USDA National Retail Report - Chicken

Fri. Sep 06, 2019

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/06 thru 09/12.

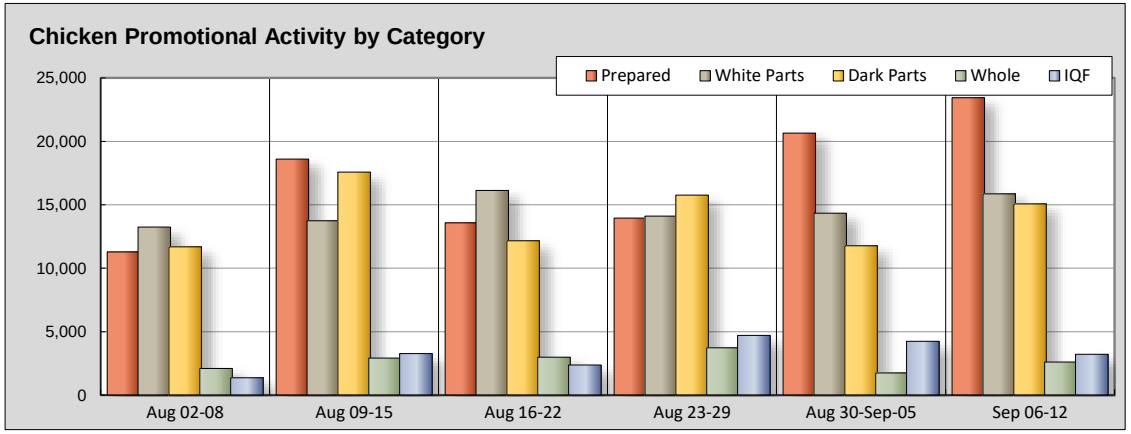
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

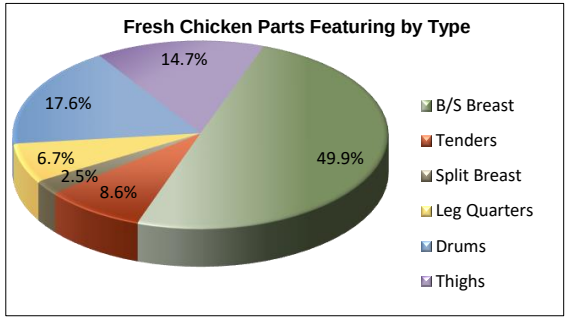
NATIONAL SUMMARY

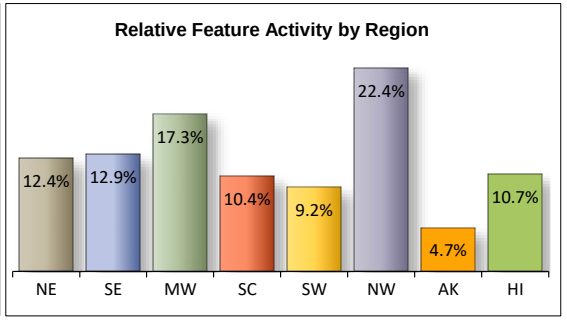
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	78.8% of 29,200 outlets		71.6% of 29,200 outlets		74.1% of 29,100 outlets	
Special Rate [4/]	20.0%		21.6%		12.6%	
Activity Index [2/]	60,188		52,767		66,266	
WHOLE BIRD:	Stores [3/]	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	2,181	0.98	1,094	1.07	2,191	1.11
cut-up fryer	64	0.99	189	1.42	33	1.35
bagged roaster	184	1.54	39	0.99	688	1.33
Cornish (frs/frz)	177	2.55	423	2.84	179	2.68
PARTS:						
Bnls/Sknls Breast						
regular pack	2,671	2.47	2,472	2.62	1,676	2.39
value pack	7,983	2.23	5,652	2.02	5,178	2.20
thin sliced	1,543	3.06	472	2.71	761	3.89
marinated	25	4.99	649	3.37	139	2.73
Breast Tenders						
regular pack	265	2.85	571	3.31	559	3.02
value pack	1,853	2.93	754	2.60	619	2.84
Split, bn-in Breast						
regular pack	218	1.38	143	1.41	247	1.75
value pack	383	1.12	1,095	1.54	1,002	1.03
Whole Wings	919	2.85	2,529	2.58	5,142	2.36
Leg Quarters						
tray pack	725	0.91	692	0.91	1,746	1.45
bagged	928	0.60	2,650	0.58	1,116	0.48
Legs	221	1.17	181	1.07	44	2.22
Thighs						
regular pack	1,445	0.97	168	1.39	1,423	1.50
value pack	2,169	0.91	3,664	0.98	3,467	1.14
Drumsticks						
regular pack	1,523	0.91	244	1.06	1,568	1.79
value pack	2,783	0.90	2,410	0.99	3,156	1.11
Bnls/Sknls Thighs						
regular pack	37	2.94	264	2.71	645	2.30
value pack	5,238	2.02	1,496	2.22	1,583	2.52
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing			26	0.60		
IQF **B/S Breast**	908	2.08	1,629	2.25	2,136	2.91
IQF **Tenders**	81	1.91	1,456	2.40	581	2.52
IQF **Wings**	1,049	2.24	597	2.15	209	2.34
IQF **Party Wings**	1,179	2.51	558	2.33	259	2.21

