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Report for 2/1/2025 - 2/7/2025

**MARKET HIGHLIGHTS**

This week in chicken retail, the feature rate increased 4.6% and the activity index increased 23.4%. Whole birds, parts, IQF, prepared, and deli items increased in ad space, while ground and variety meat decreased in ad space. Notable increases in parts and IQF driven mostly by fresh and frozen party wing and v-cut wing features. Prepared items on offer increased sharply driven by fried/baked bone-in and boneless wings offered for the big game this weekend.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	75,004	60,781	
Feature Rate (%)	86.3%	81.7%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole	Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh			32	2.49		
		Whole Bagged Fryer	Antibiotic Free	Fresh	694	2.23	720	1.94		
		Whole Bagged Fryer	Conventional	Fresh	870	1.48	904	1.42		
		Whole Bagged Fryer	USDA Organic	Fresh	441	3.99	15	4.49		
		Whole Bagged Roaster	Antibiotic Free	Fresh	809	1.39	276	1.56		
		Whole Bagged Roaster	Conventional	Fresh			44	1.39		
		Whole Baking Hen	Conventional	Fresh	151	1.83	59	1.59		
		Whole Baking Hen	Conventional	Frozen			40	0.98		
		Whole Cornish Hen	Antibiotic Free	Fresh			17	3.99		
		Whole Cornish Hen	Conventional	Frozen			671	3.38		
		Whole Cut-Up Fryer	Antibiotic Free	Fresh			120	1.99		
		Whole Cut-Up Fryer	Conventional	Fresh			40	1.99		
Parts	Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	165	4.13	1,508	5.04		
		Breast Tenders, Regular	Conventional	Fresh	1,129	4.03	369	3.69		
		Breast Tenders, Value	Antibiotic Free	Fresh	302	5.49	176	6.31		
		Breast Tenders, Value	Conventional	Fresh	631	3.73	666	3.26		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	51	5.99				
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1,121	4.41	2,283	4.51		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	2,373	2.72	2,398	2.85		
		Breast, Boneless/Skinless, Regular	Halal	Fresh	24	7.99				
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	84	9.42	10	9.99		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh			26	9.57		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	657	4.01	820	3.53		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	4,504	2.51	3,595	2.66		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	256	4.57	162	3.72		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	58	6.99	51	6.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	571	6.03	693	5.84		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	679	4.57	399	4.60		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh			3,848	6.67		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh			118	8.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	441	4.99	224	4.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	353	4.17	580	3.32		
		Drumsticks, 10 Lbs or more	Conventional	Fresh			29	0.99		
		Drumsticks, 10 Lbs or more	Conventional	Frozen			29	0.99	28	0.99
		Drumsticks, Regular	ABF, Free Range	Fresh			11	2.99		
		Drumsticks, Regular	Antibiotic Free	Fresh			647	2.01	316	1.74
		Drumsticks, Regular	Conventional	Fresh			784	1.09	818	1.25
		Drumsticks, Regular	Conventional	Frozen					14	1.64
		Drumsticks, Regular	USDA Organic	Fresh			76	2.49	1,909	3.53
		Drumsticks, Value	Antibiotic Free	Fresh			386	1.39	713	1.58
		Drumsticks, Value	Conventional	Fresh			1,536	1.20	3,059	1.12
		Drumsticks, Value	Conventional	Frozen					47	0.69
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh			158	2.36	196	2.66
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh			112	2.12		
Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh			256	2.43	106	2.50		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	65	2.29				
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	50	0.70				
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	82	0.93				
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	481	0.86	157	0.92		
		Leg Quarters, Regular	Antibiotic Free	Fresh	383	1.05	331	1.02		
		Leg Quarters, Regular	Conventional	Fresh	234	1.22	357	0.87		
		Leg Quarters, Value	Antibiotic Free	Fresh	345	1.31				
		Leg Quarters, Value	Conventional	Fresh	107	1.64	3,110	1.27		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	29	1.29	29	1.19		
		Legs, Regular	Antibiotic Free	Fresh	202	3.33				
		Legs, Regular	Conventional	Fresh			30	1.29		
		Legs, Regular	USDA Organic	Fresh			519	4.99		
		Legs, Value	Antibiotic Free	Fresh			71	1.55		
		Legs, Marinated, Value	Conventional	Fresh			24	1.99		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	2,911	3.16	283	4.69		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	1,746	4.07	706	3.21		
		Party Wings, Flats and Drums, Regular	Conventional	Frozen	124	2.09				
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	148	5.99	16	2.99		
		Party Wings, Flats and Drums, Value	Conventional	Fresh	597	2.96	48	2.99		
		Party Wings, Flats and Drums, Value	Conventional	Frozen			24	1.99		
