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Report for 8/31/2024 - 9/6/2024

MARKET HIGHLIGHTS

The National Weekly Chicken Feature Activity Report has been transitioned to its new format. Data from this report, as well as historical data, is available through My Market News.

Changes to this report include:

- The list of surveyed stores has been updated.
- New chicken items have been added, including deli meat and variety meats.
- Price spreads now reflect differences in value between package sizes (regular pack, value pack, etc.) and environment claims such as Antibiotic Free, Free Range, and Organic.

Due to these changes, a comparison cannot be made this week for feature rate and activity index.

If you would like to learn more about MARS and My Market News, please contact us at Websupport.lpgmn@ams.usda.gov.

Limited comparisons to last week are available due to the changes listed above. This week in chicken retail, prices remained fairly steady across the board while feature rates, particularly for drumsticks and B/S breasts, slid back down following the Labor Day holiday ads.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,444		
Activity Index	59,425		
Feature Rate (%)	87.4%		

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Half Chicken	Antibiotic Free	Fresh	61	3.42				
		Whole Bagged Fryer	ABF, Free Range	Fresh	29	2.46				
		Whole Bagged Fryer	Antibiotic Free	Fresh	1,376	1.76				
		Whole Bagged Fryer	Conventional	Fresh	1,433	1.87				
		Whole Bagged Fryer	Conventional	Frozen	37	1.29				
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	25	3.70				
		Whole Bagged Roaster	Antibiotic Free	Fresh	1,214	1.78				
		Whole Baking Hen	Conventional	Fresh	60	1.59				
		Whole Cornish Hen	Conventional	Frozen	137	3.74				
		Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	1.99				
		Whole Cut-Up Fryer	Conventional	Fresh	33	2.38				
Parts	Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	481	5.55				
		Breast Tenders, Regular	Conventional	Fresh	181	3.77				



