



Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/14 thru 08/20.

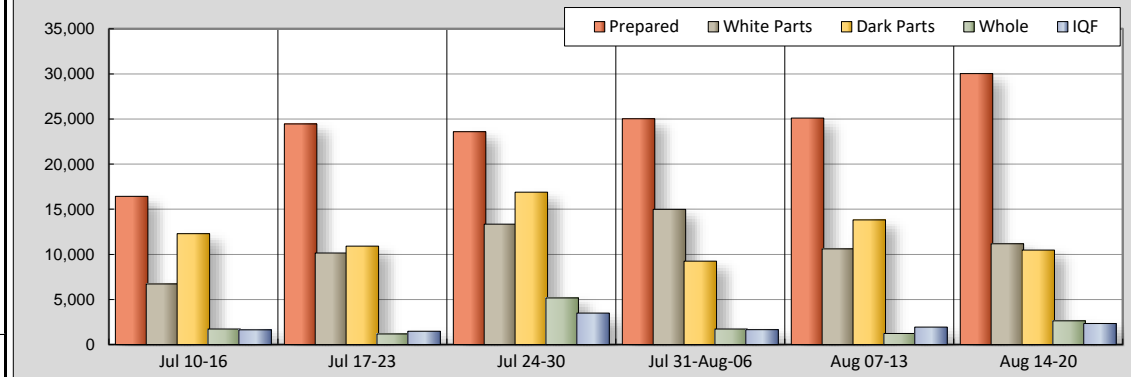
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY							
	THIS WEEK		LAST WEEK		LAST YEAR		
Feature Rate ^{1/}	77.9% of 29,200 outlets		81.5% of 29,200 outlets		72.1% of 29,200 outlets		
Special Rate ^{4/}	12.0%		10.5%		10.9%		
Activity Index ^{2/}	56,655		52,705		47,340		
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	
bagged fryer	2,183	1.02	898	1.05	2,741	0.90	
cut-up fryer	253	1.31	12	0.99	12	0.99	
bagged roaster	39	1.59	118	1.69	90	0.98	
Cornish (frs/frz)	158	2.85	203	2.91	145	2.56	
PARTS:							
Bnls/Sknls Breast							
regular pack	1,735	3.08	1,101	2.70	2,488	2.51	
value pack	6,665	2.07	4,934	1.93	6,383	1.87	
thin sliced	456	2.71	435	2.89	584	2.85	
marinated	216	3.64	1,219	4.05	371	3.96	
Breast Tenders							
regular pack	612	3.73	160	3.30	2,479	3.68	
value pack	496	2.48	425	2.37	638	2.71	
Split, bn-in Breast							
regular pack	160	2.06	821	1.23	500	1.69	
value pack	420	1.11	914	1.61	1,036	1.15	
Whole Wings							
	414	2.58	600	2.69	1,651	2.89	
Leg Quarters							
tray pack	1,355	0.98	390	0.92	411	1.18	
bagged	587	0.55	1,459	0.53	1,268	0.52	
Legs							
	242	1.16	158	0.98	306	0.99	
Thighs							
regular pack	904	1.13	1,902	1.16	1,902	1.02	
value pack	2,742	1.05	1,529	1.18	755	1.09	
Drumsticks							
regular pack	779	1.06	2,002	1.14	1,657	0.92	
value pack	3,409	0.97	2,044	1.04	1,922	1.06	
Bnls/Sknls Thighs							
regular pack	186	2.50	1,146	2.98	1,382	2.67	
value pack	272	2.28	3,189	1.82	2,561	1.90	
9-pc Combos							
drum-thigh-breast					109	1.79	
drum-thigh-wing							
IQF	B/S Breast	594	2.41	409	2.10	1,290	2.42
	Tenders	811	2.27	112	1.71	187	2.63
	Wings	467	2.11	638	2.17	326	1.76
	Party Wings	463	2.58	780	2.69	570	2.63

