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Report for 4/19/2025 - 4/25/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate increased by 5.6% and the activity index increased by 50.2%. Chicken features regained ad space this week after giving up space to turkey features during the Easter holiday.

NATIONAL

| Metric           | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets    | 24,824            | 24,824             |                    |
| Activity Index   | 73,631            | 49,038             |                    |
| Feature Rate (%) | 82.5%             | 76.9%              |                    |

| 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     | Whole Bagged Fryer                 | ABF, Free Range          | Fresh     | 78           | 2.96          | 72           | 3.07          |              |               |
|         |            | Whole Bagged Fryer                 | Antibiotic Free          | Fresh     | 996          | 1.72          | 933          | 2.04          |              |               |
|         |            | Whole Bagged Fryer                 | Conventional             | Fresh     | 1,909        | 1.48          | 1,316        | 1.41          |              |               |
|         |            | Whole Bagged Fryer                 | USDA Organic             | Fresh     | 74           | 3.69          | 178          | 3.26          |              |               |
|         |            | Whole Bagged Fryer                 | USDA Organic, Free Range | Fresh     | 16           | 3.99          |              |               |              |               |
|         |            | Whole Bagged Roaster               | Antibiotic Free          | Fresh     | 350          | 0.98          | 436          | 1.70          |              |               |
|         |            | Whole Bagged Roaster               | Conventional             | Fresh     |              |               | 126          | 1.73          |              |               |
|         |            | Whole Baking Hen                   | Conventional             | Fresh     | 160          | 2.17          | 163          | 1.89          |              |               |
|         |            | Whole Baking Hen                   | Conventional             | Frozen    |              |               | 105          | 1.08          |              |               |
|         |            | Whole Cornish Hen                  | Conventional             | Fresh     | 50           | 4.80          | 204          | 3.62          |              |               |
|         |            | Whole Cut-Up Fryer                 | Antibiotic Free          | Fresh     | 120          | 2.39          | 90           | 2.79          |              |               |
|         |            |                                    |                          |           |              |               |              |               |              |               |
|         |            |                                    |                          |           |              |               |              |               |              |               |
| Parts   | Per lb     | Breast Tenders, Regular            | ABF, Free Range          | Fresh     |              |               | 302          | 5.99          |              |               |
|         |            | Breast Tenders, Regular            | Antibiotic Free          | Fresh     | 1,079        | 4.96          | 646          | 5.14          |              |               |
|         |            | Breast Tenders, Regular            | Conventional             | Fresh     | 828          | 4.03          | 1,881        | 5.02          |              |               |
|         |            | Breast Tenders, Regular            | USDA Organic             | Fresh     | 141          | 8.69          | 91           | 9.99          |              |               |
|         |            | Breast Tenders, Regular            | USDA Organic, Free Range | Fresh     | 16           | 8.99          |              |               |              |               |
|         |            | Breast Tenders, Value              | Antibiotic Free          | Fresh     | 341          | 5.52          | 148          | 5.99          |              |               |
|         |            | Breast Tenders, Value              | Conventional             | Fresh     | 350          | 4.15          | 468          | 3.49          |              |               |
|         |            | Breast, Boneless/Skinless, Regular | ABF, Free Range          | Fresh     | 31           | 6.38          | 20           | 5.99          |              |               |



| 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, Regular              | Antibiotic Free          | Fresh     | 2,737        | 4.86          | 1,709        | 4.31          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 2,664        | 3.56          | 2,748        | 3.76          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | Halal                    | Fresh     | 70           | 8.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 417          | 8.00          | 460          | 7.90          |              |               |
|         |            | Breast, Boneless/Skinless, Regular              | USDA Organic, Free Range | Fresh     |              |               | 16           | 8.99          |              |               |
|         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 1,279        | 4.39          | 501          | 4.30          |              |               |
|         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 1,553        | 2.84          | 2,441        | 2.80          |              |               |
|         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 133          | 5.07          | 243          | 4.78          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 51           | 6.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 610          | 4.34          | 455          | 5.16          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 1,259        | 5.10          | 1,636        | 5.30          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     | 302          | 8.99          | 11           | 9.99          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh     | 118          | 8.99          |              |               |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Antibiotic Free          | Fresh     | 278          | 5.76          | 148          | 5.99          |              |               |
|         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 1,299        | 3.63          | 341          | 4.39          |              |               |
|         |            | Drumsticks, 10 Lbs or more                      | Conventional             | Fresh     |              |               | 29           | 0.99          |              |               |
|         |            | Drumsticks, 10 Lbs or more                      | Conventional             | Frozen    | 29           | 0.49          |              |               |              |               |
|         |            | Drumsticks, Regular                             | ABF, Free Range          | Fresh     | 37           | 2.99          | 11           | 2.69          |              |               |
|         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 2,351        | 2.34          | 540          | 1.93          |              |               |
|         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 839          | 1.22          | 796          | 1.20          |              |               |
|         |            | Drumsticks, Regular                             | USDA Organic             | Fresh     | 21           | 4.99          | 76           | 2.49          |              |               |
|         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     | 262          | 3.99          |              |               |              |               |
|         |            | Drumsticks, Value                               | ABF, Free Range          | Fresh     |              |               | 17           | 0.99          |              |               |
|         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 160          | 1.59          | 519          | 1.62          |              |               |
|         |            | Drumsticks, Value                               | Conventional             | Fresh     | 4,234        | 1.07          | 864          | 1.20          |              |               |
|         |            | Drumsticks, Value                               | Conventional             | Frozen    | 36           | 1.19          | 63           | 1.56          |              |               |



| 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     | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 138          | 2.92          | 185          | 2.47          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 118          | 2.59          | 195          | 2.54          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 172          | 2.78          | 172          | 2.41          |              |               |
|         |            | Leg Meat, Boneless/Skinless, Marinated, Value   | Conventional             | Fresh     |              |               | 124          | 2.29          |              |               |
|         |            | Leg Quarters, 10 Lbs or more                    | Antibiotic Free          | Frozen    | 28           | 0.89          |              |               |              |               |
|         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Fresh     |              |               | 485          | 0.78          |              |               |
|         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Frozen    | 1,312        | 0.78          | 79           | 0.62          |              |               |
|         |            | Leg Quarters, Regular                           | Antibiotic Free          | Fresh     | 35           | 1.68          | 181          | 1.18          |              |               |
|         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 281          | 1.01          | 217          | 1.36          |              |               |
|         |            | Leg Quarters, Regular                           | Conventional             | Frozen    | 3            | 1.10          | 3            | 1.10          |              |               |
|         |            | Leg Quarters, Value                             | Antibiotic Free          | Fresh     | 41           | 1.49          | 18           | 0.99          |              |               |
|         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 1,277        | 1.23          | 124          | 1.42          |              |               |
|         |            | Leg Quarters, Marinated, Regular                | Antibiotic Free          | Fresh     | 24           | 3.99          |              |               |              |               |
|         |            | Leg Quarters, Marinated, Regular                | Conventional             | Fresh     | 29           | 1.19          |              |               |              |               |
|         |            | Leg Quarters, Marinated, Value                  | Conventional             | Fresh     |              |               | 29           | 1.19          |              |               |
|         |            | Legs, Value                                     | Antibiotic Free          | Fresh     | 71           | 1.78          |              |               |              |               |
|         |            | Legs, Marinated, Regular                        | Antibiotic Free          | Fresh     |              |               | 17           | 3.99          |              |               |
|         |            | Legs, Marinated, Value                          | Conventional             | Fresh     | 24           | 1.99          |              |               |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 3,381        | 2.78          | 508          | 4.05          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Fresh     | 377          | 3.73          | 213          | 3.36          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Frozen    | 3            | 3.46          | 61           | 2.62          |              |               |
|         |            | Party Wings, Flats and Drums, Regular           | USDA Organic, Free Range | Fresh     |              |               | 16           | 4.99          |              |               |
|         |            | Party Wings, Flats and Drums, Value             | Conventional             | Fresh     | 412          | 3.14          | 65           | 2.76          |              |               |
|         |            | Party Wings, Flats and Drums, Value             | Conventional             | Frozen    | 16           | 2.99          |              |               |              |               |
|         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free          | Fresh     | 325          | 2.95          | 133          | 3.31          |              |               |
|         |            | Split Breast, Bone-In, Regular                  | Conventional             | Fresh     | 807          | 2.73          | 159          | 1.75          |              |               |
|         |            | Split Breast, Bone-In, Regular                  | USDA Organic             | Fresh     | 23           | 5.49          |              |               |              |               |
|         |            | Split Breast, Bone-In, Value                    | Antibiotic Free          | Fresh     | 174          | 1.72          | 75           | 1.99          |              |               |
|         |            | Split Breast, Bone-In, Value                    | Conventional             | Fresh     | 805          | 1.96          | 20           | 2.48          |              |               |



