



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/21 thru 01/27.

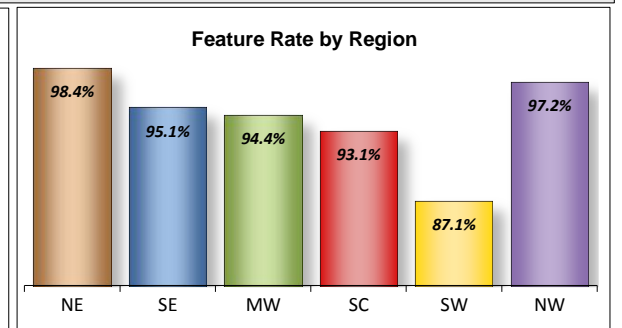
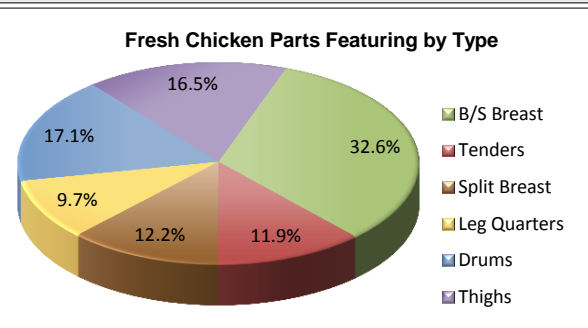
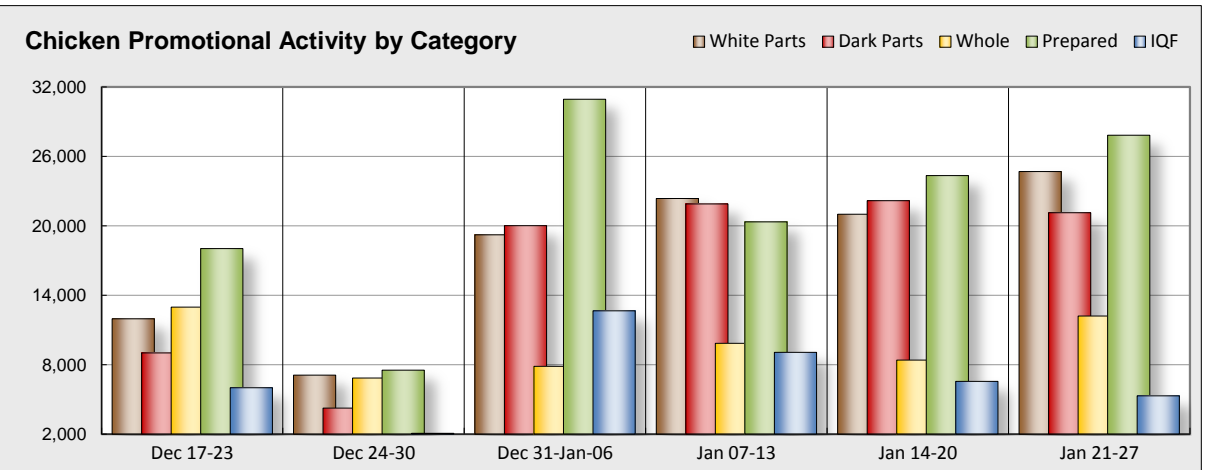
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 21, 2011