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 Tenders, Regular	USDA Organic	Fresh	12	9.99				
		Breast Tenders, Value	Antibiotic Free	Fresh	25	2.99				
		Breast Tenders, Value	Conventional	Fresh	184	2.99				
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	266	6.05				
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	4,731	4.80				
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	1,750	2.62				
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	542	7.39				
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	37	8.99				
		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99				
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1,117	4.56				
		Breast, Boneless/Skinless, Value	Conventional	Fresh	1,625	3.04				
		Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	23	7.49				
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	216	5.07				
		Breast, Boneless/Skinless, Thin- Sliced, Regular	Antibiotic Free	Fresh	3,299	3.61				
		Breast, Boneless/Skinless, Thin- Sliced, Regular	Conventional	Fresh	143	4.36				
		Breast, Boneless/Skinless, Thin- Sliced, Regular	USDA Organic	Fresh	323	8.66				
		Breast, Boneless/Skinless, Thin- Sliced, Value	Antibiotic Free	Fresh	74	4.97				
		Breast, Boneless/Skinless, Thin- Sliced, Value	Conventional	Fresh	406	4.38				
		Drumsticks, 10 Lbs or more	Conventional	Fresh	58	0.94				
		Drumsticks, Regular	ABF, Free Range	Fresh	79	2.29				
		Drumsticks, Regular	Antibiotic Free	Fresh	1,168	2.04				
		Drumsticks, Regular	Conventional	Fresh	354	1.36				
		Drumsticks, Regular	USDA Organic	Fresh	25	4.99				
		Drumsticks, Value	Antibiotic Free	Fresh	415	1.49				
		Drumsticks, Value	Conventional	Fresh	2,407	1.39				
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	313	2.85				
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	118	2.40				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	133	2.59				
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	47	2.49				
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Fresh	93	0.59				
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	190	0.76				
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	11	0.49				
		Leg Quarters, Regular	Antibiotic Free	Fresh	394	1.23				
		Leg Quarters, Regular	Conventional	Fresh	648	1.19				
		Leg Quarters, Value	Antibiotic Free	Fresh	141	0.97				
		Leg Quarters, Value	Conventional	Fresh	367	1.11				
		Leg Quarters, Marinated, Regular	Conventional	Fresh	168	1.79				
		Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19				
		Legs, Regular	Antibiotic Free	Fresh	256	1.57				
		Party Wings, Flats and Drums, Regular	ABF, Free Range	Fresh	12	3.99				
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	31	2.97				
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	188	3.77				
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	174	3.49				
		Party Wings, Flats and Drums, Regular	USDA Organic, Free Range	Fresh	117	5.99				
		Party Wings, Flats and Drums, Value	Conventional	Fresh	46	3.17				
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	158	5.10				
		Split Breast, Bone-In, Regular	Conventional	Fresh	751	2.32				
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	93	2.79				
		Split Breast, Bone-In, Value	Conventional	Fresh	366	2.32				
		Thighs, Regular	Antibiotic Free	Fresh	678	2.90				
		Thighs, Regular	Conventional	Fresh	804	1.82				
		Thighs, Regular	USDA Organic	Fresh	439	5.93				
		Thighs, Value	ABF, Free Range	Fresh	16	3.49				
		Thighs, Value	Antibiotic Free	Fresh	374	1.74				
		Thighs, Value	Conventional	Fresh	1,145	1.50				
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1,479	3.52				
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1,823	2.94				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	32	5.05				
		Thighs, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99				
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99				
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	1,028	2.73				
		V-Cut Wings, Regular	Conventional	Fresh	310	2.58				
		V-Cut Wings, Value	Antibiotic Free	Fresh	139	3.46				
		V-Cut Wings, Value	Conventional	Fresh	484	3.26				
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	223	2.50				
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	267	4.30				
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	612	2.56				
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	478	2.44				
		V-Cut Wings, IQF	Antibiotic Free	Frozen	55	3.20				
		V-Cut Wings, IQF	Conventional	Frozen	2,991	2.90				
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	322	3.44				
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	32	3.00				
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	421	5.71				
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Antibiotic Free	Prepared	16	7.99				
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	364	6.98				
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	64	14.02				
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	990	9.76				
		Fried/Baked Chicken, Mixed	Conventional	Prepared	310	5.81				
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	16	0.50				
		Fried/Baked Wings, Bone-In	Conventional	Prepared	138	5.00				
		Rotisserie Leg Quarter, 8-Piece	Conventional	Prepared	28	6.00				
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	192	6.51				
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	629	7.53				
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	1,254	6.26				
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	1,156	5.71				
		Fried/Baked Chicken, Mixed	Conventional	Prepared	32	7.99				
		Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	414	9.99				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Prepared	Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	1,047	7.53				
		Fried/Baked Wings, Boneless	Conventional	Prepared	416	6.90				
		Rotisserie Breast	ABF, Free Range	Prepared	10	16.99				
		Rotisserie Breast	Antibiotic Free	Prepared	302	3.99				
		Rotisserie Breast	Conventional	Prepared	47	6.99				
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	598	5.15				
		Whole Rotisserie Chicken, 2.1- 3.0 Lbs	Conventional	Prepared	314	2.90				
Deli	Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	21	5.98				
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	180	8.14				
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	64	3.99				
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	178	4.33				
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	1,049	6.61				
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	3,748	8.19				
		Service Deli - Cat 1	Conventional	Prepared	1,973	9.95				
		Service Deli - Cat 2	Conventional	Prepared	316	5.87				
Variety Meat	Per lb	Gizzards	Conventional	Fresh	17	1.99				
		Hearts	Conventional	Frozen	17	2.99				
		Liver	Conventional	Fresh	17	1.99				

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

Metric	Current Week (CW)
Total Outlets	4,791
Activity Index	15,887
Feature Rate (%)	86.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	19	2.49 - 2.49	2.49
			Whole Bagged Fryer	Antibiotic Free	Fresh	728	1.29 - 2.48	1.73
			Whole Bagged Fryer	Conventional	Fresh	594	1.49 - 2.49	1.72



