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Advertised Prices for Chicken Products at Major Grocery Store Outlets ending during the period of 7/11/2026 to 7/23/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

MARKET HIGHLIGHTS

This week in chicken grocery features, the feature rate decreased 0.7% and the activity index decreased 32.2%. Whole birds, parts, IQF, ground, prepared, deli, and variety meat all decreased in ad space this week. Parts and prepared items continue to be the most featured chicken items.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	25,521	25,521	24,824
Activity Index	65,177	96,138	73,768
Feature Rate (%)	79.3%	80.0%	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	Half Chicken	Antibiotic Free	Fresh	77	2.49	25	1.99		
		Whole Bagged Fryer	ABF, Free Range	Fresh	12	2.99	19	2.99	130	2.20
		Whole Bagged Fryer	ABF, Pasture Raised	Fresh			484	3.99		
		Whole Bagged Fryer	Antibiotic Free	Fresh	746	1.91	1,451	1.85	562	1.93
		Whole Bagged Fryer	Conventional	Fresh	711	1.54	2,265	1.38	1,522	1.59
		Whole Bagged Fryer	USDA Organic	Fresh			213	3.19	519	4.49
		Whole Bagged Fryer	USDA Organic, Free Range	Fresh	17	3.99	11	2.99		
		Whole Bagged Roaster	Antibiotic Free	Fresh	109	1.68			72	1.79
		Whole Baking Hen	Conventional	Fresh	228	1.86			109	1.62
		Whole Baking Hen	Conventional	Frozen			39	0.98		
		Whole Cornish Hen	Conventional	Fresh			13	3.49		
		Whole Cornish Hen	Conventional	Frozen			65	3.49	60	4.67
		Whole Cut-Up Fryer	Antibiotic Free	Fresh	41	1.99			84	1.89
		Whole Cut-Up Fryer	Conventional	Fresh	262	2.18	18	2.99		
		Whole Cut-Up Fryer	USDA Organic	Fresh					519	4.49
Parts	Per lb	Breast Tenders, Regular	ABF, Free Range	Fresh			146	7.99		
		Breast Tenders, Regular	ABF, Pasture Raised	Fresh			484	10.99		
		Breast Tenders, Regular	Antibiotic Free	Fresh	1,298	5.51	2,791	4.95	1,501	5.08



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Parts	Per lb	Breast Tenders, Regular	Conventional	Fresh	2,597	4.64	1,045	4.01	1,892	4.80
		Breast Tenders, Regular	USDA Organic	Fresh	385	10.18	587	9.79	91	9.99
		Breast Tenders, Regular	USDA Organic, Free Range	Fresh	17	9.99				
		Breast Tenders, Value	Antibiotic Free	Fresh	135	6.99			173	5.89
		Breast Tenders, Value	Conventional	Fresh	1,627	3.09	370	3.43	544	3.35
		Breast, Boneless/Skinless, 10 Lbs or more	Conventional	Fresh			73	1.79		
		Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	11	3.99	21	6.18	325	6.06
		Breast, Boneless/Skinless, Regular	ABF, Pasture Raised	Fresh			484	8.99		
		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3,046	5.71	2,073	5.17	1,442	4.16
		Breast, Boneless/Skinless, Regular	Conventional	Fresh	4,385	2.29	1,799	3.36	2,114	2.92
		Breast, Boneless/Skinless, Regular	Halal	Fresh					319	7.99
		Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	978	7.47	648	6.84	552	8.81
		Breast, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh			17	8.99	199	9.91
		Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	17	6.99			16	5.99
		Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	1,463	4.18	1,784	3.82	82	4.39
		Breast, Boneless/Skinless, Value	Conventional	Fresh	2,737	2.90	5,024	2.34	4,462	2.58
		Breast, Boneless/Skinless, Value	USDA Organic	Fresh	211	6.99				
		Breast, Boneless/Skinless, Marinated, Regular	Antibiotic Free	Fresh			11	5.99		
		Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	291	4.53	292	5.87	132	4.63
		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	19	6.99	146	7.99	51	6.99
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	604	6.79	1,951	4.97	975	5.20
		Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1,963	5.12	1,092	4.22	1,878	5.29
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	360	8.99	587	9.18		
		Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	118	8.99	118	8.99	118	8.99
		Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	135	6.99			148	5.99



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, Thin-Sliced, Value	Conventional	Fresh	240	3.80	474	3.81	1,369	4.07
		Drumsticks, 10 Lbs or more	Conventional	Fresh	29	0.99	88	0.84		
		Drumsticks, 10 Lbs or more	Conventional	Frozen	58	1.00			29	0.99
		Drumsticks, Regular	ABF, Free Range	Fresh			135	2.99	148	2.99
		Drumsticks, Regular	ABF, Pasture Raised	Fresh			484	4.99		
		Drumsticks, Regular	Antibiotic Free	Fresh	1,279	1.49	703	2.00	1,121	1.21
		Drumsticks, Regular	Conventional	Fresh	558	1.19	1,109	1.12	511	1.29
		Drumsticks, Regular	Conventional	Frozen			33	2.24	23	1.32
		Drumsticks, Regular	USDA Organic	Fresh	18	3.99			211	2.69
		Drumsticks, Regular	USDA Organic, Free Range	Fresh	17	2.99				
		Drumsticks, Value	Antibiotic Free	Fresh	957	1.67	1,064	1.33	332	1.50
		Drumsticks, Value	Conventional	Fresh	1,976	1.17	2,674	1.21	4,856	1.15
		Drumsticks, Value	Conventional	Frozen	15	1.49	111	1.19	18	0.99
		Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	65	2.99	64	3.29	66	2.99
		Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	114	2.58	114	2.78	183	2.66
		Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	110	2.88	109	3.04	113	2.95
		Leg Meat, Boneless/Skinless, Marinated, Value	Conventional	Fresh					65	2.29
		Leg Quarters, 10 Lbs or more	Antibiotic Free	Fresh	53	0.89	112	0.84		
		Leg Quarters, 10 Lbs or more	Conventional	Fresh	655	0.81	1,633	0.78		
		Leg Quarters, 10 Lbs or more	Conventional	Frozen	35	1.35	36	1.15	722	0.79
		Leg Quarters, Regular	ABF, Free Range	Fresh					32	4.09
		Leg Quarters, Regular	Antibiotic Free	Fresh	90	1.72	20	1.99	285	2.65
		Leg Quarters, Regular	Conventional	Fresh	123	0.93	434	1.17	268	1.29
		Leg Quarters, Value	Antibiotic Free	Fresh	95	1.49				
		Leg Quarters, Value	Conventional	Fresh	936	1.06	2,093	1.27	453	1.35
		Leg Quarters, Marinated, Regular	Conventional	Fresh			21	2.99	29	1.19
		Leg Quarters, Marinated, Value	Conventional	Fresh	29	1.49	29	1.49		
		Legs, Regular	ABF, Free Range	Fresh			12	4.29		
		Legs, Regular	Antibiotic Free	Fresh	37	1.59	52	2.49		
		Legs, Regular	Conventional	Fresh			46	1.73		
		Legs, Regular	USDA Organic	Fresh	19	4.99				



