



USDA Weekly Retail Chicken Feature Activity

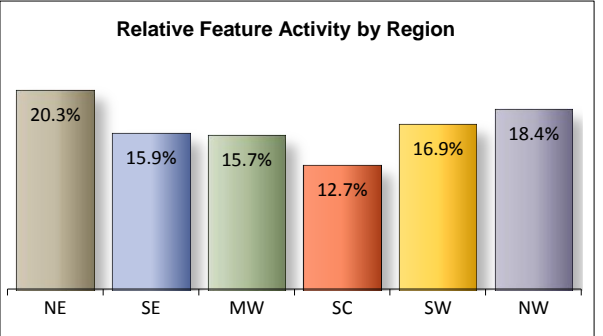
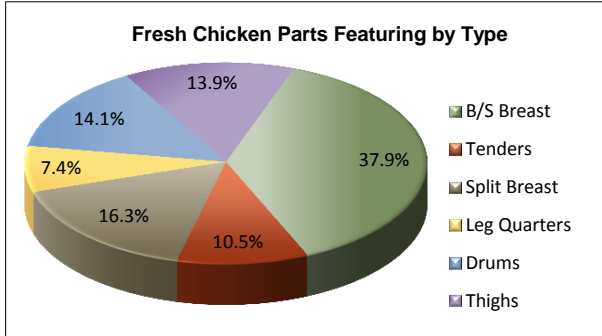
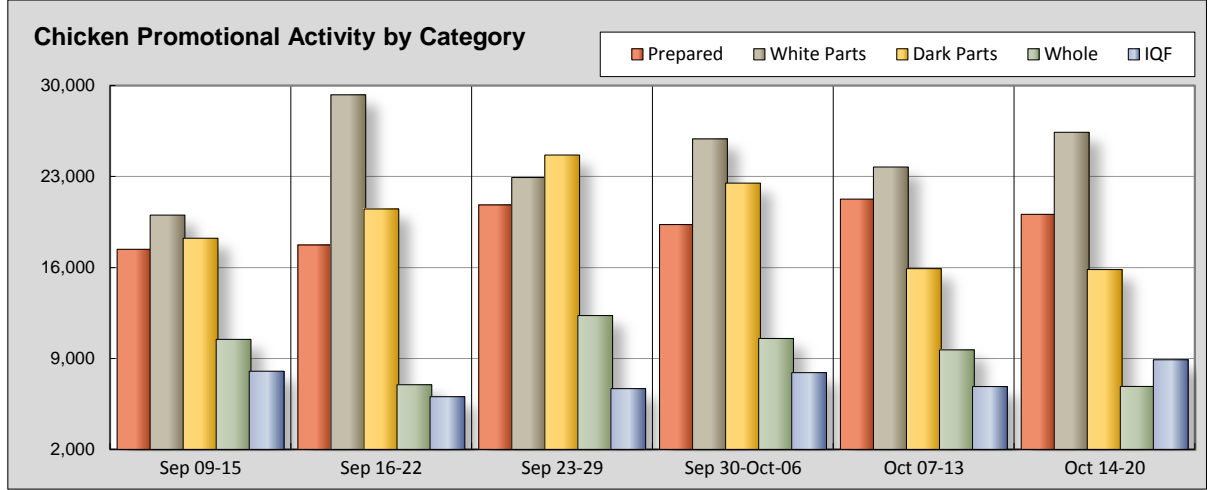
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Oct 14, 2011