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Roaster	Antibiotic Free	Fresh	120	1.39 - 1.79	1.64
			Whole Cornish Hen	Conventional	Frozen	66	3.29 - 3.29	3.29
			Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	1.99 - 1.99	1.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	64	5.49 - 5.98	5.85
			Breast Tenders, Regular	Conventional	Fresh	62	2.99 - 3.99	3.70
			Breast Tenders, Value	Antibiotic Free	Fresh	22	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	929	2.99 - 5.99	4.76
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	439	1.99 - 4.29	2.24
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	335	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	79	1.99 - 4.99	2.72
			Breast, Boneless/Skinless, Value	Conventional	Fresh	356	1.97 - 3.99	2.85
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	151	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	1292	2.99 - 5.99	4.33
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	64	2.49 - 4.98	4.32
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	323	3.99 - 8.99	8.66
			Drumsticks, Regular	Antibiotic Free	Fresh	689	1.49 - 2.29	1.79
			Drumsticks, Regular	Conventional	Fresh	130	1.49 - 1.49	1.49
			Drumsticks, Regular	USDA Organic	Fresh	22	4.99 - 4.99	4.99
			Drumsticks, Value	Antibiotic Free	Fresh	124	0.99 - 1.19	1.08
			Drumsticks, Value	Conventional	Fresh	763	1.19 - 1.89	1.45
			Leg Quarters, Regular	Antibiotic Free	Fresh	314	0.99 - 0.99	0.99
			Leg Quarters, Regular	Conventional	Fresh	356	0.99 - 1.49	1.18
			Leg Quarters, Value	Conventional	Fresh	30	1.69 - 1.69	1.69
			Legs, Regular	Antibiotic Free	Fresh	253	1.49 - 1.88	1.56
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	85	3.49 - 3.49	3.49
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	120	5.99 - 5.99	5.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	187	0.99 - 0.99	0.99
			Split Breast, Bone-In, Value	Conventional	Fresh	221	2.49 - 2.69	2.62
			Thighs, Regular	Antibiotic Free	Fresh	458	1.49 - 3.99	3.26
			Thighs, Regular	Conventional	Fresh	215	1.49 - 2.49	1.89
			Thighs, Regular	USDA Organic	Fresh	33	4.99 - 5.99	5.32
			Thighs, Value	Antibiotic Free	Fresh	102	1.79 - 1.99	1.86
			Thighs, Value	Conventional	Fresh	553	1.19 - 1.89	1.45
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	111	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	21	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	148	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	V-Cut Wings, Value	Antibiotic Free	Fresh	139	2.99 - 3.99	3.46
			V-Cut Wings, Value	Conventional	Fresh	180	3.49 - 3.99	3.58
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	292	2.00 - 2.60	2.33
			V-Cut Wings, IQF	Conventional	Frozen	955	2.20 - 3.20	2.79
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	187	3.50 - 3.50	3.50
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	328	4.39 - 6.99	5.69
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	288	6.97 - 6.99	6.98
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	44	15.96 - 15.96	15.96
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	314	8.99 - 8.99	8.99
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	66	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	173	6.99 - 7.99	7.43
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	76	5.99 - 5.99	5.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	258	4.99 - 9.99	5.39
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	11	9.99 - 9.99	9.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	91	4.50 - 6.00	4.80
			Rotisserie Breast	Antibiotic Free	Prepared	302	3.99 - 3.99	3.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	314	2.90 - 2.90	2.90
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	21	5.98 - 5.98	5.98
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	17	9.98 - 9.98	9.98
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	316	4.99 - 7.99	6.22
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	128	8.00 - 15.98	11.93
			Service Deli - Cat 1	Conventional	Prepared	602	7.99 - 14.99	9.99
			Service Deli - Cat 2	Conventional	Prepared	87	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	14,614
Feature Rate (%)	90.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	48	1.49 - 2.48	1.89
			Whole Bagged Fryer	Conventional	Fresh	414	1.29 - 2.49	1.68
			Whole Bagged Roaster	Antibiotic Free	Fresh	1094	1.79 - 1.79	1.79
			Whole Baking Hen	Conventional	Fresh	60	1.59 - 1.59	1.59
			Whole Cornish Hen	Conventional	Frozen	51	4.40 - 4.40	4.40
			Whole Cut-Up Fryer	Conventional	Fresh	33	2.38 - 2.38	2.38
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	31	3.98 - 5.98	4.17
			Breast Tenders, Regular	Conventional	Fresh	89	2.99 - 3.99	3.42