| 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     | Thighs, Regular                          | ABF, Free Range          | Fresh     | 37           | 2.99          |              |               |              |               |
|          |            | Thighs, Regular                          | Antibiotic Free          | Fresh     | 2,403        | 2.37          | 476          | 1.99          |              |               |
|          |            | Thighs, Regular                          | Conventional             | Fresh     | 1,385        | 1.61          | 381          | 1.25          |              |               |
|          |            | Thighs, Regular                          | Conventional             | Frozen    | 10           | 1.92          | 3            | 1.72          |              |               |
|          |            | Thighs, Regular                          | USDA Organic, Free Range | Fresh     | 16           | 4.99          |              |               |              |               |
|          |            | Thighs, Value                            | Antibiotic Free          | Fresh     | 112          | 1.40          | 148          | 1.99          |              |               |
|          |            | Thighs, Value                            | Conventional             | Fresh     | 2,501        | 1.29          | 413          | 1.46          |              |               |
|          |            | Thighs, Value                            | Conventional             | Frozen    |              |               | 63           | 1.56          |              |               |
|          |            | Thighs, Boneless/Skinless, Regular       | ABF, Free Range          | Fresh     | 16           | 6.99          |              |               |              |               |
|          |            | Thighs, Boneless/Skinless, Regular       | Antibiotic Free          | Fresh     | 606          | 4.45          | 547          | 3.11          |              |               |
|          |            | Thighs, Boneless/Skinless, Regular       | Conventional             | Fresh     | 1,173        | 3.30          | 389          | 3.44          |              |               |
|          |            | Thighs, Boneless/Skinless, Regular       | Conventional             | Frozen    | 189          | 3.60          |              |               |              |               |
|          |            | Thighs, Boneless/Skinless, Regular       | USDA Organic             | Fresh     |              |               | 15           | 6.49          |              |               |
|          |            | Thighs, Boneless/Skinless, Value         | Antibiotic Free          | Fresh     |              |               | 2,551        | 2.54          |              |               |
|          |            | Thighs, Boneless/Skinless, Value         | Conventional             | Fresh     | 237          | 3.16          | 1,400        | 3.02          |              |               |
|          |            | V-Cut Wings, 10 Lbs or more              | Antibiotic Free          | Fresh     |              |               | 28           | 2.49          |              |               |
|          |            | V-Cut Wings, Regular                     | Antibiotic Free          | Fresh     | 68           | 3.74          | 40           | 2.98          |              |               |
|          |            | V-Cut Wings, Regular                     | Conventional             | Fresh     | 166          | 2.21          | 105          | 2.10          |              |               |
|          |            | V-Cut Wings, Value                       | Antibiotic Free          | Fresh     | 109          | 3.04          | 484          | 2.99          |              |               |
|          |            | V-Cut Wings, Value                       | Conventional             | Fresh     | 1,715        | 3.82          | 1,311        | 3.02          |              |               |
| IQF      | Per lb     | Breast Tenders, IQF                      | Conventional             | Frozen    | 39           | 2.80          | 106          | 3.13          |              |               |
|          |            | Breast, Boneless/Skinless, IQF           | Antibiotic Free          | Frozen    | 219          | 3.20          |              |               |              |               |
|          |            | Breast, Boneless/Skinless, IQF           | Conventional             | Frozen    | 194          | 2.74          | 796          | 3.71          |              |               |
|          |            | Party Wings, Flats and Drums, IQF        | Conventional             | Frozen    | 1,298        | 2.93          | 384          | 2.93          |              |               |
|          |            | V-Cut Wings, IQF                         | Conventional             | Frozen    | 38           | 2.50          |              |               |              |               |
| Ground   | Per lb     | Ground Chicken, 1-2 Lbs                  | Antibiotic Free          | Fresh     | 419          | 4.19          | 709          | 4.46          |              |               |
|          |            | Ground Chicken, 1-2 Lbs                  | Conventional             | Fresh     | 240          | 3.84          | 61           | 3.99          |              |               |
|          |            | Ground Chicken, 1-2 Lbs                  | USDA Organic             | Fresh     | 16           | 6.49          | 302          | 5.99          |              |               |
|          |            | Ground Chicken Breast (98-100%), 1-2 Lbs | Conventional             | Fresh     | 167          | 5.00          |              |               |              |               |
|          |            | Ground Chicken Patties, 1-2 Lbs          | Antibiotic Free          | Fresh     |              |               | 186          | 3.79          |              |               |
|          |            | Ground Chicken Patties, 2-4 Lbs          | Conventional             | Frozen    |              |               | 72           | 5.50          |              |               |
| Prepared | Each       | Fried/Baked Breast Tenders, 12-Piece     | Conventional             | Prepared  |              |               | 16           | 13.99         |              |               |



| 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 |
|--------------|------------|--|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Prepared     | Each       | Fried/Baked Breast Tenders, 8-Piece          | Conventional             | Prepared  | 18           | 8.72          | 76           | 8.99          |              |               |
|              |            | Fried/Baked Chicken, Dark, 12-Piece          | Conventional             | Prepared  | 40           | 9.99          |              |               |              |               |
|              |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional             | Prepared  | 320          | 8.11          | 680          | 6.72          |              |               |
|              |            | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional             | Prepared  | 64           | 16.49         | 345          | 14.19         |              |               |
|              |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional             | Prepared  | 2,289        | 9.12          | 1,723        | 8.24          |              |               |
|              |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional             | Prepared  | 120          | 1.15          | 21           | 0.60          |              |               |
|              |            | Rotisserie Leg Quarter, 8-Piece              | Conventional             | Prepared  |              |               | 29           | 6.00          |              |               |
|              |            | Rotisserie Leg Quarter                       | Conventional             | Prepared  | 34           | 1.87          |              |               |              |               |
|              |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free          | Prepared  | 72           | 6.99          | 130          | 8.99          |              |               |
|              |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional             | Prepared  | 1,557        | 9.01          | 971          | 8.27          |              |               |
|              |            | Whole Rotisserie Chicken, 2.1-3.0 Lbs        | Antibiotic Free          | Prepared  | 189          | 8.99          |              |               |              |               |
|              |            |  |                          |           |              |               |              |               |              |               |
| Prepared     | Per lb     | Fried/Baked Breast Tenders                   | Conventional             | Prepared  | 1,779        | 7.95          | 686          | 7.69          |              |               |
|              |            | Fried/Baked Chicken, Dark, 8-Piece           | Conventional             | Prepared  |              |               | 29           | 8.95          |              |               |
|              |            | Fried/Baked Wings, Bone-In                   | Conventional             | Prepared  | 1,429        | 7.82          | 267          | 8.71          |              |               |
|              |            | Fried/Baked Wings, Boneless                  | Conventional             | Prepared  | 380          | 6.01          | 127          | 7.46          |              |               |
|              |            | Rotisserie Leg Quarter                       | Conventional             | Prepared  | 212          | 5.00          |              |               |              |               |
| Deli         | Per lb     | Grilled Chicken Strips, 16 oz                | Antibiotic Free          | Prepared  | 27           | 6.99          |              |               |              |               |
|              |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free          | Prepared  | 139          | 7.27          | 44           | 6.66          |              |               |
|              |            | Grilled Chicken Strips, 5-15 oz              | Conventional             | Prepared  | 422          | 7.87          | 120          | 10.65         |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Conventional             | Prepared  | 31           | 6.00          | 219          | 6.57          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional             | Prepared  | 1,923        | 5.29          | 1,917        | 6.38          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free          | Prepared  | 18           | 13.69         |              |               |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional             | Prepared  | 7,135        | 7.79          | 4,269        | 8.15          |              |               |
|              |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic, Free Range | Prepared  | 23           | 18.11         |              |               |              |               |
|              |            | Service Deli - Cat 1                         | Conventional             | Prepared  | 4,299        | 10.23         | 1,840        | 9.18          |              |               |
|              |            | Service Deli - Cat 2                         | Conventional             | Prepared  | 509          | 6.29          | 478          | 8.20          |              |               |
| Variety Meat | Per lb     | Feet   | Conventional             | Frozen    |              |               | 40           | 2.28          |              |               |



