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Report for 11/9/2024 - 11/15/2024

MARKET HIGHLIGHTS

*** Corrected to include missing data from "Whole Turkey >16 Lbs" item. ***

This week in Turkey retail, the feature rate increased by 11.7% and the activity index increased 12.4%. Whole birds, parts, processed and variety meat increased in ad space this week. Ground, prepared and deli items decreased in ad space. Whole birds increased sharply in feature space as the Thanksgiving holiday approaches with more varieties and more fresh birds on offer.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	82,335	73,232	
Feature Rate (%)	88.2%	76.5%	

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	ABF, Free Range	Fresh	10	3.99				
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	321	2.99	74	2.79		
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	461	1.89	2,885	1.73		
		Whole Turkey < 16 Lbs	Conventional	Fresh	2,644	1.70	1,586	1.16		
		Whole Turkey < 16 Lbs	Conventional	Frozen	21,010	0.97	6,215	1.19		
		Whole Turkey < 16 Lbs	Kosher	Frozen	198	2.99	198	2.99		
		Whole Turkey < 16 Lbs	USDA Organic	Fresh	28	5.99				
		Whole Turkey < 16 Lbs	USDA Organic	Frozen	513	2.99	513	3.49		
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	10	3.99				
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	285	2.93	74	2.79		
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	461	1.89	2,770	1.73		
		Whole Turkey > 16 Lbs	Conventional	Fresh	2,016	1.56	1,579	1.19		
		Whole Turkey > 16 Lbs	Conventional	Frozen	20,957	0.96	5,711	1.15		
		Whole Turkey > 16 Lbs	Kosher	Frozen	198	2.99	198	2.99		
		Whole Turkey > 16 Lbs	USDA Organic	Frozen			513	3.49		
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh	148	6.90	27	6.99		
		Breast Cutlets, Thin-Sliced, Regular	Conventional	Fresh			187	4.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh			52	5.99		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Drumsticks, Regular	Conventional	Fresh	216	2.63	49	2.15		
		Drumsticks, Regular	Conventional	Frozen	130	2.53				
		Split Breast, Bone-In, Regular	Conventional	Fresh			18	4.99		
		Thighs, Regular	Conventional	Fresh	29	2.29	49	2.67		
		Thighs, Regular	Conventional	Frozen	70	2.99				
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh			74	4.49		
		Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	20	4.99	16	1.99		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	647	2.18	429	2.79		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	5,340	1.66	2,172	1.83		
		Whole Breast, Boneless, Regular	Antibiotic Free	Frozen	12	8.99				
		Whole Breast, Boneless, Regular	Conventional	Fresh	1,454	4.39	406	5.02		
		Whole Breast, Boneless, Regular	Conventional	Frozen	307	5.12				
		Wings, 10 Lbs or more	Conventional	Fresh	22	2.99				
		Wings, Regular	Conventional	Fresh	150	2.57	49	2.15		
		Wings, Regular	Conventional	Frozen	130	2.53	66	1.99		
		Wings, Value	Conventional	Fresh	51	2.29	51	2.29		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh			259	4.99		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	798	3.87	2,258	3.87		
		Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh	27	3.33				
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	581	4.15	1,154	3.24		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh			485	4.64		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3,028	4.08	3,531	4.31		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh			59	7.00		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	10	7.99				
		Ground Turkey (93%), 2-4 Lbs	Antibiotic Free	Fresh			314	3.00		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	102	3.53	551	3.68		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	27	5.99	35	8.45		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	1,064	6.04	599	6.50		
		Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh			164	7.99		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	398	5.65	2,473	5.15		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Frozen			52	6.66		
		Ground Turkey Patties, 1-2 Lbs	USDA Organic	Fresh	17	13.99				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh			120	4.00		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	30	5.50				
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	302	9.12	513	13.30		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1,854	6.43	665	9.14		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	47	5.73	53	5.96		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,314	5.58	1,839	5.30		
		Turkey Bacon, < 1 Lb	USDA Organic	Fresh	414	15.98	513	12.46		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	1,975	3.77	349	5.80		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	120	4.99				
Prepared	Each	Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared	32	10.99				
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	77	9.99	573	11.48		
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	236	3.51	120	3.49		
		Necks, Smoked	Conventional	Prepared	216	3.49	120	3.49		
		Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared			314	5.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	416	5.35	376	5.38		
		Wings, Smoked	Conventional	Prepared	196	3.57	120	3.49		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	93	7.12	38	6.32		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	885	5.30	540	4.49		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,085	7.02	2,688	6.00		
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83	17	18.26		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3,396	8.27	17,770	7.71		
		Service Deli - Cat 1	Conventional	Prepared	4,074	10.31	7,624	9.73		
		Service Deli - Cat 2	Conventional	Prepared	912	7.51	544	7.59		
		Service Deli - Cat 3	Conventional	Prepared	225	4.70	99	4.78		
		Service Deli Turkey Ham	Conventional	Prepared	270	5.15	291	4.86		
Variety Meat	Per lb	Necks	Conventional	Fresh	122	2.46	51	1.99		
		Necks	Conventional	Frozen	110	2.37				

