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Report for 11/9/2024 - 11/15/2024

**MARKET HIGHLIGHTS**

This week in chicken retail, the feature rate decreased 33.4% and the activity index decreased 52.0%. Chicken feature space continues to lose ground to turkey advertisements ahead of the Thanksgiving holiday. IQF and variety meat increased in ad space this week, while whole birds, parts, ground, prepared and deli items decreased in ad space. Cornish hens continue to be featured as we head into the holiday season.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	38,220	80,403	
Feature Rate (%)	51.7%	86.6%	

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	11	1.99	19	2.49		
		Whole Bagged Fryer	Antibiotic Free	Fresh	1,124	2.49	540	2.21		
		Whole Bagged Fryer	Antibiotic Free	Frozen			36	1.79		
		Whole Bagged Fryer	Conventional	Fresh	1,046	1.56	1,317	1.46		
		Whole Bagged Fryer	Conventional	Frozen			16	1.69		
		Whole Bagged Fryer	USDA Organic	Fresh	74	3.99	217	2.85		
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh			32	2.99		
		Whole Bagged Roaster	Antibiotic Free	Fresh	359	1.52	672	1.43		
		Whole Bagged Roaster	Conventional	Fresh	159	1.27	21	1.49		
		Whole Bagged Roaster	Conventional	Frozen	44	0.99				
		Whole Baking Hen	Conventional	Fresh	300	1.63	60	1.59		
		Whole Baking Hen	Conventional	Frozen	214	1.42	40	0.98		
		Whole Cornish Hen	Antibiotic Free	Fresh	32	3.99				
		Whole Cornish Hen	Antibiotic Free	Frozen	20	5.99	52	3.99		
		Whole Cornish Hen	Conventional	Fresh	17	3.99				
		Whole Cornish Hen	Conventional	Frozen	392	3.59	1,433	3.63		
Whole Cut-Up Fryer	Conventional	Fresh	56	1.69	38	1.99				
Parts	Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh			302	5.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh	336	6.21	778	5.43		
		Breast Tenders, Regular	Conventional	Fresh	194	3.67	594	4.01		



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 Tenders, Regular	USDA Organic	Fresh	12	10.99	1,364	7.99		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh			32	10.99		
		Breast Tenders, Value	Antibiotic Free	Fresh			1,849	5.99		
		Breast Tenders, Value	Conventional	Fresh	275	3.43	183	3.59		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	7.99	44	6.51		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	742	5.28	1,555	5.34		
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	1,693	2.99	2,750	3.09		
		Breast, Boneless/Skinless, Regular	Halal	Fresh			25	7.99		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	616	8.58	745	7.90		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	425	9.27	150	9.72		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	896	4.08	2,264	5.61		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	1,634	2.91	3,098	3.35		
		Breast, Boneless/Skinless, Value	USDA Organic	Fresh			28	11.99		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	74	5.31	197	4.86		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	35	7.45				
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	550	4.91	581	4.74		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	405	4.76	200	4.22		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh			302	8.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	16	8.99	106	10.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	109	3.38	151	3.45		
		Drumsticks, 10 Lbs or more	Conventional	Frozen	58	0.94	28	0.89		
		Drumsticks, Regular	ABF, Free Range	Fresh	44	1.89				
		Drumsticks, Regular	Antibiotic Free	Fresh	319	2.20	403	2.52		
		Drumsticks, Regular	Antibiotic Free	Frozen			167	2.44		
		Drumsticks, Regular	Conventional	Fresh	1,335	1.26	905	1.03		
		Drumsticks, Regular	Conventional	Frozen	130	1.49	7	1.72		
Drumsticks, Regular	USDA Organic	Fresh	45	2.53						



