USDA Weekly Retail Chicken Feature Activity

Fri. Mar 11, 2011

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/11 thru 03/17.

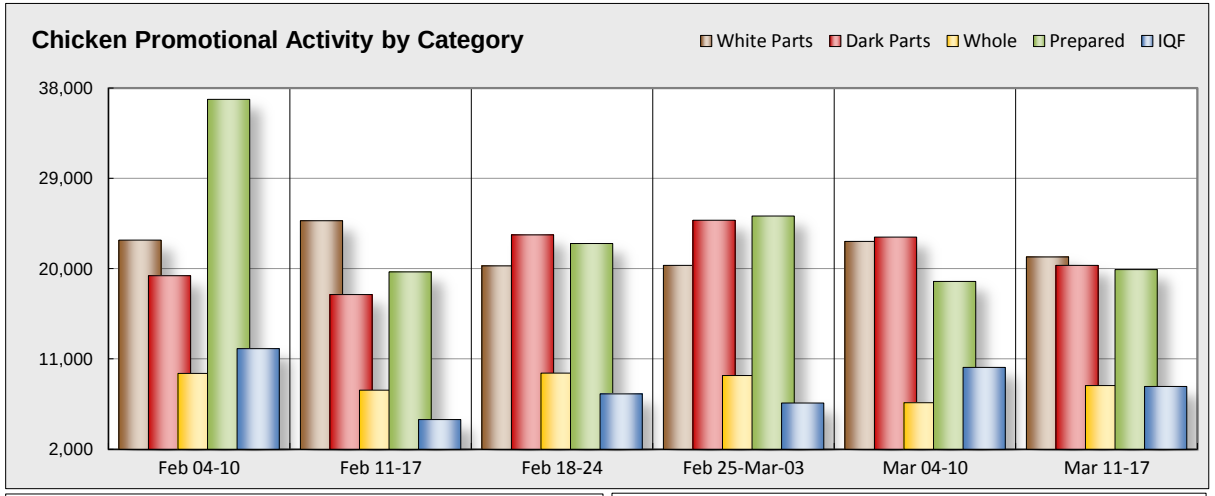
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

