



Email us with accessibility issues with this report.

Report for 10/5/2024 - 10/11/2024

**MARKET HIGHLIGHTS**

This week in chicken retail, the feature rate decreased 5.9% and the activity index decreased by 7.8%. IQF, prepared and deli items increased in ad space while whole birds, items from parts, ground and variety meat decreased in ad space.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	63,549	68,907	
Feature Rate (%)	85.3%	91.2%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole	Per lb	Half Chicken	Conventional	Fresh			80	1.29		
		Whole Bagged Fryer	Antibiotic Free	Fresh	741	2.19	3,320	1.82		
		Whole Bagged Fryer	Conventional	Fresh	1,436	1.60	659	1.54		
		Whole Bagged Fryer	Conventional	Frozen	21	1.29	47	1.59		
		Whole Bagged Fryer	Kosher	Fresh	396	3.99	130	4.49		
		Whole Bagged Fryer	USDA Organic	Fresh	191	3.17	473	3.87		
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	32	2.99	16	3.99		
		Whole Bagged Roaster	Antibiotic Free	Fresh	569	1.29	187	1.99		
		Whole Bagged Roaster	Conventional	Fresh			73	1.83		
		Whole Baking Hen	Conventional	Fresh	120	1.44	101	1.48		
		Whole Cornish Hen	Antibiotic Free	Frozen	52	3.99				
		Whole Cornish Hen	Conventional	Fresh	3	3.33	40	3.83		
		Whole Cornish Hen	Conventional	Frozen	1,207	3.27				
		Whole Cut-Up Fryer	Antibiotic Free	Fresh			120	1.99		
		Whole Cut-Up Fryer	Conventional	Fresh	38	2.39	44	1.99		
		Whole Cut-Up Fryer	Kosher	Fresh	396	3.99				
Parts	Per lb	Breast Tenders, 10 Lbs or more	Conventional	Fresh			28	1.75		
		Breast Tenders, Regular	ABF, Free Range	Fresh			302	5.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh	999	5.12	1,667	5.44		
		Breast Tenders, Regular	Antibiotic Free	Frozen	16	3.99				
		Breast Tenders, Regular	Conventional	Fresh	476	3.64	914	3.49		
		Breast Tenders, Regular	USDA Organic	Fresh	12	10.99				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Breast Tenders, Regular	USDA Organic,	Fresh			37	8.42		
			Free Range							
		Breast Tenders, Value	Antibiotic Free	Fresh	130	5.49				
		Breast Tenders, Value	Conventional	Fresh	228	3.28	315	3.28		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	58	6.09	569	6.99		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	2,078	4.87	2,794	4.51		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Frozen	259	4.99				
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	1,828	3.04	5,512	3.46		
		Breast, Boneless/Skinless, Regular	Conventional	Frozen	158	3.30				
		Breast, Boneless/Skinless, Regular	Kosher	Fresh			130	9.49		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	715	8.62	835	8.51		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	165	8.47	133	8.23		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	537	4.34	1,201	4.08		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	2,009	2.79	5,440	2.76		
		Breast, Boneless/Skinless, Value	Conventional	Frozen			102	2.98		
		Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	513	6.36				
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	326	4.05	227	4.13		
		Breast, Boneless/Skinless, Marinated, Regular	USDA Organic	Fresh			148	9.99		
		Breast, Boneless/Skinless, Thin- Sliced, Regular	ABF, Free Range	Fresh			35	7.45		
		Breast, Boneless/Skinless, Thin- Sliced, Regular	Antibiotic Free	Fresh	1,058	4.99	604	5.49		
		Breast, Boneless/Skinless, Thin- Sliced, Regular	Conventional	Fresh	432	3.74	131	4.34		
		Breast, Boneless/Skinless, Thin- Sliced, Value	Antibiotic Free	Fresh			2,356	2.99		
		Breast, Boneless/Skinless, Thin- Sliced, Value	Conventional	Fresh	162	3.35	147	3.39		
		Drumsticks, 10 Lbs or more	Antibiotic Free	Frozen			30	0.99		
		Drumsticks, 10 Lbs or more	Conventional	Fresh	28	0.89				
		Drumsticks, 10 Lbs or more	Conventional	Frozen			28	0.89		
		Drumsticks, Regular	ABF, Free Range	Fresh	90	2.31				