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Drumsticks, Regular	USDA Organic,	Fresh			32	3.99		
		Drumsticks, Value	Antibiotic Free	Fresh	88	1.95	632	1.40		
		Drumsticks, Value	Conventional	Fresh	1,020	1.31	4,640	1.56		
		Drumsticks, Value	Conventional	Frozen	111	1.29				
		Drumsticks, Value	USDA Organic	Fresh	79	2.49				
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	184	2.52	130	2.79		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	177	2.43	106	2.39		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	231	2.51	137	2.80		
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	59	2.49	106	2.62		
		Leg Quarters, 10 Lbs or more	ABF, Free Range	Frozen			30	0.75		
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	51	0.70				
		Leg Quarters, 10 Lbs or more	Conventional	Fresh			1,295	0.80		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	31	1.01	28	0.99		
		Leg Quarters, Regular	Antibiotic Free	Fresh	19	0.88	114	1.27		
		Leg Quarters, Regular	Conventional	Fresh	186	1.52	342	1.03		
		Leg Quarters, Value	Antibiotic Free	Fresh	41	1.29	66	0.99		
		Leg Quarters, Value	Conventional	Fresh	99	1.60	2,007	1.48		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	347	1.27	28	1.19		
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	90	4.70	195	4.83		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	482	3.04	45	3.37		
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	18	4.99	11	2.49		
		Party Wings, Flats and Drums, Value	Conventional	Fresh			76	3.45		
		Split Breast, Bone-In, Regular	ABF, Free Range	Fresh			21	3.99		
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	168	2.46	350	2.96		
		Split Breast, Bone-In, Regular	Conventional	Fresh	970	2.10	165	2.19		
		Split Breast, Bone-In, Regular	Conventional	Frozen			40	1.78		
		Split Breast, Bone-In, Regular	USDA Organic	Fresh			87	5.99		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	193	1.86	120	1.59		
		Split Breast, Bone-In, Value	Conventional	Fresh	204	2.08	1,441	2.46		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Thighs, Regular	ABF, Free Range	Fresh	44	1.89				
		Thighs, Regular	Antibiotic Free	Fresh	411	2.66	341	2.57		
		Thighs, Regular	Conventional	Fresh	980	1.54	289	1.73		
		Thighs, Regular	Conventional	Frozen	21	1.76	151	2.48		
		Thighs, Regular	USDA Organic	Fresh	87	3.99	41	5.82		
		Thighs, Regular	USDA Organic, Free Range	Fresh			32	3.99		
		Thighs, Value	ABF, Free Range	Fresh			16	3.49		
		Thighs, Value	Antibiotic Free	Fresh	167	1.99	79	1.49		
		Thighs, Value	Conventional	Fresh	994	1.55	2,701	1.50		
		Thighs, Value	Conventional	Frozen	3	1.60				
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh			31	6.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	302	3.72	709	4.27		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	567	3.07	390	3.34		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh			1,391	6.52		
		Thighs, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh			73	7.99		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	1.99	2,473	2.42		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	39	2.98	206	3.79		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	93	3.99	278	3.73		
		V-Cut Wings, Regular	Conventional	Fresh	81	3.10	60	3.29		
		V-Cut Wings, Regular	USDA Organic	Fresh			211	4.49		
V-Cut Wings, Value	Antibiotic Free	Fresh	66	3.99	451	3.58				
V-Cut Wings, Value	Conventional	Fresh	29	2.98	661	3.17				
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen			252	2.81		
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	1,658	3.32	244	3.44		
		Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen			27	3.60		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	914	3.14	867	2.89		
		V-Cut Wings, IQF	Conventional	Frozen	109	2.76	374	2.14		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	101	3.13	133	4.87		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	180	4.07	165	3.22		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	16	6.49				
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	27	4.99	50	6.36		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Ground	Per lb	Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	19	4.99	284	5.89		
		Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09	17	6.09		
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	168	9.08	546	7.91		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	71	15.99				
		Fried/Baked Chicken, Mixed, 8-Piece	Antibiotic Free	Prepared	47	11.01	16	12.99		
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1,530	9.75	3,915	9.40		
		Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	80	10.65				
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	16	0.50	81	0.70		
		Rotisserie Leg Quarter, 8-Piece	Conventional	Prepared			25	7.96		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	18	7.99	66	7.99		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2,879	8.23	2,026	6.73		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared			1,339	8.12		
		Prepared	Per lb	Fried/Baked Breast Tenders	Antibiotic Free	Prepared	115	7.99		
Fried/Baked Breast Tenders	Conventional			Prepared	890	8.18	1,271	6.66		
Fried/Baked Chicken, Dark	Antibiotic Free			Prepared	21	12.99				
Fried/Baked Wings, Bone-In	Conventional			Prepared	346	7.14	2,390	7.87		
Fried/Baked Wings, Boneless	Conventional			Prepared	157	7.80	2,599	7.96		
Rotisserie Leg Quarter	Conventional			Prepared			20	1.99		
Deli	Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	241	4.76				
		Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	27	6.99				
		Grilled Chicken Strips, 16 oz	Conventional	Prepared			33	6.50		
		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	27	9.32	1,197	6.41		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	305	9.93	564	7.26		
		Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	168	6.55	58	6.20		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	762	6.25	1,163	6.27		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Antibiotic Free	Prepared	44	14.83	17	18.26		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1,855	8.63	11,787	7.88		
		Service Deli - Cat 1	Conventional	Prepared	1,519	9.90	2,148	9.52		
Service Deli - Cat 2	Conventional	Prepared	409	7.72	435	7.07				