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	21,234



Feature Rate (%) 89.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg			
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	104	1.49 - 3.99	3.48			
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	11	1.99 - 1.99	1.99			
			Whole Turkey < 16 Lbs	Conventional	Fresh	1662	0.68 - 2.29	1.77			
			Whole Turkey < 16 Lbs	Conventional	Frozen	3695	0.27 - 2.49	0.92			
			Whole Turkey < 16 Lbs	Kosher	Frozen	186	2.99 - 2.99	2.99			
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	137	2.99 - 2.99	2.99			
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	68	1.49 - 3.99	3.48			
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	11	1.99 - 1.99	1.99			
			Whole Turkey > 16 Lbs	Conventional	Fresh	1034	0.68 - 1.99	1.55			
			Whole Turkey > 16 Lbs	Conventional	Frozen	3665	0.27 - 2.49	0.93			
			Whole Turkey > 16 Lbs	Kosher	Frozen	186	2.99 - 2.99	2.99			
			Parts		Per lb	Breast Cutlets, Regular	Conventional	Fresh	148	6.29 - 6.99	6.90
Drumsticks, Regular	Conventional	Fresh				113	2.19 - 2.99	2.66			
Drumsticks, Regular	Conventional	Frozen				3	2.99 - 2.99	2.99			
Thighs, Regular	Conventional	Frozen				3	2.99 - 2.99	2.99			
Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen				20	4.99 - 4.99	4.99			
Whole Breast, Bone-In, Regular	Conventional	Fresh				2	1.59 - 1.59	1.59			
Whole Breast, Bone-In, Regular	Conventional	Frozen				1362	0.99 - 2.69	1.40			
Whole Breast, Boneless, Regular	Conventional	Fresh				326	3.97 - 6.99	5.65			
Wings, 10 Lbs or more	Conventional	Fresh				20	2.99 - 2.99	2.99			
Wings, Regular	Conventional	Fresh				47	2.19 - 2.19	2.19			
Wings, Regular	Conventional	Frozen				3	2.99 - 2.99	2.99			
Ground		Per lb				Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	152	2.99 - 5.00	4.49
						Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	545	4.00 - 4.66	4.17
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1003	3.07 - 6.99	4.13			
			Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	27	5.99 - 5.99	5.99			
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	827	5.99 - 7.99	6.06			
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	302	5.99 - 5.99	5.99			
			Ground Turkey Patties, 1-2 Lbs	USDA Organic	Fresh	17	13.99 - 13.99	13.99			
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared	302	9.12 - 9.12	9.12			
			Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	302	8.32 - 8.32	8.32			
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	20	6.99 - 6.99	6.99			
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1027	3.99 - 7.32	5.67			
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	11	15.98 - 15.98	15.98			
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	380	4.50 - 5.59	4.84			
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	120	4.99 - 4.99	4.99			
Prepared		Each	Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared	32	10.99 - 10.99	10.99			
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	58	9.99 - 9.99	9.99			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	196	3.49 - 3.99	3.57
			Necks, Smoked	Conventional	Prepared	196	3.49 - 3.99	3.57
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	331	3.99 - 6.99	5.15
			Wings, Smoked	Conventional	Prepared	196	3.49 - 3.99	3.57
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	325	4.66 - 5.08	4.69
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	192	4.99 - 5.99	5.76
			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	98	5.92 - 10.65	9.11
