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Report for 9/7/2024 - 9/13/2024

MARKET HIGHLIGHTS

This week in chicken retail, feature rate decreased by 0.50% and the activity index increased by 1.67%. Items from the ground, prepared, and deli sections increased in ad space this week while whole birds, parts and IQF items decreased in ad space. Whole rotisserie chickens and self-service deli items led the way for the increase in prepared and deli chicken features. Kosher items are beginning to be featured in anticipation of Rosh Hashanah.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	23,759	24,444	
Activity Index	60,413	59,425	
Feature Rate (%)	86.9%	87.4%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Half Chicken	Antibiotic Free	Fresh			61	3.42		
		Whole Bagged Fryer	ABF, Free Range	Fresh			29	2.46		
		Whole Bagged Fryer	Antibiotic Free	Fresh	936	1.80	1,376	1.76		
		Whole Bagged Fryer	Conventional	Fresh	784	1.41	1,433	1.87		
		Whole Bagged Fryer	Conventional	Frozen			37	1.29		
		Whole Bagged Fryer	Kosher	Fresh	198	3.99				
		Whole Bagged Fryer	USDA Organic	Fresh	52	3.43				
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh			25	3.70		
		Whole Bagged Roaster	Antibiotic Free	Fresh	264	1.44	1,214	1.78		
		Whole Baking Hen	Conventional	Fresh	59	1.59	60	1.59		
		Whole Cornish Hen	Conventional	Fresh	52	3.99				
		Whole Cornish Hen	Conventional	Frozen			137	3.74		
		Whole Cut-Up Fryer	Antibiotic Free	Fresh			120	1.99		
		Whole Cut-Up Fryer	Conventional	Fresh			33	2.38		
		Whole Cut-Up Fryer	Kosher	Fresh	198	3.99				
Parts	Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	814	5.12	481	5.55		
		Breast Tenders, Regular	Conventional	Fresh	1,021	4.05	181	3.77		
		Breast Tenders, Regular	USDA Organic	Fresh	32	10.99	12	9.99		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	16	8.99				



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	Antibiotic Free	Fresh	148	5.99	25	2.99		
		Breast Tenders, Value	Conventional	Fresh	1,220	3.04	184	2.99		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh			266	6.05		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	2,463	5.09	4,731	4.80		
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	3,180	2.72	1,750	2.62		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	348	9.38	542	7.39		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh			37	8.99		
		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99	15	4.99		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1,335	3.85	1,117	4.56		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	1,538	2.68	1,625	3.04		
		Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh			23	7.49		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	111	4.87	216	5.07		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	19	6.99				
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	1,374	5.21	3,299	3.61		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1,433	4.38	143	4.36		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	32	10.99	323	8.66		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh			74	4.97		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	190	3.67	406	4.38		
		Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	84	0.70				
		Drumsticks, 10 Lbs or more	Conventional	Fresh	28	1.00	58	0.94		
		Drumsticks, Regular	ABF, Free Range	Fresh	185	2.94	79	2.29		
		Drumsticks, Regular	Antibiotic Free	Fresh	1,107	1.94	1,168	2.04		
		Drumsticks, Regular	Conventional	Fresh	611	1.33	354	1.36		
		Drumsticks, Regular	USDA Organic	Fresh	222	2.53	25	4.99		
		Drumsticks, Value	Antibiotic Free	Fresh	228	1.45	415	1.49		
		Drumsticks, Value	Conventional	Fresh	2,436	1.13	2,407	1.39		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	167	2.24	313	2.85		



