



USDA National Retail Report - Chicken

Fri. Feb 19, 2021

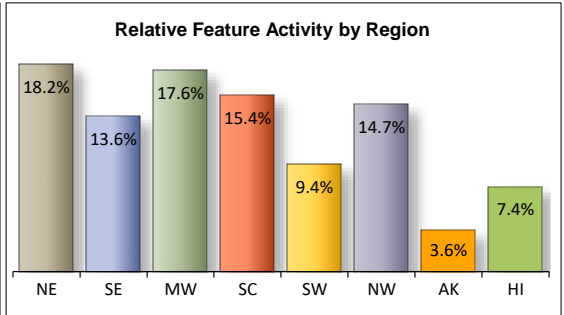
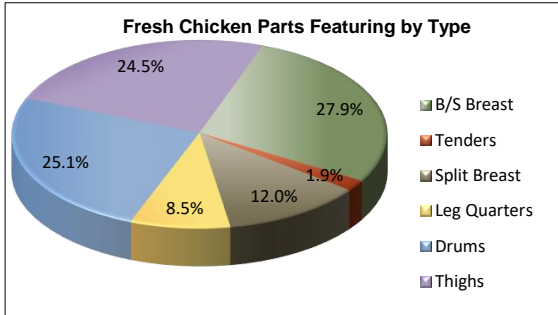
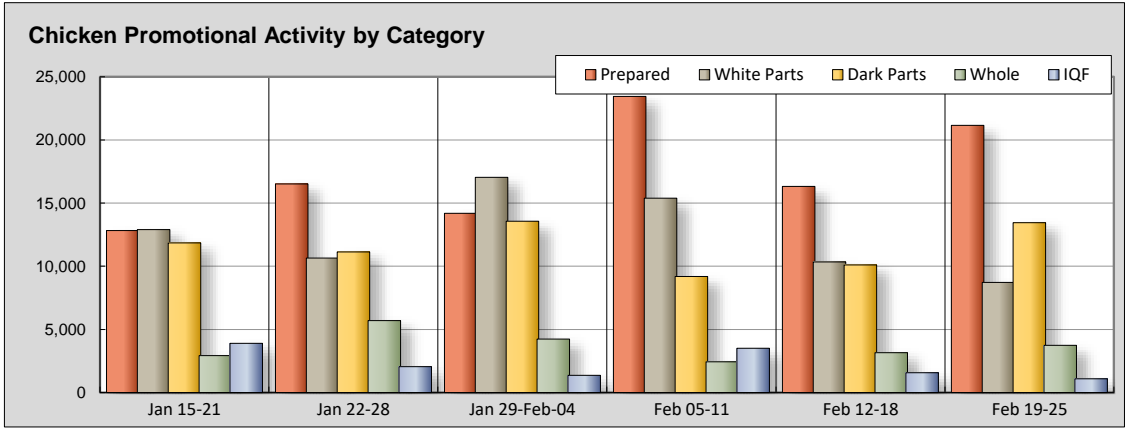
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	63.2% of 29,200 outlets		66.9% of 29,200 outlets		69.4% of 29,200 outlets	
Special Rate ^{4/}	12.5%		12.7%		14.4%	
Activity Index ^{2/}	48,161		41,501		58,917	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	1,481	1.05	2,451	1.05	2,667	1.05
cut-up fryer			77	1.29	312	1.33
bagged roaster	2,149	1.03	451	1.69	463	1.50
Cornish (frs/frz)	111	1.17	179	2.18	192	2.73
PARTS:						
Bnls/Sknls Breast						
regular pack	746	3.08	910	2.14	1,697	2.70
value pack	3,926	1.98	5,622	1.98	4,053	1.96
thin sliced	775	3.23	583	4.11	1,677	3.16
marinated	83	3.09	209	3.72	124	3.30
Breast Tenders						
regular pack	89	2.83	62	3.99	429	3.21
value pack	281	3.22	401	2.51	355	2.25
Split, bn-in Breast						
regular pack	341	1.15	350	2.33	489	1.64
value pack	2,043	1.10	1,417	0.94	1,759	1.17
Whole Wings	438	2.98	789	2.82	914	3.11
Leg Quarters						
tray pack	814	0.91	576	0.91	469	0.77
bagged	876	0.53	548	0.52	1,871	0.51
Legs	124	1.03	106	0.93		
Thighs						
regular pack	780	1.00	155	1.10	472	1.39
value pack	4,072	1.01	2,425	1.06	3,996	0.95
Drumsticks						
regular pack	702	1.01	245	1.07	679	1.21
value pack	4,276	0.98	2,771	1.00	4,566	0.93
Bnls/Sknls Thighs						
regular pack	95	2.81	572	1.92	710	2.90
value pack	1,711	2.17	2,708	1.90	2,134	1.86
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	651	2.08	1,173	2.03	2,546	2.47
Tenders	253	2.03	208	2.01	1,542	2.75
Wings	64	2.50			1,961	2.49
Party Wings	124	2.22	191	2.31	376	2.34

