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Report for 3/1/2025 - 3/7/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate decreased 10.4% and the activity index increased by 4.3%. IQF, prepared, deli and variety meat increased in ad space this week while whole birds, parts, and ground items decreased in ad space.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,824             |                    |
| Activity Index   | 66,102            | 63,380             |                    |
| Feature Rate (%) | 82.4%             | 92.8%              |                    |

| Section | Price Unit | Item                    | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Whole   | Per lb     | Whole Bagged Fryer      | ABF, Free Range          | Fresh     | 51           | 2.49          |              |               |              |               |
|         |            | Whole Bagged Fryer      | Antibiotic Free          | Fresh     | 1,201        | 1.95          | 1,199        | 1.90          |              |               |
|         |            | Whole Bagged Fryer      | Conventional             | Fresh     | 552          | 1.69          | 1,844        | 1.45          |              |               |
|         |            | Whole Bagged Fryer      | USDA Organic             | Fresh     | 166          | 3.38          |              |               |              |               |
|         |            | Whole Bagged Fryer      | USDA Organic, Free Range | Fresh     | 37           | 2.99          | 15           | 4.49          |              |               |
|         |            | Whole Bagged Roaster    | Antibiotic Free          | Fresh     | 257          | 1.62          | 333          | 1.29          |              |               |
|         |            | Whole Bagged Roaster    | Conventional             | Fresh     | 135          | 1.36          |              |               |              |               |
|         |            | Whole Baking Hen        | Conventional             | Fresh     | 131          | 1.61          |              |               |              |               |
|         |            | Whole Baking Hen        | Conventional             | Frozen    |              |               | 40           | 0.98          |              |               |
|         |            | Whole Cornish Hen       | Conventional             | Fresh     |              |               | 50           | 4.80          |              |               |
|         |            | Whole Cornish Hen       | Conventional             | Frozen    | 40           | 8.79          | 189          | 3.19          |              |               |
|         |            | Whole Cut-Up Fryer      | Antibiotic Free          | Fresh     |              |               | 120          | 1.79          |              |               |
|         |            | Whole Cut-Up Fryer      | Conventional             | Fresh     | 1,390        | 1.99          | 1,390        | 1.99          |              |               |
|         |            |                         |                          |           |              |               |              |               |              |               |
|         |            |                         |                          |           |              |               |              |               |              |               |
| Parts   | Per lb     | Breast Tenders, Regular | ABF, Free Range          | Fresh     |              |               | 118          | 6.99          |              |               |
|         |            | Breast Tenders, Regular | Antibiotic Free          | Fresh     | 662          | 5.42          | 1,101        | 5.52          |              |               |
|         |            | Breast Tenders, Regular | Conventional             | Fresh     | 442          | 3.64          | 1,569        | 4.10          |              |               |
|         |            | Breast Tenders, Regular | Halal                    | Fresh     | 212          | 7.99          |              |               |              |               |
|         |            | Breast Tenders, Regular | USDA Organic             | Fresh     | 28           | 8.99          |              |               |              |               |
|         |            | Breast Tenders, Regular | USDA Organic, Free Range | Fresh     | 37           | 11.99         | 72           | 8.99          |              |               |
|         |            | Breast Tenders, Value   | Antibiotic Free          | Fresh     |              |               | 236          | 2.99          |              |               |



| Section | Price Unit | Item                                            | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts   | Per lb     | Breast Tenders, Value                           | Conventional             | Fresh     | 577          | 3.33          | 171          | 3.82          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | ABF, Free Range          | Fresh     | 41           | 7.12          | 260          | 6.74          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 2,492        | 3.83          | 1,368        | 4.29          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 1,116        | 2.90          | 1,852        | 2.86          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Halal                    | Fresh     | 212          | 7.99          | 1,390        | 7.99          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 61           | 8.45          | 661          | 7.56          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic, Free Range | Fresh     | 37           | 10.99         |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 1,102        | 3.97          | 1,079        | 3.84          |              |               |
|         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 3,817        | 2.74          | 4,765        | 2.85          |              |               |
|         |            | Breast, Boneless/Skinless, Marinated, Regular   | Antibiotic Free          | Fresh     | 17           | 4.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 1,046        | 3.14          | 182          | 4.49          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 16           | 7.99          | 138          | 6.99          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 538          | 6.08          | 797          | 5.92          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 660          | 4.53          | 2,279        | 5.10          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     | 102          | 9.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh     | 37           | 11.99         |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Antibiotic Free          | Fresh     |              |               | 20           | 3.49          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 2,622        | 3.04          | 280          | 3.50          |              |               |
|         |            | Drumsticks, 10 Lbs or more                      | Antibiotic Free          | Frozen    | 60           | 0.79          |              |               |              |               |
|         |            | Drumsticks, 10 Lbs or more                      | Conventional             | Frozen    | 57           | 0.79          | 29           | 1.00          |              |               |
|         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 1,037        | 1.65          | 1,791        | 2.44          |              |               |
|         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 845          | 1.09          | 3,080        | 0.92          |              |               |
|         |            | Drumsticks, Regular                             | Conventional             | Frozen    | 34           | 1.29          | 109          | 1.20          |              |               |
|         |            | Drumsticks, Regular                             | USDA Organic             | Fresh     | 76           | 2.49          | 21           | 4.99          |              |               |
|         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     | 37           | 3.99          |              |               |              |               |
|         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 319          | 1.41          | 682          | 1.66          |              |               |
|         |            | Drumsticks, Value                               | Conventional             | Fresh     | 1,035        | 1.23          | 807          | 1.22          |              |               |