| 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 |
|-----------------|------------|----------|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Variety<br>Meat | Per lb     | Gizzards | Antibiotic Free | Fresh     | 17           | 1.99          | 17           | 1.99          |              |               |
|                 |            | Gizzards | Antibiotic Free | Frozen    |              |               | 17           | 2.99          |              |               |
|                 |            | Gizzards | Conventional    | Fresh     | 24           | 1.99          | 44           | 1.59          |              |               |
|                 |            | Hearts   | Antibiotic Free | Frozen    | 17           | 2.99          |              |               |              |               |
|                 |            | Liver    | Antibiotic Free | Fresh     | 17           | 1.99          | 17           | 1.99          |              |               |
|                 |            | Liver    | Conventional    | Fresh     |              |               | 64           | 1.56          |              |               |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,853             |
| Activity Index   | 18,393            |
| Feature Rate (%) | 78.5%             |

| Section | Quality | Price Unit | Item                               | Environment        | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|------------------------------------|--------------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                 | ABF, Free<br>Range | Fresh     | 57     | 2.49 - 2.99 | 2.81    |
|         |         |            | Whole Bagged Fryer                 | Antibiotic Free    | Fresh     | 308    | 1.59 - 2.49 | 1.74    |
|         |         |            | Whole Bagged Fryer                 | Conventional       | Fresh     | 261    | 0.99 - 1.49 | 1.24    |
|         |         |            | Whole Bagged Roaster               | Antibiotic Free    | Fresh     | 350    | 0.97 - 0.99 | 0.98    |
|         |         |            | Whole Baking Hen                   | Conventional       | Fresh     | 120    | 1.99 - 1.99 | 1.99    |
|         |         |            | Whole Cut-Up Fryer                 | Antibiotic Free    | Fresh     | 120    | 2.39 - 2.39 | 2.39    |
|         |         |            |                                    |                    |           |        |             |         |
| Parts   | Per lb  |            | Breast Tenders, Regular            | Antibiotic Free    | Fresh     | 532    | 2.99 - 5.99 | 4.40    |
|         |         |            | Breast Tenders, Regular            | Conventional       | Fresh     | 422    | 3.99 - 5.99 | 4.39    |
|         |         |            | Breast Tenders, Regular            | USDA Organic       | Fresh     | 130    | 8.49 - 8.49 | 8.49    |
|         |         |            | Breast Tenders, Value              | Antibiotic Free    | Fresh     | 146    | 4.49 - 5.49 | 5.38    |
|         |         |            | Breast Tenders, Value              | Conventional       | Fresh     | 37     | 3.99 - 3.99 | 3.99    |
|         |         |            | Breast, Boneless/Skinless, Regular | Antibiotic Free    | Fresh     | 395    | 2.99 - 4.99 | 4.18    |
|         |         |            | Breast, Boneless/Skinless, Regular | Conventional       | Fresh     | 1046   | 2.69 - 4.99 | 4.04    |
|         |         |            | Breast, Boneless/Skinless, Regular | Halal              | Fresh     | 3      | 8.99 - 8.99 | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Regular | USDA Organic       | Fresh     | 130    | 7.99 - 7.99 | 7.99    |
|         |         |            | Breast, Boneless/Skinless, Value   | Antibiotic Free    | Fresh     | 545    | 1.99 - 6.99 | 4.12    |
|         |         |            | Breast, Boneless/Skinless, Value   | Conventional       | Fresh     | 258    | 2.69 - 2.99 | 2.86    |



| Section | Quality | Price Unit | Item  | Environment              | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|--------------------------|-----------|--------|-------------|---------|
| Parts   | Per lb  |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 48     | 6.99 - 6.99 | 6.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 593    | 2.99 - 4.99 | 4.38    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 1005   | 3.99 - 5.99 | 5.14    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic             | Fresh     | 302    | 8.99 - 8.99 | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Antibiotic Free          | Fresh     | 130    | 5.49 - 5.49 | 5.49    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 97     | 3.49 - 5.99 | 4.03    |
|         |         |            | Drumsticks, Regular                             | ABF, Free Range          | Fresh     | 37     | 2.99 - 2.99 | 2.99    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 307    | 1.49 - 3.69 | 2.83    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 189    | 0.99 - 0.99 | 0.99    |
|         |         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     | 23     | 3.99 - 3.99 | 3.99    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 44     | 0.99 - 1.29 | 1.15    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 745    | 0.72 - 1.99 | 1.19    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Frozen    | 175    | 0.79 - 0.79 | 0.79    |
|         |         |            | Leg Quarters, Regular                           | Antibiotic Free          | Fresh     | 18     | 1.39 - 1.39 | 1.39    |
|         |         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 219    | 0.98 - 0.99 | 0.99    |
|         |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 339    | 0.97 - 3.99 | 1.85    |
|         |         |            | Leg Quarters, Marinated, Regular                | Antibiotic Free          | Fresh     | 21     | 3.99 - 3.99 | 3.99    |
|         |         |            | Legs, Value                                     | Antibiotic Free          | Fresh     | 68     | 1.49 - 1.89 | 1.77    |
|         |         |            | Legs, Marinated, Value                          | Conventional             | Fresh     | 21     | 1.99 - 1.99 | 1.99    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 767    | 2.49 - 4.49 | 3.04    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Fresh     | 126    | 2.33 - 2.99 | 2.51    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional             | Fresh     | 39     | 0.99 - 2.99 | 1.91    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free          | Fresh     | 156    | 1.99 - 3.49 | 2.60    |
|         |         |            | Split Breast, Bone-In, Value                    | Antibiotic Free          | Fresh     | 174    | 1.69 - 1.79 | 1.72    |
|         |         |            | Split Breast, Bone-In, Value                    | Conventional             | Fresh     | 72     | 2.49 - 2.49 | 2.49    |
|         |         |            | Thighs, Regular                                 | ABF, Free Range          | Fresh     | 37     | 2.99 - 2.99 | 2.99    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free          | Fresh     | 325    | 1.49 - 3.99 | 2.97    |
|         |         |            | Thighs, Regular                                 | Conventional             | Fresh     | 76     | 1.59 - 1.59 | 1.59    |
|         |         |            | Thighs, Value                                   | Antibiotic Free          | Fresh     | 21     | 1.29 - 1.29 | 1.29    |
|         |         |            | Thighs, Value                                   | Conventional             | Fresh     | 473    | 0.97 - 1.99 | 1.24    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 466    | 3.99 - 4.99 | 4.64    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional             | Fresh     | 556    | 3.00 - 4.99 | 3.47    |
|         |         |            | V-Cut Wings, Regular                            | Antibiotic Free          | Fresh     | 48     | 3.99 - 3.99 | 3.99    |



| Section      | Quality | Price Unit | Item   | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|--|--------------------------|-----------|--------|---------------|---------|
| Parts        |         | Per lb     | V-Cut Wings, Value                           | Conventional             | Fresh     | 81     | 2.39 - 3.99   | 3.12    |
| IQF          |         | Per lb     | Breast, Boneless/Skinless, IQF               | Antibiotic Free          | Frozen    | 105    | 3.20 - 3.20   | 3.20    |
|              |         |            | Breast, Boneless/Skinless, IQF               | Conventional             | Frozen    | 3      | 2.99 - 2.99   | 2.99    |
|              |         |            | Party Wings, Flats and Drums, IQF            | Conventional             | Frozen    | 579    | 2.33 - 2.75   | 2.48    |
| Ground       |         | Per lb     | Ground Chicken, 1-2 Lbs                      | Antibiotic Free          | Fresh     | 65     | 3.99 - 5.00   | 4.52    |
|              |         |            | Ground Chicken, 1-2 Lbs                      | Conventional             | Fresh     | 136    | 2.99 - 4.49   | 3.93    |
|              |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs     | Conventional             | Fresh     | 108    | 5.00 - 5.00   | 5.00    |
| Prepared     |         | Each       | Fried/Baked Chicken, Dark, 8-Piece           | Conventional             | Prepared  | 72     | 7.99 - 7.99   | 7.99    |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional             | Prepared  | 852    | 6.99 - 9.99   | 8.72    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Antibiotic Free          | Prepared  | 72     | 6.99 - 6.99   | 6.99    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional             | Prepared  | 607    | 6.99 - 10.99  | 9.28    |
| Prepared     |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional             | Prepared  | 401    | 5.99 - 7.99   | 7.91    |
|              |         |            | Fried/Baked Wings, Bone-In                   | Conventional             | Prepared  | 211    | 6.00 - 10.99  | 9.27    |
|              |         |            | Fried/Baked Wings, Boneless                  | Conventional             | Prepared  | 229    | 4.99 - 10.00  | 5.64    |
| Deli         |         | Per lb     | Grilled Chicken Strips, 5-15 oz              | Conventional             | Prepared  | 243    | 7.98 - 8.00   | 8.00    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional             | Prepared  | 166    | 3.99 - 8.49   | 5.68    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Antibiotic Free          | Prepared  | 18     | 13.69 - 13.69 | 13.69   |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional             | Prepared  | 934    | 5.32 - 14.20  | 8.96    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic, Free Range | Prepared  | 18     | 18.11 - 18.11 | 18.11   |
|              |         |            | Service Deli - Cat 1                         | Conventional             | Prepared  | 493    | 7.99 - 11.99  | 9.39    |
|              |         |            | Service Deli - Cat 2                         | Conventional             | Prepared  | 402    | 5.99 - 6.49   | 6.10    |
| Variety Meat |         | Per lb     | Gizzards                                     | Conventional             | Fresh     | 21     | 1.99 - 1.99   | 1.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 6,580             |
| Activity Index   | 20,411            |
| Feature Rate (%) | 87.9%             |

