



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.

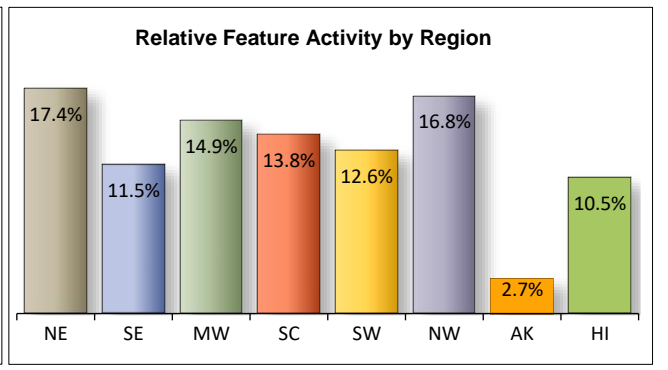
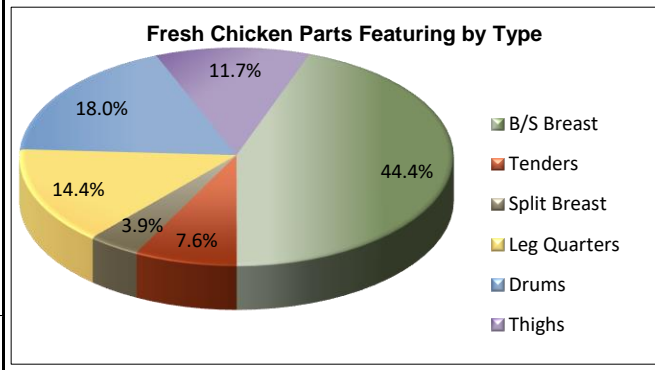
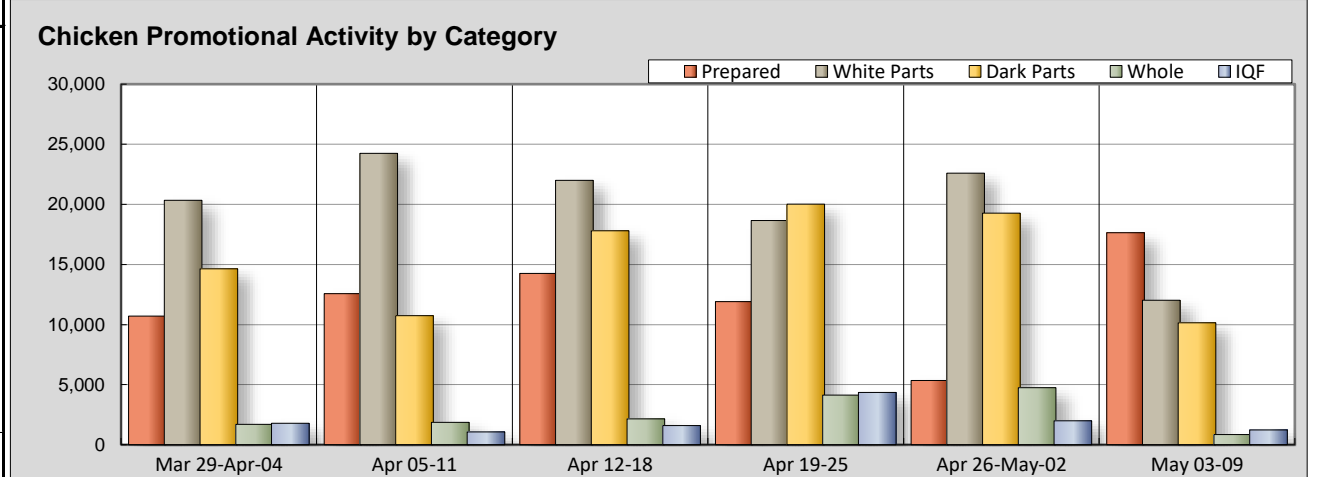
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. May 03, 2024