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	
Parts	Per lb	Drumsticks, Regular	Antibiotic Free	Fresh	1,085	2.06	1,738	2.96			
		Drumsticks, Regular	Conventional	Fresh	936	1.39	1,788	1.27			
		Drumsticks, Regular	Conventional	Frozen	3	2.00	30	0.97			
		Drumsticks, Regular	Halal	Fresh	25	3.99					
		Drumsticks, Regular	USDA Organic, Free Range	Fresh	32	3.99					
		Drumsticks, Value	Antibiotic Free	Fresh	1,932	1.81	677	1.49			
		Drumsticks, Value	Conventional	Fresh	2,562	1.20	944	1.41			
		Drumsticks, Value	Conventional	Frozen			3	1.38			
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	67	2.61	77	2.88			
		Leg Meat, Boneless/Skinless, Regular	Conventional	Frozen			7	2.89			
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	177	2.35	170	2.24			
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	114	2.56	73	2.71			
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh			170	2.38			
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen			30	0.79			
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	165	0.83	517	0.79			
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	98	0.66	124	0.82			
		Leg Quarters, Regular	Antibiotic Free	Fresh	61	0.92	32	1.99			
		Leg Quarters, Regular	Conventional	Fresh	531	1.27	247	0.97			
		Leg Quarters, Regular	Kosher	Fresh	396	3.99					
		Leg Quarters, Value	Antibiotic Free	Fresh			235	1.06			
		Leg Quarters, Value	Conventional	Fresh	382	1.40	198	1.74			
		Leg Quarters, Marinated, Regular	Conventional	Fresh	30	1.99	20	1.49			
		Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19	28	1.19			
		Legs, Regular	Antibiotic Free	Fresh					1,026	3.74	
		Legs, Regular	USDA Organic	Fresh					120	4.99	
		Legs, Value	Antibiotic Free	Fresh	187	1.49	38	1.69			
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	132	3.99	205	3.71			
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	65	2.99	45	2.93			
		Party Wings, Flats and Drums, Regular	Conventional	Frozen			94	2.66			
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh					338	4.71	