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Variety Meat	Per lb	Feet	Conventional	Fresh	65	2.49	22	1.99		
		Gizzards	Conventional	Fresh	223	1.66	39	1.99		
		Gizzards	Conventional	Frozen	30	1.49				
		Hearts	Conventional	Fresh	65	1.49				
		Hearts	Conventional	Frozen	17	2.99				
		Liver	Conventional	Fresh	516	1.86	39	1.99		
		Liver	Conventional	Frozen			65	1.29		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	10,991
Feature Rate (%)	51.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	744	1.79 - 3.99	2.77	
		Whole Bagged Fryer	Conventional	Fresh	224	1.39 - 1.99	1.80	
		Whole Bagged Roaster	Antibiotic Free	Fresh	356	1.29 - 1.99	1.52	
		Whole Bagged Roaster	Conventional	Fresh	137	0.99 - 2.59	1.19	
		Whole Bagged Roaster	Conventional	Frozen	44	0.99 - 0.99	0.99	
		Whole Baking Hen	Conventional	Fresh	67	1.89 - 1.99	1.92	
		Whole Cornish Hen	Antibiotic Free	Fresh	32	3.99 - 3.99	3.99	
		Whole Cornish Hen	Antibiotic Free	Frozen	20	5.99 - 5.99	5.99	
		Whole Cornish Hen	Conventional	Fresh	17	3.99 - 3.99	3.99	
		Whole Cornish Hen	Conventional	Frozen	203	3.29 - 3.79	3.54	
Parts	Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	45	2.99 - 7.99	5.99	
		Breast Tenders, Regular	Conventional	Fresh	60	3.99 - 3.99	3.99	
		Breast Tenders, Value	Conventional	Fresh	130	3.99 - 3.99	3.99	
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	416	3.59 - 6.99	5.21	
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	398	1.99 - 4.99	2.52	
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	321	7.99 - 9.99	8.11	
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	160	9.99 - 9.99	9.99	
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	302	3.49 - 3.49	3.49	
Breast, Boneless/Skinless, Value	Conventional	Fresh	507	2.49 - 3.99	2.88			



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	19	6.99 - 6.99	6.99	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	482	3.99 - 4.99	4.81	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	302	4.99 - 4.99	4.99	
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	20	4.99 - 4.99	4.99	
		Drumsticks, Regular	ABF, Free Range	Fresh	44	1.89 - 1.89	1.89	
		Drumsticks, Regular	Antibiotic Free	Fresh	124	1.59 - 2.49	2.37	
		Drumsticks, Regular	Conventional	Fresh	130	1.99 - 1.99	1.99	
		Drumsticks, Regular	Conventional	Frozen	130	1.49 - 1.49	1.49	
		Drumsticks, Value	Antibiotic Free	Fresh	36	2.59 - 2.59	2.59	
		Drumsticks, Value	Conventional	Fresh	356	0.99 - 1.49	1.28	
		Leg Quarters, Regular	Antibiotic Free	Fresh	19	0.88 - 0.88	0.88	
		Leg Quarters, Regular	Conventional	Fresh	130	1.49 - 1.49	1.49	
		Leg Quarters, Value	Conventional	Fresh	20	1.49 - 1.49	1.49	
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	19	4.99 - 4.99	4.99	
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	314	2.99 - 2.99	2.99	
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	19	3.49 - 3.49	3.49	
		Split Breast, Bone-In, Value	Conventional	Fresh	20	1.99 - 1.99	1.99	
		Thighs, Regular	ABF, Free Range	Fresh	44	1.89 - 1.89	1.89	
		Thighs, Regular	Antibiotic Free	Fresh	144	1.59 - 3.99	2.59	
		Thighs, Regular	Conventional	Fresh	130	1.99 - 1.99	1.99	
		Thighs, Regular	USDA Organic	Fresh	87	3.99 - 3.99	3.99	
		Thighs, Value	Antibiotic Free	Fresh	36	2.59 - 2.59	2.59	
		Thighs, Value	Conventional	Fresh	466	1.29 - 1.69	1.41	
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	255	2.99 - 3.99	3.92	
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	337	2.99 - 2.99	2.99	
		V-Cut Wings, Value	Antibiotic Free	Fresh	66	3.99 - 3.99	3.99	
		IQF	Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	269	2.00 - 3.20
V-Cut Wings, IQF	Conventional			Frozen	58	2.80 - 2.80	2.80	
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99	
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	130	3.99 - 3.99	3.99	
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	19	4.99 - 4.99	4.99	
Prepared	Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	119	8.99 - 9.99	9.62	
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	23	6.99 - 6.99	6.99	
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	521	6.49 - 8.99	8.25	
		Fried/Baked Wings, Bone-In	Conventional	Prepared	78	5.33 - 7.99	6.00	
		Fried/Baked Wings, Boneless	Conventional	Prepared	64	6.50 - 7.99	7.52	