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Parts	Per lb	Legs, Value	Antibiotic Free	Fresh	188	1.49				
		Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	18	3.49	65	4.49	133	4.38
		Party Wings, Flats and Drums, Regular	Conventional	Fresh	2,060	3.38	41	2.73	2,494	2.20
		Party Wings, Flats and Drums, Regular	Halal	Fresh					262	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	324	2.70	2,970	2.38	122	4.25
		Party Wings, Flats and Drums, Value	Conventional	Fresh	210	3.27	3,045	2.47	843	3.09
		Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	139	3.27	101	3.86	347	2.70
		Split Breast, Bone-In, Regular	Conventional	Fresh	373	1.12	745	2.24	82	2.99
		Split Breast, Bone-In, Regular	Conventional	Frozen			15	1.19		
		Split Breast, Bone-In, Value	Antibiotic Free	Fresh	201	2.44	118	1.97	207	1.93
		Split Breast, Bone-In, Value	Conventional	Fresh	955	1.98	933	2.17	765	2.07
		Thighs, Regular	ABF, Free Range	Fresh			135	2.99	148	2.99
		Thighs, Regular	Antibiotic Free	Fresh	616	2.11	717	2.60	602	1.42
		Thighs, Regular	Conventional	Fresh	180	1.67	464	1.19	278	1.42
		Thighs, Regular	Conventional	Frozen	3	1.72	50	2.43	18	1.69
		Thighs, Regular	USDA Organic	Fresh	33	4.67			15	3.99
		Thighs, Regular	USDA Organic, Free Range	Fresh			17	5.99		
		Thighs, Value	Antibiotic Free	Fresh	872	1.69	435	1.66	252	1.51
		Thighs, Value	Conventional	Fresh	1,549	1.40	4,422	1.46	2,059	1.33
		Thighs, Value	Conventional	Frozen	18	1.58	33	1.72	31	1.87
		Thighs, Boneless/Skinless, Regular	ABF, Free Range	Fresh					302	5.99
		Thighs, Boneless/Skinless, Regular	ABF, Pasture Raised	Fresh			484	8.99		
		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	311	4.35	868	4.24	1,041	3.89
		Thighs, Boneless/Skinless, Regular	Conventional	Fresh	877	3.23	1,009	3.43	358	3.68
		Thighs, Boneless/Skinless, Regular	Conventional	Frozen	558	3.20	594	3.99		
		Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	27	5.99	300	8.68		
		Thighs, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	17	9.99			16	7.99