This Week's Chicken Feature Highlights

Chicken returns to the meat case, gaining volume while incentives to purchase extra product remains about the same. Bagged roasters return to the scene in a big way and are a good option. B/S breasts decreases in offerings this week, pricing is mixed. Split breast in bulk increased in volume and price. Thighs and drums in regular or value pack increase volumes, but pricing is about the same on both, nothing to see hear. IQF parts take the week off. Prepared foods offer rotisserie and fried/baked 8 pc. Wings and tenders are also a good choice. Specialty items fall back slightly this week, while organics gain some traction with prices slightly higher on b/s breasts. February is almost gone and at the end is a week that will cause retailers to scratch their heads. The question is what weekend will be considered the first of the new month and what will it take to keep clearances



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. Feb 19, 2021

	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/}	76.5% of 5,500 sampled outlets				70.6% of 7,400 sampled outlets				53.7% of 6,100 sampled outlets			
Special Rate ^{4/}	9.1% of stores w/ no-price promotions				19.3% of stores w/ no-price promotions				17.6% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 6,660				Activity Index = 5,665				Activity Index = 4,853			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.77 - 1.49	594	1.12		1.19 - 1.28	34	1.25		0.79 - 1.49	80	1.24	
cut-up fryers												
bagged roaster	0.89 - 1.49	805	1.17		0.89	357	0.89		0.89 - 1.89	702	0.97	
Cornish (frs/frz)									0.99	44	0.99	
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknl's Breast												
regular pack	3.99	2.49	515	3.33		1.99	39	1.99		1.88 - 2.99	98	2.49
value pack		1.59 - 1.99	1,004	1.91	1.89 - 1.99	0.99 - 2.99	677	1.88		1.49 - 3.99	818	2.14
thin sliced	3.99	1.99 - 4.99	245	3.71		2.99	39	2.99	4.99	2.99	316	3.36
marinated										1.99 - 3.99	45	3.46
Breast Tenders												
regular pack	3.99	2.49	69	2.64	3.99		10	3.99				
value pack		2.49 - 3.99	253	3.32								
Split, bn-in Breast												
regular pack						1.48	10	1.48				
value pack		1.28 - 1.39	195	1.34		0.99 - 1.49	746	1.10		0.89 - 1.49	409	1.18
Whole Wings						1.66 - 2.99	118	2.89		2.99	208	2.99
Leg Quarters												
tray pack		0.69 - 0.78	197	0.73						0.79 - 1.09	79	0.94
bagged		0.49 - 0.59	288	0.53		0.39 - 0.50	97	0.49		0.39 - 0.69	298	0.58
Legs	0.99		70	0.99						0.49 - 0.69	24	0.59
Thighs												
regular pack					0.79	0.77	78	0.78		1.29	46	1.29
value pack	0.99 - 1.29	0.69 - 0.99	894	1.12	0.98 - 0.99	0.98 - 0.99	1,253	0.99		0.88 - 1.59	444	1.01
Drumsticks												
regular pack										0.99 - 1.29	46	1.21
value pack	0.99 - 1.29	0.59 - 0.99	838	1.08	0.98 - 0.99	0.59 - 0.99	1,247	0.99		0.88 - 1.59	509	1.01
Bnls/Sknl's Thighs												
regular pack									1.99	1.49 - 2.49	59	2.16
value pack		1.99 - 2.99	353	2.24		2.29	955	2.29		1.49 - 1.99	327	1.85
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF												
B/S Breast		1.99	135	1.99						1.49 - 2.79	276	2.20
Tenders		1.99	65	1.99		1.99	5	1.99		1.99	25	1.99
Wings	2.80		16	2.80	2.80			2.80				
Party Wings		2.19 - 2.24	124	2.22								



