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Report for 2/1/2025 - 2/7/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased 3.0% and the activity index increased by 4.5%. Prepared and deli items increased in ad space this week. Whole birds, parts, ground, processed and variety meat decreased in ad space. Ground and deli items continue to be the primary turkey items featured.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	23,737	22,724	
Feature Rate (%)	45.6%	42.6%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh			24	1.49		
		Whole Turkey < 16 Lbs	Conventional	Frozen	24	1.69	122	1.09		
		Whole Turkey > 16 Lbs	Conventional	Frozen	24	1.69	98	0.99		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	188	6.79	517	7.31		
		Breast Cutlets, Value	Conventional	Fresh			24	5.99		
		Breast Cutlets, Value	Conventional	Frozen	24	4.99	24	5.99		
		Drumsticks, Regular	Conventional	Frozen	160	1.82	40	2.18		
		Split Breast, Bone-In, Regular	Conventional	Fresh	24	3.99				
		Split Breast, Bone-In, Regular	Conventional	Frozen			24	2.99		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	217	1.05	338	1.87		
		Whole Breast, Boneless, Regular	Conventional	Fresh			24	2.99		
		Whole Breast, Boneless, Regular	Conventional	Frozen	219	4.83	24	2.99		
		Wings, 10 Lbs or more	Conventional	Frozen	24	2.99				
		Wings, Regular	Conventional	Fresh	88	1.84				
		Wings, Regular	Conventional	Frozen	40	1.98	72	1.99		
		Wings, Value	Conventional	Fresh	50	2.69	50	2.29		
		Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh			20	3.99
Ground Turkey (85%), 1-2 Lbs	Conventional			Fresh	1,736	3.88	1,847	3.82		
Ground Turkey (85%), 2-4 Lbs	Conventional			Fresh	627	3.30	1,285	3.81		
Ground Turkey (93%), 1-2 Lbs	Antibiotic Free			Fresh	114	5.44	118	6.99		
Ground Turkey (93%), 1-2 Lbs	Conventional			Fresh	2,767	4.61	2,106	4.37		
Ground Turkey (93%), 2-4 Lbs	Conventional			Fresh	105	4.00	76	3.33		



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	395	6.33	1,001	5.79		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	7.99				
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	319	5.99	951	4.10		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	49	5.09	193	5.50		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	725	7.63	181	7.45		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,627	5.07	992	5.26		
		Turkey Sausage, < 1 Lb	Conventional	Fresh			29	3.99		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	18	3.99				
Prepared	Per lb	Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98	29	6.98		
		Drumsticks, Smoked	Conventional	Prepared	197	3.69	116	3.18		
		Necks, Smoked	Conventional	Prepared	157	3.61	44	3.49		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared			72	6.99		
Deli	Per lb	Wings, Smoked	Conventional	Prepared	197	3.69	44	3.49		
		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	516	6.55	33	7.96		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	719	4.40	388	4.42		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,725	6.06	1,708	6.37		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83	138	14.38		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	4,018	7.43	3,117	7.94		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	140	23.02	82	21.31		
		Self-Service Deli Tub/Pouch	Conventional	Prepared	16	10.99				
		Service Deli - Cat 1	Antibiotic Free	Prepared			44	10.99		
		Service Deli - Cat 1	Conventional	Prepared	3,582	10.01	5,043	10.25		
		Service Deli - Cat 1	USDA Organic	Prepared			20	13.99		
		Service Deli - Cat 2	Conventional	Prepared	1,079	7.27	874	7.37		
		Service Deli - Cat 3	Conventional	Prepared	290	5.54	136	4.78		
		Service Deli Pastrami	Conventional	Prepared	38	9.99				
Service Deli Turkey Ham	Conventional	Prepared	212	4.30	541	6.21				
Variety Meat	Per lb	Necks	Conventional	Fresh	50	1.99	50	1.99		
		Necks	Conventional	Frozen			65	1.20		



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	9,108
Feature Rate (%)	61.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	21	1.69 - 1.69	1.69
			Whole Turkey > 16 Lbs	Conventional	Frozen	21	1.69 - 1.69	1.69
Parts		Per lb	Breast Cutlets, Regular	Conventional	Fresh	188	5.99 - 6.99	6.79
			Breast Cutlets, Value	Conventional	Frozen	21	4.99 - 4.99	4.99
			Drumsticks, Regular	Conventional	Frozen	160	1.69 - 1.99	1.82
			Split Breast, Bone-In, Regular	Conventional	Fresh	21	3.99 - 3.99	3.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	189	0.99 - 0.99	0.99
			Whole Breast, Boneless, Regular	Conventional	Frozen	105	4.83 - 4.83	4.83
			Wings, 10 Lbs or more	Conventional	Frozen	21	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Fresh	88	1.69 - 1.99	1.84
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	722	3.07 - 6.49	3.77
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	462	2.50 - 4.66	3.51
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	64	4.99 - 5.99	5.74
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	908	3.99 - 4.99	4.45
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	130	6.15 - 6.15	6.15
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	7.99 - 7.99	7.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	20	4.50 - 4.50	4.50
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	604	7.00 - 8.32	7.66
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1255	3.99 - 6.65	5.11
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	157	3.49 - 3.99	3.61
			Necks, Smoked	Conventional	Prepared	157	3.49 - 3.99	3.61
			Wings, Smoked	Conventional	Prepared	157	3.49 - 3.99	3.61
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	185	4.36 - 4.36	4.36
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	72	6.99 - 6.99	6.99
			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	425	4.44 - 8.89	6.62
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared	140	17.31 - 23.97	23.02
			Service Deli - Cat 1	Conventional	Prepared	1350	7.99 - 14.99	9.93
			Service Deli - Cat 2	Conventional	Prepared	571	6.99 - 8.99	7.17
	Conventional	Prepared	44	6.99 - 6.99	6.99			
	Conventional	Prepared	38	9.99 - 9.99	9.99			