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	95.0% of 19,500 outlets		94.9% of 19,500 outlets		94.7% of 19,200 outlets	
Special Rate ^{4/}	27.7%		26.9%		12.6%	
Activity Index ^{2/}	78,230		78,310		67,890	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	3,760	1.02	3,550	1.08	3,310	0.94
cut-up fryer	470	1.52	2,070	1.30	370	1.37
bagged roaster	1,130	1.13	2,050	1.26	2,190	1.04
Cornish (frs/frz)	1,490	2.17	1,990	2.09	970	1.86
PARTS:						
Bnls/Sknls Breast						
regular pack	5,370	2.63	6,150	2.67	4,400	2.92
value pack	4,010	2.24	3,870	2.39	2,860	2.05
thin sliced	3,160	3.76	3,030	3.93	1,580	4.01
marinated	1,230	4.10	650	3.65	620	3.68
Breast Tenders						
regular pack	2,970	3.10	4,300	3.50	2,220	3.35
value pack	840	2.82	320	2.35	30	2.64
Split, bn-in Breast						
regular pack	3,410	1.79	2,190	1.69	3,500	1.44
value pack	2,510	1.16	1,350	1.25	2,400	1.37
Whole Wings	2,900	2.02	1,870	1.92	630	1.96
Leg Quarters						
tray pack	2,220	0.71	2,160	0.98	3,230	0.93
bagged	470	0.64	410	0.63	420	0.57
Legs	250	1.08	700	0.95	350	1.13
Thighs						
regular pack	1,830	1.46	2,220	1.24	3,460	1.39
value pack	3,230	1.10	3,280	1.06	3,030	1.09
Drumsticks						
regular pack	1,880	1.45	2,540	1.22	3,310	1.39
value pack	3,240	1.10	3,280	1.05	3,050	1.09
Bnls/Sknls Thighs						
regular pack	1,280	1.95	900	2.41	1,720	2.81
value pack	1,440	2.26	420	2.46	710	1.80
9-pc Combos						
drum-thigh-breast	140	1.69	160	1.63	90	1.66
drum-thigh-wing	10	1.69	750	1.29	330	1.36
IQF						
B/S Breast	4,240	2.57	3,790	2.25	2,580	2.33
Tenders	2,530	2.86	1,870	2.44	1,070	2.41
Wings	1,460	1.98	290	2.16	550	2.09
Party Wings	670	1.80	890	1.91	890	2.27

This Week's Chicken Feature Highlights

Indicators reveal a slight upward swing in chicken featured compared to the past week, incentives to purchase climb in areas normally not known for that aspect of marketing. Bagged fryers move up in volume while dropping in price, seasonal items take a break. B/S Breast and tenders give a price drop on both packs; there are also some record incentive deals on branded product in a few large chains. Split breast increase volume, prices climb. Thighs and drums raise prices on both packs, leg quarters are a better option; find a sharp knife and cutting board. B/S thigh meat will push consumer interest to bulk packs. IQF parts offer a mixed bag, things will surely slow on movement. The deli offers a different look, wings are king this week, whole rotisserie drops hard on volume. Organics rise like the phoenix of lore, specialty chicken follows its normal monthly schedule. Its a long way to the next payday and first of the month. Early featuring of holiday items was largely absent this week, rest assured that low rumble heard in the distance is the seasonal storm that will soon arrive.



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.

