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Report for 3/29/2025 - 4/4/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate decreased 3.0% and the activity index increased by 12.7%. IQF, ground, deli, and variety meat increased in ad space this week while whole birds, parts, and prepared items decreased in ad space.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	75,440	66,954	
Feature Rate (%)	81.1%	84.1%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Half Chicken	Conventional	Fresh			16	1.99		
		Whole Bagged Fryer	ABF, Free Range	Fresh	31	2.49	64	2.79		
		Whole Bagged Fryer	Antibiotic Free	Fresh	706	2.08	1,008	1.91		
		Whole Bagged Fryer	Conventional	Fresh	617	1.52	1,295	1.43		
		Whole Bagged Fryer	Conventional	Frozen	67	1.38				
		Whole Bagged Fryer	USDA Organic	Fresh	241	3.64	87	3.62		
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	37	2.99				
		Whole Bagged Roaster	Antibiotic Free	Fresh	269	1.64	542	1.54		
		Whole Baking Hen	Conventional	Fresh	159	1.84	99	2.07		
		Whole Baking Hen	Conventional	Frozen	47	1.86	40	1.28		
		Whole Cornish Hen	Conventional	Fresh	50	4.80	50	4.80		
		Whole Cornish Hen	Conventional	Frozen	7	4.17				
		Whole Cut-Up Fryer	Antibiotic Free	Fresh			258	2.46		
		Whole Cut-Up Fryer	Conventional	Fresh			16	2.99		
Parts	Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh	148	6.99	118	6.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh	885	5.63	1,358	4.94		
		Breast Tenders, Regular	Conventional	Fresh	576	4.86	645	3.40		
		Breast Tenders, Regular	USDA Organic	Fresh			347	7.65		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	37	11.99				
		Breast Tenders, Value	Antibiotic Free	Fresh	48	7.57				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Breast Tenders, Value	Conventional	Fresh	391	3.48	933	3.54		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	254	6.03	154	6.86		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3,302	3.98	1,830	4.68		
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	1,741	2.84	2,238	2.67		
		Breast, Boneless/Skinless, Regular	Halal	Fresh	94	8.73	262	7.99		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	200	8.58	367	7.69		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	155	9.47				
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	323	3.64	639	4.22		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	5,400	2.70	1,689	3.03		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	158	4.90	277	5.17		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	199	6.99	118	6.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	3,151	3.63	936	5.49		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	271	4.90	448	4.91		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	37	11.99	148	9.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh			75	4.49		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	135	5.15	366	4.58		
		Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	60	0.79				
		Drumsticks, 10 Lbs or more	Conventional	Frozen	57	0.99	29	0.99		
		Drumsticks, Regular	ABF, Free Range	Fresh	11	2.99				
		Drumsticks, Regular	Antibiotic Free	Fresh	1,155	1.61	561	2.07		
		Drumsticks, Regular	Antibiotic Free	Frozen			3	2.20		
		Drumsticks, Regular	Conventional	Fresh	650	1.18	2,522	1.36		
		Drumsticks, Regular	Conventional	Frozen	136	1.51	146	1.81		
		Drumsticks, Regular	USDA Organic	Fresh	236	3.82	606	2.93		
		Drumsticks, Regular	USDA Organic, Free Range	Fresh	37	3.99				
		Drumsticks, Value	Antibiotic Free	Fresh	1,213	1.63	313	1.55		
		Drumsticks, Value	Conventional	Fresh	2,578	1.08	4,203	1.42		
		Drumsticks, Value	Conventional	Frozen	134	1.33				