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Value	Antibiotic Free	Fresh	3	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1524	3.99 - 5.99	4.09
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	414	1.98 - 3.58	2.77
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	102	1.99 - 4.99	4.47
			Breast, Boneless/Skinless, Value	Conventional	Fresh	146	1.97 - 3.49	2.95
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	676	2.99 - 5.99	3.16
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	5	4.00 - 4.98	4.59
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	8	4.99 - 4.99	4.99
			Drumsticks, 10 Lbs or more	Conventional	Fresh	30	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	66	1.48 - 1.59	1.54
			Drumsticks, Regular	USDA Organic	Fresh	3	4.99 - 4.99	4.99
			Drumsticks, Value	Antibiotic Free	Fresh	17	1.19 - 1.19	1.19
			Drumsticks, Value	Conventional	Fresh	681	0.87 - 1.49	1.37
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	83	0.69 - 0.70	0.70
			Leg Quarters, Regular	Conventional	Fresh	236	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	19	1.99 - 1.99	1.99
			Legs, Regular	Antibiotic Free	Fresh	3	1.88 - 1.88	1.88
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	89	3.49 - 3.49	3.49
			Party Wings, Flats and Drums, Value	Conventional	Fresh	1	3.69 - 3.69	3.69
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	38	2.29 - 2.29	2.29
			Split Breast, Bone-In, Regular	Conventional	Fresh	83	2.18 - 2.98	2.66
			Split Breast, Bone-In, Value	Conventional	Fresh	19	1.47 - 1.47	1.47
			Thighs, Regular	Antibiotic Free	Fresh	28	1.48 - 1.48	1.48
			Thighs, Regular	Conventional	Fresh	89	2.49 - 2.49	2.49
			Thighs, Regular	USDA Organic	Fresh	83	4.99 - 5.99	5.95
			Thighs, Value	Conventional	Fresh	297	0.87 - 1.48	1.32
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1363	3.49 - 3.49	3.49
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1094	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	1	2.89 - 2.89	2.89
			V-Cut Wings, Regular	Conventional	Fresh	40	2.98 - 2.98	2.98
			V-Cut Wings, Value	Conventional	Fresh	90	2.99 - 3.49	3.32
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	93	1.36 - 3.19	2.64
			Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	190	4.65 - 4.65	4.65
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	190	2.40 - 3.19	2.69
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	143	2.59 - 2.66	2.62
			V-Cut Wings, IQF	Conventional	Frozen	666	2.25 - 3.00	2.97
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	42	1.98 - 1.98	1.98
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	76	4.39 - 6.99	5.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	76	6.97 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	19	9.74 - 9.74	9.74
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	173	8.99 - 12.99	10.34
			Fried/Baked Chicken, Mixed	Conventional	Prepared	157	5.00 - 8.99	6.30
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	342	6.99 - 9.99	7.43
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	1113	5.99 - 6.99	6.01
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	39	4.99 - 5.00	5.00
			Fried/Baked Chicken, Mixed	Conventional	Prepared	32	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	80	9.99 - 9.99	9.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	407	4.18 - 7.99	7.68
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	152	4.99 - 8.99	7.23
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1093	4.44 - 15.97	7.54
			Service Deli - Cat 1	Conventional	Prepared	331	8.99 - 12.99	10.69
			Service Deli - Cat 2	Conventional	Prepared	49	5.99 - 6.99	6.21