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, Boneless/Skinless, Value	Antibiotic Free	Fresh	48	4.57	433	3.39	120	4.19
		Thighs, Boneless/Skinless, Value	Conventional	Fresh	236	3.41	742	3.21	374	3.19
		Thighs, Boneless/Skinless, Value	Conventional	Frozen	29	2.40			575	4.00
		V-Cut Wings, Regular	ABF, Pasture Raised	Fresh			484	6.49		
		V-Cut Wings, Regular	Antibiotic Free	Fresh	419	2.85	76	2.06	575	3.42
		V-Cut Wings, Regular	Conventional	Fresh	12	1.89	195	1.53	363	2.99
		V-Cut Wings, Value	Antibiotic Free	Fresh	221	2.99	73	3.49	72	3.99
		V-Cut Wings, Value	Conventional	Fresh	620	2.05	386	1.99	1,299	2.76
IQF	Per lb	Breast Tenders, IQF	Conventional	Frozen	1,279	3.85	1,876	4.00	760	3.86
		Breast, Boneless/Skinless, IQF	Conventional	Frozen	2,339	3.08	4,521	3.22	354	3.51
		Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen	18	3.84	73	4.00	72	4.00
		Party Wings, Flats and Drums, IQF	Conventional	Frozen	2,405	2.68	1,488	3.08	2,863	3.13
		V-Cut Wings, IQF	Conventional	Frozen	45	2.49	69	2.99		
Ground	Per lb	Ground Chicken, 1-2 Lbs	ABF, Free Range	Fresh			17	6.99		
		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	1,230	4.84	2,491	4.15	426	4.16
		Ground Chicken, 1-2 Lbs	Conventional	Fresh	570	4.66	346	6.76	30	2.99
		Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	387	3.33				
		Ground Chicken, 2-4 Lbs	Conventional	Fresh			20	3.00		
		Ground Chicken, 2-4 Lbs	Conventional	Frozen			5,248	4.50		
		Ground Chicken Breast (98-100%), 1-2 Lbs	ABF, Pasture Raised	Fresh			484	10.99		
		Ground Chicken Breast (98-100%), 1-2 Lbs	Antibiotic Free	Fresh			174	4.57	21	5.99
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Fresh			19	3.99		
		Ground Chicken Patties, 1-2 Lbs	Antibiotic Free	Frozen					91	5.99
		Ground Chicken Patties, 2-4 Lbs	Conventional	Frozen	61	4.00	38	5.00	408	4.16
Prepared	Each	Fried/Baked Breast Tenders, 12-Piece	Conventional	Prepared			18	15.99		
		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	369	9.82	192	10.18		
		Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	85	10.34	105	10.08		
		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	728	7.39	466	6.34	914	7.37
		Fried/Baked Chicken, Dark	Conventional	Prepared			10	1.00		
		Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	255	10.72			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	Antibiotic Free	Prepared	69	7.99				
		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	2,217	8.98	3,431	7.94	1,121	9.26
		Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	177	1.05	42	1.08	378	0.93
		Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	345	0.99	99	0.57	103	1.19
		Rotisserie Breast	Conventional	Prepared			298	7.99		
		Rotisserie Leg Quarter, Bulk (\$/Piece)	Conventional	Prepared	70	1.25			60	1.25
		Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	154	7.05	691	9.39	401	7.09
		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	2,585	7.41	3,263	7.00	2,836	7.05
		Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	910	9.99	84	10.36	169	9.99
Prepared	Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	473	7.89	3,310	8.05	2,254	8.70
		Fried/Baked Chicken, Dark	Conventional	Prepared	360	4.99				
		Fried/Baked Wings, Bone-In	Conventional	Prepared	1,142	7.83	2,427	7.46	2,032	6.81
		Fried/Baked Wings, Boneless	Conventional	Prepared	127	6.98	36	7.34	235	8.13
		Rotisserie Breast	Antibiotic Free	Prepared	313	3.49	313	3.49		
		Rotisserie Leg Quarter	Antibiotic Free	Prepared	360	2.99				
		Rotisserie Leg Quarter	Conventional	Prepared	91	2.99				
Deli	Per lb	Grilled Chicken Strips, > 16 oz	Antibiotic Free	Prepared			199	5.99		
		Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	52	6.47			27	6.99
		Grilled Chicken Strips, 16 oz	Conventional	Prepared	94	6.99			87	7.99
		Grilled Chicken Strips, 5-15 oz	Antibiotic Free	Prepared			17	6.66	470	6.98
		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	15	8.77	57	7.24	44	7.98
		Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	31	8.00			72	7.04
		Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	119	4.99	1,006	4.64	3,149	6.28
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	506	8.75	1,604	7.54	5,916	7.39
		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	USDA Organic	Prepared			38	23.97		
		Service Deli - Cat 1	Conventional	Prepared	1,896	10.88	3,319	10.49	1,397	11.12
		Service Deli - Cat 2	Conventional	Prepared	38	7.99	150	6.18	1,246	7.02
		Feet	Conventional	Frozen					40	2.99
Variety Meat	Per lb	Gizzards	Antibiotic Free	Fresh	20	1.99	20	1.99	17	1.99



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Variety Meat	Per lb	Gizzards	Conventional	Fresh			127	1.59	120	1.59
		Hearts	Antibiotic Free	Frozen					17	2.99
		Hearts	Conventional	Frozen					40	2.39
		Liver	Antibiotic Free	Fresh	20	1.99	20	1.99	17	1.99
		Liver	Conventional	Fresh			127	1.59	120	1.59
		Necks	Conventional	Fresh			59	1.20		

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

Metric	Current Week (CW)
Total Outlets	4,963
Activity Index	21,289
Feature Rate (%)	89.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Half Chicken	Antibiotic Free	Fresh	77	2.49 - 2.49	2.49
			Whole Bagged Fryer	Antibiotic Free	Fresh	285	1.39 - 2.49	2.09
			Whole Bagged Fryer	Conventional	Fresh	44	1.69 - 1.69	1.69
			Whole Bagged Roaster	Antibiotic Free	Fresh	109	1.32 - 1.75	1.68
			Whole Baking Hen	Conventional	Fresh	127	1.99 - 1.99	1.99
			Whole Cut-Up Fryer	Antibiotic Free	Fresh	41	1.99 - 1.99	1.99
			Whole Cut-Up Fryer	Conventional	Fresh	127	2.39 - 2.39	2.39
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	974	3.49 - 5.99	5.14
			Breast Tenders, Regular	Conventional	Fresh	680	1.99 - 4.99	3.65
			Breast Tenders, Regular	USDA Organic	Fresh	385	9.99 - 12.99	10.18
			Breast Tenders, Value	Conventional	Fresh	245	2.99 - 3.99	3.68
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	773	3.84 - 6.99	5.61
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	890	2.09 - 4.49	2.69
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	269	4.99 - 9.99	7.27
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	426	2.99 - 5.99	3.19
			Breast, Boneless/Skinless, Value	Conventional	Fresh	975	1.79 - 4.49	3.02
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	3	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	ABF, Free Range	Fresh	19	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	255	4.19 - 7.99	6.04
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	90	3.99 - 5.99	5.08
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic	Fresh	360	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	38	2.99 - 5.99	4.49
			Drumsticks, Regular	Antibiotic Free	Fresh	804	0.99 - 1.99	1.35
			Drumsticks, Regular	Conventional	Fresh	244	0.99 - 1.29	1.01
			Drumsticks, Regular	USDA Organic	Fresh	18	3.99 - 3.99	3.99
			Drumsticks, Value	Antibiotic Free	Fresh	205	1.49 - 1.77	1.51
			Drumsticks, Value	Conventional	Fresh	675	0.99 - 1.99	1.13
			Leg Quarters, 10 Lbs or more	Antibiotic Free	Fresh	53	0.89 - 0.89	0.89
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	19	0.99 - 0.99	0.99
			Leg Quarters, Regular	Conventional	Fresh	37	0.79 - 0.79	0.79
			Leg Quarters, Value	Conventional	Fresh	748	0.99 - 1.49	1.01
			Legs, Regular	Antibiotic Free	Fresh	37	1.59 - 1.59	1.59
			Legs, Regular	USDA Organic	Fresh	19	4.99 - 4.99	4.99
			Legs, Value	Antibiotic Free	Fresh	188	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Antibiotic Free	Fresh	18	3.49 - 3.49	3.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	145	2.49 - 3.99	3.37
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	313	2.69 - 2.69	2.69
			Party Wings, Flats and Drums, Value	Conventional	Fresh	166	3.49 - 3.99	3.55
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	37	2.99 - 6.99	5.15
			Split Breast, Bone-In, Regular	Conventional	Fresh	319	0.99 - 0.99	0.99
			Split Breast, Bone-In, Value	Conventional	Fresh	157	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	237	1.74 - 1.99	1.97
			Thighs, Regular	USDA Organic	Fresh	18	3.99 - 3.99	3.99
			Thighs, Value	Antibiotic Free	Fresh	205	1.49 - 1.88	1.52
			Thighs, Value	Conventional	Fresh	887	0.99 - 1.97	1.32
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	108	3.49 - 4.39	3.97
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	389	2.69 - 4.99	3.75
			V-Cut Wings, Regular	Antibiotic Free	Fresh	360	2.99 - 2.99	2.99
			V-Cut Wings, Regular	Conventional	Fresh	11	1.89 - 1.89	1.89
			V-Cut Wings, Value	Antibiotic Free	Fresh	49	2.99 - 2.99	2.99
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	132	4.40 - 4.40	4.40
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	264	1.99 - 4.40	3.20