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	ABF, Free Range	Fresh			13	4.99		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	59	2.79	125	2.73		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	198	2.43	112	2.16		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	106	2.66	172	2.66		
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	65	2.29	65	2.29		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	137	0.84	1,328	0.77		
		Leg Quarters, Regular	Antibiotic Free	Fresh	55	1.13	88	1.11		
		Leg Quarters, Regular	Conventional	Fresh	223	1.04	1,662	1.51		
		Leg Quarters, Regular	Kosher	Fresh	478	2.58				
		Leg Quarters, Value	Antibiotic Free	Fresh	34	1.23				
		Leg Quarters, Value	Conventional	Fresh	253	1.60	325	1.07		
		Leg Quarters, Value	Conventional	Frozen			3	1.72		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	49	1.31	29	1.19		
		Leg Quarters, Marinated, Value	Conventional	Fresh	364	0.99				
		Legs, Regular	Antibiotic Free	Fresh	120	1.39	20	2.99		
		Legs, Value	Antibiotic Free	Fresh			51	1.79		
		Legs, Value	Conventional	Fresh	30	1.29				
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	245	4.79	252	3.26		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	49	2.50	2,918	2.53		
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	27	2.99				
		Party Wings, Flats and Drums, Value	Conventional	Fresh	47	2.88	36	2.84		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	272	4.31	174	2.57		
		Split Breast, Bone-In, Regular	Conventional	Fresh	1,600	2.41	604	2.72		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	183	1.99	44	1.59		
		Split Breast, Bone-In, Value	Conventional	Fresh	155	2.21	153	1.99		
		Thighs, Regular	ABF, Free Range	Fresh	23	6.49				
		Thighs, Regular	Antibiotic Free	Fresh	862	1.74	526	2.04		
		Thighs, Regular	Conventional	Fresh	286	1.77	2,207	1.41		
		Thighs, Regular	Conventional	Frozen	102	1.68				
		Thighs, Regular	USDA Organic	Fresh	58	5.05				



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	USDA Organic,	Fresh	37	3.99				
			Free Range							
		Thighs, Value	Antibiotic Free	Fresh	456	1.70	305	2.29		
		Thighs, Value	Conventional	Fresh	1,455	1.67	857	1.38		
		Thighs, Value	Conventional	Frozen	113	1.39	10	2.03		
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	148	6.99	118	6.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	920	3.75	690	4.38		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1,600	2.96	686	3.36		
		Thighs, Boneless/Skinless, Regular	Halal	Fresh	70	5.99				
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	35	6.78				
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh			109	3.17		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Frozen	3	2.92				
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	543	3.16	240	2.95		
		Thighs, Boneless/Skinless, Value	Conventional	Frozen			63	2.40		
		V-Cut Wings, 10 Lbs or more	Antibiotic Free	Frozen	28	2.49				
		V-Cut Wings, Regular	Antibiotic Free	Fresh	37	3.53	84	3.48		
		V-Cut Wings, Regular	Conventional	Fresh	480	2.95	51	3.34		
		V-Cut Wings, Value	Antibiotic Free	Fresh	380	3.41	166	3.48		
		V-Cut Wings, Value	Conventional	Fresh	971	2.98	331	2.99		
		V-Cut Wings, Value	Conventional	Frozen	220	2.94				
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	315	3.13	49	2.27		
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	190	4.65				
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	579	2.96	256	2.82		
		Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen			72	4.00		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	1,533	2.73	1,012	2.69		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	563	3.59	444	4.67		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	321	4.00	249	3.98		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	16	6.99				
		Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	311	3.00				
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	148	4.49	519	6.79		
		Ground Chicken Breast (98-100%), 1-2 Lbs	Conventional	Fresh			199	3.99		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	51	4.99	38	2.99		



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, 8-Piece	Conventional	Prepared	54	10.62				
		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	370	8.99				
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	1,207	6.95	600	7.32		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared			231	16.07		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,158	9.07	1,610	9.27		
		Fried/Baked Wings, Bone-In, 12-Piece	Conventional	Prepared			18	7.99		
		Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared			102	10.13		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	21	0.60	21	0.60		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	220	8.58	431	6.89		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	900	8.45	1,932	8.67		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Antibiotic Free	Prepared			28	10.99		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	37	7.99				
Prepared	Per lb	Fried/Baked Breast Tenders	Antibiotic Free	Prepared	311	8.99				
		Fried/Baked Breast Tenders	Conventional	Prepared	879	7.11	2,463	8.84		
		Fried/Baked Chicken, Dark	Conventional	Prepared	23	3.99	12	11.99		
		Fried/Baked Chicken, Mixed	Conventional	Prepared	3	6.98				
		Fried/Baked Wings, Bone-In	Conventional	Prepared	3,677	7.97	2,762	7.86		
		Fried/Baked Wings, Boneless	Conventional	Prepared	2,250	7.90	2,445	8.06		
		Rotisserie Breast	Antibiotic Free	Prepared	311	3.49				
		Rotisserie Breast	Conventional	Prepared	23	4.99				
Deli	Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	417	7.13	62	7.11		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	2,387	7.07	243	7.98		
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	158	6.32	112	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	5,013	6.13	2,593	5.75		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	72	18.26				