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	11,925
Feature Rate (%)	85.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Half Chicken	Antibiotic Free	Fresh	29	4.99 - 4.99	4.99
			Whole Bagged Fryer	Antibiotic Free	Fresh	319	1.88 - 1.99	1.90
			Whole Bagged Fryer	Conventional	Fresh	116	1.29 - 2.49	2.20
			Whole Bagged Fryer	Conventional	Frozen	10	1.29 - 1.29	1.29
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	345	3.98 - 5.98	5.56
			Breast Tenders, Regular	Conventional	Fresh	17	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	921	2.99 - 5.99	5.47
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	280	1.99 - 3.99	2.76
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	161	1.99 - 4.99	4.10
			Breast, Boneless/Skinless, Value	Conventional	Fresh	248	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	23	7.49 - 7.49	7.49
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	65	4.99 - 5.99	5.27
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	804	2.99 - 5.00	3.00
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	55	4.00 - 4.99	4.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	188	4.99 - 4.99	4.99
			Drumsticks, Regular	Antibiotic Free	Fresh	366	1.99 - 2.66	2.53
			Drumsticks, Regular	Conventional	Fresh	17	0.89 - 0.99	0.98
			Drumsticks, Value	Antibiotic Free	Fresh	126	0.99 - 1.76	1.35
			Drumsticks, Value	Conventional	Fresh	591	0.79 - 1.49	1.34
			Leg Quarters, 10 Lbs or more	Antibiotic Free	Fresh	93	0.59 - 0.59	0.59
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	21	0.79 - 0.79	0.79
			Leg Quarters, Regular	Antibiotic Free	Fresh	17	1.29 - 1.29	1.29
			Leg Quarters, Regular	Conventional	Fresh	32	0.99 - 1.99	1.52
			Leg Quarters, Value	Antibiotic Free	Fresh	116	0.88 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	63	0.79 - 1.69	1.46
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	31	2.97 - 2.97	2.97
			Split Breast, Bone-In, Regular	Conventional	Fresh	18	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	93	2.79 - 2.79	2.79
			Thighs, Regular	Antibiotic Free	Fresh	186	1.99 - 2.49	2.28
			Thighs, Regular	Conventional	Fresh	301	0.99 - 1.99	1.35
			Thighs, Value	Antibiotic Free	Fresh	124	0.99 - 1.76	1.35
			Thighs, Value	Conventional	Fresh	158	0.99 - 2.99	1.37
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	29	3.49 - 4.49	4.46
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	258	2.66 - 2.66	2.66
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	1	2.49 - 2.49	2.49
			V-Cut Wings, Regular	Conventional	Fresh	270	2.49 - 2.99	2.52
			V-Cut Wings, Value	Conventional	Fresh	43	2.99 - 3.99	3.50
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	79	1.36 - 3.19	1.89
			Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	22	4.00 - 4.00	4.00
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	218	2.29 - 3.60	2.72
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	37	2.19 - 2.60	2.42
			V-Cut Wings, IQF	Conventional	Frozen	889	2.25 - 3.00	2.93
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	93	3.99 - 3.99	3.99
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	17	6.09 - 6.09	6.09
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Antibiotic Free	Prepared	16	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	216	7.99 - 10.99	9.41
			Fried/Baked Chicken, Mixed	Conventional	Prepared	105	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	16	0.50 - 0.50	0.50
			Fried/Baked Wings, Bone-In	Conventional	Prepared	135	5.00 - 5.00	5.00
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	43	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	35	6.99 - 7.99	7.39
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	44	4.99 - 6.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	169	5.99 - 6.99	6.80
			Fried/Baked Wings, Boneless	Conventional	Prepared	369	5.99 - 6.99	6.90
			Rotisserie Breast	Conventional	Prepared	47	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	516	4.96 - 5.33	5.15
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	53	7.00 - 9.31	8.35
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	204	5.49 - 6.99	6.59
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1135	3.56 - 15.97	8.67
			Service Deli - Cat 1	Conventional	Prepared	810	6.99 - 11.99	9.43
			Service Deli - Cat 2	Conventional	Prepared	54	7.99 - 8.99	8.58
Variety Meat		Per lb	Gizzards	Conventional	Fresh	17	1.99 - 1.99	1.99
			Hearts	Conventional	Frozen	17	2.99 - 2.99	2.99
			Liver	Conventional	Fresh	17	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,676
Activity Index	6,478
Feature Rate (%)	86.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	47	1.88 - 1.99	1.89
			Whole Bagged Fryer	Conventional	Fresh	135	1.08 - 2.49	2.08
			Whole Bagged Fryer	Conventional	Frozen	27	1.29 - 1.29	1.29
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	41	5.98 - 5.98	5.98
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	309	3.99 - 5.99	5.49
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	151	1.98 - 2.69	2.28
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	398	3.99 - 4.99	4.44
			Breast, Boneless/Skinless, Value	Conventional	Fresh	105	1.27 - 3.47	2.08
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	372	2.99 - 5.00	3.28
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	6	4.00 - 4.00	4.00
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	74	4.97 - 4.97	4.97
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	139	2.97 - 4.99	3.73
			Drumsticks, 10 Lbs or more	Conventional	Fresh	28	0.89 - 0.89	0.89
			Drumsticks, Regular	Antibiotic Free	Fresh	47	1.99 - 2.66	2.57
			Drumsticks, Regular	Conventional	Fresh	31	0.88 - 0.89	0.88