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	706	2.70				
		Party Wings, Flats and Drums, Value	Conventional	Fresh	370	3.29	46	2.34		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	235	3.65	223	2.64		
		Split Breast, Bone-In, Regular	Conventional	Fresh			959	1.88		
		Split Breast, Bone-In, Regular	USDA Organic	Fresh			41	2.49		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	117	1.77	79	2.29		
		Split Breast, Bone-In, Value	Conventional	Fresh	755	1.72	427	1.64		
		Split Breast, Bone-In, Value	Conventional	Frozen			47	1.59		
		Thighs, Regular	Antibiotic Free	Fresh	1,074	2.05	1,657	3.55		
		Thighs, Regular	Conventional	Fresh	688	1.60	103	2.66		
		Thighs, Regular	Conventional	Frozen	13	1.78	10	2.69		
		Thighs, Regular	Halal	Fresh	25	3.99				
		Thighs, Regular	USDA Organic	Fresh			14	4.49		
		Thighs, Regular	USDA Organic, Free Range	Fresh	32	3.99				
		Thighs, Value	ABF, Free Range	Fresh	16	3.49				
		Thighs, Value	Antibiotic Free	Fresh	1,197	2.01	389	1.68		
		Thighs, Value	Conventional	Fresh	1,337	1.48	1,271	1.77		
		Thighs, Value	Conventional	Frozen			3	2.18		
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	6.99				
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	710	4.41	2,250	3.84		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1,536	3.29	1,468	2.87		
		Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92	3	2.92		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	49	7.51	159	7.31		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	2,356	2.29	58	3.99		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	323	3.18	352	3.01		
		V-Cut Wings, 10 Lbs or more	Conventional	Frozen	56	2.49				
		V-Cut Wings, Regular	Antibiotic Free	Fresh	271	4.44	110	3.84		
		V-Cut Wings, Regular	Conventional	Fresh	217	2.99	47	2.99		
		V-Cut Wings, Value	Antibiotic Free	Fresh	302	3.49	73	2.99		
		V-Cut Wings, Value	Conventional	Fresh	370	2.79	167	3.51		
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	28	2.40	79	2.64		
		Breast, Boneless/Skinless, IQF	Antibiotic Free	Frozen			188	4.44		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
IQF	Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	347	2.73	188	2.35		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	1,490	3.17	555	2.64		
		V-Cut Wings, IQF	Conventional	Frozen	33	2.98	469	2.83		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	303	3.93	736	4.18		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	100	4.31	396	3.15		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	314	5.99				
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	6.99				
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen			87	3.99		
		Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	34	6.04	17	6.09		
Prepared	Each	Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared			38	10.99		
		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	104	9.73	83	9.46		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	3,113	9.15	71	7.05		
		Fried/Baked Chicken, Dark	Conventional	Prepared			21	6.99		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	27	12.36	98	13.54		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,664	8.52	1,912	7.48		
		Fried/Baked Wings, Boneless	Conventional	Prepared			20	6.50		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	314	7.69	66	8.99		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	1,642	8.38	2,898	8.44		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared			356	8.46		
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	1,982	8.07	276	8.45		
		Fried/Baked Chicken, Mixed	Conventional	Prepared			918	5.00		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	868	8.99	1,556	6.38		
		Fried/Baked Wings, Boneless	Conventional	Prepared	493	7.98	219	8.62		
		Rotisserie Breast	Conventional	Prepared	19	9.99				
Deli	Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	59	8.63	187	7.38		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	591	7.34	219	7.24		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	396	5.90	522	5.79		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	1,816	5.95	709	6.83		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	6,359	8.33	4,090	8.54		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Deli	Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared			44	23.97		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	23	18.64				
		Service Deli - Cat 1	Conventional	Prepared	1,699	9.33	3,055	10.79		
		Service Deli - Cat 2	Conventional	Prepared	41	6.98	493	6.90		
Variety Meat	Per lb	Feet	Conventional	Fresh	40	2.18	38	2.99		
		Feet	Conventional	Frozen	55	3.89				
		Gizzards	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Gizzards	Conventional	Fresh	44	1.69	120	1.59		
		Hearts	Antibiotic Free	Frozen	17	2.99	17	2.99		
		Hearts	Conventional	Fresh			38	1.99		
		Liver	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Liver	Conventional	Fresh	63	1.56	189	1.69		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	19,520
Feature Rate (%)	85.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	211	2.49 - 2.59	2.51	
		Whole Bagged Fryer	Conventional	Fresh	278	0.99 - 1.99	1.52	
		Whole Bagged Fryer	Kosher	Fresh	372	3.99 - 3.99	3.99	
		Whole Bagged Fryer	USDA Organic	Fresh	149	2.99 - 3.99	3.12	
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	32	2.99 - 2.99	2.99	
		Whole Bagged Roaster	Antibiotic Free	Fresh	298	0.99 - 1.49	1.12	
		Whole Cornish Hen	Conventional	Frozen	76	3.27 - 3.27	3.27	
		Whole Cut-Up Fryer	Kosher	Fresh	372	3.99 - 3.99	3.99	
		Parts	Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	108	3.84 - 4.99
Breast Tenders, Regular	Conventional			Fresh	3	3.99 - 3.99	3.99	
Breast Tenders, Value	Antibiotic Free			Fresh	130	5.49 - 5.49	5.49	



