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Report for 12/28/2024 - 1/3/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased by 25.2% and the activity index decreased by 43.3%. Ground and deli items increased in ad space this week. Whole birds, parts, processed and prepared items decreased in ad space while variety meat remained steady. Whole birds decreased sharply after the holiday season.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	36,004	63,538	
Feature Rate (%)	60.1%	85.3%	

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		
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh			434	3.97		
		Whole Turkey < 16 Lbs	Conventional	Fresh			6,254	1.95		
		Whole Turkey < 16 Lbs	Conventional	Frozen			5,000	1.56		
		Whole Turkey < 16 Lbs	Kosher	Frozen			1,437	2.76		
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh			15	5.99		
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh			25	4.29		
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh			434	3.97		
		Whole Turkey > 16 Lbs	Conventional	Fresh			6,205	1.96		
		Whole Turkey > 16 Lbs	Conventional	Frozen			5,265	1.30		
		Whole Turkey > 16 Lbs	Kosher	Frozen			1,437	2.76		
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh			15	5.99		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	314	5.49	19	6.99		
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	74	6.97				
		Breast Tenders, Regular	Conventional	Fresh	337	5.48	74	5.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh	41	5.33	302	7.99		
		Drumsticks, Regular	Conventional	Fresh	50	1.99	65	2.45		
		Drumsticks, Regular	Conventional	Frozen	120	1.79				



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, Bone-In, Regular	Antibiotic Free	Fresh			15	4.99		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	18	1.19	5,452	2.20		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	594	1.37	4,150	1.90		
		Whole Breast, Boneless, Regular	Conventional	Fresh			160	4.24		
		Whole Breast, Boneless, Regular	Conventional	Frozen			399	3.89		
		Wings, 10 Lbs or more	Conventional	Frozen			22	2.99		
		Wings, Regular	Conventional	Fresh	50	1.99	19	1.99		
		Wings, Regular	Conventional	Frozen	120	1.79	66	1.99		
		Wings, Value	Conventional	Fresh	51	2.69	51	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,338	3.79	518	4.29		
		Ground Turkey (85%), 1-2 Lbs	USDA Organic, Free Range	Fresh	52	3.99				
		Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh			314	3.00		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	826	3.35	109	3.97		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	1,048	5.06	221	5.06		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	4,966	4.04	1,994	5.25		
		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	198	4.00				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	23	5.99				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	1,792	6.37	253	5.52		
		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	28	5.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	343	5.87	613	5.10		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	139	4.94	164	5.50		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	301	7.43	3,724	6.62		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	2,335	5.35	1,273	5.76		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	52	3.99	102	3.36		
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	17	10.99	1,297	8.96		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	82	3.61	66	2.99		
		Necks, Smoked	Conventional	Prepared	82	3.48				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	27	5.99	600	7.31		
		Wings, Smoked	Conventional	Prepared	82	3.61				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	414	5.88	194	6.00		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	324	5.74	197	4.78		



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, 16 oz	Conventional	Prepared	1,092	7.22	1,399	6.16		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83	120	14.83		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	7,367	8.41	3,294	8.61		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	139	22.79				
		Service Deli - Cat 1	Conventional	Prepared	5,132	9.94	7,112	9.89		
		Service Deli - Cat 2	Conventional	Prepared	2,520	7.56	1,458	7.84		
		Service Deli - Cat 3	ABF, Free Range	Prepared			14	4.99		
		Service Deli - Cat 3	Conventional	Prepared	310	5.69	231	4.77		
		Service Deli Pastrami	Conventional	Prepared	52	5.97	302	6.99		
		Service Deli Turkey Ham	Conventional	Prepared	370	5.22	550	6.05		
Variety Meat	Per lb	Necks	Conventional	Fresh	51	2.29	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	10,005
Feature Rate (%)	72.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	314	5.49 - 5.49	5.49
			Breast Tenders, Regular	Conventional	Fresh	186	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Frozen	120	1.79 - 1.79	1.79
			Whole Breast, Bone-In, Regular	Conventional	Fresh	2	1.19 - 1.19	1.19
			Whole Breast, Bone-In, Regular	Conventional	Frozen	384	1.49 - 1.69	1.50
			Wings, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	120	1.79 - 1.79	1.79
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	317	2.99 - 5.00	3.73
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	672	2.50 - 4.66	3.37
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	365	4.49 - 4.49	4.49
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1108	2.97 - 5.99	3.67
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	451	6.49 - 7.99	6.95



