USDA Weekly Retail Chicken Feature Activity

Fri. Mar 04, 2011

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

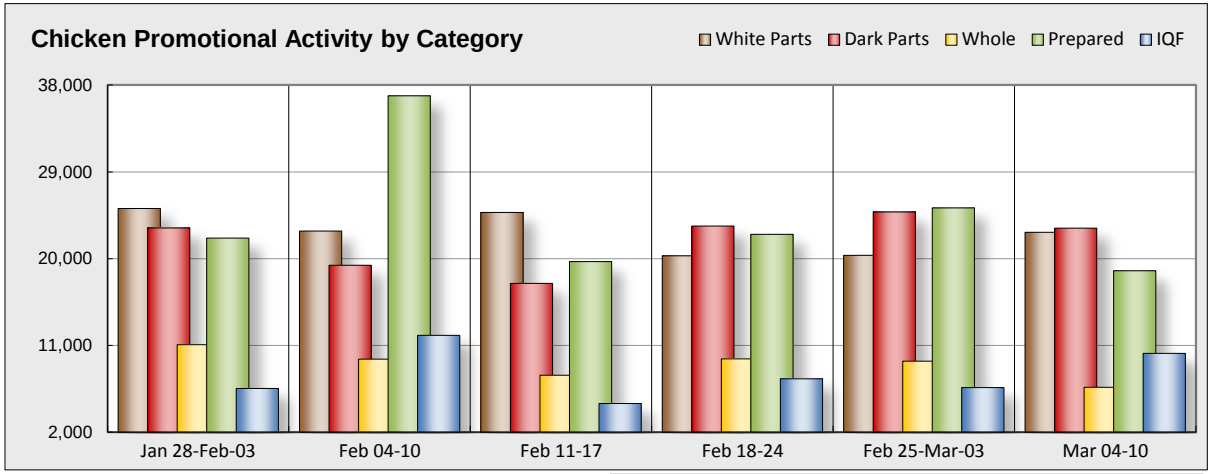
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

