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Report for 9/28/2024 - 10/4/2024

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate decreased 0.9% and the activity decreased by 9.2%. Whole birds, items from parts, IQF, ground and variety meats increased in ad space while prepared and deli items decreased ad space. Kosher items decreased after Rosh Hashana.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	68,907	75,906	
Feature Rate (%)	91.2%	92.1%	

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	Conventional	Fresh	80	1.29				
		Whole Bagged Fryer	ABF, Free Range	Fresh			937	2.00		
		Whole Bagged Fryer	Antibiotic Free	Fresh	3,320	1.82	728	1.81		
		Whole Bagged Fryer	Conventional	Fresh	659	1.54	918	1.51		
		Whole Bagged Fryer	Conventional	Frozen	47	1.59				
		Whole Bagged Fryer	Kosher	Fresh	130	4.49	710	3.99		
		Whole Bagged Fryer	USDA Organic	Fresh	473	3.87	1,162	3.34		
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	16	3.99				
		Whole Bagged Roaster	Antibiotic Free	Fresh	187	1.99	73	0.99		
		Whole Bagged Roaster	Conventional	Fresh	73	1.83				
		Whole Baking Hen	Conventional	Fresh	101	1.48	107	1.61		
		Whole Cornish Hen	Conventional	Fresh	40	3.83	51	4.40		
		Whole Cornish Hen	Conventional	Frozen			212	3.41		
		Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	1.99				
		Whole Cut-Up Fryer	Conventional	Fresh	44	1.99				
		Whole Cut-Up Fryer	Kosher	Fresh			396	3.99		
Parts	Per lb	Breast Tenders, 10 Lbs or more	Conventional	Fresh	28	1.75				
		Breast Tenders, 10 Lbs or more	Conventional	Frozen			28	1.75		
		Breast Tenders, Regular	ABF, Free Range	Fresh	302	5.99	117	6.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh	1,667	5.44	616	5.05		
		Breast Tenders, Regular	Conventional	Fresh	914	3.49	656	3.89		



