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Advertised Prices for Chicken Products at Major Grocery Store Outlets ending during the period of 9/12/2026 to 9/24/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

MARKET HIGHLIGHTS

This week in chicken grocery features, the feature rate increased 0.4% and the activity index decreased 21.6%. Whole birds and parts increased in ad space this week, while IQF, ground, prepared, deli, and variety meat decreased in ad space. Parts and prepared items continue to be the most featured chicken items.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 25,521            | 25,521             | 24,824             |
| Activity Index   | 80,484            | 102,688            | 82,887             |
| Feature Rate (%) | 90.5%             | 90.1%              | 86.9%              |

| Section | Price Unit | Item                 | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|----------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Whole   | Per lb     | Half Chicken         | Antibiotic Free          | Fresh     |              |               | 33           | 1.99          | 26           | 5.99          |
|         |            | Whole Bagged Fryer   | ABF, Free Range          | Fresh     | 360          | 2.29          | 31           | 3.18          | 20           | 2.69          |
|         |            | Whole Bagged Fryer   | ABF, Pasture Raised      | Fresh     | 484          | 3.99          |              |               |              |               |
|         |            | Whole Bagged Fryer   | Antibiotic Free          | Fresh     | 482          | 2.54          | 698          | 1.62          | 464          | 1.98          |
|         |            | Whole Bagged Fryer   | Conventional             | Fresh     | 844          | 1.70          | 663          | 1.40          | 1,274        | 1.54          |
|         |            | Whole Bagged Fryer   | Kosher                   | Fresh     | 25           | 4.79          | 156          | 4.54          | 26           | 4.79          |
|         |            | Whole Bagged Fryer   | USDA Organic             | Fresh     | 384          | 3.00          | 673          | 3.89          | 130          | 4.02          |
|         |            | Whole Bagged Fryer   | USDA Organic, Free Range | Fresh     |              |               | 38           | 3.99          |              |               |
|         |            | Whole Bagged Roaster | Antibiotic Free          | Fresh     | 91           | 1.83          |              |               |              |               |
|         |            | Whole Bagged Roaster | Conventional             | Fresh     |              |               | 94           | 1.77          |              |               |
|         |            | Whole Bagged Roaster | Kosher                   | Fresh     |              |               |              |               | 130          | 4.49          |
|         |            | Whole Baking Hen     | Conventional             | Fresh     | 58           | 1.45          | 101          | 1.59          |              |               |
|         |            | Whole Baking Hen     | Kosher                   | Fresh     |              |               | 19           | 1.79          |              |               |
|         |            | Whole Cornish Hen    | Antibiotic Free          | Fresh     |              |               | 17           | 3.49          |              |               |
|         |            | Whole Cornish Hen    | Conventional             | Fresh     |              |               | 41           | 3.49          |              |               |
|         |            | Whole Cornish Hen    | Conventional             | Frozen    | 47           | 5.60          |              |               | 7            | 4.79          |
|         |            | Whole Cut-Up Fryer   | Antibiotic Free          | Fresh     |              |               |              |               | 89           | 2.50          |
|         |            | Whole Cut-Up Fryer   | Conventional             | Fresh     |              |               | 47           | 1.99          | 24           | 1.99          |



| Section | Price Unit | Item                                            | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Whole   | Per lb     | Whole Cut-Up Fryer                              | Kosher                   | Fresh     | 25           | 4.79          | 25           | 4.79          | 337          | 3.59          |
| Parts   | Per lb     | Breast Tenders, Regular                         | ABF, Free Range          | Fresh     |              |               |              |               | 118          | 6.99          |
|         |            | Breast Tenders, Regular                         | ABF, Pasture Raised      | Fresh     | 484          | 10.99         |              |               |              |               |
|         |            | Breast Tenders, Regular                         | Antibiotic Free          | Fresh     | 1,754        | 4.47          | 1,104        | 5.22          | 2,435        | 6.12          |
|         |            | Breast Tenders, Regular                         | Conventional             | Fresh     | 1,551        | 3.71          | 789          | 4.11          | 935          | 3.53          |
|         |            | Breast Tenders, Regular                         | USDA Organic             | Fresh     | 84           | 9.99          | 197          | 5.99          |              |               |
|         |            | Breast Tenders, Regular                         | USDA Organic, Free Range | Fresh     |              |               | 230          | 6.82          |              |               |
|         |            | Breast Tenders, Value                           | Antibiotic Free          | Fresh     | 426          | 4.32          | 210          | 3.99          | 168          | 7.11          |
|         |            | Breast Tenders, Value                           | Conventional             | Fresh     | 684          | 3.27          | 1,453        | 3.05          | 2,045        | 3.51          |
|         |            | Breast, Boneless/Skinless, Regular              | ABF, Free Range          | Fresh     |              |               | 31           | 8.99          | 173          | 6.56          |
|         |            | Breast, Boneless/Skinless, Regular              | ABF, Pasture Raised      | Fresh     | 484          | 9.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 6,110        | 4.99          | 4,918        | 5.53          | 1,802        | 5.12          |
|         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 2,900        | 2.46          | 2,567        | 3.02          | 739          | 3.05          |
|         |            | Breast, Boneless/Skinless, Regular              | Kosher                   | Fresh     |              |               |              |               | 608          | 7.95          |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 97           | 6.77          | 3,526        | 5.67          | 267          | 8.03          |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic, Free Range | Fresh     | 58           | 7.58          | 265          | 7.84          | 368          | 8.01          |
|         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 2,045        | 4.42          | 813          | 5.13          | 1,522        | 3.69          |
|         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 4,518        | 3.45          | 2,169        | 2.53          | 4,788        | 3.10          |
|         |            | Breast, Boneless/Skinless, Marinated, Regular   | Antibiotic Free          | Fresh     |              |               |              |               | 468          | 5.98          |
|         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 65           | 4.49          | 1,993        | 5.50          | 73           | 3.42          |
|         |            | Breast, Boneless/Skinless, Marinated, Value     | Conventional             | Fresh     | 83           | 5.98          | 65           | 2.49          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 36           | 7.46          |              |               | 118          | 6.99          |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 903          | 4.40          | 160          | 5.27          | 3,719        | 6.07          |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 127          | 4.46          | 3,635        | 4.09          | 575          | 3.76          |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     |              |               |              |               | 159          | 7.99          |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh     |              |               |              |               | 72           | 8.99          |



| Section | Price Unit | Item                                            | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts   | Per lb     | Breast, Boneless/Skinless, Thin-Sliced, Value   | Antibiotic Free          | Fresh     |              |               |              |               | 171          | 6.72          |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 180          | 3.92          | 240          | 3.34          | 1,536        | 4.09          |
|         |            | Drumsticks, 10 Lbs or more                      | Conventional             | Fresh     | 50           | 0.99          | 29           | 0.99          | 57           | 0.99          |
|         |            | Drumsticks, Regular                             | ABF, Pasture Raised      | Fresh     | 484          | 4.99          |              |               |              |               |
|         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 686          | 1.98          | 2,258        | 3.63          | 401          | 1.77          |
|         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 1,901        | 0.90          | 1,911        | 1.41          | 578          | 1.29          |
|         |            | Drumsticks, Regular                             | Conventional             | Frozen    |              |               | 61           | 1.84          |              |               |
|         |            | Drumsticks, Regular                             | Halal                    | Fresh     |              |               | 19           | 1.99          |              |               |
|         |            | Drumsticks, Regular                             | USDA Organic             | Fresh     | 535          | 2.95          | 506          | 2.92          | 190          | 2.38          |
|         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     |              |               | 173          | 3.43          |              |               |
|         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 550          | 1.73          | 771          | 1.62          | 1,901        | 1.92          |
|         |            | Drumsticks, Value                               | Conventional             | Fresh     | 1,168        | 1.09          | 2,149        | 1.30          | 4,821        | 1.38          |
|         |            | Drumsticks, Value                               | Conventional             | Frozen    |              |               | 45           | 1.79          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 64           | 3.29          | 13           | 2.59          | 226          | 3.00          |
|         |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 134          | 2.75          |              |               | 118          | 2.79          |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 64           | 3.29          | 13           | 2.59          | 125          | 3.02          |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Value   | Conventional             | Fresh     | 65           | 2.49          |              |               | 112          | 2.86          |
|         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Fresh     | 563          | 0.79          | 662          | 0.76          | 240          | 0.79          |
|         |            | Leg Quarters, Regular                           | Antibiotic Free          | Fresh     | 126          | 1.47          | 81           | 1.24          | 132          | 1.46          |
|         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 1,705        | 1.48          | 1,516        | 1.48          | 1,631        | 1.60          |
|         |            | Leg Quarters, Regular                           | Kosher                   | Fresh     |              |               | 166          | 4.49          | 478          | 2.58          |
|         |            | Leg Quarters, Value                             | Antibiotic Free          | Fresh     | 100          | 1.26          |              |               | 169          | 2.15          |
|         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 832          | 1.14          | 1,929        | 1.23          | 662          | 1.50          |
|         |            | Leg Quarters, Marinated, Regular                | Conventional             | Fresh     | 319          | 1.51          | 368          | 1.53          | 168          | 1.49          |
|         |            | Leg Quarters, Marinated, Value                  | Conventional             | Fresh     | 29           | 1.49          | 29           | 1.49          | 76           | 1.55          |
|         |            | Legs, Regular                                   | ABF, Free Range          | Fresh     |              |               |              |               | 11           | 4.29          |
|         |            | Legs, Regular                                   | Antibiotic Free          | Fresh     |              |               | 37           | 1.29          | 146          | 1.67          |
|         |            | Legs, Regular                                   | Conventional             | Fresh     | 21           | 1.49          | 21           | 1.29          | 16           | 1.99          |
|         |            | Legs, Regular                                   | Conventional             | Frozen    | 7            | 2.97          |              |               |              |               |
|         |            | Legs, Value                                     | Antibiotic Free          | Fresh     |              |               |              |               | 51           | 1.69          |
|         |            | Legs, Marinated, Regular                        | Conventional             | Fresh     |              |               | 32           | 1.49          |              |               |