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	94.4% of 19,500 outlets		96.9% of 19,500 outlets		97.3% of 19,200 outlets	
Special Rate ^{4/}	21.6%		23.1%		14.5%	
Activity Index ^{2/}	91,610		83,230		91,130	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	6,660	1.04	2,990	1.01	4,930	0.91
cut-up fryer	2,970	1.36	2,540	1.45	1,410	1.33
bagged roaster	1,420	1.20	2,260	1.27	2,560	1.01
Cornish (frs/frz)	1,160	1.48	610	2.08	1,010	1.88
PARTS:						
Bnls/Sknls Breast						
regular pack	7,140	2.74	5,900	2.70	8,130	3.24
value pack	3,930	2.18	4,210	2.16	3,740	1.95
thin sliced	2,350	4.22	1,750	3.98	2,050	3.57
marinated	280	3.22	170	4.14	310	2.94
Breast Tenders						
regular pack	4,610	2.80	2,320	3.12	2,770	3.36
value pack	390	2.20	520	2.13	740	2.20
Split, bn-in Breast						
regular pack	2,180	1.38	3,130	1.67	2,790	1.68
value pack	2,970	1.14	1,980	1.31	3,980	1.05
Whole Wings	850	1.99	1,030	2.14	1,280	2.00
Leg Quarters						
tray pack	2,710	0.91	1,970	0.88	3,420	0.85
bagged	1,380	0.55	1,080	0.54	3,090	0.64
Legs	820	1.23	660	1.14	210	1.03
Thighs						
regular pack	3,300	1.27	2,460	1.36	1,980	1.33
value pack	3,640	1.06	4,980	1.07	6,120	1.05
Drumsticks						
regular pack	3,420	1.26	2,740	1.30	1,950	1.35
value pack	3,760	1.06	5,220	1.09	6,330	1.05
Bnls/Sknls Thighs						
regular pack	1,080	2.74	2,370	2.74	1,620	2.73
value pack	1,030	2.00	700	2.13	150	2.19
9-pc Combos						
drum-thigh-breast	100	2.16	730	1.48	560	1.56
drum-thigh-wing	310	1.09			70	0.99
IQF						
B/S Breast	3,500	2.29	4,060	2.24	3,860	2.39
Tenders	1,080	2.33	1,280	2.29	2,380	2.27
Wings	270	1.89	1,000	2.11	790	2.18
Party Wings	460	2.12	220	2.10	1,000	2.75

This Week's Chicken Feature Highlights

Chicken remains a store favorite this week as activity surpasses last week's levels despite a smaller number of stores featuring chicken in their circulars, primarily in the Southwest. Whole birds are a popular choice this week, ad prices are mixed with fryer prices firm to higher and other types weak to lower. White meats, led by b/s breasts, are well-represented, asking prices are higher on b/s breast, lower on other white parts. Wing ads are fewer in number this week with most activity over in the deli section. The big game is a week away and wings can be expected to be back in the spotlight. Dark part offerings are down slightly from last week with a more even distribution between types and pack sizes. Leg quarters are enjoying good promotion at higher prices, ad prices for drums and thighs should be more attractive to shoppers this week. IQF parts are fewer in number with much fewer wings offered. Specialty and organic offerings maintain ad share, prices are higher. The deli remains a popular spot dominated by rotisserie birds followed closely by fried and baked chicken, and prepared wings, pricing is mixed. The end of the month is already in sight and chicken continues to command a large presence in store ads.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/} **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. ^{2/} **Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). ^{3/} **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. ^{4/} **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/21 thru 01/27.