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
IQF		Per lb	Party Wings, Flats and Drums, IQF	Antibiotic Free	Frozen	18	3.84 - 3.84	3.84
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	1169	1.66 - 3.66	2.19
Ground		Per lb	Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	628	2.99 - 4.19	3.82
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	212	2.99 - 5.00	4.11
			Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	360	3.33 - 3.33	3.33
Prepared		Each	Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	361	5.99 - 7.99	6.93
			Fried/Baked Chicken, Mixed, 8-Piece	Antibiotic Free	Prepared	3	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	1050	6.99 - 10.00	8.72
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	147	1.20 - 1.20	1.20
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	41	9.99 - 9.99	9.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	182	5.99 - 6.00	5.99
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	74	9.99 - 9.99	9.99
Prepared		Per lb	Fried/Baked Breast Tenders	Conventional	Prepared	144	6.99 - 10.49	8.88
			Fried/Baked Chicken, Dark	Conventional	Prepared	360	4.99 - 4.99	4.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	532	6.99 - 10.67	8.72
			Rotisserie Breast	Antibiotic Free	Prepared	313	3.49 - 3.49	3.49
			Rotisserie Leg Quarter	Antibiotic Free	Prepared	360	2.99 - 2.99	2.99
			Rotisserie Leg Quarter	Conventional	Prepared	91	2.99 - 2.99	2.99
Deli		Per lb	Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	25	6.99 - 6.99	6.99
			Service Deli - Cat 1	Conventional	Prepared	1127	8.99 - 14.99	11.01
			Service Deli - Cat 2	Conventional	Prepared	38	7.99 - 7.99	7.99

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

Metric	Current Week (CW)
Total Outlets	6,702
Activity Index	11,503
Feature Rate (%)	79.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Conventional	Fresh	131	1.79 - 1.99	1.92
			Whole Baking Hen	Conventional	Fresh	101	1.69 - 1.69	1.69
			Whole Cut-Up Fryer	Conventional	Fresh	47	1.99 - 1.99	1.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	6	5.85 - 5.85	5.85
			Breast Tenders, Regular	Conventional	Fresh	1449	3.99 - 5.49	5.47
			Breast Tenders, Value	Conventional	Fresh	1236	1.99 - 3.99	2.88
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	159	3.99 - 6.99	6.19
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	958	1.67 - 3.99	2.17
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	376	4.99 - 8.54	6.88
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	229	2.99 - 5.99	4.44
			Breast, Boneless/Skinless, Value	Conventional	Fresh	499	1.99 - 3.99	2.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	236	5.99 - 7.99	7.97
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	1643	3.98 - 5.99	5.32
			Drumsticks, 10 Lbs or more	Conventional	Frozen	58	0.99 - 1.00	1.00
			Drumsticks, Regular	Antibiotic Free	Fresh	29	1.69 - 1.98	1.95
			Drumsticks, Regular	Conventional	Fresh	32	0.89 - 0.89	0.89
			Drumsticks, Value	Antibiotic Free	Fresh	43	1.29 - 1.77	1.36
			Drumsticks, Value	Conventional	Fresh	92	0.98 - 1.29	1.18
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	24	0.88 - 0.88	0.88
			Leg Quarters, Value	Conventional	Fresh	17	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	1140	1.98 - 3.49	3.44
			Party Wings, Flats and Drums, Value	Conventional	Fresh	28	1.89 - 2.48	2.44
			Split Breast, Bone-In, Value	Conventional	Fresh	61	2.49 - 2.49	2.49
			Thighs, Regular	Antibiotic Free	Fresh	26	1.98 - 1.98	1.98
			Thighs, Regular	Conventional	Fresh	24	1.28 - 1.28	1.28
			Thighs, Value	Antibiotic Free	Fresh	6	1.88 - 1.88	1.88
			Thighs, Value	Conventional	Fresh	40	0.98 - 1.97	1.13
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	6	4.39 - 4.39	4.39
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	103	2.99 - 3.99	3.26
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	75	3.49 - 3.99	3.67
			V-Cut Wings, Regular	Antibiotic Free	Fresh	59	1.99 - 1.99	1.99
			V-Cut Wings, Regular	Conventional	Fresh	1	1.89 - 1.89	1.89
			V-Cut Wings, Value	Antibiotic Free	Fresh	3	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	24	2.48 - 2.48	2.48
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	175	4.40 - 4.40	4.40
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	352	1.99 - 4.40	3.19
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	281	1.20 - 3.66	2.84
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	38	3.39 - 3.92	3.47
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	154	8.00 - 10.00	9.82
			Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	45	10.34 - 10.34	10.34
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	248	5.99 - 9.99	7.91
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	369	6.99 - 10.00	9.35
			Rotisserie Leg Quarter, Bulk (\$/Piece)	Conventional	Prepared	7	1.25 - 1.25	1.25
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	448	5.99 - 9.99	7.81
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	37	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	17	6.99 - 6.99	6.99
			Fried/Baked Wings, Bone-In	Conventional	Prepared	182	5.99 - 5.99	5.99
Deli	Per lb		Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	2	8.77 - 8.77	8.77
			Service Deli - Cat 1	Conventional	Prepared	187	8.99 - 14.99	11.84



