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Report for 9/28/2024 - 10/4/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased by 13.5% and the activity index decreased by 23.3%. Whole birds, parts, ground, processed items, prepared, deli and variety meats all decreased in ad space this week. Kosher whole birds decreased after Rosh Hashana.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	35,536	46,336	
Feature Rate (%)	58.1%	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	Conventional	Frozen			153	1.17		
		Whole Turkey < 16 Lbs	Kosher	Frozen			1,437	2.76		
		Whole Turkey > 16 Lbs	Kosher	Frozen			1,364	2.69		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	17	6.49				
		Breast Cutlets, Regular	Conventional	Frozen			1,472	1.75		
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh			187	4.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh			299	4.99		
		Breast Tenders, Regular	Conventional	Fresh	261	5.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh	148	3.99				
		Drumsticks, Regular	Conventional	Fresh	38	1.48	148	2.21		
		Drumsticks, Regular	Conventional	Frozen	180	1.56	88	1.54		
		Drumsticks, Value	Conventional	Frozen			60	1.79		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	351	1.65	51	1.69		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	653	1.75	1,523	1.92		
		Wings, Regular	Conventional	Fresh			50	1.99		
		Wings, Regular	Conventional	Frozen	208	1.87	66	2.06		
		Wings, Value	Conventional	Fresh			51	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	160	3.45	321	2.85		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,325	3.68	1,998	3.82		
		Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	7.99	414	7.99		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1,150	3.36	1,281	3.84		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	372	4.24	1,380	4.60		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Ground	Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,790	3.97	3,422	3.77		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	16	8.99				
		Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh			296	4.16		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	355	3.87	212	4.29		
		Ground Turkey Breast (98-100%), 1-2 Lbs	ABF, Free Range	Fresh			20	5.47		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	74	5.83	176	6.30		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	771	6.36	804	6.48		
		Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	16	10.99				
		Ground Turkey Breast (98-100%), 2-4 Lbs	Conventional	Fresh	55	3.99				
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh			148	5.05		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	338	5.99	683	5.64		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	581	4.77	188	5.50		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	84	7.42	503	10.19		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	33	6.35	52	6.62		
		Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh			259	7.98		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	2,042	5.63	1,343	5.25		
		Turkey Bacon, 1-2 Lbs	USDA Organic	Fresh			414	13.98		
		Turkey Sausage, < 1 Lb	Conventional	Fresh	57	5.55	30	4.56		
		Turkey Sausage, 1-2 Lbs	Antibiotic Free	Fresh			87	3.59		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	498	5.36	40	4.82		
Prepared	Per lb	Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	46	5.94				
Prepared	Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared			105	10.72		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared			28	2.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared			93	6.70		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	332	6.39	86	6.31		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	2,972	4.99	923	5.67		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	4,649	5.76	1,876	6.11		
		Self-Service Deli Tub/Pouch, 5-15 oz	ABF, Pasture Raised	Prepared	38	10.37				
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	7,789	8.08	13,165	8.17		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Deli	Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97	120	23.97		
		Service Deli - Cat 1	Conventional	Prepared	5,948	9.55	5,736	9.98		
		Service Deli - Cat 2	Conventional	Prepared	577	7.74	1,355	7.49		
		Service Deli - Cat 3	Conventional	Prepared	190	5.16	1,354	5.78		
		Service Deli Pastrami	Conventional	Prepared	21	4.99	66	6.99		
		Service Deli Turkey Ham	Conventional	Prepared	296	4.95	318	4.72		
Variety Meat	Per lb	Necks	Conventional	Fresh	51	1.99	91	1.55		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	10,452
Feature Rate (%)	64.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Cutlets, Regular	Conventional	Fresh	17	6.49 - 6.49	6.49
			Breast Tenders, Regular	Conventional	Fresh	187	5.99 - 5.99	5.99
			Breast Tenders, Marinated, Regular	Conventional	Fresh	148	3.99 - 3.99	3.99
			Drumsticks, Regular	Conventional	Frozen	120	1.59 - 1.59	1.59
			Whole Breast, Bone-In, Regular	Conventional	Fresh	95	1.49 - 1.99	1.87
			Wings, Regular	Conventional	Frozen	206	1.59 - 2.99	1.85
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	160	2.99 - 3.99	3.45
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	601	2.99 - 5.00	3.63
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	540	3.33 - 4.66	3.44
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	364	4.50 - 4.56	4.50
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	87	3.33 - 3.33	3.33
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	322	5.99 - 6.99	6.93
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	321	5.95 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	380	5.00 - 5.00	5.00
Processed	Per lb		Turkey Bacon, < 1 Lb	Conventional	Fresh	992	5.32 - 6.65	5.80
			Turkey Sausage, < 1 Lb	Conventional	Fresh	27	6.65 - 6.65	6.65
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	476	3.99 - 5.99	5.35
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	302	6.40 - 6.40	6.40
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	477	5.00 - 6.21	5.71
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	181	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	ABF, Pasture Raised	Prepared	38	9.76 - 10.98	10.37
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1535	4.44 - 15.98	9.74
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	2227	7.99 - 14.99	9.68
			Service Deli - Cat 2	Conventional	Prepared	518	6.49 - 9.99	7.86
			Service Deli - Cat 3	Conventional	Prepared	87	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	9,245
Feature Rate (%)	65.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	38	1.48 - 1.48	1.48
			Drumsticks, Regular	Conventional	Frozen	60	1.49 - 1.49	1.49
			Whole Breast, Bone-In, Regular	Conventional	Fresh	54	1.49 - 1.69	1.68
			Whole Breast, Bone-In, Regular	Conventional	Frozen	28	1.48 - 1.48	1.48
			Wings, Regular	Conventional	Frozen	2	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1183	2.99 - 3.99	3.91
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	11	2.99 - 2.99	2.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	118	4.50 - 5.00	4.95
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	28	2.99 - 2.99	2.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	68	7.58 - 7.98	7.76
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	33	6.35 - 6.35	6.35
			Turkey Bacon, < 1 Lb	Conventional	Fresh	706	4.39 - 6.65	5.48
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	6	4.39 - 5.49	4.94
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	30	6.32 - 6.32	6.32
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	665	4.50 - 6.21	4.91
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2005	4.79 - 7.99	5.77
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2424	4.44 - 15.97	7.34
			Service Deli - Cat 1	Conventional	Prepared	1735	7.98 - 12.99	8.54
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	8,253