			Service Deli - Cat 1	Conventional	Prepared	1319	8.99 - 14.99	11.31
			Service Deli - Cat 2	Conventional	Prepared	296	6.99 - 8.99	7.29
			Service Deli - Cat 3	Conventional	Prepared	87	4.99 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	20	6.99 - 6.99	6.99
Variety Meat		Per lb	Necks	Conventional	Frozen	3	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	22,991
Feature Rate (%)	94.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg			
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	2	1.99 - 1.99	1.99			
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	80	1.99 - 1.99	1.99			
			Whole Turkey < 16 Lbs	Conventional	Fresh	30	0.68 - 1.99	1.39			
			Whole Turkey < 16 Lbs	Conventional	Frozen	7112	0.27 - 2.99	0.89			
			Whole Turkey < 16 Lbs	Kosher	Frozen	12	2.99 - 2.99	2.99			
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	92	2.99 - 2.99	2.99			
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	2	1.99 - 1.99	1.99			
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	80	1.99 - 1.99	1.99			
			Whole Turkey > 16 Lbs	Conventional	Fresh	30	0.68 - 1.99	1.39			
			Whole Turkey > 16 Lbs	Conventional	Frozen	7082	0.27 - 2.99	0.89			
			Whole Turkey > 16 Lbs	Kosher	Frozen	12	2.99 - 2.99	2.99			
			Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	4	2.19 - 2.19	2.19
						Drumsticks, Regular	Conventional	Frozen	38	1.99 - 1.99	1.99
Thighs, Regular	Conventional	Fresh				1	2.29 - 2.29	2.29			
Whole Breast, Bone-In, Regular	Conventional	Fresh				153	1.18 - 2.59	1.53			
Whole Breast, Bone-In, Regular	Conventional	Frozen				1713	0.99 - 2.49	1.69			
Whole Breast, Boneless, Regular	Conventional	Fresh				1106	3.97 - 5.99	3.99			
Wings, 10 Lbs or more	Conventional	Fresh				2	2.99 - 2.99	2.99			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Wings, Regular	Conventional	Fresh	4	2.19 - 2.69	2.32
			Wings, Regular	Conventional	Frozen	38	1.99 - 1.99	1.99
			Wings, Value	Conventional	Fresh	51	2.29 - 2.29	2.29
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	289	2.99 - 4.99	3.23
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	36	3.83 - 4.33	3.87
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	115	3.83 - 4.99	4.55
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	28	3.29 - 3.29	3.29
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	12	5.99 - 6.38	6.02
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1521	5.83 - 9.57	6.05
			Turkey Bacon, < 1 Lb	Conventional	Fresh	136	3.99 - 6.65	5.54
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	80	15.98 - 15.98	15.98
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	1363	3.50 - 3.50	3.50
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	17	9.99 - 9.99	9.99
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	40	3.18 - 3.18	3.18
			Necks, Smoked	Conventional	Prepared	19	2.67 - 2.67	2.67
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	2	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	265	5.08 - 6.53	5.24
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	92	5.98 - 6.99	6.43
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	320	5.25 - 12.43	7.69
			Service Deli - Cat 1	Conventional	Prepared	822	8.99 - 11.99	9.87
			Service Deli - Cat 2	Conventional	Prepared	97	6.68 - 7.99	7.25
			Service Deli Turkey Ham	Conventional	Prepared	2	6.99 - 6.99	6.99
Variety Meat		Per lb	Necks	Conventional	Fresh	51	1.99 - 1.99	1.99
			Necks	Conventional	Frozen	40	1.28 - 1.28	1.28