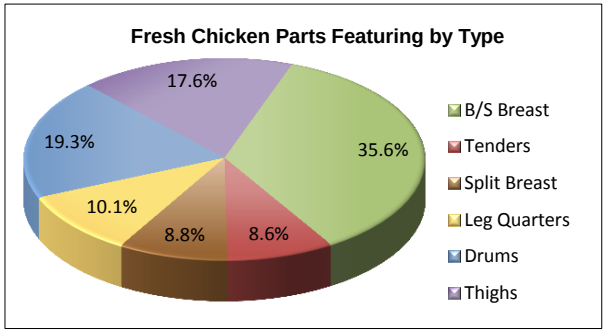
NATIONAL SUMMARY

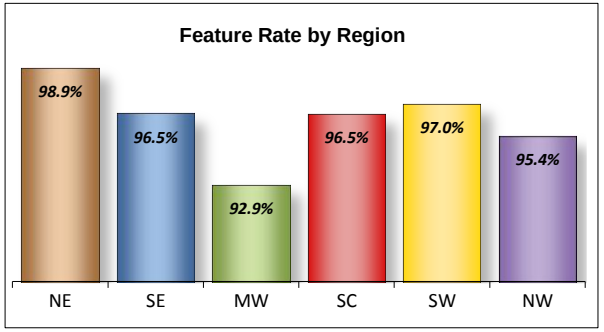
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**96.4% of 19,500 outlets**		**96.0% of 19,500 outlets**		**92.6% of 19,200 outlets**	
Special Rate [4/]	**20.0%**		**11.2%**		**11.1%**	
Activity Index [2/]	**82,520**		**87,260**		**74,600**	
WHOLE BIRD:	**Stores** [/3]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,330	1.04	5,100	1.03	5,490	0.97
cut-up fryer	1,200	1.49	1,370	1.57	1,390	1.25
bagged roaster	1,630	1.18	2,460	1.17	3,660	1.13
Cornish (frs/frz)	490	2.09	430	2.06	810	2.05
PARTS:						
Bnls/Sknls Breast						
regular pack	8,180	2.69	5,100	2.55	4,640	2.59
value pack	4,260	2.21	3,410	2.32	3,190	2.17
thin sliced	2,030	3.89	2,170	3.96	2,570	3.63
marinated	200	3.25	390	3.10	210	3.14
Breast Tenders						
regular pack	3,060	2.85	1,680	3.00	2,400	2.94
value pack	470	1.90	320	2.80	160	2.02
Split, bn-in Breast						
regular pack	1,620	1.58	2,470	1.45	3,290	1.70
value pack	2,000	1.36	3,130	1.25	1,480	1.27
Whole Wings	910	1.60	1,670	2.14	700	1.94
Leg Quarters						
tray pack	2,490	0.86	4,790	0.83	3,000	0.77
bagged	1,660	0.59	2,460	0.54	1,160	0.56
Legs	650	1.12	770	1.11	90	1.14
Thighs						
regular pack	2,440	1.37	1,340	1.30	2,800	1.20
value pack	4,820	1.06	5,520	1.07	4,460	1.11
Drumsticks						
regular pack	2,650	1.32	1,360	1.29	2,220	1.21
value pack	5,300	1.03	5,640	1.06	4,970	1.11
Bnls/Sknls Thighs						
regular pack	2,860	2.10	1,680	2.63	1,150	2.53
value pack	290	2.16	1,280	2.83	400	1.95
9-pc Combos						
drum-thigh-breast	520	1.51	270	1.47	190	1.71
drum-thigh-wing	550	1.36	570	1.11	420	1.16
IQF **B/S Breast**	4,980	2.22	4,130	2.65	3,690	1.94
Tenders	3,110	2.38	1,250	2.64	1,610	2.10
Wings	870	1.82	670	2.38	30	1.91
Party Wings	1,210	1.97	570	1.98	900	2.26

This Week's Chicken Feature Highlights

The activity index stumbles headed out of the first weekend of the new month, even with an unchanged feature rate and incentives to purchase averaging 20% or more across the country. Whole birds drop offerings, pricing is mixed. B/S Breast and tenders thunder back to the scene, bulk packs are the best option. Split breast retreat and raise price, wings settle in. Dark meat parts head back up on price, once again bulk packs are the best deal. B/S thigh and IQF parts found movement slow at higher asking prices and drop prices to clear inventories. Prepared foods puts its faith in tenders and wings, baked/fried offer a price break, whole rotisserie birds inch higher on price. Specialty chicken is well-represented and offers a few bargains, organics are more selective in their contribution. The lenten season is upon us, certain marketing areas will be affected more than others. Consumers are finding that costs are rising not just on food but on everything across the board. Retailers soon will be tested to see if their opinion of what they view as a bargain is seen the same way by shoppers.







