USDA Weekly Retail Chicken Feature Activity

Fri. Nov 05, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

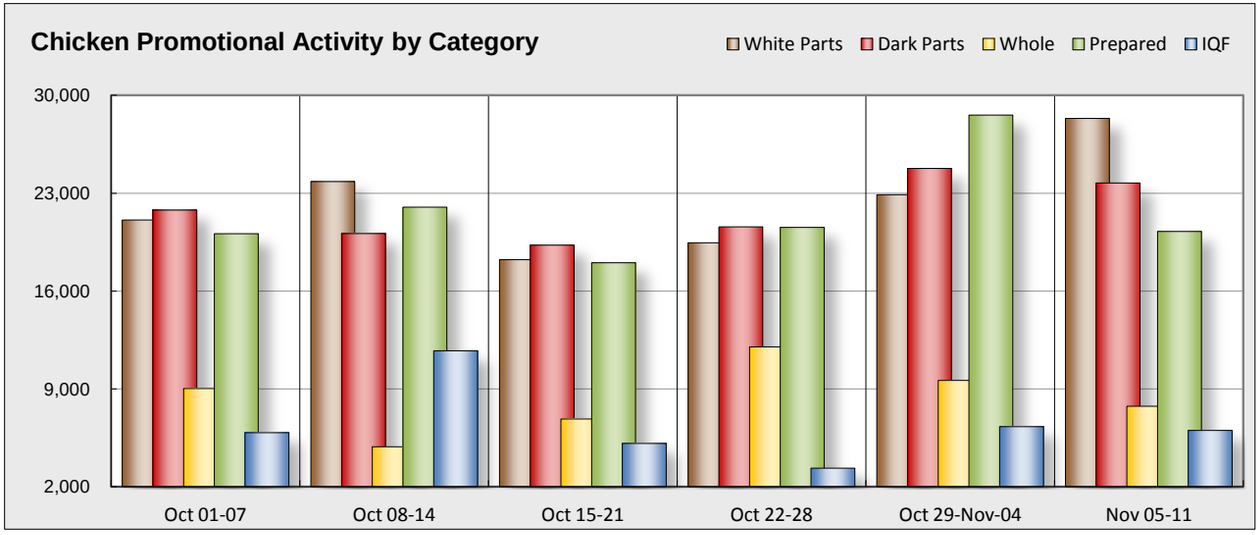
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