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	7,370	8.32	6,091	8.48		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared	44	21.31	120	21.31		
		Service Deli - Cat 1	Conventional	Prepared	4,002	9.71	2,303	11.36		
		Service Deli - Cat 2	Conventional	Prepared	695	6.70	439	8.02		
Variety Meat	Per lb	Gizzards	Antibiotic Free	Fresh	17	1.99	17	1.59		
		Gizzards	Antibiotic Free	Frozen			17	2.39		
		Gizzards	Conventional	Fresh			24	1.99		
		Hearts	Antibiotic Free	Frozen	17	2.99				
		Liver	Antibiotic Free	Fresh	65	2.18	17	1.59		
		Liver	Conventional	Fresh	68	1.72				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	22,518
Feature Rate (%)	86.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	ABF, Free Range	Fresh	20	2.49 - 2.49	2.49
			Whole Bagged Fryer	Antibiotic Free	Fresh	348	1.99 - 2.99	2.47
			Whole Bagged Fryer	Conventional	Fresh	38	1.89 - 1.89	1.89
			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	257	1.49 - 1.69	1.63
			Whole Baking Hen	Conventional	Fresh	65	1.99 - 1.99	1.99
			Whole Baking Hen	Conventional	Frozen	6	2.29 - 2.29	2.29
			Breast Tenders, Regular	Antibiotic Free	Fresh	478	3.84 - 7.99	5.56
			Breast Tenders, Regular	Conventional	Fresh	131	5.99 - 5.99	5.99
Parts	Per lb		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	37	11.99 - 11.99	11.99
			Breast Tenders, Value	Antibiotic Free	Fresh	20	6.99 - 6.99	6.99
			Breast Tenders, Value	Conventional	Fresh	54	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	978	1.99 - 7.99	3.83
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	190	2.69 - 3.49	3.22
			Breast, Boneless/Skinless, Regular	Halal	Fresh	24	7.99 - 8.99	8.12
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	37	10.99 - 10.99	10.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	95	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1568	1.77 - 2.99	2.57
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	48	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	1093	2.99 - 5.99	4.53
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	146	4.99 - 5.99	5.17
			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	21	5.99 - 5.99	5.99
			Drumsticks, Regular	Antibiotic Free	Fresh	661	0.99 - 2.49	1.61
			Drumsticks, Regular	Conventional	Fresh	30	1.99 - 1.99	1.99
			Drumsticks, Regular	USDA Organic	Fresh	72	2.99 - 2.99	2.99
			Drumsticks, Regular	USDA Organic, Free Range	Fresh	37	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	462	0.99 - 1.79	1.47
			Drumsticks, Value	Conventional	Fresh	824	0.76 - 1.99	1.37
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	21	0.99 - 0.99	0.99
			Leg Quarters, Regular	Antibiotic Free	Fresh	38	1.19 - 1.19	1.19
			Leg Quarters, Regular	Conventional	Fresh	195	0.99 - 0.99	0.99
			Leg Quarters, Regular	Kosher	Fresh	419	1.99 - 3.69	2.43
			Leg Quarters, Value	Conventional	Fresh	130	1.69 - 1.69	1.69
			Legs, Regular	Antibiotic Free	Fresh	120	1.39 - 1.39	1.39
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	164	5.49 - 5.49	5.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	21	1.99 - 1.99	1.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	252	1.69 - 5.49	4.36
			Thighs, Regular	Antibiotic Free	Fresh	550	1.29 - 2.49	1.80
			Thighs, Regular	Conventional	Fresh	30	1.99 - 1.99	1.99
			Thighs, Regular	USDA Organic, Free Range	Fresh	37	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	98	1.29 - 1.79	1.57
			Thighs, Value	Conventional	Fresh	426	1.49 - 1.99	1.63