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

Metric	Current Week (CW)
Total Outlets	4,873
Activity Index	10,331
Feature Rate (%)	69.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	156	0.99 - 2.00	1.82
			Whole Bagged Fryer	Conventional	Fresh	192	1.29 - 2.49	1.81
			Whole Cut-Up Fryer	Conventional	Fresh	88	1.99 - 1.99	1.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	133	4.99 - 5.95	5.42
			Breast Tenders, Regular	Conventional	Fresh	186	2.99 - 5.49	3.52
			Breast Tenders, Value	Conventional	Fresh	52	1.99 - 5.99	4.03
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	503	2.99 - 5.99	5.69
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	1308	1.99 - 4.99	2.24
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	88	5.99 - 8.54	8.36
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	137	1.99 - 3.97	2.92
			Breast, Boneless/Skinless, Value	Conventional	Fresh	403	1.99 - 2.99	2.91
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	113	3.97 - 5.99	5.22
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Antibiotic Free	Fresh	113	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	6	5.49 - 5.49	5.49
			Drumsticks, Regular	Antibiotic Free	Fresh	189	0.99 - 2.49	1.85
			Drumsticks, Regular	Conventional	Fresh	16	0.99 - 0.99	0.99
			Drumsticks, Value	Antibiotic Free	Fresh	269	1.77 - 2.00	1.77
			Drumsticks, Value	Conventional	Fresh	388	0.99 - 1.69	1.13
			Drumsticks, Value	Conventional	Frozen	15	1.49 - 1.49	1.49
			Leg Quarters, Regular	Antibiotic Free	Fresh	90	1.64 - 1.99	1.72
			Leg Quarters, Regular	Conventional	Fresh	57	0.99 - 0.99	0.99
			Leg Quarters, Value	Antibiotic Free	Fresh	95	1.49 - 1.49	1.49
			Leg Quarters, Value	Conventional	Fresh	20	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	722	1.99 - 3.99	3.28
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	90	2.24 - 2.99	2.41
			Split Breast, Bone-In, Regular	Conventional	Fresh	34	1.99 - 1.99	1.99
			Thighs, Regular	Antibiotic Free	Fresh	185	1.29 - 4.99	2.16
			Thighs, Value	Antibiotic Free	Fresh	287	1.77 - 2.99	1.86
			Thighs, Value	Conventional	Fresh	102	1.29 - 1.97	1.63
			Thighs, Value	Conventional	Frozen	15	1.49 - 1.49	1.49



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	110	3.49 - 4.39	4.20
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	38	2.99 - 3.99	3.57
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	1	3.20 - 3.20	3.20
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	2	5.99 - 5.99	5.99
			Thighs, Boneless/Skinless, Value	Antibiotic Free	Fresh	48	3.99 - 4.99	4.57
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	30	3.99 - 3.99	3.99
			V-Cut Wings, Value	Conventional	Fresh	11	1.99 - 1.99	1.99
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	312	3.20 - 4.40	4.40
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	848	1.99 - 4.40	3.04
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	556	1.20 - 3.66	3.20
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	309	3.92 - 6.99	6.69
			Ground Chicken, 1-2 Lbs	Conventional	Fresh	189	4.99 - 4.99	4.99
			Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	2	3.33 - 3.33	3.33
			Ground Chicken Patties, 2-4 Lbs	Conventional	Frozen	61	4.00 - 4.00	4.00
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	18	10.00 - 10.00	10.00
			Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	22	10.34 - 10.34	10.34
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	66	8.00 - 9.99	8.27
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	206	9.99 - 16.99	10.57
			Fried/Baked Chicken, Mixed, 8-Piece	Antibiotic Free	Prepared	60	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	307	7.00 - 10.00	9.33
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	42	1.04 - 1.11	1.08
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	63	0.30 - 0.75	0.52
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	42	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	170	5.99 - 9.99	6.95
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	7	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	22	5.00 - 6.99	5.09
			Fried/Baked Wings, Bone-In	Conventional	Prepared	2	8.96 - 8.96	8.96
			Fried/Baked Wings, Boneless	Conventional	Prepared	33	6.96 - 6.96	6.96
Deli	Per lb		Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	2	5.99 - 5.99	5.99
			Grilled Chicken Strips, 5-15 oz	Conventional	Prepared	13	8.77 - 8.77	8.77
			Self-Service Deli Chicken Tub/Pouch, < 5 oz	Conventional	Prepared	31	8.00 - 8.00	8.00
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	320	7.09 - 9.98	9.06
			Service Deli - Cat 1	Conventional	Prepared	296	7.99 - 10.49	10.32
Variety Meat	Per lb		Gizzards	Antibiotic Free	Fresh	20	1.99 - 1.99	1.99
			Liver	Antibiotic Free	Fresh	20	1.99 - 1.99	1.99