		Party Wings, Flats and Drums, Value	USDA Organic	Fresh	262	3.99				
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	325	4.21	105	2.51		
		Split Breast, Bone-In, Regular	Conventional	Fresh	427	1.98	153	2.16		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh			194	1.86		
		Split Breast, Bone-In, Value	Conventional	Fresh	761	2.06	294	2.06		
		Thighs, Regular	Antibiotic Free	Fresh	486	2.58	292	1.68		
		Thighs, Regular	Antibiotic Free	Frozen			3	1.68		
		Thighs, Regular	Conventional	Fresh	739	1.59	606	1.32		
		Thighs, Regular	Conventional	Frozen	17	2.07				
		Thighs, Regular	USDA Organic	Fresh	26	5.99	530	6.97		
		Thighs, Value	ABF, Free Range	Fresh	16	3.49				
		Thighs, Value	Antibiotic Free	Fresh	35	1.90	394	1.68		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Thighs, Value	Antibiotic Free	Frozen	3	3.49				
		Thighs, Value	Conventional	Fresh	800	1.54	1,820	1.28		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	137	4.05	984	4.15		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	2,092	2.87	470	2.55		
		Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92				
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	458	4.92	2,475	2.49		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	170	2.76	481	3.12		
		V-Cut Wings, 10 Lbs or more	Conventional	Frozen			28	2.99		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	368	4.76	55	3.52		
		V-Cut Wings, Regular	Conventional	Fresh	795	3.16	97	3.14		
		V-Cut Wings, Regular	USDA Organic	Fresh			76	3.79		
		V-Cut Wings, Value	Antibiotic Free	Fresh	294	3.89				
		V-Cut Wings, Value	Conventional	Fresh	2,138	3.34	439	3.33		
		IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	51	2.62	478	3.30
Breast, Boneless/Skinless, IQF	Conventional			Frozen	249	3.08	580	3.08		
Party Wings, Flats and Drums, IQF	Antibiotic Free			Frozen	157	4.27	26	4.80		
Party Wings, Flats and Drums, IQF	Conventional			Frozen	4,063	2.47	1,340	2.44		
V-Cut Wings, IQF	Conventional			Frozen	275	2.60				
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	136	3.00	51	3.99		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	23	2.99	54	2.99		
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	189	3.50	18	4.59		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	6.99	1,225	3.03		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen			26	6.99		
		Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09				
Prepared	Each	Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	50	6.39				
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	425	7.32	30	7.99		
		Fried/Baked Chicken, Dark, Bulk (\$/Piece)	Conventional	Prepared	218	0.86	109	0.86		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	300	14.99	135	15.57		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,822	9.39	1,001	9.16		
		Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	1,704	1.09				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Prepared	Each	Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	953	0.78	182	1.07		
		Fried/Baked Wings, Boneless, Bulk (\$/Piece)	Conventional	Prepared	15	0.60				
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	20	7.99	379	8.49		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	3,226	7.92	3,497	8.12		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Antibiotic Free	Prepared	311	11.99				
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	1,353	8.41	778	7.69		
		Fried/Baked Wings, Bone-In	Antibiotic Free	Prepared	441	4.99				
		Fried/Baked Wings, Bone-In	Conventional	Prepared	6,665	7.83	1,073	7.58		
		Fried/Baked Wings, Boneless	Conventional	Prepared	3,465	7.78	226	7.73		
Deli	Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	29	7.27				
		Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	197	6.99	44	6.49		
		Grilled Chicken Strips, 16 oz	Conventional	Prepared	29	9.99				
		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	154	6.99	302	7.09		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	102	11.95	650	7.01		
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	516	6.55	33	7.96		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared			79	4.36		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	2,496	6.04	1,130	6.45		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83	138	14.38		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	3,492	7.60	1,794	7.52		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared	140	23.02				
		Service Deli - Cat 1	Conventional	Prepared	3,122	10.05	1,794	9.91		
		Service Deli - Cat 1	USDA Organic	Prepared			20	13.99		
		Service Deli - Cat 2	Conventional	Prepared	125	6.28	87	7.38		
		Variety Meat	Per lb	Feet	Conventional	Fresh			40	3.49
Gizzards	Antibiotic Free			Fresh	17	1.99	17	1.99		
Gizzards	Conventional			Fresh			57	3.05		
Hearts	Antibiotic Free			Frozen	17	2.99	17	2.99		
Liver	Antibiotic Free			Fresh	17	1.99	17	1.99		
Liver	Conventional			Fresh			54	3.10		