| Section | Price Unit | Item                                      | Environment              | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|---------|------------|-------------------------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts   | Per lb     | Party Wings, Flats and Drums, Regular     | Antibiotic Free          | Fresh     | 683          | 4.77          | 406          | 4.67          | 23           | 4.98          |
|         |            | Party Wings, Flats and Drums, Regular     | Conventional             | Fresh     | 3,132        | 2.08          | 2,022        | 3.27          | 45           | 3.18          |
|         |            | Party Wings, Flats and Drums, Regular     | USDA Organic, Free Range | Fresh     | 17           | 4.99          |              |               |              |               |
|         |            | Party Wings, Flats and Drums, Value       | Antibiotic Free          | Fresh     | 313          | 2.79          | 430          | 3.04          | 2,475        | 2.30          |
|         |            | Party Wings, Flats and Drums, Value       | Conventional             | Fresh     | 1,736        | 2.29          | 1,479        | 2.88          | 468          | 3.03          |
|         |            | Split Breast, Bone-In, Regular            | ABF, Free Range          | Fresh     |              |               | 11           | 3.99          | 40           | 3.99          |
|         |            | Split Breast, Bone-In, Regular            | Antibiotic Free          | Fresh     | 233          | 3.14          | 276          | 2.92          | 164          | 3.02          |
|         |            | Split Breast, Bone-In, Regular            | Conventional             | Fresh     | 57           | 1.80          | 127          | 2.30          | 208          | 1.54          |
|         |            | Split Breast, Bone-In, Regular            | Conventional             | Frozen    |              |               |              |               | 34           | 1.99          |
|         |            | Split Breast, Bone-In, Value              | Antibiotic Free          | Fresh     | 11           | 2.99          | 19           | 1.99          | 82           | 2.12          |
|         |            | Split Breast, Bone-In, Value              | Conventional             | Fresh     | 174          | 2.13          | 559          | 2.12          | 1,024        | 2.17          |
|         |            | Split Breast, Bone-In, Value              | Conventional             | Frozen    |              |               | 53           | 1.99          |              |               |
|         |            | Thighs, Regular                           | ABF, Free Range          | Fresh     | 11           | 3.99          | 41           | 2.29          | 3            | 6.98          |
|         |            | Thighs, Regular                           | Antibiotic Free          | Fresh     | 1,834        | 2.35          | 990          | 1.59          | 418          | 1.82          |
|         |            | Thighs, Regular                           | Antibiotic Free          | Frozen    |              |               | 41           | 2.99          |              |               |
|         |            | Thighs, Regular                           | Conventional             | Fresh     | 573          | 1.24          | 589          | 1.34          | 20           | 0.98          |
|         |            | Thighs, Regular                           | Conventional             | Frozen    |              |               | 25           | 2.79          |              |               |
|         |            | Thighs, Regular                           | Halal                    | Fresh     |              |               | 19           | 1.99          |              |               |
|         |            | Thighs, Regular                           | USDA Organic             | Fresh     |              |               | 146          | 3.49          | 27           | 5.99          |
|         |            | Thighs, Regular                           | USDA Organic, Free Range | Fresh     |              |               | 55           | 5.30          | 148          | 5.79          |
|         |            | Thighs, Value                             | ABF, Free Range          | Fresh     |              |               | 17           | 3.49          | 16           | 3.49          |
|         |            | Thighs, Value                             | Antibiotic Free          | Fresh     | 388          | 1.92          | 339          | 2.00          | 1,178        | 2.33          |
|         |            | Thighs, Value                             | Conventional             | Fresh     | 1,462        | 1.37          | 1,807        | 1.38          | 1,691        | 1.38          |
|         |            | Thighs, Value                             | Conventional             | Frozen    | 7            | 2.99          |              |               | 28           | 1.97          |
|         |            | Thighs, Boneless/Skinless, 10 Lbs or more | Antibiotic Free          | Fresh     | 118          | 5.49          |              |               |              |               |
|         |            | Thighs, Boneless/Skinless, 10 Lbs or more | Conventional             | Frozen    |              |               | 182          | 2.67          |              |               |
|         |            | Thighs, Boneless/Skinless, Regular        | ABF, Free Range          | Fresh     |              |               |              |               | 302          | 5.99          |
|         |            | Thighs, Boneless/Skinless, Regular        | ABF, Pasture Raised      | Fresh     | 484          | 9.99          |              |               |              |               |
|         |            | Thighs, Boneless/Skinless, Regular        | Antibiotic Free          | Fresh     | 615          | 4.25          | 649          | 5.04          | 802          | 4.55          |



| 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, Boneless/Skinless, Regular       | Conventional             | Fresh     | 1,648  | 2.76    | 476    | 3.42    | 1,502  | 2.97    |
|         |            | Thighs, Boneless/Skinless, Regular       | Conventional             | Frozen    |        |         | 119    | 1.98    | 113    | 2.99    |
|         |            | Thighs, Boneless/Skinless, Regular       | Halal                    | Fresh     | 131    | 6.99    |        |         | 130    | 7.99    |
|         |            | Thighs, Boneless/Skinless, Regular       | USDA Organic             | Fresh     | 94     | 5.86    |        |         |        |         |
|         |            | Thighs, Boneless/Skinless, Regular       | USDA Organic, Free Range | Fresh     |        |         |        |         | 458    | 6.99    |
|         |            | Thighs, Boneless/Skinless, Value         | Antibiotic Free          | Fresh     | 422    | 4.29    | 80     | 4.49    | 248    | 4.54    |
|         |            | Thighs, Boneless/Skinless, Value         | Conventional             | Fresh     | 1,030  | 3.41    | 1,925  | 3.31    | 412    | 3.20    |
|         |            | Thighs, Boneless/Skinless, Value         | Conventional             | Frozen    | 18     | 3.59    |        |         |        |         |
|         |            | V-Cut Wings, Regular                     | ABF, Pasture Raised      | Fresh     | 484    | 6.49    |        |         |        |         |
|         |            | V-Cut Wings, Regular                     | Antibiotic Free          | Fresh     | 72     | 3.71    | 451    | 3.45    | 101    | 3.28    |
|         |            | V-Cut Wings, Regular                     | Conventional             | Fresh     | 910    | 2.30    | 334    | 2.66    | 985    | 2.71    |
|         |            | V-Cut Wings, Value                       | Antibiotic Free          | Fresh     | 331    | 2.11    | 93     | 3.29    | 1,067  | 3.41    |
|         |            | V-Cut Wings, Value                       | Conventional             | Fresh     | 941    | 2.02    | 855    | 2.50    | 2,116  | 2.72    |
|         |            |                                          |                          |           |        |         |        |         |        |         |
| IQF     | Per lb     | Breast Tenders, IQF                      | Conventional             | Frozen    | 972    | 4.09    | 1,398  | 3.67    | 490    | 3.90    |
|         |            | Breast, Boneless/Skinless, IQF           | Antibiotic Free          | Frozen    |        |         |        |         | 91     | 4.50    |
|         |            | Breast, Boneless/Skinless, IQF           | Conventional             | Frozen    | 912    | 4.04    | 1,322  | 3.82    | 491    | 4.02    |
|         |            | Breast, Boneless/Skinless, IQF           | Kosher                   | Frozen    |        |         | 131    | 9.99    |        |         |
|         |            | Party Wings, Flats and Drums, IQF        | Antibiotic Free          | Frozen    | 77     | 4.80    | 23     | 1.60    |        |         |
|         |            | Party Wings, Flats and Drums, IQF        | Conventional             | Frozen    | 1,768  | 2.85    | 4,614  | 3.28    | 1,959  | 3.07    |
|         |            | V-Cut Wings, IQF                         | Conventional             | Frozen    | 37     | 2.00    |        |         | 432    | 2.68    |
| Ground  | Per lb     | Ground Chicken, 1-2 Lbs                  | ABF, Pasture Raised      | Fresh     | 484    | 10.99   |        |         |        |         |
|         |            | Ground Chicken, 1-2 Lbs                  | Antibiotic Free          | Fresh     | 923    | 4.56    | 2,777  | 4.12    | 378    | 3.90    |
|         |            | Ground Chicken, 1-2 Lbs                  | Conventional             | Fresh     | 1,209  | 4.42    | 418    | 4.97    | 30     | 2.99    |
|         |            | Ground Chicken, 1-2 Lbs                  | USDA Organic             | Fresh     |        |         | 17     | 6.99    | 88     | 6.90    |
|         |            | Ground Chicken, 1-2 Lbs                  | USDA Organic, Free Range | Fresh     |        |         |        |         | 269    | 5.49    |
|         |            | Ground Chicken, 2-4 Lbs                  | Antibiotic Free          | Fresh     | 73     | 3.33    | 420    | 3.60    |        |         |
|         |            | Ground Chicken Breast (98-100%), 1-2 Lbs | Antibiotic Free          | Fresh     |        |         | 146    | 6.00    |        |         |
|         |            | Ground Chicken Breast (98-100%), 1-2 Lbs | Conventional             | Fresh     | 298    | 3.84    | 298    | 3.84    | 28     | 5.99    |
|         |            | Ground Chicken Patties, 1-2 Lbs          | Antibiotic Free          | Fresh     | 19     | 3.99    | 24     | 2.98    | 20     | 4.99    |
|         |            | Ground Chicken Patties, 2-4 Lbs          | Conventional             | Frozen    | 262    | 5.14    | 95     | 6.50    |        |         |



