | Thighs, Regular                         | Conventional    | Fresh     | 17     | 2.59 - 2.59   | 2.59    |
|           |         |            | Wings, 10 Lbs or more                   | Conventional    | Frozen    | 21     | 2.99 - 2.99   | 2.99    |
|           |         |            | Wings, Regular                          | Conventional    | Fresh     | 20     | 1.99 - 1.99   | 1.99    |
|           |         |            | Wings, Regular                          | Conventional    | Frozen    | 88     | 1.99 - 2.39   | 2.19    |
| Ground    | Per lb  |            | Ground Turkey (85%), 1-2 Lbs            | Conventional    | Fresh     | 1079   | 2.99 - 5.99   | 3.77    |
|           |         |            | Ground Turkey (85%), 2-4 Lbs            | Conventional    | Fresh     | 409    | 3.33 - 4.66   | 3.54    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs            | Antibiotic Free | Fresh     | 23     | 3.99 - 5.00   | 4.12    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs            | Conventional    | Fresh     | 499    | 3.84 - 4.99   | 4.31    |
|           |         |            | Ground Turkey (93%), 2-4 Lbs            | Conventional    | Fresh     | 185    | 3.20 - 3.20   | 3.20    |
|           |         |            | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional    | Fresh     | 382    | 6.49 - 6.99   | 6.51    |
|           |         |            | Ground Turkey Patties, 1-2 Lbs          | Conventional    | Fresh     | 761    | 4.99 - 5.99   | 5.59    |
|           |         |            | Ground Turkey Patties, 2-4 Lbs          | Conventional    | Frozen    | 76     | 5.00 - 5.00   | 5.00    |
| Processed | Per lb  |            | Pre-Cooked Turkey Sausage, < 1 Lb       | Conventional    | Prepared  | 487    | 7.00 - 7.98   | 7.61    |
|           |         |            | Pre-Cooked Turkey Sausage, 1-2 Lbs      | Conventional    | Prepared  | 20     | 4.79 - 4.79   | 4.79    |
|           |         |            | Turkey Bacon, < 1 Lb                    | Conventional    | Fresh     | 2262   | 3.99 - 6.00   | 4.69    |
| Prepared  | Per lb  |            | Drumsticks, Smoked                      | Conventional    | Prepared  | 75     | 3.29 - 3.99   | 3.64    |
|           |         |            | Necks, Smoked                           | Conventional    | Prepared  | 75     | 3.29 - 3.99   | 3.64    |
|           |         |            | Rotisserie Split Breast, Bone-In        | Conventional    | Prepared  | 98     | 6.99 - 6.99   | 6.99    |
|           |         |            | Wings, Smoked                           | Conventional    | Prepared  | 75     | 3.29 - 3.99   | 3.64    |
| Deli      | Per lb  |            | Self-Service Deli Tub/Pouch, > 16 oz    | Conventional    | Prepared  | 132    | 5.08 - 5.08   | 5.08    |
|           |         |            | Self-Service Deli Tub/Pouch, 16 oz      | Conventional    | Prepared  | 179    | 4.99 - 5.99   | 5.32    |
|           |         |            | Self-Service Deli Tub/Pouch, 5-15 oz    | Conventional    | Prepared  | 1709   | 3.56 - 18.26  | 8.08    |
|           |         |            | Self-Service Deli Tub/Pouch, 5-15 oz    | USDA Organic    | Prepared  | 44     | 23.97 - 23.97 | 23.97   |



| Section      | Quality | Price Unit | Item                 | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|----------------------|-----------------|-----------|--------|---------------|---------|
| Deli         |         | Per lb     | Service Deli - Cat 1 | Antibiotic Free | Prepared  | 20     | 8.99 - 8.99   | 8.99    |
|              |         |            | Service Deli - Cat 1 | Conventional    | Prepared  | 2778   | 7.99 - 14.99  | 10.82   |
|              |         |            | Service Deli - Cat 1 | USDA Organic    | Prepared  | 20     | 13.99 - 13.99 | 13.99   |
|              |         |            | Service Deli - Cat 2 | Conventional    | Prepared  | 356    | 6.99 - 7.99   | 7.51    |
|              |         |            | Service Deli - Cat 3 | Conventional    | Prepared  | 44     | 6.99 - 6.99   | 6.99    |
| Variety Meat |         | Per lb     | Necks                | Conventional    | Fresh     | 72     | 2.99 - 2.99   | 2.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 6,580             |
| Activity Index   | 11,629            |
| Feature Rate (%) | 61.9%             |

