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Report for 10/5/2024 - 10/11/2024

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 5.4% and the activity index decreased by 3.1%. Whole birds, parts, ground, processed, prepared items, and variety meat increased in ad space this week. Deli items decreased in ad space. Deli and ground items continue to make up the bulk of turkey feature space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	34,445	35,536	
Feature Rate (%)	63.5%	58.1%	

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	Frozen	408	2.15				
		Whole Turkey > 16 Lbs	Conventional	Frozen	260	2.24				
Parts	Per lb	Breast Cutlets, Regular	Conventional	Fresh			17	6.49		
		Breast Tenders, Regular	Conventional	Fresh			261	5.99		
		Breast Tenders, Marinated, Regular	Conventional	Fresh	411	5.26	148	3.99		
		Drumsticks, Regular	Conventional	Fresh	68	2.25	38	1.48		
		Drumsticks, Regular	Conventional	Frozen	106	1.55	180	1.56		
		Drumsticks, Value	Conventional	Fresh	71	2.79				
		Split Breast, Bone-In, Regular	Conventional	Fresh	18	4.99				
		Thighs, Regular	Conventional	Fresh	18	2.99				
		Whole Breast, Bone-In, Regular	Conventional	Fresh			351	1.65		
		Whole Breast, Bone-In, Regular	Conventional	Frozen	1,467	1.56	653	1.75		
		Wings, Regular	Conventional	Fresh	68	2.25				
		Wings, Regular	Conventional	Frozen	22	2.99	208	1.87		
		Wings, Value	Conventional	Fresh	71	2.79				
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	274	3.34	160	3.45		
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	2,257	3.86	2,325	3.68		
		Ground Turkey (85%), 1-2 Lbs	USDA Organic	Fresh			10	7.99		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	94	3.99	1,150	3.36		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	74	4.72	372	4.24		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	2,400	4.20	1,790	3.97		
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	69	6.29	16	8.99		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Ground	Per lb	Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	114	3.99	355	3.87		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh			74	5.83		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	973	6.14	771	6.36		
		Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	15	8.99	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	164	8.99				
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	638	5.09	338	5.99		
		Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh	19	4.99				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	1,170	5.00	581	4.77		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	1,176	4.98	84	7.42		
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared			33	6.35		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	836	5.66	2,042	5.63		
		Turkey Sausage, < 1 Lb	Conventional	Fresh	302	5.32	57	5.55		
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh	55	4.10	498	5.36		
		Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	1,155	4.07	46	5.94		
Prepared	Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	214	6.12				
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared			332	6.39		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	464	5.83	2,972	4.99		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	2,302	5.91	4,649	5.76		
		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	9,636	8.07	7,789	8.08		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic	Prepared			44	23.97		
		Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	23	18.64				
		Service Deli - Cat 1	Conventional	Prepared	5,062	9.90	5,948	9.55		
		Service Deli - Cat 2	Conventional	Prepared	1,388	7.58	577	7.74		
		Service Deli - Cat 3	Conventional	Prepared	150	4.78	190	5.16		
		Service Deli Pastrami	Conventional	Prepared			21	4.99		
		Service Deli Turkey Ham	Conventional	Prepared	324	4.92	296	4.95		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Variety Meat	Per lb	Necks	Conventional	Fresh	109	2.16	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	11,567
Feature Rate (%)	70.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Conventional	Frozen	408	1.99 - 2.49	2.15
			Whole Turkey > 16 Lbs	Conventional	Frozen	260	1.99 - 2.49	2.24
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	322	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Frozen	66	1.59 - 1.59	1.59
			Whole Breast, Bone-In, Regular	Conventional	Frozen	956	0.99 - 2.49	1.48
			Wings, Regular	Conventional	Fresh	47	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	20	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	274	2.99 - 3.50	3.34
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	221	3.07 - 5.00	3.90
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	94	3.50 - 4.66	3.99
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	47	3.99 - 5.99	5.14
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1109	3.99 - 8.99	4.54
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	596	5.99 - 8.99	6.23
			Ground Turkey Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	8.99 - 8.99	8.99
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	616	4.19 - 5.99	5.07
			Ground Turkey Patties, 2-4 Lbs	Conventional	Fresh	19	4.99 - 4.99	4.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	76	5.00 - 5.00	5.00
Processed		Per lb	Turkey Bacon, < 1 Lb	Conventional	Fresh	641	5.32 - 6.65	5.67
			Turkey Sausage, < 1 Lb	Conventional	Fresh	302	5.32 - 5.32	5.32
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	39	3.59 - 3.99	3.77
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	214	5.99 - 6.18	6.12
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	372	5.59 - 6.21	5.90
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	315	4.99 - 12.99	5.42
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1888	6.22 - 18.26	8.86
			Service Deli - Cat 1	Conventional	Prepared	1854	7.99 - 14.99	9.44
			Service Deli - Cat 2	Conventional	Prepared	600	6.99 - 8.99	7.77

