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Report for 7/19/2025 - 7/25/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate increased by 10.8% and the activity index increased by 13.5%. Parts and deli items increased in ad space this week, while IQF, variety meat, and prepared items decreased in ad space. Whole and ground items remained steady. Parts and deli items continue to be the most featured chicken items.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	83,760	73,768	
Feature Rate (%)	94.7%	83.9%	

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Whole	Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	350	2.40	130	2.20		
		Whole Bagged Fryer	Antibiotic Free	Fresh	605	2.06	562	1.93		
		Whole Bagged Fryer	Conventional	Fresh	1,988	1.42	1,522	1.59		
		Whole Bagged Fryer	Conventional	Frozen	131	1.58				
		Whole Bagged Fryer	USDA Organic	Fresh	33	3.49	519	4.49		
		Whole Bagged Roaster	Antibiotic Free	Fresh			72	1.79		
		Whole Baking Hen	Conventional	Fresh			109	1.62		
		Whole Cornish Hen	Conventional	Frozen	10	3.99	60	4.67		
		Whole Cut-Up Fryer	Antibiotic Free	Fresh	176	2.77	84	1.89		
		Whole Cut-Up Fryer	Conventional	Fresh	40	2.39				
		Whole Cut-Up Fryer	Conventional	Frozen	57	1.69				
		Whole Cut-Up Fryer	USDA Organic	Fresh			519	4.49		
Parts	Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh	148	6.99				
		Breast Tenders, Regular	Antibiotic Free	Fresh	1,847	5.53	1,501	5.08		
		Breast Tenders, Regular	Conventional	Fresh	560	4.07	1,892	4.80		
		Breast Tenders, Regular	USDA Organic	Fresh	432	9.69	91	9.99		
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	212	7.99				
		Breast Tenders, Value	Antibiotic Free	Fresh			173	5.89		
		Breast Tenders, Value	Conventional	Fresh	488	4.39	544	3.35		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	148	6.99	325	6.06		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	4,123	5.01	1,442	4.16		
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	783	2.95	2,114	2.92		
		Breast, Boneless/Skinless, Regular	Halal	Fresh			319	7.99		
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	809	8.63	552	8.81		
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	346	8.42	199	9.91		
		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	11	5.99	16	5.99		
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1,135	5.25	82	4.39		
		Breast, Boneless/Skinless, Value	Conventional	Fresh	4,037	3.24	4,462	2.58		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	325	4.67	132	4.63		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	20	6.99	51	6.99		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	3,252	3.66	975	5.20		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	705	4.83	1,878	5.29		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	269	8.49				
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	164	9.89	118	8.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh			148	5.99		
		Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	257	5.16	1,369	4.07		
		Drumsticks, 10 Lbs or more	Conventional	Frozen	29	0.99	29	0.99		
		Drumsticks, Regular	ABF, Free Range	Fresh	185	2.99	148	2.99		
		Drumsticks, Regular	Antibiotic Free	Fresh	759	1.45	1,121	1.21		
		Drumsticks, Regular	Conventional	Fresh	1,357	1.30	511	1.29		
		Drumsticks, Regular	Conventional	Frozen			23	1.32		
		Drumsticks, Regular	USDA Organic	Fresh			211	2.69		
		Drumsticks, Regular	USDA Organic, Free Range	Fresh	16	2.99				
		Drumsticks, Value	Antibiotic Free	Fresh	833	1.50	332	1.50		
		Drumsticks, Value	Conventional	Fresh	2,737	1.27	4,856	1.15		



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, Value	Conventional	Frozen			18	0.99		
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	180	2.76	66	2.99		
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	183	2.74	183	2.66		
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	178	2.70	113	2.95		
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh			65	2.29		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	1,512	0.72	722	0.79		
		Leg Quarters, Regular	ABF, Free Range	Fresh			32	4.09		
		Leg Quarters, Regular	Antibiotic Free	Fresh	101	1.77	285	2.65		
		Leg Quarters, Regular	Conventional	Fresh	392	1.11	268	1.29		
		Leg Quarters, Value	Antibiotic Free	Fresh	161	1.49				