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	76.3% of 29,200 outlets		74.8% of 29,200 outlets		56.1% of 29,200 outlets	
Special Rate ^{4/}	13.1%		6.7%		9.3%	
Activity Index ^{2/}	41,889		53,952		32,354	
WHOLE BIRD:	Stores ^{3/} Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	689	1.69	4,579	1.20	1,701	1.10
cut-up fryer	97	1.88	12	2.49	77	1.78
bagged roaster	62	1.29	156	1.09		
Cornish (frs/frz)						
PARTS:						
Bnls/Sknls Breast						
regular pack	3,054	2.69	2,376	3.15	3,794	2.69
value pack	4,018	2.37	8,984	2.53	4,218	2.25
thin sliced	487	4.51	1,625	4.45	354	3.51
marinated	491	4.18	45	3.19	311	1.85
Breast Tenders						
regular pack	470	3.34	557	3.72	489	2.49
value pack	909	3.02	1,545	3.08	619	2.91
Split, bn-in Breast						
regular pack	388	2.12	101	1.91	277	1.83
value pack	319	2.03	1,724	1.74	394	1.86
Whole Wings	1,886	3.29	5,639	2.71	1,052	1.87
Leg Quarters						
tray pack	433	0.97	2,540	1.23	893	1.31
bagged	2,173	1.18	964	0.70	144	0.75
Legs	358	1.00	12	1.29	70	0.90
Thighs						
regular pack	648	1.18	2,118	1.30	185	1.73
value pack	1,468	1.24	1,845	1.11	1,434	1.17
Drumsticks						
regular pack	643	1.18	1,347	1.14	743	1.42
value pack	2,620	1.03	7,188	1.16	2,070	1.08
Bnls/Sknls Thighs						
regular pack	349	2.99	1,032	2.98	194	2.59
value pack	1,455	2.42	2,223	2.57	777	2.42
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing					11	0.89
IQF						
B/S Breast	772	2.43	685	3.18	1,369	2.45
Tenders	108	4.88	11	2.39	116	3.19
Wings	221	2.36	1,202	2.55	8	1.99
Party Wings	131	2.44	95	2.63	255	2.34

