Weekly Grocery Store Turkey Feature Activity

Agricultural Marketing Service
Livestock, Poultry, & Grain Market News

Fri Nov 20, 2026

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Advertised Prices for Turkey Products at Major Grocery Store Outlets ending during the period of 11/14/2026 to 11/26/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

MARKET HIGHLIGHTS

This week in Turkey retail, the feature rate increased by 2.5% and the activity index increased 56.7% as we get closer to the Thanksgiving holiday and most stores have published their holiday features. Many of this week's feature ads were extended to run at least through Thanksgiving Day. Whole birds, parts, prepared, deli, and variety meat increased in ad space this week. Ground and processed items decreased in ad space. Whole birds increased sharply in feature space with more varieties and more fresh birds on offer. Compared to last year, prices for fresh conventional hens are 0.10 higher, with toms 0.11 higher. Frozen conventional hens are 0.19 higher and toms 0.12 higher. Most of the cheapest whole frozen turkeys on offer this week were offered as loss leaders with an additional purchase of 20.00-50.00 required. Whole breasts and drumsticks account for most of the increase in parts promotions. Compared to last year, prices for fresh conventional whole bone-in breast are 0.73 higher with frozen 0.81 higher. Prepared rotisserie split breast feature activity increased sharply as well.
In addition to this week's feature prices, many retailers offered no-price promotions (Free items, BOGO, etc.), ingredient bundles, and cooked Thanksgiving meals. Overall, 82.57% of stores offered these additional specials. The most common specials are summarized below.

Free Turkeys
15.90% of the sampled stores offered free or discounted turkeys with an additional purchase. Those offering a free bird with a single purchase (6.28%), required an additional purchase of 50.00-250.00 with a weighted average of 109.42. Those who allowed customers to accumulate points over time (4.33%, primarily in the northeast region) most commonly required a total additional purchase of 250.00-400.00 with a weighted average of 385.43. 3.35% of stores, primarily in the south central region, offered a free turkey with the purchase of a ham. 2.38% of stores offered some other way for customers to earn or win a free or discounted turkey.

Thanksgiving Meal Ingredients
40.08% of stores offered shopping lists or ingredient bundles that targeted a certain price per person for a full, budget-friendly Thanksgiving meal. Meal sizes ranged from 2-10 servings. Prices per person ranged from 3.44-10.99, with a weighted average of 5.33, or 20.00-70.00 per bundle. One major retailer opted to offer customized meal planning tools this year instead of a pre-selected ingredient bundle.

Fully Cooked Thanksgiving Turkey Meals (Pre-cooked and ready to reheat)
49.57% of stores offered some kind of cooked turkey meal. The most common meal offering was a full turkey dinner for 6-10 people.

% Stores	Meal Type (Servings)	Price Range	Wtd. Avg. Price
5.29%	Turkey Dinner (1-2)	6.99-49.99	25.52
0.11%	ABF Turkey Dinner (1-2)	18.99-59.99	35.96
26.72%	Turkey Dinner (2-6)	30.00-139.99	80.52
3.26%	ABF Turkey Dinner (2-6)	89.99-169.99	102.79
2.15%	Organic Turkey Dinner (2-6)	129.99-189.99	132.60
40.69%	Turkey Dinner (6-10)	59.98-249.00	102.33
3.26%	ABF Turkey Dinner (6-10)	129.99-299.99	233.72
0.27%	Organic Turkey Dinner (6-10)	190.00-299.99	245.42
12.72%	Turkey Dinner (>10)	99.99-269.99	168.83
0.20%	ABF Turkey Dinner (>10)	239.99-309.99	274.89
4.11%	Turkey & Ham Dinner (>10)	199.99-449.99	354.14

BOGO Turkey Specials
10.12% of stores offered Buy One Get One Free specials on whole birds, breasts, and other turkey items.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	25,521	25,521	24,824
Activity Index	165,987	105,952	149,336
Feature Rate (%)	91.2%	88.7%	92.7%

