



**USDA National Retail Report - Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/16 thru 02/22.

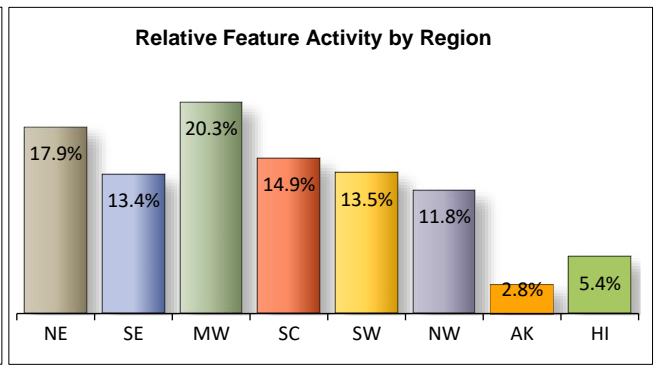
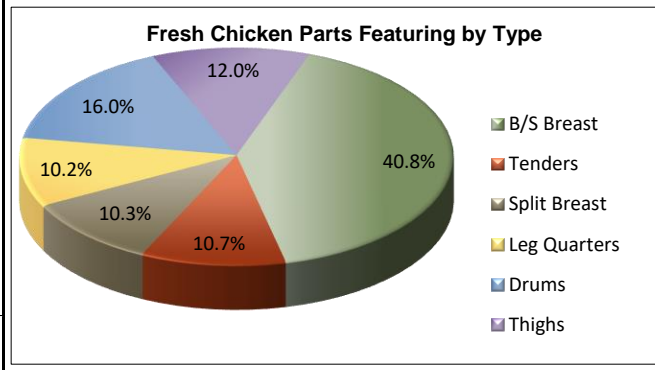
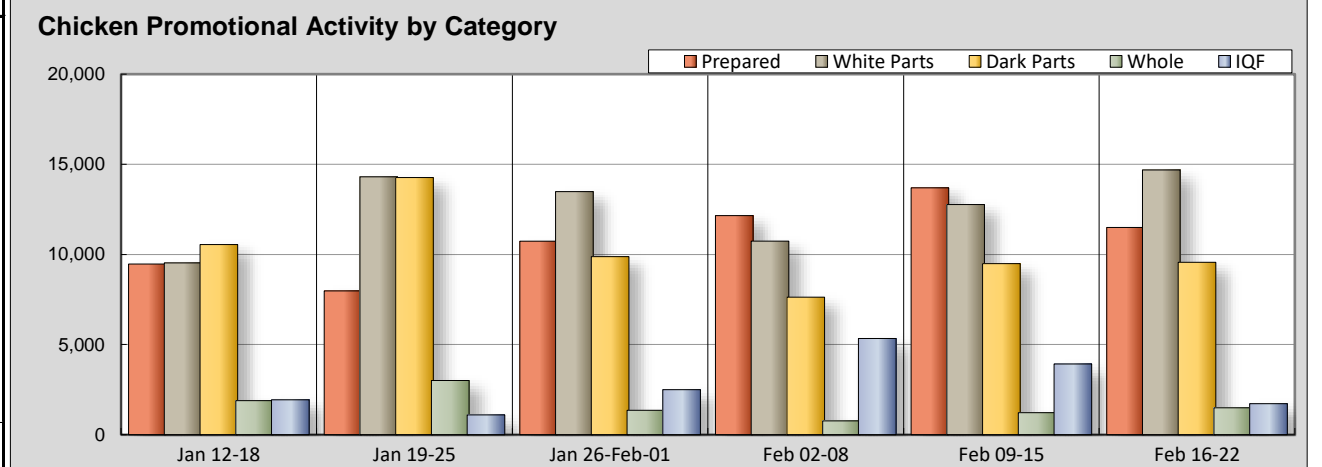
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 16, 2024

