



Email us with accessibility issues with this report.

Report for 4/26/2025 - 5/2/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate increased 6.0% and the activity index decreased by 5.0%. Ground, prepared, and deli items increased in ad space this week while whole birds, parts, and IQF decreased in ad space. Variety meat remained steady.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	69,970	73,631	
Feature Rate (%)	88.5%	82.5%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	37	2.99	78	2.96		
		Whole Bagged Fryer	Antibiotic Free	Fresh	813	2.13	996	1.72		
		Whole Bagged Fryer	Conventional	Fresh	1,165	1.51	1,909	1.48		
		Whole Bagged Fryer	USDA Organic	Fresh	376	4.05	74	3.69		
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh			16	3.99		
		Whole Bagged Roaster	Antibiotic Free	Fresh	163	1.16	350	0.98		
		Whole Baking Hen	Conventional	Fresh	69	1.64	160	2.17		
		Whole Cornish Hen	Conventional	Fresh			50	4.80		
		Whole Cornish Hen	Conventional	Frozen	90	4.80				
		Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	2.39	120	2.39		
Parts	Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh	159	6.99				
		Breast Tenders, Regular	Antibiotic Free	Fresh	2,163	6.42	1,079	4.96		
		Breast Tenders, Regular	Conventional	Fresh	1,875	3.30	828	4.03		
		Breast Tenders, Regular	USDA Organic	Fresh			141	8.69		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh			16	8.99		
		Breast Tenders, Value	Antibiotic Free	Fresh			341	5.52		
		Breast Tenders, Value	Conventional	Fresh	752	4.27	350	4.15		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	524	5.74	31	6.38		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3,057	4.03	2,737	4.86		



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, Boneless/Skinless, Regular	Conventional	Fresh	2,584	2.99	2,664	3.56		
		Breast, Boneless/Skinless, Regular	Halal	Fresh			70	8.99		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	304	8.70	417	8.00		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	175	9.41				
		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	37	6.99				
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	606	3.14	1,279	4.39		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	3,136	3.62	1,553	2.84		
		Breast, Boneless/Skinless, Value	USDA Organic	Fresh	40	6.99				
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	1,122	3.26	133	5.07		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	20	6.99	51	6.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	4,012	4.50	610	4.34		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1,683	5.88	1,259	5.10		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh			302	8.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh			118	8.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh			278	5.76		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	118	4.90	1,299	3.63		
		Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	88	0.85				
		Drumsticks, 10 Lbs or more	Conventional	Frozen			29	0.49		
		Drumsticks, Regular	ABF, Free Range	Fresh	69	3.29	37	2.99		
		Drumsticks, Regular	Antibiotic Free	Fresh	691	2.31	2,351	2.34		
		Drumsticks, Regular	Conventional	Fresh	957	1.15	839	1.22		
		Drumsticks, Regular	Conventional	Frozen	34	1.17				
		Drumsticks, Regular	USDA Organic	Fresh			21	4.99		
		Drumsticks, Regular	USDA Organic, Free Range	Fresh			262	3.99		
		Drumsticks, Value	Antibiotic Free	Fresh	460	1.50	160	1.59		
		Drumsticks, Value	Conventional	Fresh	2,304	1.28	4,234	1.07		
		Drumsticks, Value	Conventional	Frozen			36	1.19		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	862	2.13	138	2.92		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	189	2.55	118	2.59		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	172	2.85	172	2.78		
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen			28	0.89		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	339	0.68	1,312	0.78		
		Leg Quarters, Regular	Antibiotic Free	Fresh	157	1.21	35	1.68		
		Leg Quarters, Regular	Conventional	Fresh	240	1.02	281	1.01		
		Leg Quarters, Regular	Conventional	Frozen	10	2.91	3	1.10		
		Leg Quarters, Value	Antibiotic Free	Fresh	31	0.97	41	1.49		
		Leg Quarters, Value	Conventional	Fresh	473	1.31	1,277	1.23		
		Leg Quarters, Value	Conventional	Frozen	23	0.78				
		Leg Quarters, Marinated, Regular	Antibiotic Free	Fresh			24	3.99		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	129	1.55	29	1.19		
		Legs, Value	Antibiotic Free	Fresh	51	1.99	71	1.78		
		Legs, Marinated, Value	Conventional	Fresh			24	1.99		
		Party Wings, Flats and Drums, Regular	ABF, Free Range	Fresh	13	6.29				
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	102	4.12	3,381	2.78		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	1,270	2.93	377	3.73		
		Party Wings, Flats and Drums, Regular	Conventional	Frozen			3	3.46		
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	76	3.79				
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	258	4.12				
		Party Wings, Flats and Drums, Value	Conventional	Fresh	528	3.13	412	3.14		
		Party Wings, Flats and Drums, Value	Conventional	Frozen			16	2.99		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	182	3.22	325	2.95		
		Split Breast, Bone-In, Regular	Conventional	Fresh	404	2.21	807	2.73		
		Split Breast, Bone-In, Regular	USDA Organic	Fresh			23	5.49		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh			174	1.72		
		Split Breast, Bone-In, Value	Conventional	Fresh	566	2.19	805	1.96		
		Thighs, Regular	ABF, Free Range	Fresh	37	2.99	37	2.99		