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	559	1.99 - 4.99	3.46
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	150	2.79 - 4.99	3.56
			Thighs, Boneless/Skinless, Regular	Halal	Fresh	3	5.99 - 5.99	5.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	20	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	296	2.47 - 2.99	2.73
			V-Cut Wings, Regular	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99
			V-Cut Wings, Regular	Conventional	Fresh	35	2.99 - 2.99	2.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	302	3.69 - 3.69	3.69
			V-Cut Wings, Value	Conventional	Fresh	714	2.49 - 3.49	2.98
			V-Cut Wings, Value	Conventional	Frozen	130	3.49 - 3.49	3.49
IQF	Per lb		Breast, Boneless/Skinless, IQF	Conventional	Frozen	54	3.60 - 3.60	3.60
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	726	2.25 - 3.33	2.42
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	451	3.49 - 3.50	3.49
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	302	3.99 - 3.99	3.99
			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	148	4.49 - 4.49	4.49
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	48	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	907	5.99 - 7.99	6.77
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	272	6.99 - 12.00	7.67
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	133	7.99 - 8.99	8.97
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	130	7.99 - 7.99	7.99
Prepared	Per lb		Fried/Baked Breast Tenders	Antibiotic Free	Prepared	311	8.99 - 8.99	8.99
			Fried/Baked Breast Tenders	Conventional	Prepared	283	6.99 - 7.99	7.64
			Fried/Baked Chicken, Dark	Conventional	Prepared	23	3.99 - 3.99	3.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	704	5.99 - 8.99	8.60
			Rotisserie Breast	Antibiotic Free	Prepared	311	3.49 - 3.49	3.49
			Rotisserie Breast	Conventional	Prepared	23	4.99 - 4.99	4.99
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	323	7.00 - 7.98	7.36
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	843	6.66 - 8.65	7.71
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	120	6.32 - 6.32	6.32
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	224	5.99 - 5.99	5.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	72	18.26 - 18.26	18.26
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1507	4.44 - 15.98	8.55
			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	1071	8.99 - 11.99	10.25
			Service Deli - Cat 2	Conventional	Prepared	420	4.99 - 7.99	7.34



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Variety Meat		Per lb	Liver	Antibiotic Free	Fresh	18	3.49 - 3.49	3.49
			Liver	Conventional	Fresh	65	1.49 - 2.39	1.73

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	17,449
Feature Rate (%)	87.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	97	1.59 - 2.49	2.14
			Whole Bagged Fryer	Conventional	Fresh	60	1.99 - 1.99	1.99
			Whole Bagged Fryer	Conventional	Frozen	40	1.58 - 1.58	1.58
			Whole Bagged Fryer	USDA Organic	Fresh	32	4.99 - 4.99	4.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	12	1.69 - 1.69	1.69
			Whole Baking Hen	Conventional	Fresh	35	1.59 - 1.99	1.62
			Whole Baking Hen	Conventional	Frozen	41	1.78 - 2.29	1.79
			Whole Cornish Hen	Conventional	Fresh	50	4.80 - 4.80	4.80
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	30	4.98 - 5.99	5.05
			Breast Tenders, Value	Conventional	Fresh	57	2.99 - 3.99	3.95
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1515	1.99 - 5.99	3.91
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	65	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	Halal	Fresh	3	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	2193	1.77 - 3.99	2.44
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	3	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	669	2.99 - 5.99	3.01
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	28	4.98 - 4.98	4.98
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	85	5.49 - 5.99	5.51
			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	150	0.99 - 2.49	1.59
			Drumsticks, Regular	Conventional	Fresh	72	0.79 - 0.99	0.90
			Drumsticks, Regular	USDA Organic	Fresh	32	4.99 - 4.99	4.99
			Drumsticks, Value	Antibiotic Free	Fresh	70	0.99 - 1.79	1.47
			Drumsticks, Value	Conventional	Fresh	1258	0.76 - 1.49	0.83