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Deli		Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	50	4.33 - 6.66	6.38
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	192	4.99 - 5.99	5.76
			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	98	5.92 - 10.65	9.11
			Service Deli - Cat 1	Conventional	Prepared	672	7.99 - 12.99	9.54
Variety Meat		Per lb	Gizzards	Conventional	Fresh	206	1.59 - 1.99	1.63
			Liver	Conventional	Fresh	499	1.59 - 1.99	1.86

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	5,534
Feature Rate (%)	30.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	166	1.48 - 2.49	1.97
			Whole Bagged Fryer	Conventional	Fresh	111	0.99 - 1.79	1.60
			Whole Bagged Roaster	Antibiotic Free	Fresh	3	1.29 - 1.29	1.29
			Whole Baking Hen	Conventional	Fresh	45	1.78 - 1.99	1.80
			Whole Baking Hen	Conventional	Frozen	186	0.99 - 1.69	1.41
			Whole Cornish Hen	Conventional	Frozen	3	3.63 - 4.00	3.75
Parts		Per lb	Breast Tenders, Value	Conventional	Fresh	9	2.99 - 3.49	3.43
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	31	3.99 - 4.99	4.96
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	483	1.99 - 3.99	3.60
			Breast, Boneless/Skinless, Value	Conventional	Fresh	45	2.49 - 2.99	2.68
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	2	4.99 - 4.99	4.99
			Drumsticks, 10 Lbs or more	Conventional	Frozen	30	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	59	2.49 - 2.49	2.49
			Drumsticks, Regular	Conventional	Fresh	375	0.78 - 1.49	1.25
			Drumsticks, Regular	USDA Organic	Fresh	1	2.28 - 2.28	2.28
			Drumsticks, Value	Antibiotic Free	Fresh	1	1.29 - 1.29	1.29
			Drumsticks, Value	Conventional	Fresh	96	0.68 - 1.49	1.00
			Leg Quarters, 10 Lbs or more	Antibiotic Free	Frozen	51	0.70 - 0.70	0.70
			Leg Quarters, Value	Conventional	Fresh	2	1.49 - 1.49	1.49
			Leg Quarters, Marinated, Regular	Conventional	Fresh	304	1.29 - 1.29	1.29
Party Wings, Flats and Drums, Regular	Conventional	Fresh	65	2.28 - 3.28	2.66			





Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	59	1.98 - 2.29	2.18
			Split Breast, Bone-In, Regular	Conventional	Fresh	323	1.29 - 1.97	1.33
			Split Breast, Bone-In, Value	Conventional	Fresh	2	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	59	2.49 - 2.49	2.49
			Thighs, Regular	Conventional	Fresh	384	1.29 - 2.99	1.52
			Thighs, Value	Antibiotic Free	Fresh	1	1.29 - 1.29	1.29
			Thighs, Value	Conventional	Fresh	66	1.29 - 1.58	1.44
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	30	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	41	2.99 - 3.98	3.67
			V-Cut Wings, Value	Conventional	Fresh	1	2.98 - 2.98	2.98
IQF		Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	337	2.98 - 3.33	3.30
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	401	1.99 - 4.00	3.69
			V-Cut Wings, IQF	Conventional	Frozen	46	2.60 - 2.80	2.67
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	28	2.95 - 2.95	2.95
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	51	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	191	6.99 - 12.09	10.48
			Fried/Baked Wings, Bone-In, 8-Piece	Conventional	Prepared	80	10.65 - 10.65	10.65
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	835	6.99 - 8.99	7.87
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	1	6.99 - 6.99	6.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	26	7.99 - 7.99	7.99
Deli		Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	98	4.33 - 4.33	4.33
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	8	6.98 - 6.98	6.98
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	1	5.81 - 5.81	5.81
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	89	5.98 - 6.99	6.41
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	284	5.33 - 11.61	7.98
			Service Deli - Cat 1	Conventional	Prepared	2	10.99 - 10.99	10.99
Variety Meat		Per lb	Feet	Conventional	Fresh	11	2.49 - 2.49	2.49
			Hearts	Conventional	Fresh	11	1.49 - 1.49	1.49