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. Mar 04, 2011

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

(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/	**98.9% of 3,900 sampled outlets**				**96.5% of 5,100 sampled outlets**				**92.9% of 3,300 sampled outlets**			
Special Rate 2/	**18.7% of stores w/ no-price promotions**				**39.8% of stores w/ no-price promotions**				**11.4% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 15,330**				**Activity Index = 13,750**				**Activity Index = 11,120**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.99 - 1.39		1,170	1.11	0.84 - 1.29		370	0.99	0.88 - 1.39		530	1.02
cut-up fryer	1.49		220	1.49	1.49		40	1.49	0.99 - 1.39		40	1.26
bagged roaster	0.79 - 1.39		1,120	1.12	0.99 - 1.29		100	1.10	0.99 - 1.39		220	1.24
Cornish (frs/frz)	1.99 - 2.39		220	2.13	1.99		10	1.99	2.00		20	2.00
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	2.59 - 3.99	1.69 - 3.99	1,130	3.27	1.69 - 2.99	1.48 - 3.99	3,580	2.93	1.79 - 3.99	1.19 - 2.99	1,130	2.48
value pack	1.99 - 2.99	1.49 - 2.88	1,190	2.31	2.30 - 3.49	1.28 - 1.99	780	2.27	1.78 - 3.49	1.49 - 2.49	550	2.11
thin sliced	3.29 - 4.99	2.99 - 3.99	420	4.05	3.49	2.98 - 3.00	380	3.15	2.48 - 4.49	3.49	190	3.36
marinated		3.99 - 5.99	30	5.23						2.99 - 3.99	140	3.03
Breast Tenders												
regular pack	2.99 - 3.99	1.98 - 3.99	1,300	3.19	1.69 - 3.49	1.88 - 3.99	670	2.83	1.99 - 4.49	1.78 - 2.99	320	2.81
value pack		1.68 - 1.99	60	1.95		1.78 - 1.99	50	1.87		1.78 - 2.09	180	1.88
Split, bn-in Breast												
regular pack	1.39 - 1.97	1.39 - 1.69	400	1.74	0.99	0.88	140	0.98	0.99 - 1.69	0.79 - 1.29	330	1.30
value pack	0.99 - 1.29	1.19 - 1.99	670	1.47		0.98 - 1.69	100	1.18	1.29 - 1.49	0.88 - 1.90	390	1.38
Whole Wings	1.79	0.98 - 1.89	290	1.74		0.98 - 1.39	80	1.17		0.98 - 2.29	260	2.00
Leg Quarters												
tray pack	0.69 - 0.99	0.49 - 1.29	730	0.86		0.49 - 1.29	380	0.94		0.59 - 0.99	410	0.85
bagged	0.79	0.39 - 0.59	140	0.51	0.39 - 0.69	0.48 - 0.77	860	0.65	0.62 - 0.69	0.39 - 0.59	250	0.48
Legs	0.59 - 0.99	0.69 - 1.29	110	1.02		1.29	20	1.29				
Thighs												
regular pack	0.89 - 1.49	0.99 - 1.39	790	1.25	1.29 - 1.49	0.99 - 1.29	450	1.17	0.99 - 1.99	0.79 - 1.29	370	1.26
value pack	0.79 - 1.29	0.79 - 1.29	1,660	1.06	0.97 - 1.19	0.88 - 1.49	1,370	1.01	0.88 - 0.99	0.69 - 1.49	390	1.24
Drumsticks												
regular pack	0.99 - 1.49	0.99 - 1.39	800	1.25	1.29 - 1.49	0.99 - 1.29	450	1.17	0.99 - 1.99	0.79 - 1.29	380	1.27
value pack	0.79 - 1.29	0.79 - 1.29	1,710	1.06	0.97 - 1.19	0.49 - 1.49	1,580	0.98	0.88 - 0.99	0.69 - 1.49	440	1.21
Bnls/Sknls Thighs												
regular pack	1.97 - 1.99	1.88 - 2.99	260	2.51	1.99 - 2.48		1,260	2.07	1.99 - 2.49	1.59 - 1.99	200	2.22
value pack		1.68 - 1.99	90	1.82		1.99	20	1.99				
9-pc Combos												
drum-thigh-breast	1.59		30	1.59		1.29	210	1.29	1.71		30	1.71
drum-thigh-wing	1.31 - 1.39	1.39 - 1.69	410	1.39		1.29	80	1.29		1.39	10	1.39
IQF **B/S Breast**		1.67 - 2.66	160	1.95	2.00	1.67 - 2.40	420	2.34		1.33 - 2.80	1,580	2.34
IQF **Tenders**		1.99	100	1.99		2.00 - 2.40	270	2.34		1.99 - 2.80	1,310	2.45
IQF **Wings**	2.19	1.50 - 1.99	120	1.97	1.75		70	1.75		1.40 - 2.00	680	1.80
IQF **Party Wings**						1.80	10	1.80	2.00	1.66 - 2.33	770	1.97