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, Regular	Antibiotic Free	Fresh	423	2.31	2,403	2.37		
		Thighs, Regular	Conventional	Fresh	636	1.51	1,385	1.61		
		Thighs, Regular	Conventional	Frozen			10	1.92		
		Thighs, Regular	USDA Organic	Fresh	20	5.49				
		Thighs, Regular	USDA Organic, Free Range	Fresh			16	4.99		
		Thighs, Value	Antibiotic Free	Fresh	154	1.67	112	1.40		
		Thighs, Value	Conventional	Fresh	1,119	1.63	2,501	1.29		
		Thighs, Value	Conventional	Frozen	10	2.61				
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	6.99	16	6.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	210	4.21	606	4.45		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1,299	3.05	1,173	3.30		
		Thighs, Boneless/Skinless, Regular	Conventional	Frozen			189	3.60		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	53	7.78				
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	2.99				
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	546	3.19	237	3.16		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	577	3.29	68	3.74		
		V-Cut Wings, Regular	Conventional	Fresh	213	2.40	166	2.21		
		V-Cut Wings, Regular	Halal	Fresh	212	4.49				
		V-Cut Wings, Value	Antibiotic Free	Fresh	342	3.69	109	3.04		
		V-Cut Wings, Value	Conventional	Fresh	694	3.06	1,715	3.82		
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	76	3.21	39	2.80		
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen			219	3.20		
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	675	3.30	194	2.74		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	926	3.00	1,298	2.93		
		V-Cut Wings, IQF	Conventional	Frozen	27	1.95	38	2.50		
Ground	Per lb	Ground Chicken, 1-2 Lbs	ABF, Free Range	Fresh	6	5.99				
		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	1,004	3.83	419	4.19		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	342	4.17	240	3.84		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	311	5.99	16	6.49		
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	18	4.99				
		Ground Chicken Breast (98-100%), 1-2 Lbs	Conventional	Fresh			167	5.00		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Prepared	Each	Fried/Baked Breast Tenders, 12-Piece	Conventional	Prepared	36	14.88				
		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared			18	8.72		
		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared			40	9.99		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	332	8.10	320	8.11		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	28	16.99	64	16.49		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,163	8.89	2,289	9.12		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	39	0.63	120	1.15		
		Rotisserie Leg Quarter	Conventional	Prepared	34	1.87	34	1.87		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	225	7.85	72	6.99		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	3,692	8.21	1,557	9.01		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Antibiotic Free	Prepared			189	8.99		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	37	7.99				
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	355	8.03	1,779	7.95		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	1,657	6.40	1,429	7.82		
		Fried/Baked Wings, Boneless	Conventional	Prepared	670	7.78	380	6.01		
		Rotisserie Breast	Conventional	Prepared	48	6.99				
		Rotisserie Leg Quarter	Conventional	Prepared			212	5.00		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	3	3.98				
Deli	Per lb	Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared			27	6.99		
		Grilled Chicken Strips, 16 oz	Conventional	Prepared	100	8.13				
		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	149	7.12	139	7.27		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	294	6.84	422	7.87		
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	27	5.36	31	6.00		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	65	3.99				
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	3,121	6.26	1,923	5.29		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared			18	13.69		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	8,947	7.77	7,135	7.79		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic,	Prepared			23	18.11		
		Service Deli - Cat 1	Conventional	Prepared	2,834	10.13	4,299	10.23		
		Service Deli - Cat 2	Conventional	Prepared	203	5.58	509	6.29		
Variety Meat	Per lb	Gizzards	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Gizzards	Conventional	Fresh	24	1.99	24	1.99		
		Hearts	Antibiotic Free	Frozen			17	2.99		
		Liver	Antibiotic Free	Fresh	17	1.99	17	1.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	16,770
Feature Rate (%)	85.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	ABF, Free	Fresh	37	2.99 - 2.99	2.99
				Range				
			Whole Bagged Fryer	Antibiotic Free	Fresh	414	1.29 - 1.99	1.88
			Whole Bagged Fryer	Conventional	Fresh	224	0.99 - 2.19	1.18
			Whole Bagged Fryer	USDA Organic	Fresh	328	3.99 - 4.99	4.07
			Whole Bagged Roaster	Antibiotic Free	Fresh	163	0.99 - 1.29	1.16
			Whole Cut-Up Fryer	Antibiotic Free	Fresh	120	2.39 - 2.39	2.39
Parts	Per lb		Breast Tenders, Regular	ABF, Free	Fresh	159	6.99 - 6.99	6.99
				Range				
			Breast Tenders, Regular	Antibiotic Free	Fresh	183	4.99 - 5.99	5.49
			Breast Tenders, Regular	Conventional	Fresh	457	2.99 - 4.99	3.85
			Breast, Boneless/Skinless, Regular	ABF, Free	Fresh	509	4.99 - 6.99	5.71
				Range				
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	923	2.47 - 7.99	4.58
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	854	1.79 - 4.99	2.78
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	130	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	37	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	93	1.99 - 1.99	1.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	747	1.99 - 3.99	3.45
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	75	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	20	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	653	2.99 - 6.99	3.59
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	544	3.99 - 5.99	5.69
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	21	5.99 - 5.99	5.99
			Drumsticks, Regular	ABF, Free Range	Fresh	37	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	205	1.49 - 2.39	2.22
			Drumsticks, Regular	Conventional	Fresh	38	1.99 - 2.39	2.17
			Drumsticks, Value	Antibiotic Free	Fresh	374	1.29 - 1.79	1.52
			Drumsticks, Value	Conventional	Fresh	624	0.99 - 1.79	1.38
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	21	0.99 - 0.99	0.99
			Leg Quarters, Regular	Antibiotic Free	Fresh	82	0.99 - 0.99	0.99
			Leg Quarters, Regular	Conventional	Fresh	189	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	316	0.98 - 1.69	1.38
			Legs, Value	Antibiotic Free	Fresh	48	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	26	4.49 - 4.49	4.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	97	1.99 - 2.99	2.77
			Party Wings, Flats and Drums, Value	Conventional	Fresh	419	2.99 - 3.49	3.12
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	94	1.69 - 5.99	3.54
			Split Breast, Bone-In, Value	Conventional	Fresh	220	2.29 - 2.49	2.36
			Thighs, Regular	ABF, Free Range	Fresh	37	2.99 - 2.99	2.99
			Thighs, Regular	Antibiotic Free	Fresh	187	1.49 - 2.39	2.28
			Thighs, Regular	Conventional	Fresh	59	1.49 - 2.39	1.93
			Thighs, Regular	USDA Organic	Fresh	20	5.49 - 5.49	5.49
			Thighs, Value	Antibiotic Free	Fresh	54	1.79 - 1.79	1.79
			Thighs, Value	Conventional	Fresh	179	0.99 - 1.79	1.60
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	117	2.99 - 5.98	3.65
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	146	2.99 - 4.99	3.50
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	148	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	V-Cut Wings, Value	Antibiotic Free	Fresh	302	3.69 - 3.69	3.69
			V-Cut Wings, Value	Conventional	Fresh	79	1.99 - 3.99	3.46
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	415	2.33 - 2.80	2.43
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	796	2.99 - 5.00	3.71
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	189	3.50 - 3.50	3.50
			Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	311	5.99 - 5.99	5.99
			Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	18	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	93	7.99 - 8.00	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	481	7.99 - 10.64	8.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	223	7.99 - 7.99	7.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	20	9.99 - 9.99	9.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	72	10.99 - 10.99	10.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	44	7.99 - 7.99	7.99
Deli	Per lb		Grilled Chicken Strips, 16 oz	Conventional	Prepared	54	7.99 - 7.99	7.99
			Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	35	7.00 - 9.98	8.45
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	250	6.00 - 7.00	6.64
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	360	5.99 - 7.99	6.64
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1505	5.33 - 11.54	8.22
			Service Deli - Cat 1	Conventional	Prepared	963	7.99 - 12.99	9.77
Variety Meat	Per lb		Service Deli - Cat 2	Conventional	Prepared	91	4.99 - 4.99	4.99
			Gizzards	Conventional	Fresh	21	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	18,343
Feature Rate (%)	92.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	13	2.19 - 2.19	2.19
			Whole Baking Hen	Conventional	Fresh	40	1.39 - 1.39	1.39
			Whole Cornish Hen	Conventional	Frozen	90	4.80 - 4.80	4.80
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	1437	3.98 - 6.99	6.95
			Breast Tenders, Regular	Conventional	Fresh	1176	2.99 - 2.99	2.99
			Breast Tenders, Value	Conventional	Fresh	381	2.99 - 4.49	4.36