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	7,414
Feature Rate (%)	56.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	170	1.48 - 2.49	1.83
			Whole Bagged Fryer	Conventional	Fresh	49	1.49 - 2.49	1.84
			Whole Bagged Roaster	Conventional	Fresh	22	1.79 - 1.79	1.79
			Whole Cornish Hen	Conventional	Frozen	155	3.20 - 3.63	3.57
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	208	5.99 - 6.85	6.47
			Breast Tenders, Regular	Conventional	Fresh	47	2.99 - 3.99	3.67
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	250	3.99 - 5.99	5.44
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	315	2.49 - 4.99	2.90
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	29	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	274	3.99 - 4.99	4.05
			Breast, Boneless/Skinless, Value	Conventional	Fresh	485	1.99 - 3.99	2.90
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	62	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	2	4.99 - 4.99	4.99
			Drumsticks, Regular	Antibiotic Free	Fresh	102	0.99 - 2.39	1.87
			Drumsticks, Regular	Conventional	Fresh	28	1.69 - 1.69	1.69
			Drumsticks, Value	Antibiotic Free	Fresh	50	1.29 - 1.66	1.52
			Drumsticks, Value	Conventional	Fresh	228	0.99 - 1.69	1.39
			Leg Quarters, Regular	Conventional	Fresh	32	1.49 - 1.99	1.76
			Leg Quarters, Value	Antibiotic Free	Fresh	41	1.29 - 1.29	1.29
			Leg Quarters, Value	Conventional	Fresh	21	1.49 - 1.49	1.49
			Leg Quarters, Marinated, Regular	Conventional	Fresh	15	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	46	4.00 - 5.00	4.96
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	39	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	18	4.99 - 4.99	4.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	78	1.69 - 3.99	2.19
			Split Breast, Bone-In, Regular	Conventional	Fresh	32	1.49 - 1.99	1.82
			Thighs, Regular	Antibiotic Free	Fresh	180	0.99 - 3.99	2.88
			Thighs, Regular	Conventional	Fresh	32	2.39 - 2.39	2.39
			Thighs, Value	Antibiotic Free	Fresh	50	1.29 - 1.66	1.52
			Thighs, Value	Conventional	Fresh	184	0.99 - 3.49	1.66
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	38	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	18	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Antibiotic Free	Fresh	93	3.99 - 3.99	3.99
			V-Cut Wings, Regular	Conventional	Fresh	32	2.99 - 2.99	2.99
IQF		Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	587	3.33 - 3.33	3.33
			V-Cut Wings, IQF	Conventional	Frozen	2	2.80 - 2.80	2.80