		Leg Quarters, Value	Conventional	Fresh	1,312	1.34	453	1.35		
		Leg Quarters, Marinated, Regular	Conventional	Fresh	29	1.19	29	1.19		
		Legs, Regular	Antibiotic Free	Fresh	120	1.39				
		Legs, Value	Antibiotic Free	Fresh	51	1.89				
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh			133	4.38		
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	395	2.96	2,494	2.20		
		Party Wings, Flats and Drums, Regular	Halal	Fresh			262	4.99		
		Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	27	4.99				
		Party Wings, Flats and Drums, Regular	USDA Organic, Free Range	Fresh			148	5.79		
		Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	17	3.99	122	4.25		
		Party Wings, Flats and Drums, Value	Conventional	Fresh	2,492	2.84	843	3.09		
		Split Breast, Bone-In, Regular	ABF, Free Range	Fresh	40	3.99				
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	113	2.98	347	2.70		
		Split Breast, Bone-In, Regular	Conventional	Fresh	1,772	2.35	82	2.99		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	118	1.97	207	1.93		
		Split Breast, Bone-In, Value	Conventional	Fresh	526	2.21	765	2.07		
		Thighs, Regular	ABF, Free Range	Fresh	148	2.99	148	2.99		
		Thighs, Regular	Antibiotic Free	Fresh	355	2.07	602	1.42		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Thighs, Regular	Conventional	Fresh	767	1.53	278	1.42		
		Thighs, Regular	Conventional	Frozen			18	1.69		
		Thighs, Regular	USDA Organic	Fresh	91	3.99	15	3.99		
		Thighs, Value	Antibiotic Free	Fresh	132	1.95	252	1.51		
		Thighs, Value	Conventional	Fresh	2,211	1.43	2,059	1.33		
		Thighs, Value	Conventional	Frozen	3	1.72	31	1.87		
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	164	6.99	302	5.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	586	4.22	1,041	3.89		
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	781	3.37	358	3.68		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	97	6.71				
		Thighs, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh			16	7.99		
		Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99	120	4.19		
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	1,576	3.41	374	3.19		
		Thighs, Boneless/Skinless, Value	Conventional	Frozen			575	4.00		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	21	4.28	575	3.42		
		V-Cut Wings, Regular	Conventional	Fresh	29	2.77	363	2.99		
		V-Cut Wings, Value	Antibiotic Free	Fresh	319	3.65	72	3.99		
		V-Cut Wings, Value	Conventional	Fresh	2,765	3.45	1,299	2.76		
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	403	3.53	760	3.86		
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	114	2.87	354	3.51		
		Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen			72	4.00		
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	2,296	3.07	2,863	3.13		
Ground	Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	417	3.53	426	4.16		
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	171	4.29	30	2.99		
		Ground Chicken, 1-2 Lbs	USDA Organic	Fresh	16	6.49				
		Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	302	3.33				
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	217	4.54	21	5.99		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	38	2.99				
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen			91	5.99		
		Ground Chicken Patties, 2-4 Lbs	Conventional	Frozen			408	4.16		
Prepared	Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	1,007	7.27	914	7.37		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	61	9.83	135	14.70		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Prepared	Each	Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	2,102	9.40	1,121	9.26		
		Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared			378	0.93		
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	21	0.65	103	1.19		
		Rotisserie Breast	Conventional	Prepared	300	6.99				
		Rotisserie Leg Quarter, Bulk (\$/Piece)	Conventional	Prepared			60	1.25		
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	20	10.99	401	7.09		
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2,898	8.12	2,836	7.05		
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	311	10.99	169	9.99		
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	1,047	7.53	2,254	8.70		
		Fried/Baked Wings, Bone-In	Conventional	Prepared	1,307	7.57	2,032	6.81		
		Fried/Baked Wings, Boneless	Conventional	Prepared	536	7.90	235	8.13		