NATIONAL SUMMARY							
	THIS WEEK		LAST WEEK		LAST YEAR		
Feature Rate <sup>1/</sup>	62.2% of 29,200 outlets		63.3% of 29,200 outlets		69.0% of 29,200 outlets		
Special Rate <sup>4/</sup>	6.7%		10.9%		13.0%		
Activity Index <sup>2/</sup>	38,966		41,103		37,887		
<b>WHOLE BIRD:</b>	Stores <sup>3/</sup>	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	
bagged fryer	703	1.52	588	1.43	5,214	1.27	
cut-up fryer	112	1.79					
bagged roaster	513	1.36	636	1.59	492	1.49	
Cornish (frs/frz)	167	3.24			67	1.59	
<b>PARTS:</b>							
<b>Bnls/Sknls Breast</b>							
regular pack	1,885	3.14	1,127	3.21	1,652	3.11	
value pack	5,860	2.43	3,115	2.50	4,130	2.36	
thin sliced	877	4.87	1,039	5.15	1,160	3.53	
marinated			227	3.94	148	5.46	
<b>Breast Tenders</b>							
regular pack	390	3.76	225	3.05	43	2.79	
value pack	1,878	2.41	486	3.07	405	2.92	
<b>Split, bn-in Breast</b>							
regular pack	1,419	2.42	78	2.44	611	1.64	
value pack	750	1.74	757	1.73	1,480	1.96	
<b>Whole Wings</b>	1,627	3.72	5,714	2.98	1,172	2.62	
<b>Leg Quarters</b>							
tray pack	1,499	1.52	1,585	1.34	481	1.29	
bagged	657	0.80	1,368	0.75	480	0.56	
<b>Legs</b>			148	0.99	43	0.99	
<b>Thighs</b>							
regular pack	639	1.21	737	1.47	922	1.20	
value pack	1,887	1.26	1,625	1.42	3,929	1.06	
<b>Drumsticks</b>							
regular pack	552	1.17	970	1.34	1,305	1.09	
value pack	2,833	1.04	2,086	1.33	5,891	0.99	
<b>Bnls/Sknls Thighs</b>							
regular pack	84	2.68	243	2.80	379	2.07	
value pack	1,414	2.88	729	3.07	469	2.59	
<b>9-pc Combos</b>							
drum-thigh-breast							
drum-thigh-wing							
<b>IQF</b>	<b>B/S Breast</b>	1,282	2.91	435	3.32	434	3.36
	<b>Tenders</b>	109	1.79			347	3.71
	<b>Wings</b>	208	2.28	1,687	2.65	159	2.23
	<b>Party Wings</b>	124	1.99	1,803	5.66	62	2.49

**This Week's Chicken Feature Highlights**

Featuring of retail chicken decreases this week as retailers focused their attention to attracting the Valentine's Day shopper to candy and other items. The percentage of "no price" incentives is lower but can be found in circulars. Moving up slightly on the activity chart, whole birds are slightly more popular this week with bagged roasters and fryers upholding the sector at higher price levels. White parts are not shy to fill ad space with value pack b/s breast and tenders taking the lead. Whole wings are lower in offers but higher in prices. Thighs and drums in bulk is your best deal in the dark meat section. IQF maintains a steady presence and pushes b/s breast. The deli takes a rest this week, but rotisserie, fried/baked chicken and tenders are still available. Specialty items make a jump with whole fryers and white meat parts making



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

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



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**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/16 thru 02/22.**