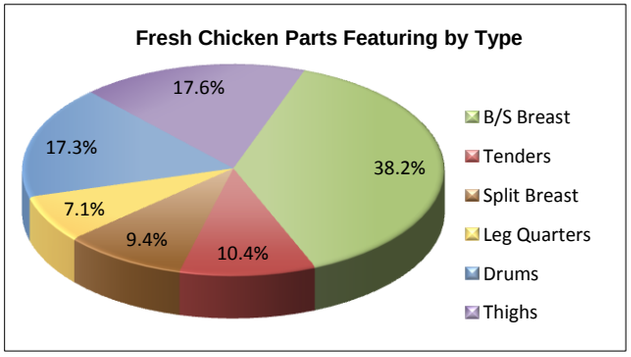
NATIONAL SUMMARY

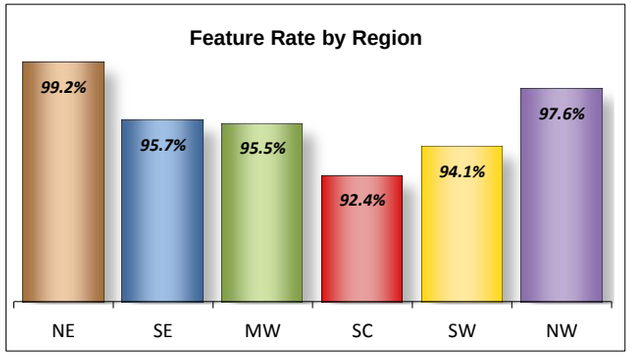
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.7% of 19,200 outlets**		**96.0% of 19,200 outlets**		**95.3% of 18,600 outlets**	
Special Rate 4/	**19.9%**		**15.6%**		**12.7%**	
Activity Index 2/	**86,630**		**92,450**		**72,620**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,550	1.06	3,910	0.92	5,470	0.98
cut-up fryer	1,110	1.37	1,760	1.32	2,430	1.42
bagged roaster	1,630	1.26	3,390	1.15	1,410	1.14
Cornish (frs/frz)	1,460	2.31	540	1.96	1,390	1.73
PARTS:						
Bnls/Sknls Breast						
regular pack	6,540	3.06	6,170	3.25	7,970	2.94
value pack	7,400	2.04	4,530	2.06	5,600	1.91
thin sliced	3,760	3.97	1,810	4.03	2,190	3.94
marinated	320	5.55	340	3.72	190	3.10
Breast Tenders						
regular pack	4,450	3.53	3,500	3.27	2,480	3.27
value pack	440	2.05	100	1.86	490	2.28
Split, bn-in Breast						
regular pack	1,990	1.56	2,150	1.66	2,590	1.70
value pack	2,470	1.11	2,200	1.18	2,520	1.18
Whole Wings	980	1.96	2,090	1.95	840	1.93
Leg Quarters						
tray pack	2,550	0.91	2,870	0.94	2,240	0.96
bagged	820	0.56	1,910	0.55	820	0.50
Legs	60	0.99	500	1.31	420	1.25
Thighs						
regular pack	2,230	1.48	3,210	1.47	1,360	1.24
value pack	6,060	1.10	5,550	1.09	5,860	1.16
Drumsticks						
regular pack	1,930	1.49	3,290	1.48	1,360	1.24
value pack	6,250	1.11	5,800	1.08	5,660	1.20
Bnls/Sknls Thighs						
regular pack	1,850	2.93	820	2.65	2,580	2.37
value pack	1,980	2.04	820	1.88	340	1.72
9-pc Combos						
drum-thigh-breast	120	1.91	280	1.29	830	1.49
drum-thigh-wing	400	1.42	30	1.69	230	1.14
IQF B/S Breast	2,770	2.41	2,370	2.49	2,210	2.14
IQF Tenders	1,610	2.45	1,580	2.59	420	2.46
IQF Wings	930	2.17	1,680	2.01	490	1.70
IQF Party Wings	710	2.28	660	1.92	350	2.04

This Week's Chicken Feature Highlights

Chicken feature activity drops slightly as the deli cools down from last week's big push. However, there is still a lot of chicken to go around in all forms even as turkey promotions begin to rise ahead of the holiday season. Whole birds remain well-represented, prices move higher, some holiday selections are beginning to show. White parts, led by b/s breasts, dominate ad space this week with plenty to be found in fresh, frozen, and specialty form; ad pricing, for the most part, is down. Dark parts switch to value packs but little change in ad prices is seen; b/s thighs move higher on volume and price. IQF offerings drop slightly in volume and prices move lower. Rotisserie birds dominate the deli this week with all other offerings a distant second. Specialty and organic remain in the public eye and looking for a price level to spur interest. Clocks fall back this weekend, giving shoppers and extra hour to spend at the stores to buy chicken. However, time is running out for chicken as Thanksgiving nears and the big birds take center stage.







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.)