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	56	2.95 - 2.95	2.95
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	50	3.99 - 4.49	4.27
			Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	2	4.99 - 4.99	4.99
			Ground Chicken Patties, 1-2 Lbs	Conventional	Fresh	17	6.09 - 6.09	6.09
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Antibiotic Free	Prepared	47	9.99 - 12.99	11.01
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	69	8.99 - 10.99	10.38
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	16	0.50 - 0.50	0.50
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	18	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	757	7.99 - 8.99	8.01
Prepared		Per lb	Fried/Baked Breast Tenders	Antibiotic Free	Prepared	43	7.99 - 7.99	7.99
			Fried/Baked Breast Tenders	Conventional	Prepared	79	6.99 - 6.99	6.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	17	6.99 - 6.99	6.99
			Fried/Baked Wings, Boneless	Conventional	Prepared	93	7.99 - 7.99	7.99
Deli		Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	41	4.33 - 4.33	4.33
			Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	2	6.99 - 6.99	6.99
			Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	2	9.32 - 9.32	9.32
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	236	7.00 - 11.97	10.70
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	58	5.81 - 5.81	5.81
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	153	3.99 - 7.49	6.37
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	640	6.00 - 14.64	9.63
			Service Deli - Cat 1	Conventional	Prepared	599	7.99 - 11.49	10.09
Service Deli - Cat 2	Conventional	Prepared	320	6.99 - 7.99	7.80			
Variety Meat		Per lb	Gizzards	Conventional	Fresh	17	1.99 - 1.99	1.99
			Hearts	Conventional	Frozen	17	2.99 - 2.99	2.99
			Liver	Conventional	Fresh	17	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	5,655
Feature Rate (%)	66.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	1	1.57 - 1.57	1.57
			Whole Bagged Fryer	Conventional	Fresh	233	0.99 - 1.99	1.34
			Whole Bagged Fryer	USDA Organic	Fresh	74	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Baking Hen	Conventional	Fresh	188	1.49 - 1.49	1.49
			Whole Baking Hen	Conventional	Frozen	28	1.49 - 1.49	1.49
			Whole Cornish Hen	Conventional	Frozen	28	4.00 - 4.00	4.00
			Whole Cut-Up Fryer	Conventional	Fresh	2	1.69 - 1.69	1.69
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	4	5.70 - 5.70	5.70
			Breast Tenders, Regular	Conventional	Fresh	61	3.33 - 3.49	3.48
			Breast Tenders, Value	Conventional	Fresh	82	2.27 - 3.49	3.29
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	18	3.99 - 5.98	5.87
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	144	1.99 - 3.99	2.81
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	258	3.99 - 4.99	4.83
			Breast, Boneless/Skinless, Value	Conventional	Fresh	115	1.99 - 3.99	2.65
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	25	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	36	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	87	2.97 - 2.99	2.98
			Drumsticks, 10 Lbs or more	Conventional	Frozen	28	0.89 - 0.89	0.89
			Drumsticks, Regular	Antibiotic Free	Fresh	8	2.00 - 2.39	2.29
			Drumsticks, Regular	Conventional	Fresh	82	0.88 - 1.49	1.05
			Drumsticks, Regular	USDA Organic	Fresh	28	2.28 - 2.28	2.28
			Drumsticks, Value	Antibiotic Free	Fresh	1	1.29 - 1.29	1.29
			Drumsticks, Value	Conventional	Fresh	231	0.87 - 1.57	1.14
			Drumsticks, Value	Conventional	Frozen	109	1.29 - 1.29	1.29
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	2.59 - 2.59	2.59
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	59	2.49 - 2.49	2.49
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.59 - 2.59	2.59
			Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh	59	2.49 - 2.49	2.49
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	28	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	2	1.69 - 1.69	1.69
			Leg Quarters, Marinated, Regular	Conventional	Fresh	28	1.19 - 1.19	1.19
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	25	4.00 - 4.00	4.00
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	38	2.28 - 3.69	3.62
			Split Breast, Bone-In, Regular	Conventional	Fresh	431	1.49 - 2.99	2.75
			Split Breast, Bone-In, Value	Conventional	Fresh	5	1.69 - 1.97	1.86
Thighs, Regular	Antibiotic Free	Fresh	2	2.00 - 2.00	2.00			
Thighs, Regular	Conventional	Fresh	160	0.99 - 2.39	1.65			
Thighs, Value	Antibiotic Free	Fresh	1	1.29 - 1.29	1.29			
Thighs, Value	Conventional	Fresh	115	1.29 - 2.27	1.32			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Boneless/Skinless, Regular	Conventional	Fresh	80	2.99 - 3.49	3.22
			V-Cut Wings, Regular	Conventional	Fresh	30	3.29 - 3.29	3.29
			V-Cut Wings, Value	Conventional	Fresh	28	2.98 - 2.98	2.98
IQF		Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	242	3.33 - 3.33	3.33
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	125	2.28 - 3.60	2.87
Ground		Per lb	Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	25	4.99 - 4.99	4.99
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	263	6.99 - 9.99	8.82
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	550	7.99 - 8.99	8.37
Prepared		Per lb	Fried/Baked Breast Tenders	Antibiotic Free	Prepared	72	7.99 - 7.99	7.99
			Fried/Baked Breast Tenders	Conventional	Prepared	64	6.99 - 6.99	6.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	36	4.89 - 7.99	5.58
Deli		Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	18	4.33 - 4.33	4.33
			Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	25	6.99 - 6.99	6.99
			Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared	25	9.32 - 9.32	9.32
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	61	6.98 - 11.97	7.33
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	1	5.81 - 5.81	5.81
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	90	5.79 - 7.49	5.96
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	643	3.54 - 11.61	8.03
			Service Deli - Cat 1	Conventional	Prepared	246	8.49 - 12.99	10.41
Service Deli - Cat 2	Conventional	Prepared	63	6.99 - 7.99	7.64			
Variety Meat		Per lb	Feet	Conventional	Fresh	54	2.49 - 2.49	2.49
			Gizzards	Conventional	Frozen	30	1.49 - 1.49	1.49
			Hearts	Conventional	Fresh	54	1.49 - 1.49	1.49