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, Value	Conventional	Fresh	194	2.45	118	2.40		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	81	1.88	133	2.59		
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	123	2.43	47	2.49		
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Fresh			93	0.59		
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	1,165	0.71	190	0.76		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen			11	0.49		
		Leg Quarters, Regular	Antibiotic Free	Fresh	15	1.49	394	1.23		
		Leg Quarters, Regular	Conventional	Fresh	398	0.95	648	1.19		
		Leg Quarters, Regular	Kosher	Fresh	198	3.99				
		Leg Quarters, Value	Antibiotic Free	Fresh	41	1.00	141	0.97		
		Leg Quarters, Value	Conventional	Fresh	295	1.30	367	1.11		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	28	1.00	168	1.79		
		Leg Quarters, Marinated, Value	Conventional	Fresh			28	1.19		
		Legs, Regular	Antibiotic Free	Fresh			256	1.57		
		Party Wings, Flats and Drums, Regular	ABF, Free Range	Fresh			12	3.99		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	180	3.92	31	2.97		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	221	3.77	188	3.77		
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh			174	3.49		
		Party Wings, Flats and Drums, Regular	USDA Organic, Free Range	Fresh	117	5.99	117	5.99		
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	148	5.99				
		Party Wings, Flats and Drums, Value	Conventional	Fresh	59	3.14	46	3.17		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	149	2.28	158	5.10		
		Split Breast, Bone-In, Regular	Conventional	Fresh	48	3.20	751	2.32		
		Split Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	41	3.99				
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	173	1.92	93	2.79		
		Split Breast, Bone-In, Value	Conventional	Fresh	158	1.77	366	2.32		
		Thighs, Regular	ABF, Free Range	Fresh	151	3.01				
		Thighs, Regular	Antibiotic Free	Fresh	1,124	1.98	678	2.90		
		Thighs, Regular	Conventional	Fresh	379	1.18	804	1.82		



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	32	3.99	439	5.93		
		Thighs, Value	ABF, Free Range	Fresh			16	3.49		
		Thighs, Value	Antibiotic Free	Fresh	179	1.80	374	1.74		
		Thighs, Value	Conventional	Fresh	678	1.60	1,145	1.50		
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	16	6.99				
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3,776	2.97	1,479	3.52		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	589	3.68	1,823	2.94		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	23	7.69	32	5.05		
		Thighs, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99	15	4.99		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99	17	3.99		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	226	3.08	1,028	2.73		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	87	3.79				
		V-Cut Wings, Regular	Conventional	Fresh	143	3.49	310	2.58		
		V-Cut Wings, Value	Antibiotic Free	Fresh	17	3.49	139	3.46		
		V-Cut Wings, Value	Conventional	Fresh	306	3.30	484	3.26		
IQF	Per lb	Breast Tenders, IQF	Antibiotic Free	Frozen	101	2.35				
		Breast Tenders, IQF	Conventional	Frozen	603	2.49	223	2.50		
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	260	4.10	267	4.30		
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	500	2.96	612	2.56		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	1,108	3.54	478	2.44		
		V-Cut Wings, IQF	Antibiotic Free	Frozen	55	3.20	55	3.20		
		V-Cut Wings, IQF	Conventional	Frozen	770	3.82	2,991	2.90		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	1,353	3.08	322	3.44		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh			32	3.00		
		Ground Chicken, 1-2 Lbs	Conventional	Frozen	7	3.29				
		Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	21	3.66				
		Ground Chicken Breast (98-100%), 1-2 Lbs	Conventional	Fresh	148	4.49				
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	19	4.99	421	5.71		
Prepared	Each	Fried/Baked Breast Tenders, Bulk (\$/Piece)	Conventional	Prepared	1,170	1.49				
		Fried/Baked Chicken, Dark, 8-Piece	Antibiotic Free	Prepared			16	7.99		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	817	7.24	364	6.98		