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	19	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1129	2.99 - 6.99	4.26
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Frozen	23	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	718	1.99 - 5.33	3.35
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	323	7.99 - 9.99	8.12
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	32	9.99 - 9.99	9.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	432	3.99 - 5.49	4.44
			Breast, Boneless/Skinless, Value	Conventional	Fresh	350	1.99 - 2.99	2.61
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	137	6.36 - 6.36	6.36
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	627	3.84 - 5.99	4.90
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	139	3.99 - 4.99	4.85
			Drumsticks, Regular	Antibiotic Free	Fresh	617	1.49 - 1.99	1.84
			Drumsticks, Regular	Conventional	Fresh	197	1.49 - 1.79	1.77
			Drumsticks, Regular	Halal	Fresh	22	3.99 - 3.99	3.99
			Drumsticks, Regular	USDA Organic, Free Range	Fresh	32	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	934	1.29 - 2.99	1.45
			Drumsticks, Value	Conventional	Fresh	536	0.99 - 1.89	1.40
			Leg Quarters, Regular	Antibiotic Free	Fresh	44	0.89 - 0.89	0.89
			Leg Quarters, Regular	Kosher	Fresh	372	3.99 - 3.99	3.99
			Leg Quarters, Value	Conventional	Fresh	352	0.89 - 1.69	1.43
			Legs, Value	Antibiotic Free	Fresh	187	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	58	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	679	1.99 - 3.49	2.68
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	164	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Conventional	Fresh	322	1.69 - 2.69	2.19
			Thighs, Regular	Antibiotic Free	Fresh	617	1.49 - 1.99	1.84
			Thighs, Regular	Conventional	Fresh	181	1.79 - 1.79	1.79
			Thighs, Regular	Halal	Fresh	22	3.99 - 3.99	3.99
			Thighs, Regular	USDA Organic, Free Range	Fresh	32	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	325	1.29 - 2.99	1.35
			Thighs, Value	Conventional	Fresh	346	0.99 - 2.49	1.59
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	98	2.99 - 4.99	3.21
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	541	2.99 - 5.00	3.77
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	10	7.51 - 7.51	7.51
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	491	2.29 - 2.29	2.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	V-Cut Wings, Regular	Antibiotic Free	Fresh	120	5.49 - 5.49	5.49
			V-Cut Wings, Value	Antibiotic Free	Fresh	302	3.49 - 3.49	3.49
			V-Cut Wings, Value	Conventional	Fresh	117	1.99 - 3.99	2.54
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	722	2.20 - 3.25	2.44
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	207	3.49 - 4.50	4.40
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	44	5.00 - 5.00	5.00
			Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	314	5.99 - 5.99	5.99
			Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	6.99 - 6.99	6.99
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	152	10.00 - 10.00	10.00
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	348	6.99 - 10.99	9.70
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	314	7.69 - 7.69	7.69
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	408	7.99 - 8.99	8.31
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	262	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	350	7.50 - 9.99	8.98
			Fried/Baked Wings, Boneless	Conventional	Prepared	44	7.99 - 7.99	7.99
			Rotisserie Breast	Conventional	Prepared	19	9.99 - 9.99	9.99
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	32	10.00 - 10.00	10.00
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	469	6.00 - 9.98	7.56
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	372	5.59 - 6.21	5.90
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	178	4.99 - 4.99	4.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	639	7.11 - 18.26	10.76
			Service Deli - Cat 1	Conventional	Prepared	699	7.99 - 12.99	9.16
Variety Meat		Per lb	Gizzards	Conventional	Fresh	44	1.69 - 1.69	1.69
			Liver	Conventional	Fresh	63	1.49 - 1.59	1.56

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	13,959
Feature Rate (%)	86.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	96	1.48 - 2.59	1.59
			Whole Bagged Fryer	Conventional	Fresh	77	0.99 - 1.99	1.82
			Whole Bagged Fryer	Kosher	Fresh	24	3.99 - 3.99	3.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	253	0.99 - 1.49	1.46
			Whole Baking Hen	Conventional	Fresh	100	0.99 - 1.79	1.47





Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Cornish Hen	Conventional	Frozen	1094	3.27 - 3.27	3.27
			Whole Cut-Up Fryer	Conventional	Fresh	38	2.39 - 2.39	2.39
			Whole Cut-Up Fryer	Kosher	Fresh	24	3.99 - 3.99	3.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	135	3.49 - 6.98	4.22
			Breast Tenders, Value	Conventional	Fresh	160	2.99 - 3.98	3.14
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	53	3.87 - 6.99	4.63
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Frozen	236	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	13	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	145	2.49 - 3.49	3.26
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	92	6.36 - 6.36	6.36
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	108	4.99 - 6.98	5.51
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	60	3.99 - 3.99	3.99
			Drumsticks, Regular	Antibiotic Free	Fresh	33	1.48 - 1.49	1.48
			Drumsticks, Regular	Conventional	Fresh	49	0.69 - 1.79	1.07
			Drumsticks, Regular	Halal	Fresh	3	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	165	1.29 - 2.99	2.19
			Drumsticks, Value	Conventional	Fresh	543	0.68 - 1.49	1.12
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	25	0.69 - 0.69	0.69
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	41	0.57 - 0.79	0.73
			Leg Quarters, Regular	Kosher	Fresh	24	3.99 - 3.99	3.99
			Leg Quarters, Value	Conventional	Fresh	30	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	11	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Value	Conventional	Fresh	342	3.29 - 3.29	3.29
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	38	2.29 - 2.29	2.29
			Split Breast, Bone-In, Value	Conventional	Fresh	33	1.88 - 1.88	1.88
			Thighs, Regular	Antibiotic Free	Fresh	33	1.48 - 1.49	1.48
			Thighs, Regular	Conventional	Fresh	57	1.79 - 1.79	1.79
			Thighs, Regular	Halal	Fresh	3	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	132	1.29 - 2.99	2.40
			Thighs, Value	Conventional	Fresh	154	0.87 - 2.49	1.40
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	138	3.49 - 4.99	4.46
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	350	2.99 - 2.99	2.99
Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	5	7.51 - 7.51	7.51			
Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	638	2.29 - 2.29	2.29			
Thighs, Boneless/Skinless, Value	Conventional	Fresh	29	2.98 - 2.99	2.98			
V-Cut Wings, Value	Conventional	Fresh	140	1.99 - 2.99	2.35			
IQF		Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	66	1.66 - 3.20	3.18