This Week's Chicken Feature Highlights

The new month ushers in an opportunity for a run on chicken featuring. The activity index and feature rate are up slightly while incentives to purchase remains about the same. Bagged fryers and roasters offerings are up, pricing is good. B/S breast and tenders believe more is better, especially in bulk packs, pricing here is also good. Split breast in both packs want to see some clearances, a few deals exist here. Dark parts learn that last week's price levels did little to excite consumers and reduce their cost sharply. IQF parts take a chance with wings and increase pricing. The deli swaps back to whole rotisserie chicken, finger foods step up too, fried/baked take a post-holiday break. Specialty and organics stay on schedule. Most schools are back in session, daylight is getting sparse in the afternoons. Soon the marketing strategy of retailers will begin to change, how they make the transition and keep consumers as willing buyers will be interesting.







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

1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/ 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). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ 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 09/06 thru 09/12.

(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 [1/]	**80.3% of 5,500 sampled outlets**				**83.3% of 7,400 sampled outlets**				**84.3% of 6,100 sampled outlets**			
Special Rate [4/]	**16.8% of stores w/ no-price promotions**				**33.5% of stores w/ no-price promotions**				**7.9% of stores w/ no-price promotions**			
Activity Index [2/]	**Activity Index = 7,045**				**Activity Index = 10,288**				**Activity Index = 6,686**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.59		307	1.23	0.78 - 1.49		413	0.98	0.49 - 0.99		451	0.86
cut-up fryer	0.99		64	0.99								
bagged roaster	1.49		65	1.49					1.59		89	1.59
Cornish (frs/frz)	2.79 - 2.99		127	2.89								
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	1.79 - 3.98	1.99 - 2.99	602	2.75		1.99 - 2.99	1,036	2.07	2.49	1.99 - 2.99	158	2.32
value pack	1.49 - 4.49	1.49 - 2.99	2,790	2.33	1.79	0.97 - 3.25	2,095	2.71	2.49	1.24 - 2.99	997	1.76
thin sliced		1.59 - 2.99	191	2.54		3.25	1,133	3.25	3.99	2.69 - 3.99	68	3.17
marinated												
Breast Tenders												
regular pack		2.69 - 2.99	173	2.84		2.89	14	2.89	3.99	2.69	54	2.95
value pack		3.49	64	3.49		1.99 - 3.25	1,502	3.07		2.69	12	2.69
Split, bn-in Breast												
regular pack						0.98 - 1.49	166	1.24	1.89		36	1.89
value pack						0.99	11	0.99		0.89 - 1.29	100	1.11
Whole Wings	2.99		69	2.99		1.66 - 1.97	28	1.84		2.69	12	2.69
Leg Quarters												
tray pack	0.79	0.79 - 0.87	520	0.80		1.49	83	1.49		0.89	12	0.89
bagged	0.79	0.59	147	0.69	0.68	0.58 - 0.69	149	0.64		0.47 - 0.59	186	0.56
Legs						1.59	40	1.59		0.79 - 0.99	144	0.97
Thighs												
regular pack		0.79	64	0.79		0.88 - 1.49	496	0.93	0.99 - 1.59	0.69 - 1.49	243	1.06
value pack	0.79 - 0.87	0.79 - 1.00	296	0.86	0.99	0.79 - 0.99	159	0.90	0.80 - 1.19	0.79 - 1.99	835	0.91
Drumsticks												
regular pack		0.79	64	0.79		0.88 - 0.99	499	0.89	0.99 - 1.59	0.69 - 1.49	250	1.08
value pack	0.79 - 0.89	0.77 - 1.00	351	0.86	0.89 - 0.99	0.37 - 0.99	504	0.80	0.80 - 1.19	0.79 - 0.99	856	0.90
Bnls/Sknls Thighs												
regular pack										2.49	14	2.49
value pack		1.89 - 2.79	676	2.05		1.89 - 1.99	1,355	1.99		1.79 - 1.99	1,002	1.98
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**						1.83	11	1.83		1.66	27	1.66
IQF **Tenders**						1.83	11	1.83				
IQF **Wings**		2.00	363	2.00		1.59 - 2.49	245	2.05	3.20	1.84 - 2.99	411	2.56
IQF **Party Wings**		2.22	112	2.22	1.75	1.99 - 2.24	338	2.06		1.49 - 2.80	729	2.77