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 Chicken, Mixed, 12-Piece	Conventional	Prepared	96	13.16	64	14.02		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,598	9.38	990	9.76		
		Fried/Baked Chicken, Mixed	Conventional	Prepared			310	5.81		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	37	0.59	16	0.50		
		Fried/Baked Wings, Bone-In	Conventional	Prepared			138	5.00		
		Rotisserie Leg Quarter, 8-Piece	Conventional	Prepared			28	6.00		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	159	9.79	192	6.51		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2,422	7.58	629	7.53		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	141	8.38	1,254	6.26		
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	451	7.74	1,156	5.71		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	20	5.59				
		Fried/Baked Chicken, Mixed	Conventional	Prepared			32	7.99		
		Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared			414	9.99		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	606	9.07	1,047	7.53		
		Fried/Baked Wings, Boneless	Conventional	Prepared	110	8.12	416	6.90		
		Rotisserie Breast	ABF, Free Range	Prepared			10	16.99		
		Rotisserie Breast	Antibiotic Free	Prepared			302	3.99		
		Rotisserie Breast	Conventional	Prepared			47	6.99		
		Rotisserie Leg Quarter	Antibiotic Free	Prepared	302	2.99				
		Rotisserie Leg Quarter	Conventional	Prepared	21	5.99				
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	1,783	5.16	598	5.15		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	522	3.19	314	2.90		
Deli	Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	336	8.03	21	5.98		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	330	7.83	180	8.14		
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	97	5.50	64	3.99		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	198	4.44	178	4.33		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	2,254	7.08	1,049	6.61		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	5,744	8.24	3,748	8.19		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Service Deli - Cat 1	Conventional	Prepared	1,196	9.94	1,973	9.95		
		Service Deli - Cat 2	Conventional	Prepared	470	7.08	316	5.87		
Variety Meat	Per lb	Feet	Conventional	Fresh	40	1.88				
		Feet	Conventional	Frozen	7	3.29				
		Gizzards	Antibiotic Free	Fresh	17	1.99				
		Gizzards	Conventional	Fresh			17	1.99		
		Hearts	Antibiotic Free	Frozen	17	1.99				
		Hearts	Conventional	Frozen			17	2.99		
		Liver	Antibiotic Free	Fresh	17	1.99				
		Liver	Conventional	Fresh			17	1.99		

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

Metric	Current Week (CW)
Total Outlets	4,625
Activity Index	16,293
Feature Rate (%)	95.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	288	1.29 - 2.59	1.86
			Whole Bagged Fryer	Conventional	Fresh	379	0.98 - 1.99	1.10
			Whole Bagged Fryer	Kosher	Fresh	186	3.99 - 3.99	3.99
			Whole Bagged Fryer	USDA Organic	Fresh	32	2.99 - 2.99	2.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	252	1.29 - 1.49	1.44
			Whole Cut-Up Fryer	Kosher	Fresh	186	3.99 - 3.99	3.99
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	165	6.49 - 7.99	6.64
			Breast Tenders, Regular	Conventional	Fresh	542	3.99 - 5.99	4.09
			Breast Tenders, Regular	USDA Organic	Fresh	32	10.99 - 10.99	10.99
			Breast Tenders, Value	Antibiotic Free	Fresh	148	5.99 - 5.99	5.99
			Breast Tenders, Value	Conventional	Fresh	76	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	832	2.99 - 7.99	5.29
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	550	1.99 - 3.99	2.80
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	32	9.99 - 9.99	9.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	324	2.49 - 3.49	3.42
			Breast, Boneless/Skinless, Value	Conventional	Fresh	524	1.99 - 2.99	2.53