This Week's Chicken Feature Highlights

The feature rate climbs slightly, incentives to purchase rises significantly from the previous week., while the activity index drops. Bagged fryers and roasters drop hard in offers and that comes with a price increase. B/S breast and tenders also move down in volume, pricing will surely draw attention. Split breast and wings also raise prices. Thighs and drums in bulk are not hard to find., pricing is mixed, drums are your best deal. B/S thighs fall back this week. IQF parts attempt to clear white meat, pricing will help. The deli emphasizes graduation parties across the country, pushing platters and finger foods. Specialty and organics chicken are on schedule. The next round of ads will push Mother's Day with most emphasis through the deli the deli resulting in a cool kitchen weekend.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/} **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. ^{2/} **Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). ^{3/} **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. ^{4/} **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
Feature Rate ^{1/}	81.6% of 5,500 sampled outlets				73.6% of 7,400 sampled outlets				80.2% of 6,100 sampled outlets				
Special Rate ^{4/}	5.6% of stores w/ no-price promotions				20.9% of stores w/ no-price promotions				8.0% of stores w/ no-price promotions				
Activity Index ^{2/}	Activity Index = 6,230				Activity Index = 5,088				Activity Index = 3,215				
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
				^{4/}				^{4/}				^{4/}	
bagged fryer	1.99		207	1.99	0.99 - 1.49		128	1.45	0.79 - 1.99		171	1.56	
cut-up fryers	1.29		62	1.29					1.79 - 1.99		58	1.94	
bagged roaster													
Cornish (frs/frz)													
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	
Bnls/Sknls Breast													
regular pack		2.49	65	2.49		1.99 - 3.99	624	2.52	2.99	1.99 - 3.99	389	2.89	
value pack	1.99 - 2.49	1.69 - 2.99	1,168	2.42		1.99 - 2.99	1,335	2.34	2.39 - 2.99	1.99 - 2.99	403	2.38	
thin sliced	4.99		103	4.99						3.99	55	3.99	
marinated		3.99	140	3.99						3.99 - 5.99	141	4.94	
Breast Tenders													
regular pack	2.99		64	2.99		2.88	3	2.88	5.99	2.88 - 3.49	337	3.45	
value pack		2.99 - 3.99	180	3.33		2.99	11	2.99					
Split, bn-in Breast													
regular pack	2.49		62	2.49									
value pack		1.99	90	1.99	2.15		69	2.15	1.69 - 2.15	1.99	45	1.98	
Whole Wings	2.99 - 3.49	3.49	401	3.41	1.89 - 2.99	3.49	316	2.56	2.75 - 7.99	1.99 - 3.99	459	3.48	
Leg Quarters													
tray pack	0.99		189	0.99	0.99	0.59	57	0.71	0.99 - 1.19		106	1.07	
bagged		0.89	90	0.89		0.68 - 1.59	1,692	1.29	0.59	0.69 - 0.89	171	0.75	
Legs	0.99		270	0.99	0.99		76	0.99		1.29	12	1.29	
Thighs													
regular pack	0.99 - 1.29		331	1.05	0.99 - 1.29	1.19	115	1.04	1.29 - 3.99		86	1.70	
value pack	1.29 - 1.49	0.99 - 1.79	914	1.32	1.29	1.19 - 1.48	127	1.27	0.99 - 1.28		57	1.05	
Drumsticks													
regular pack	1.29		65	1.29	0.99 - 1.29	0.79 - 1.19	78	0.97	1.29 - 1.49	0.99	88	1.34	
value pack	0.99 - 1.49	0.69 - 1.79	1,318	1.10	0.99	0.78 - 1.28	336	1.06	0.99 - 1.28	1.19 - 1.29	90	1.11	
Bnls/Sknls Thighs													
regular pack	2.69 - 2.99		130	2.84	2.99		5	2.99		2.99	78	2.99	
value pack		2.99	135	2.99		1.99 - 2.98	88	2.84		1.99 - 2.99	267	2.83	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDE	B/S Breast		2.67	61	2.67		2.48	17	2.48	2.59		12	2.59
	Tenders									3.99	6.99	92	5.07
	Wings		2.19 - 2.33	123	2.26					2.39 - 2.50		98	2.48
	Party Wings		2.49	62	2.49		2.39	11	2.39				

Source: USDA Livestock, Poultry, & Grain Market News;

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<http://www.ams.usda.gov/market-news/livestock-poultry-grain>;