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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)			
Feature Rate [1/]	**71.0% of 4,900 sampled outlets**				**64.9% of 3,800 sampled outlets**				**90.8% of 1,300 sampled outlets**			
Special Rate [4/]	**16.2% of stores w/ no-price promotions**				**10.6% of stores w/ no-price promotions**				**54.9% of stores w/ no-price promotions**			
Activity Index [2/]	**Activity Index = 4,392**				**Activity Index = 2,644**				**Activity Index = 5,407**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.49		130	1.04	0.99 - 1.39		159	1.29	0.79 - 0.87		721	0.87
cut-up fryer												
bagged roaster												
Cornish (frs/frz)					1.69		50	1.69				
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	2.49	1.99	71	2.08		1.79 - 2.99	122	2.09		2.99	682	2.99
value pack	1.69 - 2.49	1.49 - 1.99	675	1.79	0.98 - 2.99	1.47 - 2.99	544	1.92	2.49	1.67 - 1.99	846	1.78
thin sliced						1.98 - 2.99	151	2.23				
marinated						4.99	25	4.99				
Breast Tenders												
regular pack		2.69	24	2.69								
value pack		1.99 - 2.69	133	2.12		1.99	142	1.99				
Split, bn-in Breast												
regular pack		1.29	10	1.29								
value pack		0.99	4	0.99	0.97 - 1.59	0.99 - 1.49	257	1.12		1.48	11	1.48
Whole Wings		1.66 - 1.97	90	1.82	3.49	2.99	38	3.31		2.99	682	2.99
Leg Quarters												
tray pack						0.79 - 1.18	110	1.00				
bagged	0.59 - 0.65	0.39 - 0.69	365	0.60		0.39 - 0.79	67	0.43		0.79	14	0.79
Legs						1.49	37	1.49				
Thighs												
regular pack		0.88 - 1.58	543	0.90	1.49	0.99	99	1.44				
value pack	0.80 - 0.99	0.79 - 0.88	112	0.88	1.59		13	1.59	1.69	0.87 - 1.48	743	0.90
Drumsticks												
regular pack		0.88 - 0.89	670	0.88		0.59 - 0.79	40	0.74				
value pack	0.80 - 0.98	0.69 - 1.58	156	0.99	1.49 - 1.59	0.78	162	1.24	1.69	0.87 - 0.99	743	0.89
Bnls/Sknls Thighs												
regular pack		2.49	12	2.49								
value pack		1.77 - 1.99	1,226	1.99	1.99	1.88 - 1.99	628	1.97	2.49	1.99	283	2.16
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	2.00	1.35 - 2.39	101	1.86					2.00		682	2.00
IQF **Tenders**		1.83 - 2.39	70	1.93								
IQF **Wings**												
IQF **Party Wings**												