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

Metric	Current Week (CW)
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Total Outlets	3,951
Activity Index	7,546
Feature Rate (%)	73.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	8	1.60 - 2.00	1.90
			Whole Bagged Fryer	Conventional	Fresh	119	0.99 - 0.99	0.99
Parts		Per lb	Breast Tenders, Regular	Antibiotic Free	Fresh	129	7.98 - 7.98	7.98
			Breast Tenders, Regular	Conventional	Fresh	255	2.69 - 3.99	3.43
			Breast Tenders, Value	Conventional	Fresh	94	3.49 - 3.89	3.74
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	358	4.99 - 7.47	6.06
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	549	1.67 - 2.49	2.05
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	106	5.99 - 8.54	7.94
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	338	3.98 - 5.99	4.74
			Breast, Boneless/Skinless, Value	Conventional	Fresh	378	2.47 - 4.99	3.53
			Breast, Boneless/Skinless, Value	USDA Organic	Fresh	211	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	6	5.99 - 5.99	5.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	29	3.49 - 3.49	3.49
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	62	3.47 - 3.49	3.47
			Drumsticks, 10 Lbs or more	Conventional	Fresh	29	0.99 - 0.99	0.99
			Drumsticks, Regular	Antibiotic Free	Fresh	6	0.99 - 0.99	0.99
			Drumsticks, Regular	Conventional	Fresh	97	0.88 - 1.99	1.59
			Drumsticks, Value	Antibiotic Free	Fresh	66	1.77 - 2.00	1.86
			Drumsticks, Value	Conventional	Fresh	429	0.77 - 1.89	1.20
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	3	2.97 - 2.97	2.97
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	269	0.59 - 0.99	0.71
			Leg Quarters, Regular	Conventional	Fresh	29	0.99 - 0.99	0.99
			Leg Quarters, Value	Conventional	Fresh	2	1.89 - 1.89	1.89
			Leg Quarters, Marinated, Value	Conventional	Fresh	29	1.49 - 1.49	1.49
			Party Wings, Flats and Drums, Regular	Conventional	Fresh	53	2.49 - 3.99	3.69
			Party Wings, Flats and Drums, Value	Conventional	Fresh	16	1.89 - 1.89	1.89
			Split Breast, Bone-In, Regular	Conventional	Fresh	20	1.69 - 1.69	1.69
			Split Breast, Bone-In, Value	Conventional	Fresh	483	1.49 - 2.48	1.75
			Thighs, Regular	Antibiotic Free	Fresh	25	4.99 - 4.99	4.99
			Thighs, Regular	Conventional	Fresh	97	1.49 - 1.99	1.75
			Thighs, Value	Antibiotic Free	Fresh	41	1.77 - 1.77	1.77
			Thighs, Value	Conventional	Fresh	367	0.98 - 1.89	1.42



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	31	3.49 - 3.99	3.59
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	295	1.99 - 3.99	2.40
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	68	3.20 - 3.20	3.20
			Thighs, Boneless/Skinless, Regular	USDA Organic	Fresh	25	5.99 - 5.99	5.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	2	2.88 - 2.88	2.88
			V-Cut Wings, Value	Conventional	Fresh	111	1.79 - 1.97	1.87
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	129	3.20 - 4.40	3.77
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	389	1.99 - 4.40	2.85
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	158	1.20 - 3.66	2.86
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	112	5.49 - 6.99	6.04
			Ground Chicken, 2-4 Lbs	Antibiotic Free	Fresh	25	3.33 - 3.33	3.33
Prepared	Each		Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	62	8.00 - 8.00	8.00
			Fried/Baked Chicken, Dark, 12-Piece	Conventional	Prepared	18	10.34 - 10.34	10.34
			Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	2	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 12-Piece	Conventional	Prepared	49	9.99 - 16.99	11.38
			Fried/Baked Chicken, Mixed, 8-Piece	Antibiotic Free	Prepared	6	7.99 - 7.99	7.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	172	7.99 - 9.99	8.90
			Rotisserie Leg Quarter, Bulk (\$/Piece)	Conventional	Prepared	63	1.25 - 1.25	1.25
			Whole Rotisserie Chicken, < 2 Lbs	Antibiotic Free	Prepared	71	5.99 - 5.99	5.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	235	5.99 - 8.99	7.30
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	95	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	45	7.99 - 8.99	8.21
			Fried/Baked Wings, Bone-In	Conventional	Prepared	98	4.97 - 8.96	6.15
			Fried/Baked Wings, Boneless	Conventional	Prepared	94	6.99 - 6.99	6.99
Deli	Per lb		Grilled Chicken Strips, 16 oz	Antibiotic Free	Prepared	25	5.99 - 5.99	5.99
			Grilled Chicken Strips, 16 oz	Conventional	Prepared	94	6.99 - 6.99	6.99
			Self-Service Deli Chicken Tub/Pouch, 16 oz	Conventional	Prepared	119	4.99 - 4.99	4.99
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	121	7.98 - 8.00	8.00
			Service Deli - Cat 1	Conventional	Prepared	129	8.99 - 11.99	9.80