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	58	4.95	10	4.49	64	4.65
		Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	3,285	2.54	913	2.83	4,555	2.60
		Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	4,087	2.38	185	3.13	1,607	1.93
		Whole Turkey < 16 Lbs	Conventional	Fresh	14,150	1.96	3,001	1.90	15,645	1.86
		Whole Turkey < 16 Lbs	Conventional	Frozen	30,910	1.15	27,587	0.96	27,969	0.96
		Whole Turkey < 16 Lbs	Kosher	Fresh	166	4.49	18	4.99	18	4.99
		Whole Turkey < 16 Lbs	Kosher	Frozen	204	2.99	204	2.99	508	3.60
		Whole Turkey < 16 Lbs	USDA Organic	Fresh	706	4.55	712	4.12	3,151	3.63
		Whole Turkey < 16 Lbs	USDA Organic	Frozen	1,011	3.49	506	3.60	441	3.49
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	96	6.27	146	5.49	91	6.11
		Whole Turkey < 16 Lbs	USDA Organic, Free Range	Frozen			146	4.99		
		Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	58	4.95	10	4.49	64	4.65
		Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	3,665	2.40	775	2.45	4,555	2.60
		Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	4,087	2.38	185	3.13	217	1.55
		Whole Turkey > 16 Lbs	Conventional	Fresh	13,986	1.97	3,001	1.90	15,532	1.86
		Whole Turkey > 16 Lbs	Conventional	Frozen	33,348	1.11	27,525	0.96	28,726	0.99
		Whole Turkey > 16 Lbs	Kosher	Fresh	166	4.49	18	4.99	18	4.99
		Whole Turkey > 16 Lbs	Kosher	Frozen	204	2.99	204	2.99	508	3.60
		Whole Turkey > 16 Lbs	USDA Organic	Fresh	706	4.55	712	4.12	3,151	3.63
		Whole Turkey > 16 Lbs	USDA Organic	Frozen	1,011	3.49	506	3.60	441	3.49
		Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	96	6.27	146	5.49	91	6.11
Parts	Per lb	Breast Cutlets, Regular	Antibiotic Free	Fresh	20	7.99				
		Breast Tenders, Marinated, Regular	Conventional	Fresh	650	7.29	77	6.66	416	5.32
		Drumsticks, Regular	Antibiotic Free	Fresh	69	3.99				
		Drumsticks, Regular	Conventional	Fresh	314	3.59	121	3.56	2,801	2.18
		Drumsticks, Regular	Conventional	Frozen	214	1.95	47	2.29	261	3.38
		Thighs, Regular	Antibiotic Free	Fresh	69	3.99				
		Thighs, Regular	Conventional	Fresh	225	3.99	69	3.99	212	3.92
		Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	2,202	4.01	87	5.40	1,446	3.05