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	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate ^{1/}	69.8% of 4,900 sampled outlets				75.1% of 3,800 sampled outlets				82.8% of 1,300 sampled outlets			
Special Rate ^{4/}	6.2% of stores w/ no-price promotions				9.9% of stores w/ no-price promotions				57.9% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 3,988				Activity Index = 2,551				Activity Index = 3,121			
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
			4/				4/				4/	
bagged fryer	1.47 - 1.89		141	1.65					1.49		39	1.49
cut-up fryer									1.79		39	1.79
bagged roaster												
Cornish (frs/frz)												
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.98 - 2.99	2.27 - 3.99	1,356	2.59	2.99	2.99 - 3.49	510	3.05		2.49	95	2.49
value pack	2.49	1.99 - 2.49	202	2.26	3.99	2.39 - 3.49	185	3.57		1.99 - 2.99	714	2.02
thin sliced	4.99	2.97 - 3.29	114	3.56	5.99	3.49	179	5.15	2.79 - 4.99		36	3.71
marinated		2.49 - 3.99	199	3.78		3.99	11	3.99				
Breast Tenders												
regular pack					3.49	2.29	42	3.29	3.49	2.29	24	2.79
value pack		1.97	36	1.97						2.99	682	2.99
Split, bn-in Breast												
regular pack		1.69 - 1.99	299	1.98	2.79		11	2.79	2.79		16	2.79
value pack	1.98 - 2.15		115	2.01								
Whole Wings	2.69 - 2.99	1.97 - 3.99	310	3.06	3.79	3.69 - 3.79	384	3.78		1.97	16	1.97
Leg Quarters												
tray pack		0.99	16	0.99		0.99	50	0.99	0.89		15	0.89
bagged		0.69 - 0.89	216	0.74						0.79	4	0.79
Legs												
Thighs												
regular pack	1.29 - 1.59	1.39	93	1.39	1.29	0.99	9	1.06		0.99	14	0.99
value pack	1.99	0.99	87	1.22	0.99	1.99	281	1.03				
Drumsticks												
regular pack	1.29 - 1.59	1.29 - 1.39	109	1.37	0.99 - 1.29	0.79 - 2.99	303	1.10				
value pack	0.59	0.59 - 1.28	404	0.81	0.99	0.69 - 1.99	470	0.97				
Bnls/Sknls Thighs												
regular pack	3.48	2.99	93	3.44						2.49	43	2.49
value pack		1.99 - 2.99	128	2.46		1.99 - 2.99	116	2.75		1.99 - 2.99	698	2.01
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF	B/S Breast									2.40	682	2.40
	Tenders	2.79	12	2.79						6.99	4	6.99
	Wings											
	Party Wings	2.39	58	2.39								

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		68.0% of 100 sampled outlets				28.4% of 100 sampled outlets					
Special Rate ^{4/}		3.0% of stores w/ no-price promotions				25.5% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 30				Activity Index = 26					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer					2.49	3	2.49				
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack			2.49 - 3.58	15	2.78						
value pack			3.49	11	3.49						
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack											
value pack		1.79		2	1.79						
Drumsticks											
regular pack											
value pack		1.79		2	1.79						
Bnls/Sknls Thighs											
regular pack											
value pack						2.99		23	2.99		
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
IDF	B/S Breast										
	Tenders										
	Wings										
	Party Wings										

Source: USDA Livestock, Poultry, & Grain Market News;

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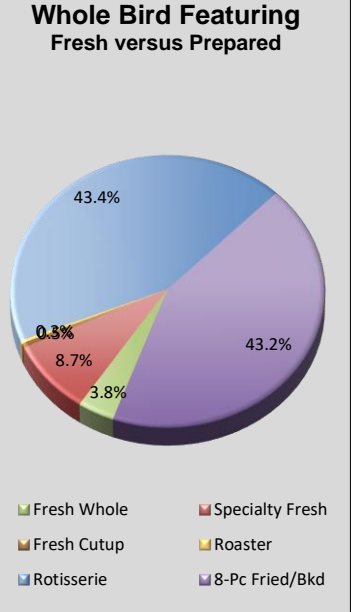
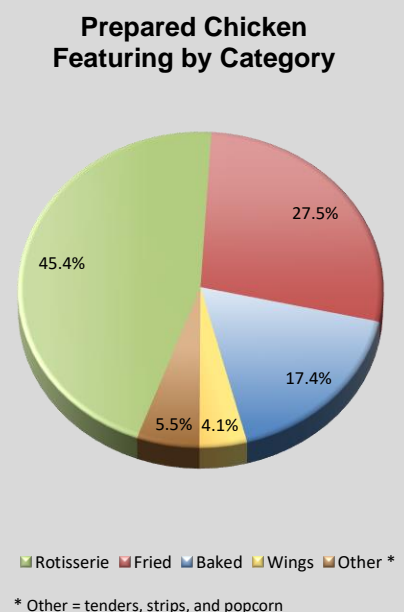