| Section | Price Unit | Item                                            | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts   | Per lb     | Drumsticks, Value                               | Conventional             | Frozen    | 50           | 1.00          | 19           | 1.67          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 294          | 2.21          | 379          | 2.28          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 112          | 2.16          | 47           | 1.99          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 172          | 2.51          | 237          | 2.46          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Value   | Conventional             | Fresh     | 65           | 2.29          |              |               |              |               |
|         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Fresh     | 107          | 0.80          | 147          | 0.83          |              |               |
|         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Frozen    | 359          | 0.89          | 208          | 0.88          |              |               |
|         |            | Leg Quarters, Regular                           | Antibiotic Free          | Fresh     | 171          | 1.24          | 39           | 1.54          |              |               |
|         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 1,810        | 1.49          | 1,558        | 0.92          |              |               |
|         |            | Leg Quarters, Value                             | Antibiotic Free          | Fresh     | 320          | 0.99          |              |               |              |               |
|         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 461          | 1.21          | 265          | 1.07          |              |               |
|         |            | Leg Quarters, Marinated, Regular                | Conventional             | Fresh     | 29           | 1.19          | 29           | 1.00          |              |               |
|         |            | Leg Quarters, Marinated, Value                  | Conventional             | Fresh     | 364          | 0.99          |              |               |              |               |
|         |            | Legs, Regular                                   | Antibiotic Free          | Fresh     | 82           | 1.67          |              |               |              |               |
|         |            | Legs, Value                                     | Antibiotic Free          | Fresh     |              |               | 51           | 1.49          |              |               |
|         |            | Legs, Value                                     | Conventional             | Fresh     | 159          | 1.49          |              |               |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | ABF, Free Range          | Fresh     | 24           | 5.34          |              |               |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 272          | 4.86          | 17           | 3.99          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Fresh     |              |               | 373          | 3.03          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | USDA Organic             | Fresh     |              |               | 91           | 4.49          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | USDA Organic, Free Range | Fresh     | 118          | 6.99          |              |               |              |               |
|         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free          | Fresh     | 226          | 2.90          | 912          | 3.70          |              |               |
|         |            | Split Breast, Bone-In, Regular                  | Conventional             | Fresh     | 265          | 1.99          | 214          | 2.07          |              |               |
|         |            | Split Breast, Bone-In, Value                    | Antibiotic Free          | Fresh     | 76           | 2.29          | 44           | 1.59          |              |               |
|         |            | Split Breast, Bone-In, Value                    | Conventional             | Fresh     | 52           | 1.79          | 326          | 2.13          |              |               |
|         |            | Thighs, 10 Lbs or more                          | Conventional             | Frozen    | 28           | 0.99          |              |               |              |               |
|         |            | Thighs, Regular                                 | Antibiotic Free          | Fresh     | 1,023        | 1.74          | 1,337        | 2.76          |              |               |
|         |            | Thighs, Regular                                 | Conventional             | Fresh     | 108          | 1.38          | 80           | 1.54          |              |               |
|         |            | Thighs, Regular                                 | Conventional             | Frozen    |              |               | 13           | 2.08          |              |               |
|         |            | Thighs, Regular                                 | USDA Organic             | Fresh     |              |               | 83           | 4.26          |              |               |
|         |            | Thighs, Regular                                 | USDA Organic, Free Range | Fresh     | 37           | 3.99          |              |               |              |               |



| Section  | Price Unit | Item                                     | Environment              | Condition | CW     | CW      | PW     | PW      | PY     | PY      |
|----------|------------|------------------------------------------|--------------------------|-----------|--------|---------|--------|---------|--------|---------|
|          |            |                                          |                          |           | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Parts    | Per lb     | Thighs, Value                            | Antibiotic Free          | Fresh     | 234    | 1.75    | 373    | 1.80    |        |         |
|          |            | Thighs, Value                            | Conventional             | Fresh     | 592    | 1.58    | 469    | 1.37    |        |         |
|          |            | Thighs, Value                            | Conventional             | Frozen    |        |         | 19     | 1.67    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | ABF, Free Range          | Fresh     | 3      | 6.98    | 141    | 6.99    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | Antibiotic Free          | Fresh     | 333    | 3.90    | 774    | 4.36    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | Conventional             | Fresh     | 2,489  | 2.79    | 1,280  | 3.08    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | Conventional             | Frozen    | 3      | 2.92    | 3      | 3.20    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | Halal                    | Fresh     |        |         | 1,390  | 6.99    |        |         |
|          |            | Thighs, Boneless/Skinless, Regular       | USDA Organic             | Fresh     | 18     | 4.99    | 80     | 8.34    |        |         |
|          |            | Thighs, Boneless/Skinless, Value         | Antibiotic Free          | Fresh     | 24     | 2.49    | 20     | 3.47    |        |         |
|          |            | Thighs, Boneless/Skinless, Value         | Conventional             | Fresh     | 1,800  | 2.63    | 352    | 3.69    |        |         |
|          |            | V-Cut Wings, Regular                     | Antibiotic Free          | Fresh     | 122    | 3.73    | 428    | 3.18    |        |         |
|          |            | V-Cut Wings, Regular                     | Conventional             | Fresh     | 231    | 2.05    | 65     | 3.60    |        |         |
|          |            | V-Cut Wings, Regular                     | USDA Organic             | Fresh     |        |         | 751    | 5.18    |        |         |
|          |            | V-Cut Wings, Value                       | Antibiotic Free          | Fresh     | 318    | 3.48    | 320    | 3.61    |        |         |
|          |            | V-Cut Wings, Value                       | Conventional             | Fresh     | 2,037  | 3.03    | 422    | 3.50    |        |         |
| IQF      | Per lb     | Breast Tenders, IQF                      | Conventional             | Frozen    | 656    | 3.05    |        |         |        |         |
|          |            | Breast, Boneless/Skinless, IQF           | Conventional             | Frozen    | 2,396  | 3.16    | 218    | 2.33    |        |         |
|          |            | Party Wings, Flats and Drums, IQF        | Conventional             | Frozen    | 1,598  | 3.12    | 852    | 3.08    |        |         |
| Ground   | Per lb     | Ground Chicken, 1-2 Lbs                  | Antibiotic Free          | Fresh     | 833    | 4.51    | 801    | 4.00    |        |         |
|          |            | Ground Chicken, 1-2 Lbs                  | Conventional             | Fresh     | 44     | 4.27    | 656    | 3.82    |        |         |
|          |            | Ground Chicken, 1-2 Lbs                  | USDA Organic, Free Range | Fresh     | 72     | 7.99    |        |         |        |         |
|          |            | Ground Chicken, 2-4 Lbs                  | Antibiotic Free          | Fresh     | 311    | 3.00    |        |         |        |         |
|          |            | Ground Chicken Breast (98-100%), 1-2 Lbs | Antibiotic Free          | Fresh     | 1,170  | 3.79    |        |         |        |         |
|          |            | Ground Chicken Breast (98-100%), 1-2 Lbs | Conventional             | Fresh     |        |         | 148    | 4.49    |        |         |
|          |            | Ground Chicken Patties, 1-2 Lbs          | Antibiotic Free          | Fresh     |        |         | 1,208  | 2.99    |        |         |
| Prepared | Each       | Fried/Baked Breast Tenders, 8-Piece      | Conventional             | Prepared  | 36     | 9.73    |        |         |        |         |
|          |            | Fried/Baked Chicken, Dark, 12-Piece      | Conventional             | Prepared  | 44     | 8.99    | 40     | 9.99    |        |         |
|          |            | Fried/Baked Chicken, Dark, 8-Piece       | Conventional             | Prepared  | 1,351  | 7.93    | 311    | 6.39    |        |         |