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	16,528
Feature Rate (%)	96.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	197	1.49 - 3.99	2.76
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	47	0.99 - 0.99	0.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	298	0.68 - 2.99	1.55
			Whole Turkey < 16 Lbs	Conventional	Frozen	4518	0.48 - 1.99	0.95
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	65	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	197	1.49 - 3.99	2.76
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	47	0.99 - 0.99	0.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	298	0.68 - 2.99	1.55
			Whole Turkey > 16 Lbs	Conventional	Frozen	4414	0.48 - 1.99	0.95
Parts		Per lb	Drumsticks, Regular	Conventional	Frozen	83	1.99 - 2.99	2.72
			Thighs, Regular	Conventional	Frozen	61	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	338	1.59 - 3.99	2.03
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1326	0.99 - 3.99	1.56
			Whole Breast, Boneless, Regular	Conventional	Fresh	22	5.45 - 5.45	5.45
			Whole Breast, Boneless, Regular	Conventional	Frozen	22	5.33 - 5.33	5.33
Ground		Per lb	Wings, Regular	Conventional	Frozen	83	1.99 - 2.99	2.72
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	206	3.99 - 4.99	4.65
			Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh	2	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	734	3.83 - 4.99	4.12
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	74	3.29 - 4.66	3.62
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	40	4.99 - 5.99	5.42
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1	5.83 - 5.83	5.83
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	2	4.79 - 4.79	4.79
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	1	3.50 - 3.50	3.50
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	2	9.99 - 9.99	9.99
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	83	3.99 - 7.99	6.18
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	93	7.12 - 7.12	7.12
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	156	5.81 - 5.81	5.81
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	279	5.99 - 8.49	7.42
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1432	5.28 - 14.64	9.11
			Service Deli - Cat 1	Conventional	Prepared	938	7.99 - 11.99	9.83
			Service Deli - Cat 2	Conventional	Prepared	377	6.99 - 7.99	7.84
			Service Deli - Cat 3	Conventional	Prepared	15	4.99 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	16	4.99 - 4.99	4.99
Variety Meat		Per lb	Necks	Conventional	Frozen	61	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	9,344
Feature Rate (%)	78.9%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	18	1.49 - 3.99	2.82
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	112	1.99 - 1.99	1.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	43	0.89 - 1.59	1.35
			Whole Turkey < 16 Lbs	Conventional	Frozen	2567	0.47 - 1.69	1.01
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	78	2.99 - 2.99	2.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	18	1.49 - 3.99	2.82
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	112	1.99 - 1.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	43	0.89 - 1.59	1.35
			Whole Turkey > 16 Lbs	Conventional	Frozen	2583	0.47 - 1.69	1.02
Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	28	2.19 - 2.19	2.19
			Drumsticks, Regular	Conventional	Frozen	6	2.99 - 2.99	2.99
			Thighs, Regular	Conventional	Fresh	28	2.29 - 2.29	2.29
			Thighs, Regular	Conventional	Frozen	6	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	133	1.88 - 3.99	3.21
			Whole Breast, Bone-In, Regular	Conventional	Frozen	461	0.99 - 3.99	2.34
			Whole Breast, Boneless, Regular	Conventional	Frozen	94	4.66 - 4.66	4.66
			Wings, Regular	Conventional	Fresh	28	2.69 - 2.69	2.69
			Wings, Regular	Conventional	Frozen	6	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	140	2.19 - 3.99	3.34
			Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh	25	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	288	3.83 - 4.99	4.20
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	154	5.99 - 6.49	6.18
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	2	3.99 - 3.99	3.99
			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
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	25	4.79 - 4.79	4.79
			Turkey Bacon, < 1 Lb	Conventional	Fresh	151	3.99 - 5.31	5.05
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	112	15.98 - 15.98	15.98
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	4	2.99 - 2.99	2.99
Prepared		Per lb	Necks, Smoked	Conventional	Prepared	1	2.67 - 2.67	2.67
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	31	3.79 - 5.81	3.86
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	93	5.79 - 7.99	6.02
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1282	3.54 - 11.61	7.57
			Service Deli - Cat 1	Conventional	Prepared	455	8.97 - 11.99	9.86
			Service Deli - Cat 2	Conventional	Prepared	41	7.99 - 7.99	7.99
			Service Deli - Cat 3	Conventional	Prepared	59	4.97 - 4.97	4.97
			Service Deli Turkey Ham	Conventional	Prepared	51	3.99 - 4.69	4.41
Variety Meat		Per lb	Necks	Conventional	Frozen	6	2.99 - 2.99	2.99