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Fri. May 03, 2024

(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY																			
	THIS WEEK		LAST WEEK		LAST YEAR			NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.		
Feature Rate ^{1/}	39.4% of 29,200 outlets		13.8% of 29,200 outlets		23.7% of 29,200 outlets		Feature Rate ^{1/}	34.3% of 5,500 sampled outlets			35.9% of 7,400 sampled outlets			37.3% of 6,100 sampled outlets			53.5% of 4,900 sampled outlets		
Activity Index ^{2/}	17,640		5,347		10,799		Activity Index ^{2/}	Activity Index = 2,924			Activity Index = 3,899			Activity Index = 3,007			Activity Index = 4,159		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:							ROTISSERIE:												
Whole Bird							Whole Bird												
< 2 lbs.	2,549	7.49	1,100	7.82	6,167	8.62	< 2 lbs.	6.99 - 7.99	564	7.55	6.98 - 9.99	496	7.25	6.00 - 8.88	1,142	7.12	7.50 - 9.99	184	8.94
2.1-3.0 lbs.	5,422	6.36	432	8.96	359	8.62	2.1-3.0 lbs.	5.97	505	5.97	5.97 - 8.99	1,976	6.79	5.97 - 8.99	945	6.09	5.97 - 8.49	1,259	6.06
Whole Breast							Whole Breast												
Leg Quarter	39	4.22	16	6.00	44	1.12	Leg Quarter				2.99	23	2.99				6.00	16	6.00
FRIED & BAKED:							FRIED & BAKED:												
Fried 8-Piece Mix	4,270	8.87	1,418	9.18	1,934	8.91	Fried 8-Piece Mix	5.99 - 8.99	711	7.07	5.99 - 10.99	631	8.72	7.99 - 12.99	540	10.08	6.99 - 9.99	1,191	9.36
Baked 8-Piece Mix	3,077	8.69	624	9.05	809	8.10	Baked 8-Piece Mix	5.99 - 6.99	493	6.45	5.99 - 8.99	535	8.56	8.99 - 12.98	117	10.32	8.99 - 9.99	1,036	9.48
F/B 8-Piece Dark	358	6.66	306	7.33	272	7.32	F/B 8-Piece Dark				5.00 - 5.98	78	5.21	5.99	43	5.99	5.00	58	5.00
F/B 12-Piece	206	16.35	213	14.44	145	14.56	F/B 12-Piece				16.99	30	16.99				12.37 - 18.99	122	17.69
Bulk Pack (\$/piece)	24	1.65			428	0.88	Bulk Pack (\$/piece)							1.65	11	1.65	1.65	13	1.65
Wings: bone-in	385	7.12	374	7.70	197	6.73	Wings: bone-in	6.00	61	6.00	4.49 - 5.99	43	4.93				4.79 - 5.99	61	5.68
boneless	347	6.03	110	5.93	79	6.42	boneless	6.00 - 6.99	154	6.60	5.99	9	5.99	4.99 - 7.99	99	5.62	4.79 - 5.99	85	5.48
Tenders	963	7.86	754	7.95	365	7.42	Tenders	6.99 - 8.99	436	8.12	6.00 - 6.99	78	6.36	5.59 - 5.99	110	5.74	6.99 - 8.99	134	7.96
Strips							Strips												
Popcorn							Popcorn												
							SOUTHWEST U.S.	NORTHWEST U.S.			ALASKA			HAWAII					
Feature Rate ^{1/}							Feature Rate ^{1/}	45.5% of 3,800 sampled outlets			22.1% of 1,300 sampled outlets			36.0% of 100 sampled outlets			9.8% of 100 sampled outlets		
Activity Index ^{2/}							Activity Index ^{2/}	Activity Index = 3,155			Activity Index = 424			Activity Index = 62			Activity Index = 10		
							price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	
ROTISSERIE:							ROTISSERIE:												
Whole Bird							Whole Bird												
< 2 lbs.							< 2 lbs.	7.99 - 8.99	163	8.90									
2.1-3.0 lbs.							2.1-3.0 lbs.	5.97 - 8.99	545	6.40	5.97 - 7.99	172	6.15	5.97	10	5.97	5.97	10	5.97
Whole Breast							Whole Breast												
Leg Quarter							Leg Quarter												
FRIED & BAKED:							FRIED & BAKED:												
Fried 8-Piece Mix							Fried 8-Piece Mix	6.99 - 9.99	1,039	8.89	7.97 - 9.99	132	9.59	8.99 - 9.99	26	9.41			
Baked 8-Piece Mix							Baked 8-Piece Mix	6.99 - 8.99	754	8.70	8.99 - 9.99	116	9.81	8.99 - 9.99	26	9.41			
F/B 8-Piece Dark							F/B 8-Piece Dark	7.99	179	7.99									
F/B 12-Piece							F/B 12-Piece	12.99	54	12.99									
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)												
Wings: bone-in							Wings: bone-in	6.00 - 8.99	220	8.26									
boneless							boneless												
Tenders							Tenders	8.99	201	8.99	5.99	4	5.99						
Strips							Strips												
Popcorn							Popcorn												



