



USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.

Fri. May 11, 2012

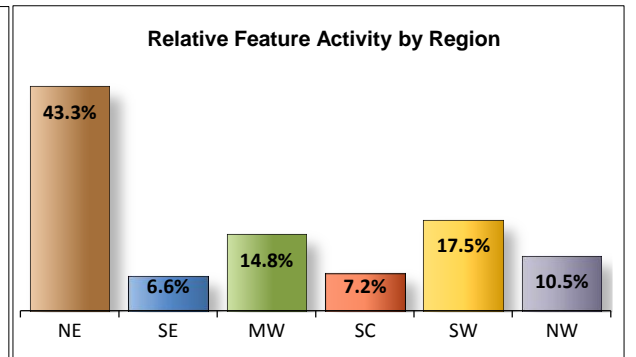
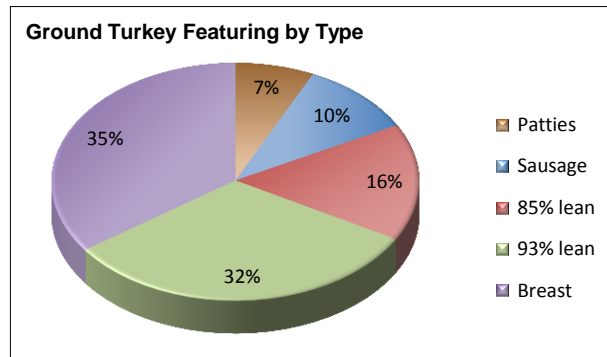
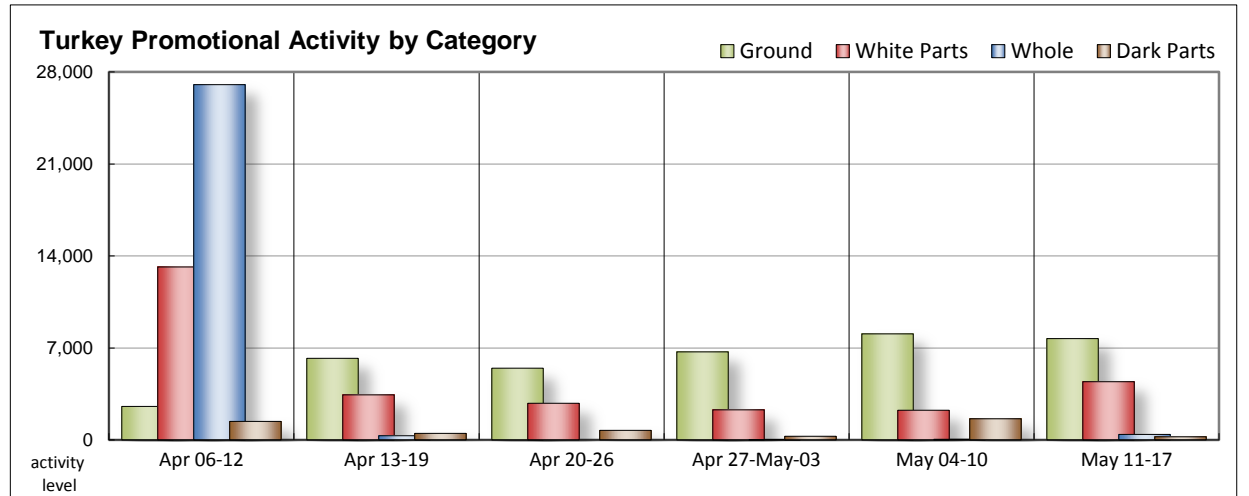
(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| NATIONAL SUMMARY | | | | | | |
|-------------------------------------|--------------------------------|----------------|--------------------------------|----------------|--------------------------------|----------------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 36.0% of 22,500 outlets | | 31.6% of 22,500 outlets | | 52.3% of 19,500 outlets | |
| Special Rate ^{4/} | 0.0% | | 2.1% | | 5.2% | |
| Activity Index ^{2/} | 13,590 | | 13,000 | | 13,990 | |
| 3/ | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | 10 | 1.59 | | | | |
| " - Toms | | | | | | |
| Frozen - Hens | 100 | 1.00 | 30 | 1.09 | 40 | 0.99 |
| " - Toms | 310 | 1.19 | 20 | 0.99 | 10 | 1.39 |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | 50 | 2.26 | 60 | 2.49 | | |
| Frozen | 950 | 1.72 | 740 | 1.78 | 1,200 | 1.46 |
| Split, bone-in | | | | | | |
| Fresh | 200 | 2.99 | 20 | 2.99 | 30 | 3.12 |
| Rotisserie | 480 | 7.55 | 400 | 5.30 | 870 | 6.59 |