USDA Weekly Retail Chicken Feature Activity

Fri. Nov 05, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

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

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/	**99.2% of 4,000 sampled outlets**				**95.7% of 5,100 sampled outlets**				**95.5% of 3,200 sampled outlets**			
Special Rate 2/	**20.5% of stores w/ no-price promotions**				**41.5% of stores w/ no-price promotions**				**13.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,600**				**Activity Index = 15,510**				**Activity Index = 8,910**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.89 - 1.49		1,150	1.07	0.78 - 1.19		1,240	1.16	0.79 - 1.29		310	0.99
cut-up fryer	1.29		170	1.29	1.05 - 1.19		250	1.17	0.99 - 1.69		280	1.51
bagged roaster	0.79 - 1.49		980	1.05	0.79 - 1.29		280	1.22	0.99 - 1.29		20	1.09
Cornish (frs/frz)	1.99 - 2.29		370	2.19	2.21 - 2.54		500	2.52	2.06 - 2.29		350	2.23
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.66 - 4.99	2.25 - 3.99	1,580	3.42	2.99 - 3.99	2.25 - 3.49	1,460	2.48	2.29 - 4.00	2.25 - 3.99	770	3.13
value pack	1.99	1.59 - 2.99	1,910	2.00	1.88 - 1.99	1.87 - 2.49	1,270	2.03	1.69 - 2.28	1.39 - 2.49	1,180	1.95
thin sliced	3.20 - 4.99	2.99 - 4.99	1,170	3.80	3.49 - 3.99	3.49 - 3.99	1,300	3.95	3.49 - 3.99	3.99	190	3.72
marinated		3.99 - 5.49	20	4.52						2.49 - 3.49	40	3.21
Breast Tenders												
regular pack	2.99 - 3.99	2.49 - 4.49	1,780	3.42	2.49 - 3.99	2.99	950	3.37	2.39 - 3.59	2.99 - 3.99	450	3.20
value pack	1.97	1.88 - 2.99	90	2.27	1.97 - 1.99	1.99 - 2.07	150	2.00	1.99	1.99 - 2.49	40	2.13
Split, bn-in Breast												
regular pack	1.39 - 2.29	1.19 - 2.19	540	1.66	1.29 - 1.49	1.19	490	1.48	1.29 - 2.39	1.29 - 1.39	280	1.66
value pack	0.99 - 1.39	0.99 - 1.49	600	1.30	0.98 - 0.99	0.98 - 1.49	630	1.02	0.99 - 1.49	0.98 - 1.29	280	1.17
Whole Wings		1.99	20	1.99	1.58 - 2.59	1.19 - 2.29	270	2.04	1.99 - 2.00	1.49 - 1.99	140	1.97
Leg Quarters												
tray pack	0.59 - 0.99	0.49 - 1.49	840	0.83	0.89	0.99	510	0.90	0.59 - 0.99	0.69 - 1.29	440	0.90
bagged		0.49 - 0.59	130	0.58	0.59	0.39 - 0.60	250	0.58		0.48 - 0.68	110	0.54
Legs	0.99	0.99	60	0.99								
Thighs												
regular pack	0.99 - 1.69	0.99 - 1.49	900	1.33	1.19 - 1.69	1.49	110	1.51	1.00 - 1.67	0.99 - 1.49	480	1.46
value pack	0.79 - 1.29	0.89 - 1.29	1,930	1.12	0.79 - 1.19	0.69 - 1.29	1,640	1.16	0.68 - 1.19	0.88 - 1.29	390	1.04
Drumsticks												
regular pack	0.99 - 1.69	0.99 - 1.49	740	1.32	1.69	1.49	90	1.59	1.00 - 1.67	0.99	360	1.45
value pack	0.79 - 1.29	0.88 - 1.29	1,930	1.13	0.79 - 1.19	0.48 - 1.29	1,660	1.22	0.68 - 1.19	0.59 - 1.29	410	1.02
Bnls/Sknls Thighs												
regular pack	2.29 - 2.79	2.69 - 2.99	700	2.64	2.49 - 3.49		290	3.28	1.99 - 2.49	2.15 - 2.99	360	2.68
value pack		1.69 - 2.39	310	2.11	1.98	1.49 - 1.99	340	1.97		1.89 - 1.99	30	1.96
9-pc Combos												
drum-thigh-breast	1.89 - 1.99	1.89	100	1.91	1.89		20	1.89				
drum-thigh-wing	1.49 - 1.69	1.49 - 1.69	170	1.58		1.29	220	1.29	1.29		10	1.29
IQF **B/S Breast**		1.66 - 1.96	80	1.76	2.40 - 2.80	1.66 - 1.96	530	2.65	1.66 - 3.20	1.65 - 2.49	940	2.24
IQF **Tenders**		1.60	10	1.60	2.40 - 2.80		480	2.74	1.99 - 3.20	1.83 - 2.49	630	2.36
IQF **Wings**	2.50	2.25	320	2.39		2.25	40	2.25	2.33	1.75 - 2.33	420	1.92
IQF **Party Wings**					2.20 - 2.66		540	2.26				