| Section      | Price Unit | Item                                         | Environment     | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|--------------|------------|----------------------------------------------|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Prepared     | Each       | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional    | Prepared  |              |               | 92           | 16.64         |              |               |
|              |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 3,384        | 9.41          | 803          | 8.95          |              |               |
|              |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional    | Prepared  |              |               | 21           | 0.60          |              |               |
|              |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free | Prepared  | 374          | 8.09          |              |               |              |               |
|              |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 1,980        | 7.68          | 4,226        | 7.96          |              |               |
| Prepared     | Per lb     | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 2,646        | 8.14          | 995          | 8.40          |              |               |
|              |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 153          | 4.89          | 684          | 7.76          |              |               |
|              |            | Fried/Baked Wings, Boneless                  | Conventional    | Prepared  | 17           | 5.99          | 35           | 4.99          |              |               |
|              |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  |              |               | 3            | 3.98          |              |               |
| Deli         | Per lb     | Grilled Chicken Strips, > 16 oz              | Conventional    | Prepared  | 50           | 5.08          | 48           | 4.72          |              |               |
|              |            | Grilled Chicken Strips, > 16 oz              | USDA Organic    | Prepared  |              |               | 441          | 11.55         |              |               |
|              |            | Grilled Chicken Strips, 16 oz                | Conventional    | Prepared  | 157          | 6.61          |              |               |              |               |
|              |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 360          | 6.93          | 48           | 6.86          |              |               |
|              |            | Grilled Chicken Strips, 5-15 oz              | Conventional    | Prepared  | 583          | 9.23          | 75           | 7.99          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Antibiotic Free | Prepared  | 31           | 5.28          |              |               |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Conventional    | Prepared  | 93           | 5.32          | 160          | 6.26          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, > 16 oz | Conventional    | Prepared  | 101          | 3.42          |              |               |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 1,141        | 6.32          | 1,298        | 6.10          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free | Prepared  | 151          | 11.79         |              |               |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 4,690        | 8.60          | 3,926        | 8.12          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic    | Prepared  | 44           | 21.31         | 120          | 21.31         |              |               |
|              |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 2,659        | 10.67         | 1,078        | 9.86          |              |               |
|              |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 413          | 7.96          | 1,486        | 6.42          |              |               |
| Variety Meat | Per lb     | Feet                                         | Conventional    | Fresh     |              |               | 40           | 2.99          |              |               |
|              |            | Feet                                         | Conventional    | Frozen    | 40           | 1.98          |              |               |              |               |
|              |            | Gizzards                                     | Antibiotic Free | Fresh     | 17           | 1.99          | 68           | 2.12          |              |               |
|              |            | Gizzards                                     | Conventional    | Fresh     | 77           | 2.55          |              |               |              |               |
|              |            | Hearts                                       | Antibiotic Free | Fresh     |              |               | 38           | 2.54          |              |               |
|              |            | Hearts                                       | Antibiotic Free | Frozen    | 17           | 2.99          | 17           | 2.99          |              |               |



| Section         | Price Unit | Item   | Environment     | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-----------------|------------|--------|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Variety<br>Meat | Per lb     | Hearts | Conventional    | Fresh     | 44           | 1.59          |              |               |              |               |
|                 |            | Liver  | Antibiotic Free | Fresh     | 17           | 1.99          | 51           | 2.17          |              |               |
|                 |            | Liver  | Conventional    | Fresh     | 30           | 3.99          |              |               |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 14,643            |
| Feature Rate (%) | 83.7%             |

| Section | Quality | Price Unit | Item                                          | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-----------------------------------------------|--------------------------|-----------|--------|---------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                            | ABF, Free Range          | Fresh     | 48     | 2.49 - 2.49   | 2.49    |
|         |         |            | Whole Bagged Fryer                            | Antibiotic Free          | Fresh     | 576    | 1.49 - 2.49   | 2.12    |
|         |         |            | Whole Bagged Fryer                            | USDA Organic             | Fresh     | 130    | 2.99 - 2.99   | 2.99    |
|         |         |            | Whole Bagged Fryer                            | USDA Organic, Free Range | Fresh     | 37     | 2.99 - 2.99   | 2.99    |
|         |         |            | Whole Bagged Roaster                          | Antibiotic Free          | Fresh     | 198    | 1.49 - 1.99   | 1.66    |
|         |         |            | Whole Bagged Roaster                          | Conventional             | Fresh     | 135    | 1.29 - 1.49   | 1.36    |
| Parts   | Per lb  |            | Breast Tenders, Regular                       | Antibiotic Free          | Fresh     | 322    | 4.99 - 5.99   | 5.05    |
|         |         |            | Breast Tenders, Regular                       | Conventional             | Fresh     | 123    | 2.99 - 3.99   | 3.01    |
|         |         |            | Breast Tenders, Regular                       | USDA Organic, Free Range | Fresh     | 37     | 11.99 - 11.99 | 11.99   |
|         |         |            | Breast Tenders, Value                         | Conventional             | Fresh     | 108    | 3.99 - 3.99   | 3.99    |
|         |         |            | Breast, Boneless/Skinless, Regular            | ABF, Free Range          | Fresh     | 20     | 5.99 - 5.99   | 5.99    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Antibiotic Free          | Fresh     | 355    | 2.47 - 5.99   | 3.76    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Conventional             | Fresh     | 119    | 2.49 - 3.99   | 2.94    |
|         |         |            | Breast, Boneless/Skinless, Regular            | USDA Organic, Free Range | Fresh     | 37     | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free          | Fresh     | 512    | 2.49 - 3.59   | 3.51    |
|         |         |            | Breast, Boneless/Skinless, Value              | Conventional             | Fresh     | 669    | 1.99 - 3.99   | 2.84    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 75     | 2.97 - 2.97   | 2.97    |



| Section | Quality | Price Unit | Item                                            | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|--------------------------|-----------|--------|---------------|---------|
| Parts   | Per lb  |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 538    | 3.99 - 8.99   | 6.08    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 349    | 3.99 - 4.99   | 4.94    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     | 91     | 9.99 - 9.99   | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh     | 37     | 11.99 - 11.99 | 11.99   |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 586    | 2.99 - 3.99   | 3.07    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 883    | 1.29 - 2.99   | 1.64    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 35     | 0.89 - 0.89   | 0.89    |
|         |         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     | 37     | 3.99 - 3.99   | 3.99    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 144    | 0.99 - 1.79   | 1.34    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 243    | 1.49 - 1.99   | 1.54    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free          | Fresh     | 120    | 0.99 - 0.99   | 0.99    |
|         |         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 242    | 0.89 - 1.19   | 0.99    |
|         |         |            | Leg Quarters, Value                             | Antibiotic Free          | Fresh     | 302    | 0.99 - 0.99   | 0.99    |
|         |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 23     | 0.99 - 0.99   | 0.99    |
|         |         |            | Legs, Regular                                   | Antibiotic Free          | Fresh     | 82     | 1.39 - 1.99   | 1.67    |
|         |         |            | Legs, Value                                     | Conventional             | Fresh     | 159    | 1.49 - 1.49   | 1.49    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 255    | 2.99 - 5.99   | 4.92    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free          | Fresh     | 116    | 1.69 - 3.49   | 2.56    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free          | Fresh     | 885    | 1.29 - 3.49   | 1.71    |
|         |         |            | Thighs, Regular                                 | USDA Organic, Free Range | Fresh     | 37     | 3.99 - 3.99   | 3.99    |
|         |         |            | Thighs, Value                                   | Antibiotic Free          | Fresh     | 126    | 1.79 - 1.89   | 1.85    |
|         |         |            | Thighs, Value                                   | Conventional             | Fresh     | 229    | 1.49 - 1.99   | 1.55    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 302    | 3.99 - 3.99   | 3.99    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional             | Fresh     | 467    | 2.47 - 2.99   | 2.90    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 18     | 4.99 - 4.99   | 4.99    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 21     | 2.49 - 2.49   | 2.49    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Conventional             | Fresh     | 240    | 2.49 - 2.99   | 2.80    |
|         |         |            | V-Cut Wings, Regular                            | Antibiotic Free          | Fresh     | 48     | 3.99 - 3.99   | 3.99    |
|         |         |            | V-Cut Wings, Value                              | Antibiotic Free          | Fresh     | 72     | 3.99 - 3.99   | 3.99    |
|         |         |            | V-Cut Wings, Value                              | Conventional             | Fresh     | 437    | 2.29 - 3.99   | 3.06    |
| IQF     | Per lb  |            | Breast, Boneless/Skinless, IQF                  | Conventional             | Frozen    | 70     | 3.00 - 3.20   | 3.05    |
|         |         |            | Party Wings, Flats and Drums, IQF               | Conventional             | Frozen    | 373    | 2.66 - 3.33   | 2.93    |
| Ground  | Per lb  |            | Ground Chicken, 1-2 Lbs                         | Antibiotic Free          | Fresh     | 228    | 3.99 - 4.99   | 4.85    |
|         |         |            | Ground Chicken, 1-2 Lbs                         | USDA Organic, Free Range | Fresh     | 72     | 7.99 - 7.99   | 7.99    |