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	19	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	692	3.99 - 5.99	5.37
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	439	3.59 - 4.99	4.66
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	32	10.99 - 10.99	10.99
			Drumsticks, Regular	Antibiotic Free	Fresh	290	0.99 - 3.69	2.15
			Drumsticks, Regular	Conventional	Fresh	224	0.89 - 1.99	1.81
			Drumsticks, Regular	USDA Organic	Fresh	32	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	19	1.49 - 1.49	1.49
			Drumsticks, Value	Conventional	Fresh	303	0.99 - 1.89	1.38
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	198	0.69 - 0.92	0.71
			Leg Quarters, Regular	Conventional	Fresh	335	0.98 - 0.99	0.98
			Leg Quarters, Regular	Kosher	Fresh	186	3.99 - 3.99	3.99
			Leg Quarters, Value	Conventional	Fresh	192	0.89 - 1.49	1.35
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	120	3.49 - 3.49	3.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	20	2.49 - 2.49	2.49
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	132	1.79 - 2.39	2.06
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	58	1.49 - 1.49	1.49
			Thighs, Regular	Antibiotic Free	Fresh	290	0.99 - 3.99	2.27
			Thighs, Regular	Conventional	Fresh	2	1.19 - 1.19	1.19
			Thighs, Regular	USDA Organic	Fresh	32	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	58	1.99 - 2.49	2.18
			Thighs, Value	Conventional	Fresh	195	1.49 - 2.69	1.67
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1187	2.29 - 5.98	3.22
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	20	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	148	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Antibiotic Free	Fresh	70	3.99 - 3.99	3.99
			V-Cut Wings, Regular	Conventional	Fresh	130	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	32	3.99 - 3.99	3.99
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	382	2.40 - 3.60	2.55
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	32	2.50 - 2.50	2.50
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	52	2.20 - 3.00	2.51
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	243	2.99 - 4.99	3.45
			Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	21	3.66 - 3.66	3.66
			Ground Chicken Breast (98-100%), 1-2 Lbs	Conventional	Fresh	148	4.49 - 4.49	4.49
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	19	4.99 - 4.99	4.99
Prepared	Each		Fried/Baked Breast Tenders, Bulk (\$/Piece)	Conventional	Prepared	76	1.49 - 1.49	1.49
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	754	6.99 - 7.99	7.26



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	716	7.77 - 8.99	8.37
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	331	4.99 - 8.99	6.95
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	59	5.99 - 9.99	7.67
			Fried/Baked Wings, Bone-In	Conventional	Prepared	294	4.99 - 9.99	8.70
			Fried/Baked Wings, Boneless	Conventional	Prepared	36	6.00 - 6.67	6.34
			Rotisserie Leg Quarter	Antibiotic Free	Prepared	302	2.99 - 2.99	2.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	522	2.64 - 3.49	3.19
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	336	7.00 - 9.98	8.03
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	186	4.44 - 4.44	4.44
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	58	4.99 - 4.99	4.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	883	7.11 - 13.98	9.21
			Service Deli - Cat 1	Conventional	Prepared	710	7.99 - 13.99	9.91
			Service Deli - Cat 2	Conventional	Prepared	130	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,469
Activity Index	17,218
Feature Rate (%)	94.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	224	1.29 - 2.59	1.69
			Whole Bagged Fryer	Conventional	Fresh	38	1.28 - 1.28	1.28
			Whole Bagged Fryer	Kosher	Fresh	12	3.99 - 3.99	3.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	12	1.49 - 1.49	1.49
			Whole Cut-Up Fryer	Kosher	Fresh	12	3.99 - 3.99	3.99
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	360	3.99 - 3.99	3.99
			Breast Tenders, Value	Conventional	Fresh	1095	2.99 - 3.79	2.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	566	3.98 - 5.99	4.46
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	1257	1.99 - 4.48	2.79
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	2.49 - 2.49	2.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	275	1.99 - 2.99	2.67
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	97	3.99 - 4.99	4.81
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	2	4.00 - 4.00	4.00
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	60	3.99 - 3.99	3.99
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	28	0.70 - 0.70	0.70