Deli	Per lb	Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared			27	6.99		
		Grilled Chicken Strips, 16 oz	Conventional	Prepared			87	7.99		
		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared			470	6.98		
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	1,678	8.09	44	7.98		
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	133	7.68	72	7.04		
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	2,914	6.08	3,149	6.28		
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	13,092	7.28	5,916	7.39		
		Service Deli - Cat 1	Conventional	Prepared	2,790	10.56	1,397	11.12		
		Service Deli - Cat 2	Conventional	Prepared	360	6.41	1,246	7.02		
Variety Meat	Per lb	Feet	Conventional	Frozen			40	2.99		
		Gizzards	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Gizzards	Conventional	Fresh			120	1.59		
		Hearts	Antibiotic Free	Frozen	17	2.99	17	2.99		
		Hearts	Conventional	Frozen			40	2.39		
		Liver	Antibiotic Free	Fresh	17	1.99	17	1.99		
		Liver	Conventional	Fresh			120	1.59		



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	21,847
Feature Rate (%)	98.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	339	2.29 - 2.99	2.37
			Whole Bagged Fryer	Antibiotic Free	Fresh	252	1.49 - 2.49	2.31
			Whole Bagged Fryer	Conventional	Fresh	518	0.99 - 1.99	1.31
Parts		Per lb	Whole Cut-Up Fryer	Antibiotic Free	Fresh	72	3.99 - 3.99	3.99
			Breast Tenders, Regular	Antibiotic Free	Fresh	1275	3.99 - 5.99	5.19
			Breast Tenders, Regular	Conventional	Fresh	128	3.99 - 5.99	5.15
			Breast Tenders, Regular	USDA Organic	Fresh	432	8.99 - 9.99	9.69
			Breast Tenders, Value	Conventional	Fresh	349	3.99 - 4.99	4.52
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	883	3.99 - 7.99	5.69
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	214	2.69 - 2.99	2.91
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	140	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Value	Conventional	Fresh	949	2.29 - 3.99	2.93
			Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	20	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	1114	2.99 - 7.49	4.48
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	351	4.49 - 4.99	4.51
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	228	4.49 - 5.99	5.25
			Drumsticks, Regular	ABF, Free Range	Fresh	37	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	643	0.99 - 3.49	1.47
			Drumsticks, Regular	Conventional	Fresh	189	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	496	0.99 - 1.99	1.47
			Drumsticks, Value	Conventional	Fresh	819	0.89 - 1.99	1.07
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	76	0.69 - 0.69	0.69
			Leg Quarters, Regular	Conventional	Fresh	189	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	333	0.79 - 1.49	1.07
			Legs, Regular	Antibiotic Free	Fresh	120	1.39 - 1.39	1.39
			Legs, Value	Antibiotic Free	Fresh	48	1.89 - 1.89	1.89
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	140	2.49 - 2.99	2.62
			Party Wings, Flats and Drums, Value	Conventional	Fresh	726	1.99 - 3.99	2.86



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	38	2.99 - 3.49	3.25
			Split Breast, Bone-In, Regular	Conventional	Fresh	150	1.99 - 2.99	2.56
			Split Breast, Bone-In, Value	Conventional	Fresh	169	1.99 - 3.99	2.24
			Thighs, Regular	Antibiotic Free	Fresh	288	1.99 - 3.49	2.09
			Thighs, Regular	USDA Organic	Fresh	91	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	55	0.99 - 1.99	1.61
			Thighs, Value	Conventional	Fresh	325	0.97 - 1.99	1.33
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	583	2.99 - 5.49	4.21
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	344	2.39 - 3.99	3.19
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	3	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	296	2.99 - 3.49	3.24
			V-Cut Wings, Regular	Antibiotic Free	Fresh	18	3.99 - 3.99	3.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	302	3.69 - 3.69	3.69
			V-Cut Wings, Value	Conventional	Fresh	212	2.99 - 3.99	3.16
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	522	2.00 - 3.38	2.46
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	171	2.99 - 4.49	4.29
			Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	302	3.33 - 3.33	3.33
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	567	5.99 - 8.79	7.27