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	41	4.97	20	4.99		
		Whole Breast, Bone-In, Regular	Conventional	Fresh	3,824	3.62	352	2.69	2,914	2.89
		Whole Breast, Bone-In, Regular	Conventional	Frozen	4,774	2.68	4,279	2.32	6,033	1.87
		Whole Breast, Bone-In, Regular	USDA Organic	Fresh	18	9.99				
		Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	484	6.99	18	9.99		
		Whole Breast, Boneless, Regular	Antibiotic Free	Fresh	107	7.04	69	5.99	20	7.99
		Whole Breast, Boneless, Regular	Conventional	Fresh	1,856	4.47	1,005	5.58	200	5.08
		Whole Breast, Boneless, Regular	Conventional	Frozen	3,439	4.48			285	4.00
		Whole Breast, Boneless, Value	Conventional	Fresh			370	5.65		
		Wings, Regular	Antibiotic Free	Fresh	69	3.99				
		Wings, Regular	Conventional	Fresh	367	3.58	198	3.54	356	3.70
		Wings, Regular	Conventional	Frozen	113	3.03	195	2.80	221	3.40
		Wings, Value	Conventional	Fresh					50	2.79
Ground	Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	1,123	4.85	1,693	4.75	448	4.69
		Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	123	4.05	232	4.55	135	4.51
		Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	188	5.28	20	6.99	302	6.99
		Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	662	4.27	1,802	5.27	523	5.15
		Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	131	8.99				
		Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	222	4.99	302	4.91	206	5.05
		Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	127	5.19	208	6.08	427	6.48
		Ground Turkey Patties, 1-2 Lbs	Conventional	Fresh			64	3.99	396	4.99
		Ground Turkey Patties, 2-4 Lbs	Conventional	Frozen			1,285	4.99	164	6.00
Processed	Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Antibiotic Free	Prepared			527	12.37		
		Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	955	7.92	506	7.69	1,333	8.75
		Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	188	6.98	399	7.13	20	6.99
		Turkey Bacon, < 1 Lb	Antibiotic Free	Fresh			527	13.32	519	9.99
		Turkey Bacon, < 1 Lb	Conventional	Fresh	2,041	6.03	2,340	6.19	2,907	6.25
		Turkey Bacon, < 1 Lb	USDA Organic	Fresh	484	17.98			534	14.82
		Turkey Sausage, 1-2 Lbs	Conventional	Fresh			188	3.99	18	4.99
Prepared	Each	Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared	38	11.99	38	11.99		
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	363	12.88	189	7.99	2,897	12.23
Prepared	Per lb	Drumsticks, Smoked	Conventional	Prepared	227	3.99	168	3.99		
		Necks, Smoked	Conventional	Prepared	227	3.99	221	3.61	38	2.99
		Rotisserie Split Breast, Bone-In	Conventional	Prepared	3,685	6.49	360	4.99	687	5.07
		Wings, Smoked	Conventional	Prepared	300	4.18	221	3.99	42	3.73

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	166	7.48	98	7.92	294	7.29
		Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	752	5.73	368	5.71	93	6.50
		Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	1,989	6.37	3,493	6.37	2,239	5.59
		Self-Service Deli Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared			484	25.31		
		Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	13,294	8.11	9,105	7.84	6,432	7.80
		Service Deli - Cat 1	Antibiotic Free	Prepared	17	18.99				
		Service Deli - Cat 1	Conventional	Prepared	6,726	10.89	6,785	10.99	4,366	11.13
		Service Deli - Cat 2	Conventional	Prepared	341	6.99	451	7.45	930	7.30
		Service Deli - Cat 3	Conventional	Prepared	228	5.67	59	5.47	107	5.99
		Service Deli Turkey Ham	Conventional	Prepared	307	5.59	315	5.37	479	5.14
Variety Meat	Per lb	Necks	Antibiotic Free	Fresh	69	3.99				
		Necks	Conventional	Fresh	58	2.71	87	3.57	163	3.33
		Necks	Conventional	Frozen	101	1.39			70	3.99

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

Metric	Current Week (CW)
Total Outlets	4,963
Activity Index	34,370
Feature Rate (%)	96.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	747	0.99 - 6.99	2.66
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	351	1.39 - 2.49	1.89
			Whole Turkey < 16 Lbs	Conventional	Fresh	3204	0.89 - 3.99	1.92
			Whole Turkey < 16 Lbs	Conventional	Frozen	5157	0.29 - 2.99	1.11
			Whole Turkey < 16 Lbs	Kosher	Fresh	108	4.49 - 4.49	4.49
			Whole Turkey < 16 Lbs	Kosher	Frozen	192	2.99 - 2.99	2.99
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	44	3.99 - 6.99	5.29
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	169	3.49 - 3.49	3.49
			Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	56	5.99 - 6.99	6.31