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	3	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	451	2.47 - 4.99	3.30
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	444	2.49 - 3.94	2.74
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	128	1.99 - 2.99	2.29
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1413	1.99 - 3.99	3.98
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	37	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	2081	2.99 - 6.99	5.71
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1094	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	3	5.99 - 5.99	5.99
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	36	0.79 - 0.99	0.95
			Drumsticks, Regular	Conventional	Fresh	233	0.88 - 1.99	1.06
			Drumsticks, Value	Antibiotic Free	Fresh	67	1.49 - 1.79	1.57
			Drumsticks, Value	Conventional	Fresh	402	0.78 - 1.79	1.46
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	73	0.57 - 0.99	0.69
			Leg Quarters, Value	Conventional	Fresh	62	0.99 - 1.29	1.28
			Leg Quarters, Value	Conventional	Frozen	23	0.78 - 0.78	0.78
			Legs, Value	Antibiotic Free	Fresh	3	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	32	3.98 - 3.98	3.98
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	1162	1.98 - 2.99	2.95
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	28	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Value	Conventional	Fresh	78	2.48 - 3.49	3.24
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	41	2.29 - 2.99	2.34
			Split Breast, Bone-In, Regular	Conventional	Fresh	82	1.99 - 1.99	1.99
			Split Breast, Bone-In, Value	Conventional	Fresh	135	1.99 - 1.99	1.99
			Thighs, Regular	Conventional	Fresh	386	1.08 - 1.99	1.43
			Thighs, Value	Antibiotic Free	Fresh	67	1.49 - 1.79	1.57
			Thighs, Value	Conventional	Fresh	610	1.49 - 1.79	1.62
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1094	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Antibiotic Free	Fresh	434	2.98 - 3.49	3.34
			V-Cut Wings, Regular	Conventional	Fresh	40	2.39 - 2.39	2.39
			V-Cut Wings, Regular	Halal	Fresh	106	4.49 - 4.49	4.49
			V-Cut Wings, Value	Antibiotic Free	Fresh	1	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	34	1.99 - 3.99	2.98
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	117	2.49 - 3.20	2.73
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99
Prepared	Each		Fried/Baked Breast Tenders, 12-Piece	Conventional	Prepared	19	15.59 - 15.59	15.59