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	44	8.99 - 8.99	8.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	715	7.99 - 10.99	9.15
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	20	10.99 - 10.99	10.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	274	6.99 - 7.99	7.07
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	311	10.99 - 10.99	10.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	388	5.99 - 7.99	7.73
			Fried/Baked Wings, Bone-In	Conventional	Prepared	729	5.99 - 10.99	8.64
			Fried/Baked Wings, Boneless	Conventional	Prepared	105	7.99 - 7.99	7.99
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	420	7.97 - 8.00	7.99
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	38	6.00 - 6.00	6.00
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	222	5.49 - 8.49	7.08
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2262	6.20 - 10.65	7.41
			Service Deli - Cat 1	Conventional	Prepared	695	8.99 - 12.99	11.59
			Service Deli - Cat 2	Conventional	Prepared	91	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	22,092
Feature Rate (%)	97.2%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	3	2.29 - 2.29	2.29
			Whole Bagged Fryer	Conventional	Fresh	244	1.29 - 1.99	1.62
			Whole Cut-Up Fryer	Antibiotic Free	Fresh	28	2.29 - 2.29	2.29
			Whole Cut-Up Fryer	Conventional	Fresh	40	2.39 - 2.39	2.39
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	33	3.98 - 5.99	4.47
			Breast Tenders, Regular	Conventional	Fresh	85	3.49 - 5.99	3.68
			Breast Tenders, Regular	USDA Organic, Free Range	Fresh	106	7.99 - 7.99	7.99
			Breast Tenders, Value	Conventional	Fresh	42	3.98 - 4.29	4.11
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	1665	3.99 - 5.49	4.17
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	71	2.69 - 2.99	2.75
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	93	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	106	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	193	4.99 - 5.49	5.26
			Breast, Boneless/Skinless, Value	Conventional	Fresh	401	2.29 - 4.52	3.66
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	676	2.99 - 4.99	3.03
			Drumsticks, Regular	Antibiotic Free	Fresh	58	0.99 - 1.59	1.51
			Drumsticks, Regular	Conventional	Fresh	698	0.79 - 1.49	1.45
			Drumsticks, Value	Antibiotic Free	Fresh	135	0.99 - 1.49	1.44
			Drumsticks, Value	Conventional	Fresh	174	0.98 - 1.99	1.29
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	1173	0.58 - 0.89	0.69
			Leg Quarters, Value	Antibiotic Free	Fresh	1	1.49 - 1.49	1.49
			Leg Quarters, Value	Conventional	Fresh	158	0.98 - 1.49	1.11
			Legs, Value	Antibiotic Free	Fresh	3	1.89 - 1.89	1.89
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	15	2.49 - 2.99	2.92
			Party Wings, Flats and Drums, Value	Conventional	Fresh	1159	1.99 - 3.99	2.49
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	23	2.98 - 2.98	2.98
			Split Breast, Bone-In, Regular	Conventional	Fresh	1402	1.99 - 2.99	2.38
			Split Breast, Bone-In, Value	Conventional	Fresh	195	1.98 - 3.99	2.02
			Thighs, Regular	Antibiotic Free	Fresh	50	1.59 - 1.59	1.59
			Thighs, Regular	Conventional	Fresh	666	1.18 - 1.49	1.48
			Thighs, Value	Antibiotic Free	Fresh	10	0.99 - 1.99	1.69
			Thighs, Value	Conventional	Fresh	146	1.29 - 1.99	1.36
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	17	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	1770	1.98 - 3.99	3.76
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	2	3.60 - 3.60	3.60
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	1189	2.20 - 3.60	3.32
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	228	2.88 - 2.99	2.90
			Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	190	4.48 - 4.48	4.48



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Ground		Per lb	Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh	38	2.99 - 2.99	2.99
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	122	5.99 - 6.99	6.51
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	219	7.99 - 12.99	10.55
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	593	6.98 - 9.99	7.93
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	266	5.99 - 6.99	6.05
			Fried/Baked Wings, Bone-In	Conventional	Prepared	242	5.99 - 7.99	6.01
			Fried/Baked Wings, Boneless	Conventional	Prepared	2	7.99 - 7.99	7.99