Feature Rate (%) 57.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	80	1.39 - 1.49	1.46
			Whole Breast, Bone-In, Regular	Conventional	Frozen	57	1.48 - 1.79	1.49
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	127	2.50 - 4.99	3.69
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	305	3.00 - 3.33	3.06
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	188	3.50 - 3.50	3.50
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	542	2.49 - 5.00	4.50
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	108	2.99 - 3.33	3.15
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	378	4.50 - 5.99	5.90
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	17	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	201	3.99 - 4.50	4.34
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	16	5.98 - 5.98	5.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	204	3.99 - 6.38	6.19
Processed		Per lb	Turkey Sausage, 1-2 Lbs	Conventional	Fresh	16	5.98 - 5.98	5.98
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	16	3.99 - 3.99	3.99
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	1109	4.50 - 5.32	4.87
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1091	4.99 - 8.99	5.64
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2630	3.56 - 15.97	8.37
			Service Deli - Cat 1	Conventional	Prepared	1062	7.97 - 11.99	9.84
			Service Deli - Cat 2	Conventional	Prepared	48	5.99 - 6.99	6.68
			Service Deli - Cat 3	Conventional	Prepared	37	3.99 - 4.99	4.56
			Service Deli Pastrami	Conventional	Prepared	21	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	2,810
Feature Rate (%)	41.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	74	6.00 - 6.00	6.00
			Whole Breast, Bone-In, Regular	Conventional	Fresh	4	1.17 - 1.49	1.33
			Whole Breast, Bone-In, Regular	Conventional	Frozen	68	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	150	1.99 - 2.99	2.67
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	158	2.99 - 3.73	3.29
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	149	2.49 - 4.48	3.68
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	74	5.83 - 5.83	5.83
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	71	5.99 - 6.49	6.20
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	140	3.99 - 4.67	4.39



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Processed		Per lb	Turkey Sausage, < 1 Lb	Conventional	Fresh	30	4.56 - 4.56	4.56
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	30	6.98 - 6.98	6.98
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	216	4.34 - 5.14	4.75
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	516	4.99 - 6.99	5.10
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	542	2.65 - 15.97	6.20
			Service Deli - Cat 1	Conventional	Prepared	534	7.99 - 12.99	10.47
			Service Deli - Cat 3	Conventional	Prepared	3	4.39 - 4.39	4.39
			Service Deli Turkey Ham	Conventional	Prepared	51	3.99 - 4.69	4.41

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	3,894
Feature Rate (%)	59.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	62	1.17 - 1.99	1.77
			Whole Breast, Bone-In, Regular	Conventional	Frozen	382	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	188	3.00 - 4.00	3.10
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	117	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	184	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	589	2.49 - 3.99	3.08
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	16	8.99 - 8.99	8.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	16	10.99 - 10.99	10.99
			Ground Turkey Breast (98-100%), 2-4 Lbs	Conventional	Fresh	55	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	477	3.63 - 5.14	4.79
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	641	4.99 - 6.99	5.88
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	547	2.65 - 11.18	7.23
			Service Deli - Cat 1	Conventional	Prepared	301	5.99 - 12.99	11.47
			Service Deli - Cat 2	Conventional	Prepared	11	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	63	4.39 - 4.39	4.39
			Service Deli Turkey Ham	Conventional	Prepared	245	4.49 - 6.49	5.06

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	860
Feature Rate (%)	48.2%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	56	1.17 - 1.49	1.38
			Whole Breast, Bone-In, Regular	Conventional	Frozen	118	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	76	3.99 - 3.99	3.99
			Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh	10	7.99 - 7.99	7.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	19	3.00 - 3.00	3.00
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	28	2.49 - 3.99	3.24
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	121	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	28	4.50 - 5.14	4.82
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	204	4.99 - 6.99	5.50
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	111	2.65 - 11.18	7.85
			Service Deli - Cat 1	Conventional	Prepared	89	8.99 - 12.99	10.38

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	22
Feature Rate (%)	12.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	11	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	11	5.49 - 5.49	5.49

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.