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

Fri. Jan 21, 2011

	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/ Special Rate 2/ Activity Index 3/	98.4% of 3,900 sampled outlets 29.6% of stores w/ no-price promotions Activity Index = 17,230				95.1% of 5,100 sampled outlets 41.1% of stores w/ no-price promotions Activity Index = 15,960				94.4% of 3,300 sampled outlets 13.6% of stores w/ no-price promotions Activity Index = 8,740			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.69		2,020	1.16	0.59 - 1.19		2,590	1.03	0.55 - 1.43		820	0.92
cut-up fryer	1.09 - 1.99		680	1.39	0.99 - 1.99		1,310	1.29	0.89 - 1.49		220	1.20
bagged roaster	0.89 - 1.49		1,020	1.19	0.99 - 1.49		80	1.24	0.79 - 1.29		140	0.96
Cornish (frs/frz)	1.89 - 2.29		130	2.11	0.79 - 1.98		650	1.15	1.93 - 2.03		210	1.96
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.97 - 3.99	1.99 - 3.99	1,160	2.93	1.97 - 3.99	1.28 - 2.99	4,090	2.69	1.97 - 3.99	1.69 - 3.99	570	2.74
value pack	1.88	1.69 - 3.99	1,550	2.36	1.79 - 1.99	1.48 - 2.69	540	1.95	1.79 - 1.99	1.49 - 2.49	440	1.89
thin sliced	3.69 - 4.99	2.99 - 4.99	1,150	4.21		2.49	20	2.49	2.99 - 4.99	4.99	380	4.95
marinated		2.99 - 4.99	80	4.08						2.88 - 3.99	160	3.00
Breast Tenders												
regular pack	1.97 - 4.29	1.79 - 3.99	1,190	3.01	1.97 - 3.49	2.99	2,590	2.54	1.97 - 2.99	2.33 - 2.99	80	2.77
value pack	1.88		20	1.88	1.98		190	1.98	1.99	2.19	30	2.05
Split, bn-in Breast												
regular pack	0.99 - 1.99	1.19	150	1.78	0.99 - 1.67	0.99 - 1.50	220	1.41	0.99 - 2.00	0.79 - 1.49	860	1.18
value pack	1.00 - 1.29	0.98 - 1.69	530	1.27	0.98	0.98 - 2.79	460	1.22	0.88 - 1.00	0.98 - 1.19	290	1.00
Whole Wings	2.19 - 2.49	0.99 - 1.99	180	1.93		1.29 - 1.69	50	1.59	2.00	1.99 - 2.29	420	2.12
Leg Quarters												
tray pack	0.59 - 0.99	0.59 - 1.29	980	0.81		0.59 - 1.29	190	0.87	1.00	0.49 - 0.99	120	0.92
bagged		0.49	110	0.49	0.39	0.45 - 0.69	680	0.55	0.59 - 0.79	0.38 - 0.59	200	0.55
Legs	0.99	0.99 - 1.00	220	1.00					1.00	0.99	30	1.00
Thighs												
regular pack	0.99 - 1.49	0.99 - 1.39	1,520	1.21	1.49	0.99 - 1.29	150	1.21	0.99 - 1.49	0.99	640	1.19
value pack	0.79 - 1.09	0.99 - 1.29	1,080	1.04	0.79 - 0.99	0.89 - 0.99	460	0.97	0.99 - 1.43	0.69 - 0.99	310	1.08
Drumsticks												
regular pack	0.99 - 1.49	0.99 - 1.49	1,530	1.22	1.49	0.99 - 1.29	160	1.21	0.99 - 1.49	0.99	640	1.19
value pack	0.79 - 1.19	0.89 - 1.29	1,090	1.06	0.79 - 0.99	0.69 - 0.99	470	0.96	0.99 - 1.43	0.59 - 0.99	320	1.07
Bnls/Sknls Thighs												
regular pack		1.99 - 2.49	350	2.45	2.99	2.49	120	2.83	2.80 - 3.00	1.49 - 1.99	130	2.27
value pack		1.59 - 2.69	290	2.18	1.99	1.99 - 2.69	140	2.09	1.99		10	1.99
9-pc Combos												
drum-thigh-breast									2.00		20	2.00
drum-thigh-wing		1.49 - 1.69	60	1.57								
IF												
B/S Breast	3.00		120	3.00	1.58 - 3.00	2.25 - 2.33	570	2.36	2.20 - 3.00	1.60 - 2.40	1,320	2.30
Tenders					1.58		30	1.58	2.20 - 3.00	1.99 - 2.40	330	2.28
Wings		2.00	20	2.00		1.40 - 2.00	60	1.71	2.00	1.00 - 2.00	50	1.79
Party Wings					2.67	2.25	140	2.46				



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/21 thru 01/27.