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	ALASKA (AK)				HAWAII (HI)			
Feature Rate [1/]	**75.0% of 100 sampled outlets**				**79.0% of 100 sampled outlets**			
Special Rate [4/]	**0.0% of stores w/ no-price promotions**				**47.6% of stores w/ no-price promotions**			
Activity Index [2/]	**Activity Index = 147**				**Activity Index = 143**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer								
cut-up fryer								
bagged roaster					1.49		30	1.49
Cornish (frs/frz)								
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast								
regular pack								
value pack	2.49	2.99	13	2.57		3.29	23	3.29
thin sliced								
marinated								
Breast Tenders								
regular pack								
value pack								
Split, bn-in Breast								
regular pack		1.99 - 2.98	6	2.65				
value pack								
Whole Wings								
Leg Quarters								
tray pack								
bagged								
Legs								
Thighs								
regular pack								
value pack		1.49	11	1.49				
Drumsticks								
regular pack								
value pack		1.49	11	1.49				
Bnls/Sknls Thighs								
regular pack		3.99	11	3.99				
value pack	2.49	1.99 - 4.99	58	4.00		1.99	10	1.99
9-pc Combos								
drum-thigh-breast								
drum-thigh-wing								
IQF **B/S Breast**	4.79		37	4.79		1.66 - 2.39	50	1.95
IQF **Tenders**								
IQF **Wings**						2.32	30	2.32
IQF **Party Wings**								

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Fri. Sep 06, 2019

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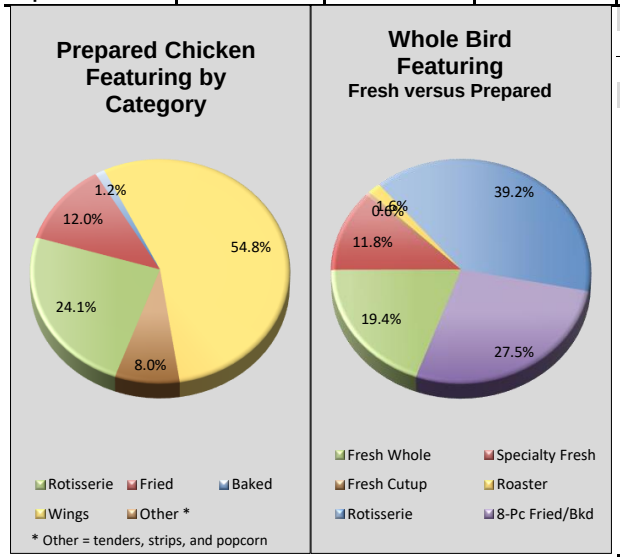
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	52.8% of 29,200 outlets		40.7% of 29,200 outlets		43.6% of 29,100 outlets	
Activity Index [2/]	**23,436**		**20,650**		**29,919**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3,236	6.32	2,277	6.95	8,972	5.93
2.1-3.0 lbs.	1,169	9.73	358	6.16	1,396	6.25
Whole Breast	1,240	7.36				
Leg Quarter			94	1.20	6	2.50
FRIED & BAKED:						
Fried 8-Piece Mix	1,723	6.54	8,626	6.89	1,975	6.22
Baked 8-Piece Mix	283	6.36	4,738	6.79	514	6.01
F/B 8-Piece Dark	646	6.77	524	6.03	372	5.33
F/B 12-Piece	340	12.01	470	11.22	515	7.73
Bulk Pack ($/piece)	95	0.78	1,262	0.96	4,081	0.80
Wings: bone-in	6,545	5.84	1,321	5.82	6,259	5.98
boneless	6,294	5.83	581	5.73	4,835	5.95
Tenders	1,451	5.63	399	5.83	994	6.06
Strips	414	6.85				
Popcorn						