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,634
Activity Index	11,227
Feature Rate (%)	82.9%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	ABF, Free Range	Fresh	12	2.99 - 2.99	2.99
			Whole Bagged Fryer	Antibiotic Free	Fresh	193	1.49 - 1.99	1.52
			Whole Bagged Fryer	Conventional	Fresh	225	0.99 - 1.49	1.37
			Whole Bagged Fryer	USDA Organic, Free Range	Fresh	17	3.99 - 3.99	3.99
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	53	5.85 - 6.99	6.52
			Breast Tenders, Regular	Conventional	Fresh	24	2.69 - 4.12	4.00
			Breast Tenders, Regular	USDA Organic, Free Range	Fresh	17	9.99 - 9.99	9.99
			Breast Tenders, Value	Antibiotic Free	Fresh	135	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	813	4.99 - 7.47	5.91
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	528	1.99 - 3.49	2.08
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	112	8.54 - 8.54	8.54
			Breast, Boneless/Skinless, Value	ABF, Free Range	Fresh	17	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	250	3.97 - 5.99	5.81
			Breast, Boneless/Skinless, Value	Conventional	Fresh	428	1.99 - 2.99	2.41
			Breast, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	169	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Thin-Sliced, Regular	Conventional	Fresh	195	2.99 - 4.00	3.67
			Breast, Boneless/Skinless, Thin-Sliced, Regular	USDA Organic, Free Range	Fresh	118	8.99 - 8.99	8.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Antibiotic Free	Fresh	135	6.99 - 6.99	6.99
			Breast, Boneless/Skinless, Thin-Sliced, Value	Conventional	Fresh	140	3.49 - 3.99	3.75
			Drumsticks, Regular	Antibiotic Free	Fresh	145	1.47 - 1.69	1.51
			Drumsticks, Regular	Conventional	Fresh	156	0.99 - 1.79	1.25
			Drumsticks, Regular	USDA Organic, Free Range	Fresh	17	2.99 - 2.99	2.99
			Drumsticks, Value	Antibiotic Free	Fresh	204	1.49 - 1.77	1.52
			Drumsticks, Value	Conventional	Fresh	268	0.77 - 1.89	1.22
			Leg Meat, Boneless/Skinless, Regular	Conventional	Fresh	65	2.99 - 2.99	2.99
			Leg Meat, Boneless/Skinless, Value	Conventional	Fresh	111	1.99 - 2.97	2.57
			Leg Meat, Boneless/Skinless, Marinated, Regular	Conventional	Fresh	110	2.29 - 3.29	2.88
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	267	0.79 - 0.89	0.89
			Leg Quarters, Value	Conventional	Fresh	125	0.99 - 1.89	1.36
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	182	2.49 - 2.49	2.49
			Split Breast, Bone-In, Value	Conventional	Fresh	254	1.99 - 1.99	1.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Thighs, Regular	Antibiotic Free	Fresh	118	1.47 - 1.47	1.47
			Thighs, Regular	Conventional	Fresh	27	1.79 - 1.79	1.79
			Thighs, Regular	USDA Organic	Fresh	14	5.49 - 5.49	5.49
			Thighs, Value	Antibiotic Free	Fresh	204	1.49 - 1.88	1.53
			Thighs, Value	Conventional	Fresh	123	1.37 - 1.97	1.73
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	53	4.39 - 6.99	5.91
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	36	2.99 - 3.99	3.63
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	378	3.20 - 3.20	3.20
			Thighs, Boneless/Skinless, Regular	USDA Organic, Free Range	Fresh	17	9.99 - 9.99	9.99
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	82	2.88 - 3.49	2.99
			V-Cut Wings, Value	Antibiotic Free	Fresh	169	2.99 - 2.99	2.99
			V-Cut Wings, Value	Conventional	Fresh	474	1.99 - 2.29	2.07
			Breast Tenders, IQF	Conventional	Frozen	423	3.20 - 3.49	3.23
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	378	3.20 - 3.20	3.20
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	227	3.40 - 3.60	3.56
IQF	Per lb		V-Cut Wings, IQF	Conventional	Frozen	45	2.49 - 2.49	2.49
			Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	140	3.92 - 4.99	4.82
Ground	Per lb		Ground Chicken, 1-2 Lbs	Conventional	Fresh	169	4.99 - 4.99	4.99
			Fried/Baked Breast Tenders, 8-Piece	Conventional	Prepared	135	10.64 - 10.64	10.64
Prepared	Each		Fried/Baked Chicken, Dark, 8-Piece	Conventional	Prepared	51	6.99 - 6.99	6.99
			Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	309	8.90 - 9.99	9.15
			Fried/Baked Chicken, Mixed, Bulk (\$/Piece)	Conventional	Prepared	135	1.04 - 1.04	1.04
			Fried/Baked Wings, Bone-In, Bulk (\$/Piece)	Conventional	Prepared	135	0.99 - 0.99	0.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	1031	6.00 - 8.99	7.78
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	355	9.99 - 9.99	9.99
			Fried/Baked Breast Tenders	Conventional	Prepared	108	6.99 - 8.99	7.66
Prepared	Per lb		Fried/Baked Wings, Bone-In	Conventional	Prepared	328	4.99 - 11.99	7.90
			Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	51	7.98 - 7.98	7.98
Deli	Per lb		Service Deli - Cat 1	Conventional	Prepared	27	10.99 - 10.99	10.99

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

Metric	Current Week (CW)
Total Outlets	1,196
Activity Index	2,844
Feature Rate (%)	80.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole		Per lb	Whole Bagged Fryer	Antibiotic Free	Fresh	79	1.49 - 2.59	1.97