| Section  | Price Unit | Item                                         | Environment     | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|----------|------------|----------------------------------------------|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Prepared | Each       | Fried/Baked Breast Tenders, 8-Piece          | Conventional    | Prepared  | 292          | 9.29          | 2,044        | 8.25          | 52           | 10.23         |
|          |            | Fried/Baked Chicken, Dark, 12-Piece          | Conventional    | Prepared  |              |               |              |               | 44           | 8.99          |
|          |            | Fried/Baked Chicken, Dark, 8-Piece           | Antibiotic Free | Prepared  | 33           | 8.79          |              |               |              |               |
|          |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional    | Prepared  | 440          | 7.05          | 1,103        | 7.16          | 1,551        | 6.74          |
|          |            | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional    | Prepared  | 292          | 11.68         | 20           | 15.99         | 64           | 14.49         |
|          |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 4,425        | 9.13          | 1,328        | 10.07         | 1,076        | 9.18          |
|          |            | Fried/Baked Chicken, Mixed, Bulk (\$/Piece)  | Conventional    | Prepared  | 42           | 1.08          | 460          | 1.25          | 71           | 1.99          |
|          |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional    | Prepared  | 581          | 0.87          | 1,980        | 0.90          |              |               |
|          |            | Fried/Baked Wings, Boneless, Bulk (\$/Piece) | Conventional    | Prepared  | 21           | 0.30          |              |               |              |               |
|          |            | Rotisserie Leg Quarter, 8-Piece              | Conventional    | Prepared  |              |               |              |               | 78           | 10.46         |
|          |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free | Prepared  |              |               | 154          | 8.50          |              |               |
|          |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 2,832        | 7.19          | 3,363        | 7.14          | 1,745        | 7.75          |
|          |            | Whole Rotisserie Chicken, 2.1-3.0 Lbs        | Conventional    | Prepared  | 128          | 8.99          | 59           | 8.99          |              |               |
|          |            |                                              |                 |           |              |               |              |               |              |               |
| Prepared | Per lb     | Fried/Baked Breast Tenders                   | Antibiotic Free | Prepared  | 28           | 8.99          |              |               |              |               |
|          |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 865          | 8.04          | 2,307        | 8.45          | 1,286        | 8.25          |
|          |            | Fried/Baked Chicken, Dark                    | Conventional    | Prepared  |              |               | 581          | 4.83          | 75           | 5.99          |
|          |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 1,827        | 8.06          | 3,324        | 7.33          | 3,857        | 7.79          |
|          |            | Fried/Baked Wings, Boneless                  | Conventional    | Prepared  | 20           | 15.99         | 212          | 7.78          | 2,264        | 8.04          |
|          |            | Rotisserie Breast                            | Conventional    | Prepared  | 360          | 3.49          | 313          | 3.49          |              |               |
|          |            | Rotisserie Breast                            | USDA Organic    | Prepared  |              |               |              |               | 13           | 8.49          |
|          |            | Rotisserie Leg Quarter                       | Antibiotic Free | Prepared  |              |               | 360          | 2.99          |              |               |
| Deli     | Per lb     | Grilled Chicken Strips, 16 oz                | Antibiotic Free | Prepared  | 438          | 6.57          | 156          | 6.99          | 26           | 6.99          |
|          |            | Grilled Chicken Strips, 16 oz                | Conventional    | Prepared  |              |               |              |               | 394          | 6.45          |
|          |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 1,301        | 7.43          | 2,446        | 8.55          |              |               |
|          |            | Grilled Chicken Strips, 5-15 oz              | Conventional    | Prepared  | 313          | 9.18          | 347          | 9.41          | 384          | 8.55          |
|          |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Conventional    | Prepared  |              |               | 22           | 8.00          | 868          | 7.13          |
|          |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 327          | 5.98          | 3,462        | 7.44          | 2,820        | 5.20          |
|          |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free | Prepared  | 118          | 21.31         |              |               | 16           | 13.69         |



| Section         | Price Unit | Item                                            | Environment     | Condition | CW<br>Stores | CW<br>Wtd Avg | PW<br>Stores | PW<br>Wtd Avg | PY<br>Stores | PY<br>Wtd Avg |
|-----------------|------------|-------------------------------------------------|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Deli            | Per lb     | Self-Service Deli Chicken<br>Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 2,991        | 6.87          | 9,736        | 7.89          | 4,140        | 7.24          |
|                 |            | Self-Service Deli Chicken<br>Tub/Pouch, 5-15 oz | USDA Organic    | Prepared  |              |               |              |               | 168          | 18.64         |
|                 |            | Service Deli - Cat 1                            | Conventional    | Prepared  | 2,774        | 9.83          | 2,036        | 10.18         | 2,455        | 10.82         |
|                 |            | Service Deli - Cat 2                            | Conventional    | Prepared  | 121          | 6.99          | 474          | 6.34          | 841          | 7.75          |
| Variety<br>Meat | Per lb     | Feet                                            | Conventional    | Fresh     |              |               |              |               | 44           | 3.99          |
|                 |            | Gizzards                                        | Antibiotic Free | Fresh     |              |               |              |               | 68           | 1.99          |
|                 |            | Gizzards                                        | Conventional    | Fresh     | 80           | 1.79          | 147          | 1.64          | 24           | 1.99          |
|                 |            | Hearts                                          | Antibiotic Free | Frozen    |              |               |              |               | 17           | 2.99          |
|                 |            | Hearts                                          | Conventional    | Fresh     |              |               |              |               | 44           | 1.59          |
|                 |            | Liver                                           | Antibiotic Free | Fresh     |              |               |              |               | 17           | 1.99          |
|                 |            | Liver                                           | Conventional    | Fresh     | 80           | 1.67          | 147          | 1.64          | 86           | 1.91          |
|                 |            | Liver                                           | Kosher          | Fresh     |              |               | 19           | 1.49          |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,963             |
| Activity Index   | 21,955            |
| Feature Rate (%) | 96.8%             |

| Section | Quality | Price Unit | Item                    | Environment            | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------|------------------------|-----------|--------|---------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer      | ABF, Free<br>Range     | Fresh     | 360    | 2.29 - 2.29   | 2.29    |
|         |         |            | Whole Bagged Fryer      | ABF, Pasture<br>Raised | Fresh     | 23     | 3.99 - 3.99   | 3.99    |
|         |         |            | Whole Bagged Fryer      | Antibiotic Free        | Fresh     | 386    | 1.39 - 3.99   | 2.74    |
|         |         |            | Whole Bagged Fryer      | Conventional           | Fresh     | 182    | 1.99 - 1.99   | 1.99    |
|         |         |            | Whole Bagged Fryer      | Kosher                 | Fresh     | 25     | 4.79 - 4.79   | 4.79    |
|         |         |            | Whole Bagged Fryer      | USDA Organic           | Fresh     | 95     | 2.49 - 2.99   | 2.61    |
|         |         |            | Whole Bagged Roaster    | Antibiotic Free        | Fresh     | 91     | 1.83 - 1.83   | 1.83    |
|         |         |            | Whole Baking Hen        | Conventional           | Fresh     | 19     | 1.79 - 1.79   | 1.79    |
|         |         |            | Whole Cut-Up Fryer      | Kosher                 | Fresh     | 25     | 4.79 - 4.79   | 4.79    |
| Parts   | Per lb  |            | Breast Tenders, Regular | ABF, Pasture<br>Raised | Fresh     | 23     | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular | Antibiotic Free        | Fresh     | 1263   | 2.99 - 7.99   | 4.36    |
|         |         |            | Breast Tenders, Regular | Conventional           | Fresh     | 614    | 1.99 - 4.99   | 2.87    |