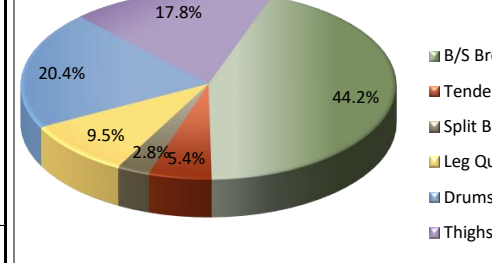
This Week's Chicken Feature Highlights

Just as summer is winding down, chicken is heating up and shoppers will find a variety of offers at prices mark to support that "maybe" back to school budget. Whole bird promotions increase in number with bagged fryers, cut-up and specialty fryers leading the way. The white parts category returns to prominence with b/s breast and tenders increasing volumes and pricing. Split breasts in bulk are your best deal. Value packs in thighs and drums increase volume and lowers prices; tray pack leg quarters also increase volumes notably. B/S thighs reduce volumes significantly from last week. IQF raises prices and volume on b/s breast and tenders and lowers prices on wings. The kitchen aims to please with an assortment of cooked chicken offered but be prepared to pay a little more for the convenience. Specialty items remain about the same while organics drop off slightly.

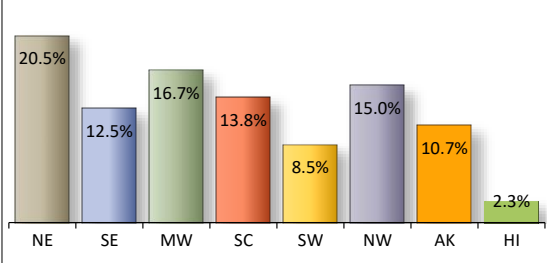
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



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

Fri. Aug 14, 2020

		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/}		84.1% of 5,500 sampled outlets				67.9% of 7,400 sampled outlets				85.1% of 6,100 sampled outlets			
Special Rate ^{4/}		17.6% of stores w/ no-price promotions				17.0% of stores w/ no-price promotions				7.5% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 8,141				Activity Index = 5,451				Activity Index = 5,928			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.88 - 1.69		789	1.21	0.88 - 1.69		551	0.90	0.79 - 0.99		67	0.95
cut-up fryers		1.39		13	1.39	1.35		131	1.35	0.89 - 1.39		70	1.18
bagged roaster		1.59		37	1.59	1.59		2	1.59				
Cornish (frs/frz)		2.99		130	2.99	2.99		2	2.99	1.82		13	1.82
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			1.99 - 3.99	344	3.11		2.99 - 3.99	959	2.99	2.79 - 5.99	2.98 - 2.99	303	3.42
value pack		1.99 - 2.99	1.69 - 2.88	1,403	2.27		1.69 - 2.99	1,758	2.00	1.69 - 1.99	1.49 - 2.99	1,855	1.99
thin sliced		1.99 - 3.99	2.99	319	2.88						2.99	43	2.99
marinated											1.99 - 4.99	200	3.80
Breast Tenders													
regular pack			2.47 - 3.99	344	3.67					3.69	2.99 - 3.99	264	3.83
value pack			2.49 - 2.99	219	2.75		1.99	6	1.99	2.99	0.99 - 2.99	116	2.47
Split, bn-in Breast													
regular pack		2.09		112	2.09					3.69	1.29	21	2.43
value pack		0.99		69	0.99		0.99	192	0.99		0.99 - 1.69	78	1.12
Whole Wings			2.99	86	2.99	2.59	2.99	81	2.61	1.99	1.99 - 2.49	145	2.11
Leg Quarters													
tray pack		0.89	0.89 - 1.49	532	0.98		0.99	77	0.99	1.49	0.69 - 0.99	179	1.01
bagged		0.59 - 0.79		145	0.72	0.59		44	0.59		0.29 - 0.49	215	0.39
Legs			0.99 - 1.29	110	1.19		0.99	2	0.99		0.49 - 0.99	120	0.94
Thighs													
regular pack			1.49	257	1.49		0.98 - 1.49	47	1.16		1.29	46	1.29
value pack		0.89 - 1.29	0.88 - 2.69	1,116	1.14		0.49 - 1.29	584	0.91		0.49 - 0.99	308	0.83
Drumsticks													
regular pack		1.49		189	1.49		0.98 - 1.49	47	1.16				
value pack		0.89 - 1.29	0.79 - 2.69	1,202	1.12		0.49 - 1.29	614	0.92	0.79 - 1.99	0.69 - 0.99	499	0.92
Bnls/Sknls Thighs													
regular pack			2.99	64	2.99					2.49	1.99 - 2.29	118	2.23
value pack			2.99	62	2.99						1.69 - 2.49	109	2.13
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IQF	B/S Breast	2.00		266	2.00	2.00	2.33	11	2.33	2.66	1.50 - 3.20	466	2.36
	Tenders										2.54	173	2.54
	Wings		1.99 - 2.00	209	2.00	2.20 - 3.99				2.20		258	2.20
	Party Wings		2.19 - 2.49	124	2.34	2.59		77	2.59	2.99	2.54	262	2.69