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	Antibiotic Free	Fresh	109	1.49 - 1.69	1.68
			Drumsticks, Regular	Conventional	Fresh	74	0.88 - 1.48	1.06
			Drumsticks, Regular	USDA Organic	Fresh	190	2.28 - 2.28	2.28
			Drumsticks, Value	Antibiotic Free	Fresh	33	1.38 - 1.38	1.38
			Drumsticks, Value	Conventional	Fresh	1347	0.48 - 1.59	1.04
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	422	0.58 - 0.99	0.70
			Leg Quarters, Regular	Conventional	Fresh	63	0.69 - 0.78	0.74
			Leg Quarters, Regular	Kosher	Fresh	12	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	2	2.49 - 2.49	2.49
			Party Wings, Flats and Drums, Value	Conventional	Fresh	1	3.69 - 3.69	3.69
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	17	1.49 - 1.49	1.49
			Thighs, Regular	Antibiotic Free	Fresh	109	1.49 - 1.69	1.68
			Thighs, Regular	Conventional	Fresh	23	1.19 - 1.48	1.45
			Thighs, Value	Antibiotic Free	Fresh	3	2.49 - 2.49	2.49
			Thighs, Value	Conventional	Fresh	218	1.29 - 2.69	1.53
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	778	2.29 - 4.99	2.63
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	30	3.98 - 3.99	3.98
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	1	2.89 - 2.89	2.89
			V-Cut Wings, Value	Conventional	Fresh	73	2.98 - 2.99	2.98
IQF	Per lb		Breast Tenders, IQF	Antibiotic Free	Frozen	28	2.18 - 2.18	2.18
			Breast Tenders, IQF	Conventional	Frozen	22	3.20 - 3.60	3.29
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	3	2.12 - 2.12	2.12
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	158	1.98 - 3.19	2.40
			V-Cut Wings, IQF	Conventional	Frozen	365	2.25 - 4.40	4.11
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	1094	2.99 - 2.99	2.99
Prepared	Each		Fried/Baked Breast Tenders, Bulk (\$/Piece)	Conventional	Prepared	1094	1.49 - 1.49	1.49
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	63	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	25	7.98 - 7.98	7.98
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	385	7.77 - 10.99	8.88
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	1582	4.99 - 9.99	7.62
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	2	5.99 - 5.99	5.99
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	19	5.59 - 5.59	5.59
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	439	5.00 - 5.00	5.00
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	8	6.20 - 6.20	6.20
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	12	4.44 - 4.44	4.44
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	1426	4.99 - 7.49	7.41
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2714	4.76 - 13.98	8.39
			Service Deli - Cat 1	Conventional	Prepared	193	7.99 - 11.49	11.44



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Variety Meat		Per lb	Feet	Conventional	Fresh	40	1.88 - 1.88	1.88

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	11,636
Feature Rate (%)	90.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	247	1.29 - 2.49	1.78
			Whole Bagged Fryer	Conventional	Fresh	32	1.49 - 1.49	1.49
			Whole Cornish Hen	Conventional	Fresh	52	3.99 - 3.99	3.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	580	2.99 - 7.00	4.55
			Breast Tenders, Value	Conventional	Fresh	21	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	993	2.99 - 7.00	5.35
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	375	1.99 - 3.99	2.96
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	647	2.99 - 4.99	3.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	260	1.99 - 3.99	2.34
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	47	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	262	3.99 - 5.99	5.20
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	328	4.00 - 4.99	4.87
			Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen	56	0.70 - 0.70	0.70
			Drumsticks, Regular	Antibiotic Free	Fresh	456	1.69 - 1.99	1.86
			Drumsticks, Regular	Conventional	Fresh	35	0.89 - 1.19	1.05
			Drumsticks, Value	Antibiotic Free	Fresh	79	0.88 - 1.76	1.39
			Drumsticks, Value	Conventional	Fresh	82	0.99 - 1.79	1.26
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	15	1.49 - 1.49	1.49
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	361	0.69 - 0.69	0.69
			Leg Quarters, Regular	Antibiotic Free	Fresh	15	1.49 - 1.49	1.49
			Leg Quarters, Value	Antibiotic Free	Fresh	41	1.00 - 1.00	1.00
			Leg Quarters, Value	Conventional	Fresh	37	0.99 - 1.49	1.27
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	60	2.97 - 6.69	4.77
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	19	1.49 - 2.19	2.12
			Thighs, Regular	Antibiotic Free	Fresh	473	1.69 - 1.99	1.86
			Thighs, Regular	Conventional	Fresh	160	0.97 - 1.49	1.03