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 **website: http://www.ams.usda.gov/pymarketnews**

USDA Weekly Retail Chicken Feature Activity

Fri. Nov 05, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

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

	SOUTH CENTRAL U.S (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/	**92.4% of 3,500 sampled outlets**				**94.1% of 2,400 sampled outlets**				**97.6% of 1,000 sampled outlets**			
Special Rate 2/	**6.2% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**25.4% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,670**				**Activity Index = 9,490**				**Activity Index = 5,190**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.31		330	0.85	0.99		200	0.99	0.88 - 0.99		320	0.98
cut-up fryer	1.29		10	1.29	1.29 - 1.49		270	1.39	1.48 - 1.49		130	1.49
bagged roaster					1.99		300	1.99	1.29		50	1.29
Cornish (frs/frz)	1.44 - 2.56		150	2.21	1.19		10	1.19	2.17		80	2.17
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	2.49 - 3.99	2.49 - 3.99	890	3.10	2.49 - 3.99	2.29 - 2.99	1,070	2.85	2.49 - 4.99	2.49 - 3.99	770	3.65
value pack	1.97 - 2.79	1.69 - 2.99	1,510	2.11	1.57	1.69 - 1.97	1,030	1.85	2.98	1.69 - 2.99	500	2.52
thin sliced	3.99		130	3.99	4.99	1.99 - 4.49	500	4.49	3.99 - 5.49	2.49 - 3.49	470	3.98
marinated						5.99	260	5.99				
Breast Tenders												
regular pack	3.49	2.49 - 3.99	330	2.82	4.99	2.99 - 4.49	480	4.62	5.49	2.49 - 3.49	460	3.98
value pack	1.97	1.77 - 2.19	130	1.96		1.99	30	1.99				
Split, bn-in Breast												
regular pack	1.49 - 2.00	1.25 - 1.69	310	1.59					1.29 - 1.69	1.25	370	1.41
value pack	0.98 - 0.99	0.98 - 1.29	290	1.10	0.99	0.99	670	0.99				
Whole Wings	1.79 - 1.99	1.47	180	1.78		1.99	300	1.99	1.99		70	1.99
Leg Quarters												
tray pack	0.79 - 0.89	0.69 - 0.89	220	0.85	0.98	0.99	400	0.99	0.79 - 1.39	1.29	140	1.27
bagged	0.49	0.47 - 0.68	290	0.55	0.39 - 0.59		30	0.56	0.39		10	0.39
Legs												
Thighs												
regular pack	0.99 - 1.33	1.19	130	1.08	1.99		300	1.99	1.69 - 1.99	1.29	310	1.61
value pack	0.79 - 1.31	0.59 - 1.39	880	0.99	0.98 - 1.59	0.68 - 1.39	910	1.10	0.98 - 0.99	1.19	310	1.06
Drumsticks												
regular pack	0.99 - 1.33	1.19	130	1.08	1.99		300	1.99	1.69 - 1.99	1.29	310	1.61
value pack	0.89 - 1.31	0.49 - 1.39	990	0.96	0.98 - 1.59	0.57 - 1.39	950	1.07	0.98 - 0.99	1.19	310	1.06
Bnls/Sknls Thighs												
regular pack		2.49	10	2.49	3.99	2.49 - 2.99	490	3.34				
value pack	1.99	1.39 - 1.99	310	1.87		1.59 - 1.99	670	1.90		1.98 - 2.99	320	2.53
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	2.40 - 3.20	1.66 - 2.49	640	2.30	2.40	2.33	320	2.34	2.40 - 3.20	2.40	260	3.12
IQF **Tenders**	2.40	1.66 - 2.49	490	2.31								
IQF **Wings**	2.40	1.75	150	2.38								
IQF **Party Wings**	2.20	2.40	170	2.34								