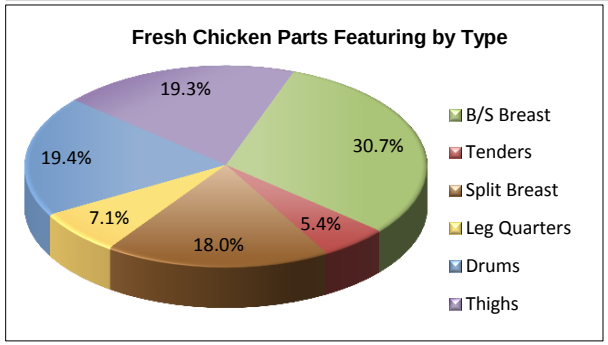
NATIONAL SUMMARY

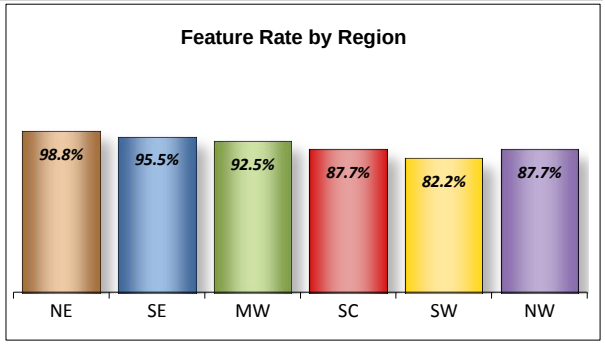
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**92.1% of 19,500 outlets**		**96.4% of 19,500 outlets**		**93.5% of 19,200 outlets**	
Special Rate 4/	**16.9%**		**20.0%**		**17.6%**	
Activity Index 2/	**78,330**		**82,520**		**73,520**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,300	0.98	3,330	1.04	3,110	0.99
cut-up fryer	2,060	1.37	1,200	1.49	1,660	1.31
bagged roaster	1,010	1.08	1,630	1.18	2,160	1.04
Cornish (frs/frz)	990	2.02	490	2.09	570	1.73
PARTS:						
Bnls/Sknls Breast						
regular pack	4,440	2.61	8,180	2.69	6,800	2.59
value pack	2,650	2.52	4,260	2.21	1,960	1.99
thin sliced	3,480	4.13	2,030	3.89	2,590	3.51
marinated	90	2.66	200	3.25	40	3.49
Breast Tenders						
regular pack	1,600	3.25	3,060	2.85	2,620	3.23
value pack	290	2.63	470	1.90	60	1.97
Split, bn-in Breast						
regular pack	3,140	1.46	1,620	1.58	4,190	1.64
value pack	3,110	1.31	2,000	1.36	700	1.09
Whole Wings	2,380	1.99	910	1.60	1,200	2.17
Leg Quarters						
tray pack	1,560	0.90	2,490	0.86	2,630	0.71
bagged	900	0.57	1,660	0.59	1,040	0.64
Legs	470	1.23	650	1.12	30	1.00
Thighs						
regular pack	1,900	1.33	2,440	1.37	1,820	1.16
value pack	4,800	1.05	4,820	1.06	6,070	1.09
Drumsticks						
regular pack	1,940	1.33	2,650	1.32	1,800	1.16
value pack	4,800	1.05	5,300	1.03	5,780	1.13
Bnls/Sknls Thighs						
regular pack	2,700	2.79	2,860	2.10	2,090	2.16
value pack	1,270	2.55	290	2.16	190	1.92
9-pc Combos						
drum-thigh-breast	200	1.51	520	1.51	570	1.49
drum-thigh-wing	60	0.99	550	1.36	100	1.17
IQF B/S Breast	4,490	2.23	4,980	2.22	2,670	2.32
IQF Tenders	2,170	2.34	3,110	2.38	1,600	2.31
IQF Wings	490	2.22	870	1.82	140	2.40
IQF Party Wings	1,120	1.78	1,210	1.97	800	2.28

This Week's Chicken Feature Highlights

National Summary totals continue their decline headed into the second week of the new month. Competition in the meat case is tough this week, Lenten and St Patrick's Day items take center stage. Bagged and cut-up fryers offer a break from the higher pricing reported last week. B/S Breast and tenders retreat on offerings, split breast take up the slack, deals are here if you look. Wings return after a long absence, unfortunately costs are on the rise. Dark meat parts reduce their footprint, pricing is mixed. Thigh meat raises prices sharply. IQF parts keep strong volume on most items, pricing hangs near unchanged. Prepared foods push whole rotisserie and fried/baked, activity across the country picks up in the Deli. Specialty and Organics increase offerings, white meat parts lead the way. The next ad period falls correctly to take advantage of a retailers best friend, the payday. With rising transportation costs starting to eat away at everyone's budget, competitive pricing will be what it takes to draw store traffic over the next few weeks.







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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Fri. Mar 11, 2011