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			174	8.99		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	37	8.42				
		Breast Tenders, Value	Antibiotic Free	Fresh			363	4.47		
		Breast Tenders, Value	Conventional	Fresh	315	3.28	1,774	3.23		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	569	6.99	128	6.82		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	2,794	4.51	4,349	4.72		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Frozen			358	3.58		
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	5,512	3.46	2,590	2.97		
		Breast, Boneless/Skinless, Regular	Conventional	Frozen			415	3.87		
		Breast, Boneless/Skinless, Regular	Kosher	Fresh	130	9.49	314	6.99		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	835	8.51	648	8.05		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	133	8.23	44	10.90		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1,201	4.08	634	3.67		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	5,440	2.76	3,021	3.42		
		Breast, Boneless/Skinless, Value	Conventional	Frozen	102	2.98				
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	227	4.13	198	5.14		
		Breast, Boneless/Skinless, Marinated, Regular	USDA Organic	Fresh	148	9.99				
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	35	7.45	133	7.11		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	604	5.49	435	4.95		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	131	4.34	47	4.00		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	2,356	2.99				
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	147	3.39	87	2.98		
		Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	30	0.99	30	0.99		
		Drumsticks, 10 Lbs or more	Conventional	Fresh			28	1.00		
		Drumsticks, 10 Lbs or more	Conventional	Frozen	28	0.89				
		Drumsticks, Regular	Antibiotic Free	Fresh	1,738	2.96	873	2.42		
		Drumsticks, Regular	Conventional	Fresh	1,788	1.27	4,066	1.03		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Drumsticks, Regular	Conventional	Frozen	30	0.97	84	0.88		
		Drumsticks, Regular	USDA Organic, Free Range	Fresh			25	4.99		
		Drumsticks, Value	Antibiotic Free	Fresh	677	1.49	759	1.62		
		Drumsticks, Value	Conventional	Fresh	944	1.41	3,358	1.55		
		Drumsticks, Value	Conventional	Frozen	3	1.38	47	0.99		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	77	2.88	133	2.34		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Frozen	7	2.89	7	2.89		
		Leg Meat, Boneless/Skinless, Value	Antibiotic Free	Fresh			76	1.69		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	170	2.24	106	2.32		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	73	2.71	167	2.38		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Frozen			7	2.89		
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	170	2.38	59	2.59		
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	30	0.79				
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	517	0.79	200	0.78		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	124	0.82	1,212	0.79		
		Leg Quarters, Regular	Antibiotic Free	Fresh	32	1.99	326	1.60		
		Leg Quarters, Regular	Conventional	Fresh	247	0.97	288	0.95		
		Leg Quarters, Regular	Kosher	Fresh			710	3.33		
		Leg Quarters, Value	Antibiotic Free	Fresh	235	1.06	122	1.38		
		Leg Quarters, Value	Conventional	Fresh	198	1.74	221	1.18		
		Leg Quarters, Value	Conventional	Frozen			16	1.19		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	20	1.49				
		Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19	41	1.12		
		Legs, Regular	Antibiotic Free	Fresh	1,026	3.74	44	1.39		
		Legs, Regular	Conventional	Fresh			38	0.88		
		Legs, Regular	USDA Organic	Fresh	120	4.99				
		Legs, Value	Antibiotic Free	Fresh	38	1.69				
		Legs, Marinated, Regular	Conventional	Fresh			13	2.39		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	205	3.71	90	3.64		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	45	2.93	976	3.00		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Party Wings, Flats and Drums, Regular	Conventional	Frozen	94	2.66				
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	338	4.71				
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh			148	5.99		
		Party Wings, Flats and Drums, Value	Conventional	Fresh	46	2.34	98	2.38		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	223	2.64	200	2.22		
		Split Breast, Bone-In, Regular	Conventional	Fresh	959	1.88	624	2.09		
		Split Breast, Bone-In, Regular	USDA Organic	Fresh	41	2.49				
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	79	2.29	98	2.03		
		Split Breast, Bone-In, Value	Conventional	Fresh	427	1.64	517	2.07		
		Split Breast, Bone-In, Value	Conventional	Frozen	47	1.59				
		Thighs, Regular	ABF, Free Range	Fresh			117	6.99		
		Thighs, Regular	Antibiotic Free	Fresh	1,657	3.55	820	2.76		
		Thighs, Regular	Conventional	Fresh	103	2.66	1,073	1.26		
		Thighs, Regular	Conventional	Frozen	10	2.69	82	1.49		
		Thighs, Regular	USDA Organic	Fresh	14	4.49				
		Thighs, Regular	USDA Organic, Free Range	Fresh			25	4.99		
		Thighs, Value	Antibiotic Free	Fresh	389	1.68	509	1.78		
		Thighs, Value	Conventional	Fresh	1,271	1.77	1,407	1.41		
		Thighs, Value	Conventional	Frozen	3	2.18				
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	2,250	3.84	748	4.50		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1,468	2.87	1,156	2.88		
		Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92	21	2.49		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	159	7.31	98	5.88		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	58	3.99				
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	352	3.01	1,359	3.00		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	110	3.84	189	2.89		
		V-Cut Wings, Regular	Conventional	Fresh	47	2.99	90	2.59		
		V-Cut Wings, Value	Antibiotic Free	Fresh	73	2.99	751	3.49		
		V-Cut Wings, Value	Conventional	Fresh	167	3.51	108	3.62		
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	79	2.64	85	2.18		
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	188	4.44				
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	188	2.35	557	2.80		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
IQF	Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	555	2.64	298	2.81		
		V-Cut Wings, IQF	Conventional	Frozen	469	2.83	232	2.58		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	736	4.18	410	3.97		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	396	3.15	156	3.96		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh			16	6.49		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh			19	4.99		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen	87	3.99				
		Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09	17	6.09		
		Ground Chicken Patties, 2-4 Lbs	Conventional	Frozen			188	5.50		
Prepared	Each	Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	38	10.99	38	10.99		
		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	83	9.46	31	10.76		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	71	7.05	889	6.49		
		Fried/Baked Chicken, Dark	Conventional	Prepared	21	6.99				
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	98	13.54	11	13.99		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,912	7.48	1,393	8.89		
		Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared			125	1.07		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Antibiotic Free	Prepared			21	0.45		
		Fried/Baked Wings, Boneless, Bulk (\$/Piece)	Conventional	Prepared			16	0.60		
		Fried/Baked Wings, Boneless	Conventional	Prepared	20	6.50				
		Rotisserie Breast	Conventional	Prepared			20	9.99		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	66	8.99	188	7.49		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2,898	8.44	1,851	8.72		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	356	8.46				
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	276	8.45	1,065	6.95		
		Fried/Baked Chicken, Dark	Antibiotic Free	Prepared			21	12.99		
		Fried/Baked Chicken, Mixed	Conventional	Prepared	918	5.00	21	5.00		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	1,556	6.38	2,715	7.54		
		Fried/Baked Wings, Boneless	Antibiotic Free	Prepared			41	6.99		
		Fried/Baked Wings, Boneless	Conventional	Prepared	219	8.62	2,861	7.03		
		Rotisserie Breast	Conventional	Prepared			21	7.99		

Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Prepared	Per lb	Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared			414	7.50		
Deli	Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	187	7.38				
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	219	7.24	110	9.29		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	522	5.79	341	5.27		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	709	6.83	1,087	6.52		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	4,090	8.54	10,542	8.20		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97				
		Service Deli - Cat 1	Conventional	Prepared	3,055	10.79	1,557	9.84		
		Service Deli - Cat 2	Conventional	Prepared	493	6.90	1,521	6.41		
Variety Meat	Per lb	Feet	Conventional	Fresh	38	2.99	44	3.99		
		Gizzards	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Gizzards	Conventional	Fresh	120	1.59	39	2.47		
		Hearts	Antibiotic Free	Frozen	17	2.99	17	2.99		
		Hearts	Conventional	Fresh	38	1.99	44	1.59		
		Liver	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Liver	Conventional	Fresh	189	1.69	67	1.62		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	18,030
Feature Rate (%)	98.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	1579	1.29 - 2.99	1.78
			Whole Bagged Fryer	Conventional	Fresh	180	1.69 - 1.99	1.94
			Whole Bagged Fryer	Kosher	Fresh	130	4.49 - 4.49	4.49
			Whole Bagged Fryer	USDA Organic	Fresh	11	3.99 - 3.99	3.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	187	1.99 - 1.99	1.99
			Whole Bagged Roaster	Conventional	Fresh	73	1.83 - 1.83	1.83
			Whole Baking Hen	Conventional	Fresh	63	1.69 - 1.99	1.78
			Whole Cornish Hen	Conventional	Fresh	17	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	1.99 - 1.99	1.99
			Whole Cut-Up Fryer	Conventional	Fresh	44	1.99 - 1.99	1.99
Parts		Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh	302	5.99 - 5.99	5.99
			Breast Tenders, Regular	Antibiotic Free	Fresh	109	5.99 - 7.99	6.30
			Breast Tenders, Regular	Conventional	Fresh	138	2.99 - 3.99	3.86
			Breast Tenders, Regular	USDA Organic, Free Range	Fresh	21	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	406	4.49 - 7.99	5.27
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	662	1.99 - 5.00	2.73
			Breast, Boneless/Skinless, Regular	Kosher	Fresh	130	9.49 - 9.49	9.49
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	194	5.99 - 8.99	7.24
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	587	3.49 - 4.99	3.67
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1716	1.97 - 3.69	2.71
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	19	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	604	4.99 - 5.99	5.49
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	37	3.49 - 5.99	4.84
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	491	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	755	1.29 - 3.99	2.48
			Drumsticks, Regular	Conventional	Fresh	298	0.99 - 1.39	1.09
			Drumsticks, Value	Antibiotic Free	Fresh	288	1.49 - 2.59	1.63
			Drumsticks, Value	Conventional	Fresh	322	0.69 - 1.99	1.56
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	85	0.69 - 0.69	0.69
			Leg Quarters, Regular	Conventional	Fresh	187	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	195	0.99 - 1.99	1.75
			Legs, Regular	Antibiotic Free	Fresh	274	3.49 - 3.99	3.74
			Legs, Regular	USDA Organic	Fresh	120	4.99 - 4.99	4.99
			Legs, Value	Antibiotic Free	Fresh	38	1.69 - 1.69	1.69
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	87	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	23	4.99 - 4.99	4.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	47	2.99 - 2.99	2.99
			Thighs, Regular	Antibiotic Free	Fresh	615	1.29 - 4.99	2.88
			Thighs, Regular	Conventional	Fresh	3	2.99 - 2.99	2.99
			Thighs, Value	Antibiotic Free	Fresh	288	1.49 - 2.59	1.70
			Thighs, Value	Conventional	Fresh	467	1.29 - 2.99	2.13
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	378	2.99 - 3.99	3.87
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	92	2.39 - 2.97	2.86
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	147	6.99 - 7.99	7.17