| Section | Quality | Price Unit | Item                                            | Environment         | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|---------------------|-----------|--------|-------------|---------|
| Parts   | Per lb  |            | Breast Tenders, Value                           | Antibiotic Free     | Fresh     | 313    | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast Tenders, Value                           | Conventional        | Fresh     | 38     | 3.49 - 3.49 | 3.49    |
|         |         |            | Breast, Boneless/Skinless, Regular              | ABF, Pasture Raised | Fresh     | 23     | 9.99 - 9.99 | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free     | Fresh     | 1457   | 2.99 - 7.99 | 4.70    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional        | Fresh     | 370    | 1.99 - 3.99 | 2.70    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free     | Fresh     | 506    | 3.99 - 5.69 | 4.48    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional        | Fresh     | 1133   | 1.49 - 4.49 | 2.04    |
|         |         |            | 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     | 827    | 2.99 - 7.99 | 4.21    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional        | Fresh     | 19     | 5.99 - 5.99 | 5.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional        | Fresh     | 49     | 4.99 - 4.99 | 4.99    |
|         |         |            | Drumsticks, Regular                             | ABF, Pasture Raised | Fresh     | 23     | 4.99 - 4.99 | 4.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free     | Fresh     | 205    | 0.99 - 1.69 | 1.15    |
|         |         |            | Drumsticks, Regular                             | Conventional        | Fresh     | 76     | 0.80 - 0.80 | 0.80    |
|         |         |            | Drumsticks, Regular                             | USDA Organic        | Fresh     | 113    | 2.99 - 3.99 | 3.80    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free     | Fresh     | 127    | 0.99 - 1.79 | 1.33    |
|         |         |            | Drumsticks, Value                               | Conventional        | Fresh     | 279    | 0.97 - 1.99 | 1.16    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free     | Fresh     | 68     | 0.99 - 1.29 | 1.21    |
|         |         |            | Leg Quarters, Regular                           | Conventional        | Fresh     | 243    | 0.99 - 1.49 | 1.39    |
|         |         |            | Leg Quarters, Value                             | Conventional        | Fresh     | 577    | 0.97 - 1.49 | 1.00    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free     | Fresh     | 193    | 4.49 - 4.99 | 4.93    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional        | Fresh     | 561    | 1.99 - 2.00 | 2.00    |
|         |         |            | Party Wings, Flats and Drums, Value             | Antibiotic Free     | Fresh     | 313    | 2.79 - 2.79 | 2.79    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional        | Fresh     | 515    | 1.99 - 3.49 | 2.80    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free     | Fresh     | 77     | 2.49 - 2.49 | 2.49    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free     | Fresh     | 263    | 1.69 - 2.49 | 2.00    |
|         |         |            | Thighs, Regular                                 | Conventional        | Fresh     | 72     | 1.49 - 1.49 | 1.49    |
|         |         |            | Thighs, Value                                   | Antibiotic Free     | Fresh     | 72     | 1.29 - 1.79 | 1.67    |
|         |         |            | Thighs, Value                                   | Conventional        | Fresh     | 261    | 0.99 - 1.99 | 1.34    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | ABF, Pasture Raised | Fresh     | 23     | 9.99 - 9.99 | 9.99    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free     | Fresh     | 507    | 3.99 - 5.49 | 4.42    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional        | Fresh     | 508    | 1.99 - 4.99 | 3.04    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Halal               | Fresh     | 131    | 6.99 - 6.99 | 6.99    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Antibiotic Free     | Fresh     | 167    | 2.99 - 4.99 | 4.75    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Conventional        | Fresh     | 303    | 2.99 - 3.89 | 3.51    |



| Section      | Quality | Price Unit | Item                                         | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|----------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Parts        |         | Per lb     | V-Cut Wings, Regular                         | ABF, Pasture Raised | Fresh     | 23     | 6.49 - 6.49   | 6.49    |
|              |         |            | V-Cut Wings, Regular                         | Antibiotic Free     | Fresh     | 49     | 3.99 - 3.99   | 3.99    |
|              |         |            | V-Cut Wings, Regular                         | Conventional        | Fresh     | 54     | 2.99 - 2.99   | 2.99    |
|              |         |            | V-Cut Wings, Value                           | Antibiotic Free     | Fresh     | 77     | 2.49 - 2.49   | 2.49    |
|              |         |            | V-Cut Wings, Value                           | Conventional        | Fresh     | 143    | 1.29 - 1.99   | 1.94    |
| IQF          |         | Per lb     | Breast Tenders, IQF                          | Conventional        | Frozen    | 132    | 4.40 - 4.40   | 4.40    |
|              |         |            | Breast, Boneless/Skinless, IQF               | Conventional        | Frozen    | 132    | 4.40 - 4.40   | 4.40    |
|              |         |            | Party Wings, Flats and Drums, IQF            | Antibiotic Free     | Frozen    | 77     | 4.80 - 4.80   | 4.80    |
|              |         |            | Party Wings, Flats and Drums, IQF            | Conventional        | Frozen    | 544    | 1.66 - 3.66   | 2.17    |
| Ground       |         | Per lb     | Ground Chicken, 1-2 Lbs                      | ABF, Pasture Raised | Fresh     | 23     | 10.99 - 10.99 | 10.99   |
|              |         |            | Ground Chicken, 1-2 Lbs                      | Antibiotic Free     | Fresh     | 490    | 3.99 - 5.99   | 4.80    |
|              |         |            | Ground Chicken, 1-2 Lbs                      | Conventional        | Fresh     | 605    | 2.79 - 3.50   | 3.11    |
|              |         |            | Ground Chicken, 2-4 Lbs                      | Antibiotic Free     | Fresh     | 73     | 3.33 - 3.33   | 3.33    |
|              |         |            | Ground Chicken Patties, 1-2 Lbs              | Antibiotic Free     | Fresh     | 19     | 3.99 - 3.99   | 3.99    |
|              |         |            | Ground Chicken Patties, 2-4 Lbs              | Conventional        | Frozen    | 73     | 5.50 - 5.50   | 5.50    |
| Prepared     |         | Each       | Fried/Baked Chicken, Dark, 8-Piece           | Conventional        | Prepared  | 329    | 5.99 - 7.99   | 6.88    |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional        | Prepared  | 504    | 8.99 - 9.99   | 9.90    |
|              |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional        | Prepared  | 262    | 0.50 - 0.92   | 0.67    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional        | Prepared  | 420    | 4.99 - 9.99   | 7.17    |
| Prepared     |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional        | Prepared  | 25     | 9.99 - 9.99   | 9.99    |
|              |         |            | Fried/Baked Wings, Bone-In                   | Conventional        | Prepared  | 819    | 8.39 - 8.99   | 8.88    |
|              |         |            | Fried/Baked Wings, Boneless                  | Conventional        | Prepared  | 20     | 15.99 - 15.99 | 15.99   |
|              |         |            | Rotisserie Breast                            | Conventional        | Prepared  | 360    | 3.49 - 3.49   | 3.49    |
| Deli         |         | Per lb     | Grilled Chicken Strips, 16 oz                | Antibiotic Free     | Prepared  | 438    | 6.49 - 6.99   | 6.57    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free     | Prepared  | 1015   | 6.00 - 10.98  | 7.55    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional        | Prepared  | 429    | 6.38 - 9.00   | 6.60    |
|              |         |            | Service Deli - Cat 1                         | Conventional        | Prepared  | 1163   | 7.99 - 13.99  | 9.28    |
| Variety Meat |         | Per lb     | Gizzards                                     | Conventional        | Fresh     | 60     | 1.59 - 1.99   | 1.72    |
|              |         |            | Liver                                        | Conventional        | Fresh     | 60     | 1.49 - 1.59   | 1.56    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 6,702             |
| Activity Index   | 18,602            |
| Feature Rate (%) | 90.7%             |