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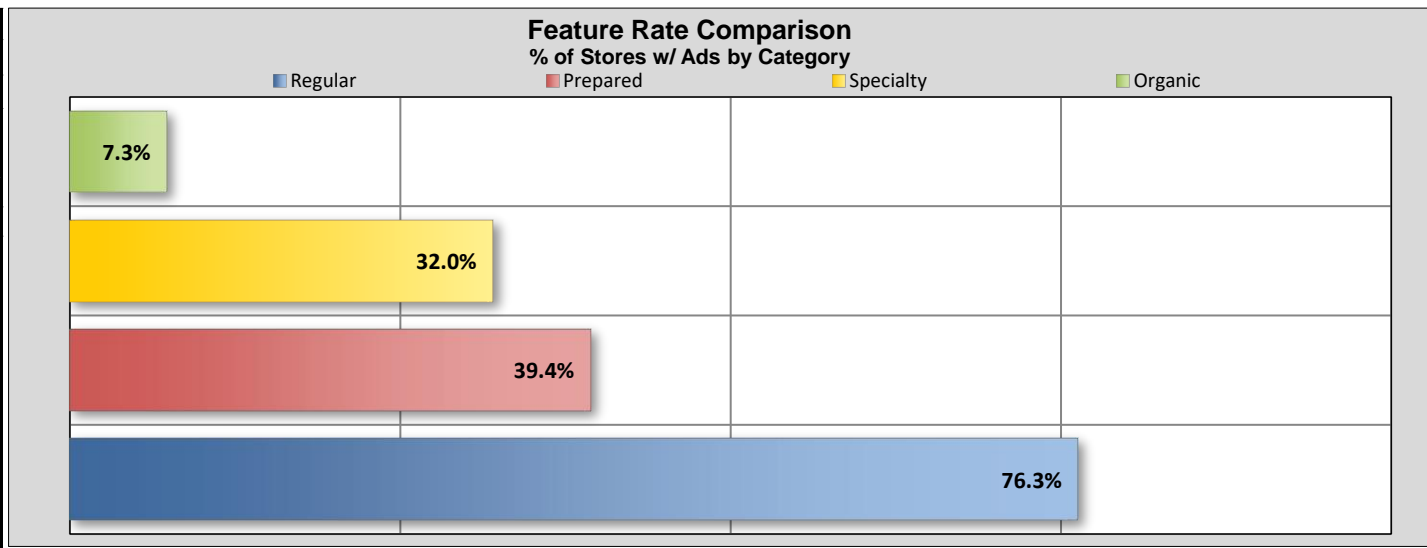
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NATIONAL SUMMARY						
SPECIALTY CHICKEN						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	32.0% of 29,200 outlets		17.1% of 29,200 outlets		29.1% of 29,200 outlets	
Activity Index ^{2/}	16,127		18,198		15,798	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,595	2.19	1,372	2.30	950	2.06
Bnls/Sknls Breast	5,088	5.13	2,436	4.92	4,643	5.28
Breast Tenders	854	4.32	1,343	5.53	1,119	5.47
Split, bn-in Breast	483	2.61	907	2.94	611	2.32
Whole Wings	2,080	2.21	155	2.34	337	3.18
Leg Quarters	221	1.77	442	1.32	498	1.39
Legs	115	1.42	599	2.56	119	1.72
Thighs	1,736	2.22	7,411	2.05	2,861	1.95
Drumsticks	1,107	2.04	2,970	1.80	2,806	1.30
B/S Thighs	2,848	3.58	563	4.96	1,854	4.36