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Leg Quarters, 10 Lbs or more	Conventional	Frozen	51	0.75 - 0.99	0.78
			Leg Quarters, Regular	Conventional	Fresh	1	0.99 - 0.99	0.99
			Leg Quarters, Regular	Kosher	Fresh	59	3.69 - 3.69	3.69
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	28	1.99 - 2.98	2.87
			Party Wings, Flats and Drums, Value	Conventional	Fresh	2	2.69 - 2.69	2.69
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	3	1.99 - 1.99	1.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	1389	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	60	2.39 - 2.49	2.49
			Thighs, Regular	Conventional	Fresh	40	1.59 - 1.59	1.59
			Thighs, Regular	USDA Organic	Fresh	32	4.99 - 4.99	4.99
			Thighs, Value	Antibiotic Free	Fresh	70	1.29 - 1.79	1.48
			Thighs, Value	Conventional	Fresh	343	1.29 - 1.99	1.65
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	44	1.99 - 2.98	2.71
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1352	2.79 - 3.99	2.83
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	28	3.98 - 3.98	3.98
			V-Cut Wings, 10 Lbs or more	Antibiotic Free	Frozen	28	2.49 - 2.49	2.49
			V-Cut Wings, Regular	Conventional	Fresh	53	1.98 - 2.99	2.23
			V-Cut Wings, Value	Antibiotic Free	Fresh	78	1.99 - 2.99	2.35
			V-Cut Wings, Value	Conventional	Fresh	84	2.98 - 2.99	2.98
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	30	2.95 - 4.00	3.02
			Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	190	4.65 - 4.65	4.65
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	19	2.83 - 3.60	3.52
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	142	2.25 - 3.33	2.61
Ground	Per lb		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	19	9.99 - 9.99	9.99
			Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	342	8.99 - 8.99	8.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	43	6.39 - 9.32	7.43
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	503	6.98 - 12.99	9.36
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	404	6.99 - 8.99	8.18
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	29	6.99 - 7.99	7.40
			Fried/Baked Wings, Bone-In	Conventional	Prepared	448	7.99 - 7.99	7.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	448	4.00 - 7.99	7.92
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	94	6.22 - 7.00	6.32
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	1448	6.66 - 6.66	6.66
			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	2076	4.98 - 6.00	5.98
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	403	4.44 - 10.98	7.16
			Service Deli - Cat 1	Conventional	Prepared	360	7.99 - 11.99	9.81
			Service Deli - Cat 2	Conventional	Prepared	28	4.98 - 4.98	4.98



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Variety Meat		Per lb	Liver	Conventional	Fresh	3	1.49 - 1.49	1.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	12,690
Feature Rate (%)	86.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	48	1.97 - 2.49	2.15
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	366	3.99 - 5.88	5.70
			Breast Tenders, Regular	Conventional	Fresh	390	2.89 - 5.99	4.54
			Breast Tenders, Value	Conventional	Fresh	73	2.99 - 4.99	3.59
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	646	1.97 - 5.49	3.96
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	408	2.49 - 3.99	3.02
			Breast, Boneless/Skinless, Regular	Halal	Fresh	61	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	21	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	52	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	579	2.49 - 2.99	2.89
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	93	4.99 - 6.99	5.33
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	946	2.99 - 5.99	3.35
			Drumsticks, Regular	Antibiotic Free	Fresh	48	2.39 - 2.69	2.57
			Drumsticks, Regular	Conventional	Fresh	1	0.89 - 0.89	0.89
			Drumsticks, Regular	Conventional	Frozen	10	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	490	1.00 - 2.00	1.78
			Drumsticks, Value	Conventional	Fresh	94	0.99 - 1.49	1.34
			Drumsticks, Value	Conventional	Frozen	21	0.99 - 0.99	0.99
			Leg Quarters, Regular	Antibiotic Free	Fresh	17	1.00 - 1.00	1.00
			Leg Quarters, Regular	Conventional	Fresh	16	0.99 - 0.99	0.99
			Leg Quarters, Value	Antibiotic Free	Fresh	34	0.99 - 1.49	1.23
			Leg Quarters, Value	Conventional	Fresh	21	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	19	1.99 - 3.99	2.20
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	2	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	90	1.99 - 2.49	2.00
			Thighs, Regular	Antibiotic Free	Fresh	37	1.00 - 2.39	1.75