| Section | Quality | Price Unit | Item                                            | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                              | ABF, Pasture Raised | Fresh     | 103    | 3.99 - 3.99   | 3.99    |
|         |         |            | Whole Bagged Fryer                              | Conventional        | Fresh     | 196    | 1.89 - 1.99   | 1.90    |
|         |         |            | Whole Bagged Fryer                              | USDA Organic        | Fresh     | 234    | 2.99 - 2.99   | 2.99    |
|         |         |            | Whole Baking Hen                                | Conventional        | Fresh     | 39     | 1.28 - 1.28   | 1.28    |
|         |         |            | Whole Cornish Hen                               | Conventional        | Frozen    | 47     | 5.60 - 5.60   | 5.60    |
| Parts   | Per lb  |            | Breast Tenders, Regular                         | ABF, Pasture Raised | Fresh     | 103    | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular                         | Antibiotic Free     | Fresh     | 319    | 3.99 - 3.99   | 3.99    |
|         |         |            | Breast Tenders, Regular                         | Conventional        | Fresh     | 5      | 2.99 - 4.99   | 4.19    |
|         |         |            | Breast Tenders, Regular                         | USDA Organic        | Fresh     | 84     | 9.99 - 9.99   | 9.99    |
|         |         |            | Breast Tenders, Value                           | Conventional        | Fresh     | 332    | 2.49 - 3.99   | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | ABF, Pasture Raised | Fresh     | 103    | 9.99 - 9.99   | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free     | Fresh     | 2068   | 3.49 - 7.99   | 4.63    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional        | Fresh     | 397    | 1.99 - 3.99   | 2.84    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic        | Fresh     | 14     | 6.99 - 6.99   | 6.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free     | Fresh     | 124    | 3.99 - 5.69   | 5.29    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional        | Fresh     | 1547   | 1.76 - 5.55   | 5.26    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Value     | Conventional        | Fresh     | 28     | 5.98 - 5.98   | 5.98    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free     | Fresh     | 14     | 6.39 - 6.39   | 6.39    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional        | Fresh     | 47     | 3.99 - 3.99   | 3.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional        | Fresh     | 3      | 4.99 - 4.99   | 4.99    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Conventional        | Fresh     | 21     | 0.99 - 0.99   | 0.99    |
|         |         |            | Drumsticks, Regular                             | ABF, Pasture Raised | Fresh     | 103    | 4.99 - 4.99   | 4.99    |
|         |         |            | Drumsticks, Regular                             | Conventional        | Fresh     | 1094   | 0.80 - 0.80   | 0.80    |
|         |         |            | Drumsticks, Regular                             | USDA Organic        | Fresh     | 422    | 2.38 - 2.99   | 2.72    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free     | Fresh     | 17     | 1.79 - 1.79   | 1.79    |
|         |         |            | Drumsticks, Value                               | Conventional        | Fresh     | 341    | 0.88 - 1.69   | 1.10    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional        | Fresh     | 125    | 0.79 - 0.88   | 0.81    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free     | Fresh     | 3      | 1.29 - 1.29   | 1.29    |
|         |         |            | Leg Quarters, Regular                           | Conventional        | Fresh     | 1455   | 1.49 - 1.99   | 1.50    |
|         |         |            | Leg Quarters, Value                             | Antibiotic Free     | Fresh     | 59     | 0.89 - 0.89   | 0.89    |
|         |         |            | Leg Quarters, Value                             | Conventional        | Fresh     | 17     | 0.97 - 0.97   | 0.97    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free     | Fresh     | 32     | 3.69 - 3.69   | 3.69    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional        | Fresh     | 1009   | 1.80 - 2.99   | 2.05    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional        | Fresh     | 1094   | 1.99 - 1.99   | 1.99    |



| Section  | Quality | Price Unit | Item                                         | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|----------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Parts    | Per lb  |            | Split Breast, Bone-In, Regular               | Antibiotic Free     | Fresh     | 37     | 2.29 - 2.29   | 2.29    |
|          |         |            | Split Breast, Bone-In, Regular               | Conventional        | Fresh     | 39     | 1.48 - 1.48   | 1.48    |
|          |         |            | Split Breast, Bone-In, Value                 | Conventional        | Fresh     | 24     | 2.98 - 2.98   | 2.98    |
|          |         |            | Thighs, Regular                              | Antibiotic Free     | Fresh     | 1094   | 2.49 - 2.49   | 2.49    |
|          |         |            | Thighs, Value                                | Antibiotic Free     | Fresh     | 17     | 1.79 - 1.79   | 1.79    |
|          |         |            | Thighs, Value                                | Conventional        | Fresh     | 328    | 0.99 - 1.98   | 1.37    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | ABF, Pasture Raised | Fresh     | 103    | 9.99 - 9.99   | 9.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Antibiotic Free     | Fresh     | 14     | 3.59 - 3.59   | 3.59    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional        | Fresh     | 79     | 1.98 - 3.99   | 2.06    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | USDA Organic        | Fresh     | 14     | 5.59 - 5.59   | 5.59    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional        | Fresh     | 238    | 3.89 - 3.99   | 3.89    |
|          |         |            | V-Cut Wings, Regular                         | ABF, Pasture Raised | Fresh     | 103    | 6.49 - 6.49   | 6.49    |
|          |         |            | V-Cut Wings, Regular                         | Antibiotic Free     | Fresh     | 3      | 3.99 - 3.99   | 3.99    |
|          |         |            | V-Cut Wings, Regular                         | Conventional        | Fresh     | 120    | 1.99 - 2.99   | 2.13    |
|          |         |            | V-Cut Wings, Value                           | Conventional        | Fresh     | 249    | 1.29 - 2.98   | 2.09    |
| IQF      | Per lb  |            | Breast Tenders, IQF                          | Conventional        | Frozen    | 229    | 2.48 - 4.40   | 4.00    |
|          |         |            | Breast, Boneless/Skinless, IQF               | Conventional        | Frozen    | 212    | 2.80 - 4.40   | 4.12    |
|          |         |            | Party Wings, Flats and Drums, IQF            | Conventional        | Frozen    | 234    | 1.11 - 4.00   | 3.39    |
|          |         |            | V-Cut Wings, IQF                             | Conventional        | Frozen    | 37     | 2.00 - 2.00   | 2.00    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                      | ABF, Pasture Raised | Fresh     | 103    | 10.99 - 10.99 | 10.99   |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Antibiotic Free     | Fresh     | 103    | 2.99 - 3.99   | 3.55    |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Conventional        | Fresh     | 93     | 2.79 - 2.79   | 2.79    |
| Prepared | Each    |            | Fried/Baked Breast Tenders, 8-Piece          | Conventional        | Prepared  | 183    | 8.00 - 10.00  | 9.59    |
|          |         |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional        | Prepared  | 48     | 5.99 - 7.99   | 7.00    |
|          |         |            | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional        | Prepared  | 17     | 14.24 - 14.24 | 14.24   |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional        | Prepared  | 857    | 6.99 - 12.99  | 9.45    |
|          |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional        | Prepared  | 86     | 0.92 - 1.33   | 1.32    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional        | Prepared  | 380    | 4.99 - 8.99   | 7.01    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional        | Prepared  | 224    | 8.99 - 9.99   | 9.37    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional        | Prepared  | 102    | 6.99 - 8.39   | 8.29    |
| Deli     | Per lb  |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free     | Prepared  | 258    | 6.66 - 7.00   | 6.89    |
|          |         |            | Grilled Chicken Strips, 5-15 oz              | Conventional        | Prepared  | 2      | 6.11 - 6.11   | 6.11    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional        | Prepared  | 883    | 6.38 - 9.00   | 7.59    |
|          |         |            | Service Deli - Cat 1                         | Conventional        | Prepared  | 389    | 8.99 - 13.99  | 13.11   |
|          |         |            | Service Deli - Cat 2                         | Conventional        | Prepared  | 101    | 6.99 - 6.99   | 6.99    |



| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,873             |
| Activity Index   | 15,657            |
| Feature Rate (%) | 92.4%             |

| Section | Quality | Price Unit | Item                                            | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer                              | Antibiotic Free | Fresh     | 63     | 1.49 - 2.00 | 1.84    |
|         |         |            | Whole Bagged Fryer                              | Conventional    | Fresh     | 148    | 1.77 - 1.99 | 1.85    |
| Parts   |         | Per lb     | Breast Tenders, Regular                         | Antibiotic Free | Fresh     | 125    | 3.99 - 8.99 | 6.31    |
|         |         |            | Breast Tenders, Regular                         | Conventional    | Fresh     | 371    | 2.99 - 4.99 | 4.38    |
|         |         |            | Breast Tenders, Value                           | Antibiotic Free | Fresh     | 42     | 8.00 - 8.00 | 8.00    |
|         |         |            | Breast Tenders, Value                           | Conventional    | Fresh     | 48     | 2.99 - 4.99 | 4.05    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 1197   | 3.00 - 6.96 | 4.98    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional    | Fresh     | 845    | 0.99 - 3.99 | 1.87    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 751    | 3.99 - 5.69 | 4.14    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional    | Fresh     | 504    | 1.99 - 5.55 | 2.74    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Value     | Conventional    | Fresh     | 55     | 5.98 - 5.98 | 5.98    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 61     | 4.00 - 4.99 | 4.34    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free | Fresh     | 148    | 1.99 - 4.29 | 2.83    |
|         |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 46     | 0.80 - 1.79 | 1.51    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free | Fresh     | 278    | 1.49 - 1.99 | 1.95    |
|         |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 21     | 0.99 - 0.99 | 0.99    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free | Fresh     | 53     | 1.49 - 1.99 | 1.83    |
|         |         |            | Leg Quarters, Regular                           | Conventional    | Fresh     | 6      | 1.49 - 1.49 | 1.49    |
|         |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 95     | 1.49 - 1.49 | 1.49    |
|         |         |            | Leg Quarters, Marinated, Regular                | Conventional    | Fresh     | 278    | 1.48 - 1.99 | 1.52    |
|         |         |            | Legs, Regular                                   | Conventional    | Fresh     | 21     | 1.49 - 1.49 | 1.49    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free | Fresh     | 411    | 1.99 - 6.99 | 4.77    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional    | Fresh     | 1051   | 2.00 - 2.99 | 2.18    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional    | Fresh     | 46     | 1.99 - 3.49 | 2.71    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free | Fresh     | 119    | 2.99 - 3.99 | 3.82    |
|         |         |            | Split Breast, Bone-In, Regular                  | Conventional    | Fresh     | 18     | 2.49 - 2.49 | 2.49    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 144    | 1.99 - 2.99 | 2.56    |
|         |         |            | Thighs, Regular                                 | Conventional    | Fresh     | 11     | 0.99 - 0.99 | 0.99    |
|         |         |            | Thighs, Value                                   | Antibiotic Free | Fresh     | 258    | 1.79 - 1.99 | 1.99    |
|         |         |            | Thighs, Value                                   | Conventional    | Fresh     | 602    | 1.49 - 1.99 | 1.50    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 20     | 1.99 - 1.99 | 1.99    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 27     | 1.99 - 2.99 | 2.73    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 100    | 3.99 - 3.99 | 3.99    |
|         |         |            | Thighs, Boneless/Skinless, Value                | Conventional    | Fresh     | 141    | 2.99 - 3.99 | 3.27    |



