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Report for 11/30/2024 - 12/6/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate decreased by 17.7% and the activity index decreased sharply by 71.2%. Turkey features decreased sharply in the week after Thanksgiving with whole birds making up the greatest decline in both activity and variety. In addition to whole birds, items from the parts, processed, prepared and variety meats decreased in ad space this week. Ground and deli items increased in ad space, returning to more normal feature levels following the holiday.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	32,435	112,616	
Feature Rate (%)	58.9%	76.6%	

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	305	1.81	25	3.99		
		Whole Turkey < 16 Lbs	ABF, Free Range	Frozen			23	3.99		
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh			2,798	2.65		
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen			198	1.49		
		Whole Turkey < 16 Lbs	Conventional	Fresh			15,159	1.92		
		Whole Turkey < 16 Lbs	Conventional	Frozen			21,485	0.93		
		Whole Turkey < 16 Lbs	Kosher	Fresh			19	4.99		
		Whole Turkey < 16 Lbs	Kosher	Frozen			198	2.99		
		Whole Turkey < 16 Lbs	USDA Organic	Fresh			573	4.59		
		Whole Turkey < 16 Lbs	USDA Organic	Frozen			201	5.45		
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh			15	4.99		
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Frozen			23	4.99		
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh			25	3.99		
		Whole Turkey > 16 Lbs	ABF, Free Range	Frozen			23	3.99		
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh			2,249	2.78		
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen			563	2.14		
		Whole Turkey > 16 Lbs	Conventional	Fresh			15,415	1.86		



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	245	1.94	20,824	0.95		
		Whole Turkey > 16 Lbs	Kosher	Fresh			19	4.99		
		Whole Turkey > 16 Lbs	Kosher	Frozen			198	2.99		
		Whole Turkey > 16 Lbs	USDA Organic	Fresh			573	4.59		
		Whole Turkey > 16 Lbs	USDA Organic	Frozen			92	5.99		
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh			15	4.99		
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Frozen			23	4.99		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh			87	5.49		
		Breast Tenders, Marinated, Regular	Conventional	Fresh			261	5.47		
		Drumsticks, Regular	Conventional	Fresh			64	2.08		
		Drumsticks, Regular	Conventional	Frozen	186	1.99	502	2.85		
		Split Breast, Bone-In, Regular	Conventional	Frozen			253	1.29		
		Thighs, Regular	Conventional	Fresh			29	2.29		
		Thighs, Regular	Conventional	Frozen			370	2.99		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh			484	3.85		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen			16	1.99		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	79	1.73	3,673	3.26		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	876	1.91	7,252	1.84		
		Whole Breast, Boneless, Regular	Conventional	Fresh	198	3.33	323	4.20		
		Whole Breast, Boneless, Regular	Conventional	Frozen			299	1.99		
		Wings, 10 Lbs or more	Conventional	Frozen	22	2.99	22	2.99		
		Wings, Regular	Conventional	Fresh	51	2.29	64	2.31		
		Wings, Regular	Conventional	Frozen	120	1.99	462	2.94		
		Wings, Value	Conventional	Fresh			83	2.95		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	73	3.49	87	3.99		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	4,177	3.77	416	4.43		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	1,028	3.23	95	3.33		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	553	4.19	432	4.18		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,893	4.33	563	4.27		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	16	8.99	59	7.00		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	414	7.99				
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	281	4.23				
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	454	6.54	373	6.89		
		Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	16	10.99				
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	7.99				