| Section | Quality | Price Unit | Item                    | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer      | Antibiotic Free | Fresh     | 55     | 1.29 - 1.98 | 1.91    |
|         |         |            | Whole Bagged Fryer      | Conventional    | Fresh     | 71     | 1.48 - 1.79 | 1.61    |
|         |         |            | Whole Baking Hen        | Conventional    | Fresh     | 40     | 2.69 - 2.69 | 2.69    |
|         |         |            | Whole Cornish Hen       | Conventional    | Fresh     | 50     | 4.80 - 4.80 | 4.80    |
| Parts   |         | Per lb     | Breast Tenders, Regular | Antibiotic Free | Fresh     | 21     | 2.99 - 5.99 | 3.47    |
|         |         |            | Breast Tenders, Regular | Conventional    | Fresh     | 221    | 2.51 - 5.99 | 3.82    |





| Section | Quality | Price Unit | Item  | Environment              | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|--------------------------|-----------|--------|-------------|---------|
| Parts   | Per lb  |            | Breast Tenders, Value                           | Antibiotic Free          | Fresh     | 7      | 4.49 - 4.49 | 4.49    |
|         |         |            | Breast Tenders, Value                           | Conventional             | Fresh     | 2      | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 1390   | 3.99 - 4.99 | 4.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 146    | 2.51 - 4.99 | 4.05    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 190    | 6.98 - 6.98 | 6.98    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 90     | 1.99 - 1.99 | 1.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 564    | 2.48 - 2.99 | 2.81    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range          | Fresh     | 3      | 6.99 - 6.99 | 6.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free          | Fresh     | 17     | 2.99 - 2.99 | 2.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 76     | 3.99 - 4.99 | 4.77    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional             | Fresh     | 1097   | 3.49 - 5.99 | 3.50    |
|         |         |            | Drumsticks, Regular                             | Antibiotic Free          | Fresh     | 1495   | 1.29 - 2.49 | 2.40    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 65     | 1.39 - 1.39 | 1.39    |
|         |         |            | Drumsticks, Regular                             | USDA Organic, Free Range | Fresh     | 239    | 3.99 - 3.99 | 3.99    |
|         |         |            | Drumsticks, Value                               | Antibiotic Free          | Fresh     | 91     | 0.99 - 1.49 | 1.42    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 1554   | 0.72 - 1.79 | 0.98    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Antibiotic Free          | Frozen    | 28     | 0.89 - 0.89 | 0.89    |
|         |         |            | Leg Quarters, 10 Lbs or more                    | Conventional             | Frozen    | 408    | 0.68 - 0.99 | 0.80    |
|         |         |            | Leg Quarters, Regular                           | Conventional             | Fresh     | 29     | 0.69 - 0.69 | 0.69    |
|         |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 56     | 0.97 - 1.18 | 1.04    |
|         |         |            | Leg Quarters, Marinated, Regular                | Antibiotic Free          | Fresh     | 3      | 3.99 - 3.99 | 3.99    |
|         |         |            | Legs, Value                                     | Antibiotic Free          | Fresh     | 3      | 1.89 - 1.89 | 1.89    |
|         |         |            | Legs, Marinated, Value                          | Conventional             | Fresh     | 3      | 1.99 - 1.99 | 1.99    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 1014   | 2.49 - 3.99 | 2.50    |
|         |         |            | Party Wings, Flats and Drums, Regular           | Conventional             | Fresh     | 13     | 2.99 - 2.99 | 2.99    |
|         |         |            | Party Wings, Flats and Drums, Value             | Conventional             | Fresh     | 345    | 0.99 - 3.29 | 3.27    |
|         |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free          | Fresh     | 3      | 2.99 - 2.99 | 2.99    |
|         |         |            | Split Breast, Bone-In, Regular                  | Conventional             | Fresh     | 82     | 1.99 - 1.99 | 1.99    |
|         |         |            | Split Breast, Bone-In, Value                    | Conventional             | Fresh     | 328    | 1.79 - 1.98 | 1.80    |
|         |         |            | Thighs, Regular                                 | Antibiotic Free          | Fresh     | 1495   | 1.29 - 2.49 | 2.40    |
|         |         |            | Thighs, Regular                                 | Conventional             | Fresh     | 1159   | 1.39 - 1.59 | 1.58    |
|         |         |            | Thighs, Value                                   | Antibiotic Free          | Fresh     | 91     | 1.29 - 1.49 | 1.43    |
|         |         |            | Thighs, Value                                   | Conventional             | Fresh     | 379    | 0.97 - 1.99 | 1.70    |
|         |         |            | Thighs, Boneless/Skinless, Regular              | Conventional             | Fresh     | 99     | 3.99 - 3.99 | 3.99    |
|         |         |            | V-Cut Wings, Regular                            | Antibiotic Free          | Fresh     | 3      | 3.99 - 3.99 | 3.99    |
|         |         |            | V-Cut Wings, Regular                            | Conventional             | Fresh     | 40     | 1.98 - 1.98 | 1.98    |



| Section      | Quality | Price Unit | Item   | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|--------------|---------|------------|--|--------------------------|-----------|--------|---------------|---------|
| Parts        |         | Per lb     | V-Cut Wings, Value                           | Antibiotic Free          | Fresh     | 78     | 2.99 - 3.49   | 3.17    |
|              |         |            | V-Cut Wings, Value                           | Conventional             | Fresh     | 1579   | 2.98 - 3.99   | 3.87    |
| IQF          |         | Per lb     | Breast, Boneless/Skinless, IQF               | Antibiotic Free          | Frozen    | 2      | 3.20 - 3.20   | 3.20    |
|              |         |            | Party Wings, Flats and Drums, IQF            | Conventional             | Frozen    | 180    | 1.88 - 3.60   | 2.66    |
|              |         |            | V-Cut Wings, IQF                             | Conventional             | Frozen    | 38     | 2.50 - 2.50   | 2.50    |
| Ground       |         | Per lb     | Ground Chicken, 1-2 Lbs                      | Antibiotic Free          | Fresh     | 117    | 2.50 - 5.00   | 4.17    |
|              |         |            | Ground Chicken, 1-2 Lbs                      | Conventional             | Fresh     | 63     | 2.99 - 3.99   | 3.94    |
|              |         |            | Ground Chicken Breast (98-100%), 1-2 Lbs     | Conventional             | Fresh     | 59     | 5.00 - 5.00   | 5.00    |
| Prepared     |         | Each       | Fried/Baked Chicken, Mixed, 12-Piece         | Conventional             | Prepared  | 64     | 15.99 - 16.99 | 16.49   |
|              |         |            | Fried/Baked Chicken, Mixed, 8-Piece          | Conventional             | Prepared  | 378    | 7.77 - 11.99  | 8.61    |
|              |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)  | Conventional             | Prepared  | 82     | 1.33 - 1.33   | 1.33    |
|              |         |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional             | Prepared  | 262    | 6.95 - 9.99   | 9.32    |
| Prepared     |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional             | Prepared  | 269    | 5.99 - 9.99   | 8.58    |
|              |         |            | Fried/Baked Wings, Bone-In                   | Conventional             | Prepared  | 37     | 7.97 - 7.97   | 7.97    |
|              |         |            | Fried/Baked Wings, Boneless                  | Conventional             | Prepared  | 12     | 4.99 - 4.99   | 4.99    |
|              |         |            | Rotisserie Leg Quarter                       | Conventional             | Prepared  | 106    | 5.00 - 5.00   | 5.00    |
| Deli         |         | Per lb     | Grilled Chicken Strips, 5-15 oz              | Conventional             | Prepared  | 55     | 6.67 - 8.00   | 7.08    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional             | Prepared  | 414    | 3.99 - 6.99   | 6.14    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional             | Prepared  | 1921   | 4.44 - 13.07  | 8.38    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic, Free Range | Prepared  | 5      | 18.11 - 18.11 | 18.11   |
|              |         |            | Service Deli - Cat 1                         | Conventional             | Prepared  | 1622   | 8.99 - 11.99  | 11.74   |
| Variety Meat |         | Per lb     | Gizzards                                     | Conventional             | Fresh     | 3      | 1.99 - 1.99   | 1.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 4,639             |
| Activity Index   | 11,352            |
| Feature Rate (%) | 85.4%             |

