



Email us with accessibility issues with this report.

Report for 7/12/2025 - 7/18/2025

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 3.0% and the activity index decreased by 10.7%. Ground, prepared, and variety items increased in ad space this week while parts, processed, and deli items decreased in ad space. Whole birds were not featured in any ad space this week. 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 | 31,402 | 35,156 | |
| Feature Rate (%) | 61.2% | 58.2% | |

| 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, Thin-Sliced, Regular | Conventional | Fresh | | | 139 | 4.99 | | |
| | | Breast Tenders, Marinated, Regular | Conventional | Fresh | 418 | 7.37 | 833 | 6.74 | | |
| | | Drumsticks, Regular | Conventional | Fresh | 71 | 2.69 | 38 | 2.99 | | |
| | | Drumsticks, Regular | Conventional | Frozen | | | 17 | 2.59 | | |
| | | Whole Breast, Bone-In, Regular | Conventional | Frozen | 605 | 1.87 | 625 | 1.90 | | |
| | | Wings, Regular | Conventional | Fresh | 111 | 2.61 | 129 | 2.44 | | |
| | | Wings, Regular | Conventional | Frozen | | | 17 | 2.59 | | |
| | | Wings, Value | Conventional | Fresh | 50 | 2.79 | | | | |
| Ground | Per lb | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 1,716 | 4.02 | 1,377 | 3.92 | | |
| | | Ground Turkey (85%), 1-2 Lbs | USDA Organic, Free Range | Fresh | | | 190 | 7.58 | | |
| | | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 441 | 4.99 | | | | |
| | | Ground Turkey (85%), 2-4 Lbs | Conventional | Fresh | 335 | 3.15 | 37 | 5.00 | | |
| | | Ground Turkey (93%), 1-2 Lbs | Antibiotic Free | Fresh | 624 | 5.18 | 495 | 4.68 | | |
| | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 2,858 | 4.28 | 4,011 | 5.27 | | |
| | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 1,379 | 4.45 | 169 | 5.00 | | |
| | | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 576 | 7.34 | 194 | 5.71 | | |
| | | Ground Turkey Patties, 1-2 Lbs | Antibiotic Free | Fresh | | | 15 | 8.99 | | |
| | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 294 | 4.92 | 460 | 5.97 | | |
| | | Ground Turkey Patties, 2-4 Lbs | Conventional | Frozen | 407 | 5.04 | 165 | 4.94 | | |