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Value	Antibiotic Free	Fresh	62	1.29 - 1.76	1.53
			Thighs, Value	Conventional	Fresh	22	1.79 - 1.79	1.79
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1063	2.29 - 3.99	2.59
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	258	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	22	3.49 - 3.49	3.49
			V-Cut Wings, Regular	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	17	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	66	2.98 - 3.99	3.47
IQF	Per lb		Breast Tenders, IQF	Antibiotic Free	Frozen	73	2.18 - 3.20	2.42
			Breast Tenders, IQF	Conventional	Frozen	35	3.20 - 3.60	3.45
			Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	205	3.20 - 4.44	4.34
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	113	2.05 - 3.40	2.52
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	506	2.38 - 4.40	3.92
			V-Cut Wings, IQF	Conventional	Frozen	56	2.25 - 2.25	2.25
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	318	9.99 - 11.99	11.70
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	37	0.50 - 0.65	0.59
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	16	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	208	6.99 - 8.99	7.16
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	34	6.99 - 7.99	7.52
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	61	4.49 - 8.99	6.63
			Fried/Baked Wings, Bone-In	Conventional	Prepared	47	8.99 - 8.99	8.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	49	8.99 - 8.99	8.99
			Rotisserie Leg Quarter	Conventional	Prepared	1	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	576	5.00 - 5.00	5.00
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	289	7.68 - 9.31	7.85
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	37	4.36 - 4.36	4.36
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	147	4.99 - 7.98	6.83
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	996	4.44 - 13.33	7.65
			Service Deli - Cat 1	Conventional	Prepared	229	6.99 - 11.99	8.71
			Service Deli - Cat 2	Conventional	Prepared	258	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	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	3,524



Activity Index 6,375
Feature Rate (%) 83.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	82	1.29 - 1.88	1.87
			Whole Bagged Fryer	Conventional	Fresh	70	1.49 - 2.00	1.69
			Whole Baking Hen	Conventional	Fresh	59	1.59 - 1.59	1.59
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	41	4.99 - 4.99	4.99
			Breast Tenders, Regular	Conventional	Fresh	108	3.99 - 3.99	3.99
			Breast Tenders, Value	Conventional	Fresh	28	3.79 - 3.79	3.79
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	72	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	586	1.99 - 3.99	2.38
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	361	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	231	2.28 - 3.47	2.91
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	112	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	292	2.99 - 4.99	3.29
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	59	2.97 - 2.97	2.97
			Drumsticks, 10 Lbs or more	Conventional	Fresh	28	1.00 - 1.00	1.00
			Drumsticks, Regular	Antibiotic Free	Fresh	43	1.88 - 1.99	1.89
			Drumsticks, Regular	Conventional	Fresh	71	0.88 - 1.68	1.25
			Drumsticks, Value	Antibiotic Free	Fresh	2	1.69 - 1.69	1.69
			Drumsticks, Value	Conventional	Fresh	199	0.88 - 1.49	1.30
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	1.97 - 1.97	1.97
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	59	2.59 - 2.59	2.59
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	1.97 - 1.97	1.97
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	59	2.59 - 2.59	2.59
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	126	0.69 - 1.00	0.76
			Leg Quarters, Value	Conventional	Fresh	3	1.17 - 1.17	1.17
			Leg Quarters, Marinated, Regular	Conventional	Fresh	28	1.00 - 1.00	1.00
			Party Wings, Flats and Drums, Value	Conventional	Fresh	28	3.69 - 3.69	3.69
			Split Breast, Bone-In, Regular	Conventional	Fresh	15	1.89 - 1.89	1.89
			Split Breast, Bone-In, Value	Conventional	Fresh	109	1.89 - 1.89	1.89
			Thighs, Regular	Antibiotic Free	Fresh	43	1.88 - 1.99	1.89
			Thighs, Regular	Conventional	Fresh	104	0.97 - 1.68	1.53
			Thighs, Value	Antibiotic Free	Fresh	2	1.69 - 1.69	1.69
			Thighs, Value	Conventional	Fresh	217	1.27 - 1.78	1.55