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Value	Conventional	Fresh	267	0.87 - 1.49	1.39
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	2.69 - 2.69	2.69
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.69 - 2.69	2.69
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	28	0.99 - 0.99	0.99
			Leg Quarters, Regular	Antibiotic Free	Fresh	52	2.49 - 2.49	2.49
			Leg Quarters, Value	Antibiotic Free	Fresh	25	0.88 - 0.88	0.88
			Leg Quarters, Value	Conventional	Fresh	1	1.99 - 1.99	1.99
			Leg Quarters, Marinated, Regular	Conventional	Fresh	168	1.79 - 1.79	1.79
			Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19 - 1.19	1.19
			Party Wings, Flats and Drums, Value	Conventional	Fresh	45	2.28 - 3.69	3.16
			Split Breast, Bone-In, Regular	Conventional	Fresh	463	1.79 - 2.99	2.73
			Split Breast, Bone-In, Value	Conventional	Fresh	63	1.47 - 1.97	1.89
			Thighs, Regular	Antibiotic Free	Fresh	6	1.99 - 1.99	1.99
			Thighs, Regular	Conventional	Fresh	127	1.98 - 1.99	1.98
			Thighs, Regular	USDA Organic	Fresh	112	5.99 - 5.99	5.99
			Thighs, Value	Conventional	Fresh	40	0.87 - 2.99	1.54
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	34	3.28 - 3.99	3.32
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	331	2.49 - 3.48	2.90
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	76	1.27 - 2.89	1.87
			V-Cut Wings, Value	Conventional	Fresh	168	2.29 - 3.79	2.82
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	51	3.19 - 3.20	3.20
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	204	1.47 - 3.20	2.28
			V-Cut Wings, IQF	Conventional	Frozen	313	2.49 - 3.00	3.00
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	32	3.00 - 3.00	3.00
Prepared	Each		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	1	9.74 - 9.74	9.74
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	103	8.99 - 10.99	9.65
			Fried/Baked Chicken, Mixed	Conventional	Prepared	48	5.97 - 5.97	5.97
			Fried/Baked Wings, Bone-In	Conventional	Prepared	3	5.00 - 5.00	5.00
			Rotisserie Leg Quarter, 8-Piece	Conventional	Prepared	28	6.00 - 6.00	6.00
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	72	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	1	6.99 - 6.99	6.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	167	4.99 - 5.00	5.00
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	112	9.99 - 9.99	9.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	208	4.77 - 8.99	7.02
			Fried/Baked Wings, Boneless	Conventional	Prepared	47	5.99 - 6.99	6.86
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	82	4.96 - 5.33	5.15
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	110	7.00 - 9.31	7.76
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	107	2.50 - 4.35	3.21



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	112	5.99 - 6.99	6.02
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	473	4.44 - 15.97	6.66
			Service Deli - Cat 1	Conventional	Prepared	189	8.99 - 12.99	10.81
			Service Deli - Cat 2	Conventional	Prepared	63	4.67 - 8.99	7.07

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,509
Activity Index	8,112
Feature Rate (%)	87.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Half Chicken	Antibiotic Free	Fresh	10	1.99 - 1.99	1.99
			Whole Bagged Fryer	Antibiotic Free	Fresh	117	1.27 - 1.27	1.27
			Whole Bagged Fryer	Conventional	Fresh	131	2.49 - 2.49	2.49
			Whole Bagged Fryer	USDA Organic, Free Range	Fresh	14	4.49 - 4.49	4.49
Parts		Per lb	Whole Cornish Hen	Conventional	Frozen	13	3.29 - 3.29	3.29
			Breast Tenders, Regular	Conventional	Fresh	13	4.99 - 4.99	4.99
			Breast Tenders, Regular	USDA Organic	Fresh	12	9.99 - 9.99	9.99
			Breast Tenders, Value	Conventional	Fresh	184	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	251	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	526	3.99 - 4.99	4.92
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	385	1.75 - 4.99	2.68
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	184	9.99 - 9.99	9.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	16	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	227	4.49 - 4.99	4.95
			Breast, Boneless/Skinless, Value	Conventional	Fresh	737	2.48 - 3.47	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	114	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	13	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	71	3.99 - 3.99	3.99
			Drumsticks, Regular	Conventional	Fresh	146	0.89 - 1.39	1.15
			Drumsticks, Value	Antibiotic Free	Fresh	148	1.99 - 1.99	1.99
			Drumsticks, Value	Conventional	Fresh	83	0.99 - 1.99	1.12
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	310	2.49 - 3.99	2.86