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast Tenders, Regular	Antibiotic Free	Fresh	3	5.85 - 5.85	5.85
			Breast Tenders, Regular	Conventional	Fresh	3	4.12 - 4.12	4.12
			Breast, Boneless/Skinless, Regular	ABF, Free Range	Fresh	11	3.99 - 3.99	3.99
			Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	395	3.49 - 7.47	5.04
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	111	1.99 - 3.49	2.03
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	23	8.54 - 8.54	8.54
			Breast, Boneless/Skinless, Value	Antibiotic Free	Fresh	83	3.29 - 5.99	3.44
			Breast, Boneless/Skinless, Value	Conventional	Fresh	44	1.99 - 2.69	2.04
			Drumsticks, Regular	Antibiotic Free	Fresh	100	1.69 - 1.69	1.69
			Drumsticks, Regular	Conventional	Fresh	13	1.79 - 1.79	1.79
			Drumsticks, Value	Antibiotic Free	Fresh	159	1.77 - 2.29	1.92
			Drumsticks, Value	Conventional	Fresh	121	1.19 - 1.37	1.22
			Leg Quarters, 10 Lbs or more	Conventional	Fresh	76	0.80 - 0.80	0.80
			Leg Quarters, Value	Conventional	Fresh	24	0.99 - 0.99	0.99
			Party Wings, Flats and Drums, Value	Antibiotic Free	Fresh	11	2.99 - 2.99	2.99
			Split Breast, Bone-In, Regular	Antibiotic Free	Fresh	12	3.99 - 3.99	3.99
			Split Breast, Bone-In, Value	Antibiotic Free	Fresh	19	1.99 - 1.99	1.99
			Thighs, Regular	Conventional	Fresh	32	1.49 - 1.79	1.61
			Thighs, Regular	USDA Organic	Fresh	1	5.49 - 5.49	5.49
			Thighs, Value	Antibiotic Free	Fresh	118	1.79 - 1.88	1.79
			Thighs, Value	Conventional	Fresh	28	1.37 - 2.29	1.57
			Thighs, Boneless/Skinless, Regular	Antibiotic Free	Fresh	3	4.39 - 4.39	4.39
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	13	3.99 - 3.99	3.99
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	108	3.20 - 3.20	3.20
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	22	3.49 - 3.49	3.49
IQF	Per lb		Breast Tenders, IQF	Conventional	Frozen	108	3.20 - 3.20	3.20
			Breast, Boneless/Skinless, IQF	Conventional	Frozen	108	3.20 - 3.20	3.20
			Party Wings, Flats and Drums, IQF	Conventional	Frozen	4	3.40 - 3.40	3.40
Ground	Per lb		Ground Chicken, 1-2 Lbs	Antibiotic Free	Fresh	3	3.92 - 3.92	3.92
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	443	6.00 - 9.99	6.87
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	307	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	134	6.99 - 8.99	7.50
Deli	Per lb		Service Deli - Cat 1	Conventional	Prepared	125	8.98 - 12.49	10.70

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	96
Activity Index	160
Feature Rate (%)	82.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Parts	Per lb		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	22	4.99 - 6.49	5.67
			Breast, Boneless/Skinless, Regular	Conventional	Fresh	41	3.28 - 4.99	4.86
			Breast, Boneless/Skinless, Value	Conventional	Fresh	10	2.99 - 2.99	2.99
			Drumsticks, Regular	Antibiotic Free	Fresh	3	1.69 - 1.69	1.69
			Drumsticks, Value	Antibiotic Free	Fresh	11	1.79 - 1.79	1.79
			Drumsticks, Value	Conventional	Fresh	3	1.19 - 1.19	1.19
			Thighs, Value	Antibiotic Free	Fresh	11	1.79 - 1.79	1.79
			Thighs, Value	Conventional	Fresh	2	2.29 - 2.29	2.29
			Thighs, Boneless/Skinless, Regular	Conventional	Fresh	3	3.88 - 3.88	3.88
Prepared	Each		Fried/Baked Chicken, Mixed, 8-Piece	Conventional	Prepared	10	7.99 - 7.99	7.99
			Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	24	5.99 - 9.99	6.33
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	12	9.99 - 9.99	9.99
Prepared	Per lb		Fried/Baked Breast Tenders	Conventional	Prepared	3	6.99 - 6.99	6.99
Deli	Per lb		Service Deli - Cat 1	Conventional	Prepared	5	10.99 - 12.49	11.59

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	106
Activity Index	277
Feature Rate (%)	88.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Whole	Per lb		Whole Bagged Fryer	Antibiotic Free	Fresh	25	3.29 - 3.29	3.29
Parts	Per lb		Breast, Boneless/Skinless, Regular	Antibiotic Free	Fresh	23	4.99 - 4.99	4.99
			Breast, Boneless/Skinless, Regular	USDA Organic	Fresh	4	8.54 - 8.54	8.54
			Drumsticks, Regular	Antibiotic Free	Fresh	3	2.99 - 2.99	2.99
			Leg Quarters, 10 Lbs or more	Conventional	Frozen	35	1.15 - 1.80	1.35
			Thighs, Regular	Antibiotic Free	Fresh	25	3.29 - 3.29	3.29
			Thighs, Regular	Conventional	Frozen	3	1.72 - 1.72	1.72
			Thighs, Value	Conventional	Frozen	3	2.00 - 2.00	2.00
			Thighs, Boneless/Skinless, Regular	Conventional	Frozen	3	3.26 - 3.26	3.26
			Thighs, Boneless/Skinless, Value	Conventional	Fresh	25	3.29 - 3.29	3.29
			Thighs, Boneless/Skinless, Value	Conventional	Frozen	29	2.40 - 2.40	2.40
IQF	Per lb		Party Wings, Flats and Drums, IQF	Conventional	Frozen	10	3.40 - 3.92	3.76
Prepared	Each		Whole Rotisserie Chicken, < 2 Lbs	Conventional	Prepared	52	6.00 - 10.99	8.78
			Whole Rotisserie Chicken, 2.1-3.0 Lbs	Conventional	Prepared	23	9.99 - 9.99	9.99
Deli	Per lb		Self-Service Deli Chicken Tub/Pouch, 5-15 oz	Conventional	Prepared	14	10.29 - 11.58	10.94



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.