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	19,792
Feature Rate (%)	89.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	312	2.29 - 2.39	2.34
			Whole Bagged Fryer	Conventional	Fresh	330	1.29 - 1.99	1.60
			Whole Bagged Fryer	USDA Organic	Fresh	17	3.99 - 3.99	3.99
			Whole Bagged Roaster	Antibiotic Free	Fresh	787	1.29 - 1.49	1.39
			Whole Baking Hen	Conventional	Fresh	48	1.99 - 1.99	1.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	18	5.29 - 5.29	5.29
			Breast Tenders, Regular	Conventional	Fresh	501	3.99 - 4.49	4.08
			Breast Tenders, Value	Antibiotic Free	Fresh	302	5.49 - 5.49	5.49
			Breast Tenders, Value	Conventional	Fresh	23	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	48	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	534	1.99 - 4.99	2.70
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	850	1.99 - 2.99	2.62
			Breast, Boneless/Skinless, Regular	Halal	Fresh	21	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	20	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	302	3.59 - 3.59	3.59
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1334	1.99 - 3.99	2.57
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	130	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	58	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	302	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	503	3.99 - 4.99	4.59
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	17	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	120	3.99 - 4.99	4.59
			Drumsticks, Regular	Antibiotic Free	Fresh	333	1.39 - 2.99	1.69
			Drumsticks, Regular	Conventional	Fresh	182	1.29 - 1.29	1.29
			Drumsticks, Value	Antibiotic Free	Fresh	213	0.99 - 1.49	1.16
Drumsticks, Value	Conventional	Fresh	123	0.99 - 1.89	1.33			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb	Leg Quarters, 10 Lbs or more	Conventional	Fresh	21	0.93 - 0.93	0.93	
		Leg Quarters, Regular	Antibiotic Free	Fresh	355	0.97 - 0.99	0.97	
		Leg Quarters, Regular	Conventional	Fresh	182	1.29 - 1.29	1.29	
		Leg Quarters, Value	Antibiotic Free	Fresh	302	1.19 - 1.19	1.19	
		Legs, Regular	Antibiotic Free	Fresh	202	1.79 - 3.69	3.33	
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	847	2.99 - 4.50	3.38	
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	157	3.29 - 3.99	3.37	
		Party Wings, Flats and Drums, Value	Conventional	Fresh	23	2.49 - 2.49	2.49	
		Party Wings, Flats and Drums, Value	USDA Organic	Fresh	23	3.99 - 3.99	3.99	
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	232	1.49 - 5.49	4.33	
		Split Breast, Bone-In, Regular	Conventional	Fresh	18	1.79 - 1.79	1.79	
		Split Breast, Bone-In, Value	Conventional	Fresh	148	2.29 - 2.29	2.29	
		Thighs, Regular	Antibiotic Free	Fresh	74	1.79 - 2.99	2.11	
		Thighs, Regular	Conventional	Fresh	273	1.29 - 2.49	1.69	
		Thighs, Regular	USDA Organic	Fresh	26	5.99 - 5.99	5.99	
		Thighs, Value	Conventional	Fresh	42	0.99 - 1.89	1.55	
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	20	2.99 - 2.99	2.99	
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	221	2.47 - 3.99	2.94	
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	4.99 - 4.99	4.99	
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	72	2.79 - 2.79	2.79	
		V-Cut Wings, Regular	Antibiotic Free	Fresh	48	3.99 - 3.99	3.99	
		V-Cut Wings, Regular	Conventional	Fresh	130	3.49 - 3.49	3.49	
		V-Cut Wings, Value	Antibiotic Free	Fresh	148	3.99 - 3.99	3.99	
		V-Cut Wings, Value	Conventional	Fresh	88	2.99 - 4.99	4.50	
IQF	Per lb	Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen	130	4.33 - 4.33	4.33	
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	1873	1.75 - 3.33	2.20	
		V-Cut Wings, IQF	Conventional	Frozen	130	2.80 - 2.80	2.80	
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	20	3.99 - 3.99	3.99	
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	23	2.99 - 2.99	2.99	
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	189	3.50 - 3.50	3.50	
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	164	6.99 - 6.99	6.99	
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	220	6.99 - 7.99	7.66	
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	885	6.99 - 12.00	8.96	
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	203	0.70 - 0.99	0.93	
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	20	7.99 - 7.99	7.99	
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	265	5.99 - 7.99	6.56	
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Antibiotic Free	Prepared	311	11.99 - 11.99	11.99	
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	641	6.99 - 10.99	8.46	
		Fried/Baked Wings, Bone-In	Antibiotic Free	Prepared	17	4.99 - 4.99	4.99	
		Fried/Baked Wings, Bone-In	Conventional	Prepared	1394	5.99 - 10.49	8.10	