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1093	0.99 - 3.99	2.20
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	351	1.39 - 2.49	1.89
			Whole Turkey > 16 Lbs	Conventional	Fresh	3022	0.89 - 3.99	1.94
			Whole Turkey > 16 Lbs	Conventional	Frozen	5157	0.29 - 2.99	1.11
			Whole Turkey > 16 Lbs	Kosher	Fresh	108	4.49 - 4.49	4.49
			Whole Turkey > 16 Lbs	Kosher	Frozen	192	2.99 - 2.99	2.99
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	44	3.99 - 6.99	5.29
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	169	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	56	5.99 - 6.99	6.31
Parts		Per lb	Breast Cutlets, Regular	Antibiotic Free	Fresh	20	7.99 - 7.99	7.99
			Breast Tenders, Marinated, Regular	Conventional	Fresh	562	5.33 - 8.66	7.46
			Drumsticks, Regular	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Drumsticks, Regular	Conventional	Fresh	278	1.99 - 3.99	3.55
			Drumsticks, Regular	Conventional	Frozen	19	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Thighs, Regular	Conventional	Fresh	192	3.99 - 3.99	3.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	195	2.99 - 6.99	4.15
			Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	14	2.99 - 2.99	2.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	351	2.49 - 5.99	3.44
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1877	0.99 - 3.49	2.32
			Whole Breast, Bone-In, Regular	USDA Organic	Fresh	18	9.99 - 9.99	9.99
			Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	23	6.99 - 6.99	6.99
			Whole Breast, Boneless, Regular	Antibiotic Free	Fresh	41	5.99 - 9.99	8.72
			Whole Breast, Boneless, Regular	Conventional	Fresh	150	4.00 - 6.99	4.97
			Whole Breast, Boneless, Regular	Conventional	Frozen	711	4.33 - 5.33	4.52
			Wings, Regular	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Wings, Regular	Conventional	Fresh	331	2.29 - 3.99	3.54
			Wings, Regular	Conventional	Frozen	19	2.49 - 2.49	2.49
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	586	4.99 - 6.00	5.06
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	38	5.66 - 5.66	5.66
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	433	3.99 - 6.99	4.33
			Ground Turkey (93%), 1-2 Lbs	USDA Organic	Fresh	131	8.99 - 8.99	8.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	147	5.33 - 5.33	5.33
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	668	5.00 - 9.57	8.55
			Turkey Bacon, < 1 Lb	Conventional	Fresh	1187	4.67 - 7.99	6.75
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	23	17.98 - 17.98	17.98
Prepared		Each	Rotisserie Split Breast, Bone-In	Antibiotic Free	Prepared	38	11.99 - 11.99	11.99
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	206	3.99 - 3.99	3.99
			Necks, Smoked	Conventional	Prepared	206	3.99 - 3.99	3.99

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	476	4.99 - 5.99	5.23
			Wings, Smoked	Conventional	Prepared	279	3.99 - 4.79	4.20
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	92	4.72 - 5.81	5.17
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	613	4.99 - 8.99	6.05
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2042	5.32 - 11.98	9.27
			Service Deli - Cat 1	Conventional	Prepared	1808	8.99 - 13.99	10.42
			Service Deli - Cat 2	Conventional	Prepared	199	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	128	5.29 - 5.99	5.79
Variety Meat		Per lb	Necks	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
			Necks	Conventional	Fresh	37	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	6,702
Activity Index	62,017
Feature Rate (%)	91.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	1587	0.99 - 2.49	2.35
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	3067	1.39 - 2.99	2.47
			Whole Turkey < 16 Lbs	Conventional	Fresh	4713	0.47 - 3.49	1.93
			Whole Turkey < 16 Lbs	Conventional	Frozen	10942	0.24 - 3.49	1.34
			Whole Turkey < 16 Lbs	Kosher	Fresh	58	4.49 - 4.49	4.49
			Whole Turkey < 16 Lbs	Kosher	Frozen	12	2.99 - 2.99	2.99
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	103	3.99 - 3.99	3.99
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	198	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	1621	0.99 - 2.49	2.33
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	3067	1.39 - 2.99	2.47
			Whole Turkey > 16 Lbs	Conventional	Fresh	4731	0.47 - 3.49	1.94
			Whole Turkey > 16 Lbs	Conventional	Frozen	13448	0.29 - 3.49	1.20
			Whole Turkey > 16 Lbs	Kosher	Fresh	58	4.49 - 4.49	4.49
			Whole Turkey > 16 Lbs	Kosher	Frozen	12	2.99 - 2.99	2.99
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	103	3.99 - 3.99	3.99
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	198	3.49 - 3.49	3.49
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	17	5.33 - 5.33	5.33
			Drumsticks, Regular	Conventional	Fresh	15	2.99 - 3.99	3.79
			Drumsticks, Regular	Conventional	Frozen	195	1.39 - 2.59	1.90
			Thighs, Regular	Conventional	Fresh	12	3.99 - 3.99	3.99