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

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				
Feature Rate <sup>1/</sup>	62.3% of 5,500 sampled outlets				52.6% of 7,400 sampled outlets				66.6% of 6,100 sampled outlets				
Special Rate <sup>4/</sup>	3.2% of stores w/ no-price promotions				21.5% of stores w/ no-price promotions				0.5% of stores w/ no-price promotions				
Activity Index <sup>2/</sup>	Activity Index = 5,882				Activity Index = 4,617				Activity Index = 7,180				
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		
			4/				4/				4/		
bagged fryer	1.49	266	1.49		1.49	85	1.49		1.79	58	1.79		
cut-up fryers									1.79	73	1.79		
bagged roaster	1.29 - 1.49	394	1.35		1.29	76	1.29		1.49	43	1.49		
Cornish (frs/frz)	3.63	103	3.63		2.54	9	2.54						
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	
Bnls/Sknls Breast													
regular pack	2.99	2.49 - 2.99	153	2.57		1.98 - 2.99	49	2.45	2.98 - 3.99	1.99 - 3.49	981	3.69	
value pack	1.77	1.99 - 2.99	638	2.28		1.98 - 2.99	1,025	2.46	2.49 - 3.49	1.68 - 3.99	1,475	2.56	
thin sliced		3.99	68	3.99					4.99	4.99	723	4.99	
marinated													
Breast Tenders													
regular pack					4.98		67	4.98	3.49	2.99 - 3.49	312	3.47	
value pack		2.29 - 3.99	463	2.54		2.29 - 2.79	368	2.30		2.29 - 3.99	730	2.40	
Split, bn-in Breast													
regular pack						1.19 - 2.49	1,366	2.41		2.59	53	2.59	
value pack						1.49	77	1.49		1.49 - 3.99	116	2.51	
Whole Wings					2.48	2.48 - 4.39	203	3.58	2.00 - 3.99	2.99	184	2.75	
Leg Quarters													
tray pack						0.79 - 1.09	157	1.01		1.09 - 1.99	762	1.70	
bagged	0.99		212	0.99		0.59 - 0.68	93	0.66	0.99	0.49 - 0.79	316	0.72	
Legs													
Thighs													
regular pack		0.79 - 1.39	485	1.20		1.29	76	1.29	0.99 - 1.69		66	1.21	
value pack	0.99 - 1.29	1.19 - 1.49	877	1.24	1.29	1.18	81	1.20	0.99	0.99 - 1.19	155	1.01	
Drumsticks													
regular pack		0.79 - 1.29	378	1.14					0.99 - 1.69		66	1.21	
value pack	0.99 - 1.29	0.88 - 1.49	1,097	1.14	0.99	0.99 - 1.29	266	1.16	0.99 - 1.99	0.88 - 1.29	664	0.98	
Bnls/Sknls Thighs													
regular pack		2.49	68	2.49									
value pack		2.39 - 2.99	250	2.79		1.99 - 2.98	143	2.32	2.97	1.99 - 2.99	214	2.70	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDE	B/S Breast		2.67	122	2.67	2.48	3.00	476	2.98	2.79	1.99 - 2.79	136	2.50
	Tenders									1.79		53	1.79
	Wings		1.99 - 2.33	184	2.22								
	Party Wings		1.99	124	1.99								

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

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

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

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
<b>Feature Rate</b> <sup>1/</sup>	<b>63.2% of 4,900 sampled outlets</b>				<b>69.5% of 3,800 sampled outlets</b>				<b>74.8% of 1,300 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>3.2% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 5,297</b>				<b>Activity Index = 2,834</b>				<b>Activity Index = 1,626</b>			
<b>WHOLE BIRD:</b>	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	1.29 - 1.89		251	1.51					1.49		43	1.49
cut-up fryer									1.79		39	1.79
bagged roaster												
Cornish (frs/frz)	2.54		45	2.54	2.99		10	2.99				
<b>PARTS:</b>	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack		2.49 - 3.49	528	2.49		2.59 - 2.99	68	2.93		2.49	95	2.49
value pack	1.79 - 2.49	1.89 - 3.98	882	3.10		1.69 - 2.99	1,108	2.08		1.69 - 2.79	712	1.99
thin sliced		2.89 - 4.89	47	4.21						4.99	39	4.99
marinated												
<b>Breast Tenders</b>												
regular pack						4.59	11	4.59				
value pack		2.29 - 2.79	284	2.37		2.29	33	2.29				
<b>Split, bn-in Breast</b>												
regular pack												
value pack		0.97	287	0.97	2.29		270	2.29				
<b>Whole Wings</b>		2.99 - 3.99	96	3.16		3.29 - 3.99	462	3.90		3.99	682	3.99
<b>Leg Quarters</b>												
tray pack		0.89 - 1.47	526	1.45		0.99	54	0.99				
bagged	0.64	0.49 - 0.79	36	0.67								
<b>Legs</b>												
<b>Thighs</b>												
regular pack		1.39	12	1.39								
value pack	1.47	0.89 - 1.27	546	1.45	0.97	1.29	228	1.12				
<b>Drumsticks</b>												
regular pack		0.49 - 1.39	98	1.04	2.99		10	2.99				
value pack	0.99	0.59 - 0.99	464	0.81	0.97	0.97 - 1.29	342	1.08				
<b>Bnls/Sknls Thighs</b>												
regular pack									3.49		16	3.49
value pack		1.99 - 3.49	567	3.38		1.97 - 2.47	238	2.24				
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>IDF</b>	<b>B/S Breast</b>	3.99	1.99 - 3.00	548	3.00							
	<b>Tenders</b>	1.79		56	1.79							
	<b>Wings</b>		2.80	24	2.80							
	<b>Party Wings</b>											