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	1116	7.00 - 10.65	7.97
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	2	6.00 - 6.00	6.00
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	1471	5.00 - 7.99	5.85
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	4002	3.98 - 15.97	7.66
			Service Deli - Cat 1	Conventional	Prepared	771	7.99 - 13.99	10.08

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	14,918
Feature Rate (%)	95.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	276	1.88 - 2.49	1.92
			Whole Bagged Fryer	Conventional	Fresh	453	1.29 - 1.49	1.30
			Whole Bagged Fryer	Conventional	Frozen	1	1.49 - 1.49	1.49
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	388	4.99 - 5.99	5.87
			Breast Tenders, Regular	Conventional	Fresh	326	3.49 - 3.99	3.79
			Breast Tenders, Regular	USDA Organic, Free Range	Fresh	106	7.99 - 7.99	7.99
			Breast Tenders, Value	Conventional	Fresh	21	5.49 - 5.49	5.49
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	467	3.99 - 5.99	5.51
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	24	2.67 - 2.99	2.84
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	334	7.99 - 8.99	8.18
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	106	7.99 - 7.99	7.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	123	3.99 - 5.49	5.28
			Breast, Boneless/Skinless, Value	Conventional	Fresh	675	1.99 - 3.99	2.85
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	92	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	834	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	154	4.99 - 5.99	5.87
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	269	8.49 - 8.49	8.49
			Drumsticks, Regular	Conventional	Fresh	51	1.49 - 1.99	1.73
			Drumsticks, Value	Antibiotic Free	Fresh	19	1.49 - 2.66	1.61
			Drumsticks, Value	Conventional	Fresh	451	0.69 - 1.49	1.27
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	11	2.79 - 2.79	2.79
			Leg Quarters, Regular	Antibiotic Free	Fresh	90	1.49 - 1.99	1.71
			Leg Quarters, Regular	Conventional	Fresh	170	0.99 - 1.99	1.16
			Leg Quarters, Value	Antibiotic Free	Fresh	159	1.49 - 1.49	1.49
			Leg Quarters, Value	Conventional	Fresh	8	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	157	2.49 - 3.99	2.77
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	2	4.99 - 4.99	4.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Party Wings, Flats and Drums, Value	Conventional	Fresh	228	2.99 - 3.99	3.91
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	11	2.49 - 2.49	2.49
			Split Breast, Bone-In, Value	Conventional	Fresh	13	2.88 - 2.88	2.88
			Thighs, Regular	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			Thighs, Regular	Conventional	Fresh	17	1.69 - 1.69	1.69
			Thighs, Value	Antibiotic Free	Fresh	13	1.99 - 2.66	2.09
			Thighs, Value	Conventional	Fresh	715	1.29 - 1.99	1.38
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	354	2.99 - 3.99	3.50
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	63	5.99 - 6.99	6.96
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	17	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	19	3.49 - 3.99	3.52
			V-Cut Wings, Regular	Conventional	Fresh	16	2.99 - 2.99	2.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	17	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	362	2.99 - 3.99	2.99
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	207	2.49 - 4.36	4.11
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	75	2.38 - 2.99	2.70
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	39	3.60 - 3.60	3.60
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	189	4.29 - 4.29	4.29
			Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	2	5.00 - 5.00	5.00
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	57	7.99 - 8.00	7.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	17	11.99 - 11.99	11.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	382	5.99 - 10.99	8.06
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	21	0.65 - 0.65	0.65



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Each	Rotisserie Breast	Conventional	Prepared	259	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	719	6.99 - 7.99	7.83
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	37	5.99 - 6.99	6.64
			Fried/Baked Wings, Bone-In	Conventional	Prepared	39	5.99 - 6.99	6.55