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 Patties, 1-2 Lbs	Conventional	Fresh	353	5.89	319	5.99		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	91	4.82	101	5.16		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	277	7.87	396	7.27		
		Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh			49	8.98		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,375	4.99	1,092	5.35		
		Turkey Bacon, < 1 Lb	USDA Organic	Fresh			414	13.98		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh			378	3.49		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	368	3.63				
Prepared	Each	Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared			32	10.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared			992	13.89		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	70	3.99	87	3.49		
		Necks, Smoked	Conventional	Prepared	38	3.99				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	27	5.99	293	6.09		
		Wings, Smoked	Conventional	Prepared	70	3.99				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	268	6.50	33	6.80		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	463	4.58	486	4.64		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,470	5.77	767	6.10		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	120	14.83				
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	9,212	8.46	2,925	8.10		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared			120	23.97		
		Service Deli - Cat 1	Conventional	Prepared	5,171	10.04	5,123	9.92		
		Service Deli - Cat 2	Conventional	Prepared	1,323	7.40	1,181	7.52		
		Service Deli - Cat 3	Conventional	Prepared	165	4.89	59	4.97		
		Service Deli Pastrami	Conventional	Prepared			55	13.49		
		Service Deli Turkey Ham	Conventional	Prepared	332	4.92	204	4.78		
Variety Meat	Per lb	Necks	Conventional	Frozen	91	1.72	505	2.86		

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

MetricCurrent Week (CW)



Total Outlets	4,790
Activity Index	8,973
Feature Rate (%)	64.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	55	0.29 - 0.29	0.29
			Whole Turkey > 16 Lbs	Conventional	Frozen	55	0.29 - 0.29	0.29
Parts		Per lb	Drumsticks, Regular	Conventional	Frozen	186	1.99 - 1.99	1.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	235	1.49 - 1.99	1.74
			Whole Breast, Boneless, Regular	Conventional	Fresh	186	3.33 - 3.33	3.33
			Wings, 10 Lbs or more	Conventional	Frozen	20	2.99 - 2.99	2.99
Ground		Per lb	Wings, Regular	Conventional	Frozen	120	1.99 - 1.99	1.99
			Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	73	3.49 - 3.49	3.49
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	445	3.07 - 4.56	3.88
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	302	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	365	4.29 - 4.29	4.29
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	655	3.07 - 5.99	4.76
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	11	7.99 - 7.99	7.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	322	5.99 - 6.99	6.93
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	319	3.82 - 5.99	5.87
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	54	5.98 - 9.57	8.91
			Turkey Bacon, < 1 Lb	Conventional	Fresh	995	4.00 - 7.99	4.87
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	32	3.99 - 3.99	3.99
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	27	5.99 - 5.99	5.99
			Wings, Smoked	Conventional	Prepared	32	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	10	3.56 - 3.56	3.56
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	200	4.99 - 7.99	6.08
			Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	120	14.83 - 14.83	14.83
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1467	6.20 - 15.98	9.05
			Service Deli - Cat 1	Conventional	Prepared	1956	8.99 - 14.99	9.96
			Service Deli - Cat 2	Conventional	Prepared	567	5.99 - 7.99	7.19

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	6,325
Feature Rate (%)	51.1%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	250	1.29 - 2.69	2.15
			Whole Turkey > 16 Lbs	Conventional	Frozen	190	1.49 - 2.69	2.42
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	51	1.69 - 1.69	1.69
			Whole Breast, Bone-In, Regular	Conventional	Frozen	407	1.29 - 3.49	2.04
			Whole Breast, Boneless, Regular	Conventional	Fresh	12	3.33 - 3.33	3.33
			Wings, 10 Lbs or more	Conventional	Frozen	2	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	51	2.29 - 2.29	2.29
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1124	3.33 - 4.38	4.00
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	410	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	239	3.07 - 5.99	3.11
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	80	7.99 - 7.99	7.99
Processed		Per lb	Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	19	5.44 - 5.44	5.44
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	5	5.98 - 5.98	5.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	115	5.32 - 6.65	6.55
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	38	3.99 - 3.99	3.99
			Necks, Smoked	Conventional	Prepared	38	3.99 - 3.99	3.99
			Wings, Smoked	Conventional	Prepared	38	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	39	6.32 - 7.12	6.34
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	94	3.27 - 4.36	3.73
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	177	4.79 - 7.99	6.57
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1544	4.00 - 11.41	8.09
			Service Deli - Cat 1	Conventional	Prepared	819	7.99 - 11.99	10.52
			Service Deli - Cat 2	Conventional	Prepared	452	6.98 - 7.99	7.89
			Service Deli - Cat 3	Conventional	Prepared	40	5.58 - 5.58	5.58
Variety Meat		Per lb	Necks	Conventional	Frozen	91	1.38 - 1.99	1.72