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

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Fri. Feb 16, 2024

		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		68.0% of 100 sampled outlets				0.0% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 33				Activity Index = 0					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
<b>PARTS:</b>		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
<b>Bnls/Sknls Breast</b>											
regular pack			2.49	11	2.49						
value pack		3.49	1.99 - 2.99	20	2.69						
thin sliced											
marinated											
<b>Breast Tenders</b>											
regular pack											
value pack											
<b>Split, bn-in Breast</b>											
regular pack											
value pack											
<b>Whole Wings</b>											
<b>Leg Quarters</b>											
tray pack											
bagged											
<b>Legs</b>											
<b>Thighs</b>											
regular pack											
value pack											
<b>Drumsticks</b>											
regular pack											
value pack											
<b>Bnls/Sknls Thighs</b>											
regular pack											
value pack		3.49		2	3.49						
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
IDF	<b>B/S Breast</b>										
	<b>Tenders</b>										
	<b>Wings</b>										
	<b>Party Wings</b>										

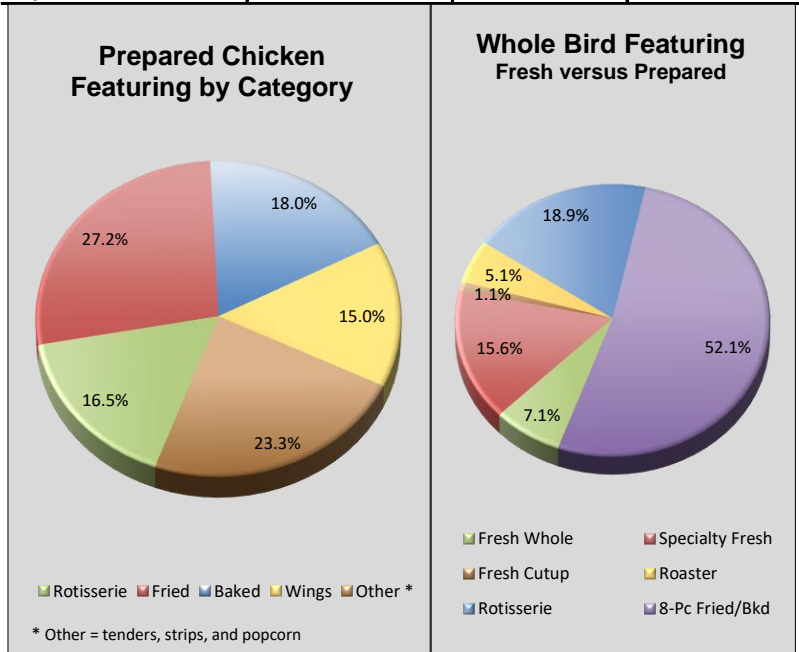


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(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY																			
Feature Rate <sup>1/</sup>	THIS WEEK		LAST WEEK		LAST YEAR		Feature Rate <sup>1/</sup>	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.		
	27.6% of 29,200 outlets		32.1% of 29,200 outlets		16.8% of 29,200 outlets			19.7% of 5,500 sampled outlets			37.4% of 7,400 sampled outlets			19.6% of 6,100 sampled outlets			32.6% of 4,900 sampled outlets		
Activity Index <sup>2/</sup>	11,497		13,695		6,412		Activity Index <sup>2/</sup>	Activity Index = 1,168			Activity Index = 3,484			Activity Index = 2,089			Activity Index = 2,009		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
<b>ROTISSERIE:</b>																			
Whole Bird																			
< 2 lbs.	1,594	7.70	1,453	8.01	1,608	6.97	< 2 lbs.	6.99 - 8.99	350	7.38	6.99 - 9.99	511	7.77	6.99 - 8.99	352	7.35	7.49 - 7.99	197	7.74
2.1-3.0 lbs.	292	8.31	253	8.20	392	8.47	2.1-3.0 lbs.	8.99	93	8.99	7.99	154	7.99	7.99	45	7.99			
Whole Breast																			
Leg Quarter	16	6.00	16	6.00		492	8.94										6.00	16	6.00
<b>FRIED &amp; BAKED:</b>																			
Fried 8-Piece Mix	3,045	8.99	2,927	8.67	1,182	8.60	Fried 8-Piece Mix	7.99 - 9.99	247	9.08	7.98 - 10.99	634	9.07	7.99 - 12.99	364	10.32	8.99 - 12.49	548	9.25
Baked 8-Piece Mix	2,073	8.92	380	9.98	654	8.28	Baked 8-Piece Mix				7.98 - 8.99	526	8.86	8.99 - 11.99	173	10.20	8.99 - 12.99	471	9.09