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

Fri. Oct 14, 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/		97.8% of 3,900 sampled outlets 33.0% of stores w/ no-price promotions Activity Index = 15,160				93.8% of 5,100 sampled outlets 40.0% of stores w/ no-price promotions Activity Index = 13,890				89.5% of 3,300 sampled outlets 7.0% of stores w/ no-price promotions Activity Index = 9,010			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.89 - 1.59		820	1.15	0.69 - 1.19		1,380	0.94	0.69 - 1.49		330	1.12
cut-up fryer		0.99		40	0.99	1.09		70	1.09	1.49 - 1.99		90	1.90
bagged roaster		0.79 - 1.59		740	1.03	0.88 - 1.39		150	1.17	0.88 - 1.49		230	1.39
Cornish (frs/frz)		1.28 - 2.49		640	2.38	2.40		70	2.40	2.00 - 2.20		310	2.09
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		2.99 - 4.99	1.49 - 3.99	740	3.80	1.13 - 3.99	1.48 - 2.99	1,000	1.72	1.78 - 4.39	1.49 - 4.99	1,170	2.81
value pack		1.99 - 2.49	1.87 - 2.99	1,610	2.15	1.98 - 2.19	1.88 - 2.99	590	2.27	1.99 - 3.36	1.29 - 2.49	410	2.02
thin sliced		3.48 - 5.49	2.79 - 4.19	840	4.20	2.99 - 3.99	3.99	860	3.74	2.99 - 3.99	2.78 - 5.29	300	4.65
marinated			3.99	510	3.99		3.99	190	3.99		2.98	120	2.98
Breast Tenders													
regular pack		2.79 - 5.49	1.79 - 3.99	590	4.20	1.39 - 3.99	2.99 - 3.99	970	2.30	1.55 - 4.00	1.99 - 5.29	540	3.82
value pack			2.59 - 3.99	70	3.17	2.19	2.49 - 2.59	50	2.43	2.19		10	2.19
Split, bn-in Breast													
regular pack		0.99 - 2.49	0.99 - 1.99	980	1.76	0.99 - 1.48	1.29 - 1.77	580	1.44	0.99 - 1.49	0.98 - 1.99	290	1.47
value pack		0.99 - 1.39	0.98 - 1.79	490	1.28	0.99 - 1.19	0.88 - 1.29	360	1.04	0.97 - 1.49	0.88 - 1.19	450	1.10
Whole Wings		1.79 - 1.99	1.88 - 2.49	1,360	2.12	1.99	1.59 - 1.99	170	1.91		1.23 - 1.99	150	1.86
Leg Quarters													
tray pack		0.59 - 0.99	0.59 - 0.99	830	0.75	0.45	0.69 - 0.89	810	0.57	0.68	0.58 - 1.09	170	0.73
bagged			0.63 - 0.69	120	0.69	0.59 - 0.68	0.43 - 0.65	100	0.62		0.59 - 0.69	170	0.59
Legs			0.99	120	0.99		0.99	50	0.99		1.29	70	1.29
Thighs													
regular pack		1.49 - 1.59	0.97 - 0.99	150	1.42	0.99 - 1.49	0.99 - 1.19	250	1.08	3.19	1.19	380	1.23
value pack		0.78 - 1.29	0.99 - 1.49	1,290	1.16	1.19	0.79 - 1.29	580	1.11	0.79 - 1.00	0.79 - 1.29	690	1.01
Drumsticks													
regular pack		1.49 - 1.59	0.97 - 1.19	160	1.40	0.99 - 1.49	0.99 - 1.19	250	1.08	3.19	0.99 - 1.19	410	1.22
value pack		0.78 - 1.29	0.79 - 1.49	1,310	1.16	1.19	0.79 - 1.29	580	1.11	0.79 - 0.98	0.79 - 1.29	670	1.01
Bnls/Sknls Thighs													
regular pack		2.19 - 2.99	2.28 - 2.99	200	2.65	1.00 - 2.49	1.99 - 2.99	600	1.35	1.79 - 4.00	1.99 - 2.49	170	2.54
value pack			1.90 - 2.99	550	1.99		1.99 - 2.47	260	2.35		2.49	80	2.49
9-pc Combos													
drum-thigh-breast			1.69	140	1.69								
drum-thigh-wing			1.69	10	1.69								
IDF	B/S Breast	2.66	1.77 - 1.99	260	2.31	2.40	1.66 - 3.20	1,660	2.90	2.66 - 3.33	1.33 - 2.80	1,060	2.40
	Tenders	3.20		120	3.20	2.40	1.66 - 3.20	1,580	2.94	2.80	1.83 - 2.80	420	2.59
	Wings	1.98 - 2.00	1.44 - 2.00	370	1.99		1.69 - 2.00	490	1.96	1.25 - 2.40	1.75 - 2.46	250	1.70
	Party Wings	1.25	1.66	100	1.28	1.25	1.66 - 2.00	240	1.84	1.15 - 2.29	2.46	70	2.05



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.