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

Fri. Jan 21, 2011

	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/ Special Rate 2/ Activity Index 3/	93.1% of 3,600 sampled outlets 8.4% of stores w/ no-price promotions Activity Index = 7,120				87.1% of 2,500 sampled outlets 7.9% of stores w/ no-price promotions Activity Index = 9,740				97.2% of 1,100 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,980			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.68 - 1.28		560	0.93	0.57 - 1.29		520	0.99	0.98 - 0.99		150	0.99
cut-up fryer	0.99 - 1.59		180	1.23	1.49 - 1.69		540	1.58	1.49		40	1.49
bagged roaster	1.19 - 1.49		170	1.43					1.49		10	1.49
Cornish (frs/frz)					1.69		170	1.69				
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack	1.97 - 2.39	1.49 - 2.99	550	1.92		1.49 - 3.49	540	2.81	3.99 - 4.99	1.99	230	4.54
value pack		1.28 - 2.79	420	2.17	1.97	1.59 - 1.99	370	1.84	2.88 - 4.99	1.79 - 1.99	610	2.34
thin sliced	3.99 - 4.49		260	4.22		1.99	10	1.99	5.49	2.49 - 3.99	530	3.83
marinated		1.89 - 2.98	40	2.35								
Breast Tenders												
regular pack	2.39 - 3.99	2.33 - 2.39	420	3.25					3.99 - 5.49	2.49	330	3.56
value pack		1.49 - 2.79	150	2.56								
Split, bn-in Breast												
regular pack	1.18 - 1.69	1.49 - 1.79	270	1.35	1.49 - 1.69		530	1.59	1.48	0.99	150	1.38
value pack	0.98 - 1.49	0.79 - 1.59	530	1.11	0.97 - 0.99	0.99	960	0.98		0.98 - 1.69	200	1.60
Whole Wings	1.99	0.99 - 1.77	70	1.65		1.98	130	1.98				
Leg Quarters												
tray pack	0.69 - 0.89	0.69 - 0.99	280	0.82		0.79 - 1.29	840	1.04	0.79 - 0.80	0.99	300	0.98
bagged	0.59	0.39 - 0.49	180	0.49		0.59	200	0.59		0.69	10	0.69
Legs	1.19		10	1.19		1.29	280	1.29		1.39	280	1.39
Thighs												
regular pack	1.19 - 1.69	0.98 - 1.19	150	1.56	1.99	0.99 - 1.29	650	1.50	1.49	0.99	190	1.18
value pack	0.89 - 1.29	0.79 - 1.09	440	0.98		0.79 - 1.29	770	1.08		0.98 - 1.39	580	1.22
Drumsticks												
regular pack	1.69	0.49 - 1.19	250	1.11	1.99	0.99 - 1.29	650	1.50	1.49	0.99	190	1.18
value pack	0.89 - 1.29	0.49 - 1.09	490	0.95		0.59 - 1.29	810	1.06		0.98 - 1.39	580	1.22
Bnls/Sknls Thighs												
regular pack	1.89	1.99	20	1.96		2.49 - 3.49	450	3.13		1.99	10	1.99
value pack		0.99 - 2.19	300	1.91		1.99	60	1.99		1.79 - 1.99	230	1.84
9-pc Combos												
drum-thigh-breast		1.49 - 3.99	40	2.91					1.49		40	1.49
drum-thigh-wing					0.97		250	0.97				
ID												
B/S Breast	1.98	1.66 - 2.40	890	2.03	3.19	1.99 - 2.33	440	2.37	2.40 - 3.19		160	2.60
Tenders		1.66 - 2.40	120	2.11	3.19	1.99 - 2.33	440	2.37	2.40 - 3.19		160	2.60
Wings	1.99		140	1.99								
Party Wings		2.19 - 2.25	190	2.20		1.64	130	1.64				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/21 thru 01/27.
 (prices in dollars per unit or per pound unless otherwise noted)