F/B 8-Piece Dark	24	6.99	154	6.99	62	6.55	F/B 8-Piece Dark							16.99	53	16.99	6.99	24	6.99
F/B 12-Piece	53	16.99	217	16.46	43	18.83	F/B 12-Piece												
Bulk Pack (\$/piece)					196	0.92	Bulk Pack (\$/piece)												
<b>Wings:</b> bone-in	1,091	6.64	4,849	7.85	820	8.13	<b>Wings:</b> bone-in	6.99 - 9.99	174	8.92	4.99	452	4.99	6.99	168	6.99	3.99 - 6.99	109	5.23
boneless	629	7.51	2,314	7.86			boneless	6.99	62	6.99	8.99	3	8.99	6.99 - 8.99	524	7.67	4.99 - 6.99	40	6.19
<b>Tenders</b>	2,680	8.19	1,132	8.64	909	8.63	<b>Tenders</b>	6.99 - 9.99	242	9.22	5.00 - 8.49	1,204	8.32	5.99 - 9.99	410	8.31	6.99 - 10.99	604	7.19
<b>Strips</b>					54	5.99	<b>Strips</b>												
<b>Popcorn</b>							<b>Popcorn</b>												
								SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
<b>Feature Rate <sup>1/</sup></b>	32.7% of 3,800 sampled outlets							10.6% of 1,300 sampled outlets			33.0% of 100 sampled outlets			0.0% of 100 sampled outlets					
<b>Activity Index <sup>2/</sup></b>	Activity Index = 2,455							Activity Index = 233			Activity Index = 59			Activity Index = 0					
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	
<b>ROTISSERIE:</b>																			
Whole Bird																			
< 2 lbs.				7.99 - 8.99	184	8.80													
2.1-3.0 lbs.																			
Whole Breast																			
Leg Quarter																			
<b>FRIED &amp; BAKED:</b>																			
Fried 8-Piece Mix	5.00 - 9.99	1,142	8.29	9.99	99	9.99	9.99	11	9.99										
Baked 8-Piece Mix	5.00 - 9.99	797	8.44	9.99	95	9.99	9.99	11	9.99										
F/B 8-Piece Dark																			
F/B 12-Piece																			
Bulk Pack (\$/piece)																			
<b>Wings:</b> bone-in	8.99	166	8.99				8.99	22	8.99										
boneless																			
<b>Tenders</b>	8.99	166	8.99	8.49	39	8.49	8.99	15	8.99										
<b>Strips</b>																			
<b>Popcorn</b>																			





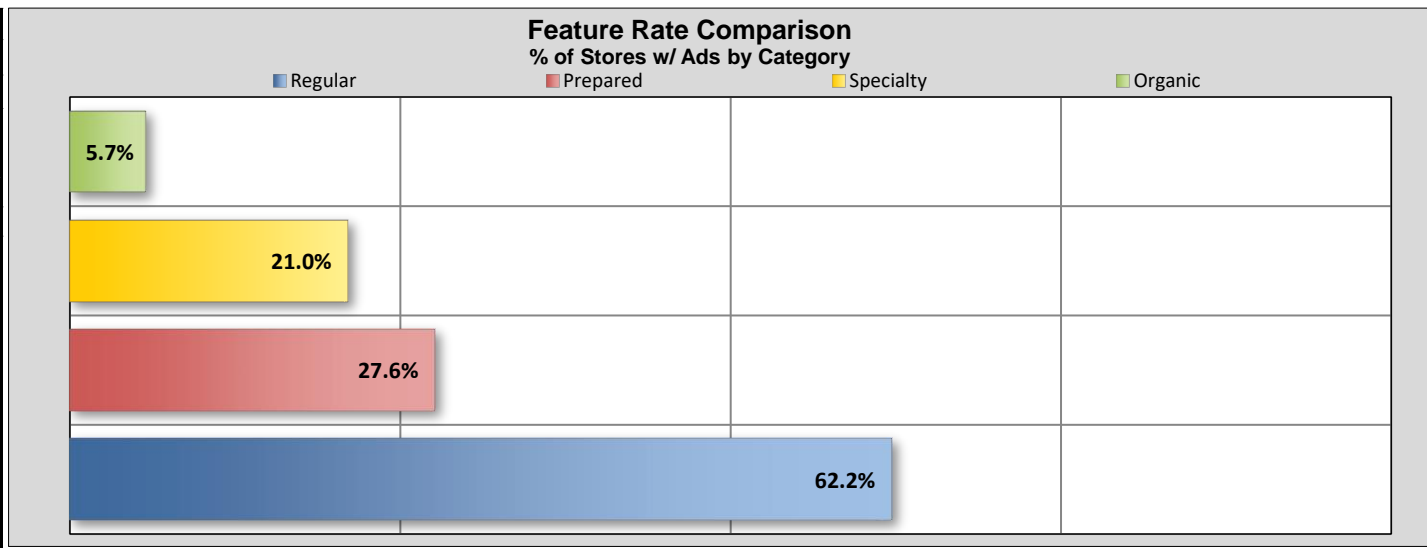
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NATIONAL SUMMARY						
SPECIALTY CHICKEN						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	21.0% of 29,200 outlets		13.3% of 29,200 outlets		25.3% of 29,200 outlets	
Activity Index <sup>2/</sup>	13,056		6,379		11,799	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,558	2.19	677	2.07	690	1.93
Bnls/Sknls Breast	4,135	5.39	1,819	4.94	2,692	5.26
Breast Tenders	743	5.09	294	5.16	445	4.67
Split, bn-in Breast	1,863	3.35	395	4.41	1,130	3.71
Whole Wings	251	2.58	427	3.07	698	3.15
Leg Quarters	333	0.93	114	1.31	124	1.15
Legs			118	1.39	158	1.47
Thighs	1,203	2.18	1,120	2.04	2,773	2.17
Drumsticks	991	1.91	970	1.71	1,469	2.32
B/S Thighs	1,979	4.01	445	4.58	1,620	3.98