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	47.1% of 5,500 sampled outlets			34.2% of 7,400 sampled outlets			39.6% of 6,100 sampled outlets			23.0% of 4,900 sampled outlets			13.2% of 3,800 sampled outlets			10.9% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 4,779			Activity Index = 3,603			Activity Index = 4,653			Activity Index = 1,950			Activity Index = 962			Activity Index = 137		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.29 - 2.49	678	1.88	1.69 - 2.99	144	2.56	1.69 - 4.69	514	2.53	2.49	70	2.49	0.89 - 2.49	170	1.93	2.49	16	2.49
Bnls/Sknls Breast	3.29 - 6.99	1,183	4.87	3.99 - 6.99	579	6.04	3.29 - 6.99	2,030	4.76	3.36 - 6.99	876	5.46	3.99 - 6.99	371	5.52	4.99 - 9.99	46	7.64
Breast Tenders	3.89 - 5.99	122	4.06	3.99	452	3.99	3.99	44	3.99	3.99 - 4.49	117	4.29	5.99	119	5.99			
Split, bn-in Breast	1.99 - 2.69	144	2.29	1.99 - 2.99	283	2.59	1.99 - 3.99	56	3.56									
Whole Wings	1.69 - 2.99	680	2.32	1.99 - 3.68	397	2.14	1.99 - 3.99	746	2.23	1.99	224	1.99	1.99	33	1.99			
Leg Quarters							1.19 - 1.99	112	1.57				1.97	109	1.97			
Legs	1.29 - 1.49	113	1.42	1.29	2	1.29												
Thighs	1.29 - 3.99	630	2.60	1.78 - 1.79	497	1.79	1.83 - 3.29	473	2.24	1.18 - 1.99	93	1.63	2.49 - 3.49	27	2.97	1.99	16	1.99
Drumsticks	1.29 - 3.69	550	2.13	0.98 - 1.49	60	1.41	1.83 - 2.79	388	2.16	1.18 - 1.39	36	1.32	2.49	14	2.49	1.29 - 1.99	59	1.48
B/S Thighs	2.57 - 3.99	679	3.73	3.49 - 5.99	1,189	3.53	2.99 - 6.99	290	3.89	2.77 - 3.99	534	2.82	5.99	119	5.99			

SPECIALTY	ALASKA			HAWAII		
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Activity Index ^{2/}	Activity Index = 37			Activity Index = 6		
	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer				2.49	3	2.49
Bnls/Sknls Breast				6.99	3	6.99
Breast Tenders						
Split, bn-in Breast						
Whole Wings						
Leg Quarters						
Legs						
Thighs						
Drumsticks						
B/S Thighs	3.49	37	3.49			

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.