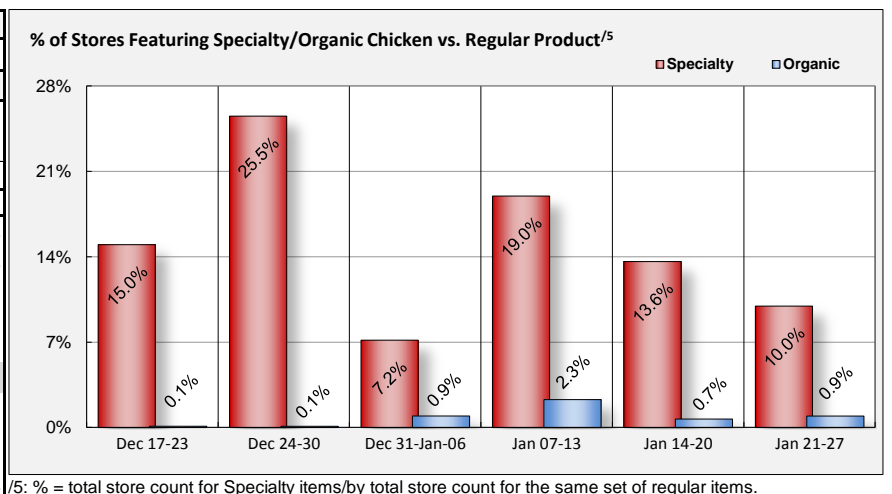
PREPARED FOODS NATIONAL SUMMARY																																																																																																																																																																																																																																																																									
	THIS WEEK		LAST WEEK		LAST YEAR																																																																																																																																																																																																																																																																				
Feature Rate ^{1/}	71.8% of 19,500 outlets		75.4% of 19,500 outlets		58.0% of 19,200 outlets																																																																																																																																																																																																																																																																				
Activity Index ^{3/}	27,840		24,350		21,900																																																																																																																																																																																																																																																																				
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																																																																																																																																																																																																																																																																			
ROTISSERIE:																																																																																																																																																																																																																																																																									
Whole Bird																																																																																																																																																																																																																																																																									
< 2 lbs.	7,410	5.68	4,330	5.55	5,670	5.49																																																																																																																																																																																																																																																																			
2.1-3.0 lbs.	390	7.55	1,600	7.21	600	7.58																																																																																																																																																																																																																																																																			
Whole Breast	330	7.45	470	8.03	270	7.74																																																																																																																																																																																																																																																																			
Leg Quarter	140	1.00	540	1.16																																																																																																																																																																																																																																																																					
FRIED & BAKED:																																																																																																																																																																																																																																																																									
Fried 8-Piece Mix	6,120	5.70	6,250	5.92	5,790	5.82																																																																																																																																																																																																																																																																			
Baked 8-Piece Mix	2,940	5.46	2,330	5.91																																																																																																																																																																																																																																																																					
F/B 8-Piece Dark	730	5.21	900	5.09	1,970	5.50																																																																																																																																																																																																																																																																			
F/B 12-Piece	460	9.96	650	8.63	50	9.67																																																																																																																																																																																																																																																																			
Bulk Pack (\$/piece)	500	0.74	720	0.69																																																																																																																																																																																																																																																																					
Wings: bone-in	4,470	6.11	3,430	5.93	3,220	4.38																																																																																																																																																																																																																																																																			
boneless	2,640	4.65	990	3.91	1,690	5.21																																																																																																																																																																																																																																																																			
Tenders	1,450	5.42	1,930	5.19	2,450	5.58																																																																																																																																																																																																																																																																			