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate <sup>1/</sup>	35.7% of 5,500 sampled outlets			28.9% of 7,400 sampled outlets			12.5% of 6,100 sampled outlets			17.1% of 4,900 sampled outlets			8.8% of 3,800 sampled outlets			4.9% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 4,541			Activity Index = 3,714			Activity Index = 2,655			Activity Index = 1,443			Activity Index = 480			Activity Index = 223		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	0.99 - 3.99	695	2.17	1.59 - 2.29	345	1.94	1.99 - 2.77	300	2.59	1.79 - 2.77	147	2.12	1.99 - 2.29	71	2.04			
Bnls/Sknls Breast	2.47 - 6.99	1,477	4.96	3.99 - 5.99	771	5.64	3.99 - 6.20	1,095	5.62	4.40 - 5.99	650	5.77	4.99	142	4.99			
Breast Tenders	4.49 - 4.89	350	4.61				5.98 - 5.99	211	5.98	3.49 - 5.98	147	4.80	5.70	35	5.70			
Split, bn-in Breast	1.99 - 2.69	416	2.35	1.98 - 3.99	1,150	3.96	2.28	201	2.28	2.28	38	2.28				2.49 - 3.99	58	2.88
Whole Wings	1.69	130	1.69	2.98	10	2.98	3.99	59	3.99	2.98 - 3.29	52	3.13						
Leg Quarters	0.79 - 0.99	116	0.81	1.48	10	1.48	0.69	43	0.69	0.99	24	0.99	0.97	119	0.97	1.49	21	1.49
Legs																		
Thighs	1.81 - 2.47	594	2.13	1.49 - 2.99	209	2.62	1.99	185	1.99	1.81 - 3.47	151	2.16				1.49 - 1.99	64	1.83
Drumsticks	1.81 - 1.99	399	1.94	1.49 - 1.99	80	1.78	1.69 - 1.99	174	1.93	1.39 - 1.98	145	1.88	1.29 - 1.99	113	1.91	1.49 - 1.99	80	1.86
B/S Thighs	3.99 - 5.99	364	4.41	2.99 - 3.99	1,139	3.98	2.99 - 4.59	387	3.72	3.29 - 5.49	89	3.97						

SPECIALTY	ALASKA			HAWAII											
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets											
Activity Index <sup>2/</sup>	Activity Index = 0			Activity Index = 0											
	price range	stores	wtd avg	price range	stores	wtd avg									
Whole Fryer															
Bnls/Sknls Breast															
Breast Tenders															
Split, bn-in Breast															
Whole Wings															
Leg Quarters															
Legs															
Thighs															
Drumsticks															
B/S Thighs															