| Section      | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|----------------------------------------------|-----------------|-----------|--------|---------------|---------|
| Ground       | Per lb  |            | Ground Chicken, 2-4 Lbs                      | Antibiotic Free | Fresh     | 311    | 3.00 - 3.00   | 3.00    |
|              |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs     | Antibiotic Free | Fresh     | 76     | 3.79 - 3.79   | 3.79    |
| Prepared     | Each    |            | Fried/Baked Chicken, Dark, 12-Piece          | Conventional    | Prepared  | 44     | 8.99 - 8.99   | 8.99    |
|              |         |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional    | Prepared  | 72     | 7.99 - 7.99   | 7.99    |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 642    | 7.77 - 9.99   | 8.98    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free | Prepared  | 72     | 8.99 - 8.99   | 8.99    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 76     | 6.99 - 6.99   | 6.99    |
|              |         |            |                                              |                 |           |        |               |         |
| Prepared     | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 101    | 6.99 - 9.00   | 7.51    |
| Deli         | Per lb  |            | Grilled Chicken Strips, 16 oz                | Conventional    | Prepared  | 44     | 6.49 - 6.49   | 6.49    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 275    | 6.00 - 7.00   | 6.92    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Conventional    | Prepared  | 283    | 6.66 - 9.98   | 8.16    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 39     | 3.59 - 5.99   | 5.01    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free | Prepared  | 120    | 13.69 - 13.69 | 13.69   |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 420    | 7.11 - 15.98  | 10.87   |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic    | Prepared  | 44     | 21.31 - 21.31 | 21.31   |
|              |         |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 213    | 7.99 - 10.99  | 9.99    |
|              |         |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 355    | 7.99 - 8.99   | 8.11    |
| Variety Meat | Per lb  |            | Gizzards                                     | Conventional    | Fresh     | 44     | 1.59 - 1.59   | 1.59    |
|              |         |            | Hearts                                       | Conventional    | Fresh     | 44     | 1.59 - 1.59   | 1.59    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 6,580             |
| Activity Index   | 21,591            |
| Feature Rate (%) | 88.1%             |

| Section | Quality | Price Unit | Item                    | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer      | ABF, Free Range | Fresh     | 3      | 2.49 - 2.49 | 2.49    |
|         |         |            | Whole Bagged Fryer      | Antibiotic Free | Fresh     | 35     | 1.69 - 2.49 | 1.81    |
|         |         |            | Whole Bagged Fryer      | Conventional    | Fresh     | 40     | 1.78 - 1.78 | 1.78    |
|         |         |            | Whole Bagged Roaster    | Antibiotic Free | Fresh     | 59     | 1.49 - 1.49 | 1.49    |
|         |         |            | Whole Baking Hen        | Conventional    | Fresh     | 72     | 1.59 - 1.69 | 1.65    |
|         |         |            | Whole Cornish Hen       | Conventional    | Frozen    | 40     | 8.79 - 8.79 | 8.79    |
|         |         |            | Whole Cut-Up Fryer      | Conventional    | Fresh     | 1389   | 1.99 - 1.99 | 1.99    |
|         |         |            |                         |                 |           |        |             |         |
| Parts   | Per lb  |            | Breast Tenders, Regular | Conventional    | Fresh     | 93     | 3.94 - 3.99 | 3.97    |
|         |         |            | Breast Tenders, Regular | Halal           | Fresh     | 106    | 7.99 - 7.99 | 7.99    |





| Section | Quality | Price Unit | Item                                            | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts   | Per lb  |            | Breast Tenders, Value                           | Conventional    | Fresh     | 331    | 2.99 - 3.99 | 3.17    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 351    | 2.47 - 5.99 | 3.87    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional    | Fresh     | 374    | 2.49 - 2.98 | 2.53    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Halal           | Fresh     | 106    | 7.99 - 7.99 | 7.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 42     | 2.49 - 2.99 | 2.77    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional    | Fresh     | 1262   | 1.99 - 2.99 | 2.11    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional    | Fresh     | 37     | 2.97 - 2.97 | 2.97    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 190    | 3.48 - 3.48 | 3.48    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional    | Fresh     | 730    | 2.99 - 3.99 | 3.08    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Antibiotic Free | Frozen    | 8      | 0.79 - 0.79 | 0.79    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Conventional    | Frozen    | 28     | 0.99 - 0.99 | 0.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free | Fresh     | 59     | 1.49 - 1.49 | 1.49    |
|         |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 135    | 0.89 - 1.99 | 1.56    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free | Fresh     | 49     | 1.39 - 1.79 | 1.53    |
|         |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 132    | 0.78 - 1.49 | 1.19    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional    | Fresh     | 57     | 0.75 - 0.79 | 0.77    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional    | Frozen    | 73     | 0.78 - 0.85 | 0.83    |
|         |         |            | Leg Quarters, Regular                           | Conventional    | Fresh     | 1389   | 1.59 - 1.59 | 1.59    |
|         |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 289    | 0.99 - 1.59 | 1.09    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free | Fresh     | 6      | 1.99 - 3.49 | 2.74    |
|         |         |            | Split Breast, Bone-In, Regular                  | Conventional    | Fresh     | 82     | 1.99 - 1.99 | 1.99    |
|         |         |            | Split Breast, Bone-In, Value                    | Conventional    | Fresh     | 2      | 1.29 - 1.29 | 1.29    |
|         |         |            | Thighs, 10 Lbs or more                          | Conventional    | Frozen    | 28     | 0.99 - 0.99 | 0.99    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 59     | 1.49 - 1.49 | 1.49    |
|         |         |            | Thighs, Regular                                 | Conventional    | Fresh     | 53     | 1.29 - 1.49 | 1.44    |
|         |         |            | Thighs, Value                                   | Antibiotic Free | Fresh     | 17     | 1.79 - 1.79 | 1.79    |
|         |         |            | Thighs, Value                                   | Conventional    | Fresh     | 28     | 1.29 - 1.29 | 1.29    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 292    | 2.47 - 2.98 | 2.91    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 3      | 2.49 - 2.49 | 2.49    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Conventional    | Fresh     | 1103   | 2.49 - 2.89 | 2.49    |
|         |         |            | V-Cut Wings, Regular                            | Antibiotic Free | Fresh     | 36     | 3.49 - 3.99 | 3.88    |
|         |         |            | V-Cut Wings, Value                              | Antibiotic Free | Fresh     | 89     | 2.98 - 3.49 | 3.36    |
|         |         |            | V-Cut Wings, Value                              | Conventional    | Fresh     | 862    | 2.29 - 3.99 | 3.07    |
| IQF     | Per lb  |            | Breast Tenders, IQF                             | Conventional    | Frozen    | 42     | 2.49 - 3.17 | 2.96    |
|         |         |            | Breast, Boneless/Skinless, IQF                  | Conventional    | Frozen    | 469    | 2.49 - 3.33 | 3.28    |
|         |         |            | Party Wings, Flats and Drums, IQF               | Conventional    | Frozen    | 1192   | 2.50 - 3.33 | 3.17    |
| Ground  | Per lb  |            | Ground Chicken, 1-2 Lbs                         | Antibiotic Free | Fresh     | 251    | 4.50 - 4.99 | 4.52    |
|         |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs        | Antibiotic Free | Fresh     | 1094   | 3.79 - 3.79 | 3.79    |