			Fried/Baked Wings, Boneless	Conventional	Prepared	388	5.00 - 7.99	7.86
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	88	10.64 - 10.65	10.64
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	87	6.00 - 10.65	8.57
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	514	5.00 - 7.99	6.62
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	2748	4.96 - 15.97	7.23
			Service Deli - Cat 1	Conventional	Prepared	1070	7.99 - 12.49	10.22
			Service Deli - Cat 2	Conventional	Prepared	266	5.99 - 7.99	6.90
Variety Meat		Per lb	Gizzards	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99
			Hearts	Antibiotic Free	Frozen	17	2.99 - 2.99	2.99
			Liver	Antibiotic Free	Fresh	17	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	9,219
Feature Rate (%)	84.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	41	1.88 - 1.88	1.88
			Whole Bagged Fryer	Conventional	Fresh	429	0.97 - 2.49	1.44
			Whole Bagged Fryer	Conventional	Frozen	128	1.49 - 1.59	1.58
			Whole Cut-Up Fryer	Conventional	Frozen	2	1.69 - 1.69	1.69
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	151	3.98 - 8.56	7.80
			Breast Tenders, Regular	Conventional	Fresh	21	3.49 - 3.49	3.49
			Breast Tenders, Value	Conventional	Fresh	76	3.29 - 3.99	3.63
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	294	4.48 - 5.99	5.66
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	158	1.99 - 3.77	2.53
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	79	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	140	4.99 - 5.49	5.08
			Breast, Boneless/Skinless, Value	Conventional	Fresh	674	2.29 - 3.99	3.23
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	168	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	432	2.99 - 6.21	3.80
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	121	3.49 - 5.99	3.91
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	29	4.49 - 4.49	4.49
			Drumsticks, 10 Lbs or more	Conventional	Frozen	29	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	52	0.99 - 0.99	0.99
			Drumsticks, Regular	Conventional	Fresh	259	0.69 - 1.99	0.96
			Drumsticks, Value	Antibiotic Free	Fresh	143	1.48 - 2.66	1.69
			Drumsticks, Value	Conventional	Fresh	146	0.99 - 1.79	1.37
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	3	2.77 - 2.77	2.77
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	2.77 - 2.77	2.77
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	242	0.58 - 0.99	0.84
			Leg Quarters, Regular	Conventional	Fresh	33	0.99 - 1.59	1.54
			Leg Quarters, Value	Antibiotic Free	Fresh	1	1.49 - 1.49	1.49
			Leg Quarters, Value	Conventional	Fresh	107	1.49 - 1.49	1.49
			Leg Quarters, Marinated, Regular	Conventional	Fresh	29	1.19 - 1.19	1.19
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	83	2.99 - 3.99	3.91
			Party Wings, Flats and Drums, Regular	USDA Organic	Fresh	25	4.99 - 4.99	4.99
			Party Wings, Flats and Drums, Value	Conventional	Fresh	125	2.99 - 3.99	3.75
			Split Breast, Bone-In, Regular	Conventional	Fresh	106	1.00 - 2.79	1.51
			Split Breast, Bone-In, Value	Conventional	Fresh	149	1.98 - 2.48	2.38
			Thighs, Regular	Conventional	Fresh	59	1.18 - 1.99	1.74
			Thighs, Value	Antibiotic Free	Fresh	25	2.66 - 2.66	2.66
			Thighs, Value	Conventional	Fresh	109	1.49 - 1.79	1.50
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	29	3.49 - 3.49	3.49
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	31	5.99 - 6.99	6.18
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	255	2.49 - 3.99	3.34
			V-Cut Wings, Value	Conventional	Fresh	421	1.97 - 2.99	2.72
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	76	2.49 - 4.36	3.07
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	39	3.20 - 3.20	3.20
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	6	3.60 - 3.60	3.60
Ground	Per lb		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh	25	5.00 - 5.00	5.00
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	113	6.99 - 7.99	7.26
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	170	9.99 - 10.99	10.17
			Rotisserie Breast	Conventional	Prepared	41	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	604	7.99 - 8.99	8.34
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	151	5.99 - 7.99	6.97
			Fried/Baked Wings, Bone-In	Conventional	Prepared	154	5.29 - 6.00	5.73