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Fri. Mar 04, 2011

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(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/	**96.5% of 3,600 sampled outlets**				**97.0% of 2,500 sampled outlets**				**95.4% of 1,100 sampled outlets**			
Special Rate 2/	**14.3% of stores w/ no-price promotions**				**0.6% of stores w/ no-price promotions**				**20.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,690**				**Activity Index = 11,170**				**Activity Index = 2,720**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.49 - 0.99		400	0.74	0.79 - 1.50		620	1.20	0.89 - 0.99		240	0.97
cut-up fryer	1.29 - 2.00		210	1.48	0.99 - 1.97		560	1.55	1.29		130	1.29
bagged roaster	1.29 - 2.49		60	1.62	1.49		130	1.49				
Cornish (frs/frz)	1.99 - 2.18		40	2.05	2.18		80	2.18	1.99		120	1.99
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	1.67 - 3.99	0.98 - 2.59	1,370	2.10	1.99 - 3.99	1.69 - 2.49	920	2.12	3.00 - 3.99		50	3.25
value pack	1.97 - 3.49	1.49 - 2.49	770	2.28	1.97 - 3.49	1.49 - 1.99	640	1.93	3.99	1.59 - 2.49	330	2.24
thin sliced	3.79	2.99	130	3.72	3.99 - 4.99	2.59 - 3.99	630	4.37	3.99	3.99	280	3.99
marinated		2.29	30	2.29								
Breast Tenders												
regular pack	1.77 - 3.99	1.79 - 2.49	540	2.44	1.99	1.87 - 2.49	230	2.09				
value pack		1.78 - 1.99	110	1.89		1.79 - 1.97	60	1.92		1.99	10	1.99
Split, bn-in Breast												
regular pack	0.95 - 1.49	0.79 - 1.19	320	0.98	1.99 - 2.49	0.99	430	2.30				
value pack	0.98	0.78 - 1.69	300	0.98		0.99 - 1.99	490	1.43	0.98 - 1.98		50	1.64
Whole Wings	1.99	0.99 - 1.59	280	1.22								
Leg Quarters												
tray pack	0.79 - 0.89	0.74 - 0.79	470	0.80	0.99	0.77 - 0.99	490	0.86	0.99		10	0.99
bagged	0.39 - 0.59	0.29 - 0.69	390	0.57		0.49	20	0.49				
Legs						0.99	280	0.99		1.29	240	1.29
Thighs												
regular pack	1.49 - 1.79	0.49 - 1.19	280	1.55	1.29 - 1.99		540	1.66	1.49		10	1.49
value pack	0.99 - 1.29	0.67 - 1.19	520	0.98		0.97 - 0.99	560	0.98		0.85 - 1.29	320	1.24
Drumsticks												
regular pack	1.49 - 1.79	0.49 - 1.19	420	1.24	1.29 - 1.99	0.98	560	1.64	0.99 - 1.49		40	1.12
value pack	0.99 - 1.29	0.49 - 1.19	650	0.95		0.69 - 0.99	600	0.96		0.85 - 1.29	320	1.24
Bnls/Sknls Thighs												
regular pack	1.99 - 2.79	1.29 - 1.99	480	1.86	1.99	1.79 - 2.49	660	2.13				
value pack		1.39 - 2.49	140	2.41						1.99 - 2.49	40	2.13
9-pc Combos												
drum-thigh-breast					1.67		250	1.67				
drum-thigh-wing					1.39		20	1.39		0.99	30	0.99
IQF **B/S Breast**	1.99 - 2.31	1.19 - 2.40	980	2.14	1.99 - 2.40	1.67 - 2.80	1,600	2.11	2.40		240	2.40
IQF **Tenders**	2.31	1.66 - 2.40	770	2.32	2.40	2.20 - 2.33	420	2.36	2.40		240	2.40
IQF **Wings**												
IQF **Party Wings**	1.55		30	1.55	1.89 - 2.00	2.00 - 2.25	380	2.02		1.78	20	1.78

USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

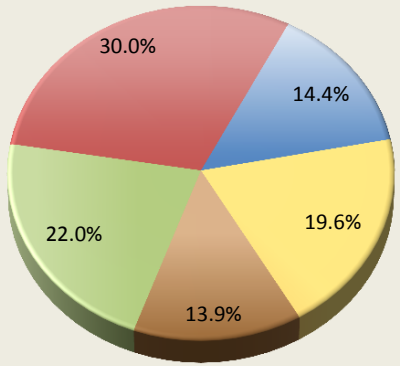
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

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

PREPARED FOODS NATIONAL SUMMARY

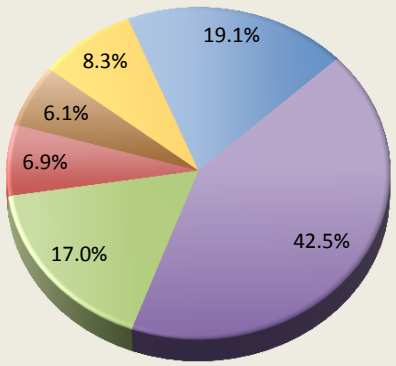
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	64.7% of 19,500 outlets		74.8% of 19,500 outlets		62.5% of 19,200 outlets	
Activity Index [3/]	**18,740**		**25,260**		**17,520**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3,460	5.75	6,990	5.65	5,810	5.48
2.1-3.0 lbs.	290	8.57			500	8.03
Whole Breast	370	8.99	300	7.58	10	7.99
Leg Quarter			20	1.25		
FRIED & BAKED:						
Fried 8-Piece Mix	4,340	5.61	7,000	5.83	5,920	6.20
Baked 8-Piece Mix	2,700	5.16	4,520	5.37		
F/B 8-Piece Dark	520	4.46	720	5.29	1,370	5.76
F/B 12-Piece	530	8.80	110	10.43	770	10.41
Bulk Pack ($/piece)	240	0.85	520	0.72		
Wings: bone-in	3,340	6.35	2,920	6.18	140	4.99
boneless	340	4.61	140	4.56	590	4.27
Tenders	2,350	4.91	1,410	4.85	1,200	4.72
Strips	210	6.04	10	2.49	340	3.49
Popcorn	50	5.79	600	4.23	870	2.65