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	423	2.29 - 4.99	3.00
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	232	2.88 - 3.99	3.41
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	28	2.89 - 2.89	2.89
			V-Cut Wings, Value	Conventional	Fresh	132	2.98 - 3.47	3.20
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	141	1.49 - 2.79	1.79
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	168	1.49 - 2.79	1.79
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	299	1.98 - 4.40	4.03
			V-Cut Wings, IQF	Conventional	Frozen	111	1.49 - 2.49	1.51
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	179	6.00 - 11.99	10.35
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	24	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	54	7.99 - 9.99	9.92
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	36	7.99 - 7.99	7.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	60	4.49 - 6.99	6.74
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	1	5.59 - 5.59	5.59
			Fried/Baked Wings, Bone-In	Conventional	Prepared	32	5.99 - 5.99	5.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	25	8.99 - 8.99	8.99
			Rotisserie Leg Quarter	Conventional	Prepared	20	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	395	5.00 - 5.50	5.19
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	41	7.68 - 7.68	7.68
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	52	6.20 - 6.20	6.20
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	159	5.99 - 6.99	6.15
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	434	4.43 - 9.12	7.29
			Service Deli - Cat 1	Conventional	Prepared	45	6.99 - 10.99	9.21
			Service Deli - Cat 2	Conventional	Prepared	41	6.99 - 6.99	6.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,202
Activity Index	7,664
Feature Rate (%)	76.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	73	1.79 - 1.99	1.82
			Whole Bagged Fryer	Conventional	Fresh	254	1.79 - 1.79	1.79
			Whole Bagged Fryer	USDA Organic	Fresh	14	4.49 - 4.49	4.49
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	28	7.99 - 7.99	7.99
			Breast Tenders, Regular	USDA Organic, Free Range	Fresh	16	8.99 - 8.99	8.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Regular	Conventional	Fresh	360	2.28 - 2.99	2.70
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	194	8.99 - 9.99	9.94
			Breast, Boneless/Skinless, Value	Conventional	Fresh	224	2.99 - 3.69	3.17
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	64	4.79 - 4.79	4.79
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	208	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	372	3.99 - 4.79	4.47
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	71	3.99 - 3.99	3.99
			Drumsticks, Regular	ABF, Free Range	Fresh	159	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	173	1.99 - 1.99	1.99
			Drumsticks, Regular	Conventional	Fresh	207	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	54	1.69 - 1.69	1.69
			Drumsticks, Value	Conventional	Fresh	426	0.99 - 1.49	1.10
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	164	1.97 - 2.79	2.24
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	135	2.29 - 2.49	2.40
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	63	1.97 - 1.97	1.97
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	64	2.29 - 2.29	2.29
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	55	0.69 - 0.69	0.69
			Leg Quarters, Value	Conventional	Fresh	63	1.17 - 1.17	1.17
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	169	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Regular	USDA Organic, Free Range	Fresh	117	5.99 - 5.99	5.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	148	5.99 - 5.99	5.99
			Split Breast, Bone-In, Value	Conventional	Fresh	49	1.49 - 1.89	1.51
			Thighs, Regular	ABF, Free Range	Fresh	148	2.99 - 2.99	2.99
			Thighs, Regular	Antibiotic Free	Fresh	173	1.99 - 1.99	1.99
			Thighs, Regular	Conventional	Fresh	90	0.99 - 0.99	0.99
			Thighs, Value	Antibiotic Free	Fresh	54	1.69 - 1.69	1.69
			Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	16	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	322	2.29 - 4.99	4.03
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	37	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	11	8.99 - 8.99	8.99
			V-Cut Wings, Regular	Conventional	Fresh	13	3.49 - 3.49	3.49
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	19	3.60 - 3.60	3.60