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		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/}		54.4% of 4,900 sampled outlets 10.7% of stores w/ no-price promotions Activity Index = 4,631				53.0% of 3,800 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 2,796				77.8% of 1,300 sampled outlets 2.8% of stores w/ no-price promotions Activity Index = 2,350			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.19		249	0.91	0.88 - 1.49		494	0.97	1.39		30	1.39
cut-up fryer													
bagged roaster		0.89 - 1.58		252	0.94	0.89		33	0.89				
Cornish (frs/frz)		1.29		67	1.29								
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 - 2.99	78	2.71		2.99	14	2.99				
value pack		1.49	1.29 - 2.99	317	1.70	1.59 - 2.19	1.69 - 2.99	281	2.00	2.49	1.89 - 2.99	818	2.07
thin sliced			1.97 - 2.99	94	2.13	2.49	3.49	71	2.64		2.99	10	2.99
marinated			2.18 - 2.99	38	2.65								
Breast Tenders													
regular pack							2.99	10	2.99				
value pack		1.79	2.99	28	2.30								
Split, bn-in Breast													
regular pack			0.99 - 1.49	211	1.23		0.99	109	0.99		0.99	11	0.99
value pack		0.89	0.79 - 1.39	693	0.97								
Whole Wings			1.66 - 3.99	112	3.05								
Leg Quarters													
tray pack			0.97 - 1.18	528	0.98						0.99	10	0.99
bagged			0.37 - 0.59	119	0.44	0.49		60	0.49		0.69	11	0.69
Legs													
Thighs							1.49	30	1.49				
regular pack			1.59	11	1.59	0.99		645	0.99				
value pack		0.98 - 1.19	0.88 - 0.99	671	0.99	0.77	0.99	114	0.87		0.97 - 1.38	693	0.98
Drumsticks													
regular pack			1.59	11	1.59	0.99		645	0.99				
value pack		0.47 - 0.98	0.48 - 0.99	769	0.91	0.77	0.59 - 0.99	201	0.78		0.87 - 0.97	709	0.97
Bnls/Sknls Thighs													
regular pack			4.98	17	4.98					1.49	2.49	4	2.49
value pack			1.39	20	1.39							43	1.49
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
FDI	B/S Breast	1.99	1.99	140	1.99		1.99	89	1.99		1.98	11	1.98
	Tenders	1.40 - 2.39	0.99 - 2.19	158	2.06								
	Wings	2.80	2.00	48	2.40								
	Party Wings												

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

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

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3 of 7



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Fri. Feb 19, 2021

		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		43.0% of 100 sampled outlets				5.7% of 100 sampled outlets					
Special Rate ^{4/}		0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 41				Activity Index = 9					
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	2	2.99						
value pack		2.49		11	2.49						
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged							1.69	3	1.69		
Legs											
Thighs											
regular pack							1.69	3	1.69		
value pack											
Drumsticks											
regular pack							1.69	3	1.69		
value pack											
Bnls/Sknls Thighs											
regular pack		2.99	2.98	15	2.99						
value pack		2.49	2.99	13	2.57						
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
FDI	B/S Breast										
	Tenders										
	Wings										
	Party Wings										

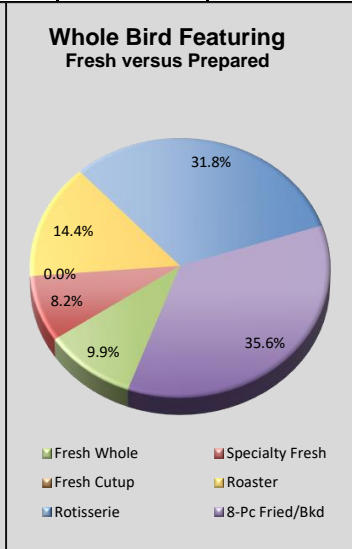
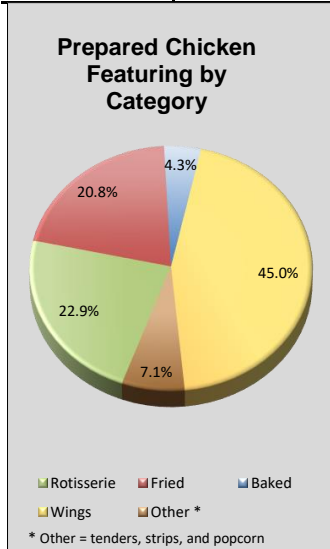


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 (prices in dollars per unit or per pound unless otherwise noted)