Strips	30	4.81	30	5.99	90	5.01																																																																																																																																																																																																																																																																			
Popcorn	230	3.90	180	4.88	100	5.35																																																																																																																																																																																																																																																																			
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Prepared Chicken Featuring by Category</p> </div> <div style="text-align: center;"> <p>Whole Bird Featuring Fresh versus Prepared</p> </div> <div style="text-align: center;"> <p>Feature Rate Comparison</p> </div> </div>																																																																																																																																																																																																																																																																									
<div style="display: flex; justify-content: space-between;"> <div style="width: 25%;"> <p>Rotisserie</p> <ul style="list-style-type: none"> Rotisserie Fried Baked Wings Other * <p>* Other = tenders, strips, and popcorn</p> </div> <div style="width: 25%;"> <p>Fresh Whole</p> <ul style="list-style-type: none"> Fresh Whole Fresh Cutup Rotisserie </div> <div style="width: 25%;"> <p>Specialty Fresh</p> <ul style="list-style-type: none"> Specialty Fresh Roaster 8-Pc Fried/Bkd </div> </div>																																																																																																																																																																																																																																																																									
<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th></th> <th>NORTHEAST U.S.</th> <th>SOUTHEAST U.S.</th> <th>MIDWEST U.S.</th> <th>SOUTH CENTRAL U.S.</th> <th>SOUTHWEST U.S.</th> <th>NORTHWEST U.S.</th> </tr> </thead> <tbody> <tr> <td>Feature Rate ^{1/}</td> <td>75.3% of 3,900 sampled outlets</td> <td>88.2% of 5,100 sampled outlets</td> <td>65.6% of 3,300 sampled outlets</td> <td>54.1% of 3,600 sampled outlets</td> <td>65.0% of 2,500 sampled outlets</td> <td>73.5% of 1,100 sampled outlets</td> </tr> <tr> <td>Activity Index ^{3/}</td> <td>Activity Index = 6,430</td> <td>Activity Index = 6,680</td> <td>Activity Index = 4,700</td> <td>Activity Index = 4,000</td> <td>Activity Index = 3,720</td> <td>Activity Index = 2,310</td> </tr> <tr> <td></td> <td>price range stores wtd avg</td> <td>price range stores wtd avg</td> <td>price range stores wtd avg</td> <td>price range stores wtd avg</td> <td>price range stores wtd avg</td> <td>price range stores wtd avg</td> </tr> <tr> <td colspan="14">ROTISSERIE:</td> </tr> <tr> <td colspan="14">Whole Bird</td> </tr> <tr> <td>< 2 lbs.</td> <td>4.99 - 6.99</td> <td>2,090 5.68</td> <td>3.99 - 6.99</td> <td>2,140 6.14</td> <td>4.99 - 6.96</td> <td>920 5.38</td> <td>2.99 - 5.99</td> <td>1,190 5.05</td> <td>4.99 - 5.99</td> <td>540 5.46</td> <td>4.99 - 6.49</td> <td>530 5.98</td> </tr> <tr> <td>2.1-3.0 lbs.</td> <td>8.99</td> <td>160 8.99</td> <td>5.99</td> <td>80 5.99</td> <td>5.99</td> <td>20 5.99</td> <td>6.99</td> <td>70 6.99</td> <td>6.99</td> <td>20 6.99</td> <td>6.99</td> <td>40 6.99</td> </tr> <tr> <td>Whole Breast</td> <td>6.99 - 7.99</td> <td>330 7.45</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Leg Quarter</td> <td></td> <td></td> <td></td> <td></td> <td>1.00</td> <td>140 1.00</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="14">FRIED & BAKED:</td> </tr> <tr> <td>Fried 8-Piece Mix</td> <td>5.00 - 9.49</td> <td>980 6.69</td> <td>3.99 - 5.99</td> <td>990 5.86</td> <td>0.50 - 7.99</td> <td>1,370 5.57</td> <td>3.99 - 7.99</td> <td>820 5.35</td> <td>4.78 - 5.99</td> <td>1,330 5.26</td> <td>5.00 - 6.99</td> <td>630 5.60</td> </tr> <tr> <td>Baked 8-Piece Mix</td> <td>5.00</td> <td>90 5.00</td> <td>5.00 - 5.99</td> <td>460 5.90</td> <td>5.00 - 6.48</td> <td>640 5.88</td> <td>4.99 - 5.99</td> <td>550 5.07</td> <td>3.99 - 5.99</td> <td>830 5.27</td> <td>5.00 - 6.99</td> <td>370 5.29</td> </tr> <tr> <td>F/B 8-Piece Dark</td> <td>5.98</td> <td>40 5.98</td> <td>2.99</td> <td>30 2.99</td> <td>4.99 - 6.00</td> <td>70 5.34</td> <td>2.99 - 4.99</td> <td>60 4.74</td> <td>5.99</td> <td>170 5.99</td> <td>4.99 - 5.00</td> <td>360 4.99</td> </tr> <tr> <td>F/B 12-Piece</td> <td>9.99</td> <td>360 9.99</td> <td>9.49</td> <td>10 9.49</td> <td>8.79 - 10.99</td> <td>90 9.90</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Bulk Pack (\$/piece)</td> <td>0.82</td> <td>140 0.82</td> <td>0.50 - 0.83</td> <td>210 0.65</td> <td>0.62 - 0.95</td> <td>70 0.86</td> <td>0.50 - 0.77</td> <td>80 0.70</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Wings: bone-in</td> <td>3.50 - 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USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/21 thru 01/27.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 21, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	13.2% of 19,500 outlets	13.4% of 19,500 outlets	27.6% of 19,200 outlets	1.5% of 19,500 outlets	0.3% of 19,500 outlets	3.1% of 18,600 outlets
Activity Index ^{3/}	4,620	5,460	6,730	390	260	960
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	970 1.63	960 1.56	710 1.58	60 2.85	70 2.73	100 2.53
Bnls/Sknls Breast	1,410 5.53	1,120 4.35	3,780 5.34	290 7.92	170 8.03	330 6.23
Breast Tenders	460 5.10	480 4.26	290 5.03			
Split, bn-in Breast	290 3.06	90 2.07	410 3.11			
Whole Wings	50 1.83	270 2.17				
Leg Quarters	150 1.06	30 1.42	220 1.02	-- --	-- --	-- --
Legs	70 1.53	40 1.23	20 1.59			
Thighs	530 1.68	850 1.60	530 1.80			220 2.99
Drumsticks	650 1.72	1,080 1.68	550 1.80	40 2.49	20 2.99	230 2.95
B/S Thighs	40 2.48	540 2.79	220 3.21			80 5.24