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	1529	3.29 - 5.99	3.47
			Whole Breast, Bone-In, Regular	Conventional	Fresh	3067	1.99 - 4.99	3.74
			Whole Breast, Bone-In, Regular	Conventional	Frozen	1911	0.99 - 3.99	3.10
			Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	103	6.99 - 6.99	6.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	1111	4.00 - 5.60	4.02
			Whole Breast, Boneless, Regular	Conventional	Frozen	1017	4.33 - 5.33	4.57
			Wings, Regular	Conventional	Fresh	15	2.99 - 3.99	3.79
			Wings, Regular	Conventional	Frozen	94	2.99 - 3.29	3.14
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	101	4.99 - 4.99	4.99
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	45	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Antibiotic Free	Fresh	188	5.28 - 5.28	5.28
			Ground Turkey Breast (98-100%), 1-2 Lbs	Conventional	Fresh	127	4.99 - 5.98	5.19
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	237	5.00 - 7.00	6.97
			Pre-Cooked Turkey Sausage, 1-2 Lbs	Conventional	Prepared	188	6.98 - 6.98	6.98
			Turkey Bacon, < 1 Lb	Conventional	Fresh	564	2.65 - 6.65	4.55
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	103	17.98 - 17.98	17.98
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	485	5.99 - 7.99	6.82
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	17	4.72 - 4.72	4.72
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	487	4.98 - 8.99	7.09
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	4119	5.00 - 11.98	8.06
			Service Deli - Cat 1	Conventional	Prepared	2217	8.99 - 12.99	12.18
			Service Deli - Cat 2	Conventional	Prepared	34	6.99 - 6.99	6.99
Variety Meat		Per lb	Necks	Conventional	Frozen	101	1.39 - 1.39	1.39

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

Metric	Current Week (CW)
Total Outlets	4,873
Activity Index	27,481
Feature Rate (%)	92.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	28	4.99 - 4.99	4.99
			Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	252	1.99 - 3.99	2.82
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	78	1.99 - 2.99	2.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	2019	0.48 - 3.99	2.22
			Whole Turkey < 16 Lbs	Conventional	Frozen	6323	0.35 - 3.99	1.08
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	90	4.99 - 7.49	5.36
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	66	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	28	4.99 - 4.99	4.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	252	1.99 - 3.99	2.82
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	78	1.99 - 2.99	2.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	2019	0.48 - 3.99	2.22
			Whole Turkey > 16 Lbs	Conventional	Frozen	6291	0.35 - 3.99	1.09
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	90	4.99 - 7.49	5.36
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	66	3.49 - 3.49	3.49
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	20	6.66 - 6.66	6.66
			Drumsticks, Regular	Antibiotic Free	Fresh	60	3.99 - 3.99	3.99
			Drumsticks, Regular	Conventional	Fresh	21	3.99 - 3.99	3.99
			Thighs, Regular	Antibiotic Free	Fresh	60	3.99 - 3.99	3.99
			Thighs, Regular	Conventional	Fresh	21	3.99 - 3.99	3.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	114	3.29 - 4.99	4.80
			Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	2	5.99 - 5.99	5.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	256	1.99 - 4.99	2.51
			Whole Breast, Bone-In, Regular	Conventional	Frozen	522	1.99 - 3.99	2.57
			Whole Breast, Boneless, Regular	Antibiotic Free	Fresh	60	5.99 - 5.99	5.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	372	4.00 - 5.81	5.49
			Whole Breast, Boneless, Regular	Conventional	Frozen	1213	4.33 - 5.66	4.41
			Wings, Regular	Antibiotic Free	Fresh	60	3.99 - 3.99	3.99
			Wings, Regular	Conventional	Fresh	21	3.99 - 3.99	3.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	263	3.99 - 5.99	4.38
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	22	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	191	3.99 - 4.99	4.00
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	21	2.64 - 2.64	2.64
			Turkey Bacon, < 1 Lb	Conventional	Fresh	210	5.32 - 7.98	6.13
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	100	11.99 - 11.99	11.99
Prepared		Per lb	Drumsticks, Smoked	Conventional	Prepared	21	3.99 - 3.99	3.99
			Necks, Smoked	Conventional	Prepared	21	3.99 - 3.99	3.99
			Rotisserie Split Breast, Bone-In	Conventional	Prepared	823	5.99 - 8.79	6.83
			Wings, Smoked	Conventional	Prepared	21	3.99 - 3.99	3.99
Deli		Per lb	Self-Service Deli Tub/Pouch, < 5 oz	Conventional	Prepared	166	6.32 - 7.92	7.48