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.		
Feature Rate [1/]	39.5% of 5,500 sampled outlets			66.6% of 7,400 sampled outlets			42.8% of 6,100 sampled outlets			60.2% of 4,900 sampled outlets		
Activity Index [2/]	Activity Index = 3,341			Activity Index = 6,285			Activity Index = 4,899			Activity Index = 4,759		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:												
Whole Bird												
< 2 lbs.	4.99 - 5.99	243	5.67	5.99	1,260	5.99	4.99 - 6.99	484	6.62	5.99 - 6.99	239	6.71
2.1-3.0 lbs.	5.00 - 8.99	90	8.41	7.97 - 9.99	499	9.83				9.99	526	9.99
Whole Breast	5.99 - 7.99	146	7.11	3.29 - 7.99	1,094	7.39						
Leg Quarter												
FRIED & BAKED:												
Fried 8-Piece Mix	6.99 - 7.99	261	7.45	5.99 - 8.79	317	6.92	5.99 - 9.99	193	7.65	5.99 - 9.99	617	6.31
Baked 8-Piece Mix				5.99	77	5.99	6.99 - 9.99	64	8.82	9.99	13	9.99
F/B 8-Piece Dark	6.99	266	6.99	5.98 - 8.99	164	6.83	4.99 - 6.99	136	6.25	6.99	69	6.99
F/B 12-Piece	12.99	112	12.99	7.98	10	7.98	7.98 - 12.99	187	11.65	11.99	31	11.99
Bulk Pack ($/piece)				1.37	11	1.37	0.70	62	0.70	0.69	22	0.69
Wings: bone-in	3.99 - 6.99	1,129	5.62	4.99 - 5.98	1,426	5.92	2.99 - 6.99	1,461	5.92	4.99 - 5.98	1,270	5.93
boneless	2.99 - 5.99	832	5.23	4.99 - 5.98	1,349	5.97	2.99 - 8.99	1,668	5.86	4.99 - 8.99	1,308	6.02
Tenders	5.99	262	5.99	5.99	78	5.99	4.99 - 6.99	387	5.60	5.00 - 5.99	626	5.18
Strips							5.95 - 6.99	257	6.76	6.99	38	6.99
Popcorn												

	SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
Feature Rate [1/]	44.2% of 3,800 sampled outlets			76.4% of 1,300 sampled outlets			47.0% of 100 sampled outlets			38.1% of 100 sampled outlets		
Activity Index [2/]	Activity Index = 2,878			Activity Index = 1,107			Activity Index = 57			Activity Index = 110		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:												
Whole Bird												
< 2 lbs.	3.99 - 6.99	328	5.97	6.99	682	6.99						
2.1-3.0 lbs.	6.99	33	6.99	10.99	21	10.99						
Whole Breast												
Leg Quarter												
FRIED & BAKED:												
Fried 8-Piece Mix	4.99 - 6.99	323	5.09	8.99	12	8.99						
Baked 8-Piece Mix	5.00	129	5.00									
F/B 8-Piece Dark				5.49	11	5.49						
F/B 12-Piece												
Bulk Pack ($/piece)												
Wings: bone-in	3.99 - 5.99	1,016	5.78	3.99 - 5.99	193	5.87	5.98	10	5.98	4.99 - 5.98	40	5.24
boneless	3.99 - 5.99	930	5.86	5.98	157	5.98	5.98	10	5.98	4.99 - 5.98	40	5.24
Tenders				5.99 - 6.99	31	6.67	8.99	37	8.99	5.99	30	5.99
Strips	6.99	119	6.99									
Popcorn												

Notes:

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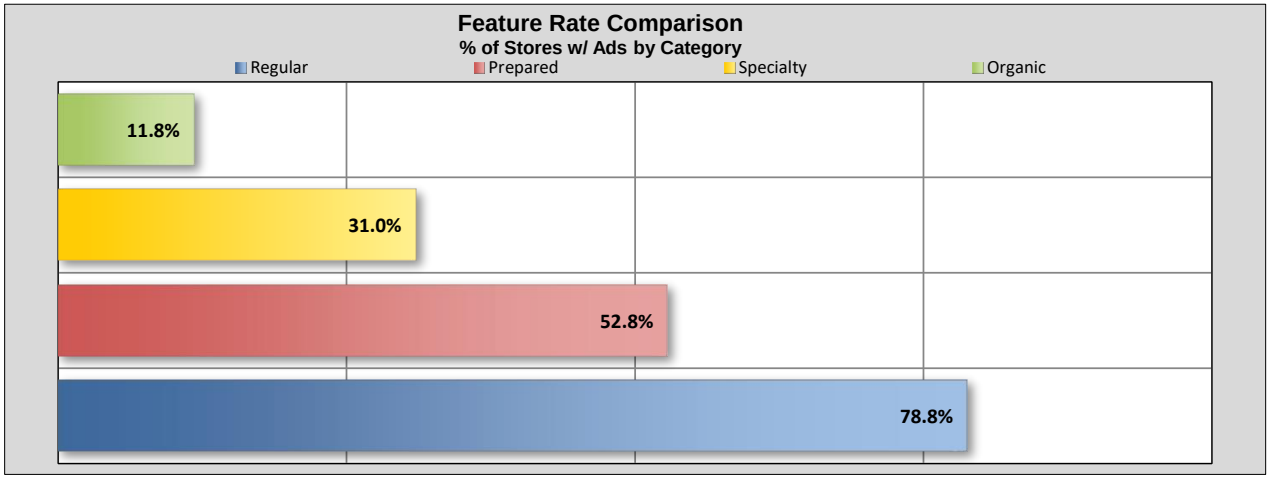
NATIONAL SUMMARY