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(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/	**98.8% of 3,900 sampled outlets**				**95.5% of 5,100 sampled outlets**				**92.5% of 3,300 sampled outlets**			
Special Rate 2/	**44.8% of stores w/ no-price promotions**				**21.0% of stores w/ no-price promotions**				**9.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 12,060**				**Activity Index = 13,710**				**Activity Index = 8,980**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.99 - 1.29		730	1.09	0.78 - 0.99		1,420	0.96	0.78 - 1.69		370	1.16
cut-up fryer	1.09 - 1.69		200	1.48	1.19 - 1.29		1,070	1.29	1.19 - 1.59		180	1.35
bagged roaster	0.79 - 1.29		730	1.09	1.17 - 1.29		50	1.27	0.98 - 1.49		190	1.01
Cornish (frs/frz)	1.99 - 2.29		170	2.24					1.99 - 2.08		120	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	1.69 - 2.99	1.77 - 3.29	850	2.33	1.98 - 2.99	1.49 - 1.77	790	2.12	1.69 - 1.99	1.48 - 2.28	730	1.92
value pack	1.99 - 2.99	1.69 - 3.29	860	2.54		1.99 - 3.29	270	2.52	1.79 - 2.00	0.99 - 1.88	240	1.83
thin sliced	2.99 - 5.00	2.99 - 4.49	1,290	4.05	2.99	3.99	1,070	3.95	4.99	3.99	370	4.49
marinated		3.49	10	3.49						2.28 - 2.99	50	2.77
Breast Tenders												
regular pack	1.69 - 2.99	1.88 - 1.99	240	2.55	2.49 - 2.99	1.88 - 1.89	420	2.59	1.69 - 1.99	2.19 - 3.69	220	2.14
value pack		2.99	70	2.99		1.88 - 2.99	50	2.40				
Split, bn-in Breast												
regular pack	0.99 - 2.19	1.19 - 1.99	490	1.56	0.99	0.98 - 1.49	1,160	1.00	0.99 - 2.56	0.99 - 1.92	440	1.49
value pack	0.99 - 1.49	0.99 - 1.99	570	1.41	1.39 - 1.49	0.88 - 1.49	830	1.32	0.99 - 1.49	0.88 - 1.69	460	1.45
Whole Wings	1.99 - 2.99	0.99 - 2.49	800	1.92	1.99 - 2.99	0.88 - 2.39	660	2.03	0.99	0.99 - 1.99	70	1.31
Leg Quarters												
tray pack	0.59 - 0.79	0.59 - 0.99	460	0.79		0.69 - 0.99	50	0.85	0.69 - 0.99	0.69 - 1.29	260	0.91
bagged	0.79 - 1.00	0.49 - 0.54	50	0.72		0.39 - 0.59	240	0.56		0.49 - 0.69	120	0.50
Legs	0.89 - 1.29	0.89 - 1.29	200	1.04		1.29	20	1.29				
Thighs												
regular pack	1.29	1.00 - 1.19	50	1.17					0.99 - 1.69	0.98 - 0.99	400	1.33
value pack	0.79 - 1.19	0.99 - 1.49	1,330	1.16	0.89 - 1.19	0.59 - 1.29	1,220	0.97	0.89 - 0.99	0.77 - 1.29	520	1.02
Drumsticks												
regular pack	1.29	1.00 - 1.19	50	1.17					0.99 - 1.69	0.88 - 0.99	420	1.33
value pack	0.79 - 0.99	0.40 - 1.49	1,330	1.09	0.89 - 1.19	0.77 - 1.29	1,210	0.98	0.89 - 0.99	0.69 - 1.29	760	1.00
Bnls/Sknls Thighs												
regular pack	2.89	1.99 - 2.69	980	2.52	1.99 - 2.99	1.99 - 2.69	580	2.84	1.99	1.79 - 2.69	350	2.36
value pack		1.99 - 2.79	290	2.42		1.99 - 2.79	60	2.26				
9-pc Combos												
drum-thigh-breast		1.49 - 1.69	160	1.51		1.49	40	1.49				
drum-thigh-wing												
IQF **B/S Breast**					2.00 - 3.10	2.08 - 2.66	920	2.26	1.49	1.47 - 2.80	1,740	2.17
Tenders					2.00 - 2.79	2.08 - 2.40	750	2.17		1.66 - 2.80	740	2.51
Wings		2.00	140	2.00		2.00 - 2.66	90	2.38		1.87 - 2.33	190	2.31
Party Wings		1.50 - 1.74	10	1.59	2.66	1.44 - 1.92	740	1.69	2.00	1.59	40	1.75