| Section      | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|----------------------------------------------|-----------------|-----------|--------|---------------|---------|
| Parts        |         | Per lb     | V-Cut Wings, Regular                         | Antibiotic Free | Fresh     | 20     | 2.99 - 2.99   | 2.99    |
|              |         |            | V-Cut Wings, Regular                         | Conventional    | Fresh     | 436    | 1.99 - 2.99   | 1.99    |
|              |         |            | V-Cut Wings, Value                           | Conventional    | Fresh     | 332    | 1.99 - 2.99   | 2.05    |
| IQF          |         | Per lb     | Breast Tenders, IQF                          | Conventional    | Frozen    | 517    | 1.88 - 4.40   | 4.10    |
|              |         |            | Breast, Boneless/Skinless, IQF               | Conventional    | Frozen    | 422    | 1.88 - 4.40   | 4.00    |
|              |         |            | Party Wings, Flats and Drums, IQF            | Conventional    | Frozen    | 803    | 1.11 - 4.00   | 3.03    |
| Ground       |         | Per lb     | Ground Chicken, 1-2 Lbs                      | Antibiotic Free | Fresh     | 22     | 2.99 - 2.99   | 2.99    |
|              |         |            | Ground Chicken, 1-2 Lbs                      | Conventional    | Fresh     | 140    | 5.99 - 5.99   | 5.99    |
|              |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs     | Conventional    | Fresh     | 257    | 3.84 - 3.84   | 3.84    |
|              |         |            | Ground Chicken Patties, 2-4 Lbs              | Conventional    | Frozen    | 189    | 5.00 - 5.00   | 5.00    |
| Prepared     |         | Each       | Fried/Baked Breast Tenders, 8-Piece          | Conventional    | Prepared  | 18     | 10.00 - 10.00 | 10.00   |
|              |         |            | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional    | Prepared  | 268    | 9.99 - 15.99  | 11.41   |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 837    | 5.99 - 12.99  | 8.96    |
|              |         |            | Fried/Baked Chicken, Mixed, Bulk (\$/Piece)  | Conventional    | Prepared  | 42     | 1.04 - 1.11   | 1.08    |
|              |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional    | Prepared  | 144    | 0.92 - 1.12   | 0.95    |
|              |         |            | Fried/Baked Wings, Boneless, Bulk (\$/Piece) | Conventional    | Prepared  | 21     | 0.30 - 0.30   | 0.30    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 202    | 5.99 - 8.99   | 7.07    |
|              |         |            |                                              |                 |           |        |               |         |
| Prepared     |         | Per lb     | Fried/Baked Breast Tenders                   | Antibiotic Free | Prepared  | 28     | 8.99 - 8.99   | 8.99    |
|              |         |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 207    | 6.99 - 8.99   | 7.16    |
|              |         |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 405    | 3.99 - 8.39   | 6.62    |
| Deli         |         | Per lb     | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 28     | 7.97 - 7.97   | 7.97    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Conventional    | Prepared  | 270    | 6.11 - 9.33   | 9.17    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 257    | 5.98 - 5.98   | 5.98    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 806    | 6.22 - 8.98   | 6.70    |
|              |         |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 822    | 7.99 - 11.99  | 9.34    |
|              |         |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 20     | 6.99 - 6.99   | 6.99    |
| Variety Meat |         | Per lb     | Gizzards                                     | Conventional    | Fresh     | 20     | 1.99 - 1.99   | 1.99    |
|              |         |            | Liver                                        | Conventional    | Fresh     | 20     | 1.99 - 1.99   | 1.99    |

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,951             |
| Activity Index   | 9,333             |
| Feature Rate (%) | 76.1%             |



| Section | Quality | Price Unit | Item                                            | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer                              | ABF, Pasture Raised | Fresh     | 126    | 3.99 - 3.99   | 3.99    |
|         |         |            | Whole Bagged Fryer                              | Antibiotic Free     | Fresh     | 33     | 1.49 - 2.00   | 1.58    |
|         |         |            | Whole Bagged Fryer                              | Conventional        | Fresh     | 106    | 0.99 - 2.49   | 1.53    |
| Parts   |         | Per lb     | Breast Tenders, Regular                         | ABF, Pasture Raised | Fresh     | 126    | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular                         | Antibiotic Free     | Fresh     | 6      | 3.99 - 3.99   | 3.99    |
|         |         |            | Breast Tenders, Regular                         | Conventional        | Fresh     | 84     | 2.29 - 4.99   | 4.14    |
|         |         |            | Breast Tenders, Value                           | Antibiotic Free     | Fresh     | 71     | 8.00 - 8.00   | 8.00    |
|         |         |            | Breast Tenders, Value                           | Conventional        | Fresh     | 236    | 1.97 - 3.98   | 3.65    |
|         |         |            | Breast, Boneless/Skinless, Regular              | ABF, Pasture Raised | Fresh     | 126    | 9.99 - 9.99   | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free     | Fresh     | 349    | 3.55 - 6.64   | 5.55    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional        | Fresh     | 632    | 0.99 - 3.99   | 2.16    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic        | Fresh     | 62     | 6.99 - 6.99   | 6.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free     | Fresh     | 372    | 3.99 - 5.69   | 4.36    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional        | Fresh     | 479    | 1.76 - 3.49   | 2.68    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free     | Fresh     | 62     | 6.39 - 6.39   | 6.39    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional        | Fresh     | 62     | 3.47 - 3.49   | 3.47    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Conventional        | Fresh     | 29     | 0.99 - 0.99   | 0.99    |
|         |         |            | Drumsticks, Regular                             | ABF, Pasture Raised | Fresh     | 126    | 4.99 - 4.99   | 4.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free     | Fresh     | 10     | 2.38 - 2.39   | 2.39    |
|         |         |            | Drumsticks, Regular                             | Conventional        | Fresh     | 253    | 0.59 - 1.29   | 0.73    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free     | Fresh     | 41     | 1.99 - 1.99   | 1.99    |
|         |         |            | Drumsticks, Value                               | Conventional        | Fresh     | 331    | 0.77 - 1.88   | 1.11    |
|         |         |            | Leg Meat, Boneless/Skinless, Value              | Conventional        | Fresh     | 3      | 2.99 - 2.99   | 2.99    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional        | Fresh     | 269    | 0.59 - 0.99   | 0.71    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free     | Fresh     | 2      | 1.49 - 1.49   | 1.49    |
|         |         |            | Leg Quarters, Regular                           | Conventional        | Fresh     | 1      | 1.99 - 1.99   | 1.99    |
|         |         |            | Leg Quarters, Value                             | Conventional        | Fresh     | 3      | 0.97 - 0.97   | 0.97    |
|         |         |            | Leg Quarters, Marinated, Regular                | Conventional        | Fresh     | 41     | 1.48 - 1.48   | 1.48    |
|         |         |            | Leg Quarters, Marinated, Value                  | Conventional        | Fresh     | 29     | 1.49 - 1.49   | 1.49    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free     | Fresh     | 47     | 3.49 - 4.99   | 4.80    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional        | Fresh     | 383    | 1.80 - 2.99   | 2.01    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional        | Fresh     | 81     | 2.59 - 2.99   | 2.84    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free     | Fresh     | 10     | 2.38 - 2.39   | 2.39    |
|         |         |            | Thighs, Regular                                 | Conventional        | Fresh     | 133    | 0.99 - 1.39   | 1.32    |
|         |         |            | Thighs, Value                                   | Antibiotic Free     | Fresh     | 41     | 1.99 - 1.99   | 1.99    |
|         |         |            | Thighs, Value                                   | Conventional        | Fresh     | 271    | 0.97 - 1.49   | 1.12    |