SPECIALTY CHICKEN

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	31.0% of 29,200 outlets		26.4% of 29,200 outlets		36.0% of 29,100 outlets	
Activity Index [2/]	13,815		15,328		14,567	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,323	1.60	962	1.70	1,393	1.63
Bnls/Sknls Breast	4,665	4.53	5,091	4.38	7,515	4.64
Breast Tenders	679	3.51	1,684	4.07	1,075	4.47
Split, bn-in Breast	566	2.08	1,271	1.54	411	2.48
Whole Wings	457	2.78	1,027	3.15	130	2.39
Leg Quarters	627	1.13	535	1.24	302	0.79
Legs	167	1.68	62	0.99	57	1.82
Thighs	2,141	1.34	2,007	1.85	1,181	1.64
Drumsticks	2,060	1.35	1,889	1.57	1,386	1.65
B/S Thighs	1,130	2.98	800	3.06	1,117	3.29



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	32.5% of 5,500 sampled outlets			39.7% of 7,400 sampled outlets			42.2% of 6,100 sampled outlets			17.9% of 4,900 sampled outlets			19.2% of 3,800 sampled outlets			8.6% of 1,300 sampled outlets		
Activity Index [2/]	Activity Index = 3,090			Activity Index = 2,562			Activity Index = 5,586			Activity Index = 1,201			Activity Index = 1,122			Activity Index = 150		
	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	1.29 - 1.99	640	1.63	1.59 - 2.39	58	2.23	1.28 - 2.39	286	1.46	1.19 - 2.69	170	1.46	1.39 - 2.49	57	2.08	0.99 - 1.99	112	1.45
Bnls/Sknls Breast	2.99 - 5.99	375	4.51	1.88 - 5.99	919	4.18	1.99 - 5.99	2,367	4.60	2.99 - 4.99	668	4.68	1.79 - 6.99	308	4.81	3.99	28	3.99
Breast Tenders	2.99 - 3.99	143	3.67	2.99 - 3.99	188	3.98	2.29 - 5.99	309	3.23	2.29 - 2.99	39	2.94						
Split, bn-in Breast	1.69 - 2.79	448	2.04	1.69 - 1.78	40	1.76				2.19 - 2.49	78	2.45						
Whole Wings	2.69 - 2.99	218	2.90	2.49 - 2.99	164	2.69	2.99	58	2.99				1.49	11	1.49	1.49	6	1.49
Leg Quarters	0.79	62	0.79	0.99	23	0.99	0.69 - 0.99	348	0.91	0.99	38	0.99	1.49	89	1.49			
Legs	1.49 - 1.99	154	1.74				0.98	13	0.98									
Thighs	1.29 - 2.49	391	1.80	0.99 - 1.69	341	1.24	0.99 - 2.00	1,048	1.31	0.99 - 1.66	91	1.48	0.87	270	0.87			
Drumsticks	1.69 - 2.49	343	1.87	0.99 - 1.69	297	1.23	0.99 - 2.00	1,037	1.31	0.99 - 1.66	91	1.48	0.87 - 2.29	292	0.96			
B/S Thighs	2.49 - 2.99	316	2.89	2.48 - 2.99	532	2.85	2.29 - 2.99	120	2.54	2.29 - 2.49	26	2.47	3.29 - 4.99	95	3.92	2.99	4	2.99

SPECIALTY	ALASKA			HAWAII		
Feature Rate [1/]	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Activity Index [2/]	Activity Index = 74			Activity Index = 30		
	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	2.99	37	2.99	1.29	30	1.29
Legs						
Thighs						
Drumsticks						
B/S Thighs	4.99	37	4.99			