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Wings, Boneless	Conventional	Prepared	214	6.00 - 9.99	9.38
Deli		Per lb	Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	185	6.99 - 6.99	6.99
	Grilled Chicken Strips, 5-15 oz		Antibiotic Free	Prepared	72	6.98 - 6.98	6.98	
	Self-Service Deli Chicken Tub/Pouch, < 5 oz		Conventional	Prepared	302	6.40 - 6.40	6.40	
	Self-Service Deli Chicken Tub/Pouch, 5-15 oz		Antibiotic Free	Prepared	44	14.83 - 14.83	14.83	
	Self-Service Deli Chicken Tub/Pouch, 5-15 oz		Conventional	Prepared	402	4.44 - 8.89	6.54	
	Self-Service Deli Chicken Tub/Pouch, 5-15 oz		USDA Organic	Prepared	140	17.31 - 23.97	23.02	
	Service Deli - Cat 1		Conventional	Prepared	742	7.99 - 11.99	9.76	
	Service Deli - Cat 2		Conventional	Prepared	109	5.99 - 7.99	6.32	

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	15,969
Feature Rate (%)	90.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	150	1.59 - 1.69	1.65
	Whole Bagged Fryer		Conventional	Fresh	46	1.29 - 1.29	1.29	
	Whole Bagged Fryer		USDA Organic	Fresh	87	3.99 - 3.99	3.99	
	Whole Baking Hen		Conventional	Fresh	103	1.69 - 1.99	1.76	
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	38	3.99 - 3.99	3.99
	Breast Tenders, Regular		Conventional	Fresh	61	2.99 - 3.99	3.96	
	Breast Tenders, Value		Conventional	Fresh	350	3.99 - 3.99	3.99	
	Breast, Boneless/Skinless, Regular		ABF, Free Range	Fresh	3	5.99 - 5.99	5.99	
	Breast, Boneless/Skinless, Regular		Antibiotic Free	Fresh	12	1.99 - 1.99	1.99	
	Breast, Boneless/Skinless, Regular		Conventional	Fresh	139	1.99 - 2.99	2.41	
	Breast, Boneless/Skinless, Regular		Halal	Fresh	3	7.99 - 7.99	7.99	
	Breast, Boneless/Skinless, Value		Antibiotic Free	Fresh	1	2.99 - 2.99	2.99	
	Breast, Boneless/Skinless, Value		Conventional	Fresh	1572	1.99 - 2.99	2.24	
	Breast, Boneless/Skinless, Thin-Sliced, Value		Antibiotic Free	Fresh	87	4.99 - 4.99	4.99	
	Breast, Boneless/Skinless, Thin-Sliced, Value		Conventional	Fresh	145	3.99 - 4.99	4.56	
	Drumsticks, Regular		Antibiotic Free	Fresh	61	0.99 - 2.39	1.38	
Drumsticks, Regular	Conventional	Fresh	139	0.88 - 1.29	1.08			





Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg	
Parts	Per lb	Drumsticks, Value	Antibiotic Free	Fresh	3	0.99 - 0.99	0.99		
		Drumsticks, Value	Conventional	Fresh	127	0.78 - 1.49	1.21		
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	50	0.70 - 0.70	0.70		
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	3	0.93 - 0.93	0.93		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	80	0.75 - 0.78	0.77		
		Leg Quarters, Regular	Conventional	Fresh	46	0.69 - 1.29	0.91		
		Leg Quarters, Value	Conventional	Fresh	50	1.59 - 1.59	1.59		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	693	2.99 - 4.50	3.04		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	112	2.77 - 3.29	3.20		
		Party Wings, Flats and Drums, Value	Conventional	Fresh	277	2.49 - 2.99	2.56		
		Party Wings, Flats and Drums, Value	USDA Organic	Fresh	239	3.99 - 3.99	3.99		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	3	1.49 - 1.49	1.49		
		Split Breast, Bone-In, Regular	Conventional	Fresh	387	1.99 - 1.99	1.99		
		Split Breast, Bone-In, Value	Conventional	Fresh	135	1.99 - 1.99	1.99		
		Thighs, Regular	Antibiotic Free	Fresh	46	0.99 - 2.39	1.32		
		Thighs, Regular	Conventional	Fresh	57	1.29 - 1.99	1.78		
		Thighs, Value	Conventional	Fresh	35	0.99 - 1.49	1.39		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	28	3.98 - 3.98	3.98		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	320	2.47 - 3.99	2.93		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	87	4.99 - 4.99	4.99		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	2	2.69 - 2.69	2.69		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	3	3.99 - 3.99	3.99		
		V-Cut Wings, Regular	Conventional	Fresh	305	2.99 - 2.99	2.99		
		V-Cut Wings, Value	Antibiotic Free	Fresh	28	2.99 - 2.99	2.99		
		V-Cut Wings, Value	Conventional	Fresh	1426	2.88 - 4.99	3.48		
		IQF	Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	2	3.60 - 3.60	3.60
				Party Wings, Flats and Drums, IQF	Conventional	Frozen	497	1.75 - 3.60	2.36
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	60	2.50 - 2.95	2.71		
Prepared	Each	Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	50	6.39 - 6.39	6.39		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	63	6.99 - 6.99	6.99		
		Fried/Baked Chicken, Dark, Bulk (\$/Piece)	Conventional	Prepared	130	0.86 - 0.86	0.86		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	313	6.99 - 12.99	10.12		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	405	0.55 - 1.33	0.76		
		Fried/Baked Wings, Boneless, Bulk (\$/Piece)	Conventional	Prepared	2	0.60 - 0.60	0.60		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2565	7.59 - 9.99	7.84		
		Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	82	8.99 - 8.99	8.99
Fried/Baked Wings, Bone-In	Antibiotic Free			Prepared	87	4.99 - 4.99	4.99		
Fried/Baked Wings, Bone-In	Conventional			Prepared	616	5.99 - 9.99	7.78		
Fried/Baked Wings, Boneless	Conventional			Prepared	643	6.99 - 9.99	7.99		



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	12	6.99 - 6.99	6.99
			Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	82	7.00 - 7.00	7.00
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	1	7.12 - 7.12	7.12
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	490	5.99 - 6.99	6.09
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	933	4.80 - 10.65	7.58
			Service Deli - Cat 1	Conventional	Prepared	1397	9.99 - 11.99	10.00