| Section      | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|--------------|---------|------------|----------------------------------------------|-----------------|-----------|--------|--------------|---------|
| Prepared     | Each    |            | Fried/Baked Breast Tenders, 8-Piece          | Conventional    | Prepared  | 19     | 8.99 - 8.99  | 8.99    |
|              |         |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional    | Prepared  | 333    | 6.39 - 8.00  | 7.86    |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 921    | 7.77 - 12.99 | 9.39    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free | Prepared  | 190    | 8.99 - 8.99  | 8.99    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 1600   | 6.99 - 9.99  | 7.57    |
| Prepared     | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 1561   | 6.99 - 8.99  | 8.86    |
| Deli         | Per lb  |            | Grilled Chicken Strips, > 16 oz              | Conventional    | Prepared  | 50     | 5.08 - 5.08  | 5.08    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 85     | 6.00 - 7.00  | 6.96    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Conventional    | Prepared  | 40     | 6.64 - 7.98  | 7.04    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Conventional    | Prepared  | 38     | 6.32 - 6.32  | 6.32    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 518    | 3.59 - 7.99  | 6.15    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 1223   | 4.80 - 10.98 | 8.38    |
|              |         |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 1786   | 7.99 - 11.99 | 11.10   |
| Variety Meat | Per lb  |            | Feet                                         | Conventional    | Frozen    | 40     | 1.98 - 1.98  | 1.98    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,639             |
| Activity Index   | 11,033            |
| Feature Rate (%) | 78.8%             |

| Section | Quality | Price Unit | Item                                          | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-----------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                            | Antibiotic Free | Fresh     | 340    | 0.99 - 2.49 | 1.92    |
|         |         |            | Whole Bagged Fryer                            | USDA Organic    | Fresh     | 21     | 4.99 - 4.99 | 4.99    |
|         |         |            | Whole Cut-Up Fryer                            | Conventional    | Fresh     | 1      | 1.99 - 1.99 | 1.99    |
| Parts   | Per lb  |            | Breast Tenders, Regular                       | Antibiotic Free | Fresh     | 299    | 3.99 - 5.88 | 5.74    |
|         |         |            | Breast Tenders, Regular                       | Conventional    | Fresh     | 140    | 3.94 - 3.99 | 3.97    |
|         |         |            | Breast Tenders, Regular                       | Halal           | Fresh     | 106    | 7.99 - 7.99 | 7.99    |
|         |         |            | Breast Tenders, Value                         | Conventional    | Fresh     | 73     | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 885    | 2.47 - 5.99 | 4.91    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Conventional    | Fresh     | 443    | 2.49 - 3.99 | 3.07    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Halal           | Fresh     | 106    | 7.99 - 7.99 | 7.99    |
|         |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free | Fresh     | 170    | 2.99 - 5.99 | 4.02    |
|         |         |            | Breast, Boneless/Skinless, Value              | Conventional    | Fresh     | 590    | 2.49 - 3.99 | 2.60    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular | Antibiotic Free | Fresh     | 17     | 4.99 - 4.99 | 4.99    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 56     | 2.97 - 4.99 | 4.70    |



| Section  | Quality | Price Unit | Item                                            | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|-------------------------------------------------|-----------------|-----------|--------|---------------|---------|
| Parts    | Per lb  |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 64     | 5.49 - 5.99   | 5.62    |
|          |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional    | Fresh     | 834    | 2.99 - 2.99   | 2.99    |
|          |         |            | Drumsticks, Regular                             | Antibiotic Free | Fresh     | 44     | 1.49 - 2.19   | 1.94    |
|          |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 51     | 0.88 - 0.99   | 0.92    |
|          |         |            | Drumsticks, Regular                             | Conventional    | Frozen    | 28     | 1.29 - 1.29   | 1.29    |
|          |         |            | Drumsticks, Value                               | Antibiotic Free | Fresh     | 126    | 0.99 - 1.79   | 1.44    |
|          |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 22     | 1.79 - 1.79   | 1.79    |
|          |         |            | Leg Quarters, Regular                           | Antibiotic Free | Fresh     | 33     | 1.49 - 1.99   | 1.75    |
|          |         |            | Leg Quarters, Regular                           | Conventional    | Fresh     | 17     | 0.99 - 1.59   | 1.03    |
|          |         |            | Leg Quarters, Value                             | Antibiotic Free | Fresh     | 18     | 0.99 - 0.99   | 0.99    |
|          |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 21     | 1.49 - 1.49   | 1.49    |
|          |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free | Fresh     | 17     | 3.99 - 3.99   | 3.99    |
|          |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free | Fresh     | 81     | 2.49 - 3.99   | 3.10    |
|          |         |            | Split Breast, Bone-In, Value                    | Conventional    | Fresh     | 13     | 1.29 - 1.29   | 1.29    |
|          |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 73     | 1.99 - 2.49   | 2.26    |
|          |         |            | Thighs, Value                                   | Antibiotic Free | Fresh     | 91     | 1.29 - 1.79   | 1.61    |
|          |         |            | Thighs, Value                                   | Conventional    | Fresh     | 64     | 1.79 - 2.49   | 2.09    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 31     | 2.97 - 2.97   | 2.97    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 26     | 2.47 - 2.99   | 2.82    |
|          |         |            | Thighs, Boneless/Skinless, Value                | Conventional    | Fresh     | 149    | 2.49 - 3.49   | 3.09    |
|          |         |            | V-Cut Wings, Regular                            | Antibiotic Free | Fresh     | 37     | 2.99 - 3.49   | 3.26    |
|          |         |            | V-Cut Wings, Value                              | Antibiotic Free | Fresh     | 157    | 2.99 - 3.99   | 3.32    |
|          |         |            | V-Cut Wings, Value                              | Conventional    | Fresh     | 411    | 2.89 - 2.99   | 2.98    |
| IQF      | Per lb  |            | Breast Tenders, IQF                             | Conventional    | Frozen    | 156    | 4.00 - 4.00   | 4.00    |
|          |         |            | Breast, Boneless/Skinless, IQF                  | Conventional    | Frozen    | 764    | 1.99 - 3.33   | 3.25    |
|          |         |            | Party Wings, Flats and Drums, IQF               | Conventional    | Frozen    | 2      | 3.33 - 3.33   | 3.33    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                         | Antibiotic Free | Fresh     | 253    | 4.29 - 4.99   | 4.39    |
| Prepared | Each    |            | Fried/Baked Breast Tenders, 8-Piece             | Conventional    | Prepared  | 16     | 10.65 - 10.65 | 10.65   |
|          |         |            | Fried/Baked Chicken, Dark, 8-Piece              | Conventional    | Prepared  | 483    | 8.00 - 8.00   | 8.00    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece             | Conventional    | Prepared  | 520    | 7.99 - 10.00  | 9.89    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Antibiotic Free | Prepared  | 41     | 5.99 - 5.99   | 5.99    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Conventional    | Prepared  | 168    | 6.99 - 7.99   | 7.88    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                      | Conventional    | Prepared  | 26     | 6.99 - 8.99   | 7.72    |
|          |         |            | Fried/Baked Wings, Boneless                     | Conventional    | Prepared  | 17     | 5.99 - 5.99   | 5.99    |
| Deli     | Per lb  |            | Grilled Chicken Strips, 5-15 oz                 | Conventional    | Prepared  | 257    | 6.64 - 11.97  | 10.72   |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz     | Antibiotic Free | Prepared  | 31     | 5.28 - 5.28   | 5.28    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz     | Conventional    | Prepared  | 48     | 4.00 - 5.36   | 4.62    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, > 16 oz    | Conventional    | Prepared  | 11     | 3.42 - 3.42   | 3.42    |