| Section  | Quality | Price Unit | Item                                         | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|----------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Parts    | Per lb  |            | Thighs, Boneless/Skinless, Regular           | ABF, Pasture Raised | Fresh     | 126    | 9.99 - 9.99   | 9.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Antibiotic Free     | Fresh     | 62     | 3.59 - 3.59   | 3.59    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional        | Fresh     | 95     | 1.99 - 1.99   | 1.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | USDA Organic        | Fresh     | 80     | 5.59 - 6.98   | 5.90    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Antibiotic Free     | Fresh     | 152    | 3.99 - 3.99   | 3.99    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional        | Fresh     | 38     | 2.88 - 2.99   | 2.98    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional        | Frozen    | 18     | 3.59 - 3.59   | 3.59    |
|          |         |            | V-Cut Wings, Regular                         | ABF, Pasture Raised | Fresh     | 126    | 6.49 - 6.49   | 6.49    |
|          |         |            | V-Cut Wings, Regular                         | Conventional        | Fresh     | 300    | 1.79 - 2.99   | 2.68    |
|          |         |            | V-Cut Wings, Value                           | Conventional        | Fresh     | 172    | 1.77 - 1.99   | 1.91    |
| IQF      | Per lb  |            | Breast Tenders, IQF                          | Conventional        | Frozen    | 94     | 1.88 - 4.40   | 3.82    |
|          |         |            | Breast, Boneless/Skinless, IQF               | Conventional        | Frozen    | 146    | 1.88 - 4.40   | 3.74    |
|          |         |            | Party Wings, Flats and Drums, IQF            | Conventional        | Frozen    | 137    | 2.50 - 4.00   | 3.42    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                      | ABF, Pasture Raised | Fresh     | 126    | 10.99 - 10.99 | 10.99   |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Antibiotic Free     | Fresh     | 170    | 2.99 - 4.49   | 4.33    |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Conventional        | Fresh     | 39     | 2.99 - 5.99   | 3.30    |
|          |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs     | Conventional        | Fresh     | 41     | 3.84 - 3.84   | 3.84    |
| Prepared | Each    |            | Fried/Baked Breast Tenders, 8-Piece          | Conventional        | Prepared  | 91     | 8.00 - 8.79   | 8.54    |
|          |         |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional        | Prepared  | 63     | 7.19 - 7.99   | 7.98    |
|          |         |            | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional        | Prepared  | 7      | 14.24 - 15.99 | 15.74   |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional        | Prepared  | 933    | 5.99 - 13.99  | 9.72    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional        | Prepared  | 241    | 6.00 - 7.99   | 7.21    |
|          |         |            | Whole Rotisserie Chicken, 2.1-3.0 Lbs        | Conventional        | Prepared  | 62     | 8.99 - 8.99   | 8.99    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional        | Prepared  | 66     | 5.99 - 7.99   | 7.11    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional        | Prepared  | 198    | 5.59 - 8.99   | 7.68    |
| Deli     | Per lb  |            | Grilled Chicken Strips, 5-15 oz              | Conventional        | Prepared  | 41     | 9.33 - 9.33   | 9.33    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional        | Prepared  | 70     | 5.98 - 5.99   | 5.98    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional        | Prepared  | 382    | 6.22 - 7.98   | 6.47    |
|          |         |            | Service Deli - Cat 1                         | Conventional        | Prepared  | 221    | 7.99 - 9.99   | 9.41    |

## SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,634             |
| Activity Index   | 11,283            |
| Feature Rate (%) | 94.8%             |



| Section | Quality | Price Unit | Item                                            | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------------------------------|--------------------------|-----------|--------|---------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer                              | ABF, Pasture Raised      | Fresh     | 228    | 3.99 - 3.99   | 3.99    |
|         |         |            | Whole Bagged Fryer                              | Conventional             | Fresh     | 185    | 0.99 - 2.49   | 1.18    |
|         |         |            | Whole Bagged Fryer                              | USDA Organic             | Fresh     | 11     | 3.49 - 3.49   | 3.49    |
| Parts   |         | Per lb     | Breast Tenders, Regular                         | ABF, Pasture Raised      | Fresh     | 228    | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular                         | Antibiotic Free          | Fresh     | 41     | 5.99 - 5.99   | 5.99    |
|         |         |            | Breast Tenders, Regular                         | Conventional             | Fresh     | 464    | 1.99 - 5.99   | 4.25    |
|         |         |            | Breast Tenders, Value                           | Conventional             | Fresh     | 9      | 1.97 - 1.97   | 1.97    |
|         |         |            | Breast, Boneless/Skinless, Regular              | ABF, Pasture Raised      | Fresh     | 228    | 9.99 - 9.99   | 9.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 505    | 4.99 - 6.99   | 6.10    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 651    | 1.99 - 5.99   | 3.16    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic, Free Range | Fresh     | 17     | 8.99 - 8.99   | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 244    | 3.99 - 5.69   | 4.77    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 719    | 1.99 - 2.99   | 2.91    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 65     | 4.49 - 4.49   | 4.49    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 17     | 7.99 - 7.99   | 7.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 66     | 3.49 - 3.49   | 3.49    |
|         |         |            | Drumsticks, Regular                             | ABF, Pasture Raised      | Fresh     | 228    | 4.99 - 4.99   | 4.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 289    | 1.47 - 2.49   | 2.06    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 292    | 0.89 - 1.29   | 1.07    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 93     | 0.77 - 1.09   | 0.86    |
|         |         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 64     | 3.29 - 3.29   | 3.29    |
|         |         |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 131    | 2.49 - 2.99   | 2.74    |
|         |         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 64     | 3.29 - 3.29   | 3.29    |
|         |         |            | Leg Meat, Boneless/Skinless, Marinated, Value   | Conventional             | Fresh     | 65     | 2.49 - 2.49   | 2.49    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Fresh     | 169    | 0.90 - 0.90   | 0.90    |
|         |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 140    | 0.97 - 1.99   | 1.51    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Fresh     | 128    | 2.00 - 2.00   | 2.00    |
|         |         |            | Party Wings, Flats and Drums, Regular           | USDA Organic, Free Range | Fresh     | 17     | 4.99 - 4.99   | 4.99    |
|         |         |            | Split Breast, Bone-In, Value                    | Conventional             | Fresh     | 74     | 1.99 - 1.99   | 1.99    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free          | Fresh     | 289    | 1.47 - 2.49   | 2.06    |
|         |         |            | Thighs, Regular                                 | Conventional             | Fresh     | 217    | 0.99 - 1.39   | 0.99    |
|         |         |            | Thighs, Boneless/Skinless, 10 Lbs or more       | Antibiotic Free          | Fresh     | 118    | 5.49 - 5.49   | 5.49    |



| Section  | Quality | Price Unit | Item                                         | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|----------------------------------------------|---------------------|-----------|--------|---------------|---------|
| Parts    |         | Per lb     | Thighs, Boneless/Skinless, Regular           | ABF, Pasture Raised | Fresh     | 228    | 9.99 - 9.99   | 9.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional        | Fresh     | 537    | 1.99 - 5.99   | 3.27    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Antibiotic Free     | Fresh     | 1      | 3.99 - 3.99   | 3.99    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional        | Fresh     | 233    | 2.88 - 2.99   | 2.97    |
|          |         |            | V-Cut Wings, Regular                         | ABF, Pasture Raised | Fresh     | 228    | 6.49 - 6.49   | 6.49    |
|          |         |            | V-Cut Wings, Value                           | Antibiotic Free     | Fresh     | 254    | 1.99 - 1.99   | 1.99    |
|          |         |            | V-Cut Wings, Value                           | Conventional        | Fresh     | 45     | 1.99 - 1.99   | 1.99    |
| Ground   |         | Per lb     | Ground Chicken, 1-2 Lbs                      | ABF, Pasture Raised | Fresh     | 228    | 10.99 - 10.99 | 10.99   |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Antibiotic Free     | Fresh     | 136    | 4.49 - 4.99   | 4.99    |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Conventional        | Fresh     | 313    | 4.99 - 7.99   | 6.73    |
| Prepared |         | Each       | Fried/Baked Chicken, Dark, 8-Piece           | Antibiotic Free     | Prepared  | 11     | 8.79 - 8.79   | 8.79    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional        | Prepared  | 984    | 5.99 - 10.99  | 8.01    |
|          |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional        | Prepared  | 89     | 0.93 - 0.93   | 0.93    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional        | Prepared  | 889    | 6.00 - 8.99   | 7.40    |
|          |         |            | Whole Rotisserie Chicken, 2.1-3.0 Lbs        | Conventional        | Prepared  | 66     | 8.99 - 8.99   | 8.99    |
| Prepared |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional        | Prepared  | 195    | 5.99 - 7.99   | 7.56    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional        | Prepared  | 251    | 5.49 - 9.99   | 7.95    |
| Deli     |         | Per lb     | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free     | Prepared  | 118    | 21.31 - 21.31 | 21.31   |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional        | Prepared  | 404    | 6.38 - 6.38   | 6.38    |
|          |         |            | Service Deli - Cat 1                         | Conventional        | Prepared  | 17     | 15.99 - 15.99 | 15.99   |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 1,196             |
| Activity Index   | 3,300             |
| Feature Rate (%) | 92.4%             |