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	14,035
Feature Rate (%)	87.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	194	1.63 - 3.19	2.50
			Whole Bagged Fryer	Conventional	Fresh	76	1.69 - 1.99	1.88
			Whole Bagged Roaster	Antibiotic Free	Fresh	22	1.49 - 1.49	1.49
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	109	2.99 - 5.95	3.99
			Breast Tenders, Regular	Conventional	Fresh	496	2.99 - 4.49	4.05
			Breast Tenders, Value	Conventional	Fresh	39	3.99 - 4.99	4.53
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	418	3.99 - 6.99	6.43
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	290	2.47 - 3.99	3.85
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	170	2.99 - 5.99	3.73
			Breast, Boneless/Skinless, Value	Conventional	Fresh	973	1.99 - 3.99	2.91
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	70	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	269	7.19 - 7.19	7.19
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	27	3.99 - 4.99	4.40
			Drumsticks, Regular	Antibiotic Free	Fresh	40	1.49 - 2.39	1.96
			Drumsticks, Regular	Conventional	Fresh	16	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	70	0.99 - 1.99	1.44
			Drumsticks, Value	Conventional	Fresh	164	0.89 - 2.29	1.17
			Leg Quarters, Regular	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Leg Quarters, Value	Antibiotic Free	Fresh	18	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	884	2.99 - 3.99	3.05
Party Wings, Flats and Drums, Regular	Conventional	Fresh	68	1.99 - 4.99	3.28			
Party Wings, Flats and Drums, Regular	Conventional	Frozen	28	2.99 - 2.99	2.99			
Party Wings, Flats and Drums, Value	Conventional	Fresh	110	2.99 - 3.99	3.50			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	90	3.99 - 3.99	3.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	22	1.99 - 1.99	1.99
			Split Breast, Bone-In, Value	Conventional	Fresh	17	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	137	1.79 - 3.19	2.90
			Thighs, Regular	Conventional	Fresh	291	1.49 - 1.99	1.53
			Thighs, Value	Antibiotic Free	Fresh	35	1.77 - 1.99	1.90
			Thighs, Value	Conventional	Fresh	32	0.99 - 2.49	1.97
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	89	3.99 - 4.59	4.31
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	267	2.47 - 3.99	3.94
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	21	3.49 - 3.49	3.49
			V-Cut Wings, Regular	Antibiotic Free	Fresh	276	2.99 - 4.99	4.87
			V-Cut Wings, Regular	Conventional	Fresh	39	3.49 - 3.99	3.77
			V-Cut Wings, Value	Conventional	Fresh	209	2.89 - 3.49	2.97
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	51	1.98 - 3.60	2.62
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	206	2.49 - 3.60	3.19
			Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen	2	4.00 - 4.00	4.00
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	639	1.49 - 4.00	2.74
			V-Cut Wings, IQF	Conventional	Frozen	98	2.40 - 2.40	2.40
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	56	2.95 - 2.95	2.95
			Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09 - 6.09	6.09
Prepared	Each		Fried/Baked Chicken, Dark, Bulk (\$/Piece)	Conventional	Prepared	46	0.86 - 0.86	0.86
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	259	14.99 - 14.99	14.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	444	7.99 - 9.99	9.67
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	3	0.99 - 1.19	1.09
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	209	0.50 - 1.08	0.74
			Fried/Baked Wings, Boneless, Bulk (\$/Piece)	Conventional	Prepared	13	0.60 - 0.60	0.60
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	12	7.59 - 8.99	8.87
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	246	5.50 - 7.99	7.65
			Fried/Baked Wings, Bone-In	Conventional	Prepared	1534	4.99 - 8.99	7.50
			Fried/Baked Wings, Boneless	Conventional	Prepared	1220	4.99 - 8.99	7.31
Deli	Per lb		Grilled Chicken Strips, > 16 oz	Conventional	Prepared	29	7.27 - 7.27	7.27
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	65	13.31 - 13.31	13.31
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	212	6.40 - 8.00	6.75
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	569	5.99 - 6.96	6.04
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1068	5.32 - 10.65	8.65
			Service Deli - Cat 1	Conventional	Prepared	860	7.99 - 11.99	10.13
			Service Deli - Cat 2	Conventional	Prepared	16	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Variety Meat		Per lb	Gizzards	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Hearts	Antibiotic Free	Frozen	17	2.99 - 2.99	2.99
			Liver	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	9,359
Feature Rate (%)	76.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	22	1.67 - 1.69	1.69
			Whole Bagged Fryer	Conventional	Fresh	232	0.98 - 1.99	1.36
			Whole Bagged Fryer	USDA Organic	Fresh	116	3.99 - 3.99	3.99
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	6	2.99 - 2.99	2.99
			Breast Tenders, Value	Conventional	Fresh	219	2.79 - 3.99	3.26
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	58	5.77 - 5.99	5.97
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	337	1.97 - 3.99	2.49
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	273	1.99 - 2.99	2.46
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	44	2.29 - 2.99	2.53
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	116	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	88	2.97 - 2.99	2.98
			Drumsticks, 10 Lbs or more	Conventional	Frozen	29	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	151	2.39 - 2.99	2.99
			Drumsticks, Regular	Conventional	Fresh	258	0.59 - 1.49	0.79
			Drumsticks, Value	Conventional	Fresh	304	0.69 - 1.59	1.26
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	2.27 - 2.27	2.27
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.27 - 2.27	2.27
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	37	0.79 - 0.79	0.79
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	147	0.84 - 0.99	0.87
Leg Quarters, Value	Conventional	Fresh	2	1.69 - 1.69	1.69			
Leg Quarters, Marinated, Regular	Conventional	Fresh	29	1.29 - 1.29	1.29			
Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	323	2.99 - 2.99	2.99			
Party Wings, Flats and Drums, Regular	Conventional	Fresh	471	1.99 - 4.99	3.97			
Party Wings, Flats and Drums, Regular	Conventional	Frozen	8	1.79 - 2.99	2.69			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Party Wings, Flats and Drums, Value	Conventional	Fresh	170	2.99 - 3.48	3.33
			Split Breast, Bone-In, Value	Conventional	Fresh	160	1.69 - 2.39	1.99
			Thighs, Regular	Antibiotic Free	Fresh	151	2.39 - 2.99	2.99
			Thighs, Regular	Conventional	Fresh	70	1.29 - 1.49	1.38
			Thighs, Value	Conventional	Fresh	72	1.57 - 1.99	1.60
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	522	1.97 - 3.99	2.70
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	116	4.99 - 4.99	4.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	75	2.49 - 2.69	2.53
			V-Cut Wings, Regular	Antibiotic Free	Fresh	41	4.99 - 4.99	4.99
			V-Cut Wings, Regular	Conventional	Fresh	218	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	71	2.79 - 2.99	2.82
IQF	Per lb		Breast, Boneless/Skinless, IQF	Conventional	Frozen	41	2.49 - 2.49	2.49
			Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen	25	4.00 - 4.00	4.00
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	336	1.49 - 3.60	2.47
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	54	6.80 - 6.99	6.98
			Fried/Baked Chicken, Dark, Bulk (\$/Piece)	Conventional	Prepared	42	0.86 - 0.86	0.86
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	41	14.99 - 14.99	14.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	70	9.99 - 9.99	9.99
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	207	0.99 - 1.19	1.09
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	136	0.55 - 0.79	0.65
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	59	8.99 - 8.99	8.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	82	6.99 - 7.99	7.36
			Fried/Baked Wings, Bone-In	Antibiotic Free	Prepared	116	4.99 - 4.99	4.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	947	4.77 - 10.49	7.48
			Fried/Baked Wings, Boneless	Conventional	Prepared	636	4.99 - 7.99	7.60
Deli	Per lb		Grilled Chicken Strips, 16 oz	Conventional	Prepared	29	9.99 - 9.99	9.99
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	37	9.57 - 9.57	9.57
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	1	7.12 - 7.12	7.12
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	632	5.49 - 6.99	6.15
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	802	3.54 - 10.65	6.39
			Service Deli - Cat 1	Conventional	Prepared	123	9.99 - 12.99	11.84