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

Fri. Oct 14, 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/		97.8% of 3,600 sampled outlets 18.3% of stores w/ no-price promotions Activity Index = 8,200				95.1% of 2,500 sampled outlets 31.8% of stores w/ no-price promotions Activity Index = 8,110				98.0% of 1,100 sampled outlets 34.4% of stores w/ no-price promotions Activity Index = 3,770			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.59 - 1.29		710	0.97	0.79 - 1.19		290	0.96	0.98 - 1.29		230	1.21
cut-up fryer		0.88 - 1.39		100	1.25					1.79		170	1.79
bagged roaster										1.19		10	1.19
Cornish (frs/frz)		1.99 - 2.29		110	2.16	1.69		180	1.69	1.81 - 1.99		180	1.98
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		1.13 - 4.99	1.29 - 2.99	1,090	2.51	1.97	1.49 - 2.99	920	2.44		1.98 - 3.69	450	2.98
value pack		1.98 - 1.99	1.66 - 2.99	620	2.36	1.99 - 2.49	1.79 - 2.99	600	2.12	3.49	2.00 - 3.99	180	3.47
thin sliced		2.50 - 4.99	2.78 - 3.49	310	3.76		1.99 - 2.99	560	2.93		2.99 - 3.49	290	3.19
marinated			2.99	20	2.99		2.99 - 5.49	380	4.67		5.69	10	5.69
Breast Tenders													
regular pack		1.37 - 4.49	1.79 - 2.99	570	2.69		2.99	280	2.99		2.50	20	2.50
value pack		1.98 - 1.99	1.69 - 1.99	170	1.94		2.99	250	2.99		2.99 - 3.49	290	3.19
Split, bn-in Breast													
regular pack		1.29 - 1.49	0.98 - 1.99	340	1.64	0.99 - 1.99	0.89 - 0.99	720	1.89	1.89 - 2.49	1.77 - 2.50	500	2.39
value pack		0.99 - 1.19	0.88 - 1.19	720	1.08	0.99	0.99 - 1.58	360	1.21	1.59	0.99	130	1.52
Whole Wings			0.98 - 2.69	380	1.69	1.99	1.98 - 2.49	840	2.06				
Leg Quarters													
tray pack		0.45 - 0.88	0.77 - 0.79	140	0.71	0.99	0.98	270	0.99				
bagged		0.69	0.49 - 0.69	60	0.67	0.79		20	0.79				
Legs		1.19		10	1.19								
Thighs													
regular pack		0.88 - 1.19	0.99 - 1.19	270	1.09	1.19 - 1.99	0.99	610	1.85	1.79		170	1.79
value pack		0.79 - 1.19	0.68 - 1.09	420	1.00	1.19 - 1.39	0.99 - 1.29	210	1.18		0.89 - 0.99	40	0.97
Drumsticks													
regular pack		0.88 - 0.99	0.65 - 1.19	280	1.06	1.19 - 1.99	0.99	610	1.85	1.79		170	1.79
value pack		0.79 - 1.19	0.68 - 1.09	430	0.99	1.19 - 1.39	0.69 - 1.29	210	1.16		0.89 - 0.99	40	0.97
Bnls/Sknls Thighs													
regular pack		1.00 - 1.79		70	1.17						2.69	240	2.69
value pack			1.99 - 2.49	170	2.40		1.99 - 2.49	260	2.01		3.49	120	3.49
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	2.00 - 2.59	1.33 - 3.20	580	2.22	2.00	2.00	270	2.00	2.00	3.20	410	2.69
	Tenders	2.40 - 2.59	1.33 - 3.20	290	2.49						3.20	120	3.20
	Wings	2.00 - 2.40		210	2.15	2.00 - 2.32		140	2.30				
	Party Wings	2.00 - 2.29	2.00	130	2.06		1.75	130	1.75				