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

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

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2 of 7



USDA National Retail Report - Chicken

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Fri. Aug 14, 2020

		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/} Special Rate ^{4/} Activity Index ^{2/}		76.4% of 4,900 sampled outlets 3.7% of stores w/ no-price promotions Activity Index = 4,901				76.1% of 3,800 sampled outlets 12.9% of stores w/ no-price promotions Activity Index = 997				89.8% of 1,300 sampled outlets 10.2% of stores w/ no-price promotions Activity Index = 1,121			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.49		689	0.89	0.97 - 1.69		71	1.08	1.69		16	1.69
cut-up fryer										1.39		39	1.39
bagged roaster													
Cornish (frs/frz)						2.49		13	2.49				
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		2.79 - 2.99	2.98 - 2.99	64	2.94		1.79 - 2.99	42	2.70		2.99	3	2.99
value pack		2.29	1.28 - 2.99	506	2.10		1.47 - 2.99	418	2.14		1.49 - 1.99	712	1.97
thin sliced			1.79 - 1.98	83	1.83		3.29	11	3.29				
marinated			1.68	16	1.68								
Breast Tenders													
regular pack													
value pack						2.99	1.97	155	2.14				
Split, bn-in Breast													
regular pack		2.19	1.29	13	2.05		1.29	14	1.29				
value pack		0.88		16	0.88		1.69	54	1.69		1.48	11	1.48
Whole Wings			2.99 - 3.59	89	3.14		0.99	13	0.99				
Leg Quarters													
tray pack			0.97 - 1.18	526	0.98		0.79 - 1.29	41	0.92				
bagged		0.37	0.39 - 0.49	161	0.44					1.99		15	1.99
Legs							3.49	10	3.49				
Thighs													
regular pack			0.88 - 1.48	543	0.90								
value pack			0.97 - 1.69	670	1.13		0.99	54	0.99		1.29	10	1.29
Drumsticks													
regular pack			0.88 - 1.48	543	0.90								
value pack		0.77 - 0.79	0.47 - 1.19	951	0.83		0.59 - 0.99	91	0.83		0.95 - 1.49	52	1.19
Bnls/Sknls Thighs													
regular pack										2.49		4	2.49
value pack			1.77	31	1.77		2.49	10	2.49	1.99	1.98	58	1.99
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
FDI	B/S Breast										1.98 - 2.66	106	2.59
	Tenders										3.20	95	3.20
	Wings												
	Party Wings												



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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		53.0% of 100 sampled outlets				34.3% of 100 sampled outlets					
Special Rate ^{4/}		13.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 56				Activity Index = 23					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack							2.99	20	2.99		
value pack			2.49 - 3.49	13	2.64						
thin sliced											
marinated											
Breast Tenders											
regular pack			2.98	4	2.98						
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged			0.75	4	0.75		1.10	3	1.10		
Legs											
Thighs											
regular pack		2.99		11	2.99						
value pack											
Drumsticks											
regular pack											
value pack											
Bnls/Sknls Thighs											
regular pack											
value pack			3.49	2	3.49						
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
FBI	B/S Breast		2.66	11	2.66						
	Tenders		3.20	11	3.20						
	Wings										
	Party Wings										