| Section      | Quality | Price Unit | Item                                 | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|--------------|---------|------------|--------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts        |         | Per lb     | Drumsticks, Regular                  | Conventional    | Frozen    | 80     | 1.99 - 2.99  | 2.49    |
|              |         |            | Wings, 10 Lbs or more                | Conventional    | Frozen    | 3      | 2.99 - 2.99  | 2.99    |
|              |         |            | Wings, Regular                       | Conventional    | Fresh     | 60     | 2.99 - 2.99  | 2.99    |
|              |         |            | Wings, Regular                       | Conventional    | Frozen    | 80     | 1.99 - 2.39  | 2.19    |
|              |         |            | Wings, Value                         | Conventional    | Fresh     | 50     | 2.29 - 2.29  | 2.29    |
| Ground       |         | Per lb     | Ground Turkey (85%), 1-2 Lbs         | Antibiotic Free | Fresh     | 190    | 2.50 - 2.50  | 2.50    |
|              |         |            | Ground Turkey (85%), 1-2 Lbs         | Conventional    | Fresh     | 365    | 2.99 - 4.99  | 3.32    |
|              |         |            | Ground Turkey (85%), 2-4 Lbs         | Conventional    | Fresh     | 61     | 3.33 - 3.66  | 3.34    |
|              |         |            | Ground Turkey (93%), 1-2 Lbs         | Conventional    | Fresh     | 374    | 3.84 - 3.99  | 3.89    |
|              |         |            | Ground Turkey (93%), 2-4 Lbs         | Conventional    | Fresh     | 40     | 3.20 - 3.29  | 3.26    |
|              |         |            | Ground Turkey Patties, 2-4 Lbs       | Conventional    | Frozen    | 1096   | 5.00 - 5.50  | 5.00    |
| Processed    |         | Per lb     | Pre-Cooked Turkey Sausage, < 1 Lb    | Conventional    | Prepared  | 1489   | 7.00 - 7.98  | 7.52    |
|              |         |            | Turkey Bacon, < 1 Lb                 | Conventional    | Fresh     | 1214   | 4.00 - 6.00  | 5.26    |
| Deli         |         | Per lb     | Self-Service Deli Tub/Pouch, > 16 oz | Conventional    | Prepared  | 289    | 5.08 - 7.19  | 5.45    |
|              |         |            | Self-Service Deli Tub/Pouch, 16 oz   | Conventional    | Prepared  | 90     | 5.99 - 7.99  | 7.15    |
|              |         |            | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 4484   | 3.56 - 12.78 | 8.33    |
|              |         |            | Service Deli - Cat 1                 | Conventional    | Prepared  | 1559   | 7.99 - 13.99 | 8.82    |
|              |         |            | Service Deli - Cat 2                 | Conventional    | Prepared  | 55     | 6.99 - 7.99  | 7.68    |
| Variety Meat |         | Per lb     | 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 | 8,130             |



