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Report for 12/14/2024 - 12/20/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 8.9% and the activity index increased by 31.0%. Whole birds continued to increase sharply in both activity and variety as we arrive at the end-of-year holidays. In addition to whole birds, parts and prepared items increased in ad space this week. Whole, bone-in breasts account for most of the increase in the parts section. Ground and processed items decreased in ad space while deli and variety meat remained steady. Compared to last year, prices for fresh conventional hens are 0.52 lower, with toms 0.51 lower. Frozen conventional hens are 0.38 higher and toms 0.20 higher. Compared to last year, prices for fresh conventional whole bone-in breasts are 0.56 lower with frozen 0.53 lower. Prepared rotisserie split breast feature activity increased sharply as well.

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. Overall, 41.10% of stores offered these additional specials. 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	71,867	54,871	
Feature Rate (%)	80.5%	71.6%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	25	4.29	25	4.29		
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	2,023	2.51	2,212	2.19		
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	1,364	2.49	1,364	2.49		
		Whole Turkey < 16 Lbs	Conventional	Fresh	7,069	1.93	3,364	1.93		
		Whole Turkey < 16 Lbs	Conventional	Frozen	6,872	1.50	4,452	1.26		
		Whole Turkey < 16 Lbs	Kosher	Fresh	27	4.59				
		Whole Turkey < 16 Lbs	Kosher	Frozen	1,437	2.76	73	3.99		



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	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		
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	2,023	2.51	1,384	2.01		
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	1,364	2.49	1,364	2.49		
		Whole Turkey > 16 Lbs	Conventional	Fresh	7,020	1.94	3,364	1.93		
		Whole Turkey > 16 Lbs	Conventional	Frozen	6,763	1.32	4,452	1.26		
		Whole Turkey > 16 Lbs	Kosher	Fresh	27	4.59				
		Whole Turkey > 16 Lbs	Kosher	Frozen	1,437	2.76	73	3.99		
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	15	5.99	15	5.99		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	526	6.99				
		Breast Cutlets, Thin-Sliced, Regular	Antibiotic Free	Fresh			166	6.99		
		Breast Tenders, Regular	Conventional	Fresh	74	5.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh	44	5.33				
		Drumsticks, Regular	Conventional	Fresh	151	2.43	128	2.60		
		Drumsticks, Regular	Conventional	Frozen	38	1.99	93	2.26		
		Split Breast, Bone-In, Regular	Conventional	Fresh			18	4.99		
		Thighs, Regular	Conventional	Fresh			18	2.99		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	42	3.70	25	4.59		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	166	1.49	42	3.42		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	5,540	2.21	601	2.11		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	5,379	1.89	4,609	1.79		
		Whole Breast, Boneless, Regular	Conventional	Fresh	160	4.24				
		Whole Breast, Boneless, Regular	Conventional	Frozen	399	3.89	2,378	3.66		
		Wings, 10 Lbs or more	Conventional	Frozen			22	2.99		
		Wings, Regular	Conventional	Fresh	91	2.23	68	2.25		
		Wings, Regular	Conventional	Frozen	76	2.19	121	2.07		
		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	190	2.50		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	810	3.82	1,352	3.53		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	103	4.03	1,090	3.67		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	257	4.64	254	5.19		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2,058	4.86	1,689	3.88		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	302	4.33	754	3.67		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh			181	5.72		