| 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 | 243 | 7.03 | 140 | 8.24 | | |
| | | Pre-Cooked Turkey Sausage, 1-2 Lbs | Conventional | Prepared | 20 | 6.99 | 18 | 6.99 | | |
| | | Turkey Bacon, < 1 Lb | Conventional | Fresh | 489 | 6.23 | 1,550 | 6.15 | | |
| | | Turkey Sausage, 1-2 Lbs | Conventional | Fresh | | | 23 | 4.49 | | |
| Prepared | Per lb | Drumsticks, Smoked | Conventional | Prepared | 84 | 4.99 | 44 | 4.99 | | |
| | | Necks, Smoked | Conventional | Prepared | 84 | 4.99 | 44 | 4.99 | | |
| | | Wings, Smoked | Conventional | Prepared | 84 | 4.99 | 44 | 4.99 | | |
| Deli | Per lb | Self-Service Deli Tub/Pouch, < 5 oz | Conventional | Prepared | 72 | 7.04 | 729 | 6.33 | | |
| | | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 368 | 4.73 | 302 | 4.32 | | |
| | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 3,541 | 6.08 | 3,725 | 6.17 | | |
| | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 7,395 | 7.51 | 11,574 | 7.17 | | |
| | | Service Deli - Cat 1 | Antibiotic Free | Prepared | | | 20 | 9.99 | | |
| | | Service Deli - Cat 1 | Conventional | Prepared | 6,350 | 10.98 | 6,075 | 10.66 | | |
| | | Service Deli - Cat 2 | Conventional | Prepared | 1,692 | 7.00 | 1,473 | 7.67 | | |
| | | Service Deli - Cat 3 | Conventional | Prepared | 140 | 4.65 | 176 | 5.30 | | |
| | | Service Deli Pastrami | Conventional | Prepared | 302 | 6.99 | 72 | 8.49 | | |
| | | Service Deli Turkey Ham | Conventional | Prepared | 532 | 6.30 | 236 | 5.42 | | |
| Variety Meat | Per lb | Necks | Conventional | Fresh | 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 | 9,042 |
| Feature Rate (%) | 65.7% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|------------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts | Per lb | | Breast Tenders, Marinated, Regular | Conventional | Fresh | 302 | 7.99 - 7.99 | 7.99 |
| | | | Whole Breast, Bone-In, Regular | Conventional | Frozen | 182 | 0.97 - 0.97 | 0.97 |
| Ground | Per lb | | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 607 | 3.99 - 5.50 | 4.08 |
| | | | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 17 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (85%), 2-4 Lbs | Conventional | Fresh | 81 | 2.50 - 5.00 | 3.64 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|---|--------------|-----------|--------|--------------|---------|
| Ground | Per lb | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 322 | 2.97 - 4.49 | 3.57 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 171 | 3.66 - 4.66 | 4.53 |
| | | | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 302 | 7.99 - 7.99 | 7.99 |
| | | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 128 | 5.00 - 5.99 | 5.15 |
| Processed | Per lb | | Pre-Cooked Turkey Sausage, < 1 Lb | Conventional | Prepared | 72 | 5.00 - 5.00 | 5.00 |
| | | | Pre-Cooked Turkey Sausage, 1-2 Lbs | Conventional | Prepared | 20 | 6.99 - 6.99 | 6.99 |
| | | | Turkey Bacon, < 1 Lb | Conventional | Fresh | 414 | 5.32 - 6.65 | 6.51 |
| Prepared | Per lb | | Drumsticks, Smoked | Conventional | Prepared | 44 | 4.99 - 4.99 | 4.99 |
| | | | Necks, Smoked | Conventional | Prepared | 44 | 4.99 - 4.99 | 4.99 |
| | | | Wings, Smoked | Conventional | Prepared | 44 | 4.99 - 4.99 | 4.99 |
| Deli | Per lb | | Self-Service Deli Tub/Pouch, < 5 oz | Conventional | Prepared | 72 | 7.04 - 7.04 | 7.04 |
| | | | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 72 | 5.08 - 5.08 | 5.08 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 685 | 3.99 - 8.99 | 5.55 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 2223 | 4.27 - 13.98 | 7.88 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 2425 | 6.99 - 12.99 | 10.69 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 211 | 5.99 - 7.99 | 6.77 |
| | | | Service Deli Pastrami | Conventional | Prepared | 302 | 6.99 - 6.99 | 6.99 |
| | | | Service Deli Turkey Ham | Conventional | Prepared | 302 | 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 | 8,705 |
| Feature Rate (%) | 72.6% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts | Per lb | | Whole Breast, Bone-In, Regular | Conventional | Frozen | 17 | 0.97 - 0.97 | 0.97 |
| | | | Wings, Regular | Conventional | Fresh | 40 | 2.48 - 2.48 | 2.48 |
| | | | Wings, Value | Conventional | Fresh | 50 | 2.79 - 2.79 | 2.79 |
| Ground | Per lb | | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 439 | 3.99 - 3.99 | 3.99 |
| | | | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 87 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Antibiotic Free | Fresh | 190 | 4.98 - 4.98 | 4.98 |
| | | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 1459 | 3.99 - 4.99 | 4.23 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 239 | 3.66 - 3.66 | 3.66 |
| | | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 59 | 5.00 - 5.00 | 5.00 |
| Processed | Per lb | | Pre-Cooked Turkey Sausage, < 1 Lb | Conventional | Prepared | 142 | 4.20 - 9.60 | 8.06 |
| | | | Turkey Bacon, < 1 Lb | Conventional | Fresh | 33 | 4.92 - 6.65 | 5.10 |
| Prepared | Per lb | | Drumsticks, Smoked | Conventional | Prepared | 40 | 4.99 - 4.99 | 4.99 |
| | | | Necks, Smoked | Conventional | Prepared | 40 | 4.99 - 4.99 | 4.99 |
| | | | Wings, Smoked | Conventional | Prepared | 40 | 4.99 - 4.99 | 4.99 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|--------------------------------------|--------------|-----------|--------|--------------|---------|
| Deli | | Per lb | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 28 | 3.63 - 3.63 | 3.63 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 1418 | 4.99 - 8.99 | 6.23 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 1109 | 4.27 - 13.98 | 6.98 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 2065 | 7.98 - 12.99 | 12.33 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 1160 | 4.98 - 7.99 | 6.97 |
| Variety Meat | | Per lb | Necks | Conventional | Fresh | 50 | 2.59 - 2.59 | 2.59 |