| 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  | 142    | 3.59 - 6.49  | 5.90    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free | Prepared  | 31     | 4.44 - 4.44  | 4.44    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 1756   | 5.32 - 10.98 | 8.89    |
|              |         |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 566    | 7.99 - 11.99 | 9.85    |
|              |         |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 39     | 6.99 - 6.99  | 6.99    |
| 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    | 3,705             |
| Activity Index   | 7,205             |
| Feature Rate (%) | 81.8%             |

| Section | Quality | Price Unit | Item                                            | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                              | Antibiotic Free | Fresh     | 71     | 1.88 - 1.89 | 1.88    |
|         |         |            | Whole Bagged Fryer                              | Conventional    | Fresh     | 265    | 1.09 - 2.49 | 1.64    |
|         |         |            | Whole Baking Hen                                | Conventional    | Fresh     | 59     | 1.57 - 1.57 | 1.57    |
| Parts   | Per lb  |            | Breast Tenders, Regular                         | Antibiotic Free | Fresh     | 41     | 5.88 - 5.88 | 5.88    |
|         |         |            | Breast Tenders, Regular                         | Conventional    | Fresh     | 86     | 2.99 - 3.99 | 3.64    |
|         |         |            | Breast Tenders, Value                           | Conventional    | Fresh     | 65     | 2.99 - 3.49 | 3.44    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 154    | 2.47 - 4.44 | 2.95    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional    | Fresh     | 89     | 2.49 - 4.29 | 2.70    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 1      | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional    | Fresh     | 453    | 1.99 - 3.99 | 2.62    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional    | Fresh     | 183    | 2.97 - 3.99 | 3.39    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 2      | 4.29 - 4.29 | 4.29    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional    | Fresh     | 352    | 2.99 - 3.29 | 3.01    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Antibiotic Free | Frozen    | 52     | 0.79 - 0.79 | 0.79    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Conventional    | Frozen    | 29     | 0.59 - 0.59 | 0.59    |
|         |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 383    | 0.69 - 1.19 | 0.93    |
|         |         |            | Drumsticks, Regular                             | Conventional    | Frozen    | 6      | 1.29 - 1.29 | 1.29    |
|         |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 174    | 0.69 - 1.29 | 1.05    |
|         |         |            | Drumsticks, Value                               | Conventional    | Frozen    | 2      | 1.00 - 1.00 | 1.00    |



| Section      | Quality | Price Unit | Item                                            | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|-------------------------------------------------|-----------------|-----------|--------|---------------|---------|
| Parts        | Per lb  |            | Leg Meat, Boneless/Skinless, Regular            | Conventional    | Fresh     | 3      | 2.27 - 2.27   | 2.27    |
|              |         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 3      | 2.27 - 2.27   | 2.27    |
|              |         |            | Leg Quarters, 10 Lbs or more                    | Conventional    | Fresh     | 37     | 0.89 - 0.89   | 0.89    |
|              |         |            | Leg Quarters, 10 Lbs or more                    | Conventional    | Frozen    | 29     | 0.99 - 0.99   | 0.99    |
|              |         |            | Leg Quarters, Regular                           | Antibiotic Free | Fresh     | 18     | 1.98 - 1.98   | 1.98    |
|              |         |            | Leg Quarters, Regular                           | Conventional    | Fresh     | 118    | 0.87 - 0.87   | 0.87    |
|              |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 2      | 1.69 - 1.69   | 1.69    |
|              |         |            | Leg Quarters, Marinated, Regular                | Conventional    | Fresh     | 29     | 1.19 - 1.19   | 1.19    |
|              |         |            | Leg Quarters, Marinated, Value                  | Conventional    | Fresh     | 364    | 0.99 - 0.99   | 0.99    |
|              |         |            | Split Breast, Bone-In, Value                    | Conventional    | Fresh     | 37     | 1.99 - 1.99   | 1.99    |
|              |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 6      | 2.49 - 2.49   | 2.49    |
|              |         |            | Thighs, Regular                                 | Conventional    | Fresh     | 52     | 1.29 - 1.29   | 1.29    |
|              |         |            | Thighs, Value                                   | Conventional    | Fresh     | 18     | 0.98 - 0.98   | 0.98    |
|              |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 275    | 2.47 - 3.49   | 2.85    |
|              |         |            | Thighs, Boneless/Skinless, Value                | Conventional    | Fresh     | 126    | 1.97 - 2.89   | 2.35    |
|              |         |            | V-Cut Wings, Regular                            | Antibiotic Free | Fresh     | 1      | 3.49 - 3.49   | 3.49    |
|              |         |            | V-Cut Wings, Regular                            | Conventional    | Fresh     | 218    | 1.99 - 1.99   | 1.99    |
|              |         |            | V-Cut Wings, Value                              | Conventional    | Fresh     | 237    | 2.47 - 3.29   | 2.92    |
| IQF          | Per lb  |            | Breast Tenders, IQF                             | Conventional    | Frozen    | 378    | 1.75 - 3.20   | 2.94    |
|              |         |            | Breast, Boneless/Skinless, IQF                  | Conventional    | Frozen    | 692    | 1.75 - 3.33   | 3.08    |
| Ground       | Per lb  |            | Ground Chicken, 1-2 Lbs                         | Antibiotic Free | Fresh     | 101    | 2.99 - 4.49   | 4.04    |
| Prepared     | Each    |            | Fried/Baked Breast Tenders, 8-Piece             | Conventional    | Prepared  | 1      | 8.99 - 8.99   | 8.99    |
|              |         |            | Fried/Baked Chicken, Dark, 8-Piece              | Conventional    | Prepared  | 287    | 8.00 - 8.00   | 8.00    |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece             | Conventional    | Prepared  | 529    | 6.97 - 10.00  | 9.36    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Antibiotic Free | Prepared  | 71     | 5.99 - 5.99   | 5.99    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Conventional    | Prepared  | 28     | 8.49 - 8.49   | 8.49    |
| Prepared     | Per lb  |            | Fried/Baked Breast Tenders                      | Conventional    | Prepared  | 107    | 6.99 - 6.99   | 6.99    |
|              |         |            | Fried/Baked Wings, Bone-In                      | Conventional    | Prepared  | 88     | 4.77 - 4.89   | 4.81    |
| Deli         | Per lb  |            | Grilled Chicken Strips, 16 oz                   | Conventional    | Prepared  | 113    | 6.00 - 7.99   | 6.65    |
|              |         |            | Grilled Chicken Strips, 5-15 oz                 | Conventional    | Prepared  | 3      | 11.97 - 11.97 | 11.97   |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz     | Conventional    | Prepared  | 7      | 4.72 - 4.72   | 4.72    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz      | Conventional    | Prepared  | 10     | 5.99 - 6.99   | 6.39    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz    | Conventional    | Prepared  | 596    | 4.44 - 10.98  | 7.44    |
|              |         |            | Service Deli - Cat 1                            | Conventional    | Prepared  | 94     | 7.99 - 9.49   | 8.83    |
| Variety Meat | Per lb  |            | Gizzards                                        | Conventional    | Fresh     | 30     | 3.99 - 3.99   | 3.99    |
|              |         |            | Liver                                           | Conventional    | Fresh     | 30     | 3.99 - 3.99   | 3.99    |



| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,675             |
| Activity Index   | 7,900             |
| Feature Rate (%) | 74.6%             |

| Section | Quality | Price Unit | Item                                            | Environment              | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|--------------------------|-----------|--------|-------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer                              | Antibiotic Free          | Fresh     | 118    | 1.27 - 1.27 | 1.27    |
|         |         |            | Whole Bagged Fryer                              | Conventional             | Fresh     | 202    | 1.29 - 2.49 | 1.40    |
|         |         |            | Whole Bagged Fryer                              | USDA Organic             | Fresh     | 14     | 4.49 - 4.49 | 4.49    |
| Parts   |         | Per lb     | Breast Tenders, Regular                         | USDA Organic             | Fresh     | 28     | 8.99 - 8.99 | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 381    | 2.47 - 5.99 | 2.70    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 91     | 2.48 - 4.29 | 3.75    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 39     | 7.99 - 8.99 | 8.71    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 183    | 3.99 - 3.99 | 3.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 570    | 2.89 - 3.99 | 3.88    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 356    | 2.97 - 2.97 | 2.97    |
|         |         |            | 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     | 55     | 4.29 - 4.29 | 4.29    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     | 11     | 9.99 - 9.99 | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 120    | 2.99 - 2.99 | 2.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 11     | 2.69 - 2.69 | 2.69    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 209    | 0.99 - 1.29 | 1.16    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 455    | 0.99 - 1.67 | 1.10    |
|         |         |            | Drumsticks, Value                               | Conventional             | Frozen    | 27     | 1.00 - 1.00 | 1.00    |
|         |         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 291    | 1.99 - 2.79 | 2.21    |
|         |         |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 112    | 1.99 - 2.29 | 2.16    |
|         |         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 169    | 2.27 - 2.79 | 2.51    |
|         |         |            | Leg Meat, Boneless/Skinless, Marinated, Value   | Conventional             | Fresh     | 65     | 2.29 - 2.29 | 2.29    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Fresh     | 13     | 0.69 - 0.69 | 0.69    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Frozen    | 254    | 0.89 - 0.89 | 0.89    |
|         |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 126    | 1.29 - 1.69 | 1.46    |
|         |         |            | Party Wings, Flats and Drums, Regular           | ABF, Free Range          | Fresh     | 13     | 6.49 - 6.49 | 6.49    |
|         |         |            | Party Wings, Flats and Drums, Regular           | USDA Organic, Free Range | Fresh     | 118    | 6.99 - 6.99 | 6.99    |
|         |         |            | Split Breast, Bone-In, Regular                  | Conventional             | Fresh     | 183    | 1.99 - 1.99 | 1.99    |



| Section  | Quality | Price Unit | Item                                         | Environment  | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|----------------------------------------------|--------------|-----------|--------|--------------|---------|
| Parts    | Per lb  |            | Thighs, Value                                | Conventional | Fresh     | 219    | 1.29 - 1.99  | 1.55    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional | Fresh     | 725    | 2.47 - 2.99  | 2.72    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional | Fresh     | 80     | 2.49 - 2.89  | 2.77    |
|          |         |            | V-Cut Wings, Regular                         | Conventional | Fresh     | 13     | 2.99 - 2.99  | 2.99    |
|          |         |            | V-Cut Wings, Value                           | Conventional | Fresh     | 90     | 2.99 - 2.99  | 2.99    |
| IQF      | Per lb  |            | Breast Tenders, IQF                          | Conventional | Frozen    | 38     | 1.75 - 2.99  | 1.82    |
|          |         |            | Breast, Boneless/Skinless, IQF               | Conventional | Frozen    | 200    | 1.75 - 3.33  | 2.97    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                      | Conventional | Fresh     | 19     | 3.33 - 3.33  | 3.33    |
| Prepared | Each    |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional | Prepared  | 176    | 6.99 - 8.00  | 7.73    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional | Prepared  | 594    | 8.00 - 10.00 | 9.01    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional | Prepared  | 40     | 7.99 - 7.99  | 7.99    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional | Prepared  | 404    | 6.99 - 6.99  | 6.99    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional | Prepared  | 65     | 4.99 - 4.99  | 4.99    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, > 16 oz | Conventional | Prepared  | 90     | 3.42 - 3.42  | 3.42    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional | Prepared  | 386    | 3.59 - 7.99  | 6.79    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared  | 531    | 4.44 - 9.98  | 8.05    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 1,172             |
| Activity Index   | 3,165             |
| Feature Rate (%) | 85.3%             |

| Section | Quality | Price Unit | Item                                          | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-----------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                            | Antibiotic Free | Fresh     | 59     | 1.99 - 1.99 | 1.99    |
|         |         |            | Whole Bagged Fryer                            | Conventional    | Fresh     | 12     | 2.49 - 2.49 | 2.49    |
|         |         |            | Whole Bagged Fryer                            | USDA Organic    | Fresh     | 1      | 4.49 - 4.49 | 4.49    |
| Parts   | Per lb  |            | Breast, Boneless/Skinless, Regular            | ABF, Free Range | Fresh     | 10     | 8.99 - 8.99 | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 331    | 2.47 - 7.99 | 2.78    |
|         |         |            | Breast, Boneless/Skinless, Regular            | USDA Organic    | Fresh     | 22     | 7.99 - 7.99 | 7.99    |
|         |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free | Fresh     | 180    | 3.99 - 5.99 | 5.33    |
|         |         |            | Breast, Boneless/Skinless, Value              | Conventional    | Fresh     | 245    | 2.49 - 3.99 | 3.46    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 304    | 2.97 - 2.97 | 2.97    |
|         |         |            | Drumsticks, Regular                           | Antibiotic Free | Fresh     | 40     | 1.69 - 1.69 | 1.69    |
|         |         |            | Drumsticks, Regular                           | Conventional    | Fresh     | 32     | 1.00 - 1.49 | 1.17    |
|         |         |            | Drumsticks, Regular                           | USDA Organic    | Fresh     | 76     | 2.49 - 2.49 | 2.49    |