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 Breast (98-100%), 1-2 Lbs	Conventional	Fresh	615	6.22	905	5.99		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	28	5.99	176	4.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	311	4.23	339	5.99		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic	Fresh			17	13.99		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh	30	5.50	30	5.50		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	166	7.05	775	6.85		
		Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh			513	7.99		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,493	5.64	1,648	4.87		
		Turkey Sausage, < 1 Lb	Conventional	Fresh			21	3.99		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	429	4.44				
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh			30	6.98		
		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	1,110	8.79	190	10.99		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared			32	3.99		
		Necks, Smoked	Conventional	Prepared			32	3.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	744	6.39	69	6.63		
		Wings, Smoked	Conventional	Prepared			32	3.99		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	232	6.05	220	6.06		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	289	4.76	659	4.79		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,330	6.08	993	5.71		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	17	18.26	44	14.83		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2,766	7.87	5,372	8.34		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97	120	23.97		
		Service Deli - Cat 1	Antibiotic Free	Prepared			58	13.24		
		Service Deli - Cat 1	Conventional	Prepared	6,235	9.99	5,425	9.69		
		Service Deli - Cat 2	Conventional	Prepared	1,173	7.73	630	7.01		
		Service Deli - Cat 3	ABF, Free Range	Prepared	14	4.99				
		Service Deli - Cat 3	Conventional	Prepared	275	5.13	230	4.84		
		Service Deli Pastrami	Conventional	Prepared	55	12.99				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Service Deli Turkey Ham	Conventional	Prepared	248	4.90	228	5.37		
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	16,188
Feature Rate (%)	84.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	99	1.99 - 3.99	3.24
			Whole Turkey < 16 Lbs	Conventional	Fresh	1611	0.99 - 2.49	1.81
			Whole Turkey < 16 Lbs	Conventional	Frozen	1149	0.29 - 2.49	1.46
			Whole Turkey < 16 Lbs	Kosher	Fresh	27	4.59 - 4.59	4.59
			Whole Turkey < 16 Lbs	Kosher	Frozen	73	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	99	1.99 - 3.99	3.24
			Whole Turkey > 16 Lbs	Conventional	Fresh	1601	0.99 - 2.49	1.82
			Whole Turkey > 16 Lbs	Conventional	Frozen	1149	0.29 - 2.49	1.39
			Whole Turkey > 16 Lbs	Kosher	Fresh	27	4.59 - 4.59	4.59
			Whole Turkey > 16 Lbs	Kosher	Frozen	73	3.99 - 3.99	3.99
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	523	6.99 - 6.99	6.99
			Breast Tenders, Marinated, Regular	Conventional	Fresh	44	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	132	1.99 - 2.99	2.49
			Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	27	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	107	1.49 - 1.49	1.49
			Whole Breast, Bone-In, Regular	Conventional	Fresh	907	1.29 - 3.99	1.92
			Whole Breast, Bone-In, Regular	Conventional	Frozen	2007	0.29 - 2.99	1.80
			Wings, Regular	Conventional	Fresh	86	1.99 - 2.99	2.22
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	365	3.99 - 3.99	3.99
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	464	3.49 - 5.00	3.74
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	51	4.33 - 4.66	4.54
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	143	3.99 - 6.99	4.68
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	449	3.07 - 5.99	4.49
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	302	4.33 - 4.33	4.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	568	5.08 - 7.99	6.24
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	1087	3.99 - 7.99	5.65