Feature Rate (%) 58.4%

| Section   | Quality | Price Unit | Item                                    | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|-----------|---------|------------|-----------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts     |         | Per lb     | Drumsticks, Regular                     | Conventional    | Fresh     | 90     | 1.99 - 1.99  | 1.99    |
|           |         |            | Split Breast, Bone-In, Regular          | Conventional    | Fresh     | 90     | 2.49 - 2.49  | 2.49    |
|           |         |            | Thighs, Regular                         | Conventional    | Fresh     | 90     | 1.99 - 1.99  | 1.99    |
| Ground    |         | Per lb     | Ground Turkey (85%), 1-2 Lbs            | Conventional    | Fresh     | 572    | 2.50 - 4.99  | 3.21    |
|           |         |            | Ground Turkey (85%), 2-4 Lbs            | Conventional    | Fresh     | 228    | 2.33 - 3.66  | 3.44    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs            | Antibiotic Free | Fresh     | 61     | 5.00 - 5.00  | 5.00    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs            | Conventional    | Fresh     | 497    | 3.50 - 4.99  | 4.06    |
|           |         |            | Ground Turkey (93%), 2-4 Lbs            | Conventional    | Fresh     | 79     | 3.29 - 3.66  | 3.40    |
|           |         |            | Ground Turkey Breast (98-100%), 1-2 Lbs | Antibiotic Free | Fresh     | 189    | 5.49 - 5.49  | 5.49    |
|           |         |            | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional    | Fresh     | 22     | 5.49 - 5.49  | 5.49    |
|           |         |            | Ground Turkey Patties, 1-2 Lbs          | Conventional    | Fresh     | 304    | 4.99 - 5.99  | 5.11    |
|           |         |            | Ground Turkey Patties, 2-4 Lbs          | Conventional    | Frozen    | 13     | 5.50 - 5.50  | 5.50    |
|           |         |            |                                         |                 |           |        |              |         |
| Processed |         | Per lb     | Pre-Cooked Turkey Sausage, < 1 Lb       | Conventional    | Prepared  | 62     | 7.00 - 7.50  | 7.01    |
|           |         |            | Pre-Cooked Turkey Sausage, 1-2 Lbs      | Conventional    | Prepared  | 22     | 5.61 - 5.61  | 5.61    |
|           |         |            | Turkey Bacon, < 1 Lb                    | Conventional    | Fresh     | 467    | 4.00 - 6.39  | 5.24    |
| Prepared  |         | Per lb     | Rotisserie Split Breast, Bone-In        | Conventional    | Prepared  | 48     | 5.99 - 5.99  | 5.99    |
| Deli      |         | Per lb     | Self-Service Deli Tub/Pouch, > 16 oz    | Conventional    | Prepared  | 58     | 5.08 - 5.08  | 5.08    |
|           |         |            | Self-Service Deli Tub/Pouch, 16 oz      | Conventional    | Prepared  | 735    | 3.97 - 7.48  | 6.18    |
|           |         |            | Self-Service Deli Tub/Pouch, 5-15 oz    | Conventional    | Prepared  | 3060   | 4.00 - 11.41 | 8.20    |
|           |         |            | Service Deli - Cat 1                    | Conventional    | Prepared  | 918    | 7.99 - 11.99 | 9.48    |
|           |         |            | Service Deli - Cat 2                    | Conventional    | Prepared  | 441    | 6.99 - 8.99  | 8.10    |
|           |         |            | Service Deli - Cat 3                    | Conventional    | Prepared  | 47     | 6.96 - 6.99  | 6.97    |
|           |         |            | Service Deli Turkey Ham                 | Conventional    | Prepared  | 37     | 4.99 - 5.99  | 5.56    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,705             |
| Activity Index   | 3,950             |
| 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     | 440    | 1.59 - 3.99 | 2.96    |
|           |         |            | Ground Turkey (85%), 2-4 Lbs         | Conventional    | Fresh     | 218    | 3.33 - 3.33 | 3.33    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs         | Antibiotic Free | Fresh     | 106    | 4.99 - 5.99 | 5.71    |
|           |         |            | Ground Turkey (93%), 1-2 Lbs         | Conventional    | Fresh     | 52     | 3.26 - 3.50 | 3.38    |
|           |         |            | Ground Turkey Patties, 2-4 Lbs       | Conventional    | Frozen    | 29     | 4.00 - 4.00 | 4.00    |
| Processed |         | Per lb     | Turkey Bacon, < 1 Lb                 | Conventional    | Fresh     | 184    | 2.65 - 6.39 | 4.77    |
| Deli      |         | Per lb     | Self-Service Deli Tub/Pouch, > 16 oz | Conventional    | Prepared  | 147    | 3.25 - 5.99 | 4.56    |



| Section | Quality | Price Unit | Item                                 | Environment  | Condition | Stores | Price Range  | Wtd Avg |
|---------|---------|------------|--------------------------------------|--------------|-----------|--------|--------------|---------|
| Deli    |         | Per lb     | Self-Service Deli Tub/Pouch, 16 oz   | Conventional | Prepared  | 505    | 3.88 - 7.48  | 6.09    |
|         |         |            | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared  | 1862   | 3.54 - 11.41 | 7.77    |
|         |         |            | Service Deli - Cat 1                 | Conventional | Prepared  | 269    | 7.99 - 9.99  | 9.27    |
|         |         |            | Service Deli - Cat 2                 | Conventional | Prepared  | 47     | 7.99 - 8.99  | 8.12    |
|         |         |            | Service Deli - Cat 3                 | Conventional | Prepared  | 88     | 4.89 - 4.97  | 4.94    |
|         |         |            | Service Deli Turkey Ham              | Conventional | Prepared  | 3      | 4.57 - 4.57  | 4.57    |