| Boneless, whole | 400 | 3.99 | 60 | 5.99 | | |
| Cutlets | 1,240 | 4.57 | 470 | 4.69 | 660 | 4.39 |
| Cutlets, thin sliced | 20 | 4.49 | 190 | 4.99 | 80 | 4.00 |
| Strips | 20 | 4.49 | 20 | 4.49 | | |
| Tenders | 1,070 | 4.43 | 300 | 5.08 | 340 | 4.79 |
| Marinated Tenders | 360 | 4.30 | 590 | 4.75 | 650 | 3.96 |
| Drumsticks | 40 | 1.65 | 310 | 1.84 | 200 | 1.50 |
| Thighs | 30 | 1.96 | 240 | 1.92 | 60 | 1.82 |
| Wings | 60 | 1.51 | 330 | 2.04 | 200 | 1.50 |
| Necks | | | 20 | 1.59 | 10 | 1.49 |
| Smoked Drumsticks | 10 | 2.25 | 240 | 2.01 | 40 | 2.33 |
| Smoked Wings | 70 | 1.99 | 240 | 2.01 | 40 | 2.33 |
| Smoked Necks | 30 | 2.08 | 230 | 1.89 | 10 | 2.25 |
| GROUND TURKEY: | 7,710 | 3.53 | 8,070 | 3.34 | 9,190 | 2.96 |
| Patties | 540 | 3.73 | 960 | 3.34 | 590 | 3.25 |
| Sausage | 790 | 3.29 | 1,940 | 3.15 | 970 | 2.91 |
| 85% lean | 1,230 | 2.97 | 220 | 2.42 | 2,500 | 2.02 |
| 93% lean | 2,460 | 3.07 | 3,630 | 3.02 | 3,110 | 2.84 |
| Breast | 2,690 | 4.32 | 1,320 | 4.89 | 2,020 | 4.27 |
| Rolls (frsh/frz 1 lb.) | 200 | 2.73 | 30 | 1.65 | 270 | 2.16 |
| Specialty ^{5/} | | | | | | |
| Patties | 30 | 6.65 | 170 | 4.00 | | |
| 93-94% lean | 190 | 4.24 | 200 | 4.04 | 140 | 3.49 |
| Breast | 10 | 6.99 | 20 | 5.99 | | |