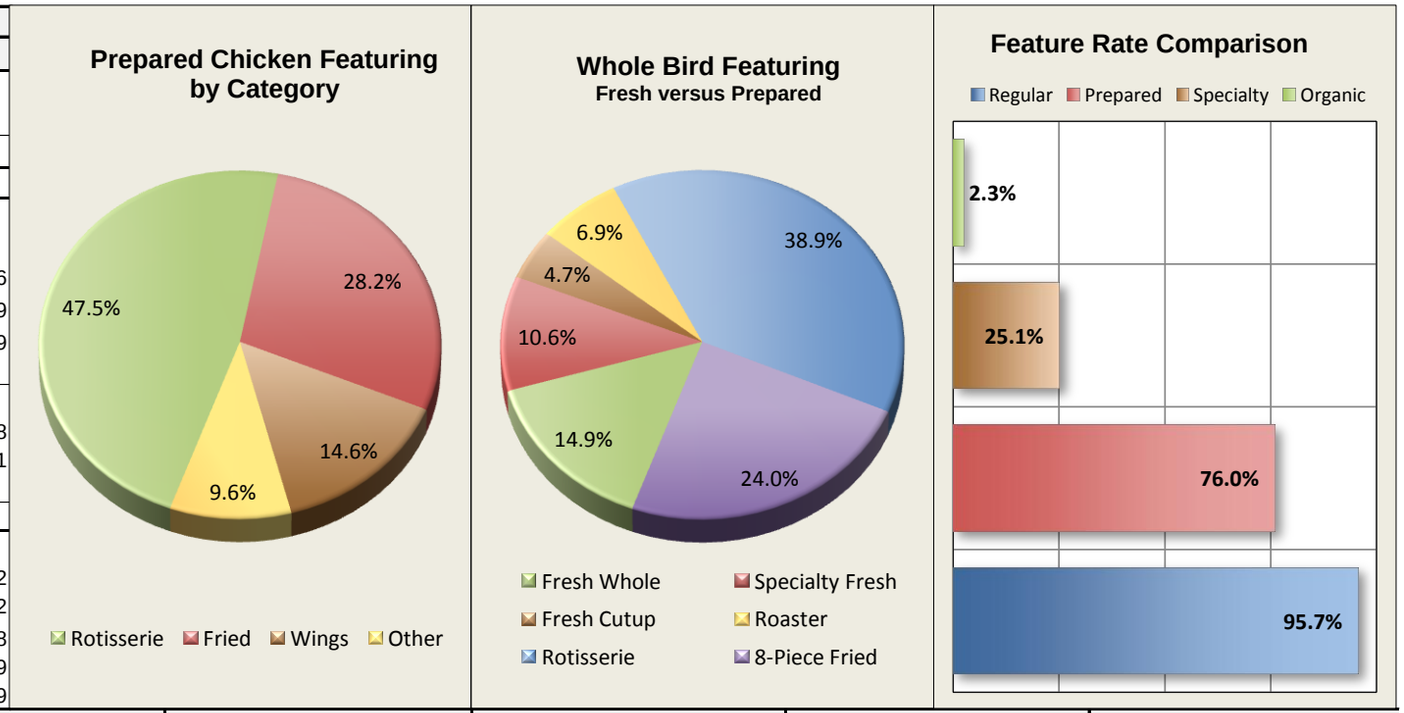
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

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

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	76.0% of 19,200 outlets		78.2% of 19,200 outlets		--	
Activity Index [3/]	**20,260**		**28,590**		**14,440**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	8,830	5.56	4,420	5.23	6,720	5.66
2.1-3.0 lbs.	420	7.29	1,830	7.21	400	7.89
Whole Breast	350	4.28	350	7.41	230	5.99
Leg Quarter	30	3.29	80	1.33		
FRIED/BAKED:						
8-Piece	3,820	5.99	5,220	5.96	5,290	6.08
8-Piece Dark	1,420	5.53	260	4.02	1,040	5.71
12-Piece	480	9.18	1,500	9.18		
Wings:						
bone-in	2,040	4.47	8,840	4.47	880	4.82
boneless	920	3.37	2,800	3.97	60	4.32
Tenders	1,690	5.33	2,370	5.79	840	6.38
Strips	260	5.05	170	4.99	10	6.99
Popcorn			750	6.90	10	3.49