Prepared Chicken Featuring by Category

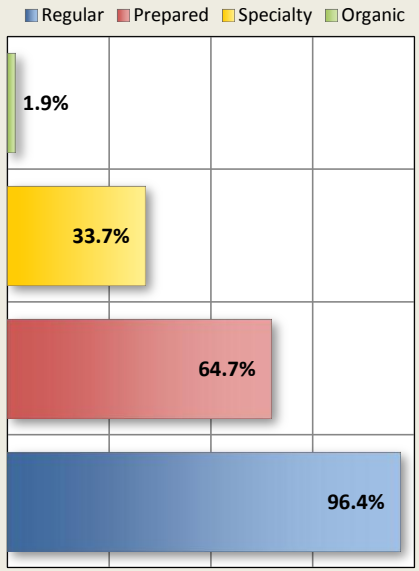


* Other = tenders, strips, and popcorn

Whole Bird Featuring
Fresh versus Prepared



Feature Rate Comparison



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	63.8% of 3,900 sampled outlets			66.8% of 5,100 sampled outlets			63.1% of 3,300 sampled outlets			55.1% of 3,600 sampled outlets			71.4% of 2,500 sampled outlets			77.5% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 3,080			Activity Index = 3,300			Activity Index = 3,710			Activity Index = 3,430			Activity Index = 3,550			Activity Index = 1,670		
	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.	4.99 - 6.99	940	5.17	4.99 - 6.99	750	6.30	3.99 - 6.99	670	5.92	3.99 - 6.99	450	5.40	4.99 - 5.99	310	5.94	5.99 - 7.99	340	6.07
2.1-3.0 lbs.	7.99 - 10.99	230	8.59				5.99	10	5.99	8.99	50	8.99						
Whole Breast	8.99	370	8.99															
Leg Quarter																		
FRIED & BAKED:																		
Fried 8-Piece Mix	4.99 - 9.49	550	6.43	4.99 - 6.99	1,040	5.56	3.99 - 7.99	980	5.29	4.99 - 6.99	860	5.37	4.78 - 5.99	700	5.71	4.99 - 5.99	210	5.92
Baked 8-Piece Mix	5.99 - 6.99	160	6.12	4.99	640	4.99	4.99 - 5.99	800	5.12	4.99	550	4.99	3.99 - 5.99	460	5.18	4.99 - 5.99	90	5.82
F/B 8-Piece Dark	3.99	30	3.99	3.98 - 4.99	150	4.57	3.99 - 5.99	60	4.77	4.99	110	4.99	3.99	170	3.99			
F/B 12-Piece							8.79 - 11.99	190	9.51	7.99 - 9.99	150	8.42	7.99 - 10.99	190	8.38			
Bulk Pack ($/piece)	0.82	120	0.82	0.82	20	0.82	0.69 - 0.95	60	0.87	0.89	40	0.89						
Wings: bone-in	3.99 - 7.99	530	6.06	3.99 - 7.99	410	5.50	3.99 - 5.99	560	4.97	1.99 - 7.99	520	7.24	3.99 - 7.99	900	6.87	4.99 - 7.99	420	7.14
boneless	4.99	20	4.99	4.99	110	4.99	4.99	30	4.99	4.99	50	4.99	3.99	130	3.99			
Tenders	3.99	120	3.99	3.99 - 5.99	180	4.97	4.49 - 5.99	340	5.20	3.99 - 5.99	610	4.68	3.99	540	3.99	3.99 - 7.99	560	6.04
Strips										4.77	10	4.77	5.99 - 6.49	150	6.06	4.98 - 6.49	50	6.24
Popcorn	3.99	10	3.99				4.99	10	4.99	6.66	30	6.66						

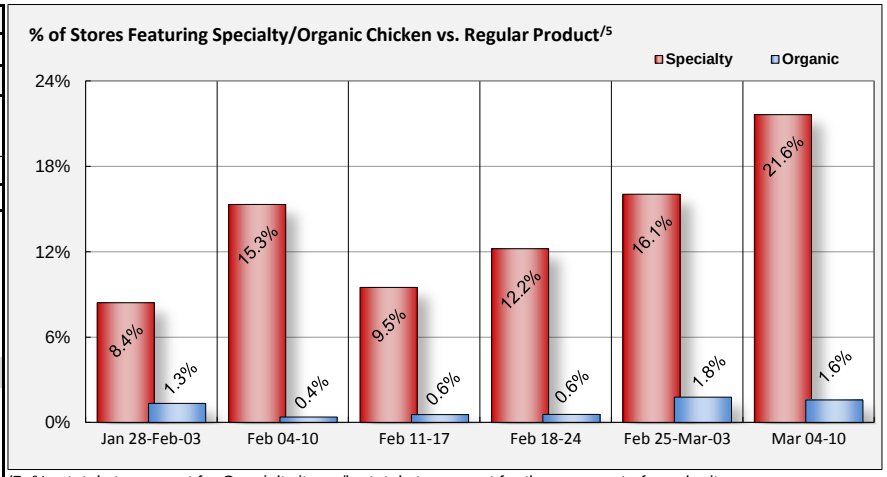
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Mar 04, 2011