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Boneless/Skinless, Value	Conventional	Fresh	130	2.99 - 2.99	2.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	73	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	32	3.99 - 3.99	3.99
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	354	2.33 - 3.25	2.40
			V-Cut Wings, IQF	Conventional	Frozen	209	2.20 - 3.60	3.11
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	488	3.50 - 4.50	4.02
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	335	2.99 - 2.99	2.99
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen	87	3.99 - 3.99	3.99
Prepared		Each	Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	44	8.99 - 8.99	8.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	586	6.99 - 9.99	7.75
			Fried/Baked Wings, Boneless	Conventional	Prepared	20	6.50 - 6.50	6.50
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	66	8.99 - 8.99	8.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	483	6.99 - 8.99	8.19
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	187	7.99 - 7.99	7.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	20	5.99 - 5.99	5.99
			Fried/Baked Chicken, Mixed	Conventional	Prepared	75	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	148	5.00 - 9.99	7.46
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	187	7.38 - 7.38	7.38
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	20	6.98 - 6.98	6.98
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	372	5.59 - 6.21	5.90
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	616	4.44 - 15.98	9.48
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	23.97 - 23.97	23.97
			Service Deli - Cat 1	Conventional	Prepared	345	7.99 - 13.99	9.54
			Service Deli - Cat 2	Conventional	Prepared	274	5.99 - 7.99	7.35
Variety Meat		Per lb	Gizzards	Conventional	Fresh	120	1.59 - 1.59	1.59
			Liver	Conventional	Fresh	186	1.49 - 1.99	1.68

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	17,979
Feature Rate (%)	87.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	187	1.29 - 2.49	1.70
			Whole Bagged Fryer	Conventional	Fresh	98	0.98 - 1.99	1.60
			Whole Bagged Fryer	USDA Organic	Fresh	80	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Baking Hen	Conventional	Fresh	38	0.98 - 0.98	0.98
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	1425	3.98 - 5.49	5.44
			Breast Tenders, Regular	Conventional	Fresh	401	2.99 - 3.99	3.93
			Breast Tenders, Value	Conventional	Fresh	143	2.99 - 3.99	3.05
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1425	3.58 - 4.48	3.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	2937	1.97 - 5.49	3.90
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	239	7.99 - 8.99	8.98
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	186	3.49 - 4.99	4.14
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1146	1.97 - 3.99	2.69
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	40	4.99 - 5.99	5.04
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	638	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	60	3.99 - 3.99	3.99
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	30	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	246	1.29 - 3.99	3.30
			Drumsticks, Regular	Conventional	Fresh	1149	0.68 - 1.39	1.36
			Drumsticks, Value	Antibiotic Free	Fresh	63	1.49 - 1.49	1.49
			Drumsticks, Value	Conventional	Fresh	129	0.69 - 1.49	1.34
			Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	30	0.79 - 0.79	0.79
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	89	0.69 - 0.69	0.69
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	38	0.70 - 0.70	0.70
			Leg Quarters, Regular	Conventional	Fresh	25	0.69 - 0.69	0.69
			Leg Quarters, Value	Antibiotic Free	Fresh	1	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	3	0.99 - 0.99	0.99
			Legs, Regular	Antibiotic Free	Fresh	184	3.49 - 3.99	3.74
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	44	2.87 - 2.98	2.93
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	236	4.99 - 4.99	4.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	3	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	361	1.99 - 2.17	2.00
			Thighs, Regular	Antibiotic Free	Fresh	229	1.29 - 4.99	4.09
			Thighs, Value	Antibiotic Free	Fresh	63	1.49 - 1.49	1.49
			Thighs, Value	Conventional	Fresh	303	1.19 - 1.79	1.73
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1380	3.49 - 3.49	3.49
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	65	2.97 - 3.98	3.41
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	29	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	1	2.99 - 2.99	2.99
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	60	2.50 - 2.60	2.55
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	39	1.66 - 2.50	2.46
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	118	1.98 - 3.25	2.38