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PREPARED FOODS NATIONAL SUMMARY																																			
			THIS WEEK	LAST WEEK	LAST YEAR				NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.																	
Feature Rate ^{1/}	47.8% of 29,200 outlets		35.9% of 29,200 outlets		49.7% of 29,200 outlets		Feature Rate ^{1/}	46.9% of 5,500 sampled outlets			65.5% of 7,400 sampled outlets			48.2% of 6,100 sampled outlets			48.9% of 4,900 sampled outlets																		
Activity Index ^{2/}	21,156		16,322		22,464		Activity Index ^{2/}	Activity Index = 2,798			Activity Index = 7,279			Activity Index = 4,423			Activity Index = 4,871																		
			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																
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					
												22.6% of 3,800 sampled outlets						22.8% of 1,300 sampled outlets						32.0% of 100 sampled outlets						9.5% of 100 sampled outlets					
												Activity Index = 1,121						Activity Index = 592						Activity Index = 53						Activity Index = 20					
												price range stores wtd avg						price range stores wtd avg						price range stores wtd avg						price range stores					
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																													



Source: USDA Livestock, Poultry, & Grain Market News;
<http://www.ams.usda.gov/market-news/livestock-poultry-grain>

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Notes:

J.S.
outlets
70
wtd avg
5.25
6.93
4.99
5.86
8.18
8.99
0.87
6.03
5.96
5.00
2.89
outlets
)
wtd avg

5.98
5.98



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	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category																													
	SPECIALTY CHICKEN						Regular						Prepared						Specialty						Organic											
	THIS WEEK		LAST WEEK		LAST YEAR																															
Feature Rate ^{1/}	25.0% of 29,200 outlets		29.4% of 29,200 outlets		22.8% of 29,200 outlets																															
Activity Index ^{2/}	11,024		13,048		15,659																															
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																														
Whole Fryer	1,226	1.81	1,709	2.03	2,409	1.85																														
Bnls/Sknls Breast	2,874	4.82	3,724	4.34	4,750	3.39																														
Breast Tenders	862	4.80	978	4.21	1,658	3.44																														
Split, bn-in Breast	1,087	1.73			612	1.75																														
Whole Wings	288	3.49	496	3.52	311	2.59																														
Leg Quarters	355	0.87	404	0.73	306	0.87																														
Legs	118	1.19	331	1.80																																
Thighs	1,909	1.72	2,409	1.53	1,879	1.63																														
Drumsticks	1,665	1.73	2,270	1.67	2,955	1.64																														
B/S Thighs	640	3.54	727	3.10	779	2.96																														
SPECIALTY	NORTHEAST U.S.						SOUTHEAST U.S.						MIDWEST U.S.						SOUTH CENTRAL U.S.						SOUTHWEST U.S.						NORTHWEST U.S.					
Feature Rate ^{1/}	32.3% of 5,500 sampled outlets						14.4% of 7,400 sampled outlets						37.0% of 6,100 sampled outlets						16.9% of 4,900 sampled outlets						31.4% of 3,800 sampled outlets						12.5% of 1,300 sampled outlets					
Activity Index ^{2/}	Activity Index = 4,439						Activity Index = 1,300						Activity Index = 3,027						Activity Index = 1,272						Activity Index = 825						Activity Index = 128					
	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	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer	1.39 - 2.49	367	2.02	1.19 - 1.99	464	1.46	1.29 - 1.99	126	1.92	1.49 - 1.99	118	1.89	1.99 - 2.69	120	2.05	1.99 - 3.99	28	2.85																		
Bnls/Sknls Breast	3.99 - 5.99	888	4.51	4.99 - 5.99	535	5.51	2.99 - 5.99	599	4.46	2.88 - 5.99	660	5.06	5.99	101	5.99	1.79 - 4.99	61	2.47																		
Breast Tenders	4.59 - 5.99	454	5.10	5.99	44	5.99	2.49 - 4.99	165	3.69	3.48 - 5.00	110	3.81	5.99	89	5.99																					
Split, bn-in Breast	1.39 - 2.49	408	2.00	1.39 - 1.59	88	1.49	0.99 - 2.29	528	1.51	2.00	24	2.00	2.29	39	2.29																					
Whole Wings	3.49	288	3.49																																	
Leg Quarters	0.69	16	0.69	0.69	10	0.69				0.69	24	0.69	0.89 - 0.99	305	0.90																					
Legs	1.19	118	1.19																																	
Thighs	0.99 - 1.99	871	1.59	0.99	14	0.99	0.99 - 2.99	777	1.77	0.99 - 2.99	174	1.79	1.69 - 3.49	73	2.64																					
Drumsticks	0.99 - 1.99	664	1.65	0.99	14	0.99	0.99 - 2.99	777	1.77	0.99 - 2.99	162	1.74	1.69 - 2.39	48	2.20																					
B/S Thighs	2.99 - 3.49	365	3.10	2.49	131	2.49	4.99	55	4.99				5.99	89	5.99																					
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 = 3																													
	price range	stores	wtd avg	price range	stores	wtd avg																														
Whole Fryer				1.99	3	1.99																														
Bnls/Sknls Breast	3.99 - 4.99	30	4.49																																	
Breast Tenders																																				
Split, bn-in Breast																																				
Whole Wings																																				
Leg Quarters																																				
Legs																																				
Thighs																																				
Drumsticks																																				
B/S Thighs																																				