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	73.1% of 4,000 sampled outlets			89.6% of 5,100 sampled outlets			77.9% of 3,200 sampled outlets			63.4% of 3,500 sampled outlets			64.8% of 2,400 sampled outlets			82.9% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,890			Activity Index = 5,440			Activity Index = 3,740			Activity Index = 3,060			Activity Index = 1,890			Activity Index = 1,240		
	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
ROTISSERIE:																		
Whole Bird																		
< 2 lbs.	4.77 - 6.99	1,830	5.57	3.99 - 6.95	2,430	5.99	4.48 - 6.99	1,430	5.29	4.48 - 6.99	1,480	5.33	4.99 - 5.99	1,110	5.44	4.99 - 6.99	550	5.17
2.1-3.0 lbs.	6.99 - 7.99	370	7.37	6.99	40	6.99	5.48	10	5.48									
Whole Breast	2.99 - 7.99	280	4.55				3.38 - 4.00	20	3.79	3.00	50	3.00						
Leg Quarter	3.29	30	3.29															
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 6.99	970	6.08	3.99 - 6.99	890	5.69	3.99 - 7.99	1,080	6.29	3.99 - 7.99	430	5.99	4.98 - 5.49	310	5.25	5.88 - 6.99	140	6.76
8-Piece Dark	4.99	80	4.99	2.99 - 5.99	1,170	5.77	2.99 - 4.99	40	3.91	2.99 - 4.99	130	4.21						
12-Piece	9.99	20	9.99	9.49 - 9.99	30	9.74	8.79 - 10.99	240	9.42	7.99 - 9.99	190	8.70						
Wings:																		
bone-in	3.99 - 5.99	970	5.01	3.33 - 5.99	510	4.19	3.33 - 5.99	320	3.82	3.88 - 4.99	60	4.59				2.99 - 3.99	180	3.45
boneless				2.59 - 4.98	230	2.68	3.33 - 4.99	250	4.02	2.99 - 3.99	380	3.36	3.33	40	3.33	3.33	20	3.33
Tenders	2.99 - 7.99	330	5.27	4.99 - 5.99	140	5.54	4.99	230	4.99	4.49 - 6.49	340	5.18	4.99	300	4.99	4.99 - 6.49	350	5.99
Strips	6.99	10	6.99				2.49 - 3.99	120	3.87				5.99	130	5.99			
Popcorn																		

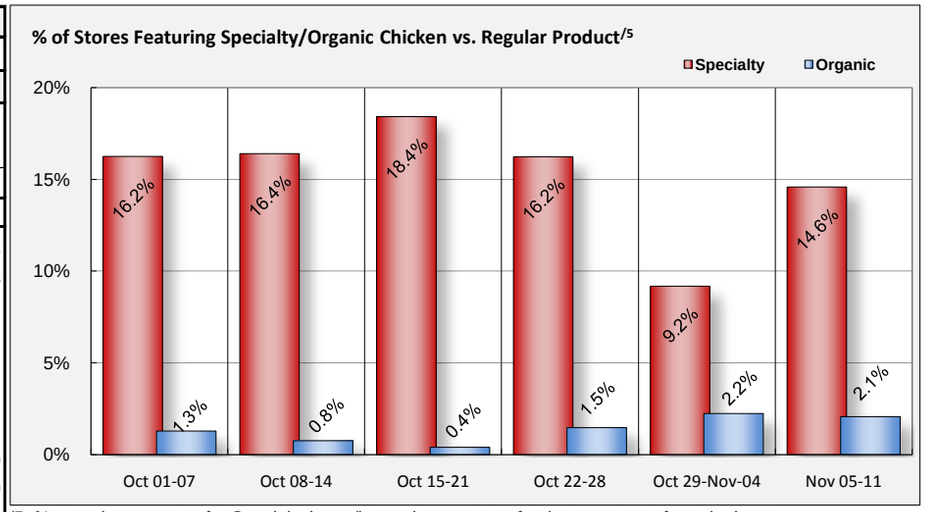
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Nov 05, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/05 thru 11/11.