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	186	4.00 - 4.00	4.00
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic, Free Range	Fresh	11	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	6.99 - 6.99	6.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	44	5.50 - 5.50	5.50
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	73	8.00 - 8.00	8.00
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1274	4.65 - 6.65	5.66
Prepared	Each		Rotisserie Split Breast, Bone-In	Conventional	Prepared	17	10.99 - 10.99	10.99
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	44	3.29 - 3.29	3.29
			Necks, Smoked	Conventional	Prepared	44	3.29 - 3.29	3.29
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	27	5.99 - 5.99	5.99
			Wings, Smoked	Conventional	Prepared	44	3.29 - 3.29	3.29
Deli	Per lb		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	94	4.99 - 10.99	7.34
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83 - 14.83	14.83
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	408	3.56 - 14.20	8.85
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	120	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	2187	7.99 - 12.99	9.59
			Service Deli - Cat 2	Conventional	Prepared	600	6.49 - 8.99	7.70
			Service Deli - Cat 3	Conventional	Prepared	122	5.99 - 6.99	6.35
			Service Deli Turkey Ham	Conventional	Prepared	67	5.99 - 6.99	6.29

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	11,470
Feature Rate (%)	65.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	23	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	2	1.19 - 1.19	1.19
			Whole Breast, Bone-In, Regular	Conventional	Frozen	30	1.49 - 1.49	1.49
			Wings, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Wings, Value	Conventional	Fresh	51	2.69 - 2.69	2.69
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	284	2.99 - 3.99	3.16
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	59	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	25	4.98 - 4.98	4.98
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2776	2.99 - 4.99	3.96
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	92	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	12	4.00 - 4.00	4.00
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	1374	5.99 - 6.49	6.49
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic, Free Range	Fresh	80	7.99 - 7.99	7.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	11	5.00 - 5.00	5.00
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	136	6.86 - 9.60	8.10
			Turkey Bacon, < 1 Lb	Conventional	Fresh	274	3.93 - 6.65	5.45
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	38	3.99 - 3.99	3.99
			Necks, Smoked	Conventional	Prepared	38	3.69 - 3.69	3.69
			Wings, Smoked	Conventional	Prepared	38	3.99 - 3.99	3.99
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	59	4.36 - 7.19	6.81
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	303	5.99 - 6.99	6.87
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3273	3.56 - 13.31	8.10
			Service Deli - Cat 1	Conventional	Prepared	835	7.99 - 13.99	10.82
			Service Deli - Cat 2	Conventional	Prepared	1535	6.99 - 8.99	7.28
			Service Deli - Cat 3	Conventional	Prepared	19	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	45	4.58 - 6.99	4.78
Variety Meat	Per lb		Necks	Conventional	Fresh	51	2.29 - 2.29	2.29