| Section | Quality | Price Unit | Item                    | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer      | Antibiotic Free | Fresh     | 452    | 1.25 - 2.49 | 1.67    |
|         |         |            | Whole Bagged Fryer      | Conventional    | Fresh     | 147    | 1.49 - 2.99 | 1.70    |
| Parts   |         | Per lb     | Breast Tenders, Regular | Antibiotic Free | Fresh     | 369    | 3.99 - 5.88 | 5.63    |
|         |         |            | Breast Tenders, Regular | Conventional    | Fresh     | 100    | 2.51 - 4.99 | 3.44    |
|         |         |            | Breast Tenders, Value   | Antibiotic Free | Fresh     | 11     | 4.49 - 4.49 | 4.49    |
|         |         |            | Breast Tenders, Value   | Conventional    | Fresh     | 39     | 2.99 - 2.99 | 2.99    |



| Section  | Quality | Price Unit | Item  | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|---|-----------------|-----------|--------|--------------|---------|
| Parts    | Per lb  |            | Breast, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 673    | 3.99 - 5.88  | 4.94    |
|          |         |            | Breast, Boneless/Skinless, Regular            | Conventional    | Fresh     | 440    | 2.51 - 4.99  | 3.16    |
|          |         |            | Breast, Boneless/Skinless, Regular            | Halal           | Fresh     | 61     | 8.99 - 8.99  | 8.99    |
|          |         |            | Breast, Boneless/Skinless, Value              | Antibiotic Free | Fresh     | 17     | 3.99 - 3.99  | 3.99    |
|          |         |            | Breast, Boneless/Skinless, Value              | Conventional    | Fresh     | 421    | 2.49 - 4.99  | 2.88    |
|          |         |            | Breast, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 68     | 4.99 - 5.49  | 5.14    |
|          |         |            | Drumsticks, Regular                           | Antibiotic Free | Fresh     | 449    | 0.99 - 3.99  | 1.87    |
|          |         |            | Drumsticks, Regular                           | Conventional    | Fresh     | 241    | 0.99 - 1.99  | 1.48    |
|          |         |            | Drumsticks, Regular                           | USDA Organic    | Fresh     | 21     | 4.99 - 4.99  | 4.99    |
|          |         |            | Drumsticks, Value                             | Conventional    | Fresh     | 393    | 0.97 - 1.29  | 1.07    |
|          |         |            | Leg Quarters, 10 Lbs or more                  | Conventional    | Frozen    | 382    | 0.59 - 0.79  | 0.78    |
|          |         |            | Leg Quarters, Regular                         | Antibiotic Free | Fresh     | 17     | 1.99 - 1.99  | 1.99    |
|          |         |            | Leg Quarters, Regular                         | Conventional    | Fresh     | 18     | 1.99 - 1.99  | 1.99    |
|          |         |            | Leg Quarters, Value                           | Antibiotic Free | Fresh     | 41     | 1.49 - 1.49  | 1.49    |
|          |         |            | Leg Quarters, Value                           | Conventional    | Fresh     | 8      | 0.97 - 0.97  | 0.97    |
|          |         |            | Party Wings, Flats and Drums, Regular         | Antibiotic Free | Fresh     | 942    | 2.49 - 3.99  | 2.66    |
|          |         |            | Party Wings, Flats and Drums, Regular         | Conventional    | Fresh     | 7      | 2.99 - 2.99  | 2.99    |
|          |         |            | Party Wings, Flats and Drums, Value           | Conventional    | Frozen    | 9      | 2.99 - 2.99  | 2.99    |
|          |         |            | Split Breast, Bone-In, Regular                | Antibiotic Free | Fresh     | 107    | 3.99 - 3.99  | 3.99    |
|          |         |            | Split Breast, Bone-In, Regular                | Conventional    | Fresh     | 17     | 1.99 - 1.99  | 1.99    |
|          |         |            | Thighs, Regular                               | Antibiotic Free | Fresh     | 477    | 1.29 - 3.99  | 1.93    |
|          |         |            | Thighs, Regular                               | Conventional    | Fresh     | 39     | 1.39 - 1.99  | 1.64    |
|          |         |            | Thighs, Value                                 | Conventional    | Fresh     | 185    | 0.97 - 1.89  | 1.43    |
|          |         |            | Thighs, Boneless/Skinless, Regular            | Antibiotic Free | Fresh     | 88     | 2.97 - 4.49  | 3.72    |
|          |         |            | Thighs, Boneless/Skinless, Regular            | Conventional    | Fresh     | 338    | 2.99 - 3.99  | 3.06    |
|          |         |            | Thighs, Boneless/Skinless, Regular            | Conventional    | Frozen    | 189    | 3.60 - 3.60  | 3.60    |
|          |         |            | Thighs, Boneless/Skinless, Value              | Conventional    | Fresh     | 58     | 2.99 - 3.99  | 3.52    |
|          |         |            | V-Cut Wings, Regular                          | Antibiotic Free | Fresh     | 17     | 2.99 - 2.99  | 2.99    |
|          |         |            | V-Cut Wings, Regular                          | Conventional    | Fresh     | 16     | 1.99 - 1.99  | 1.99    |
|          |         |            | V-Cut Wings, Value                            | Antibiotic Free | Fresh     | 31     | 1.99 - 3.49  | 2.72    |
|          |         |            | V-Cut Wings, Value                            | Conventional    | Fresh     | 40     | 2.99 - 3.99  | 3.54    |
| IQF      | Per lb  |            | Breast, Boneless/Skinless, IQF                | Antibiotic Free | Frozen    | 112    | 3.20 - 3.20  | 3.20    |
|          |         |            | Breast, Boneless/Skinless, IQF                | Conventional    | Frozen    | 111    | 1.99 - 2.99  | 2.54    |
|          |         |            | Party Wings, Flats and Drums, IQF             | Conventional    | Frozen    | 441    | 2.80 - 4.00  | 3.75    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                       | Antibiotic Free | Fresh     | 207    | 3.99 - 5.00  | 4.27    |
| Prepared | Each    |            | Fried/Baked Breast Tenders, 8-Piece           | Conventional    | Prepared  | 18     | 8.72 - 8.72  | 8.72    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece           | Conventional    | Prepared  | 231    | 8.99 - 10.99 | 10.06   |
|          |         |            | Fried/Baked Wings, Bone-In, Bulk (\$/Piece)   | Conventional    | Prepared  | 38     | 0.60 - 0.99  | 0.77    |
|          |         |            | Rotisserie Leg Quarter                        | Conventional    | Prepared  | 28     | 1.87 - 1.87  | 1.87    |



| Section      | Quality | Price Unit | Item   | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|--------------|---------|------------|--|-----------------|-----------|--------|--------------|---------|
| Prepared     | Each    |            | Whole Rotisserie Chicken, < 2 Lbs            | Conventional    | Prepared  | 138    | 5.99 - 7.99  | 7.85    |
|              |         |            | Whole Rotisserie Chicken, 2.1-3.0 Lbs        | Antibiotic Free | Prepared  | 189    | 8.99 - 8.99  | 8.99    |
| Prepared     | Per lb  |            | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 76     | 5.00 - 7.99  | 6.60    |
|              |         |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 49     | 6.99 - 7.97  | 7.15    |
|              |         |            | Fried/Baked Wings, Boneless                  | Conventional    | Prepared  | 122    | 4.99 - 6.99  | 6.96    |
|              |         |            | Rotisserie Leg Quarter                       | Conventional    | Prepared  | 106    | 5.00 - 5.00  | 5.00    |
|              |         |            |  |                 |           |        |              |         |
| Deli         | Per lb  |            | Grilled Chicken Strips, 16 oz                | Antibiotic Free | Prepared  | 2      | 6.99 - 6.99  | 6.99    |
|              |         |            | Grilled Chicken Strips, 5-15 oz              | Antibiotic Free | Prepared  | 43     | 6.78 - 9.32  | 6.90    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, < 5 oz  | Conventional    | Prepared  | 31     | 6.00 - 6.00  | 6.00    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 302    | 3.99 - 7.99  | 6.78    |
|              |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 1400   | 5.85 - 12.43 | 7.16    |
|              |         |            |  |                 |           |        |              |         |
| Variety Meat | Per lb  |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 654    | 8.99 - 11.99 | 9.93    |
|              |         |            | Service Deli - Cat 2                         | Conventional    | Prepared  | 75     | 5.99 - 7.99  | 6.99    |
|              |         |            | Gizzards                                     | Antibiotic Free | Fresh     | 17     | 1.99 - 1.99  | 1.99    |
|              |         |            |  |                 |           |        |              |         |
|              |         |            | Hearts                                       | Antibiotic Free | Frozen    | 17     | 2.99 - 2.99  | 2.99    |
|              |         |            | Liver  | Antibiotic Free | Fresh     | 17     | 1.99 - 1.99  | 1.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,705             |
| Activity Index   | 8,149             |
| Feature Rate (%) | 82.6%             |