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	82	6.99 - 9.85	8.04
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	83	8.99 - 12.99	11.69
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	82	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	622	6.99 - 9.99	8.00
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	29	9.89 - 9.89	9.89
			Fried/Baked Wings, Boneless	Conventional	Prepared	190	7.99 - 7.99	7.99
Deli	Per lb		Grilled Chicken Strips, 16 oz	Conventional	Prepared	17	7.99 - 7.99	7.99
			Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	114	5.98 - 7.00	6.71
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	2	7.97 - 7.97	7.97
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	574	5.49 - 7.99	6.53
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1960	4.80 - 12.43	7.99
			Service Deli - Cat 1	Conventional	Prepared	354	7.99 - 10.49	10.18
Variety Meat	Per lb		Service Deli - Cat 2	Conventional	Prepared	72	5.38 - 5.99	5.65
			Gizzards	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	4,639
Activity Index	11,611
Feature Rate (%)	94.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	317	2.00 - 2.49	2.42
			Whole Bagged Fryer	Conventional	Fresh	19	1.49 - 2.19	1.80
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	500	3.99 - 6.99	5.38
			Breast Tenders, Regular	Conventional	Fresh	55	2.99 - 4.99	4.30
			Breast Tenders, Value	Conventional	Fresh	60	2.99 - 4.99	3.69
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	646	2.47 - 8.00	5.17
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	837	2.49 - 4.99	3.10
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	2	10.00 - 10.00	10.00
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	48	3.49 - 3.99	3.67
			Breast, Boneless/Skinless, Value	Conventional	Fresh	129	1.99 - 4.99	3.51
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	56	2.97 - 4.99	4.70
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	835	2.99 - 6.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	34	4.99 - 5.99	5.52