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	305	4.72 - 6.54	6.03
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	455	3.99 - 7.99	5.23
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	2913	5.70 - 9.98	7.88
			Service Deli - Cat 1	Conventional	Prepared	1310	8.88 - 12.99	9.94
			Service Deli - Cat 2	Conventional	Prepared	55	6.96 - 6.99	6.97
			Service Deli Turkey Ham	Conventional	Prepared	21	5.99 - 5.99	5.99
Variety Meat		Per lb	Necks	Antibiotic Free	Fresh	60	3.99 - 3.99	3.99
			Necks	Conventional	Fresh	21	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,951
Activity Index	17,115
Feature Rate (%)	80.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	169	1.99 - 3.99	2.73
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	207	1.99 - 2.49	2.19
			Whole Turkey < 16 Lbs	Conventional	Fresh	1569	0.58 - 3.99	1.96
			Whole Turkey < 16 Lbs	Conventional	Frozen	3868	0.48 - 3.99	1.00
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	157	3.99 - 7.49	4.59
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	207	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	169	1.99 - 3.99	2.73
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	207	1.99 - 2.49	2.19
			Whole Turkey > 16 Lbs	Conventional	Fresh	1569	0.58 - 3.99	1.96
			Whole Turkey > 16 Lbs	Conventional	Frozen	3832	0.48 - 3.99	1.00
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	157	3.99 - 7.49	4.59
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	207	3.49 - 3.49	3.49
Parts		Per lb	Breast Tenders, Marinated, Regular	Conventional	Fresh	51	6.33 - 6.33	6.33
			Drumsticks, Regular	Antibiotic Free	Fresh	6	3.99 - 3.99	3.99
			Thighs, Regular	Antibiotic Free	Fresh	6	3.99 - 3.99	3.99
			Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	132	4.99 - 5.99	5.94
			Whole Breast, Bone-In, Regular	Antibiotic Free	Frozen	25	5.99 - 5.99	5.99
			Whole Breast, Bone-In, Regular	Conventional	Fresh	150	1.99 - 4.99	3.37
			Whole Breast, Bone-In, Regular	Conventional	Frozen	207	1.98 - 3.99	2.82
			Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	126	6.99 - 6.99	6.99