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

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	12,261
Feature Rate (%)	83.9%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	13	2.99 - 2.99	2.99
			Whole Bagged Fryer	Conventional	Fresh	184	1.29 - 1.29	1.29
			Whole Bagged Fryer	USDA Organic	Fresh	218	3.99 - 3.99	3.99
Parts		Per lb	Breast Tenders, Regular	Conventional	Fresh	65	3.69 - 3.69	3.69
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	389	2.47 - 4.49	2.59
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	53	8.99 - 9.99	9.46
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	183	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	267	1.99 - 2.99	2.22
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	149	3.79 - 4.99	4.51
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	218	4.99 - 4.99	4.99
			Drumsticks, Regular	ABF, Free Range	Fresh	11	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	1	2.99 - 2.99	2.99
			Drumsticks, Regular	Conventional	Fresh	168	0.88 - 1.49	1.32
			Drumsticks, Value	Antibiotic Free	Fresh	1	1.49 - 1.49	1.49
			Drumsticks, Value	Conventional	Fresh	790	0.99 - 1.57	1.15
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	155	2.27 - 2.49	2.37
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	112	1.89 - 2.29	2.12
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	253	2.27 - 2.49	2.43
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	65	2.29 - 2.29	2.29
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	254	0.89 - 0.89	0.89
			Leg Quarters, Value	Conventional	Fresh	55	1.69 - 1.69	1.69
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	120	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	732	3.29 - 4.99	4.38
			Party Wings, Flats and Drums, Regular	Conventional	Frozen	67	1.69 - 1.79	1.73
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	148	5.99 - 5.99	5.99
			Split Breast, Bone-In, Value	Conventional	Fresh	301	1.69 - 2.39	2.02
			Thighs, Regular	Antibiotic Free	Fresh	17	2.99 - 3.79	3.74
			Thighs, Regular	Conventional	Fresh	27	1.49 - 1.49	1.49
			Thighs, Value	ABF, Free Range	Fresh	16	3.49 - 3.49	3.49
			Thighs, Value	Conventional	Fresh	566	0.99 - 1.99	1.45
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	388	2.47 - 3.49	2.53
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	218	4.99 - 4.99	4.99
			V-Cut Wings, Regular	Conventional	Fresh	32	2.49 - 2.69	2.57
V-Cut Wings, Value	Antibiotic Free	Fresh	118	3.99 - 3.99	3.99			
V-Cut Wings, Value	Conventional	Fresh	344	2.77 - 2.99	2.83			
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	658	2.50 - 3.40	2.97



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
IQF		Per lb	V-Cut Wings, IQF	Conventional	Frozen	47	2.49 - 2.49	2.49
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	56	6.80 - 6.99	6.96
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	1146	0.99 - 1.19	1.09
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	319	7.99 - 9.99	9.46
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	217	6.99 - 9.99	9.33
			Fried/Baked Wings, Bone-In	Antibiotic Free	Prepared	218	4.99 - 4.99	4.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	1434	5.00 - 10.49	8.16
			Fried/Baked Wings, Boneless	Conventional	Prepared	535	6.99 - 7.99	7.77
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	747	5.49 - 5.99	5.94
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	186	5.32 - 9.76	8.88