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	Antibiotic Free	Fresh	323	2.00 - 3.29	2.48
			Drumsticks, Regular	Conventional	Fresh	64	1.29 - 1.99	1.51
			Drumsticks, Value	Antibiotic Free	Fresh	19	0.69 - 1.79	0.81
			Drumsticks, Value	Conventional	Fresh	161	0.99 - 1.79	1.38
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	1	1.99 - 1.99	1.99
			Leg Quarters, Regular	Antibiotic Free	Fresh	75	1.29 - 1.99	1.45
			Leg Quarters, Regular	Conventional	Fresh	32	0.99 - 1.49	1.24
			Leg Quarters, Value	Antibiotic Free	Fresh	31	0.97 - 0.97	0.97
			Leg Quarters, Value	Conventional	Fresh	18	0.99 - 0.99	0.99
			Leg Quarters, Marinated, Regular	Conventional	Fresh	11	1.69 - 1.69	1.69
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	19	3.99 - 4.00	3.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	79	3.50 - 3.50	3.50
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Conventional	Fresh	17	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	90	1.99 - 3.99	2.06
			Thighs, Regular	Conventional	Fresh	60	1.29 - 1.49	1.34
			Thighs, Value	Antibiotic Free	Fresh	33	1.66 - 1.79	1.67
			Thighs, Value	Conventional	Fresh	101	1.29 - 1.79	1.40
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	27	3.29 - 6.00	3.54
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	16	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	2	8.00 - 8.00	8.00
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	87	2.99 - 3.99	3.51
			V-Cut Wings, Regular	Antibiotic Free	Fresh	123	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Conventional	Fresh	12	2.29 - 2.49	2.47
			V-Cut Wings, Regular	Halal	Fresh	106	4.49 - 4.49	4.49
			V-Cut Wings, Value	Antibiotic Free	Fresh	35	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	43	2.49 - 2.99	2.73
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	16	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	436	1.99 - 4.00	3.44
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	290	2.20 - 4.00	3.87
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	189	4.29 - 4.29	4.29
Prepared	Each		Fried/Baked Breast Tenders, 12-Piece	Conventional	Prepared	16	13.99 - 13.99	13.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	35	6.99 - 7.99	7.50
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	28	16.99 - 16.99	16.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	321	5.99 - 10.98	7.71
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	39	0.60 - 0.67	0.63
			Rotisserie Leg Quarter	Conventional	Prepared	28	1.87 - 1.87	1.87
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	72	5.99 - 8.88	7.23
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	667	7.99 - 8.88	8.03