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Whole Breast, Boneless, Regular	Antibiotic Free	Fresh	6	5.99 - 5.99	5.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	41	5.81 - 5.81	5.81
			Whole Breast, Boneless, Regular	Conventional	Frozen	370	4.33 - 5.66	4.43
			Wings, Regular	Antibiotic Free	Fresh	6	3.99 - 3.99	3.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	154	3.99 - 4.94	4.79
			Ground Turkey (85%), 2-4 Lbs	Conventional	Fresh	18	3.33 - 3.33	3.33
			Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	25	4.99 - 4.99	4.99
			Ground Turkey (93%), 2-4 Lbs	Conventional	Fresh	75	4.33 - 4.33	4.33
Processed		Per lb	Pre-Cooked Turkey Sausage, < 1 Lb	Conventional	Prepared	29	5.05 - 5.05	5.05
			Turkey Bacon, < 1 Lb	Conventional	Fresh	80	4.67 - 7.98	5.42
			Turkey Bacon, < 1 Lb	USDA Organic	Fresh	126	17.98 - 17.98	17.98
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	642	5.99 - 7.99	6.83
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	144	5.30 - 6.54	6.32
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	296	4.99 - 6.57	5.95
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1585	5.32 - 9.98	7.09
			Service Deli - Cat 1	Conventional	Prepared	308	8.88 - 12.99	10.16
			Service Deli - Cat 2	Conventional	Prepared	2	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	88	4.99 - 5.47	5.31
			Service Deli Turkey Ham	Conventional	Prepared	91	4.00 - 4.99	4.66
Variety Meat		Per lb	Necks	Antibiotic Free	Fresh	6	3.99 - 3.99	3.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,634
Activity Index	18,682
Feature Rate (%)	93.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	ABF, Free Range	Fresh	30	4.79 - 4.99	4.90
			Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	512	0.97 - 5.99	2.71
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	340	1.99 - 2.49	2.15
			Whole Turkey < 16 Lbs	Conventional	Fresh	1881	0.58 - 2.79	1.83
			Whole Turkey < 16 Lbs	Conventional	Frozen	3497	0.49 - 2.49	0.98
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	276	3.99 - 6.99	4.40
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	340	3.49 - 3.49	3.49
			Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	17	6.49 - 6.49	6.49

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey > 16 Lbs	ABF, Free Range	Fresh	30	4.79 - 4.99	4.90
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	512	0.97 - 5.99	2.71
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	340	1.99 - 2.49	2.15
			Whole Turkey > 16 Lbs	Conventional	Fresh	1881	0.58 - 2.79	1.83
			Whole Turkey > 16 Lbs	Conventional	Frozen	3497	0.49 - 2.49	0.98
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	276	3.99 - 6.99	4.40
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	340	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	17	6.49 - 6.49	6.49
Parts		Per lb	Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	228	5.99 - 5.99	5.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	200	1.99 - 3.49	2.17
			Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	228	6.99 - 6.99	6.99
			Whole Breast, Boneless, Regular	Conventional	Fresh	182	4.36 - 4.36	4.36
			Whole Breast, Boneless, Regular	Conventional	Frozen	128	4.33 - 4.33	4.33
Ground		Per lb	Ground Turkey (93%), 1-2 Lbs	Conventional	Fresh	13	4.99 - 4.99	4.99
Processed		Per lb	Turkey Bacon, < 1 Lb	USDA Organic	Fresh	228	17.98 - 17.98	17.98
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	251	9.99 - 13.99	13.18
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	775	5.99 - 6.85	6.46
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	91	4.57 - 5.45	4.83
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	135	9.99 - 9.99	9.99
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	1711	5.25 - 12.55	8.15
			Service Deli - Cat 1	Antibiotic Free	Prepared	17	18.99 - 18.99	18.99
			Service Deli - Cat 1	Conventional	Prepared	451	9.99 - 15.99	10.41
			Service Deli - Cat 2	Conventional	Prepared	51	6.99 - 6.99	6.99
			Service Deli - Cat 3	Conventional	Prepared	12	6.99 - 6.99	6.99
			Service Deli Turkey Ham	Conventional	Prepared	195	4.49 - 6.99	5.98