| Section | Quality | Price Unit | Item  | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer                              | Antibiotic Free | Fresh     | 72     | 1.29 - 1.99 | 1.92    |
|         |         |            | Whole Bagged Fryer                              | Conventional    | Fresh     | 373    | 0.99 - 1.99 | 1.46    |
| Parts   | Per lb  |            | Breast Tenders, Regular                         | Antibiotic Free | Fresh     | 42     | 3.99 - 5.88 | 5.84    |
|         |         |            | Breast Tenders, Regular                         | Conventional    | Fresh     | 85     | 2.99 - 4.99 | 3.52    |
|         |         |            | Breast Tenders, Value                           | Conventional    | Fresh     | 92     | 2.19 - 3.49 | 3.08    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 46     | 3.99 - 5.88 | 5.72    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional    | Fresh     | 479    | 2.79 - 4.29 | 3.25    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Halal           | Fresh     | 6      | 8.99 - 8.99 | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 218    | 3.99 - 3.99 | 3.99    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional    | Fresh     | 110    | 2.19 - 3.49 | 2.77    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 102    | 4.98 - 4.98 | 4.98    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Conventional    | Fresh     | 105    | 3.79 - 4.99 | 4.66    |
|         |         |            | Drumsticks, 10 Lbs or more                      | Conventional    | Frozen    | 29     | 0.49 - 0.49 | 0.49    |



| Section  | Quality | Price Unit | Item  | Environment     | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Parts    | Per lb  |            | Drumsticks, Regular                             | Antibiotic Free | Fresh     | 41     | 1.88 - 1.88 | 1.88    |
|          |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 146    | 0.77 - 1.78 | 1.13    |
|          |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 213    | 0.97 - 1.59 | 1.13    |
|          |         |            | Drumsticks, Value                               | Conventional    | Frozen    | 29     | 0.99 - 0.99 | 0.99    |
|          |         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional    | Fresh     | 3      | 2.97 - 2.97 | 2.97    |
|          |         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional    | Fresh     | 3      | 2.97 - 2.97 | 2.97    |
|          |         |            | Leg Quarters, 10 Lbs or more                    | Conventional    | Frozen    | 322    | 0.39 - 0.99 | 0.72    |
|          |         |            | Leg Quarters, Regular                           | Conventional    | Fresh     | 15     | 0.79 - 0.79 | 0.79    |
|          |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 108    | 0.97 - 1.18 | 0.97    |
|          |         |            | Leg Quarters, Marinated, Regular                | Conventional    | Fresh     | 29     | 1.19 - 1.19 | 1.19    |
|          |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free | Fresh     | 538    | 2.49 - 4.98 | 3.18    |
|          |         |            | Party Wings, Flats and Drums, Regular           | Conventional    | Fresh     | 220    | 2.99 - 4.98 | 4.49    |
|          |         |            | Party Wings, Flats and Drums, Value             | Conventional    | Fresh     | 28     | 3.29 - 3.29 | 3.29    |
|          |         |            | Party Wings, Flats and Drums, Value             | Conventional    | Frozen    | 7      | 2.99 - 2.99 | 2.99    |
|          |         |            | Split Breast, Bone-In, Regular                  | Conventional    | Fresh     | 366    | 1.99 - 3.49 | 3.48    |
|          |         |            | Split Breast, Bone-In, Value                    | Conventional    | Fresh     | 273    | 1.99 - 2.28 | 2.24    |
|          |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 47     | 1.88 - 2.00 | 1.90    |
|          |         |            | Thighs, Regular                                 | Conventional    | Fresh     | 52     | 1.39 - 1.78 | 1.62    |
|          |         |            | Thighs, Value                                   | Conventional    | Fresh     | 315    | 0.97 - 1.67 | 1.31    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 52     | 3.99 - 3.99 | 3.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 127    | 2.79 - 2.99 | 2.84    |
|          |         |            | Thighs, Boneless/Skinless, Value                | Conventional    | Fresh     | 121    | 2.79 - 3.48 | 3.02    |
|          |         |            | V-Cut Wings, Regular                            | Conventional    | Fresh     | 97     | 1.77 - 2.79 | 2.28    |
|          |         |            | V-Cut Wings, Value                              | Conventional    | Fresh     | 15     | 2.99 - 2.99 | 2.99    |
| IQF      | Per lb  |            | Breast Tenders, IQF                             | Conventional    | Frozen    | 39     | 2.80 - 2.80 | 2.80    |
|          |         |            | Breast, Boneless/Skinless, IQF                  | Conventional    | Frozen    | 80     | 2.00 - 3.49 | 3.00    |
|          |         |            | Party Wings, Flats and Drums, IQF               | Conventional    | Frozen    | 91     | 1.88 - 2.80 | 2.27    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                         | Antibiotic Free | Fresh     | 30     | 2.99 - 2.99 | 2.99    |
|          |         |            | Ground Chicken, 1-2 Lbs                         | Conventional    | Fresh     | 31     | 3.33 - 3.33 | 3.33    |
| Prepared | Each    |            | Fried/Baked Chicken, Dark, 8-Piece              | Conventional    | Prepared  | 79     | 7.99 - 8.78 | 8.48    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece             | Conventional    | Prepared  | 98     | 8.99 - 9.99 | 9.69    |
|          |         |            | Rotisserie Leg Quarter                          | Conventional    | Prepared  | 6      | 1.87 - 1.87 | 1.87    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Conventional    | Prepared  | 85     | 5.99 - 8.99 | 8.10    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                      | Conventional    | Prepared  | 241    | 6.99 - 7.99 | 7.77    |
|          |         |            | Fried/Baked Wings, Bone-In                      | Conventional    | Prepared  | 224    | 4.69 - 7.97 | 6.32    |
|          |         |            | Fried/Baked Wings, Boneless                     | Conventional    | Prepared  | 17     | 4.99 - 4.99 | 4.99    |
| Deli     | Per lb  |            | Grilled Chicken Strips, 16 oz                   | Antibiotic Free | Prepared  | 25     | 6.99 - 6.99 | 6.99    |
|          |         |            | Grilled Chicken Strips, 5-15 oz                 | Antibiotic Free | Prepared  | 96     | 6.78 - 9.32 | 7.44    |
|          |         |            | Grilled Chicken Strips, 5-15 oz                 | Conventional    | Prepared  | 124    | 7.97 - 7.97 | 7.97    |



| Section | Quality | Price Unit | Item   | Environment  | Condition | Stores | Price Range  | Wtd Avg |
|---------|---------|------------|--|--------------|-----------|--------|--------------|---------|
| Deli    |         | Per lb     | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional | Prepared  | 243    | 3.99 - 7.49  | 5.16    |
|         |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared  | 1375   | 3.54 - 13.07 | 7.14    |
|         |         |            | Service Deli - Cat 1                         | Conventional | Prepared  | 337    | 8.99 - 9.78  | 9.12    |
|         |         |            | Service Deli - Cat 2                         | Conventional | Prepared  | 2      | 6.99 - 6.99  | 6.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 3,675             |
| Activity Index   | 10,204            |
| Feature Rate (%) | 74.9%             |