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	363	1.98 - 4.00	3.77
			V-Cut Wings, IQF	Conventional	Frozen	33	2.98 - 2.98	2.98
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	40	2.68 - 4.50	3.23
Prepared	Each		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	11	9.58 - 9.58	9.58
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	2726	5.59 - 10.00	9.26
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	747	6.99 - 10.00	7.48
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	253	6.75 - 9.99	8.88
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	37	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	80	9.99 - 9.99	9.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	8	6.99 - 6.99	6.99
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	122	5.62 - 7.00	6.52
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	24	5.59 - 6.21	5.90
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	551	4.99 - 7.99	5.84
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	3089	3.56 - 13.69	8.36
			Service Deli - Cat 1	Conventional	Prepared	3	8.99 - 8.99	8.99
		Service Deli - Cat 2	Conventional	Prepared	25	6.98 - 6.98	6.98	
Variety Meat	Per lb		Feet	Conventional	Fresh	40	2.18 - 2.18	2.18

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	11,325
Feature Rate (%)	84.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	129	1.48 - 2.49	1.73
			Whole Bagged Fryer	Conventional	Fresh	240	0.99 - 1.92	1.57
			Whole Bagged Fryer	Conventional	Frozen	1	1.29 - 1.29	1.29
			Whole Bagged Roaster	Antibiotic Free	Fresh	18	0.99 - 1.99	1.88
			Whole Cornish Hen	Antibiotic Free	Frozen	52	3.99 - 3.99	3.99
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	542	3.49 - 6.85	5.51
			Breast Tenders, Regular	Antibiotic Free	Frozen	16	3.99 - 3.99	3.99
			Breast Tenders, Regular	Conventional	Fresh	392	2.49 - 4.99	3.82
			Breast Tenders, Value	Conventional	Fresh	38	2.99 - 4.99	4.10



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb	Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	605	3.99 - 6.99	5.91	
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	222	2.49 - 5.99	4.07	
		Breast, Boneless/Skinless, Regular	Conventional	Frozen	158	3.00 - 3.60	3.30	
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	1	8.99 - 8.99	8.99	
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	69	2.99 - 4.50	4.13	
		Breast, Boneless/Skinless, Value	Conventional	Fresh	555	0.99 - 3.99	2.21	
		Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	65	6.36 - 6.36	6.36	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	22	4.99 - 4.99	4.99	
		Drumsticks, Regular	Antibiotic Free	Fresh	200	1.29 - 2.49	1.83	
		Drumsticks, Regular	Conventional	Fresh	25	0.88 - 1.79	1.70	
		Drumsticks, Value	Antibiotic Free	Fresh	392	0.99 - 1.77	1.59	
		Drumsticks, Value	Conventional	Fresh	698	0.99 - 1.99	1.23	
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	21	0.99 - 0.99	0.99	
		Leg Quarters, Regular	Antibiotic Free	Fresh	17	1.00 - 1.00	1.00	
		Leg Quarters, Regular	Conventional	Fresh	151	0.97 - 1.39	0.97	
		Leg Quarters, Marinated, Regular	Conventional	Fresh	30	1.99 - 1.99	1.99	
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	21	3.99 - 4.99	4.80	
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	2	2.99 - 2.99	2.99	
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	33	2.99 - 3.99	3.51	
		Split Breast, Bone-In, Value	Conventional	Fresh	21	1.99 - 1.99	1.99	
		Thighs, Regular	Antibiotic Free	Fresh	189	1.29 - 1.99	1.75	
		Thighs, Regular	Conventional	Fresh	51	1.39 - 2.49	2.17	
		Thighs, Value	Antibiotic Free	Fresh	375	1.29 - 1.77	1.62	
		Thighs, Value	Conventional	Fresh	31	0.99 - 1.99	1.54	
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	151	2.99 - 3.99	3.88	
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	372	2.49 - 2.99	2.98	
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	11	7.51 - 7.51	7.51	
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	802	2.29 - 2.29	2.29	
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	21	3.99 - 3.99	3.99	
		V-Cut Wings, Regular	Antibiotic Free	Fresh	110	2.99 - 3.99	3.84	
		V-Cut Wings, Value	Conventional	Fresh	21	2.99 - 2.99	2.99	
		IQF	Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	42	1.66 - 3.20
Party Wings, Flats and Drums, IQF	Conventional			Frozen	236	2.99 - 5.33	4.87	
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	56	2.68 - 2.68	2.68	
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	37	3.99 - 3.99	3.99	
		Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	34	5.99 - 6.09	6.04	
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	128	6.99 - 8.00	7.82	
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	2	12.36 - 12.36	12.36	
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	239	7.99 - 10.00	9.23	