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
IQF		Per lb	V-Cut Wings, IQF	Conventional	Frozen	31	1.80 - 3.60	1.97
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	248	4.50 - 4.50	4.50
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	70	6.99 - 7.19	7.04
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	459	4.79 - 12.99	5.78
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	401	5.98 - 9.99	7.54
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	217	5.99 - 9.99	8.71
			Fried/Baked Chicken, Mixed	Conventional	Prepared	37	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	37	5.00 - 5.00	5.00
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	31	6.08 - 6.64	6.13
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	57	5.59 - 6.21	5.85
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	71	4.79 - 6.38	5.53
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	626	4.44 - 15.97	9.02
			Service Deli - Cat 1	Conventional	Prepared	1654	7.99 - 12.99	11.61
Variety Meat		Per lb	Feet	Conventional	Fresh	38	2.99 - 2.99	2.99
			Hearts	Conventional	Fresh	38	1.99 - 1.99	1.99
			Liver	Conventional	Fresh	3	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	11,296
Feature Rate (%)	92.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Half Chicken	Conventional	Fresh	11	1.29 - 1.29	1.29
			Whole Bagged Fryer	Antibiotic Free	Fresh	455	1.48 - 3.99	1.91
			Whole Bagged Fryer	Conventional	Fresh	198	1.29 - 1.69	1.48
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	105	3.98 - 5.95	4.74
			Breast Tenders, Regular	Conventional	Fresh	152	2.49 - 4.29	3.72
			Breast Tenders, Value	Conventional	Fresh	47	2.49 - 4.99	3.79
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	1	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	660	3.58 - 6.99	5.29
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	437	1.99 - 5.49	3.54
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	34	6.99 - 8.49	8.00
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	105	3.49 - 3.49	3.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1039	2.49 - 3.99	2.80



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	47	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	802	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	240	1.99 - 3.99	2.95
			Drumsticks, Regular	Conventional	Fresh	6	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	66	0.69 - 1.91	1.28
			Drumsticks, Value	Conventional	Fresh	53	1.49 - 1.77	1.66
			Leg Quarters, Regular	Antibiotic Free	Fresh	32	1.99 - 1.99	1.99
			Leg Quarters, Regular	Conventional	Fresh	22	1.19 - 1.19	1.19
			Leg Quarters, Value	Antibiotic Free	Fresh	208	0.97 - 1.29	1.07
			Legs, Regular	Antibiotic Free	Fresh	130	3.49 - 3.99	3.74
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	44	3.99 - 4.99	4.65
			Party Wings, Flats and Drums, Value	Conventional	Fresh	16	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	93	1.49 - 3.99	2.11
			Split Breast, Bone-In, Regular	Conventional	Fresh	1	1.79 - 1.79	1.79
			Thighs, Regular	Antibiotic Free	Fresh	240	1.99 - 4.99	3.48
			Thighs, Regular	Conventional	Fresh	61	2.99 - 2.99	2.99
			Thighs, Value	Antibiotic Free	Fresh	32	1.91 - 1.91	1.91
			Thighs, Value	Conventional	Fresh	253	1.49 - 1.49	1.49
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	418	2.99 - 5.49	4.95
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	9	2.49 - 2.97	2.92
			V-Cut Wings, Regular	Antibiotic Free	Fresh	110	2.99 - 3.99	3.84
			V-Cut Wings, Regular	Conventional	Fresh	47	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	73	2.99 - 3.99	3.28
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	16	3.04 - 3.04	3.04
			Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	188	4.44 - 4.44	4.44
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	36	1.66 - 1.66	1.66
			V-Cut Wings, IQF	Conventional	Frozen	56	1.80 - 1.80	1.80
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	17	4.00 - 4.99	4.87
			Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09 - 6.09	6.09
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	32	10.99 - 10.99	10.99
			Fried/Baked Chicken, Dark	Conventional	Prepared	21	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	2	12.36 - 12.36	12.36
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	170	6.90 - 10.99	9.66
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	255	6.99 - 8.99	7.58
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	17	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed	Conventional	Prepared	8	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	51	5.00 - 9.33	8.65
			Fried/Baked Wings, Boneless	Conventional	Prepared	136	7.99 - 9.00	8.31
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	132	6.00 - 9.31	7.13