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	118	1.97 - 2.69	2.40
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	130	2.49 - 2.69	2.59
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	47	2.49 - 2.49	2.49
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	55	0.69 - 0.69	0.69
			Leg Quarters, Value	Conventional	Fresh	254	0.89 - 0.89	0.89
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	188	1.79 - 3.99	3.77
			Party Wings, Flats and Drums, Regular	USDA Organic, Free Range	Fresh	117	5.99 - 5.99	5.99
			Split Breast, Bone-In, Value	Conventional	Fresh	63	1.97 - 1.97	1.97
			Thighs, Regular	USDA Organic	Fresh	208	5.99 - 5.99	5.99
			Thighs, Value	ABF, Free Range	Fresh	16	3.49 - 3.49	3.49
			Thighs, Value	Antibiotic Free	Fresh	148	1.99 - 1.99	1.99
			Thighs, Value	Conventional	Fresh	64	1.99 - 2.99	2.83
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	11	8.99 - 8.99	8.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	487	2.49 - 2.49	2.49
IQF	Per lb		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	55	3.20 - 3.20	3.20
			V-Cut Wings, IQF	Antibiotic Free	Frozen	55	3.20 - 3.20	3.20
			V-Cut Wings, IQF	Conventional	Frozen	168	2.49 - 3.00	2.84
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	184	10.99 - 10.99	10.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	54	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	64	10.99 - 10.99	10.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	420	5.00 - 8.99	6.61
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	208	9.99 - 9.99	9.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	169	9.99 - 9.99	9.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	64	3.99 - 3.99	3.99
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	265	6.99 - 6.99	6.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	715	6.98 - 10.65	8.55
			Service Deli - Cat 2	Conventional	Prepared	63	4.67 - 4.67	4.67

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	2,071
Feature Rate (%)	84.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Half Chicken	Antibiotic Free	Fresh	22	1.99 - 1.99	1.99
			Whole Bagged Fryer	ABF, Free Range	Fresh	10	2.39 - 2.39	2.39
			Whole Bagged Fryer	Antibiotic Free	Fresh	117	1.79 - 1.99	1.92
			Whole Bagged Fryer	Conventional	Fresh	36	2.49 - 2.49	2.49
			Whole Bagged Fryer	USDA Organic, Free Range	Fresh	11	2.69 - 2.69	2.69
Parts	Per lb		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	15	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	499	3.99 - 5.99	5.24
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	23	1.99 - 2.99	2.16
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	23	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	21	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	139	3.99 - 5.99	5.77
			Breast, Boneless/Skinless, Value	Conventional	Fresh	33	1.99 - 2.99	2.41
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	41	4.99 - 4.99	4.99
			Drumsticks, Regular	ABF, Free Range	Fresh	79	2.29 - 2.29	2.29
			Drumsticks, Regular	Conventional	Fresh	1	0.89 - 0.89	0.89
			Drumsticks, Value	Conventional	Fresh	22	1.99 - 1.99	1.99
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	11	0.49 - 0.49	0.49
			Leg Quarters, Regular	Antibiotic Free	Fresh	11	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	ABF, Free Range	Fresh	12	3.99 - 3.99	3.99
			Thighs, Regular	Conventional	Fresh	41	2.19 - 2.19	2.19
			Thighs, Regular	USDA Organic	Fresh	3	5.99 - 5.99	5.99
			Thighs, Value	Conventional	Fresh	33	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	36	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	4	3.29 - 3.29	3.29
			Thighs, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99 - 4.99	4.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	312	2.49 - 3.98	2.71
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	11	8.99 - 8.99	8.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	205	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	3	9.99 - 9.99	9.99
			Rotisserie Breast	ABF, Free Range	Prepared	10	16.99 - 16.99	16.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	71	5.81 - 6.17	6.02



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	145	6.98 - 7.98	7.91
			Service Deli - Cat 1	Conventional	Prepared	41	9.99 - 9.99	9.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	137
Feature Rate (%)	82.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	3	1.98 - 1.98	1.98
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	58	2.99 - 4.99	4.52
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	11	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Fresh	3	1.48 - 1.48	1.48
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	25	3.29 - 3.99	3.93
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	23	8.97 - 8.97	8.97
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	3	7.98 - 7.98	7.98
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	11	7.98 - 7.98	7.98

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	201
Feature Rate (%)	61.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	4	2.49 - 2.49	2.49
			Whole Cornish Hen	Conventional	Frozen	7	4.08 - 4.08	4.08
Parts		Per lb	Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	23	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Fresh	26	0.89 - 2.89	2.74
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	3	1.20 - 1.20	1.20
			Leg Quarters, Regular	Conventional	Fresh	24	2.89 - 2.89	2.89
			Thighs, Regular	Conventional	Fresh	31	2.89 - 2.99	2.91
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	3	4.39 - 4.39	4.39
			V-Cut Wings, Value	Conventional	Fresh	3	4.19 - 4.19	4.19
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	6	3.40 - 3.47	3.44
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	23	5.00 - 5.00	5.00

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	48	10.65 - 13.69	12.17

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.