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

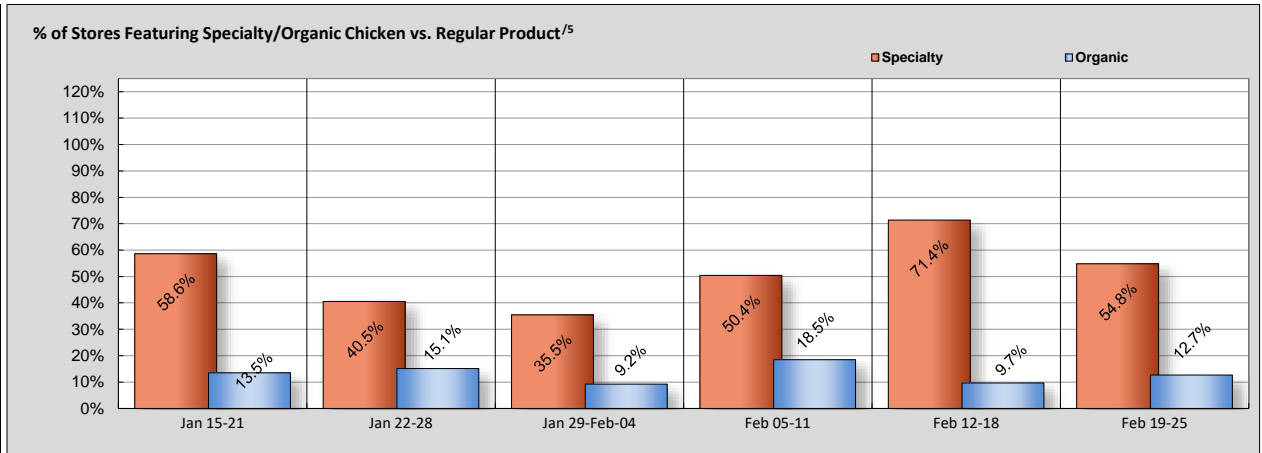


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/19 thru 02/25.

(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/}	4.9% of 29,200 outlets	4.7% of 29,200 outlets	5.3% of 29,200 outlets
Activity Index ^{2/}	2,507	1,742	1,976
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	818 3.23		80 3.07
Bnls/Sknls Breast	1,376 6.66	806 7.99	850 7.10
Breast Tenders		127 9.99	324 10.76
Split, bn-in Breast			
Whole Wings		65 3.49	
Leg Quarters	-- --	-- --	-- --
Legs			
Thighs	103 3.79	182 3.16	288 5.99
Drumsticks	170 2.74	485 3.27	277 2.19
B/S Thighs	40 4.99	77 5.99	157 8.91



^{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.	
	17.2% of 5,500 sampled outlets Activity Index = 1,236		1.2% of 7,400 sampled outlets Activity Index = 86		0.0% of 6,100 sampled outlets Activity Index = 93		1.8% of 4,900 sampled outlets Activity Index = 89		8.2% of 3,800 sampled outlets Activity Index = 889		1.2% of 1,300 sampled outlets Activity Index = 114	
Whole Fryer	2.99 - 3.99	718 3.26	3.69 - 3.99	46 3.98	2.29 15 2.29		5.99 - 8.98	89 8.88	5.99 - 7.99	889 6.41	2.29 39 2.29	
Bnls/Sknls Breast	6.99	288 6.99			5.99 78 5.99						4.29 - 7.99	32 6.14
Breast Tenders												
Split, bn-in Breast												
Whole Wings												
Legs												
Thighs	3.79	103 3.79										
Drumsticks	2.99	127 2.99									1.99 43 1.99	
B/S Thighs			4.99	40 4.99								
ORGANIC	ALASKA		HAWAII									
	0.0% of 100 sampled outlets Activity Index = 0		0.0% of 100 sampled outlets Activity Index = 0									
Whole Fryer												
Bnls/Sknls Breast												
Breast Tenders												
Split, bn-in Breast												
Whole Wings												
Legs												
Thighs												
Drumsticks												
B/S Thighs												

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