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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	3,793
Feature Rate (%)	30.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	3	1.69 - 1.69	1.69
			Whole Turkey > 16 Lbs	Conventional	Frozen	3	1.69 - 1.69	1.69
Parts		Per lb	Breast Cutlets, Value	Conventional	Frozen	3	4.99 - 4.99	4.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	3	3.99 - 3.99	3.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	28	1.49 - 1.49	1.49
			Whole Breast, Boneless, Regular	Conventional	Frozen	2	4.83 - 4.83	4.83
			Wings, 10 Lbs or more	Conventional	Frozen	3	2.99 - 2.99	2.99
			Wings, Regular	Conventional	Frozen	40	1.98 - 1.98	1.98
			Wings, Value	Conventional	Fresh	50	2.69 - 2.69	2.69
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	45	4.38 - 6.49	5.18
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	3	4.00 - 4.00	4.00
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	10	4.99 - 5.99	5.29
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	381	4.98 - 4.99	4.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	60	7.98 - 7.98	7.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	154	4.65 - 6.65	5.49
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	40	3.99 - 3.99	3.99
			Wings, Smoked	Conventional	Prepared	40	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	79	3.63 - 4.36	3.76
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	490	5.99 - 6.99	6.09
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1222	4.80 - 10.65	7.57
			Service Deli - Cat 1	Conventional	Prepared	614	8.99 - 13.99	11.00
			Service Deli - Cat 2	Conventional	Prepared	397	6.99 - 7.99	7.09
Variety Meat		Per lb	Service Deli - Cat 3	Conventional	Prepared	72	4.98 - 5.99	5.43
			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	4,968
Feature Rate (%)	53.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Boneless, Regular	Conventional	Frozen	112	4.83 - 4.83	4.83
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	366	2.66 - 6.49	4.02
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	72	2.66 - 2.66	2.66
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	11	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	328	3.99 - 5.49	4.43
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	105	4.00 - 4.00	4.00
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	189	6.99 - 6.99	6.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	17	5.99 - 5.99	5.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	61	7.00 - 7.00	7.00
			Turkey Bacon, < 1 Lb	Conventional	Fresh	189	4.67 - 4.67	4.67
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	18	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	212	6.40 - 8.00	6.75
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	218	3.23 - 5.32	4.17
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	667	5.99 - 6.99	6.18
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1068	5.32 - 10.65	8.65
			Self-Service Deli Tub/Pouch	Conventional	Prepared	16	10.99 - 10.99	10.99
			Service Deli - Cat 1	Conventional	Prepared	1155	7.99 - 11.99	9.66
			Service Deli - Cat 2	Conventional	Prepared	83	8.99 - 8.99	8.99
			Service Deli - Cat 3	Conventional	Prepared	49	5.99 - 6.96	6.60
			Service Deli Turkey Ham	Conventional	Prepared	32	3.99 - 4.99	4.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	2,684
Feature Rate (%)	42.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	244	2.19 - 3.99	3.78
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	323	2.99 - 4.99	3.80
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	76	5.00 - 5.00	5.00
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	29	5.50 - 5.50	5.50
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	29	3.99 - 3.99	3.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	29	6.98 - 6.98	6.98
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	85	3.63 - 4.34	3.91
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	632	5.49 - 6.99	6.15
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	837	3.54 - 10.65	6.36
			Service Deli - Cat 1	Conventional	Prepared	257	7.99 - 11.99	9.17



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 2	Conventional	Prepared	28	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	62	4.39 - 4.99	4.96
			Service Deli Turkey Ham	Conventional	Prepared	52	3.69 - 4.59	4.24

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,463
Feature Rate (%)	43.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	343	3.50 - 3.99	3.86
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	90	2.66 - 2.66	2.66
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	25	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	356	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	149	4.36 - 6.90	5.37
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	806	4.49 - 5.99	5.83
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	430	3.99 - 9.76	6.61
			Service Deli - Cat 1	Conventional	Prepared	73	8.99 - 13.99	11.44
			Service Deli - Cat 3	Conventional	Prepared	63	4.39 - 4.39	4.39
			Service Deli Turkey Ham	Conventional	Prepared	128	3.99 - 4.57	4.28

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	658
Feature Rate (%)	52.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	16	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	4	4.99 - 4.99	4.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	425	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	58	5.49 - 5.99	5.63
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	36	7.11 - 11.58	10.02
			Service Deli - Cat 1	Conventional	Prepared	119	8.98 - 10.99	9.97

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91



Activity Index	37
Feature Rate (%)	40.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	23	4.99 - 4.99	4.99
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	14	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	26
Feature Rate (%)	23.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	23	4.99 - 4.99	4.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.08 - 5.08	5.08

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.