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	50	5.00 - 5.99	5.57
			Fried/Baked Wings, Bone-In	Conventional	Prepared	103	5.00 - 7.00	6.65
			Fried/Baked Wings, Boneless	Conventional	Prepared	340	6.99 - 8.99	7.76
			Rotisserie Breast	Conventional	Prepared	48	6.99 - 6.99	6.99
Deli	Per lb		Grilled Chicken Strips, 16 oz	Conventional	Prepared	4	7.99 - 8.49	8.24
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	13	7.97 - 7.97	7.97
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	2	5.36 - 5.36	5.36
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	511	5.49 - 9.79	6.61
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2459	4.44 - 12.43	7.17
			Service Deli - Cat 1	Conventional	Prepared	713	8.49 - 12.49	9.75
			Service Deli - Cat 2	Conventional	Prepared	40	5.99 - 7.49	6.82
Variety Meat	Per lb		Gizzards	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			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	8,740
Feature Rate (%)	80.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	71	1.99 - 2.48	2.27
			Whole Bagged Fryer	Conventional	Fresh	228	1.49 - 2.49	1.81
			Whole Baking Hen	Conventional	Fresh	29	1.99 - 1.99	1.99
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	43	3.98 - 4.99	4.94
			Breast Tenders, Regular	Conventional	Fresh	39	3.99 - 4.99	4.54
			Breast Tenders, Value	Conventional	Fresh	203	2.99 - 4.49	3.88
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	173	2.47 - 8.00	4.10
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	181	2.49 - 4.49	3.14
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	25	10.00 - 10.00	10.00
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	95	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Value	Conventional	Fresh	182	2.49 - 3.49	2.86
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	139	2.97 - 3.99	3.20
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	323	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	29	3.79 - 3.79	3.79
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	52	0.79 - 0.79	0.79



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	Antibiotic Free	Fresh	45	1.99 - 2.48	2.44
			Drumsticks, Regular	Conventional	Fresh	413	0.69 - 1.69	0.97
			Drumsticks, Regular	Conventional	Frozen	31	0.99 - 0.99	0.99
			Drumsticks, Value	Conventional	Fresh	370	0.76 - 1.59	1.32
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	72	1.99 - 2.97	2.03
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.97 - 2.97	2.97
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	81	0.57 - 0.99	0.72
			Leg Quarters, Value	Conventional	Fresh	3	0.97 - 0.97	0.97
			Leg Quarters, Marinated, Regular	Conventional	Fresh	118	1.19 - 1.69	1.53
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	25	4.00 - 4.00	4.00
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	118	4.98 - 4.98	4.98
			Party Wings, Flats and Drums, Value	Conventional	Fresh	31	2.48 - 2.99	2.97
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	30	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	139	1.69 - 2.79	1.98
			Split Breast, Bone-In, Value	Conventional	Fresh	118	2.28 - 2.28	2.28
			Thighs, Regular	Antibiotic Free	Fresh	58	1.99 - 3.99	3.28
			Thighs, Regular	Conventional	Fresh	131	1.29 - 1.69	1.60
			Thighs, Value	Conventional	Fresh	201	1.28 - 1.77	1.65
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	50	3.99 - 6.00	5.00
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	25	8.00 - 8.00	8.00
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	127	2.97 - 3.49	3.09
			V-Cut Wings, Regular	Conventional	Fresh	40	2.29 - 2.29	2.29
			V-Cut Wings, Value	Antibiotic Free	Fresh	1	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	152	1.97 - 2.99	2.28
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	57	2.80 - 3.99	3.18
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	116	2.00 - 3.99	3.11
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	91	2.80 - 3.20	3.03
			V-Cut Wings, IQF	Conventional	Frozen	27	1.95 - 1.95	1.95
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	150	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Breast Tenders, 12-Piece	Conventional	Prepared	1	15.59 - 15.59	15.59
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	52	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	73	6.79 - 10.98	10.87
			Rotisserie Leg Quarter	Conventional	Prepared	6	1.87 - 1.87	1.87
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	71	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	676	7.99 - 8.99	8.30
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	37	7.99 - 7.99	7.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	61	5.99 - 7.99	6.97
			Fried/Baked Wings, Bone-In	Conventional	Prepared	315	4.77 - 8.99	5.89
			Fried/Baked Wings, Boneless	Conventional	Prepared	96	4.99 - 8.99	7.31