| Section | Quality | Price Unit | Item  | Environment              | Condition | Stores | Price Range   | Wtd Avg |
|---------|---------|------------|---|--------------------------|-----------|--------|---------------|---------|
| Whole   |         | Per lb     | Whole Bagged Fryer                              | ABF, Free Range          | Fresh     | 11     | 3.69 - 3.69   | 3.69    |
|         |         |            | Whole Bagged Fryer                              | Antibiotic Free          | Fresh     | 11     | 1.99 - 1.99   | 1.99    |
|         |         |            | Whole Bagged Fryer                              | Conventional             | Fresh     | 925    | 1.29 - 1.99   | 1.50    |
|         |         |            | Whole Bagged Fryer                              | USDA Organic             | Fresh     | 14     | 4.49 - 4.49   | 4.49    |
|         |         |            | Whole Bagged Fryer                              | USDA Organic, Free Range | Fresh     | 16     | 3.99 - 3.99   | 3.99    |
| Parts   |         | Per lb     | Breast Tenders, Regular                         | Antibiotic Free          | Fresh     | 1      | 4.49 - 4.49   | 4.49    |
|         |         |            | Breast Tenders, Regular                         | USDA Organic             | Fresh     | 11     | 10.99 - 10.99 | 10.99   |
|         |         |            | Breast Tenders, Regular                         | USDA Organic, Free Range | Fresh     | 16     | 8.99 - 8.99   | 8.99    |
|         |         |            | Breast Tenders, Value                           | Antibiotic Free          | Fresh     | 173    | 4.49 - 5.99   | 5.77    |
|         |         |            | Breast Tenders, Value                           | Conventional             | Fresh     | 169    | 4.99 - 4.99   | 4.99    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free          | Fresh     | 77     | 3.99 - 4.99   | 4.58    |
|         |         |            | Breast, Boneless/Skinless, Regular              | Conventional             | Fresh     | 437    | 2.99 - 4.29   | 3.15    |
|         |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic             | Fresh     | 53     | 8.99 - 11.99  | 10.84   |
|         |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free          | Fresh     | 277    | 4.99 - 5.99   | 5.52    |
|         |         |            | Breast, Boneless/Skinless, Value                | Conventional             | Fresh     | 172    | 2.49 - 3.99   | 2.76    |
|         |         |            | Breast, Boneless/Skinless, Marinated, Regular   | Conventional             | Fresh     | 65     | 4.99 - 4.99   | 4.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional             | Fresh     | 65     | 4.99 - 4.99   | 4.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh     | 118    | 8.99 - 8.99   | 8.99    |
|         |         |            | Breast, Boneless/Skinless, Thin-Sliced, Value   | Antibiotic Free          | Fresh     | 148    | 5.99 - 5.99   | 5.99    |
|         |         |            | Drumsticks, Regular                             | Conventional             | Fresh     | 187    | 0.97 - 1.39   | 1.12    |
|         |         |            | Drumsticks, Value                               | Conventional             | Fresh     | 736    | 0.79 - 1.57   | 1.04    |
|         |         |            | Leg Meat, Boneless/Skinless, Regular            | Conventional             | Fresh     | 135    | 2.79 - 3.29   | 2.92    |



| Section  | Quality | Price Unit | Item  | Environment              | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|---|--------------------------|-----------|--------|--------------|---------|
| Parts    | Per lb  |            | Leg Meat, Boneless/Skinless, Value              | Conventional             | Fresh     | 118    | 1.99 - 2.99  | 2.59    |
|          |         |            | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional             | Fresh     | 169    | 2.49 - 2.97  | 2.77    |
|          |         |            | Leg Quarters, Value                             | Conventional             | Fresh     | 427    | 0.97 - 1.29  | 1.02    |
|          |         |            | Party Wings, Flats and Drums, Regular           | Antibiotic Free          | Fresh     | 120    | 2.49 - 2.49  | 2.49    |
|          |         |            | Split Breast, Bone-In, Regular                  | Conventional             | Fresh     | 309    | 1.99 - 1.99  | 1.99    |
|          |         |            | Thighs, Regular                                 | USDA Organic, Free Range | Fresh     | 16     | 4.99 - 4.99  | 4.99    |
|          |         |            | Thighs, Value                                   | Conventional             | Fresh     | 611    | 0.97 - 1.57  | 1.07    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | ABF, Free Range          | Fresh     | 16     | 6.99 - 6.99  | 6.99    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Conventional             | Fresh     | 38     | 2.99 - 2.99  | 2.99    |
|          |         |            | Thighs, Boneless/Skinless, Value                | Conventional             | Fresh     | 55     | 2.99 - 2.99  | 2.99    |
|          |         |            | V-Cut Wings, Regular                            | Conventional             | Fresh     | 13     | 2.59 - 2.59  | 2.59    |
| Ground   | Per lb  |            | Ground Chicken, 1-2 Lbs                         | USDA Organic             | Fresh     | 16     | 6.49 - 6.49  | 6.49    |
| Prepared | Each    |            | Fried/Baked Chicken, Dark, 12-Piece             | Conventional             | Prepared  | 40     | 9.99 - 9.99  | 9.99    |
|          |         |            | Fried/Baked Chicken, Dark, 8-Piece              | Conventional             | Prepared  | 169    | 7.99 - 7.99  | 7.99    |
|          |         |            | Fried/Baked Chicken, Mixed, 8-Piece             | Conventional             | Prepared  | 614    | 8.00 - 9.99  | 9.38    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Conventional             | Prepared  | 360    | 7.99 - 9.99  | 8.97    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                      | Conventional             | Prepared  | 414    | 6.99 - 8.99  | 7.89    |
|          |         |            | Fried/Baked Wings, Bone-In                      | Conventional             | Prepared  | 569    | 4.49 - 8.99  | 7.84    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 16 oz      | Conventional             | Prepared  | 385    | 3.99 - 6.99  | 4.21    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz    | Conventional             | Prepared  | 1181   | 3.89 - 10.65 | 7.43    |
|          |         |            | Service Deli - Cat 1                            | Conventional             | Prepared  | 738    | 8.99 - 8.99  | 8.99    |
|          |         |            | Service Deli - Cat 2                            | Conventional             | Prepared  | 9      | 6.99 - 6.99  | 6.99    |

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

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 1,172             |
| Activity Index   | 4,625             |
| Feature Rate (%) | 84.0%             |

| Section | Quality | Price Unit | Item                    | Environment     | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------|-----------------|-----------|--------|-------------|---------|
| Whole   | Per lb  |            | Whole Bagged Fryer      | ABF, Free Range | Fresh     | 10     | 2.99 - 2.99 | 2.99    |
|         |         |            | Whole Bagged Fryer      | Antibiotic Free | Fresh     | 98     | 1.49 - 1.99 | 1.60    |
|         |         |            | Whole Bagged Fryer      | Conventional    | Fresh     | 127    | 1.49 - 1.69 | 1.51    |
|         |         |            | Whole Bagged Fryer      | USDA Organic    | Fresh     | 60     | 3.49 - 4.49 | 3.51    |
| Parts   | Per lb  |            | Breast Tenders, Regular | Antibiotic Free | Fresh     | 111    | 4.49 - 6.99 | 5.39    |