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	56	5.99 - 8.99	6.90
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	340	5.99 - 7.99	7.53
			Fried/Baked Wings, Bone-In	Conventional	Prepared	17	6.99 - 6.99	6.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	255	7.99 - 9.99	8.01
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	2	7.00 - 7.00	7.00
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	567	4.99 - 7.99	5.58
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1540	3.54 - 13.31	7.74
			Service Deli - Cat 1	Conventional	Prepared	837	7.99 - 10.99	9.29
			Service Deli - Cat 2	Conventional	Prepared	16	6.99 - 6.99	6.99
Variety Meat		Per lb	Gizzards	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Hearts	Antibiotic Free	Frozen	17	2.99 - 2.99	2.99
			Liver	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	8,470
Feature Rate (%)	87.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	284	1.59 - 2.78	2.37
			Whole Bagged Fryer	Conventional	Fresh	278	0.97 - 2.49	1.41
			Whole Bagged Fryer	Conventional	Frozen	20	1.29 - 1.29	1.29
			Whole Baking Hen	Conventional	Fresh	20	1.29 - 1.29	1.29
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	71	4.39 - 5.79	5.24
			Breast Tenders, Regular	Conventional	Fresh	81	2.49 - 4.69	2.76
			Breast Tenders, Value	Conventional	Fresh	30	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	165	3.87 - 6.98	5.44
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	628	1.97 - 2.99	2.28
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	68	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	36	3.49 - 3.49	3.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	326	1.97 - 3.99	3.31
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	78	6.36 - 6.36	6.36
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	262	3.69 - 5.00	4.06



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg	
Parts	Per lb	Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	112	4.99 - 4.99	4.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	217	2.97 - 2.97	2.97		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	102	2.97 - 2.99	2.98		
		Drumsticks, 10 Lbs or more	Conventional	Fresh	28	0.89 - 0.89	0.89		
		Drumsticks, Regular	Antibiotic Free	Fresh	74	2.79 - 2.79	2.79		
		Drumsticks, Regular	Conventional	Fresh	156	0.88 - 1.59	1.24		
		Drumsticks, Value	Antibiotic Free	Fresh	154	1.29 - 2.99	2.65		
		Drumsticks, Value	Conventional	Fresh	785	0.87 - 1.88	1.10		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	3	2.67 - 2.67	2.67		
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	64	0.79 - 0.99	0.88		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	54	0.57 - 0.57	0.57		
		Leg Quarters, Regular	Conventional	Fresh	71	0.97 - 1.39	1.37		
		Leg Quarters, Marinated, Value	Conventional	Fresh	28	1.19 - 1.19	1.19		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	25	3.99 - 3.99	3.99		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	54	2.99 - 2.99	2.99		
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	25	2.99 - 2.99	2.99		
		Party Wings, Flats and Drums, Value	Conventional	Fresh	28	3.29 - 3.29	3.29		
		Split Breast, Bone-In, Value	Conventional	Fresh	62	1.89 - 1.97	1.89		
		Thighs, Regular	Antibiotic Free	Fresh	74	2.79 - 2.79	2.79		
		Thighs, Regular	Conventional	Fresh	68	1.39 - 1.39	1.39		
		Thighs, Value	Antibiotic Free	Fresh	154	1.29 - 2.99	2.65		
		Thighs, Value	Conventional	Fresh	674	0.87 - 2.67	1.25		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	112	4.99 - 4.99	4.99		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	167	2.49 - 2.99	2.78		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	311	2.29 - 2.29	2.29		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	28	2.99 - 2.99	2.99		
		V-Cut Wings, 10 Lbs or more	Conventional	Frozen	2	2.49 - 2.49	2.49		
		V-Cut Wings, Regular	Conventional	Fresh	217	2.99 - 2.99	2.99		
		V-Cut Wings, Value	Conventional	Fresh	89	3.49 - 3.79	3.69		
		IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	2	2.40 - 2.40	2.40
				Breast, Boneless/Skinless, IQF	Conventional	Frozen	96	1.66 - 3.80	3.09
				Party Wings, Flats and Drums, IQF	Conventional	Frozen	72	2.00 - 2.99	2.28
Prepared	Each	Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	54	9.58 - 9.58	9.58		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	49	5.59 - 6.99	6.19		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	25	12.36 - 12.36	12.36		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	133	6.99 - 9.99	8.90		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	500	5.99 - 8.99	8.06		
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	237	6.99 - 8.99	8.23		