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

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	6,563
Feature Rate (%)	61.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	21	1.99 - 3.49	2.78
			Whole Bagged Fryer	Conventional	Fresh	353	1.29 - 1.49	1.39
			Whole Cut-Up Fryer	Conventional	Fresh	54	1.69 - 1.69	1.69
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	23	5.70 - 5.70	5.70
			Breast Tenders, Regular	Conventional	Fresh	6	3.33 - 3.33	3.33
			Breast Tenders, Regular	USDA Organic	Fresh	12	10.99 - 10.99	10.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb	Breast Tenders, Value	Conventional	Fresh	54	2.27 - 2.27	2.27	
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	28	7.99 - 7.99	7.99	
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	16	5.99 - 5.99	5.99	
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	350	2.59 - 2.99	2.82	
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	184	9.99 - 9.99	9.99	
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	265	7.99 - 9.49	8.83	
		Breast, Boneless/Skinless, Value	Conventional	Fresh	359	2.49 - 3.99	2.93	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	16	7.99 - 7.99	7.99	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	67	3.49 - 3.99	3.59	
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	16	8.99 - 8.99	8.99	
		Drumsticks, Regular	Antibiotic Free	Fresh	6	2.00 - 2.00	2.00	
		Drumsticks, Regular	Conventional	Fresh	720	0.97 - 2.99	1.15	
		Drumsticks, Regular	USDA Organic	Fresh	16	2.99 - 2.99	2.99	
		Drumsticks, Value	Conventional	Fresh	23	1.49 - 1.57	1.51	
		Drumsticks, Value	Conventional	Frozen	2	1.29 - 1.29	1.29	
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	181	2.29 - 2.69	2.51	
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	118	1.97 - 2.69	2.40	
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	228	2.29 - 2.69	2.51	
		Leg Quarters, Regular	Conventional	Fresh	13	0.79 - 0.79	0.79	
		Leg Quarters, Value	Conventional	Fresh	54	1.69 - 1.69	1.69	
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	6	2.28 - 2.28	2.28	
		Split Breast, Bone-In, Regular	Conventional	Fresh	184	1.99 - 1.99	1.99	
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	117	1.77 - 1.77	1.77	
		Split Breast, Bone-In, Value	Conventional	Fresh	130	1.69 - 1.99	1.86	
		Thighs, Regular	Antibiotic Free	Fresh	6	2.00 - 2.00	2.00	
		Thighs, Regular	Conventional	Fresh	274	0.99 - 1.29	1.19	
		Thighs, Value	Conventional	Fresh	77	1.49 - 2.27	2.04	
Thighs, Boneless/Skinless, Regular	Conventional	Fresh	18	2.99 - 2.99	2.99			
V-Cut Wings, Regular	Conventional	Fresh	19	2.99 - 2.99	2.99			
IQF	Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	417	3.33 - 3.33	3.33	
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	96	2.28 - 2.40	2.39	
Ground	Per lb	Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	16	6.49 - 6.49	6.49	
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	117	9.99 - 9.99	9.99	
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	71	15.99 - 15.99	15.99	
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	551	5.00 - 9.99	9.74	
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	507	7.99 - 8.99	8.53	