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed	Per lb		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	346	4.79 - 4.79	4.79
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	44	4.99 - 4.99	4.99
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	133	8.66 - 9.99	9.24
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	475	4.99 - 6.99	5.64
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	32	5.08 - 5.08	5.08
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	23	5.99 - 5.99	5.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	17	18.26 - 18.26	18.26
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	406	5.32 - 6.98	6.55
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	744	7.99 - 12.99	10.04
			Service Deli - Cat 2	Conventional	Prepared	710	6.99 - 8.99	7.85
			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	6,506
Activity Index	25,587
Feature Rate (%)	87.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	1563	1.99 - 3.99	2.15
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	1363	2.49 - 2.49	2.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	2213	0.99 - 3.49	1.92
			Whole Turkey < 16 Lbs	Conventional	Frozen	2861	0.29 - 1.99	1.59
			Whole Turkey < 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1563	1.99 - 3.99	2.15
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	1363	2.49 - 2.49	2.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	2208	0.99 - 3.49	1.92
			Whole Turkey > 16 Lbs	Conventional	Frozen	2861	0.29 - 1.99	1.21
			Whole Turkey > 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Kosher	Frozen	1363	2.69 - 2.69	2.69
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	3	6.99 - 6.99	6.99
			Drumsticks, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Frozen	38	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	59	1.49 - 1.49	1.49
			Whole Breast, Bone-In, Regular	Conventional	Fresh	2330	0.99 - 3.99	2.75
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1175	0.99 - 2.49	2.00
			Whole Breast, Boneless, Regular	Conventional	Fresh	160	3.99 - 4.49	4.24
			Wings, Regular	Conventional	Fresh	5	1.99 - 2.99	2.39
			Wings, Regular	Conventional	Frozen	76	1.99 - 2.39	2.19
			Wings, Value	Conventional	Fresh	51	2.29 - 2.29	2.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	33	3.98 - 3.98	3.98
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	33	3.83 - 3.83	3.83
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	59	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	345	4.22 - 4.50	4.50
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	209	5.32 - 6.67	6.29
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	54	8.66 - 9.99	9.08
Prepared	Per lb		Rotisserie Split Breast, Bone-In	Conventional	Prepared	59	6.66 - 6.66	6.66
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	38	6.32 - 6.32	6.32
			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	495	5.00 - 11.97	7.47
			Service Deli - Cat 1	Conventional	Prepared	1147	7.99 - 13.99	10.58
			Service Deli - Cat 2	Conventional	Prepared	34	6.99 - 8.99	7.70
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	12,406
Feature Rate (%)	84.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	30	1.99 - 2.79	2.39
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	1	2.49 - 2.49	2.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	1388	0.99 - 2.99	1.99
			Whole Turkey < 16 Lbs	Conventional	Frozen	945	0.79 - 2.49	1.29
			Whole Turkey < 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	30	1.99 - 2.79	2.39
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	1	2.49 - 2.49	2.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	1377	0.99 - 2.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Frozen	945	0.79 - 2.49	1.29
			Whole Turkey > 16 Lbs	Kosher	Frozen	1	2.69 - 2.69	2.69
			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	764	1.49 - 3.49	2.12
			Whole Breast, Boneless, Regular	Conventional	Frozen	253	4.00 - 4.00	4.00
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	138	2.50 - 4.99	3.71
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	2	4.49 - 4.49	4.49
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	591	3.99 - 5.99	4.39



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	47	5.99 - 5.99	5.99
			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	2	7.97 - 7.97	7.97
			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	402	5.49 - 7.98	6.35
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	854	5.85 - 11.97	9.60
			Service Deli - Cat 1	Conventional	Prepared	1933	7.99 - 11.99	9.72
			Service Deli - Cat 2	Conventional	Prepared	383	5.99 - 9.99	7.58
			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	7,382
Feature Rate (%)	68.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	120	2.79 - 3.99	3.91
			Whole Turkey < 16 Lbs	Conventional	Fresh	526	1.49 - 2.98	2.25
			Whole Turkey < 16 Lbs	Conventional	Frozen	780	0.78 - 2.49	1.56
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	120	2.79 - 3.99	3.91
			Whole Turkey > 16 Lbs	Conventional	Fresh	526	1.49 - 2.98	2.25
			Whole Turkey > 16 Lbs	Conventional	Frozen	671	0.78 - 2.49	1.53
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	74	5.99 - 5.99	5.99
			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	99	2.19 - 3.99	3.44
			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
			Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh	30	5.50 - 5.50	5.50
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	164	4.05 - 7.97	7.04
			Turkey Bacon, < 1 Lb	Conventional	Fresh	136	3.99 - 5.99	5.29
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	4	2.99 - 2.99	2.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Prepared	30	6.98 - 6.98	6.98



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	179	8.66 - 8.99	8.79
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	80	3.50 - 4.72	4.45
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	385	3.26 - 6.49	5.18
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	535	4.44 - 11.97	7.00
			Service Deli - Cat 1	Conventional	Prepared	1069	8.49 - 13.79	10.09
			Service Deli - Cat 2	Conventional	Prepared	23	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	69	4.39 - 6.99	5.15
			Service Deli Pastrami	Conventional	Prepared	2	12.99 - 12.99	12.99
			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	6,799
Feature Rate (%)	71.1%

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
Processed		Per lb	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 Pastrami	Conventional	Prepared	17	12.99 - 12.99	12.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	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	3,212
Feature Rate (%)	81.1%

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		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
			Service Deli Pastrami	Conventional	Prepared	36	12.99 - 12.99	12.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	188



Feature Rate (%) 82.8%

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
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 105

Feature Rate (%) 30.8%

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
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.