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	93	5.32 - 5.32	5.32
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	303	5.98 - 8.99	7.12
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2557	3.56 - 15.97	8.29
			Service Deli - Cat 1	Conventional	Prepared	739	7.99 - 11.99	9.65
			Service Deli - Cat 2	Conventional	Prepared	152	6.99 - 7.99	7.10
Variety Meat	Per lb		Gizzards	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Hearts	Antibiotic Free	Frozen	17	2.99 - 2.99	2.99
			Liver	Antibiotic Free	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	3,678
Activity Index	7,410
Feature Rate (%)	91.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Half Chicken	Conventional	Fresh	69	1.29 - 1.29	1.29
			Whole Bagged Fryer	Antibiotic Free	Fresh	149	1.67 - 1.99	1.90
			Whole Bagged Fryer	Conventional	Fresh	162	0.97 - 1.89	1.23
			Whole Bagged Fryer	USDA Organic	Fresh	112	3.99 - 3.99	3.99
Parts	Per lb		Breast Tenders, 10 Lbs or more	Conventional	Fresh	2	1.75 - 1.75	1.75
			Breast Tenders, Regular	Antibiotic Free	Fresh	28	4.39 - 4.39	4.39
			Breast Tenders, Regular	Conventional	Fresh	54	2.49 - 3.99	3.32
			Breast Tenders, Value	Conventional	Fresh	62	2.49 - 3.99	3.77
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	68	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	71	3.99 - 4.44	4.16
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	552	1.97 - 4.00	2.88
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	69	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	112	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	677	1.97 - 3.99	2.76
			Breast, Boneless/Skinless, Value	Conventional	Frozen	102	2.98 - 2.98	2.98
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	168	3.69 - 3.69	3.69
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	311	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	87	2.97 - 2.99	2.98



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, 10 Lbs or more	Conventional	Frozen	28	0.89 - 0.89	0.89
			Drumsticks, Regular	Antibiotic Free	Fresh	156	3.49 - 3.99	3.74
			Drumsticks, Regular	Conventional	Fresh	57	0.88 - 1.27	1.01
			Drumsticks, Regular	Conventional	Frozen	27	0.85 - 0.85	0.85
			Drumsticks, Value	Antibiotic Free	Fresh	6	1.91 - 1.91	1.91
			Drumsticks, Value	Conventional	Fresh	438	0.87 - 1.77	1.30
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	2.69 - 2.69	2.69
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	59	2.39 - 2.39	2.39
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.69 - 2.69	2.69
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	59	2.39 - 2.39	2.39
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	89	0.69 - 0.70	0.70
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	28	0.99 - 0.99	0.99
			Leg Quarters, Value	Antibiotic Free	Fresh	26	0.99 - 1.00	1.00
			Leg Quarters, Marinated, Regular	Conventional	Fresh	20	1.49 - 1.49	1.49
			Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19 - 1.19	1.19
			Legs, Regular	Antibiotic Free	Fresh	156	3.49 - 3.99	3.74
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	74	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	1	2.87 - 2.87	2.87
			Party Wings, Flats and Drums, Regular	Conventional	Frozen	94	2.66 - 2.66	2.66
			Split Breast, Bone-In, Regular	Conventional	Fresh	97	1.79 - 2.17	1.85
			Split Breast, Bone-In, Value	Conventional	Fresh	364	1.49 - 2.49	1.50
			Thighs, Regular	Antibiotic Free	Fresh	156	4.49 - 4.99	4.74
			Thighs, Regular	Conventional	Fresh	6	2.99 - 2.99	2.99
			Thighs, Value	Antibiotic Free	Fresh	6	1.91 - 1.91	1.91
			Thighs, Value	Conventional	Fresh	248	0.98 - 1.69	1.41
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	74	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	269	2.49 - 2.97	2.68
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	29	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	30	2.47 - 2.99	2.96
			V-Cut Wings, Value	Conventional	Fresh	59	3.47 - 3.47	3.47
IQF	Per lb		Breast, Boneless/Skinless, IQF	Conventional	Frozen	113	1.66 - 2.80	2.53
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	54	2.80 - 4.75	4.68
			V-Cut Wings, IQF	Conventional	Frozen	2	2.49 - 2.49	2.49
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	25	4.00 - 4.00	4.00
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	6	10.99 - 10.99	10.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	1	7.19 - 7.19	7.19
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	25	12.36 - 12.36	12.36
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	217	4.79 - 9.99	7.84
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	623	7.99 - 9.99	8.66