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Grilled Chicken Strips, 16 oz	Conventional	Prepared	25	8.49 - 8.49	8.49
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	29	7.97 - 7.97	7.97
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	25	5.36 - 5.36	5.36
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	695	5.49 - 7.99	5.95
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1499	3.54 - 12.43	7.44
			Service Deli - Cat 1	Conventional	Prepared	444	8.49 - 12.49	10.63

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	10,336
Feature Rate (%)	83.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	565	1.49 - 1.49	1.49
			Whole Bagged Fryer	USDA Organic	Fresh	25	3.69 - 4.49	4.14
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	122	2.99 - 3.99	3.25
			Breast Tenders, Value	Conventional	Fresh	68	1.99 - 7.99	4.46
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	396	2.47 - 6.99	2.82
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	268	2.49 - 5.19	3.62
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	14	9.99 - 9.99	9.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	164	8.99 - 9.49	9.44
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	183	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	410	1.99 - 3.29	2.94
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	476	2.97 - 5.19	3.39
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	120	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	65	4.99 - 4.99	4.99
			Drumsticks, Regular	ABF, Free Range	Fresh	11	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	76	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Fresh	206	0.79 - 1.39	1.28
			Drumsticks, Value	Conventional	Fresh	722	0.79 - 1.29	1.02
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	673	1.99 - 2.99	2.17
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	189	1.99 - 2.99	2.55
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	169	2.49 - 2.99	2.84



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Leg Quarters, 10 Lbs or more	Conventional	Frozen	161	0.59 - 0.79	0.61
			Leg Quarters, Value	Conventional	Fresh	63	0.97 - 0.97	0.97
			Party Wings, Flats and Drums, Regular	ABF, Free Range	Fresh	13	6.29 - 6.29	6.29
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	11	3.49 - 3.49	3.49
			Split Breast, Bone-In, Regular	Conventional	Fresh	183	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	67	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	16	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	25	6.49 - 8.99	7.59
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	67	2.99 - 3.49	3.05
			V-Cut Wings, Regular	Conventional	Fresh	118	2.29 - 2.49	2.44
			V-Cut Wings, Value	Conventional	Fresh	254	2.99 - 2.99	2.99
IQF	Per lb		Breast, Boneless/Skinless, IQF	Conventional	Frozen	101	2.99 - 3.00	3.00
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	16	3.99 - 3.99	3.99
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	1	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	59	8.99 - 8.99	8.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	178	6.79 - 8.99	8.88
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	947	7.99 - 9.99	8.21
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	195	6.99 - 8.99	8.51
			Fried/Baked Wings, Bone-In	Conventional	Prepared	928	4.49 - 10.99	6.28
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	65	3.99 - 3.99	3.99
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	766	4.99 - 7.99	5.88
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	967	4.44 - 10.65	7.86
			Service Deli - Cat 1	Conventional	Prepared	185	9.99 - 12.49	11.49