Note: rolls & specialty not included in ground turkey total and weighted average.

This Week's Turkey Feature Highlights

This week retailers focus their attention on items associated with Mother's Day. Feature activity increases again. Whole bird offers are more available this week, but continue to take a back seat to bone-in breasts. Fresh and frozen bone-in breasts are seen at lower prices. Rotisserie breasts are more visible at higher pricing. Cutlet and whole tender offerings increase sharply, price levels are lower. Dark parts occupy less circular space this week; fresh pricing is steady to lower, while smoked parts are mostly higher. Ground turkey advertisements decrease slightly, but there are plenty of grilling options this week. Offers of ground breast garner most circular space, followed closely by 93% lean. Ground breast prices decline, while 93% and 85% lean increase in value. Deli activity slows again this week. Offerings increase on private labeled whole muscle meats, along with processor and private labeled slicing meats. Self-service deli items decrease this week.



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 turkey 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 turkey item (e.g., a retailer with 100 outlets featuring 3 turkey 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.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| | 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/} | 58.0% of 4,400 sampled outlets | | | 35.1% of 6,000 sampled outlets | | | 30.2% of 4,000 sampled outlets | | |
| Special Rate ^{4/} | 0.0% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 6,780 | | | Activity Index = 1,420 | | | Activity Index = 2,100 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| WHOLE BIRDS: | | | | | | | | | |
| Fresh - Hens | 1.59 | 10 | 1.59 | | | | | | |
| " - Toms | | | | | | | | | |
| Frozen - Hens | | | | | | | | | |
| " - Toms | | | | 1.28 | 200 | 1.28 | 1.39 | 10 | 1.39 |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | | | | | | | 1.99 - 2.49 | 20 | 2.22 |
| Frozen | 0.99 - 1.97 | 70 | 1.51 | 1.29 - 1.97 | 300 | 1.80 | 1.29 - 1.89 | 360 | 1.73 |
| Split, bone-in | | | | | | | | | |
| Fresh | 2.99 | 180 | 2.99 | | | | | | |
| Rotisserie | 5.99 - 8.99 | 260 | 7.49 | 8.49 | 50 | 8.49 | 7.99 | 80 | 7.99 |
| Boneless, whole | 3.99 | 400 | 3.99 | | | | | | |
| Cutlets | 3.99 - 5.99 | 1,010 | 4.66 | 5.99 | 20 | 5.99 | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | 3.99 - 5.49 | 540 | 4.21 | | | | 4.33 - 5.45 | 320 | 5.09 |
| Marinated Tenders | 3.73 - 5.33 | 250 | 4.44 | 3.73 - 5.33 | 100 | 4.02 | 3.73 | 10 | 3.73 |
| Drumsticks | | | | 1.49 | 10 | 1.49 | 1.29 - 1.69 | 10 | 1.54 |
| Thighs | 2.29 | 10 | 2.29 | | | | | | |
| Wings | 1.29 | 20 | 1.29 | 1.39 | 10 | 1.39 | 1.29 - 1.69 | 10 | 1.54 |
| Necks | | | | | | | | | |
| Smoked Drumsticks | | | | 2.25 | 10 | 2.25 | | | |
| Smoked Wings | 1.99 | 70 | 1.99 | | | | | | |
| Smoked Necks | 1.99 | 20 | 1.99 | 2.25 | 10 | 2.25 | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 2.99 - 4.99 | 250 | 3.97 | 3.19 - 3.99 | 40 | 3.80 | 2.69 - 3.99 | 50 | 3.38 |
| Sausage | 3.11 - 3.99 | 440 | 3.35 | 2.99 | 10 | 2.99 | 2.40 - 3.79 | 240 | 2.99 |
| 85% lean | 2.33 - 3.19 | 1,140 | 2.98 | 2.33 - 3.19 | 40 | 2.82 | | | |
| 93% lean | 2.68 - 3.45 | 1,570 | 3.10 | 2.80 - 3.45 | 420 | 3.06 | 2.49 - 3.19 | 320 | 2.97 |
| Breast (99-100% lean) | 3.99 - 5.38 | 330 | 5.07 | 4.18 | 200 | 4.18 | 3.27 - 5.29 | 500 | 4.61 |
| Rolls (frsh/frz 1 lb.) | | | | | | | 1.50 - 2.89 | 150 | 2.52 |
| Specialty ^{5/} | | | | | | | | | |
| Patties | 4.99 - 6.99 | 30 | 6.65 | | | | | | |
| 93-94% lean | 3.99 - 4.99 | 170 | 4.24 | | | | 4.29 | 20 | 4.29 |
| Breast | 6.99 | 10 | 6.99 | | | | | | |