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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/	**87.7% of 3,600 sampled outlets**				**82.2% of 2,500 sampled outlets**				**87.7% of 1,100 sampled outlets**			
Special Rate 2/	**4.4% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,790**				**Activity Index = 10,800**				**Activity Index = 4,070**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.39		430	0.86	0.67 - 1.29		1,080	0.95	0.78 - 0.98		270	0.86
cut-up fryer	1.29 - 1.59		260	1.35	1.49 - 1.69		300	1.68	0.99 - 1.49		50	1.10
bagged roaster					0.99		40	0.99				
Cornish (frs/frz)	2.08 - 2.17		460	2.08	1.29 - 2.08		220	1.73	2.08		20	2.08
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	1.77 - 3.49	1.49 - 2.99	970	2.30	2.97 - 4.49	2.39 - 2.49	730	3.55	3.19 - 4.99		370	4.67
value pack		1.69 - 2.99	360	2.59		1.27 - 3.69	690	2.70		1.69 - 2.99	230	2.49
thin sliced	3.49 - 4.49		270	3.96	4.99		10	4.99	3.49 - 5.49	2.99	470	4.53
marinated		1.99 - 2.29	30	2.21								
Breast Tenders												
regular pack	1.77 - 2.99	1.89 - 4.79	230	3.69					3.19 - 5.49	2.48 - 2.99	490	4.45
value pack		1.99 - 2.79	130	2.73		1.99	40	1.99				
Split, bn-in Breast												
regular pack	1.19 - 2.50	0.99 - 1.09	110	1.13	1.29 - 2.69	1.49	580	2.06		1.69 - 1.99	360	1.89
value pack	1.00 - 1.49	0.88 - 1.29	340	1.26	0.97 - 1.19	0.99 - 1.69	900	1.20		1.29	10	1.29
Whole Wings	1.00 - 1.99	0.99 - 1.88	270	1.34	2.99	0.99 - 1.88	340	2.73		1.99	240	1.99
Leg Quarters												
tray pack	0.79 - 0.89	0.80 - 0.99	270	0.92		0.99	510	0.99		0.99	10	0.99
bagged	0.69	0.49 - 0.69	340	0.61	0.59	0.49 - 0.69	150	0.51				
Legs	1.00		10	1.00						1.39	240	1.39
Thighs												
regular pack	0.99 - 1.69	0.89 - 0.99	950	1.20	1.99	0.99	380	1.65	1.49		120	1.49
value pack	0.90 - 1.00	0.69 - 1.29	530	1.04	0.99 - 1.19	0.67 - 1.19	930	0.96		0.98 - 1.39	270	1.35
Drumsticks												
regular pack	0.99 - 1.69	0.89 - 0.99	970	1.20	1.99	0.99	380	1.65	1.49		120	1.49
value pack	0.90 - 0.99	0.58 - 1.29	540	1.03	0.99 - 1.19	0.77 - 1.19	690	1.06		0.98 - 1.39	270	1.35
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	1.49 - 2.49	120	2.55	4.49	2.49 - 2.99	630	3.44	2.99		40	2.99
value pack		1.59 - 1.99	60	1.92		1.59 - 3.69	600	2.81		1.98 - 2.49	260	2.32
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing										0.99	60	0.99
IQF **B/S Breast**	1.66 - 2.80	1.19 - 2.80	860	2.13		2.25 - 2.66	840	2.44	2.00 - 3.55	1.59	130	1.99
IQF **Tenders**	2.70	2.08	130	2.44		2.00 - 2.39	510	2.30	2.40	1.89	40	2.28
IQF **Wings**	1.55 - 2.80		70	2.23								
IQF **Party Wings**	3.00	1.44	80	1.92	2.50	1.50	250	2.00				

USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

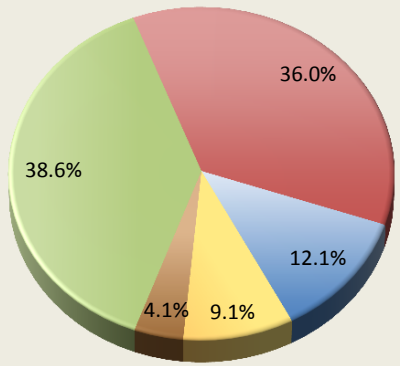
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/11 thru 03/17.

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

PREPARED FOODS NATIONAL SUMMARY

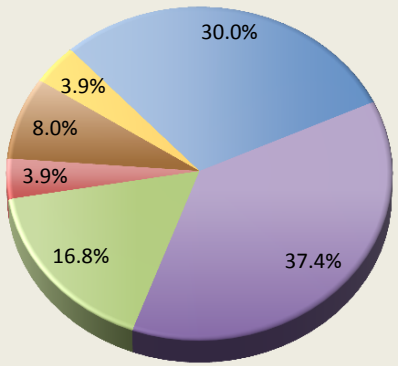
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	72.1% of 19,500 outlets		64.7% of 19,500 outlets		54.6% of 19,200 outlets	
Activity Index [3/]	**19,920**		**18,740**		**18,530**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	7,560	6.02	3,460	5.75	6,650	5.81
2.1-3.0 lbs.	130	8.36	290	8.57	290	7.27
Whole Breast			370	8.99	10	5.99
Leg Quarter						
FRIED & BAKED:						
Fried 8-Piece Mix	6,290	5.97	4,340	5.61	3,860	6.31
Baked 8-Piece Mix	2,420	5.21	2,700	5.16		
F/B 8-Piece Dark	420	5.04	520	4.46	720	6.10
F/B 12-Piece	120	8.82	530	8.80	730	9.46
Bulk Pack ($/piece)	350	0.73	240	0.85		
Wings: bone-in	1,420	5.47	3,340	6.35	2,380	5.89
boneless	400	4.76	340	4.61	650	4.96
Tenders	710	5.02	2,350	4.91	3,180	5.31
Strips	30	5.66	210	6.04	40	4.09
Popcorn	70	4.57	50	5.79	20	2.99