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
IQF	Per lb		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen	55	3.20 - 3.20	3.20
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	184	4.40 - 4.40	4.40
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	90	2.40 - 2.40	2.40
			V-Cut Wings, IQF	Antibiotic Free	Frozen	55	3.20 - 3.20	3.20
			V-Cut Wings, IQF	Conventional	Frozen	238	2.49 - 5.50	4.82
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	16	3.99 - 3.99	3.99
Prepared	Each		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	71	14.99 - 14.99	14.99
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	105	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	241	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	71	8.99 - 8.99	8.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	233	6.99 - 8.99	8.44
			Fried/Baked Wings, Bone-In	Conventional	Prepared	233	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	312	5.00 - 6.00	5.59
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	382	6.99 - 6.99	6.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	552	4.43 - 13.85	7.84
			Service Deli - Cat 1	Conventional	Prepared	19	11.99 - 11.99	11.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,059
Feature Rate (%)	44.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	22	1.99 - 1.99	1.99
			Whole Bagged Fryer	Conventional	Fresh	11	1.99 - 1.99	1.99
			Whole Bagged Fryer	USDA Organic	Fresh	4	3.29 - 3.29	3.29
Parts	Per lb		Breast Tenders, Regular	Conventional	Fresh	11	4.49 - 4.49	4.49
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	52	2.49 - 2.99	2.84
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	122	7.99 - 8.99	8.34
			Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Drumsticks, Regular	ABF, Free Range	Fresh	23	2.49 - 2.49	2.49
			Drumsticks, Regular	Antibiotic Free	Fresh	36	1.99 - 1.99	1.99
			Drumsticks, Value	Antibiotic Free	Fresh	41	1.29 - 1.29	1.29
			Drumsticks, Value	Conventional	Fresh	76	1.29 - 1.29	1.29
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	30	2.49 - 3.99	3.44

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Split Breast, Bone-In, Regular	USDA Organic, Free Range	Fresh	41	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	79	2.29 - 2.29	2.29
			Thighs, Regular	Antibiotic Free	Fresh	36	1.99 - 1.99	1.99
			Thighs, Value	Conventional	Fresh	23	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	12	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	12	6.49 - 6.49	6.49
			Thighs, Boneless/Skinless, Value	ABF, Free Range	Fresh	15	4.99 - 4.99	4.99
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	4	3.60 - 3.60	3.60
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	14	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	4	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	36	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	61	5.50 - 5.50	5.50
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	79	5.49 - 5.49	5.49
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	153	7.11 - 8.78	7.97
			Service Deli - Cat 2	Conventional	Prepared	41	7.98 - 7.98	7.98

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	64
Activity Index	49
Feature Rate (%)	64.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	USDA Organic	Fresh	2	3.29 - 3.29	3.29
Parts		Per lb	Drumsticks, Regular	ABF, Free Range	Fresh	3	3.48 - 3.48	3.48
			Split Breast, Bone-In, Regular	Conventional	Fresh	33	3.79 - 3.79	3.79
			Thighs, Regular	ABF, Free Range	Fresh	3	3.98 - 3.98	3.98
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2	9.99 - 9.99	9.99
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	3	6.48 - 6.48	6.48
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	3	7.11 - 7.11	7.11

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107



Activity Index 119
Feature Rate (%) 71.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Value	Conventional	Fresh	24	3.29 - 3.29	3.29
			Drumsticks, Value	Conventional	Fresh	3	1.99 - 1.99	1.99
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	3	1.20 - 1.20	1.20
			Party Wings, Flats and Drums, Value	Conventional	Fresh	30	2.60 - 2.60	2.60
			Thighs, Value	Conventional	Fresh	3	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	27	3.29 - 4.39	3.41
			V-Cut Wings, Value	Conventional	Fresh	3	4.19 - 4.19	4.19
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	3	3.40 - 3.40	3.40
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Frozen	7	3.29 - 3.29	3.29
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	9	7.11 - 7.11	7.11
Variety Meat	Per lb		Feet	Conventional	Frozen	7	3.29 - 3.29	3.29

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.