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	5,844
Feature Rate (%)	45.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Whole Breast, Bone-In, Regular	Conventional	Fresh	14	1.19 - 1.19	1.19
			Whole Breast, Bone-In, Regular	Conventional	Frozen	32	1.99 - 1.99	1.99
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	395	3.49 - 4.91	4.57
			Ground Turkey (85%), 1-2 Lbs	USDA Organic, Free Range	Fresh	52	3.99 - 3.99	3.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	21	3.00 - 3.00	3.00
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	256	4.49 - 5.99	4.50
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	179	3.99 - 5.99	4.65
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	65	7.99 - 7.99	7.99
			Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh	253	3.66 - 3.66	3.66
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	146	5.99 - 6.49	5.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	41	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	73	5.83 - 6.40	5.99
			Turkey Bacon, < 1 Lb	Conventional	Fresh	260	3.93 - 7.18	4.90
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	52	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	243	3.92 - 7.12	5.79
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	99	5.81 - 6.54	6.16
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	471	5.48 - 10.99	7.64
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2121	4.78 - 13.69	9.05
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	19	15.31 - 15.31	15.31
			Service Deli - Cat 1	Conventional	Prepared	633	7.99 - 11.99	9.89
			Service Deli - Cat 2	Conventional	Prepared	303	5.99 - 8.99	8.55
			Service Deli - Cat 3	Conventional	Prepared	33	5.99 - 6.99	6.47
			Service Deli Pastrami	Conventional	Prepared	52	5.95 - 5.99	5.97
			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	3,927
Feature Rate (%)	48.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh	74	6.97 - 6.97	6.97
			Breast Tenders, Regular	Conventional	Fresh	128	5.33 - 6.00	5.72
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	558	1.59 - 3.99	3.51
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	74	3.32 - 3.32	3.32
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	93	4.99 - 5.99	5.72
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	445	3.99 - 4.99	4.23
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	78	7.99 - 7.99	7.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	155	4.36 - 5.99	5.23
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic, Free Range	Fresh	112	7.99 - 7.99	7.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	84	4.00 - 5.00	4.64
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	452	2.65 - 5.32	4.91
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	112	3.99 - 4.36	4.26
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	86	3.99 - 10.99	7.19
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	808	3.54 - 13.31	7.87
			Service Deli - Cat 1	Conventional	Prepared	464	7.99 - 11.99	9.81
			Service Deli - Cat 2	Conventional	Prepared	31	7.99 - 8.99	8.09
			Service Deli - Cat 3	Conventional	Prepared	62	4.39 - 4.99	4.96



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli Turkey Ham	Conventional	Prepared	110	3.99 - 4.67	4.47

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	3,014
Feature Rate (%)	60.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	148	0.88 - 0.88	0.88
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	371	3.00 - 3.99	3.94
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	191	5.99 - 5.99	5.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	442	3.99 - 5.99	4.95
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	113	7.99 - 7.99	7.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	117	6.99 - 6.99	6.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic, Free Range	Fresh	208	7.99 - 7.99	7.99
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	54	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	169	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	54	6.90 - 6.90	6.90
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	23	3.99 - 5.49	5.10
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	447	4.96 - 14.98	6.97
			Service Deli - Cat 1	Conventional	Prepared	476	7.99 - 13.99	10.07
			Service Deli - Cat 2	Conventional	Prepared	10	8.99 - 8.99	8.99
			Service Deli - Cat 3	Conventional	Prepared	74	4.39 - 6.99	4.78
			Service Deli Turkey Ham	Conventional	Prepared	117	4.67 - 6.59	5.56

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,599
Feature Rate (%)	72.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	41	5.33 - 5.33	5.33
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	378	2.50 - 3.99	3.76
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	118	5.99 - 5.99	5.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	16	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	83	6.00 - 7.99	6.58



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	23	5.99 - 5.99	5.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic, Free Range	Fresh	3	7.99 - 7.99	7.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	19	5.98 - 5.98	5.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	21	3.97 - 3.97	3.97
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	79	3.99 - 5.49	4.96
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	286	7.11 - 14.98	10.54
			Service Deli - Cat 1	Conventional	Prepared	491	8.98 - 10.99	10.09
			Service Deli - Cat 2	Conventional	Prepared	41	6.99 - 8.99	8.06

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	71
Feature Rate (%)	67.8%

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, 16 oz	Conventional	Prepared	36	6.98 - 10.99	10.66
			Service Deli - Cat 1	Conventional	Prepared	23	9.99 - 10.99	10.47

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	74
Feature Rate (%)	47.7%

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	USDA Organic	Fresh	4	7.99 - 7.99	7.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	24	7.09 - 7.09	7.09
			Service Deli - Cat 1	Conventional	Prepared	23	9.99 - 9.99	9.99

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.