Prepared Chicken Featuring by Category

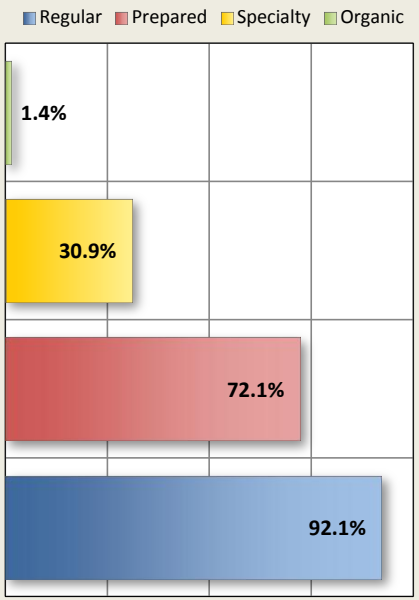


* Other = tenders, strips, and popcorn

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/]	78.8% of 3,900 sampled outlets			83.1% of 5,100 sampled outlets			68.1% of 3,300 sampled outlets			56.0% of 3,600 sampled outlets			63.6% of 2,500 sampled outlets			79.1% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 3,430			Activity Index = 5,630			Activity Index = 4,080			Activity Index = 3,170			Activity Index = 2,690			Activity Index = 920		
	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.	4.98 - 7.88	2,030	5.62	3.99 - 7.88	1,650	6.96	3.99 - 7.88	1,240	5.61	4.99 - 5.99	930	5.47	4.98 - 7.99	1,450	6.22	5.99	260	5.99
2.1-3.0 lbs.	5.99 - 9.98	80	8.79							6.79 - 8.99	50	7.68						
Whole Breast																		
Leg Quarter																		
FRIED & BAKED:																		
Fried 8-Piece Mix	5.00 - 7.99	990	6.60	4.99 - 6.99	2,260	5.98	4.99 - 7.99	1,210	5.79	4.99 - 8.99	970	5.47	4.99 - 7.99	620	6.00	4.99 - 6.99	240	6.21
Baked 8-Piece Mix				4.99 - 6.99	580	5.28	4.99 - 5.99	880	5.22	3.99 - 4.99	530	4.96	4.99 - 5.99	340	5.23	4.99 - 6.98	90	6.18
F/B 8-Piece Dark				3.99	30	3.99	3.98 - 5.99	130	5.32							4.99 - 5.49	260	5.03
F/B 12-Piece				9.99	10	9.99	8.99	100	8.99							5.98	10	5.98
Bulk Pack ($/piece)	0.66 - 0.68	170	0.68	0.79 - 0.81	150	0.80	0.68	30	0.68									
Wings: bone-in	4.99	40	4.99	3.99 - 6.99	520	6.60	3.99 - 5.20	400	4.72	4.49 - 6.99	170	5.02	4.79	280	4.79	5.98	10	5.98
boneless	5.99	70	5.99	3.99 - 6.99	100	4.53	2.99 - 4.99	70	4.47	3.99 - 4.99	160	4.50						
Tenders	3.99 - 5.99	40	5.29	4.98 - 5.49	330	5.15	4.99	10	4.99	3.99 - 5.99	320	4.92				3.20	10	3.20
Strips	6.99	10	6.99				4.99	10	4.99	4.99	10	4.99						
Popcorn										2.69	30	2.69				5.98	40	5.98