| Section  | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|----------------------------------------------|-----------------|-----------|--------|--------------|---------|
| Parts    | Per lb  |            | Drumsticks, Value                            | Conventional    | Fresh     | 4      | 2.29 - 2.29  | 2.29    |
|          |         |            | Drumsticks, Value                            | Conventional    | Frozen    | 21     | 1.00 - 1.00  | 1.00    |
|          |         |            | Leg Quarters, Regular                        | Conventional    | Fresh     | 11     | 1.99 - 1.99  | 1.99    |
|          |         |            | Party Wings, Flats and Drums, Regular        | ABF, Free Range | Fresh     | 11     | 3.99 - 3.99  | 3.99    |
|          |         |            | Split Breast, Bone-In, Regular               | Antibiotic Free | Fresh     | 23     | 3.99 - 3.99  | 3.99    |
|          |         |            | Split Breast, Bone-In, Value                 | Antibiotic Free | Fresh     | 76     | 2.29 - 2.29  | 2.29    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional    | Fresh     | 627    | 1.89 - 2.97  | 2.69    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional    | Fresh     | 64     | 1.89 - 3.49  | 2.94    |
| IQF      | Per lb  |            | Breast Tenders, IQF                          | Conventional    | Frozen    | 42     | 1.75 - 1.79  | 1.77    |
|          |         |            | Breast, Boneless/Skinless, IQF               | Conventional    | Frozen    | 190    | 1.75 - 3.66  | 3.04    |
| Prepared | Each    |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 156    | 8.00 - 12.00 | 11.17   |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 4      | 9.99 - 9.99  | 9.99    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 398    | 6.99 - 8.99  | 7.11    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 46     | 3.59 - 6.99  | 6.69    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 161    | 3.56 - 8.87  | 7.28    |
|          |         |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 19     | 6.99 - 6.99  | 6.99    |

## ALASKA (AK)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 91                |
| Activity Index   | 223               |
| Feature Rate (%) | 96.7%             |

| Section | Quality | Price Unit | Item                                          | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-----------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                            | Antibiotic Free | Fresh     | 2      | 1.99 - 1.99 | 1.99    |
|         |         |            | Whole Bagged Fryer                            | Conventional    | Fresh     | 33     | 3.39 - 3.39 | 3.39    |
| Parts   | Per lb  |            | Breast, Boneless/Skinless, Regular            | ABF, Free Range | Fresh     | 11     | 7.49 - 7.49 | 7.49    |
|         |         |            | Breast, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 12     | 2.47 - 2.47 | 2.47    |
|         |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free | Fresh     | 11     | 5.99 - 5.99 | 5.99    |
|         |         |            | Breast, Boneless/Skinless, Value              | Conventional    | Fresh     | 3      | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 12     | 2.97 - 2.97 | 2.97    |
|         |         |            | Drumsticks, Value                             | Conventional    | Fresh     | 2      | 2.29 - 2.29 | 2.29    |
|         |         |            | Leg Quarters, Regular                         | Conventional    | Fresh     | 33     | 2.99 - 2.99 | 2.99    |
|         |         |            | Thighs, Boneless/Skinless, Regular            | ABF, Free Range | Fresh     | 3      | 6.98 - 6.98 | 6.98    |
|         |         |            | Thighs, Boneless/Skinless, Regular            | Conventional    | Fresh     | 24     | 2.47 - 2.97 | 2.72    |
|         |         |            | Thighs, Boneless/Skinless, Value              | Conventional    | Fresh     | 13     | 2.69 - 2.69 | 2.69    |





| Section  | Quality | Price Unit | Item                                         | Environment  | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|----------------------------------------------|--------------|-----------|--------|--------------|---------|
| IQF      |         | Per lb     | Breast, Boneless/Skinless, IQF               | Conventional | Frozen    | 11     | 3.66 - 3.66  | 3.66    |
| Prepared |         | Each       | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional | Prepared  | 22     | 9.99 - 12.00 | 11.00   |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional | Prepared  | 2      | 9.99 - 9.99  | 9.99    |
| Prepared |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional | Prepared  | 26     | 6.99 - 6.99  | 6.99    |
| Deli     |         | Per lb     | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared  | 3      | 6.19 - 6.19  | 6.19    |

**HAWAII (HI)**

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 109               |
| Activity Index   | 342               |
| Feature Rate (%) | 84.4%             |

| Section      | Quality | Price Unit | Item                                          | Environment     | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|-----------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts        |         | Per lb     | Breast, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 23     | 2.47 - 2.47 | 2.47    |
|              |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free | Fresh     | 3      | 6.19 - 6.19 | 6.19    |
|              |         |            | Breast, Boneless/Skinless, Value              | Conventional    | Fresh     | 25     | 4.29 - 4.29 | 4.29    |
|              |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 23     | 2.97 - 2.97 | 2.97    |
|              |         |            | Drumsticks, Value                             | Conventional    | Fresh     | 3      | 2.49 - 2.49 | 2.49    |
|              |         |            | Leg Quarters, 10 Lbs or more                  | Conventional    | Frozen    | 3      | 1.10 - 1.10 | 1.10    |
|              |         |            | Thighs, Regular                               | Conventional    | Fresh     | 3      | 1.72 - 1.72 | 1.72    |
|              |         |            | Thighs, Value                                 | Conventional    | Fresh     | 34     | 1.60 - 2.49 | 1.68    |
|              |         |            | Thighs, Boneless/Skinless, Regular            | Conventional    | Fresh     | 53     | 2.47 - 2.97 | 2.75    |
|              |         |            | Thighs, Boneless/Skinless, Regular            | Conventional    | Frozen    | 3      | 2.92 - 2.92 | 2.92    |
|              |         |            | Thighs, Boneless/Skinless, Value              | Conventional    | Fresh     | 25     | 4.29 - 4.29 | 4.29    |
| IQF          |         | Per lb     | Party Wings, Flats and Drums, IQF             | Conventional    | Frozen    | 31     | 3.10 - 3.77 | 3.68    |
| Ground       |         | Per lb     | Ground Chicken, 1-2 Lbs                       | Conventional    | Fresh     | 25     | 4.99 - 4.99 | 4.99    |
| Prepared     |         | Each       | Whole Rotisserie Chicken, < 2 Lbs             | Conventional    | Prepared  | 62     | 9.99 - 9.99 | 9.99    |
| Prepared     |         | Per lb     | Fried/Baked Breast Tenders                    | Conventional    | Prepared  | 23     | 6.99 - 6.99 | 6.99    |
| Variety Meat |         | Per lb     | Gizzards                                      | Conventional    | Fresh     | 3      | 2.19 - 2.19 | 2.19    |

**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.