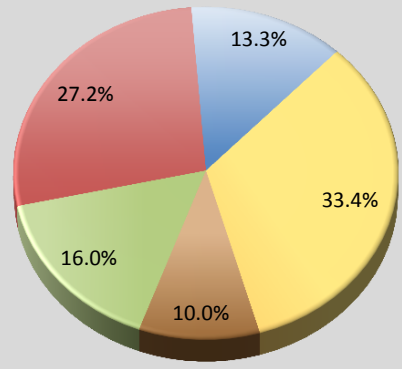


USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.
 (prices in dollars per unit or per pound unless otherwise noted)

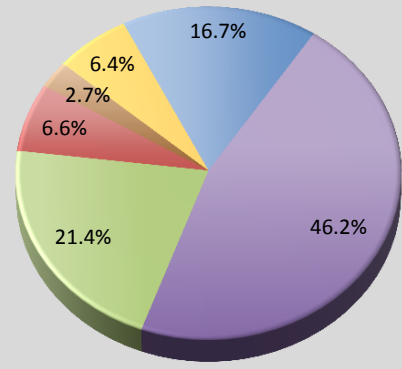
Fri. Oct 07, 2011

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	66.1% of 19,500 outlets		65.0% of 19,500 outlets		61.6% of 19,200 outlets	
Activity Index ^{3/}	20,090		21,260		18,020	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	2,880	5.65	8,190	5.69	4,770	5.41
2.1-3.0 lbs.	60	8.82	290	7.65	590	6.90
Whole Breast	260	6.05	100	6.40	300	7.90
Leg Quarter	20	4.59	260	1.16	110	1.00
FRIED & BAKED:						
Fried 8-Piece Mix	3,530	5.43	3,710	6.37	3,980	6.21
Baked 8-Piece Mix	2,680	5.16	1,300	6.18	580	4.91
F/B 8-Piece Dark	690	5.35	580	4.90	580	9.76
F/B 12-Piece	540	10.39	410	8.72		
Bulk Pack (\$/piece)	700	0.73	430	0.67		
Wings: bone-in	4,880	4.42	2,890	5.38	3,570	4.53
boneless	1,840	4.34	800	4.73	1,990	4.54
Tenders	1,700	5.08	1,900	5.13	1,390	5.90
Strips	230	4.47	220	5.62	80	5.62
Popcorn	80	4.99	180	4.29	80	3.98
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	75.1% of 3,900 sampled outlets		61.4% of 5,100 sampled outlets		64.4% of 3,300 sampled outlets	
Activity Index ^{3/}	Activity Index = 3,700		Activity Index = 5,750		Activity Index = 3,810	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.99 - 6.99	1,290	5.41	4.99 - 6.99	490	5.58
2.1-3.0 lbs.						
Whole Breast	5.98 - 6.60	260	6.05			
Leg Quarter	5.99	10	5.99			
FRIED & BAKED:						
Fried 8-Piece Mix	5.00 - 7.99	200	5.26	4.99 - 5.99	600	5.17
Baked 8-Piece Mix				4.99 - 5.99	970	5.08
F/B 8-Piece Dark	4.99	30	4.99	3.99 - 5.59	320	4.80
F/B 12-Piece	9.99 - 10.99	160	10.84	9.99 - 9.99	40	9.87
Bulk Pack (\$/piece)				0.60 - 0.75	360	0.68
Wings: bone-in	3.49 - 5.00	920	4.69	3.49 - 5.99	1,760	4.63
boneless	3.99 - 4.99	650	4.80	3.99	1,050	3.99
Tenders	4.99 - 5.99	180	5.02	3.99 - 6.99	130	5.06
Strips						
Popcorn				4.99	30	4.99
	SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.	
Feature Rate ^{1/}	59.3% of 3,600 sampled outlets		63.7% of 2,500 sampled outlets		88.1% of 1,100 sampled outlets	
Activity Index ^{3/}	Activity Index = 3,390		Activity Index = 2,380		Activity Index = 1,060	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.97 - 6.99	360	5.89	4.99 - 6.99	500	5.87
2.1-3.0 lbs.				7.99	10	7.99
Whole Breast				8.99	50	8.99
Leg Quarter				3.19	10	3.19
FRIED & BAKED:						
Fried 8-Piece Mix	3.98 - 6.99	1,020	5.47	3.98 - 5.99	490	5.21
Baked 8-Piece Mix	4.99	550	4.99	4.99 - 5.99	320	5.86
F/B 8-Piece Dark	5.99 - 6.99	160	6.74	4.99	130	4.99
F/B 12-Piece	6.99 - 10.99	60	9.66	6.99	20	6.99
Bulk Pack (\$/piece)	0.60 - 1.00	140	0.81			
Wings: bone-in	3.49 - 5.99	570	4.10	3.49 - 5.00	1,000	4.17
boneless	4.98 - 4.99	80	4.99	3.49 - 5.98	300	3.56
Tenders	3.99 - 4.99	220	4.05	4.99 - 6.99	400	6.30
Strips	5.99	20	5.99	3.98 - 5.99	100	4.84
Popcorn	4.99	20	4.99			

