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Report for 7/19/2025 - 7/25/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 14.1% and the activity index increased by 25.2% driven by increased features for ground, processed, and deli items. Parts decreased in ad space while prepared and variety meats remained steady. 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	39,316	31,402	
Feature Rate (%)	75.3%	61.2%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Breast Cutlets, Regular	Antibiotic Free	Fresh	72	8.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh			418	7.37		
		Drumsticks, Regular	Conventional	Fresh			71	2.69		
		Drumsticks, Regular	Conventional	Frozen	168	3.00				
		Whole Breast, Bone-In, Regular	Conventional	Frozen	327	1.98	605	1.87		
		Wings, Regular	Conventional	Fresh			111	2.61		
		Wings, Regular	Conventional	Frozen	168	3.00				
		Wings, Value	Conventional	Fresh	50	2.79	50	2.79		
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	190	3.88				
		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	3,445	4.06	1,716	4.02		
		Ground Turkey (85%), 2-4 Lbs	Antibiotic Free	Fresh			441	4.99		
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	316	3.49	335	3.15		
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	471	5.69	624	5.18		
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	1,887	4.65	2,858	4.28		
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	105	5.00	1,379	4.45		
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh			576	7.34		
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	784	5.66	294	4.92		
		Ground Turkey Patties, 2-4 Lbs	Antibiotic Free	Frozen	47	5.00				
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	3,556	4.08	407	5.04		
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	198	8.37	243	7.03		



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, 1-2 Lbs	Conventional	Prepared	20	6.99	20	6.99		
		Turkey Bacon, < 1 Lb	Conventional	Fresh	1,285	6.00	489	6.23		
		Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	189	3.69				
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	120	4.99	84	4.99		
		Necks, Smoked	Conventional	Prepared	120	4.99	84	4.99		
		Wings, Smoked	Conventional	Prepared	120	4.99	84	4.99		
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	161	5.06	72	7.04		
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	856	5.09	368	4.73		
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	3,232	5.99	3,541	6.08		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	13,763	7.22	7,395	7.51		
		Service Deli - Cat 1	Conventional	Prepared	5,814	10.20	6,350	10.98		
		Service Deli - Cat 2	Conventional	Prepared	1,300	7.53	1,692	7.00		
		Service Deli - Cat 3	Conventional	Prepared	144	5.11	140	4.65		
		Service Deli Pastrami	Conventional	Prepared	21	5.99	302	6.99		
		Service Deli Turkey Ham	Conventional	Prepared	277	5.64	532	6.30		
Variety Meat	Per lb	Gizzards	Conventional	Fresh	40	1.48				
		Necks	Conventional	Fresh	70	2.70	121	2.65		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	11,508
Feature Rate (%)	89.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Cutlets, Regular	Antibiotic Free	Fresh	72	8.99 - 8.99	8.99
			Drumsticks, Regular	Conventional	Frozen	88	2.99 - 3.29	3.14
			Wings, Regular	Conventional	Frozen	88	2.99 - 3.29	3.14
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1018	3.00 - 5.50	4.00
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	196	3.66 - 5.00	3.91



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	163	4.49 - 6.99	5.59
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	837	2.99 - 5.49	4.18
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	682	4.49 - 6.49	5.78
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	1081	3.50 - 5.50	4.43
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	120	9.57 - 9.57	9.57
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	20	6.99 - 6.99	6.99
			Turkey Bacon, < 1 Lb	Conventional	Fresh	973	4.65 - 6.65	6.16
			Turkey Sausage, Links/Patties, 1-2 Lbs	Conventional	Fresh	189	3.69 - 3.69	3.69
Prepared	Per lb		Drumsticks, Smoked	Conventional	Prepared	120	4.99 - 4.99	4.99
			Necks, Smoked	Conventional	Prepared	120	4.99 - 4.99	4.99
			Wings, Smoked	Conventional	Prepared	120	4.99 - 4.99	4.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	38	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	313	4.99 - 8.49	6.48
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2102	6.20 - 10.65	7.31
			Service Deli - Cat 1	Conventional	Prepared	2793	7.49 - 13.99	10.51
			Service Deli - Cat 2	Conventional	Prepared	293	5.99 - 7.99	7.18
			Service Deli - Cat 3	Conventional	Prepared	38	4.99 - 4.99	4.99
			Service Deli Turkey Ham	Conventional	Prepared	44	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	10,468
Feature Rate (%)	69.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	Conventional	Frozen	80	2.69 - 2.99	2.84
			Wings, Regular	Conventional	Frozen	80	2.69 - 2.99	2.84
			Wings, Value	Conventional	Fresh	50	2.79 - 2.79	2.79
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Antibiotic Free	Fresh	190	3.88 - 3.88	3.88
			Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	655	3.00 - 4.49	3.63
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	190	5.58 - 5.58	5.58
			Ground Turkey Patties, 2-4 Lbs	Antibiotic Free	Frozen	2	5.00 - 5.00	5.00
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	1006	3.50 - 5.45	4.16
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	28	4.97 - 4.97	4.97
			Turkey Bacon, < 1 Lb	Conventional	Fresh	51	4.37 - 4.65	4.52
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	2	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	342	5.52 - 5.52	5.52
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1553	4.99 - 8.99	5.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	4025	3.98 - 15.97	7.55