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	6,820
Feature Rate (%)	56.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	140	1.49 - 1.99	1.89
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1410	2.99 - 4.50	3.73
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	166	2.66 - 3.33	3.08
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	188	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	18	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	149	4.00 - 4.00	4.00
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	65	4.99 - 6.49	5.41
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	34	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	61	4.49 - 4.49	4.49
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	165	5.98 - 8.93	8.02
			Turkey Bacon, < 1 Lb	Conventional	Fresh	32	5.32 - 7.18	6.37
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	117	6.64 - 7.12	6.72
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	111	2.89 - 5.81	4.43
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	303	4.79 - 7.99	5.61
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2640	4.90 - 13.31	8.79
			Service Deli - Cat 1	Conventional	Prepared	1019	7.99 - 11.99	9.63
			Service Deli - Cat 2	Conventional	Prepared	171	5.99 - 7.99	7.18
			Service Deli Turkey Ham	Conventional	Prepared	31	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	4,196
Feature Rate (%)	48.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Whole Breast, Bone-In, Regular	Conventional	Fresh	2	1.79 - 1.79	1.79
			Whole Breast, Bone-In, Regular	Conventional	Frozen	2	1.79 - 1.79	1.79
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	220	2.19 - 4.49	3.78
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	60	3.73 - 4.00	3.87
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	249	3.99 - 5.19	4.52
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	112	7.99 - 7.99	7.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	48	4.98 - 6.49	5.93
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	30	5.50 - 5.50	5.50
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	30	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	233	3.99 - 5.32	4.55
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	110	6.32 - 7.12	6.33
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	101	4.34 - 6.54	5.51
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	478	3.26 - 6.99	4.85
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1788	4.44 - 10.67	7.85
			Service Deli - Cat 1	Conventional	Prepared	492	7.99 - 12.99	10.57
			Service Deli - Cat 2	Conventional	Prepared	69	6.99 - 7.99	7.70
			Service Deli - Cat 3	Conventional	Prepared	62	4.39 - 4.99	4.96
			Service Deli Turkey Ham	Conventional	Prepared	110	3.99 - 4.69	4.50



SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	4,762
Feature Rate (%)	75.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	6	1.79 - 1.79	1.79
			Whole Breast, Bone-In, Regular	Conventional	Frozen	56	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	687	2.99 - 3.99	3.38
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	90	2.33 - 2.33	2.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	583	3.99 - 4.99	4.28
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	16	8.99 - 8.99	8.99
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	208	7.99 - 7.99	7.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	16	10.99 - 10.99	10.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	19	5.98 - 5.98	5.98
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	368	3.27 - 3.99	3.63
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	2	6.32 - 6.32	6.32
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	140	3.56 - 6.39	4.69
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	292	3.49 - 6.99	6.79
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1465	3.43 - 10.67	8.22
			Service Deli - Cat 1	Conventional	Prepared	496	8.98 - 12.99	9.89
			Service Deli - Cat 2	Conventional	Prepared	64	5.99 - 5.99	5.99
			Service Deli - Cat 3	Conventional	Prepared	63	4.39 - 4.39	4.39
			Service Deli Turkey Ham	Conventional	Prepared	191	4.67 - 5.49	4.98

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,310
Feature Rate (%)	76.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	20	1.79 - 1.79	1.79
			Whole Breast, Bone-In, Regular	Conventional	Frozen	36	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	291	2.99 - 3.99	3.80
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	149	3.99 - 4.49	4.25
			Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	3	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	121	4.49 - 4.49	4.49
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	4	5.98 - 5.98	5.98
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	4	3.56 - 3.56	3.56
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	20	4.99 - 4.99	4.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	308	7.11 - 11.41	9.39
			Service Deli - Cat 1	Conventional	Prepared	354	8.48 - 11.99	9.98

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	23
Feature Rate (%)	26.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	11	4.49 - 4.49	4.49
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	12	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	26
Feature Rate (%)	24.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.08 - 5.08	5.08
			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.