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Prepared		Per lb	Fried/Baked Wings, Boneless	Conventional	Prepared	41	7.99 - 7.99	7.99
Deli		Per lb	Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	54	7.00 - 10.65	7.14
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	6	6.00 - 6.00	6.00
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	143	5.00 - 6.99	5.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1955	4.43 - 15.97	6.64
			Service Deli - Cat 1	Conventional	Prepared	231	7.99 - 11.99	10.57
			Service Deli - Cat 2	Conventional	Prepared	3	5.99 - 5.99	5.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	11,226
Feature Rate (%)	94.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	ABF, Free Range	Fresh	11	3.49 - 3.49	3.49
			Whole Bagged Fryer	Conventional	Fresh	146	0.97 - 2.49	1.37
			Whole Bagged Fryer	Conventional	Frozen	2	1.59 - 1.59	1.59
			Whole Bagged Fryer	USDA Organic	Fresh	11	3.49 - 3.49	3.49
			Whole Cut-Up Fryer	Conventional	Frozen	55	1.69 - 1.69	1.69
Parts		Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	148	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	368	4.99 - 6.49	5.52
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	237	2.99 - 3.77	3.02
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	114	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	134	8.99 - 9.99	9.11
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	451	4.99 - 5.49	5.25
			Breast, Boneless/Skinless, Value	Conventional	Fresh	1176	2.69 - 4.99	3.49
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	65	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	120	2.99 - 2.99	2.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	65	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	164	8.99 - 9.99	9.89



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Drumsticks, Regular	ABF, Free Range	Fresh	148	2.99 - 2.99	2.99
			Drumsticks, Regular	Conventional	Fresh	135	1.27 - 1.29	1.28
			Drumsticks, Regular	USDA Organic, Free Range	Fresh	16	2.99 - 2.99	2.99
			Drumsticks, Value	Conventional	Fresh	665	0.99 - 1.79	1.32
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	166	2.49 - 2.79	2.76
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	183	2.49 - 2.99	2.74
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	175	2.49 - 2.89	2.70
			Leg Quarters, Value	Conventional	Fresh	356	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Value	Conventional	Fresh	254	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Conventional	Fresh	103	2.49 - 2.59	2.50
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	118	1.97 - 1.97	1.97
			Thighs, Regular	ABF, Free Range	Fresh	148	2.99 - 2.99	2.99
			Thighs, Value	Antibiotic Free	Fresh	25	1.99 - 1.99	1.99
			Thighs, Value	Conventional	Fresh	411	1.49 - 1.79	1.53
			Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh	164	6.99 - 6.99	6.99
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	33	3.49 - 3.99	3.70
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	816	2.69 - 3.99	3.44
			V-Cut Wings, Regular	Conventional	Fresh	13	2.49 - 2.49	2.49
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	76	2.80 - 2.80	2.80
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	508	3.00 - 3.00	3.00
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	137	6.99 - 8.00	7.65
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	500	7.99 - 10.00	9.88
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	480	7.99 - 8.99	8.50
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	178	7.99 - 9.99	9.89
			Fried/Baked Wings, Bone-In	Conventional	Prepared	105	4.99 - 6.99	5.75
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	356	5.00 - 6.49	5.59
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	1526	4.43 - 10.47	7.05

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	3,895
Feature Rate (%)	94.5%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	30	1.39 - 1.79	1.54
			Whole Bagged Fryer	Conventional	Fresh	185	1.49 - 2.49	1.73
			Whole Bagged Fryer	USDA Organic	Fresh	22	3.49 - 3.49	3.49
			Whole Cornish Hen	Conventional	Frozen	10	3.99 - 3.99	3.99
			Whole Cut-Up Fryer	Antibiotic Free	Fresh	76	1.79 - 1.79	1.79
Parts	Per lb		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	397	4.99 - 6.49	5.46
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	44	3.77 - 3.99	3.89