| Section  | Quality | Price Unit | Item  | Environment     | Condition | Stores | Price Range  | Wtd Avg |
|----------|---------|------------|---|-----------------|-----------|--------|--------------|---------|
| Parts    | Per lb  |            | Breast Tenders, Value                           | Antibiotic Free | Fresh     | 4      | 4.49 - 4.49  | 4.49    |
|          |         |            | Breast Tenders, Value                           | Conventional    | Fresh     | 11     | 4.99 - 4.99  | 4.99    |
|          |         |            | Breast, Boneless/Skinless, Regular              | ABF, Free Range | Fresh     | 31     | 5.99 - 6.99  | 6.38    |
|          |         |            | Breast, Boneless/Skinless, Regular              | Antibiotic Free | Fresh     | 153    | 3.99 - 5.99  | 4.88    |
|          |         |            | Breast, Boneless/Skinless, Regular              | Conventional    | Fresh     | 116    | 2.99 - 2.99  | 2.99    |
|          |         |            | Breast, Boneless/Skinless, Regular              | USDA Organic    | Fresh     | 44     | 8.99 - 9.99  | 9.01    |
|          |         |            | Breast, Boneless/Skinless, Value                | Antibiotic Free | Fresh     | 121    | 5.49 - 5.49  | 5.49    |
|          |         |            | Breast, Boneless/Skinless, Value                | Conventional    | Fresh     | 14     | 2.49 - 2.49  | 2.49    |
|          |         |            | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional    | Fresh     | 11     | 4.99 - 4.99  | 4.99    |
|          |         |            | Drumsticks, Regular                             | Antibiotic Free | Fresh     | 59     | 1.99 - 1.99  | 1.99    |
|          |         |            | Drumsticks, Regular                             | Conventional    | Fresh     | 11     | 1.49 - 1.49  | 1.49    |
|          |         |            | Drumsticks, Value                               | Conventional    | Fresh     | 542    | 0.97 - 2.69  | 1.14    |
|          |         |            | Leg Quarters, Value                             | Conventional    | Fresh     | 304    | 0.97 - 0.97  | 0.97    |
|          |         |            | Party Wings, Flats and Drums, Regular           | Conventional    | Fresh     | 11     | 3.99 - 3.99  | 3.99    |
|          |         |            | Split Breast, Bone-In, Regular                  | Antibiotic Free | Fresh     | 59     | 1.99 - 1.99  | 1.99    |
|          |         |            | Split Breast, Bone-In, Regular                  | USDA Organic    | Fresh     | 23     | 5.49 - 5.49  | 5.49    |
|          |         |            | Split Breast, Bone-In, Value                    | Conventional    | Fresh     | 121    | 1.49 - 1.49  | 1.49    |
|          |         |            | Thighs, Regular                                 | Antibiotic Free | Fresh     | 59     | 1.99 - 1.99  | 1.99    |
|          |         |            | Thighs, Regular                                 | Conventional    | Fresh     | 59     | 1.99 - 2.49  | 2.15    |
|          |         |            | Thighs, Value                                   | Conventional    | Fresh     | 490    | 0.97 - 2.89  | 1.22    |
|          |         |            | Thighs, Boneless/Skinless, Regular              | Conventional    | Fresh     | 12     | 2.99 - 2.99  | 2.99    |
| Prepared | Each    |            | Fried/Baked Chicken, Mixed, 8-Piece             | Conventional    | Prepared  | 116    | 9.99 - 9.99  | 9.99    |
|          |         |            | Whole Rotisserie Chicken, < 2 Lbs               | Conventional    | Prepared  | 105    | 8.99 - 8.99  | 8.99    |
| Prepared | Per lb  |            | Fried/Baked Breast Tenders                      | Conventional    | Prepared  | 341    | 6.89 - 8.99  | 8.00    |
|          |         |            | Fried/Baked Wings, Bone-In                      | Conventional    | Prepared  | 304    | 7.97 - 7.97  | 7.97    |
| Deli     | Per lb  |            | Self-Service Deli Chicken Tub/Pouch, 16 oz      | Conventional    | Prepared  | 375    | 3.99 - 5.49  | 4.27    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz    | Conventional    | Prepared  | 282    | 7.09 - 10.65 | 7.82    |
|          |         |            | Service Deli - Cat 1                            | Conventional    | Prepared  | 420    | 8.99 - 8.99  | 8.99    |
|          |         |            | Service Deli - Cat 2                            | Conventional    | Prepared  | 21     | 6.99 - 6.99  | 6.99    |

## ALASKA (AK)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 91                |
| Activity Index   | 210               |
| Feature Rate (%) | 82.4%             |





| Section  | Quality | Price Unit | Item   | Environment     | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|--|-----------------|-----------|--------|-------------|---------|
| Whole    |         | Per lb     | Whole Bagged Fryer                           | Conventional    | Fresh     | 3      | 2.18 - 2.18 | 2.18    |
| Parts    |         | Per lb     | Breast Tenders, Regular                      | Antibiotic Free | Fresh     | 3      | 4.49 - 4.49 | 4.49    |
|          |         |            | Breast, Boneless/Skinless, Regular           | Antibiotic Free | Fresh     | 3      | 4.49 - 4.49 | 4.49    |
|          |         |            | Breast, Boneless/Skinless, Value             | Antibiotic Free | Fresh     | 11     | 5.49 - 5.49 | 5.49    |
|          |         |            | Breast, Boneless/Skinless, Value             | Conventional    | Fresh     | 11     | 4.49 - 4.49 | 4.49    |
|          |         |            | Drumsticks, Value                            | Conventional    | Fresh     | 28     | 0.97 - 2.69 | 1.30    |
|          |         |            | Leg Quarters, Value                          | Conventional    | Fresh     | 12     | 0.97 - 0.97 | 0.97    |
|          |         |            | Split Breast, Bone-In, Regular               | Conventional    | Fresh     | 33     | 3.49 - 3.49 | 3.49    |
|          |         |            | Split Breast, Bone-In, Value                 | Conventional    | Fresh     | 11     | 1.49 - 1.49 | 1.49    |
|          |         |            | Thighs, Value                                | Conventional    | Fresh     | 25     | 0.97 - 2.89 | 1.35    |
|          |         |            | Thighs, Boneless/Skinless, Regular           | Conventional    | Fresh     | 3      | 2.88 - 2.88 | 2.88    |
| Prepared |         | Per lb     | Fried/Baked Breast Tenders                   | Conventional    | Prepared  | 14     | 7.97 - 7.99 | 7.97    |
|          |         |            | Fried/Baked Wings, Bone-In                   | Conventional    | Prepared  | 12     | 7.97 - 7.97 | 7.97    |
| Deli     |         | Per lb     | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional    | Prepared  | 15     | 3.99 - 5.49 | 4.29    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional    | Prepared  | 14     | 7.98 - 9.96 | 8.40    |
|          |         |            | Service Deli - Cat 1                         | Conventional    | Prepared  | 12     | 8.99 - 8.99 | 8.99    |

## HAWAII (HI)

| Metric           | Current Week (CW) |
|------------------|-------------------|
| Total Outlets    | 109               |
| Activity Index   | 287               |
| Feature Rate (%) | 57.8%             |

| Section  | Quality | Price Unit | Item                                  | Environment     | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|---------------------------------------|-----------------|-----------|--------|-------------|---------|
| Whole    |         | Per lb     | Whole Bagged Fryer                    | Conventional    | Fresh     | 2      | 2.49 - 2.49 | 2.49    |
| Parts    |         | Per lb     | Breast, Boneless/Skinless, Value      | Conventional    | Fresh     | 3      | 4.69 - 4.69 | 4.69    |
|          |         |            | Drumsticks, Value                     | Antibiotic Free | Fresh     | 25     | 2.99 - 2.99 | 2.99    |
|          |         |            | Drumsticks, Value                     | Conventional    | Fresh     | 23     | 0.97 - 0.97 | 0.97    |
|          |         |            | Drumsticks, Value                     | Conventional    | Frozen    | 7      | 2.00 - 2.00 | 2.00    |
|          |         |            | Leg Quarters, 10 Lbs or more          | Conventional    | Frozen    | 25     | 1.35 - 1.35 | 1.35    |
|          |         |            | Leg Quarters, Regular                 | Conventional    | Frozen    | 3      | 1.10 - 1.10 | 1.10    |
|          |         |            | Leg Quarters, Value                   | Conventional    | Fresh     | 23     | 0.97 - 0.97 | 0.97    |
|          |         |            | Party Wings, Flats and Drums, Regular | Conventional    | Frozen    | 3      | 3.46 - 3.46 | 3.46    |
|          |         |            | Thighs, Regular                       | Conventional    | Frozen    | 10     | 1.72 - 2.00 | 1.92    |
|          |         |            | Thighs, Value                         | Conventional    | Fresh     | 23     | 0.97 - 0.97 | 0.97    |
|          |         |            | Thighs, Boneless/Skinless, Value      | Conventional    | Fresh     | 3      | 4.69 - 4.69 | 4.69    |
| IQF      |         | Per lb     | Party Wings, Flats and Drums, IQF     | Conventional    | Frozen    | 7      | 4.32 - 4.32 | 4.32    |
| Ground   |         | Per lb     | Ground Chicken, 1-2 Lbs               | Conventional    | Fresh     | 10     | 2.99 - 4.99 | 3.59    |
| Prepared |         | Per lb     | Fried/Baked Breast Tenders            | Conventional    | Prepared  | 23     | 7.97 - 7.97 | 7.97    |



| Section  | Quality | Price Unit | Item   | Environment  | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|--|--------------|-----------|--------|-------------|---------|
| Prepared |         | Per lb     | Fried/Baked Wings, Bone-In                   | Conventional | Prepared  | 23     | 7.97 - 7.97 | 7.97    |
| Deli     |         | Per lb     | Self-Service Deli Chicken Tub/Pouch, 16 oz   | Conventional | Prepared  | 23     | 3.99 - 3.99 | 3.99    |
|          |         |            | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared  | 28     | 6.20 - 7.09 | 6.99    |
|          |         |            | Service Deli - Cat 1                         | Conventional | Prepared  | 23     | 8.99 - 8.99 | 8.99    |

**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.