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

Metric	Current Week (CW)
Total Outlets	1,196
Activity Index	5,619
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	15	2.49 - 4.59	3.96
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	31	1.99 - 3.49	2.55
			Whole Turkey < 16 Lbs	Conventional	Fresh	635	0.58 - 3.49	1.92
			Whole Turkey < 16 Lbs	Conventional	Frozen	1004	0.58 - 2.99	0.92
			Whole Turkey < 16 Lbs	USDA Organic	Fresh	36	3.99 - 4.49	4.21
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	27	3.49 - 3.49	3.49
			Whole Turkey < 16 Lbs	USDA Organic, Free Range	Fresh	23	5.99 - 5.99	5.99
			Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	15	2.49 - 4.59	3.96
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	31	1.99 - 3.49	2.55
			Whole Turkey > 16 Lbs	Conventional	Fresh	635	0.58 - 3.49	1.92
			Whole Turkey > 16 Lbs	Conventional	Frozen	1004	0.58 - 2.99	0.92
			Whole Turkey > 16 Lbs	USDA Organic	Fresh	36	3.99 - 4.49	4.21
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	27	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	USDA Organic, Free Range	Fresh	23	5.99 - 5.99	5.99
Parts		Per lb	Whole Breast, Bone-In, Regular	Antibiotic Free	Fresh	4	5.99 - 5.99	5.99
			Whole Breast, Bone-In, Regular	Conventional	Frozen	57	2.49 - 2.99	2.59
			Whole Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	4	6.99 - 6.99	6.99
Ground		Per lb	Ground Turkey (85%), 1-2 Lbs	Conventional	Fresh	19	4.89 - 4.89	4.89
Processed		Per lb	Turkey Bacon, < 1 Lb	USDA Organic	Fresh	4	17.98 - 17.98	17.98
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	438	5.99 - 7.42	6.40
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	100	5.45 - 5.45	5.45
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	869	6.04 - 10.58	8.22
			Service Deli - Cat 1	Conventional	Prepared	582	8.98 - 12.99	10.41

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	96
Activity Index	436
Feature Rate (%)	100.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Fresh	3	3.58 - 3.58	3.58
			Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	2	3.49 - 3.49	3.49
			Whole Turkey < 16 Lbs	Conventional	Fresh	103	1.49 - 3.29	2.53
			Whole Turkey < 16 Lbs	Conventional	Frozen	61	0.58 - 1.99	1.12

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey > 16 Lbs	Antibiotic Free	Fresh	3	3.58 - 3.58	3.58
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	2	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	Conventional	Fresh	103	1.49 - 3.29	2.53
			Whole Turkey > 16 Lbs	Conventional	Frozen	61	0.58 - 1.99	1.12
Prepared		Each	Rotisserie Split Breast, Bone-In	Conventional	Prepared	10	14.99 - 14.99	14.99
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	23	5.99 - 7.42	6.67
Deli		Per lb	Self-Service Deli Tub/Pouch, > 16 oz	Conventional	Prepared	3	5.45 - 5.45	5.45
			Self-Service Deli Tub/Pouch, 16 oz	Conventional	Prepared	3	6.98 - 6.98	6.98
			Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	32	7.09 - 9.98	8.06
			Service Deli - Cat 1	Conventional	Prepared	27	9.99 - 12.99	10.80

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	106
Activity Index	267
Feature Rate (%)	67.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Turkey < 16 Lbs	Antibiotic Free	Frozen	11	2.49 - 2.89	2.74
			Whole Turkey < 16 Lbs	Conventional	Fresh	26	1.99 - 2.99	2.11
			Whole Turkey < 16 Lbs	Conventional	Frozen	58	0.89 - 3.29	1.94
			Whole Turkey < 16 Lbs	USDA Organic	Frozen	4	3.49 - 3.49	3.49
			Whole Turkey > 16 Lbs	Antibiotic Free	Frozen	11	2.49 - 2.89	2.74
			Whole Turkey > 16 Lbs	Conventional	Fresh	26	1.99 - 2.99	2.11
			Whole Turkey > 16 Lbs	Conventional	Frozen	58	0.89 - 3.29	1.94
			Whole Turkey > 16 Lbs	USDA Organic	Frozen	4	3.49 - 3.49	3.49
Prepared		Per lb	Rotisserie Split Breast, Bone-In	Conventional	Prepared	23	5.99 - 5.99	5.99
Deli		Per lb	Self-Service Deli Tub/Pouch, 5-15 oz	Conventional	Prepared	23	7.98 - 7.98	7.98
			Service Deli - Cat 1	Conventional	Prepared	23	9.99 - 9.99	9.99

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.