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

(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/]	33.7% of 19,500 outlets		24.8% of 19,500 outlets		22.0% of 19,200 outlets		1.9% of 19,500 outlets		2.4% of 19,500 outlets		6.2% of 19,200 outlets	
Activity Index [3/]	**9,130**		**6,790**		**5,390**		**610**		**680**		**1,240**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,360	1.73	1,230	2.02	1,160	1.86	220	2.17	230	2.08	610	2.76
Bnls/Sknls Breast	4,630	5.30	1,700	4.48	1,340	4.81	160	6.89	410	6.22	620	7.01
Breast Tenders	880	5.22	410	4.30	110	5.24	10	9.99				
Split, bn-in Breast	70	2.85	360	2.16	260	2.08						
Whole Wings	20	1.69	50	1.75	60	1.31						
Leg Quarters	10	1.49	180	1.19	60	0.99	--	--	--	--	--	--
Legs	80	1.65	100	1.43	20	1.99						
Thighs	420	1.45	690	1.64	320	1.72	70	2.49	20	3.99		
Drumsticks	650	1.45	850	1.65	400	1.79	70	2.49	20	3.99		
B/S Thighs	1,010	3.66	1,220	3.53	1,660	2.95	80	5.12			10	4.99



/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/]	71.1% of 3,900 sampled outlets			26.0% of 5,100 sampled outlets			17.3% of 3,300 sampled outlets			21.0% of 3,600 sampled outlets			17.7% of 2,500 sampled outlets			61.3% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 3,540			Activity Index = 1,310			Activity Index = 1,470			Activity Index = 960			Activity Index = 570			Activity Index = 1,280		
	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	1.49 - 2.19	920	1.82	1.49 - 1.79	50	1.55	0.99 - 1.79	20	1.57	1.69	60	1.69	1.18 - 1.99	130	1.18	1.18 - 1.99	180	1.76
Bnls/Sknls Breast	3.99 - 6.59	1,540	4.92	3.99 - 5.99	1,170	5.83	2.88 - 7.99	490	4.96	2.99 - 7.99	530	4.62	3.50 - 6.79	300	6.45	3.50 - 6.79	600	5.53
Breast Tenders	4.99 - 6.49	550	5.21	4.99	40	4.99	2.99	20	2.99	5.49 - 5.99	130	5.80	4.99 - 5.99	20	5.99	4.99	120	4.99
Split, bn-in Breast							1.99	10	1.99	2.99	10	2.99	2.99	50	2.99			
Whole Wings																1.49 - 1.99	20	1.69
Leg Quarters																1.49	10	1.49
Legs	0.99 - 1.99	40	1.40										1.89	40	1.89			
Thighs	1.99	20	1.99	1.19	20	1.19	0.99 - 1.79	290	1.43	1.19	60	1.19				1.49 - 2.29	30	1.93
Drumsticks	1.89 - 1.99	150	1.90	1.19	20	1.19	0.99 - 1.79	360	1.33	0.99 - 1.19	70	1.16	0.99 - 2.29	20	0.99	1.49 - 2.29	30	1.93
B/S Thighs	3.29	320	3.29	2.99	10	2.99	1.88 - 3.29	280	3.17	2.90 - 3.99	100	3.57	3.99 - 4.99	10	3.99	3.99 - 4.99	290	4.59
ORGANIC	0.4% of 3,900 sampled outlets			0.0% of 5,100 sampled outlets			0.5% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			7.9% of 2,500 sampled outlets			11.9% of 1,100 sampled outlets		
	Activity Index = 30			Activity Index = 0			Activity Index = 20			Activity Index = 0			Activity Index = 410			Activity Index = 150		
Whole Fryer	2.19	10	2.19										1.99 - 2.49	200	2.17	2.29	10	2.29
Bnls/Sknls Breast	6.79	10	6.79				5.79	20	5.79							6.99 - 7.99	130	7.07
Breast Tenders	9.99	10	9.99															
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													2.49	70	2.49			
Drumsticks													2.49	70	2.49			
B/S Thighs													4.99 - 5.99	70	4.99	5.99	10	5.99

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/.