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	3,742
Feature Rate (%)	93.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	11	2.49 - 2.49	2.49
			Whole Bagged Fryer	Conventional	Fresh	116	1.49 - 1.49	1.49
			Whole Bagged Fryer	USDA Organic	Fresh	23	3.69 - 4.49	3.72
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	13	3.69 - 3.99	3.97
			Breast Tenders, Value	Conventional	Fresh	40	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	12	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	430	2.47 - 6.99	3.11
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	122	8.99 - 9.99	9.00
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	59	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	209	1.99 - 4.99	3.85
			Breast, Boneless/Skinless, Value	USDA Organic	Fresh	40	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	304	2.97 - 2.97	2.97
			Drumsticks, Regular	ABF, Free Range	Fresh	21	3.99 - 3.99	3.99
			Drumsticks, Regular	Antibiotic Free	Fresh	42	1.99 - 1.99	1.99
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	116	1.99 - 1.99	1.99
			Leg Quarters, Regular	Conventional	Fresh	19	0.89 - 0.89	0.89
			Leg Quarters, Value	Conventional	Fresh	11	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	11	2.49 - 2.49	2.49
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	76	3.79 - 3.79	3.79
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	22	3.49 - 3.49	3.49
			Split Breast, Bone-In, Value	Conventional	Fresh	76	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	21	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	40	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	1	6.49 - 6.49	6.49
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	114	3.28 - 3.49	3.41
			V-Cut Wings, Regular	Conventional	Fresh	1	2.29 - 2.29	2.29
			V-Cut Wings, Value	Conventional	Fresh	121	3.99 - 3.99	3.99
IQF	Per lb		Breast, Boneless/Skinless, IQF	Conventional	Frozen	22	2.99 - 2.99	2.99
Ground	Per lb		Ground Chicken, 1-2 Lbs	ABF, Free Range	Fresh	4	5.99 - 5.99	5.99
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	2	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	25	6.79 - 8.99	7.14
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	500	7.99 - 9.99	8.60
Prepared	Per lb		Fried/Baked Wings, Bone-In	Conventional	Prepared	232	5.00 - 7.00	6.00
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	204	5.49 - 7.99	6.35
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	510	4.44 - 10.65	9.22
			Service Deli - Cat 1	Conventional	Prepared	172	8.99 - 12.99	10.82

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	223



Feature Rate (%) 100.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	13	3.69 - 3.69	3.69
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	15	2.47 - 3.99	2.77
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	11	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	11	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	46	3.39 - 3.99	3.55
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	12	2.97 - 2.97	2.97
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	11	4.99 - 4.99	4.99
			Drumsticks, Regular	Conventional	Frozen	3	2.98 - 2.98	2.98
			Leg Quarters, Regular	Conventional	Frozen	3	5.28 - 5.28	5.28
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	3	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	11	3.99 - 3.99	3.99
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	3	4.98 - 4.98	4.98
Ground	Per lb		Ground Chicken, 1-2 Lbs	ABF, Free Range	Fresh	2	5.99 - 5.99	5.99
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	11	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	2	8.99 - 8.99	8.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	34	7.99 - 9.99	9.28
Prepared	Per lb		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	3	3.98 - 3.98	3.98
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	11	6.49 - 6.49	6.49
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	15	5.33 - 10.64	9.58
			Service Deli - Cat 1	Conventional	Prepared	3	9.99 - 9.99	9.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	205
Feature Rate (%)	66.1%

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, Marinated, Regular	Conventional	Fresh	23	2.97 - 2.97	2.97
			Drumsticks, Regular	Conventional	Fresh	3	2.69 - 2.69	2.69
			Drumsticks, Value	Conventional	Fresh	25	2.69 - 2.69	2.69
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	3	1.17 - 1.17	1.17



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Leg Quarters, Regular	Conventional	Frozen	7	1.90 - 1.90	1.90
			Thighs, Value	Conventional	Fresh	28	2.69 - 2.69	2.69
			Thighs, Value	Conventional	Frozen	10	1.72 - 2.99	2.61
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	4.49 - 4.49	4.49
			V-Cut Wings, Regular	Conventional	Fresh	2	2.29 - 2.29	2.29
			V-Cut Wings, Value	Antibiotic Free	Fresh	3	6.19 - 6.19	6.19
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	13	3.46 - 4.50	4.17
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	23	7.99 - 7.99	7.99
Prepared	Per lb		Fried/Baked Wings, Bone-In	Conventional	Prepared	7	8.99 - 8.99	8.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	32	5.33 - 10.64	9.15

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.