^{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/}	29.5% of 3,900 sampled outlets			4.2% of 5,100 sampled outlets			6.7% of 3,300 sampled outlets			10.2% of 3,600 sampled outlets			11.4% of 2,500 sampled outlets			29.5% of 1,100 sampled outlets			
Activity Index ^{3/}	Activity Index = 2,440			Activity Index = 220			Activity Index = 470			Activity Index = 810			Activity Index = 310			Activity Index = 370			
	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 - 1.99	520	1.72	1.28 - 1.79	220	1.31	1.29 - 1.99	160	1.69	1.79 - 1.98	60	1.83					1.69	10	1.69
Bnls/Sknls Breast	2.99 - 5.99	690	5.15				2.99 - 5.99	180	4.63	2.99 - 5.99	180	4.63	3.59 - 6.79	280	6.79	3.59 - 5.99	260	5.81	
Breast Tenders	3.98 - 5.99	400	5.16				3.99 - 4.99	60	4.66	3.99 - 4.99	60	4.66							
Split, bn-in Breast	2.99 - 3.29	190	3.26				1.79 - 2.89	40	2.37	2.89	60	2.89							
Whole Wings							1.99	10	1.99				1.59 - 1.99	20	1.59	1.99	20	1.99	
Leg Quarters										1.00	120	1.00					1.29	30	1.29
Legs	0.99 - 1.99	50	1.59										1.29 - 1.49	10	1.49	1.29	10	1.29	
Thighs	1.58 - 1.99	240	1.79				0.99 - 1.67	130	1.50	0.98 - 1.79	150	1.65				1.99	10	1.99	
Drumsticks	1.58 - 1.99	310	1.83				0.99 - 1.67	130	1.50	0.98 - 1.79	180	1.64				1.99	30	1.99	
B/S Thighs	2.48	40	2.48																
ORGANIC	0.2% of 3,900 sampled outlets Activity Index = 80			0.0% of 5,100 sampled outlets Activity Index = 0			0.0% of 3,300 sampled outlets Activity Index = 0			0.0% of 3,600 sampled outlets Activity Index = 0			5.8% of 2,500 sampled outlets Activity Index = 160			12.7% of 1,100 sampled outlets Activity Index = 150			
Whole Fryer	2.99	20	2.99										2.48 - 3.19	10	3.19	2.48 - 2.99	30	2.64	
Bnls/Sknls Breast	9.99 - 10.99	40	10.50										6.99 - 7.99	130	7.99	6.99	120	6.99	
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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/>.