**SOUTHWEST REGION (AZ, CA, NV, UT)**

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,675             |
| Activity Index   | 3,750             |
| Feature Rate (%) | 56.5%             |

| Section | Quality | Price Unit | Item                                 | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|---------|---------|------------|--------------------------------------|-----------------|-----------|--------|--------------|---------|
| Ground  |         | Per lb     | Ground Turkey (85%), 1-2 Lbs         | Conventional    | Fresh     | 766    | 2.97 - 3.99  | 3.44    |
|         |         |            | Ground Turkey (85%), 2-4 Lbs         | Conventional    | Fresh     | 90     | 2.33 - 2.33  | 2.33    |
|         |         |            | Ground Turkey (93%), 1-2 Lbs         | Antibiotic Free | Fresh     | 247    | 4.99 - 5.99  | 5.05    |
|         |         |            | Ground Turkey (93%), 1-2 Lbs         | Conventional    | Fresh     | 594    | 2.97 - 4.99  | 3.93    |
| Deli    |         | Per lb     | Self-Service Deli Tub/Pouch, > 16 oz | Conventional    | Prepared  | 124    | 3.63 - 4.36  | 4.01    |
|         |         |            | Self-Service Deli Tub/Pouch, 16 oz   | Conventional    | Prepared  | 21     | 5.39 - 5.49  | 5.48    |
|         |         |            | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 1569   | 4.00 - 13.32 | 8.02    |
|         |         |            | Service Deli - Cat 1                 | Conventional    | Prepared  | 200    | 9.99 - 12.99 | 12.08   |
|         |         |            | Service Deli - Cat 3                 | Conventional    | Prepared  | 11     | 5.99 - 5.99  | 5.99    |
|         |         |            | Service Deli Turkey Ham              | Conventional    | Prepared  | 128    | 4.49 - 4.57  | 4.53    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 1,172             |
| Activity Index   | 1,046             |
| Feature Rate (%) | 58.9%             |

| Section | Quality | Price Unit | Item                                 | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|---------|---------|------------|--------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts   |         | Per lb     | Breast Tenders, Regular              | Conventional    | Fresh     | 23     | 5.99 - 5.99  | 5.99    |
|         |         |            | Breast Tenders, Marinated, Regular   | Conventional    | Fresh     | 23     | 5.99 - 5.99  | 5.99    |
|         |         |            | Whole Breast, Bone-In, Regular       | Conventional    | Frozen    | 23     | 1.69 - 1.69  | 1.69    |
| Ground  |         | Per lb     | Ground Turkey (85%), 1-2 Lbs         | Conventional    | Fresh     | 460    | 2.97 - 3.99  | 3.73    |
|         |         |            | Ground Turkey (93%), 1-2 Lbs         | Antibiotic Free | Fresh     | 15     | 4.99 - 5.99  | 5.06    |
|         |         |            | Ground Turkey Patties, 1-2 Lbs       | Conventional    | Fresh     | 40     | 4.99 - 4.99  | 4.99    |
| Deli    |         | Per lb     | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 308    | 7.09 - 13.32 | 9.26    |



| Section | Quality | Price Unit | Item                 | Environment  | Condition | Stores | Price Range  | Wtd Avg |
|---------|---------|------------|----------------------|--------------|-----------|--------|--------------|---------|
| Deli    |         | Per lb     | Service Deli - Cat 1 | Conventional | Prepared  | 114    | 9.99 - 14.99 | 11.30   |
|         |         |            | Service Deli - Cat 2 | Conventional | Prepared  | 40     | 6.99 - 6.99  | 6.99    |

## ALASKA (AK)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 91                |
| Activity Index   | 32                |
| Feature Rate (%) | 31.9%             |

| 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    |
| Deli    |         | Per lb     | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared  | 6      | 6.54 - 7.85 | 7.20    |
|         |         |            | Service Deli - Cat 1                 | Conventional | Prepared  | 14     | 9.99 - 9.99 | 9.99    |

## HAWAII (HI)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 109               |
| Activity Index   | 33                |
| Feature Rate (%) | 30.3%             |

| 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  | 3      | 5.08 - 5.08 | 5.08    |
|         |         |            | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared  | 7      | 7.58 - 7.58 | 7.58    |

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.