**SOUTHWEST REGION (AZ, CA, NV, UT)**

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	10,049
Feature Rate (%)	81.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	208	1.99 - 1.99	1.99
			Whole Turkey < 16 Lbs	Conventional	Fresh	527	0.49 - 2.49	1.40
			Whole Turkey < 16 Lbs	Conventional	Frozen	2676	0.47 - 2.99	1.26
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	28	5.99 - 5.99	5.99
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	113	2.99 - 2.99	2.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	208	1.99 - 1.99	1.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	527	0.49 - 2.49	1.40
			Whole Turkey > 16 Lbs	Conventional	Frozen	2657	0.47 - 2.99	1.15
Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	71	2.79 - 2.79	2.79
			Whole Breast, Bone-In, Regular	Conventional	Frozen	360	1.99 - 1.99	1.99
			Whole Breast, Boneless, Regular	Conventional	Frozen	191	5.33 - 5.33	5.33
			Wings, Regular	Conventional	Fresh	71	2.79 - 2.79	2.79
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	498	3.83 - 3.99	3.88
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	71	5.49 - 5.49	5.49
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	54	3.99 - 3.99	3.99
Processed		Per lb	Turkey Bacon, < 1 Lb	USDA Organic	Fresh	208	15.98 - 15.98	15.98
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	171	2.99 - 3.99	3.86
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	108	6.66 - 7.27	6.97
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	429	5.99 - 8.97	7.66
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	81	4.44 - 7.58	6.09
			Service Deli - Cat 1	Conventional	Prepared	375	8.97 - 12.99	10.02
			Service Deli - Cat 2	Conventional	Prepared	101	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	64	3.99 - 3.99	3.99
			Service Deli Turkey Ham	Conventional	Prepared	181	4.49 - 6.49	5.15
Variety Meat		Per lb	Necks	Conventional	Fresh	71	2.79 - 2.79	2.79

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,813
Feature Rate (%)	69.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	10	3.99 - 3.99	3.99	
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	3	1.99 - 1.99	1.99	
		Whole Turkey < 16 Lbs	Conventional	Frozen	370	0.49 - 1.49	0.84	
		Whole Turkey < 16 Lbs	USDA Organic	Frozen	24	2.99 - 2.99	2.99	
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	10	3.99 - 3.99	3.99	
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	3	1.99 - 1.99	1.99	
		Whole Turkey > 16 Lbs	Conventional	Frozen	484	0.59 - 1.49	1.00	
		Parts	Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	10	3.99 - 3.99
Whole Breast, Bone-In, Regular	Conventional			Frozen	118	1.99 - 1.99	1.99	
Whole Breast, Boneless, Regular	Antibiotic Free			Frozen	12	8.99 - 8.99	8.99	
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	11	3.99 - 3.99	3.99	
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	355	3.69 - 4.99	3.91	
		Ground Turkey (93%), 1-2 Lbs	USDA Organic, Free Range	Fresh	10	7.99 - 7.99	7.99	
Processed	Per lb	Turkey Bacon, < 1 Lb	USDA Organic	Fresh	3	15.98 - 15.98	15.98	
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	56	2.99 - 2.99	2.99	
Deli	Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	180	7.58 - 8.66	8.05	
		Service Deli - Cat 1	Conventional	Prepared	154	8.97 - 9.99	9.21	

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	180
Feature Rate (%)	81.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	33	2.99 - 2.99	2.99	
		Whole Turkey < 16 Lbs	Conventional	Frozen	40	0.79 - 2.49	1.75	
		Whole Turkey > 16 Lbs	Conventional	Fresh	33	2.99 - 2.99	2.99	
		Whole Turkey > 16 Lbs	Conventional	Frozen	40	0.79 - 2.49	1.75	
Parts	Per lb	Whole Breast, Bone-In, Regular	Conventional	Fresh	11	1.89 - 1.89	1.89	
Ground	Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	12	3.83 - 3.83	3.83	
Deli	Per lb	Service Deli - Cat 1	Conventional	Prepared	11	9.99 - 9.99	9.99	

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	196



Feature Rate (%) 68.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Fresh	51	2.49 - 2.99	2.75
			Whole Turkey < 16 Lbs	Conventional	Frozen	32	0.79 - 2.49	1.42
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	4	2.99 - 2.99	2.99
			Whole Turkey > 16 Lbs	Conventional	Fresh	51	2.49 - 2.99	2.75
			Whole Turkey > 16 Lbs	Conventional	Frozen	32	0.79 - 2.49	1.42
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	23	3.83 - 3.83	3.83
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3	6.20 - 6.20	6.20

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.