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	3,163
Feature Rate (%)	86.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	2	1.29 - 1.29	1.29
			Whole Bagged Fryer	USDA Organic	Fresh	3	3.99 - 3.99	3.99
Parts		Per lb	Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	99	3.99 - 6.00	4.46
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	317	2.47 - 4.49	2.55
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	11	9.99 - 9.99	9.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	71	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	12	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			Drumsticks, Regular	Antibiotic Free	Fresh	61	1.99 - 2.99	2.02
			Drumsticks, Regular	Conventional	Fresh	21	1.49 - 1.49	1.49
			Drumsticks, Regular	USDA Organic	Fresh	76	2.49 - 2.49	2.49
			Drumsticks, Value	Antibiotic Free	Fresh	71	1.49 - 1.49	1.49
			Drumsticks, Value	Conventional	Fresh	25	0.99 - 1.57	1.48
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	21	1.18 - 1.18	1.18
			Leg Quarters, Regular	Antibiotic Free	Fresh	11	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	44	4.99 - 4.99	4.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	180	3.29 - 4.99	4.52
			Party Wings, Flats and Drums, Regular	Conventional	Frozen	21	1.79 - 1.79	1.79
			Party Wings, Flats and Drums, Value	Conventional	Fresh	15	2.59 - 2.99	2.88



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Regular	Antibiotic Free	Fresh	61	1.99 - 2.99	2.02
			Thighs, Regular	Conventional	Fresh	21	1.49 - 1.49	1.49
			Thighs, Value	Conventional	Fresh	25	0.99 - 1.57	1.48
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	339	2.47 - 3.99	2.61
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			V-Cut Wings, Regular	Conventional	Fresh	40	3.99 - 3.99	3.99
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	21	2.80 - 2.80	2.80
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	21	6.80 - 6.80	6.80
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	110	8.99 - 9.99	9.30
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	348	0.99 - 1.19	1.09
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	4	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	71	7.99 - 7.99	7.99
			Fried/Baked Wings, Bone-In	Antibiotic Free	Prepared	3	4.99 - 4.99	4.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	667	5.99 - 8.99	7.81
			Fried/Baked Wings, Boneless	Conventional	Prepared	206	7.99 - 10.99	8.72
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	58	5.49 - 5.99	5.63
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	101	7.11 - 9.76	8.32

## ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	180
Feature Rate (%)	60.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	28	2.47 - 2.99	2.71
			Breast, Boneless/Skinless, Value	Conventional	Fresh	14	2.99 - 3.79	3.62
			Drumsticks, Value	Antibiotic Free	Fresh	3	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	22	3.79 - 4.49	4.14
			Party Wings, Flats and Drums, Value	Conventional	Fresh	2	2.59 - 2.59	2.59
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	12	2.47 - 2.47	2.47
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	11	3.79 - 3.79	3.79
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	11	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	14	7.99 - 9.99	9.56
			Fried/Baked Wings, Bone-In	Conventional	Prepared	50	7.99 - 9.99	8.97
			Fried/Baked Wings, Boneless	Conventional	Prepared	11	8.99 - 8.99	8.99

## HAWAII (HI)





Metric	Current Week (CW)
Total Outlets	109
Activity Index	245
Feature Rate (%)	88.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	3	3.39 - 3.39	3.39
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	23	2.47 - 2.47	2.47
			Drumsticks, Value	Antibiotic Free	Fresh	25	2.99 - 2.99	2.99
			Drumsticks, Value	Conventional	Fresh	3	2.49 - 2.49	2.49
			Leg Quarters, Regular	Conventional	Fresh	6	1.20 - 1.35	1.28
			Leg Quarters, Value	Antibiotic Free	Fresh	25	2.99 - 2.99	2.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	4	3.29 - 3.29	3.29
			Thighs, Regular	Conventional	Frozen	17	1.68 - 2.32	2.07
			Thighs, Value	Antibiotic Free	Frozen	3	3.49 - 3.49	3.49
			Thighs, Value	Conventional	Fresh	28	2.49 - 2.99	2.94
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	23	2.47 - 2.47	2.47
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	2.92 - 2.92	2.92
			V-Cut Wings, Regular	Conventional	Fresh	31	3.49 - 3.49	3.49
			IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	23	7.99 - 7.99	7.99

**Explanatory Notes:**

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

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

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