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Chicken, Mixed	Conventional	Prepared	107	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	325	4.77 - 9.33	6.62
			Fried/Baked Wings, Boneless	Conventional	Prepared	72	9.00 - 9.00	9.00
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	36	8.77 - 8.77	8.77
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	3	6.99 - 6.99	6.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	167	5.33 - 15.97	6.98
			Service Deli - Cat 1	Conventional	Prepared	86	8.49 - 11.49	9.60
			Service Deli - Cat 2	Conventional	Prepared	3	6.99 - 6.99	6.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	10,047
Feature Rate (%)	89.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	481	1.27 - 1.99	1.81
			Whole Bagged Fryer	Conventional	Frozen	47	1.59 - 1.59	1.59
			Whole Bagged Fryer	USDA Organic	Fresh	208	3.99 - 3.99	3.99
			Whole Bagged Fryer	USDA Organic,	Fresh	16	3.99 - 3.99	3.99
				Free Range				
Parts		Per lb	Whole Cornish Hen	Conventional	Fresh	13	3.49 - 3.49	3.49
			Breast Tenders, 10 Lbs or more	Conventional	Fresh	6	1.75 - 1.75	1.75
			Breast Tenders, Regular	Conventional	Fresh	169	1.99 - 1.99	1.99
			Breast Tenders, Regular	USDA Organic,	Fresh	16	8.99 - 8.99	8.99
				Free Range				
			Breast Tenders, Value	Conventional	Fresh	63	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Regular	ABF, Free	Fresh	382	6.99 - 6.99	6.99
				Range				
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	201	3.99 - 4.48	4.29
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	552	1.99 - 4.99	2.93
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	236	8.99 - 9.99	9.83
			Breast, Boneless/Skinless, Regular	USDA Organic,	Fresh	133	7.99 - 9.99	8.23
				Free Range				
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	208	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	749	2.47 - 3.99	2.88
			Breast, Boneless/Skinless, Marinated, Regular	USDA Organic	Fresh	148	9.99 - 9.99	9.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	16	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	54	3.49 - 3.49	3.49
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	114	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	226	3.49 - 3.99	3.74
			Drumsticks, Regular	Conventional	Fresh	206	0.89 - 2.00	1.17
			Drumsticks, Value	Antibiotic Free	Fresh	254	1.39 - 1.39	1.39
			Drumsticks, Value	Conventional	Fresh	2	1.29 - 1.29	1.29
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	74	2.69 - 3.99	2.88
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	111	1.97 - 2.29	2.15
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	63	2.69 - 2.69	2.69
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	111	2.29 - 2.49	2.37
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	254	0.89 - 0.89	0.89
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	55	0.79 - 0.79	0.79
			Leg Quarters, Regular	Conventional	Fresh	13	0.89 - 0.89	0.89
			Legs, Regular	Antibiotic Free	Fresh	226	3.49 - 3.99	3.74
			Split Breast, Bone-In, Regular	Conventional	Fresh	382	1.79 - 1.79	1.79
			Split Breast, Bone-In, Value	Conventional	Fresh	63	2.49 - 2.49	2.49
			Split Breast, Bone-In, Value	Conventional	Frozen	47	1.59 - 1.59	1.59
			Thighs, Regular	Antibiotic Free	Fresh	226	4.49 - 4.99	4.74
			Thighs, Regular	Conventional	Fresh	19	2.00 - 2.00	2.00
			Thighs, Regular	USDA Organic	Fresh	14	4.49 - 4.49	4.49
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	545	2.49 - 2.97	2.80
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	12	8.99 - 8.99	8.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	77	2.47 - 3.79	2.81
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	6	2.80 - 2.80	2.80
			V-Cut Wings, IQF	Conventional	Frozen	171	2.49 - 3.20	2.98
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	19	3.33 - 3.33	3.33
Prepared	Each		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	39	9.99 - 9.99	9.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	71	13.99 - 13.99	13.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	342	5.00 - 10.99	8.19
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	797	5.99 - 9.99	8.92
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	169	8.99 - 8.99	8.99
Prepared	Per lb		Fried/Baked Chicken, Mixed	Conventional	Prepared	354	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	658	3.99 - 9.99	6.61
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	291	5.99 - 6.99	6.83
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	64	5.98 - 11.18	6.79



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Service Deli - Cat 1	Conventional	Prepared	210	10.99 - 11.99	11.08
			Service Deli - Cat 2	Conventional	Prepared	64	4.49 - 4.49	4.49