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	197	7.99 - 8.99	8.94
			Fried/Baked Wings, Bone-In	Conventional	Prepared	179	4.99 - 9.99	7.71
Deli		Per lb	Grilled Chicken Strips, > 16 oz	Conventional	Prepared	34	4.33 - 4.33	4.33
			Self-Service Deli Chicken Tub/Pouch, > 16 oz	Conventional	Prepared	108	6.66 - 7.27	6.97
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	238	5.99 - 6.99	6.61
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	10	7.58 - 7.58	7.58
			Service Deli - Cat 2	Conventional	Prepared	6	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	1,841
Feature Rate (%)	73.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	11	1.99 - 1.99	1.99
			Whole Bagged Fryer	Antibiotic Free	Fresh	22	1.99 - 1.99	1.99
			Whole Bagged Fryer	Conventional	Fresh	52	1.49 - 1.99	1.88
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	56	5.70 - 5.70	5.70
			Breast Tenders, Regular	Conventional	Fresh	20	3.33 - 3.33	3.33
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	11	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	82	6.99 - 7.49	7.13
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	59	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	90	2.99 - 3.99	3.15
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	12	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	41	5.99 - 5.99	5.99
			Drumsticks, Regular	Antibiotic Free	Fresh	20	2.00 - 2.00	2.00
			Drumsticks, Value	Conventional	Fresh	60	1.49 - 2.49	1.58
			Drumsticks, Value	USDA Organic	Fresh	79	2.49 - 2.49	2.49
			Leg Quarters, Regular	Conventional	Fresh	11	1.99 - 1.99	1.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	20	2.28 - 2.28	2.28
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	12	3.99 - 3.99	3.99
Split Breast, Bone-In, Value	Antibiotic Free	Fresh	76	1.99 - 1.99	1.99			
Split Breast, Bone-In, Value	Conventional	Fresh	23	2.49 - 2.49	2.49			
Thighs, Regular	Antibiotic Free	Fresh	20	2.00 - 2.00	2.00			
Thighs, Regular	Conventional	Frozen	11	1.79 - 1.79	1.79			



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Value	Antibiotic Free	Fresh	76	1.99 - 1.99	1.99
			Thighs, Value	Conventional	Fresh	60	1.49 - 2.69	1.60
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	53	2.99 - 2.99	2.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	21	2.98 - 2.98	2.98
IQF		Per lb	Breast, Boneless/Skinless, IQF	Conventional	Frozen	75	3.33 - 3.33	3.33
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	20	2.28 - 2.28	2.28
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	302	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	196	7.99 - 9.99	9.54
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	26	6.99 - 7.99	7.84
			Fried/Baked Chicken, Dark	Antibiotic Free	Prepared	21	12.99 - 12.99	12.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	3	7.99 - 7.99	7.99
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	180	7.58 - 8.66	8.05
			Service Deli - Cat 2	Conventional	Prepared	20	6.99 - 6.99	6.99

**ALASKA (AK)**

Metric	Current Week (CW)
Total Outlets	87
Activity Index	65
Feature Rate (%)	70.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Breast, Boneless/Skinless, Regular	Conventional	Fresh	3	2.98 - 2.98	2.98
			Breast, Boneless/Skinless, Value	Conventional	Fresh	33	3.99 - 3.99	3.99
			Drumsticks, Value	Conventional	Fresh	2	2.49 - 2.49	2.49
			Thighs, Value	Conventional	Fresh	2	2.69 - 2.69	2.69
Prepared		Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	12	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	11	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	2	6.99 - 6.99	6.99

**HAWAII (HI)**

Metric	Current Week (CW)
Total Outlets	107
Activity Index	157
Feature Rate (%)	56.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	24	2.69 - 2.69	2.69
			Whole Cornish Hen	Conventional	Frozen	3	3.33 - 3.33	3.33





Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb	Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	4.39 - 4.39	4.39	
		Drumsticks, Value	Conventional	Fresh	24	2.99 - 2.99	2.99	
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	3	1.15 - 1.15	1.15	
		Split Breast, Bone-In, Value	Conventional	Fresh	24	2.99 - 2.99	2.99	
		Thighs, Regular	Conventional	Frozen	10	1.60 - 2.00	1.72	
		Thighs, Value	Antibiotic Free	Fresh	3	3.09 - 3.09	3.09	
		Thighs, Value	Conventional	Fresh	24	2.99 - 2.99	2.99	
		Thighs, Value	Conventional	Frozen	3	1.60 - 1.60	1.60	
IQF	Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	3	3.00 - 3.00	3.00	
		V-Cut Wings, IQF	Conventional	Frozen	3	3.40 - 3.40	3.40	
Prepared	Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	23	9.99 - 9.99	9.99	
Prepared	Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	7	9.99 - 9.99	9.99	

**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.