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Value	Antibiotic Free	Fresh	214	1.39 - 2.00	1.71
			Thighs, Value	Conventional	Fresh	341	1.29 - 2.49	1.60
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	276	2.99 - 4.49	4.40
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	71	2.99 - 4.59	4.07
			Thighs, Boneless/Skinless, Regular	Halal	Fresh	61	5.99 - 5.99	5.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	87	2.99 - 3.49	3.11
			V-Cut Wings, Regular	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Conventional	Fresh	51	1.99 - 3.49	2.95
			V-Cut Wings, Value	Conventional	Fresh	54	1.99 - 3.79	2.93
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	111	2.49 - 4.00	3.31
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	155	2.40 - 3.60	2.95
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	284	2.33 - 4.00	3.61
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	112	3.99 - 3.99	3.99
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	16	3.99 - 3.99	3.99
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	28	10.99 - 10.99	10.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	18	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	143	6.99 - 15.99	10.33
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	21	0.60 - 0.60	0.60
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	81	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	56	6.99 - 7.99	7.67
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	314	5.60 - 8.99	6.16
			Fried/Baked Wings, Bone-In	Conventional	Prepared	857	5.56 - 8.99	7.55
			Fried/Baked Wings, Boneless	Conventional	Prepared	647	5.00 - 7.99	7.85
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	1	6.66 - 6.66	6.66
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	973	5.49 - 9.99	6.32
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1838	4.44 - 11.41	8.62
			Service Deli - Cat 1	Conventional	Prepared	1039	7.99 - 12.49	10.14
			Service Deli - Cat 2	Conventional	Prepared	173	5.99 - 6.99	6.20
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	8,730
Feature Rate (%)	77.7%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	30	1.99 - 1.99	1.99
			Whole Bagged Fryer	Conventional	Fresh	47	0.98 - 1.99	1.60
			Whole Bagged Fryer	Conventional	Frozen	27	1.09 - 1.09	1.09
			Whole Bagged Fryer	USDA Organic	Fresh	2	4.99 - 4.99	4.99
			Whole Baking Hen	Conventional	Fresh	59	1.79 - 1.79	1.79
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	41	5.88 - 5.88	5.88
			Breast Tenders, Regular	Conventional	Fresh	25	2.89 - 3.98	3.67
			Breast Tenders, Value	Conventional	Fresh	117	2.99 - 3.99	3.31
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	163	3.99 - 6.98	5.60
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	508	1.99 - 3.98	2.42
			Breast, Boneless/Skinless, Regular	Halal	Fresh	6	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	526	1.98 - 4.39	3.31
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	323	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	2	4.87 - 4.87	4.87
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	29	3.49 - 3.49	3.49
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	52	0.79 - 0.79	0.79
			Drumsticks, 10 Lbs or more	Conventional	Frozen	29	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	38	1.78 - 2.69	1.94
			Drumsticks, Regular	Conventional	Fresh	248	0.69 - 1.98	0.85
			Drumsticks, Regular	Conventional	Frozen	126	0.99 - 1.68	1.55
			Drumsticks, Value	Antibiotic Free	Fresh	112	1.88 - 2.00	1.96
			Drumsticks, Value	Conventional	Fresh	194	0.87 - 1.38	1.21
			Drumsticks, Value	Conventional	Frozen	111	1.39 - 1.39	1.39
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	15	2.69 - 2.69	2.69
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	49	0.69 - 0.99	0.87
			Leg Quarters, Marinated, Regular	Conventional	Fresh	49	1.19 - 1.49	1.31
			Leg Quarters, Marinated, Value	Conventional	Fresh	364	0.99 - 0.99	0.99
			Legs, Value	Conventional	Fresh	30	1.29 - 1.29	1.29
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	62	3.59 - 3.99	3.75
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	25	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Value	Conventional	Fresh	45	2.69 - 2.99	2.88
			Split Breast, Bone-In, Regular	Conventional	Fresh	108	1.68 - 1.99	1.70
			Split Breast, Bone-In, Value	Conventional	Fresh	155	1.99 - 2.28	2.21
			Thighs, Regular	Antibiotic Free	Fresh	32	1.78 - 2.39	1.80
			Thighs, Regular	Conventional	Fresh	47	1.29 - 1.98	1.55
			Thighs, Regular	Conventional	Frozen	102	1.68 - 1.68	1.68