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	199	4.69 - 9.99	7.69
			Fried/Baked Wings, Boneless	Conventional	Prepared	186	6.99 - 9.99	7.98
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	25	7.00 - 7.00	7.00
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	112	4.99 - 6.79	5.17
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	346	3.56 - 12.07	7.62
			Service Deli - Cat 1	Conventional	Prepared	141	7.99 - 10.99	10.08
Variety Meat		Per lb	Feet	Conventional	Frozen	8	3.89 - 3.89	3.89

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

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	8,108
Feature Rate (%)	87.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	548	1.49 - 2.49	1.68
			Whole Bagged Fryer	USDA Organic	Fresh	10	3.49 - 3.49	3.49
			Whole Cornish Hen	Conventional	Frozen	13	2.99 - 2.99	2.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	17	5.70 - 5.70	5.70
			Breast Tenders, Regular	USDA Organic	Fresh	12	10.99 - 10.99	10.99
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	104	3.99 - 7.99	4.70
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	233	2.48 - 3.99	3.15
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	205	8.99 - 9.99	9.06
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	133	7.99 - 8.99	8.11
			Breast, Boneless/Skinless, Value	Conventional	Fresh	556	2.67 - 2.99	2.95
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	113	6.36 - 6.36	6.36
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	64	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	208	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	54	3.49 - 3.49	3.49
			Drumsticks, Regular	ABF, Free Range	Fresh	11	2.49 - 2.49	2.49
Drumsticks, Regular	Antibiotic Free	Fresh	148	2.99 - 2.99	2.99			
Drumsticks, Regular	Conventional	Fresh	391	0.89 - 1.39	1.27			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg	
Parts	Per lb	Drumsticks, Value	Antibiotic Free	Fresh	208	2.99 - 2.99	2.99		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	67	2.29 - 2.69	2.61		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	174	1.97 - 2.67	2.34		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	114	2.29 - 2.69	2.56		
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	55	0.79 - 0.79	0.79		
		Leg Quarters, Regular	Conventional	Fresh	191	1.39 - 1.39	1.39		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	117	1.77 - 1.77	1.77		
		Split Breast, Bone-In, Value	Conventional	Fresh	317	0.99 - 1.97	1.18		
		Thighs, Regular	Antibiotic Free	Fresh	148	2.99 - 2.99	2.99		
		Thighs, Regular	Conventional	Fresh	210	1.39 - 2.00	1.45		
		Thighs, Value	ABF, Free Range	Fresh	16	3.49 - 3.49	3.49		
		Thighs, Value	Antibiotic Free	Fresh	208	2.99 - 2.99	2.99		
		Thighs, Value	Conventional	Fresh	56	1.99 - 2.67	2.65		
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	6.99 - 6.99	6.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	208	4.99 - 4.99	4.99		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	39	3.99 - 4.99	4.27		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	19	7.51 - 7.51	7.51		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	114	2.29 - 2.29	2.29		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	191	2.99 - 2.99	2.99		
		V-Cut Wings, 10 Lbs or more	Conventional	Frozen	54	2.49 - 2.49	2.49		
		IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	6	2.40 - 2.40	2.40
				Breast, Boneless/Skinless, IQF	Conventional	Frozen	107	2.33 - 2.40	2.34
				Party Wings, Flats and Drums, IQF	Conventional	Frozen	90	2.80 - 2.80	2.80
Ground	Per lb	Ground Chicken, 1-2 Lbs	Conventional	Fresh	19	3.33 - 3.33	3.33		
Prepared	Each	Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	39	9.99 - 9.99	9.99		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	47	6.99 - 6.99	6.99		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	197	5.00 - 9.99	9.28		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	383	7.99 - 8.99	8.66		
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	693	7.99 - 8.99	8.48		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	208	9.99 - 9.99	9.99		
Deli	Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	388	4.99 - 7.99	7.34		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	486	5.32 - 8.66	6.72		
		Service Deli - Cat 1	Conventional	Prepared	19	11.99 - 11.99	11.99		
Variety Meat	Per lb	Feet	Conventional	Frozen	44	3.89 - 3.89	3.89		



Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,940
Feature Rate (%)	71.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	21	1.99 - 1.99	1.99
			Whole Bagged Fryer	Conventional	Fresh	15	2.49 - 2.49	2.49
			Whole Bagged Fryer	USDA Organic	Fresh	32	2.99 - 3.49	3.33
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	126	3.99 - 5.70	4.52
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	11	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	22	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	14	2.49 - 2.49	2.49
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	118	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	42	2.79 - 2.99	2.89
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	24	6.36 - 6.36	6.36
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Drumsticks, Regular	ABF, Free Range	Fresh	79	2.29 - 2.29	2.29
			Drumsticks, Regular	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Drumsticks, Regular	Conventional	Fresh	118	1.39 - 1.39	1.39
			Drumsticks, Value	Antibiotic Free	Fresh	79	1.49 - 2.99	1.55
			Leg Quarters, Regular	Conventional	Fresh	118	1.39 - 1.39	1.39
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	11	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Thighs, Regular	Conventional	Fresh	118	1.39 - 1.39	1.39
			Thighs, Value	Antibiotic Free	Fresh	3	2.99 - 2.99	2.99
			Thighs, Value	Conventional	Fresh	76	2.29 - 2.29	2.29
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	64	2.99 - 3.99	3.35
Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	4	7.51 - 7.51	7.51			
Thighs, Boneless/Skinless, Value	Conventional	Fresh	25	3.29 - 3.48	3.45			
V-Cut Wings, Regular	Antibiotic Free	Fresh	41	2.99 - 2.99	2.99			
IQF		Per lb	Breast Tenders, IQF	Conventional	Frozen	20	2.40 - 2.40	2.40
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	36	2.40 - 2.40	2.40
Prepared		Each	Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	29	8.99 - 9.99	9.13
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	378	6.99 - 7.99	7.79
			Fried/Baked Wings, Bone-In	Conventional	Prepared	3	9.99 - 9.99	9.99
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	20	4.99 - 4.99	4.99





Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	259	7.09 - 11.41	9.48
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic, Free Range	Prepared	23	18.64 - 18.64	18.64
Variety Meat		Per lb	Feet	Conventional	Frozen	3	3.89 - 3.89	3.89

**ALASKA (AK)**

Metric	Current Week (CW)
Total Outlets	87
Activity Index	87
Feature Rate (%)	46.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast, Boneless/Skinless, Value	Conventional	Fresh	11	3.99 - 3.99	3.99
			Drumsticks, Regular	Antibiotic Free	Fresh	12	2.99 - 2.99	2.99
			Thighs, Regular	Antibiotic Free	Fresh	12	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	3.48 - 3.48	3.48
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	2	3.29 - 3.29	3.29
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	11	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	13	8.97 - 9.99	9.13
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	12	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	11	8.99 - 8.99	8.99

**HAWAII (HI)**

Metric	Current Week (CW)
Total Outlets	107
Activity Index	140
Feature Rate (%)	59.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Cornish Hen	Conventional	Fresh	3	3.33 - 3.33	3.33
			Whole Cornish Hen	Conventional	Frozen	24	3.20 - 3.20	3.20
Parts		Per lb	Breast, Boneless/Skinless, Value	Conventional	Fresh	24	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh	4	6.36 - 6.36	6.36
			Drumsticks, Regular	Conventional	Frozen	3	2.00 - 2.00	2.00
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	3	1.20 - 1.20	1.20
			Thighs, Regular	Conventional	Fresh	3	1.72 - 1.72	1.72
			Thighs, Regular	Conventional	Frozen	13	1.60 - 2.00	1.78



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92 - 2.92	2.92
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	27	3.99 - 4.39	4.03
			V-Cut Wings, Value	Conventional	Fresh	3	4.99 - 4.99	4.99
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	7	4.40 - 4.40	4.40
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	23	7.99 - 7.99	7.99

**Explanatory Notes:**

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

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

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