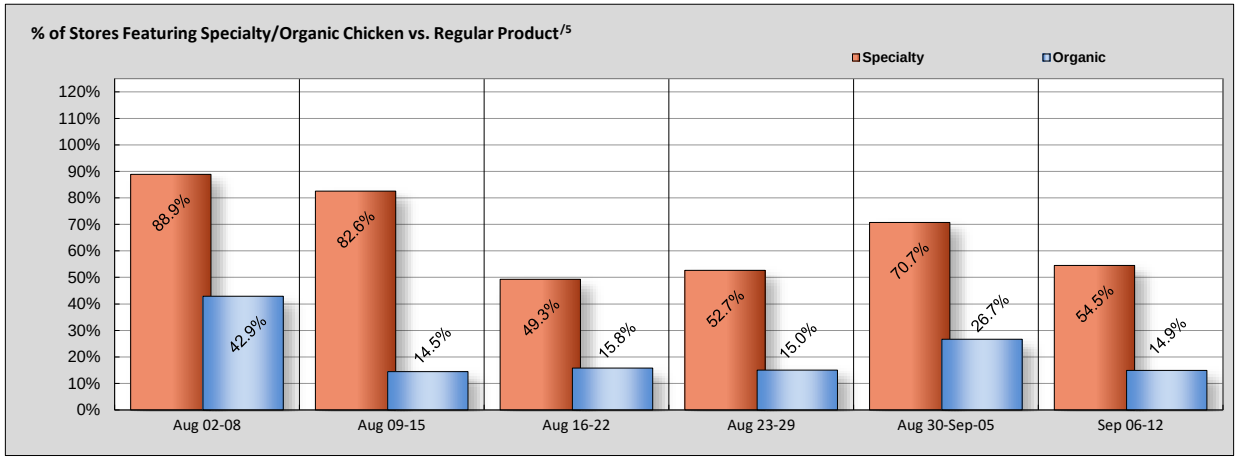
Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. 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 09/06 thru 09/12.

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

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	11.8% of 29,200 outlets		13.4% of 29,200 outlets		18.3% of 29,100 outlets	
Activity Index [2/]	3,591		5,542		6,734	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	516	2.93	528	3.22	216	3.06
Bnls/Sknls Breast	1,363	7.05	3,498	6.58	4,452	6.75
Breast Tenders	477	9.39	983	8.10	1,240	7.31
Split, bn-in Breast			77	4.49	10	4.31
Whole Wings			228	3.16		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	12	3.99	10	2.99		
Drumsticks	722	3.43	91	2.99	435	2.84
B/S Thighs	501	5.92	127	5.49	381	6.78



/5: % = 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.			
	22.0% of 5,500 sampled outlets				20.5% of 7,400 sampled outlets				5.9% of 6,100 sampled outlets				0.2% of 4,900 sampled outlets				4.4% of 3,800 sampled outlets				12.5% of 1,300 sampled outlets			
	Activity Index = 2,182				Activity Index = 564				Activity Index = 454				Activity Index = 7				Activity Index = 215				Activity Index = 158			
Whole Fryer	1.99 - 3.49		453	2.97													1.99 - 3.29		36	2.89	1.99 - 2.99		27	2.40
Bnls/Sknls Breast	6.49 - 7.99		830	7.30	6.99		76	6.99	5.49 - 5.99		187	5.53					6.99 - 7.99		130	7.07	7.49 - 7.99		129	7.62
Breast Tenders	8.99 - 9.99		477	9.39																				
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																	3.99		12	3.99				
Drumsticks	2.99 - 4.99		134	3.56	1.88 - 4.99		462	3.45	2.99		89	2.99					3.49 - 3.99		37	3.65				
B/S Thighs	6.49		288	6.49	5.79		26	5.79	4.99 - 5.79		178	5.01	5.79		7	5.79					5.79		2	5.79

ORGANIC	ALASKA				HAWAII			
	11.0% of 100 sampled outlets				0.0% of 100 sampled outlets			
	Activity Index = 11				Activity Index = 0			
Whole Fryer								
Bnls/Sknls Breast	7.49		11	7.49				
Breast Tenders								
Split, bn-in Breast								
Whole Wings								
Legs								
Thighs								
Drumsticks								
B/S Thighs								

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