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

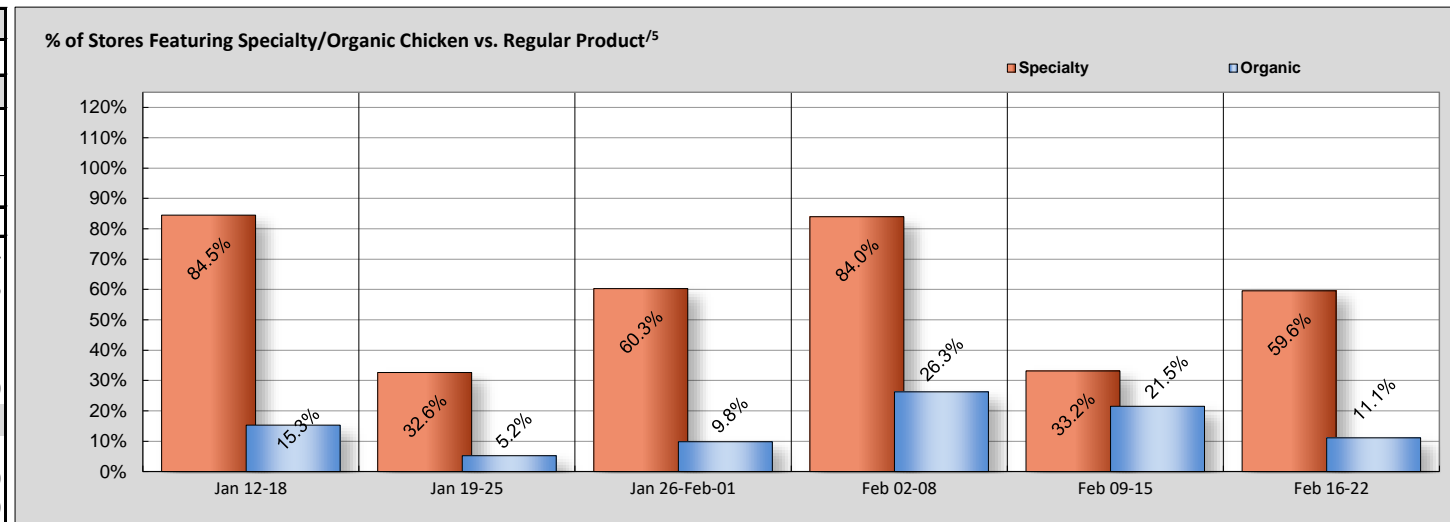


**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/16 thru 02/22.**

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

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	5.7% of 29,200 outlets		8.8% of 29,200 outlets		7.2% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>2,115</b>		<b>3,917</b>		<b>2,582</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	89	3.08	229	3.08	418	3.04
Bnls/Sknls Breast	716	7.53	1,066	9.14	1,299	8.05
Breast Tenders	1,112	7.81	223	7.19		
Split, bn-in Breast	40	6.99	40	6.99		
Whole Wings			2,270	3.31	258	3.99
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	74	4.15			22	3.49
Drumsticks	62	3.99	89	6.99	21	3.79
B/S Thighs	22	5.99			564	7.56



<sup>5/</sup>: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.		SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
		7.8% of 5,500 sampled outlets Activity Index = 975		3.8% of 7,400 sampled outlets Activity Index = 66			14.0% of 6,100 sampled outlets Activity Index = 965			1.2% of 4,900 sampled outlets Activity Index = 61			0.6% of 3,800 sampled outlets Activity Index = 23			1.4% of 1,300 sampled outlets Activity Index = 18		
Whole Fryer	2.99	62	2.99									3.29	11	3.29		3.29	16	3.29
Bnls/Sknls Breast	6.99 - 9.99	471	7.65	6.99	40	6.99	6.99 - 8.99	144	7.49	6.99	54	6.99						
Breast Tenders	6.99 - 9.99	296	7.69				6.99 - 7.99	816	7.86									
Split, bn-in Breast				6.99	26	6.99	6.99	5	6.99	6.99	7	6.99				6.99	2	6.99
Whole Wings																		
Legs																		
Thighs	3.99	62	3.99									4.99	12	4.99				
Drumsticks	3.99	62	3.99															
B/S Thighs	5.99	22	5.99															
ORGANIC	ALASKA		HAWAII															
	0.0% of 100 sampled outlets Activity Index = 7		0.0% of 100 sampled outlets Activity Index = 0															
Whole Fryer																		
Bnls/Sknls Breast	7.99	7	7.99															
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs																		

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