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Value	Antibiotic Free	Fresh	71	2.00 - 2.00	2.00
			Thighs, Value	Conventional	Fresh	148	1.68 - 2.99	1.95
			Thighs, Value	Conventional	Frozen	111	1.39 - 1.39	1.39
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	41	4.49 - 4.49	4.49
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	21	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	Halal	Fresh	6	5.99 - 5.99	5.99
			V-Cut Wings, Regular	Conventional	Fresh	288	2.29 - 3.78	2.96
			V-Cut Wings, Value	Conventional	Fresh	29	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Frozen	2	2.29 - 2.29	2.29
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	56	2.49 - 2.80	2.71
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	104	2.40 - 2.83	2.66
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	163	1.99 - 2.80	2.43
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	7	9.99 - 10.99	10.85
			Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	28	8.99 - 8.99	8.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	228	6.39 - 9.32	7.50
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	6	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	5	7.99 - 8.99	8.59
			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	112	6.99 - 7.99	7.69
			Fried/Baked Wings, Bone-In	Conventional	Prepared	630	4.49 - 7.99	7.52
			Fried/Baked Wings, Boneless	Conventional	Prepared	542	4.00 - 7.99	7.61
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	95	7.73 - 7.73	7.73
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	629	4.98 - 6.00	5.95
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	806	3.54 - 11.41	8.09
			Service Deli - Cat 1	Conventional	Prepared	633	7.99 - 10.49	9.02
			Service Deli - Cat 2	Conventional	Prepared	3	5.99 - 5.99	5.99
Variety Meat	Per lb		Liver	Antibiotic Free	Fresh	30	1.50 - 1.50	1.50

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	10,858
Feature Rate (%)	66.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	183	1.29 - 1.29	1.29
			Whole Bagged Fryer	Conventional	Fresh	447	0.99 - 1.79	1.41
			Whole Bagged Fryer	USDA Organic	Fresh	33	4.49 - 4.99	4.78



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Breast Tenders, Value	Antibiotic Free	Fresh	28	7.99 - 7.99	7.99
			Breast Tenders, Value	Conventional	Fresh	90	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	430	2.49 - 3.99	2.92
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	97	7.49 - 8.99	8.77
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	118	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1	4.49 - 4.49	4.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	284	2.99 - 3.99	3.04
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	65	4.29 - 4.29	4.29
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	120	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	74	4.29 - 4.87	4.36
			Drumsticks, Regular	ABF, Free Range	Fresh	11	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	184	1.29 - 1.59	1.29
			Drumsticks, Regular	Conventional	Fresh	285	0.89 - 1.79	1.45
			Drumsticks, Value	Conventional	Fresh	169	0.99 - 0.99	0.99
			Drumsticks, Value	Conventional	Frozen	2	1.39 - 1.39	1.39
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	59	2.79 - 2.79	2.79
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	183	1.99 - 2.79	2.41
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	106	2.49 - 2.79	2.66
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	65	2.29 - 2.29	2.29
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	13	0.69 - 0.69	0.69
			Leg Quarters, Value	Conventional	Fresh	71	0.99 - 0.99	0.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	13	2.29 - 2.29	2.29
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	183	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	183	1.29 - 1.29	1.29
			Thighs, Regular	Conventional	Fresh	129	1.79 - 1.79	1.79
			Thighs, Regular	USDA Organic	Fresh	25	4.49 - 5.99	5.15
			Thighs, Value	Conventional	Fresh	169	1.49 - 1.49	1.49
			Thighs, Value	Conventional	Frozen	2	1.39 - 1.39	1.39



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	14	6.49 - 6.49	6.49
			V-Cut Wings, Regular	Conventional	Fresh	31	2.99 - 3.99	3.34
			V-Cut Wings, Value	Conventional	Fresh	90	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Frozen	67	1.99 - 2.29	2.11
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	118	3.20 - 3.20	3.20
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	247	2.66 - 3.20	2.92
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	176	1.99 - 3.20	3.03
Ground		Per lb	Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	16	6.99 - 6.99	6.99
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	240	8.99 - 9.99	9.29
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	288	7.99 - 9.99	9.11
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	56	6.99 - 7.99	7.01
			Fried/Baked Wings, Bone-In	Conventional	Prepared	800	4.49 - 10.49	7.93
			Fried/Baked Wings, Boneless	Conventional	Prepared	406	7.99 - 7.99	7.99
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	863	5.99 - 7.99	6.32
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2133	4.34 - 11.41	8.17
			Service Deli - Cat 1	Conventional	Prepared	763	7.99 - 10.49	9.14
			Service Deli - Cat 2	Conventional	Prepared	71	4.79 - 4.79	4.79