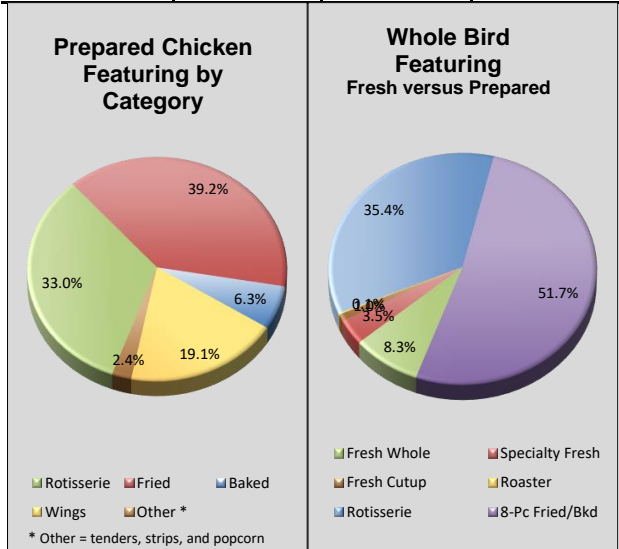
USDA National Retail Report - Chicken

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

Fri. Aug 14, 2020

PREPARED FOODS NATIONAL SUMMARY																																			
			THIS WEEK	LAST WEEK	LAST YEAR																														
Feature Rate ^{1/}			46.3% of 29,200 outlets	46.0% of 29,200 outlets	29.6% of 29,200 outlets	Feature Rate ^{1/}			NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.																	
Activity Index ^{2/}			30,037	25,107	13,576	Activity Index ^{2/}			39.7% of 5,500 sampled outlets Activity Index = 4,735			50.8% of 7,400 sampled outlets Activity Index = 8,149			41.4% of 6,100 sampled outlets Activity Index = 6,362			44.1% of 4,900 sampled outlets Activity Index = 5,318																	
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg															
ROTISSERIE:						ROTISSERIE:																													
Whole Bird						Whole Bird																													
< 2 lbs.						< 2 lbs.																													
2.1-3.0 lbs.						2.1-3.0 lbs.																													
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
FRIED & BAKED:						FRIED & BAKED:																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
Baked 8-Piece Mix						Baked 8-Piece Mix																													
F/B 8-Piece Dark						F/B 8-Piece Dark																													
F/B 12-Piece						F/B 12-Piece																													
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
Wings: bone-in						Wings: bone-in																													
boneless						boneless																													
Tenders						Tenders																													
Strips						Strips																													
Popcorn						Popcorn																													
												SOUTHWEST U.S.						NORTHWEST U.S.						ALASKA						HAWAII					
												47.4% of 3,800 sampled outlets Activity Index = 3,072						81.7% of 1,300 sampled outlets Activity Index = 2,308						21.0% of 100 sampled outlets Activity Index = 63						9.5% of 100 sampled outlets Activity Index = 30					
												price range stores wtd avg						price range stores wtd avg						price range stores wtd avg						price range stores wtd avg					
ROTISSERIE:						ROTISSERIE:																													
Whole Bird						Whole Bird																													
< 2 lbs.						< 2 lbs.																													
2.1-3.0 lbs.						2.1-3.0 lbs.																													
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
FRIED & BAKED:						FRIED & BAKED:																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
Baked 8-Piece Mix						Baked 8-Piece Mix																													
F/B 8-Piece Dark						F/B 8-Piece Dark																													
F/B 12-Piece						F/B 12-Piece																													
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
Wings: bone-in						Wings: bone-in																													
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Tenders						Tenders																													
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Source: USDA Livestock, Poultry, & Grain Market News;
<http://www.ams.usda.gov/market-news/livestock-poultry-grain>

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Notes:



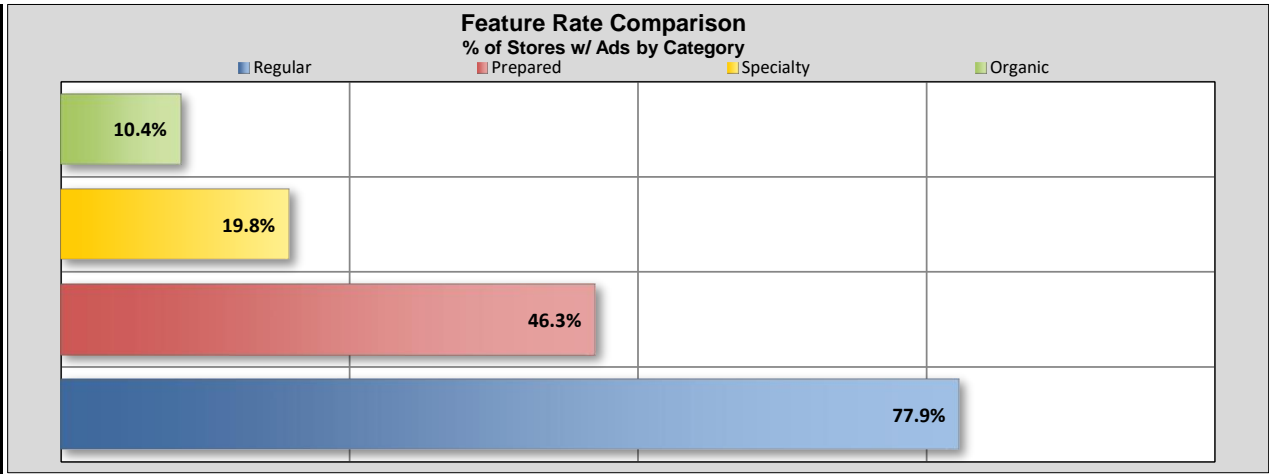
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NATIONAL SUMMARY						
SPECIALTY CHICKEN						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	19.8% of 29,200 outlets		19.1% of 29,200 outlets		25.5% of 29,200 outlets	
Activity Index ^{2/}	10,299		11,081		12,260	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	934	1.60	420	1.56	741	1.41
Bnls/Sknls Breast	2,976	4.90	2,534	4.36	5,057	4.22
Breast Tenders	851	4.21	1,412	4.35	1,543	4.81
Split, bn-in Breast	1,605	2.39	1,591	1.62	774	1.67
Whole Wings	90	1.99	186	3.07	123	2.91
Leg Quarters	295	0.94	573	0.87	297	1.10
Legs	40	2.99	327	1.59	28	2.78
Thighs	1,538	1.48	1,677	1.56	575	1.56
Drumsticks	1,799	1.44	1,496	1.55	812	1.71
B/S Thighs	171	3.91	865	3.25	2,310	3.66



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	25.5% of 5,500 sampled outlets			14.6% of 7,400 sampled outlets			30.0% of 6,100 sampled outlets			16.5% of 4,900 sampled outlets			14.0% of 3,800 sampled outlets			7.3% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 5,331			Activity Index = 1,569			Activity Index = 1,244			Activity Index = 928			Activity Index = 932			Activity Index = 225		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	0.99 - 2.59	483	1.73	1.38	200	1.38	1.19 - 1.99	251	1.52									
Bnls/Sknls Breast	3.96 - 6.99	1,235	5.43	1.98 - 5.99	544	3.16	2.79 - 5.49	388	4.55	2.99 - 6.48	644	5.16	6.99	119	6.99	5.49 - 5.98	31	5.73
Breast Tenders	3.99 - 5.99	622	4.50				2.49 - 5.49	169	3.68	2.69 - 2.79	60	2.73						
Split, bn-in Breast	1.39 - 3.79	1,125	2.39	1.39 - 4.99	211	2.47	1.49 - 4.99	210	2.00	4.99	7	4.99				2.99 - 4.99	52	3.22
Whole Wings																1.99	90	1.99
Leg Quarters	1.49	93	1.49	0.68 - 1.49	202	0.69												
Legs				2.99	26	2.99	2.99	5	2.99	2.99	7	2.99				2.99	2	2.99
Thighs	0.99 - 1.99	880	1.48	0.99 - 1.59	86	1.25	1.29 - 1.99	103	1.64	1.29 - 4.99	50	3.21	0.99 - 1.59	389	1.17	1.25	10	1.25
Drumsticks	0.99 - 1.99	880	1.48	0.99 - 1.59	217	1.21	1.29 - 1.99	103	1.64	0.88 - 4.99	136	1.74	0.99 - 1.59	400	1.18	1.25 - 1.99	28	1.73
B/S Thighs	2.89	13	2.89	3.99	83	3.99	5.49	15	5.49	2.79	24	2.79	2.79	24	2.79	6.99	12	6.99