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	45	7.99 - 8.99	8.52
			Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	11	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	197	4.99 - 5.49	5.33
			Breast, Boneless/Skinless, Value	Conventional	Fresh	151	2.99 - 3.99	3.85
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	76	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1	3.69 - 3.69	3.69
			Drumsticks, Regular	Antibiotic Free	Fresh	4	2.59 - 2.59	2.59
			Drumsticks, Value	Antibiotic Free	Fresh	40	1.29 - 1.29	1.29
			Drumsticks, Value	Conventional	Fresh	425	1.49 - 1.49	1.49
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	21	0.78 - 0.78	0.78
			Leg Quarters, Regular	Antibiotic Free	Fresh	11	2.19 - 2.19	2.19
			Leg Quarters, Value	Conventional	Fresh	304	1.49 - 1.49	1.49
			Split Breast, Bone-In, Regular	ABF, Free Range	Fresh	40	3.99 - 3.99	3.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	35	1.99 - 3.99	2.68
			Thighs, Value	Antibiotic Free	Fresh	4	1.99 - 1.99	1.99
			Thighs, Value	Conventional	Fresh	448	1.49 - 1.69	1.50
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	1	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	187	2.99 - 3.99	3.61
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	42	2.80 - 2.80	2.80
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	116	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	217	7.98 - 9.99	9.39
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	25	7.99 - 7.99	7.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	194	5.00 - 7.99	6.16
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	513	6.20 - 9.76	7.23
			Service Deli - Cat 1	Conventional	Prepared	23	10.99 - 10.99	10.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91



Activity Index	273
Feature Rate (%)	100.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	3	2.78 - 2.78	2.78
			Whole Bagged Fryer	Conventional	Fresh	11	1.49 - 1.49	1.49
Parts		Per lb	Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	26	4.99 - 5.99	5.64
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	35	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	11	5.49 - 5.49	5.49
			Breast, Boneless/Skinless, Value	Conventional	Fresh	11	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	13	3.69 - 3.69	3.69
			Drumsticks, Regular	Antibiotic Free	Fresh	2	2.59 - 2.59	2.59
			Drumsticks, Value	Conventional	Fresh	34	1.49 - 1.77	1.58
			Leg Quarters, Value	Conventional	Fresh	23	1.49 - 1.77	1.62
			Thighs, Value	Conventional	Fresh	34	1.49 - 1.77	1.58
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	4.48 - 4.48	4.48
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	3	2.99 - 2.99	2.99
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	11	6.99 - 6.99	6.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	11	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	2	7.99 - 7.99	7.99
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	14	5.99 - 6.49	6.10
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	26	6.20 - 13.69	9.79

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	290
Feature Rate (%)	98.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	2	2.49 - 2.49	2.49
Parts		Per lb	Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	23	5.49 - 5.49	5.49
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	4	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	3	5.99 - 5.99	5.99
			Drumsticks, Regular	Conventional	Fresh	25	2.29 - 2.29	2.29
			Drumsticks, Value	Conventional	Fresh	23	1.49 - 1.49	1.49
			Leg Quarters, Value	Conventional	Fresh	23	1.49 - 1.49	1.49
			Thighs, Regular	Conventional	Fresh	25	2.29 - 2.29	2.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts		Per lb	Thighs, Value	Conventional	Fresh	23	1.49 - 1.49	1.49
			Thighs, Value	Conventional	Frozen	3	1.72 - 1.72	1.72
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3	4.99 - 4.99	4.99
			V-Cut Wings, Regular	Antibiotic Free	Fresh	3	5.99 - 5.99	5.99
IQF		Per lb	Party Wings, Flats and Drums, IQF	Conventional	Frozen	32	3.16 - 4.09	3.89
Prepared		Per lb	Fried/Baked Wings, Bone-In	Conventional	Prepared	38	8.99 - 10.99	10.62
Deli		Per lb	Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	60	4.44 - 7.11	6.10

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.