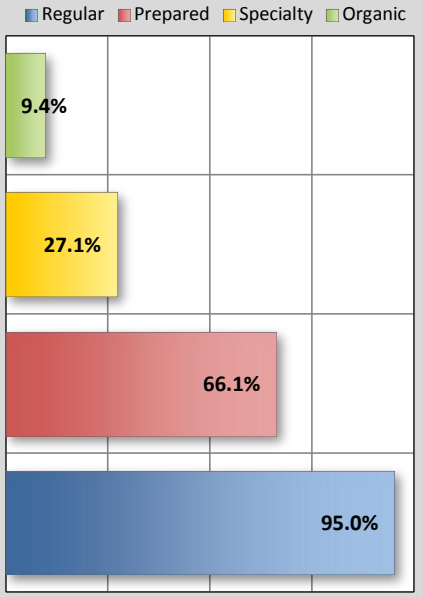
Prepared Chicken Featuring by Category



Whole Bird Featuring Fresh versus Prepared



Feature Rate Comparison % of Stores w/ Ads by Category

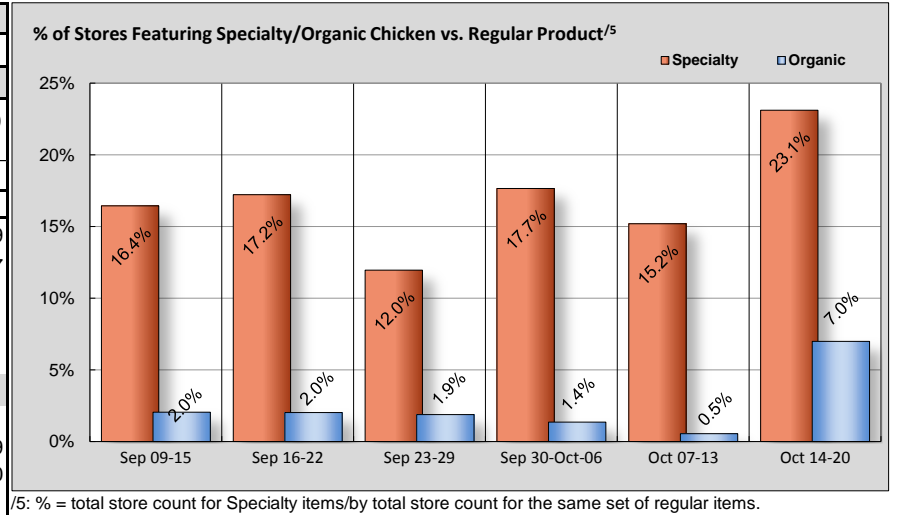




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/14 thru 10/20.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Oct 14, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	27.1% of 19,500 outlets	20.3% of 19,500 outlets	28.4% of 19,200 outlets	9.4% of 19,500 outlets	0.5% of 19,500 outlets	0.4% of 19,200 outlets
Activity Index ^{3/}	8,880	5,740	6,590	2,570	190	130
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,170 1.83	560 1.70	430 1.69	340 2.90	70 2.90	20 2.99
Bnls/Sknls Breast	3,650 4.70	2,280 4.79	3,050 4.71	1,640 8.00	70 6.85	50 6.27
Breast Tenders	2,060 4.66	650 5.55	190 4.69	80 7.99		
Split, bn-in Breast	340 2.41	50 2.15	620 2.54	10 4.79		
Whole Wings	10 1.79	10 1.39	10 1.99			
Leg Quarters	120 1.00	200 1.42	120 1.00	-- --	-- --	-- --
Legs		130 1.29	60 1.46			
Thighs	280 1.64	740 1.88	450 1.65	200 2.79	20 2.49	20 3.99
Drumsticks	500 1.72	800 1.90	460 1.65	210 2.80	20 2.49	40 3.50
B/S Thighs	750 3.00	320 2.95	1,200 3.47	90 5.43	10 4.99	



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

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	52.3% of 3,900 sampled outlets			29.3% of 5,100 sampled outlets			23.2% of 3,300 sampled outlets			16.9% of 3,600 sampled outlets			1.2% of 2,500 sampled outlets			29.8% of 1,100 sampled outlets		
Activity Index ^{3/}	Activity Index = 3,140			Activity Index = 2,870			Activity Index = 1,500			Activity Index = 810			Activity Index = 50			Activity Index = 510		