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	1746	7.99 - 13.99	9.52
			Service Deli - Cat 2	Conventional	Prepared	359	6.99 - 6.99	6.99
Variety Meat		Per lb	Gizzards	Conventional	Fresh	40	1.48 - 1.48	1.48
			Necks	Conventional	Fresh	69	2.59 - 2.98	2.70

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	7,761
Feature Rate (%)	90.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	316	1.99 - 1.99	1.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	519	3.99 - 4.99	4.21
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	44	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	620	4.49 - 5.49	4.72
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	105	5.00 - 5.00	5.00
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	45	5.99 - 5.99	5.99
			Ground Turkey Patties, 2-4 Lbs	Antibiotic Free	Frozen	39	5.00 - 5.00	5.00
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	875	3.50 - 5.50	3.59
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	21	8.00 - 8.00	8.00
			Turkey Bacon, < 1 Lb	Conventional	Fresh	232	5.32 - 6.00	5.87
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	39	6.00 - 6.00	6.00
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	283	3.63 - 5.08	5.00
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	477	4.49 - 7.99	6.22
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2958	4.96 - 15.97	7.49
			Service Deli - Cat 1	Conventional	Prepared	616	7.99 - 12.49	9.97
			Service Deli - Cat 2	Conventional	Prepared	496	6.00 - 8.99	8.12
			Service Deli - Cat 3	Conventional	Prepared	18	5.99 - 5.99	5.99
			Service Deli Pastrami	Conventional	Prepared	21	5.99 - 5.99	5.99
			Service Deli Turkey Ham	Conventional	Prepared	37	4.99 - 5.99	5.56

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	4,333
Feature Rate (%)	65.6%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	285	2.49 - 4.49	3.93
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	76	2.50 - 2.50	2.50
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	28	4.49 - 4.49	4.49
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	2	3.97 - 3.97	3.97
			Ground Turkey Patties, 2-4 Lbs	Antibiotic Free	Frozen	6	5.00 - 5.00	5.00
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	451	3.50 - 5.50	4.06
Processed	Per lb		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	29	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	29	3.99 - 3.99	3.99
Deli	Per lb		Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	82	4.00 - 6.00	4.15
			Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	145	3.45 - 5.52	3.96
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	266	4.99 - 6.99	5.91
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2371	4.39 - 15.97	6.40
			Service Deli - Cat 1	Conventional	Prepared	340	7.99 - 13.99	10.66
			Service Deli - Cat 2	Conventional	Prepared	72	6.99 - 8.99	8.13
			Service Deli - Cat 3	Conventional	Prepared	88	4.97 - 4.99	4.98
			Service Deli Turkey Ham	Conventional	Prepared	62	4.97 - 4.99	4.97
Variety Meat	Per lb		Necks	Conventional	Fresh	1	2.98 - 2.98	2.98

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	3,838
Feature Rate (%)	67.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground	Per lb		Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	608	3.97 - 4.99	4.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	118	5.99 - 5.99	5.99
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	402	4.99 - 6.49	5.54
			Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh	55	3.97 - 3.97	3.97
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	120	3.50 - 3.50	3.50
Deli	Per lb		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	1	5.75 - 5.75	5.75
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	415	3.99 - 6.49	5.36
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1683	4.39 - 10.47	6.97
			Service Deli - Cat 1	Conventional	Prepared	243	7.99 - 12.99	11.86
			Service Deli - Cat 2	Conventional	Prepared	59	6.29 - 6.29	6.29
			Service Deli Turkey Ham	Conventional	Prepared	134	4.99 - 5.99	5.52

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

Metric	Current Week (CW)
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Total Outlets	1,172
Activity Index	1,270
Feature Rate (%)	56.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Conventional	Frozen	11	1.79 - 1.79	1.79
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	325	3.98 - 4.49	4.46
			Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen	23	5.00 - 5.00	5.00
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	82	4.57 - 5.75	5.59
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	194	5.00 - 7.99	6.16
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	538	4.39 - 9.76	7.30
			Service Deli - Cat 1	Conventional	Prepared	76	8.99 - 8.99	8.99
			Service Deli - Cat 2	Conventional	Prepared	21	8.98 - 8.98	8.98

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	55
Feature Rate (%)	31.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	12	4.49 - 4.49	4.49
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.75 - 5.75	5.75
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	14	5.99 - 6.49	6.10
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	26	6.20 - 13.49	9.70

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	83
Feature Rate (%)	55.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	23	4.49 - 4.49	4.49
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	60	4.44 - 7.11	6.10



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.