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	2,917
Feature Rate (%)	61.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	11	2.49 - 2.49	2.49
			Whole Bagged Fryer	Conventional	Fresh	22	1.69 - 1.69	1.69
			Whole Bagged Fryer	USDA Organic	Fresh	44	2.99 - 4.99	3.68
Parts		Per lb	Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	106	3.99 - 6.99	4.70
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	137	2.49 - 3.99	2.95
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	82	7.49 - 8.99	8.25
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	170	3.99 - 4.49	4.20
			Breast, Boneless/Skinless, Value	Conventional	Fresh	236	2.99 - 3.99	3.80



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	21	4.87 - 4.87	4.87
			Drumsticks, Regular	Antibiotic Free	Fresh	71	1.59 - 1.59	1.59
			Drumsticks, Regular	Conventional	Fresh	12	0.89 - 1.49	1.44
			Drumsticks, Regular	USDA Organic	Fresh	121	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	76	1.29 - 1.29	1.29
			Drumsticks, Value	Conventional	Fresh	1	1.29 - 1.29	1.29
			Leg Quarters, Regular	Conventional	Fresh	11	1.99 - 1.99	1.99
			Leg Quarters, Value	Conventional	Fresh	4	1.29 - 1.29	1.29
			Thighs, Regular	ABF, Free Range	Fresh	23	6.49 - 6.49	6.49
			Thighs, Regular	Conventional	Fresh	40	1.99 - 1.99	1.99
			Thighs, Regular	USDA Organic	Fresh	1	4.49 - 4.49	4.49
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	1	6.49 - 6.49	6.49
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	121	3.99 - 3.99	3.99
			V-Cut Wings, Regular	Conventional	Fresh	22	3.99 - 3.99	3.99
			V-Cut Wings, Value	Conventional	Frozen	21	2.29 - 2.29	2.29
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	42	1.99 - 2.80	2.40
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	4	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	71	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	196	7.99 - 8.99	8.61
			Fried/Baked Wings, Boneless	Conventional	Prepared	196	7.99 - 8.99	8.61
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	237	2.99 - 7.99	6.45
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	683	5.98 - 11.41	8.44
			Service Deli - Cat 1	Conventional	Prepared	134	7.99 - 12.49	8.39

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	139
Feature Rate (%)	47.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	3	2.18 - 2.18	2.18
Parts	Per lb		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	4.49 - 4.49	4.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	14	3.99 - 3.99	3.99
			Drumsticks, Regular	Antibiotic Free	Fresh	3	1.59 - 1.59	1.59
			Drumsticks, Regular	USDA Organic	Fresh	11	3.99 - 3.99	3.99
			Drumsticks, Value	Conventional	Fresh	13	1.29 - 1.29	1.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Leg Quarters, Value	Conventional	Fresh	2	1.29 - 1.29	1.29
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	2.88 - 2.88	2.88
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	11	3.99 - 3.99	3.99
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	11	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	13	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	14	7.99 - 8.47	8.37
			Fried/Baked Chicken, Mixed	Conventional	Prepared	3	6.98 - 6.98	6.98
			Fried/Baked Wings, Bone-In	Conventional	Prepared	11	8.99 - 8.99	8.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	11	8.99 - 8.99	8.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	11	6.99 - 6.99	6.99
			Service Deli - Cat 1	Conventional	Prepared	2	12.49 - 12.49	12.49

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	139
Feature Rate (%)	65.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Cornish Hen	Conventional	Frozen	7	4.17 - 4.17	4.17
Parts	Per lb		Breast, Boneless/Skinless, Regular	Conventional	Fresh	3	4.69 - 4.69	4.69
			Drumsticks, Regular	Conventional	Fresh	2	0.89 - 0.89	0.89
			Drumsticks, Value	Antibiotic Free	Fresh	3	3.49 - 3.49	3.49
			Drumsticks, Value	Conventional	Fresh	25	2.99 - 2.99	2.99
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	3	1.10 - 1.10	1.10
			Leg Quarters, Value	Conventional	Fresh	25	2.99 - 2.99	2.99
			Thighs, Value	Antibiotic Free	Fresh	3	3.49 - 3.49	3.49
			Thighs, Value	Conventional	Fresh	28	1.72 - 2.99	2.85
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	4.69 - 4.69	4.69
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Frozen	3	2.92 - 2.92	2.92
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	3	4.99 - 4.99	4.99
Prepared	Per lb		Fried/Baked Wings, Bone-In	Conventional	Prepared	31	10.99 - 10.99	10.99

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