SPECIALTY	ALASKA			HAWAII											
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets											
Activity Index ^{2/}	Activity Index = 30			Activity Index = 40											
	price range	stores	wtd avg	price range	stores	wtd avg									
Whole Fryer															
Bnls/Sknls Breast	3.99	15	3.99												
Breast Tenders															
Split, bn-in Breast															
Whole Wings															
Leg Quarters															
Legs															
Thighs				3.39	20	3.39									
Drumsticks	1.79	15	1.79	3.39	20	3.39									
B/S Thighs															

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

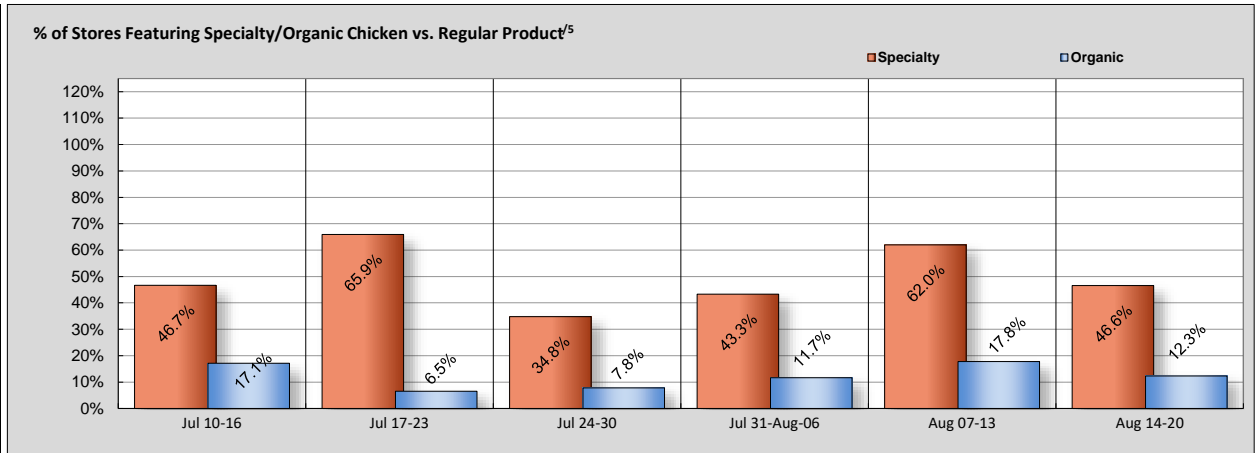


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/14 thru 08/20.

(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/}	10.4% of 29,200 outlets		8.8% of 29,200 outlets		8.7% of 29,200 outlets	
Activity Index ^{2/}	2,503		3,299		3,524	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	479	3.48	576	3.62	788	2.62
Bnls/Sknls Breast	1,842	6.91	1,535	7.27	1,490	7.18
Breast Tenders	157	6.44	93	5.99	702	8.24
Split, bn-in Breast			358	3.53		
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs			37	4.69	64	4.49
Drumsticks	25	1.99	661	3.27	280	3.17
B/S Thighs			39	5.49	200	5.49



⁵ % = total store count for Specialty items/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.			
	12.1% of 5,500 sampled outlets Activity Index = 1,057				21.5% of 7,400 sampled outlets Activity Index = 549				0.9% of 6,100 sampled outlets Activity Index = 89				11.9% of 4,900 sampled outlets Activity Index = 620				2.7% of 3,800 sampled outlets Activity Index = 160				2.5% of 1,300 sampled outlets Activity Index = 28			
Whole Fryer	3.29	3.89	479	3.48																				
Bnls/Sknls Breast	5.99	7.99	421	7.38	5.99	7.99	549	6.83	5.99	89	5.99		5.99	7.99	620	6.92	5.99	7.99	135	6.36	5.99	7.99	28	6.85
Breast Tenders	5.99	7.09	157	6.44																				
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
Drumsticks																	1.99	25	1.99					
B/S Thighs																								
ORGANIC	ALASKA				HAWAII																			
	0.0% of 100 sampled outlets Activity Index = 0				0.0% of 100 sampled outlets Activity Index = 3																			
Whole Fryer																								
Bnls/Sknls Breast					5.99	3	5.99																	
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
Drumsticks																								
B/S Thighs																								

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