	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	1.69 - 2.69	630	1.99	1.79	110	1.79	1.29 - 1.79	140	1.72	1.47 - 1.99	150	1.75	0.99 - 1.99	140	1.35			
Bnls/Sknls Breast	3.29 - 6.99	1,450	5.07	3.29 - 4.79	1,180	4.02	2.49 - 6.79	690	5.26	3.99	160	3.99	2.99 - 5.99	20	3.60	3.49 - 5.99	150	4.84
Breast Tenders	4.29 - 5.98	520	4.78	4.49	1,070	4.49	3.99 - 4.99	230	4.55	5.49	120	5.49	4.99	120	4.99			
Split, bn-in Breast	2.49 - 3.49	100	2.96	2.99	10	2.99	1.69 - 2.99	130	1.99	2.99	30	2.99	1.89 - 3.99	20	1.89	1.89 - 3.99	50	2.16
Whole Wings													1.79	10	1.79			
Leg Quarters							0.89 - 1.39	110	0.95				1.59	10	1.59			
Legs																		
Thighs	2.39	10	2.39	1.49	110	1.49	1.79 - 2.29	40	1.89	1.49 - 1.69	110	1.61	1.79	10	1.79			
Drumsticks	1.89 - 2.39	230	1.90	1.49	110	1.49	1.79 - 1.99	30	1.84	1.49 - 1.69	110	1.61	0.99 - 1.79	20	1.39			
B/S Thighs	2.99 - 3.49	200	3.02	2.48 - 2.99	280	2.61	2.69 - 2.99	130	2.75	3.99	130	3.99	3.99	10	3.99			
ORGANIC	3.6% of 3,900 sampled outlets			4.7% of 5,100 sampled outlets			0.5% of 3,300 sampled outlets			7.0% of 3,600 sampled outlets			34.8% of 2,500 sampled outlets			28.7% of 1,100 sampled outlets		
	Activity Index = 190			Activity Index = 230			Activity Index = 190			Activity Index = 370			Activity Index = 1,270			Activity Index = 320		
Whole Fryer	2.99 - 3.69	60	3.58	2.99	190	2.99	1.39	20	1.39				2.49	70	2.49			
Bnls/Sknls Breast	8.99	120	8.99	8.99	40	8.99	7.29 - 7.99	90	7.86	7.99	370	7.99	6.99 - 7.99	720	7.81	7.99	300	7.99
Breast Tenders							7.99	80	7.99							4.79	10	4.79
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													2.79	200	2.79			
Drumsticks													2.79 - 2.99	200	2.79	2.99	10	2.99
B/S Thighs	8.99	10	8.99							4.99	80	4.99						

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/>.