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

	NATIONAL SUMMARY											
	SPECIALTY CHICKEN						USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	25.1% of 19,200 outlets		18.9% of 19,200 outlets		20.5% of 18,600 outlets		2.3% of 19,200 outlets		3.5% of 19,200 outlets		3.0% of 18,600 outlets	
Activity Index [3/]	**6,840**		**4,210**		**7,790**		**900**		**930**		**800**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	2,530	1.74	650	2.14	1,510	1.79	40	2.61	410	2.80	260	2.51
Bnls/Sknls Breast	1,880	5.05	2,670	5.45	3,250	5.12	190	7.04	220	8.84	500	6.64
Breast Tenders	420	5.15	520	4.33	600	4.57						
Split, bn-in Breast	280	2.96	150	3.02	500	2.58			30	3.99		
Whole Wings	40	2.58			10	2.29	190	2.99				
Leg Quarters	20	1.79	30	1.29	10	1.89	--	--	--	--	--	--
Legs			10	1.49	50	1.99						
Thighs	400	1.93	70	2.04	690	1.98	230	3.00			20	3.99
Drumsticks	770	1.86	80	1.98	1,170	1.96	240	3.08	240	1.99	20	3.99
B/S Thighs	500	3.68	30	2.76	350	2.79	10	3.99	30	4.99	120	3.99



/5: % = total store count for Specialty items/by total store count for the same set of regular items.

SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	46.5% of 4,000 sampled outlets			31.2% of 5,100 sampled outlets			17.0% of 3,200 sampled outlets			13.1% of 3,500 sampled outlets			12.3% of 2,400 sampled outlets			7.8% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 2,850			Activity Index = 1,830			Activity Index = 880			Activity Index = 800			Activity Index = 310			Activity Index = 170		
	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 - 2.69	950	1.58	1.39 - 1.99	1,310	1.88	1.49 - 1.59	160	1.51	0.98 - 1.99	80	1.79	0.99 - 1.99	20	1.46	1.79	10	1.79
Bnls/Sknls Breast	4.99 - 5.99	460	5.23	4.49 - 5.49	450	4.59	3.99 - 5.99	390	4.60	3.99 - 4.99	240	4.66	4.99 - 6.49	290	6.44	4.99	50	4.99
Breast Tenders	5.29 - 6.99	130	6.02	4.49 - 4.99	30	4.62	4.49	30	4.49	4.49 - 4.99	200	4.79				4.99	30	4.99
Split, bn-in Breast	2.79	230	2.79	3.39	20	3.39				3.99	30	3.99						
Whole Wings				2.99	20	2.99										1.99 - 2.29	20	2.16
Leg Quarters	1.69	10	1.69													1.89	10	1.89
Legs																		
Thighs	1.99	330	1.99							1.49 - 1.69	70	1.63						
Drumsticks	1.89 - 1.99	570	1.95				1.59	110	1.59	1.49 - 1.69	70	1.63				1.79	20	1.79
B/S Thighs	2.99 - 3.29	170	3.24				3.69 - 3.99	190	3.96	3.69 - 3.99	110	3.80				3.99	30	3.99
ORGANIC	0.8% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.5% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			1.2% of 2,400 sampled outlets			18.3% of 1,000 sampled outlets		
	Activity Index = 80			Activity Index = 540			Activity Index = 40			Activity Index = 0			Activity Index = 30			Activity Index = 210		
Whole Fryer													2.48 - 2.99	10	2.99	2.48 - 2.49	30	2.48
Bnls/Sknls Breast													6.99 - 7.99	20	6.99	6.99 - 7.99	170	7.04
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings	2.99	10	2.99	2.99	180	2.99												
Legs																		
Thighs	2.99 - 3.99	30	3.71	2.99	180	2.99	1.99	20	1.99									
Drumsticks	2.99 - 3.99	30	3.71	2.99	180	2.99	1.99	20	1.99							4.99	10	4.99
B/S Thighs	3.99	10	3.99															

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