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 4,639 |
| Activity Index | 5,444 |
| Feature Rate (%) | 57.6% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|---|-----------------|-----------|--------|--------------|---------|
| Parts | | Per lb | Whole Breast, Bone-In, Regular | Conventional | Frozen | 406 | 1.69 - 2.49 | 2.31 |
| Ground | | Per lb | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 408 | 3.99 - 4.99 | 4.07 |
| | | | Ground Turkey (93%), 1-2 Lbs | Antibiotic Free | Fresh | 316 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 203 | 4.49 - 4.99 | 4.97 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 270 | 4.00 - 4.97 | 4.00 |
| | | | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 193 | 5.49 - 6.99 | 6.97 |
| | | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 17 | 5.99 - 5.99 | 5.99 |
| | | | Ground Turkey Patties, 2-4 Lbs | Conventional | Frozen | 378 | 5.00 - 5.00 | 5.00 |
| Processed | | Per lb | Turkey Bacon, < 1 Lb | Conventional | Fresh | 13 | 5.32 - 5.32 | 5.32 |
| Deli | | Per lb | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 94 | 3.63 - 5.08 | 4.85 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 612 | 3.97 - 6.99 | 5.78 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 1633 | 5.00 - 11.54 | 8.33 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 718 | 6.99 - 12.99 | 9.59 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 133 | 5.99 - 7.99 | 7.61 |
| | | | Service Deli - Cat 3 | Conventional | Prepared | 16 | 4.99 - 4.99 | 4.99 |
| | | | Service Deli Turkey Ham | Conventional | Prepared | 34 | 3.99 - 4.99 | 4.52 |

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,705 |
| Activity Index | 3,460 |
| Feature Rate (%) | 42.9% |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|---|-----------------|-----------|--------|--------------|---------|
| Parts | | Per lb | Breast Tenders, Marinated, Regular | Conventional | Fresh | 76 | 5.99 - 5.99 | 5.99 |
| Ground | | Per lb | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 243 | 2.49 - 4.48 | 3.85 |
| | | | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 116 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 107 | 4.49 - 4.49 | 4.49 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 69 | 4.97 - 4.97 | 4.97 |
| | | | Ground Turkey Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 81 | 4.99 - 6.99 | 5.76 |
| | | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 31 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey Patties, 2-4 Lbs | Conventional | Frozen | 29 | 5.50 - 5.50 | 5.50 |
| | | | | | | | | |
| 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, > 16 oz | Conventional | Prepared | 81 | 3.50 - 5.02 | 4.48 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 576 | 4.98 - 8.49 | 6.46 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 1348 | 3.97 - 13.49 | 7.36 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 524 | 7.98 - 13.99 | 10.66 |
| | | | Service Deli - Cat 3 | Conventional | Prepared | 59 | 5.29 - 5.29 | 5.29 |
| | | | Service Deli Turkey Ham | Conventional | Prepared | 62 | 5.29 - 5.29 | 5.29 |

SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,675 |
| Activity Index | 3,359 |
| Feature Rate (%) | 54.7% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|--------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts | | Per lb | Drumsticks, Regular | Conventional | Fresh | 71 | 2.69 - 2.69 | 2.69 |
| | | | Wings, Regular | Conventional | Fresh | 71 | 2.69 - 2.69 | 2.69 |
| Ground | | Per lb | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 218 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (85%), 2-4 Lbs | Conventional | Fresh | 254 | 2.99 - 2.99 | 2.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Antibiotic Free | Fresh | 118 | 5.99 - 5.99 | 5.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 428 | 3.99 - 4.99 | 4.44 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 382 | 4.97 - 4.97 | 4.97 |
| | | | Ground Turkey Patties, 1-2 Lbs | Conventional | Fresh | 59 | 3.99 - 3.99 | 3.99 |
| | | | | | | | | |
| Deli | | Per lb | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 118 | 5.97 - 5.97 | 5.97 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 790 | 4.43 - 9.76 | 6.17 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 411 | 8.99 - 13.99 | 9.33 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 169 | 6.99 - 6.99 | 6.99 |
| | | | Service Deli - Cat 3 | Conventional | Prepared | 65 | 3.99 - 3.99 | 3.99 |
| | | | Service Deli Turkey Ham | Conventional | Prepared | 134 | 5.29 - 5.99 | 5.66 |
| Variety Meat | | Per lb | Necks | Conventional | Fresh | 71 | 2.69 - 2.69 | 2.69 |



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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 1,172 |
| Activity Index | 1,268 |
| Feature Rate (%) | 72.3% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|--------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts | | Per lb | Breast Tenders, Marinated, Regular | Conventional | Fresh | 40 | 5.33 - 5.33 | 5.33 |
| Ground | | Per lb | Ground Turkey (85%), 1-2 Lbs | Conventional | Fresh | 19 | 4.19 - 4.19 | 4.19 |
| | | | Ground Turkey (85%), 2-4 Lbs | Antibiotic Free | Fresh | 3 | 4.99 - 4.99 | 4.99 |
| | | | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 304 | 4.49 - 4.49 | 4.49 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 237 | 4.49 - 4.97 | 4.72 |
| Deli | | Per lb | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 77 | 4.36 - 7.75 | 4.40 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 99 | 5.00 - 7.99 | 6.21 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 279 | 5.00 - 8.89 | 6.40 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 191 | 8.99 - 12.99 | 9.45 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 19 | 6.99 - 6.99 | 6.99 |

ALASKA (AK)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 91 |
| Activity Index | 88 |
| Feature Rate (%) | 93.4% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|--------------------------------------|--------------|-----------|--------|--------------|---------|
| Ground | | Per lb | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 12 | 4.49 - 4.49 | 4.49 |
| | | | Ground Turkey (93%), 2-4 Lbs | Conventional | Fresh | 11 | 4.49 - 4.49 | 4.49 |
| Deli | | Per lb | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 13 | 7.75 - 7.75 | 7.75 |
| | | | Self-Service Deli Tub/Pouch, 16 oz | Conventional | Prepared | 33 | 9.99 - 9.99 | 9.99 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 3 | 5.98 - 5.98 | 5.98 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 16 | 9.99 - 14.99 | 13.80 |

HAWAII (HI)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 109 |
| Activity Index | 36 |
| Feature Rate (%) | 33.0% |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|--------------------------------------|--------------|-----------|--------|-------------|---------|
| Ground | | Per lb | Ground Turkey (93%), 1-2 Lbs | Conventional | Fresh | 23 | 4.49 - 4.49 | 4.49 |
| Deli | | Per lb | Self-Service Deli Tub/Pouch, > 16 oz | Conventional | Prepared | 3 | 5.02 - 5.02 | 5.02 |
| | | | Self-Service Deli Tub/Pouch, 5-15 oz | Conventional | Prepared | 10 | 5.33 - 6.74 | 5.75 |

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.