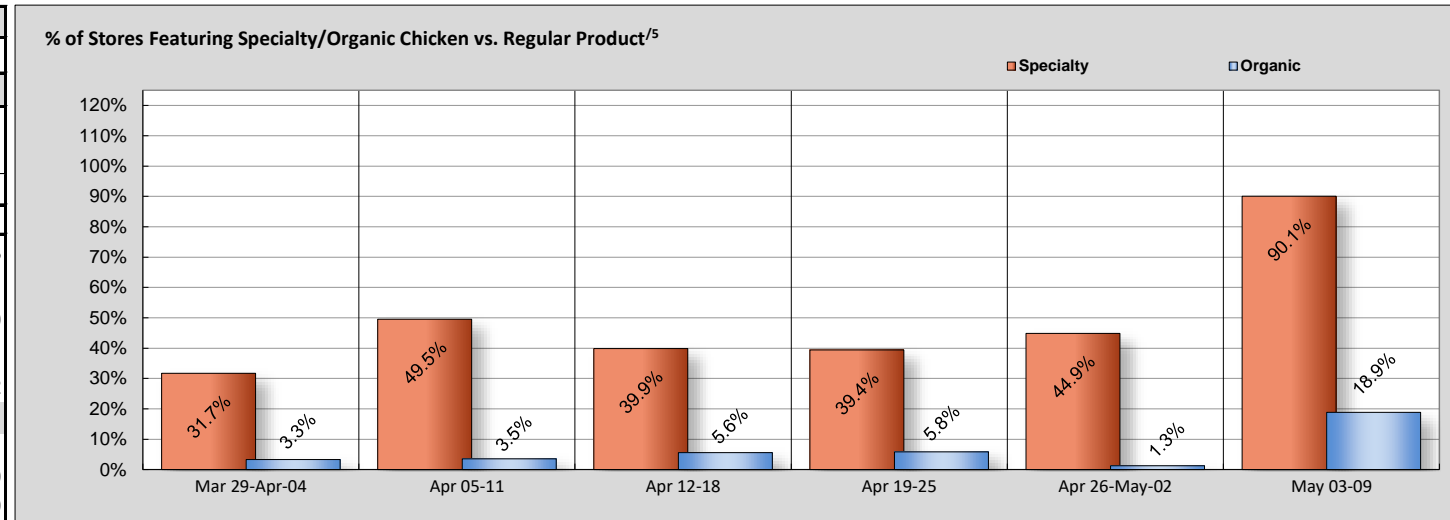


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/03 thru 05/09.

(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	7.3% of 29,200 outlets		1.6% of 29,200 outlets		7.1% of 29,200 outlets	
Activity Index ^{2/}	3,218		472		2,791	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,020	3.65	75	3.99	384	3.33
Bnls/Sknls Breast	1,019	8.19	135	7.78	1,123	8.01
Breast Tenders			189	7.99	133	8.99
Split, bn-in Breast	16	4.69				
Whole Wings	119	5.99			458	3.72
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs			11	4.99	215	1.99
Drumsticks	776	2.06	23	4.47	89	2.99
B/S Thighs	268	6.76	39	5.69	389	7.95



^{5/}: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.	
		2.9% of 5,500 sampled outlets Activity Index = 167		6.1% of 7,400 sampled outlets Activity Index = 930		16.6% of 6,100 sampled outlets Activity Index = 1,271		4.6% of 4,900 sampled outlets Activity Index = 364		6.9% of 3,800 sampled outlets Activity Index = 426		2.8% of 1,300 sampled outlets Activity Index = 53
Whole Fryer			3.99	30	3.49 - 4.99	755	3.54	3.99	93	3.99		
Bnls/Sknls Breast	6.99 - 9.99	157	7.41	6.98 - 9.99	418	8.55	7.99	258	7.99	6.99 - 9.99	131	8.75
Breast Tenders										7.99	11	7.99
Split, bn-in Breast												
Whole Wings										5.99	119	5.99
Legs												
Thighs												
Drumsticks				0.99 - 3.99	482	1.18				0.99 - 3.99	140	2.98
B/S Thighs	5.99	10	5.99				6.79	258	6.79	3.99	154	3.99
ORGANIC	ALASKA		HAWAII									
	0.0% of 100 sampled outlets Activity Index = 7		0.0% of 100 sampled outlets Activity Index = 0									
Whole Fryer												
Bnls/Sknls Breast	7.99	7	7.99									
Breast Tenders												
Split, bn-in Breast												
Whole Wings												
Legs												
Thighs												
Drumsticks												
B/S Thighs												

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