| Section | Quality | Price Unit | Item                    | Environment         | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|-------------------------|---------------------|-----------|--------|---------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer      | ABF, Pasture Raised | Fresh     | 4      | 3.99 - 3.99   | 3.99    |
|         |         |            | Whole Bagged Fryer      | Conventional        | Fresh     | 27     | 0.99 - 2.49   | 1.71    |
|         |         |            | Whole Bagged Fryer      | USDA Organic        | Fresh     | 44     | 3.49 - 3.99   | 3.74    |
| Parts   |         | Per lb     | Breast Tenders, Regular | ABF, Pasture Raised | Fresh     | 4      | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular | Conventional        | Fresh     | 13     | 2.29 - 2.29   | 2.29    |
|         |         |            | Breast Tenders, Value   | Conventional        | Fresh     | 21     | 1.97 - 1.97   | 1.97    |



| Section  | Quality | Price Unit | Item                                         | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|----------------------------------------------|--------------------------|-----------|--------|---------------|---------|
| Parts    | Per lb  |            | Breast, Boneless/Skinless, Regular           | ABF, Pasture Raised      | Fresh     | 4      | 9.99 - 9.99   | 9.99    |
|          |         |            | Breast, Boneless/Skinless, Regular           | Antibiotic Free          | Fresh     | 480    | 2.49 - 6.99   | 5.73    |
|          |         |            | Breast, Boneless/Skinless, Regular           | Conventional             | Fresh     | 2      | 2.49 - 2.49   | 2.49    |
|          |         |            | Breast, Boneless/Skinless, Regular           | USDA Organic             | Fresh     | 21     | 5.98 - 5.98   | 5.98    |
|          |         |            | Breast, Boneless/Skinless, Regular           | USDA Organic, Free Range | Fresh     | 41     | 6.99 - 6.99   | 6.99    |
|          |         |            | Breast, Boneless/Skinless, Value             | Antibiotic Free          | Fresh     | 44     | 3.29 - 5.69   | 4.58    |
|          |         |            | Breast, Boneless/Skinless, Value             | Conventional             | Fresh     | 134    | 2.49 - 2.99   | 2.89    |
|          |         |            | Drumsticks, Regular                          | ABF, Pasture Raised      | Fresh     | 4      | 4.99 - 4.99   | 4.99    |
|          |         |            | Drumsticks, Regular                          | Antibiotic Free          | Fresh     | 34     | 2.38 - 2.39   | 2.38    |
|          |         |            | Drumsticks, Regular                          | Conventional             | Fresh     | 129    | 0.99 - 1.49   | 1.44    |
|          |         |            | Drumsticks, Value                            | Antibiotic Free          | Fresh     | 87     | 1.49 - 1.49   | 1.49    |
|          |         |            | Drumsticks, Value                            | Conventional             | Fresh     | 100    | 1.09 - 1.09   | 1.09    |
|          |         |            | Leg Quarters, Value                          | Antibiotic Free          | Fresh     | 41     | 1.79 - 1.79   | 1.79    |
|          |         |            | Split Breast, Bone-In, Value                 | Antibiotic Free          | Fresh     | 11     | 2.99 - 2.99   | 2.99    |
|          |         |            | Split Breast, Bone-In, Value                 | Conventional             | Fresh     | 76     | 1.99 - 1.99   | 1.99    |
|          |         |            | Thighs, Regular                              | ABF, Free Range          | Fresh     | 11     | 3.99 - 3.99   | 3.99    |
|          |         |            | Thighs, Regular                              | Antibiotic Free          | Fresh     | 34     | 2.38 - 2.39   | 2.38    |
|          |         |            | Thighs, Regular                              | Conventional             | Fresh     | 129    | 0.99 - 1.49   | 1.44    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | ABF, Pasture Raised      | Fresh     | 4      | 9.99 - 9.99   | 9.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Antibiotic Free          | Fresh     | 12     | 4.99 - 4.99   | 4.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional             | Fresh     | 367    | 1.99 - 2.49   | 2.05    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Antibiotic Free          | Fresh     | 2      | 3.99 - 3.99   | 3.99    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional             | Fresh     | 25     | 1.99 - 3.69   | 2.06    |
|          |         |            | V-Cut Wings, Regular                         | ABF, Pasture Raised      | Fresh     | 4      | 6.49 - 6.49   | 6.49    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                      | ABF, Pasture Raised      | Fresh     | 4      | 10.99 - 10.99 | 10.99   |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Antibiotic Free          | Fresh     | 2      | 4.49 - 4.49   | 4.49    |
|          |         |            | Ground Chicken, 1-2 Lbs                      | Conventional             | Fresh     | 19     | 6.49 - 6.49   | 6.49    |
| Prepared | Each    |            | Fried/Baked Chicken, Dark, 8-Piece           | Antibiotic Free          | Prepared  | 22     | 8.79 - 8.79   | 8.79    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional             | Prepared  | 299    | 5.99 - 10.99  | 9.08    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional             | Prepared  | 618    | 6.00 - 9.99   | 7.01    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional             | Prepared  | 145    | 7.99 - 7.99   | 7.99    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional             | Prepared  | 46     | 6.99 - 8.39   | 7.78    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional             | Prepared  | 74     | 6.38 - 6.38   | 6.38    |
|          |         |            | Service Deli - Cat 1                         | Conventional             | Prepared  | 162    | 7.99 - 8.99   | 8.37    |



## ALASKA (AK)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 96                |
| Activity Index   | 176               |
| Feature Rate (%) | 100.0%            |

| Section  | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range   | Wtd Avg |
|----------|---------|------------|----------------------------------------------|-----------------|-----------|--------|---------------|---------|
| Parts    | Per lb  |            | Breast, Boneless/Skinless, Regular           | Antibiotic Free | Fresh     | 27     | 2.49 - 5.99   | 5.62    |
|          |         |            | Breast, Boneless/Skinless, Regular           | Conventional    | Fresh     | 3      | 2.58 - 2.58   | 2.58    |
|          |         |            | Breast, Boneless/Skinless, Value             | Conventional    | Fresh     | 2      | 2.49 - 2.49   | 2.49    |
|          |         |            | Drumsticks, Regular                          | Conventional    | Fresh     | 11     | 1.49 - 1.49   | 1.49    |
|          |         |            | Drumsticks, Value                            | Conventional    | Fresh     | 3      | 1.09 - 1.09   | 1.09    |
|          |         |            | Thighs, Regular                              | Conventional    | Fresh     | 11     | 1.49 - 1.49   | 1.49    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional    | Fresh     | 12     | 1.99 - 1.99   | 1.99    |
|          |         |            | Thighs, Boneless/Skinless, Value             | Conventional    | Fresh     | 52     | 3.69 - 3.99   | 3.91    |
| Prepared | Each    |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional    | Prepared  | 11     | 10.99 - 10.99 | 10.99   |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 36     | 6.00 - 10.99  | 8.27    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 3      | 7.99 - 7.99   | 7.99    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 2      | 7.99 - 7.99   | 7.99    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 3      | 6.38 - 6.38   | 6.38    |

## HAWAII (HI)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 106               |
| Activity Index   | 178               |
| Feature Rate (%) | 65.1%             |

| Section  | Quality | Price Unit | Item                                         | Environment     | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|----------------------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts    | Per lb  |            | Breast, Boneless/Skinless, Regular           | Antibiotic Free | Fresh     | 27     | 5.99 - 6.64 | 6.09    |
|          |         |            | Breast, Boneless/Skinless, Value             | Antibiotic Free | Fresh     | 4      | 5.69 - 5.69 | 5.69    |
|          |         |            | Legs, Regular                                | Conventional    | Frozen    | 7      | 2.97 - 2.97 | 2.97    |
|          |         |            | Thighs, Value                                | Conventional    | Frozen    | 7      | 2.99 - 2.99 | 2.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional    | Fresh     | 23     | 1.99 - 1.99 | 1.99    |
| IQF      | Per lb  |            | Party Wings, Flats and Drums, IQF            | Conventional    | Frozen    | 50     | 2.70 - 3.79 | 3.25    |
| Prepared | Each    |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 46     | 6.00 - 7.99 | 7.00    |
| Prepared | Per lb  |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 4      | 8.39 - 8.39 | 8.39    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 10     | 6.38 - 6.38 | 6.38    |



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**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.