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	7,010
Feature Rate (%)	70.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Drumsticks, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Frozen	40	1.48 - 1.48	1.48
			Whole Breast, Bone-In, Regular	Conventional	Frozen	71	1.19 - 1.99	1.26
			Wings, Regular	Conventional	Fresh	3	1.99 - 1.99	1.99
			Wings, Regular	Conventional	Frozen	2	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	45	2.99 - 3.99	3.81
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	35	4.22 - 5.99	5.08
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	3	8.99 - 8.99	8.99
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	1094	5.00 - 5.00	5.00
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	461	4.98 - 5.00	4.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	6	5.32 - 6.65	5.99
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	410	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	24	5.59 - 6.21	5.90
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	552	4.99 - 7.99	5.84
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	3277	3.56 - 13.69	8.30
			Service Deli - Cat 1	Conventional	Prepared	491	7.99 - 11.99	10.03
			Service Deli - Cat 2	Conventional	Prepared	417	6.98 - 6.99	6.99
Variety Meat		Per lb	Service Deli Turkey Ham	Conventional	Prepared	38	4.98 - 4.98	4.98
			Necks	Conventional	Fresh	38	0.98 - 0.98	0.98

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	7,152
Feature Rate (%)	61.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	61	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	18	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	18	4.99 - 4.99	4.99
			Thighs, Regular	Conventional	Fresh	18	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	213	1.35 - 1.99	1.54
			Wings, Regular	Conventional	Fresh	18	2.99 - 2.99	2.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	528	2.49 - 4.99	3.59
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	2	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	404	3.99 - 5.49	4.00
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	101	4.99 - 7.49	6.25
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	22	5.49 - 5.49	5.49
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	420	4.98 - 4.98	4.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	32	6.65 - 6.65	6.65
			Turkey Sausage, 1-2 Lbs	Conventional	Fresh	16	4.91 - 4.91	4.91
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	420	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	32	6.33 - 6.33	6.33
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	700	4.99 - 7.99	5.77
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2236	2.86 - 13.31	7.37
			Service Deli - Cat 1	Conventional	Prepared	1581	7.99 - 12.49	10.17
			Service Deli - Cat 2	Conventional	Prepared	276	5.99 - 8.99	7.86
			Service Deli - Cat 3	Conventional	Prepared	21	4.99 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	15	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	3,638
Feature Rate (%)	47.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	2	4.33 - 4.33	4.33
			Whole Breast, Bone-In, Regular	Conventional	Frozen	26	1.99 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	452	1.99 - 5.00	3.86
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	25	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	241	2.49 - 3.99	3.84
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	179	5.69 - 7.49	6.15
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	173	4.98 - 4.98	4.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	157	3.99 - 6.65	5.42
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	203	3.99 - 6.98	4.43
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	36	4.34 - 6.33	4.67
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	301	4.27 - 6.79	4.95
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	953	3.54 - 13.31	7.65
			Service Deli - Cat 1	Conventional	Prepared	598	7.99 - 12.49	9.74
			Service Deli - Cat 2	Conventional	Prepared	84	6.99 - 8.99	8.20



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 3	Conventional	Prepared	118	4.59 - 4.67	4.63
			Service Deli Turkey Ham	Conventional	Prepared	90	4.29 - 4.59	4.50

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	3,737
Feature Rate (%)	57.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	6	4.33 - 4.33	4.33
			Drumsticks, Value	Conventional	Fresh	71	2.79 - 2.79	2.79
			Whole Breast, Bone-In, Regular	Conventional	Frozen	179	1.99 - 1.99	1.99
			Wings, Value	Conventional	Fresh	71	2.79 - 2.79	2.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	545	3.99 - 3.99	3.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	583	2.49 - 4.99	3.82
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	55	3.99 - 3.99	3.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	71	4.99 - 4.99	4.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	106	4.98 - 4.98	4.98
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	106	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	390	4.39 - 7.99	7.33
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	764	5.32 - 13.31	7.19
			Service Deli - Cat 1	Conventional	Prepared	527	9.99 - 12.99	10.74
			Service Deli - Cat 3	Conventional	Prepared	11	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	181	4.49 - 6.49	5.11
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	1,202
Feature Rate (%)	72.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	20	4.33 - 4.33	4.33
			Whole Breast, Bone-In, Regular	Conventional	Frozen	22	1.99 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	431	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	25	2.49 - 4.99	3.59
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	69	6.00 - 7.99	6.29
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	59	3.99 - 3.99	3.99
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	23	6.49 - 6.49	6.49
			Ground Turkey Breast (98-100%), 1-2 Lbs	USDA Organic	Fresh	15	8.99 - 8.99	8.99
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	16	4.98 - 4.98	4.98
			Turkey Sausage, Links/Patties, < 1 Lb	Conventional	Fresh	16	3.99 - 3.99	3.99
Deli		Per lb	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	452	6.74 - 11.41	8.79
			Self-Service Deli Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	23	18.64 - 18.64	18.64
			Service Deli - Cat 2	Conventional	Prepared	11	7.99 - 7.99	7.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	37
Feature Rate (%)	42.5%

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
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	3	4.98 - 4.98	4.98
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	11	7.98 - 7.98	7.98
			Service Deli - Cat 1	Conventional	Prepared	11	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	102
Feature Rate (%)	50.5%

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
Deli		Per lb	Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	24	7.99 - 7.99	7.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	55	5.33 - 13.31	10.36

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.