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	3,733
Feature Rate (%)	79.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	434	1.29 - 1.99	1.93
			Whole Bagged Fryer	Conventional	Fresh	21	0.97 - 0.97	0.97
			Whole Bagged Fryer	USDA Organic	Fresh	62	2.99 - 3.99	3.04
Parts		Per lb	Breast Tenders, 10 Lbs or more	Conventional	Fresh	20	1.75 - 1.75	1.75
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	118	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	31	3.49 - 4.44	4.10
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	334	1.99 - 2.99	2.91
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	63	6.99 - 8.99	7.69
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	99	2.69 - 3.29	2.73
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	12	6.99 - 6.99	6.99
			Drumsticks, Regular	Antibiotic Free	Fresh	107	1.99 - 3.99	2.78
			Drumsticks, Regular	Conventional	Fresh	72	0.99 - 1.99	1.15
			Legs, Regular	Antibiotic Free	Fresh	48	3.49 - 3.99	3.74
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	79	3.79 - 3.79	3.79
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	80	1.99 - 5.99	3.04
			Split Breast, Bone-In, Regular	Conventional	Fresh	118	1.79 - 1.79	1.79
			Split Breast, Bone-In, Regular	USDA Organic	Fresh	41	2.49 - 2.49	2.49
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	79	2.29 - 2.29	2.29
			Thighs, Regular	Antibiotic Free	Fresh	183	1.99 - 4.99	2.71
			Thighs, Regular	Conventional	Fresh	11	1.99 - 1.99	1.99
IQF		Per lb	Thighs, Boneless/Skinless, Regular	Conventional	Fresh	420	2.49 - 2.97	2.84
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	99	2.99 - 3.79	3.17
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	20	2.80 - 2.80	2.80
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	138	6.80 - 6.99	6.96
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	304	8.99 - 8.99	8.99
			Fried/Baked Breast Tenders	Conventional	Prepared	11	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed	Conventional	Prepared	302	5.00 - 5.00	5.00
Prepared		Each						



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	302	5.00 - 5.00	5.00
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	41	6.99 - 6.99	6.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	60	10.64 - 11.18	10.84
			Service Deli - Cat 1	Conventional	Prepared	21	8.98 - 8.98	8.98

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	159
Feature Rate (%)	87.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	12	1.99 - 1.99	1.99
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	15	2.97 - 3.48	3.07
			Breast, Boneless/Skinless, Value	Conventional	Fresh	5	2.69 - 3.29	2.93
			Drumsticks, Value	Conventional	Frozen	3	1.38 - 1.38	1.38
			Thighs, Value	Conventional	Frozen	3	2.18 - 2.18	2.18
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	45	2.97 - 4.99	4.45
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	12	2.99 - 2.99	2.99
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	3	2.40 - 2.40	2.40
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	3	3.99 - 3.99	3.99
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	12	8.99 - 8.99	8.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	11	9.99 - 9.99	9.99
			Fried/Baked Chicken, Mixed	Conventional	Prepared	12	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	12	5.00 - 5.00	5.00
			Fried/Baked Wings, Boneless	Conventional	Prepared	11	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	253
Feature Rate (%)	71.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	23	1.99 - 1.99	1.99
			Whole Cornish Hen	Conventional	Fresh	10	3.33 - 4.26	3.98
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	23	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Value	Conventional	Fresh	9	2.69 - 2.69	2.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	Antibiotic Free	Fresh	8	3.49 - 3.99	3.74
			Drumsticks, Regular	Conventional	Frozen	3	2.00 - 2.00	2.00
			Leg Meat, Boneless/Skinless, Regular	Conventional	Frozen	7	2.89 - 2.89	2.89
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	7	2.89 - 2.89	2.89
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	3	1.20 - 1.20	1.20
			Legs, Regular	Antibiotic Free	Fresh	8	3.49 - 3.99	3.74
			Party Wings, Flats and Drums, Value	Conventional	Fresh	30	2.00 - 2.00	2.00
			Thighs, Regular	Antibiotic Free	Fresh	8	4.49 - 4.99	4.74
			Thighs, Regular	Conventional	Fresh	3	1.72 - 1.72	1.72
			Thighs, Regular	Conventional	Frozen	10	2.00 - 2.99	2.69
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	23	2.97 - 2.97	2.97
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92 - 2.92	2.92
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	3	4.39 - 4.39	4.39
			V-Cut Wings, Value	Conventional	Fresh	3	4.99 - 4.99	4.99
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	23	8.99 - 8.99	8.99
Prepared	Per lb		Fried/Baked Chicken, Mixed	Conventional	Prepared	23	5.00 - 5.00	5.00
			Fried/Baked Wings, Bone-In	Conventional	Prepared	23	5.00 - 5.00	5.00

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.