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

Fri. Mar 11, 2011

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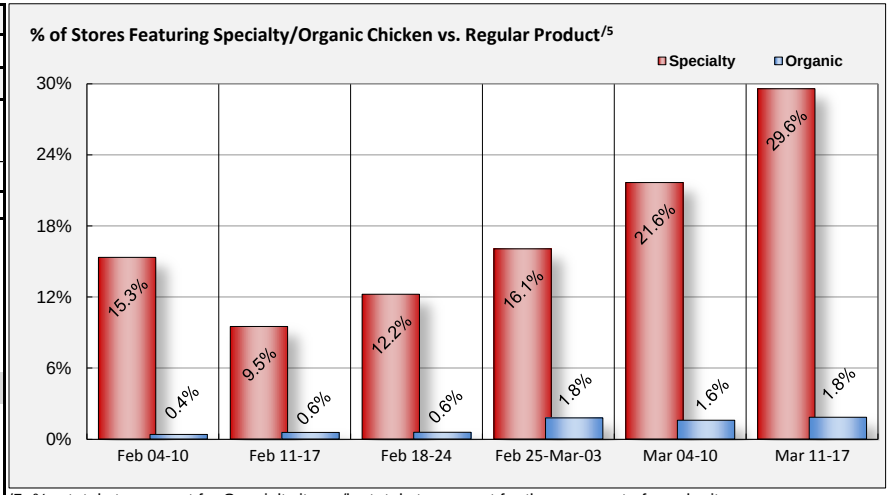
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY											
	SPECIALTY CHICKEN						USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	30.9% of 19,500 outlets		33.7% of 19,500 outlets		18.7% of 19,200 outlets		1.4% of 19,500 outlets		1.9% of 19,500 outlets		4.1% of 19,200 outlets	
Activity Index [3/]	**11,050**		**9,130**		**4,490**		**690**		**610**		**1,030**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,000	1.86	1,360	1.73	1,650	1.67	180	2.45	220	2.17	740	2.71
Bnls/Sknls Breast	4,690	5.13	4,630	5.30	1,110	4.66	410	7.22	160	6.89	290	6.12
Breast Tenders	2,040	5.08	880	5.22	390	5.07			10	9.99		
Split, bn-in Breast	530	2.75	70	2.85	150	2.49	10	4.99				
Whole Wings	40	1.47	20	1.69	80	1.45						
Leg Quarters			10	1.49	120	0.99	--	--	--	--	--	--
Legs	20	0.99	80	1.65			10	2.79				
Thighs	570	1.74	420	1.45	430	1.67	20	1.99	70	2.49		
Drumsticks	770	1.78	650	1.45	520	1.71	30	2.09	70	2.49		
B/S Thighs	1,390	3.95	1,010	3.66	40	3.10	30	4.42	80	5.12		



/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/]	44.7% of 3,900 sampled outlets			29.7% of 5,100 sampled outlets			21.1% of 3,300 sampled outlets			18.6% of 3,600 sampled outlets			38.3% of 2,500 sampled outlets			38.8% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 3,060			Activity Index = 2,010			Activity Index = 1,940			Activity Index = 1,020			Activity Index = 1,930			Activity Index = 1,090		
	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	0.97 - 2.99	410	1.98	1.99 - 2.49	60	2.13	1.00 - 1.69	140	1.36	1.69 - 1.99	200	1.78	1.59 - 1.99	10	1.99	1.59 - 1.99	180	1.97
Bnls/Sknls Breast	3.48 - 6.99	920	5.03	3.99 - 5.99	1,750	5.40	2.88 - 5.99	770	4.83	2.99 - 5.69	280	4.55	3.98 - 5.99	560	5.20	3.98 - 5.99	410	5.07
Breast Tenders	2.00 - 6.99	440	5.37	4.99	140	4.99	3.00 - 5.99	430	4.74	4.56 - 5.69	200	5.41	4.49 - 5.49	540	5.22	4.49 - 4.99	290	4.69
Split, bn-in Breast	1.99 - 2.99	360	2.80	1.99	20	1.99	1.59 - 2.99	150	2.73									
Whole Wings							1.29	30	1.29							1.99	10	1.99
Leg Quarters																		
Legs	0.99	20	0.99															
Thighs	1.79 - 2.29	280	1.89				1.00 - 1.59	130	1.46	0.98	20	0.98	1.79 - 1.99	130	1.79	1.99	10	1.99
Drumsticks	1.79 - 2.29	420	1.92				1.00 - 1.59	140	1.45	0.98 - 1.99	60	1.60	1.59 - 1.99	130	1.79	1.59 - 1.99	20	1.74
B/S Thighs	3.29 - 3.99	210	3.96	3.99	40	3.99	1.88 - 4.99	150	3.77	3.19 - 4.49	260	4.15	3.79 - 3.99	560	3.89	3.99	170	3.99
ORGANIC	1.5% of 3,900 sampled outlets			0.0% of 5,100 sampled outlets			0.8% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			5.4% of 2,500 sampled outlets			4.7% of 1,100 sampled outlets		
	Activity Index = 70			Activity Index = 0			Activity Index = 60			Activity Index = 320			Activity Index = 150			Activity Index = 90		
Whole Fryer	4.99	20	4.99										1.99 - 2.98	130	1.99	2.29 - 2.98	30	2.78
Bnls/Sknls Breast	6.99 - 9.99	50	8.59							6.97	320	6.97	6.99 - 7.99	10	7.99	6.99 - 7.99	30	7.35
Breast Tenders																		
Split, bn-in Breast																4.99	10	4.99
Whole Wings																		
Legs																2.79	10	2.79
Thighs							1.99	20	1.99									
Drumsticks							1.99 - 2.29	30	2.09									
B/S Thighs							2.29	10	2.29				4.99 - 5.99	10	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/.