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | SOUTHWEST U.S. (CA,HI,NV) | | | NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) | | |
|-------------------------------------|---|---------------------------|------|---------------------------------------|---------------------------|------|---------------------------------------|---------------------------|------|
| Feature Rate ^{1/} | 16.0% of 4,000 sampled outlets | | | 40.8% of 2,900 sampled outlets | | | 34.4% of 1,200 sampled outlets | | |
| Special Rate ^{4/} | 0.0% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 1,030 | | | Activity Index = 1,810 | | | Activity Index = 450 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| WHOLE BIRDS: | | | | | | | | | |
| Fresh - Hens | | | | | | | | | |
| " - Toms | | | | | | | | | |
| Frozen - Hens | | | | 1.00 | 100 | 1.00 | | | |
| " - Toms | | | | 1.00 | 100 | 1.00 | | | |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | | | | | | | 2.28 - 2.29 | 30 | 2.28 |
| Frozen | 1.49 - 1.89 | 180 | 1.64 | 1.59 | 10 | 1.59 | 1.69 | 30 | 1.69 |
| Split, bone-in | | | | | | | | | |
| Fresh | 2.99 | 20 | 2.99 | | | | | | |
| Rotisserie | 2.49 - 7.99 | 90 | 6.80 | | | | | | |
| Boneless, whole | | | | | | | | | |
| Cutlets | 4.49 | 20 | 4.49 | 3.99 | 190 | 3.99 | | | |
| Cutlets, thin sliced | 4.49 | 20 | 4.49 | | | | | | |
| Strips | 4.49 | 20 | 4.49 | | | | | | |
| Tenders | 3.99 | 20 | 3.99 | 3.99 | 190 | 3.99 | | | |
| Marinated Tenders | | | | | | | | | |
| Drumsticks | 1.79 | 20 | 1.79 | | | | | | |
| Thighs | 1.79 | 20 | 1.79 | | | | | | |
| Wings | 1.79 | 20 | 1.79 | | | | | | |
| Necks | | | | | | | | | |
| Smoked Drumsticks | | | | | | | | | |
| Smoked Wings | | | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 3.49 | 30 | 3.49 | 3.49 - 3.50 | 170 | 3.50 | | | |
| Sausage | 2.99 | 40 | 2.99 | 4.29 | 20 | 4.29 | 4.29 | 40 | 4.29 |
| 85% lean | 2.70 - 2.87 | 30 | 2.82 | | | | 2.78 | 20 | 2.78 |
| 93% lean | 2.99 - 3.33 | 60 | 3.02 | 2.79 - 3.49 | 90 | 3.09 | | | |
| Breast (99-100% lean) | 3.99 - 4.79 | 400 | 4.04 | 3.99 - 5.19 | 940 | 4.17 | 3.99 | 320 | 3.99 |
| Rolls (frsh/frz 1 lb.) | 3.33 | 40 | 3.33 | | | | 3.49 | 10 | 3.49 |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | | | | | | | | | |
| Breast | | | | | | | | | |



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Fri. May 11, 2012

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

| | NATIONAL SUMMARY | | | | | | 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) | | |
|--|------------------------|---------|------------------------|---------|------------------------|---------|---|-------|------|--|-------|------|
| | This Week | | Last Week | | Last Year | | 81.4% of 4,400 sampled outlets Activity Index = 12,740 | | | 37.3% of 6,000 sampled outlets Activity Index = 5,930 | | |
| Feature Rate ^{1/} | 60.9% of 22,500 stores | | 66.2% of 22,500 stores | | 76.9% of 19,500 stores | | Price Range (\$/pound) | | | Price Range (\$/pound) | | |
| Activity Index ^{2/} | 37,900 | | 42,850 | | 46,230 | | Summary Stores Wtd Avg | | | Summary Stores Wtd Avg | | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | | | | | | |
| SERVICE DELI - Turkey | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 4,140 | 8.06 | 4,950 | 7.41 | 6,680 | 7.77 | 5.98 - 9.99 | 1,820 | 8.31 | 5.99 - 9.49 | 1,270 | 8.08 |
| Private Brand | 3,510 | 7.42 | 2,670 | 7.68 | 2,280 | 7.53 | 6.99 - 8.99 | 1,820 | 7.49 | 6.99 | 430 | 6.99 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 3,920 | 5.98 | 3,880 | 5.83 | 6,050 | 5.98 | 4.49 - 6.99 | 890 | 5.97 | 4.99 - 6.99 | 430 | 5.51 |
| Private Brand | 4,340 | 6.69 | 3,430 | 7.61 | 2,550 | 6.31 | 5.00 - 6.99 | 1,850 | 6.64 | 4.98 - 6.99 | 270 | 6.62 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 1,180 | 3.82 | 1,170 | 3.91 | 1,170 | 4.09 | 2.99 - 5.98 | 210 | 3.73 | 4.49 - 4.99 | 100 | 4.66 |
| Private Brand | 60 | 3.65 | 210 | 4.74 | | | 3.48 | 40 | 3.48 | 3.99 | 20 | 3.99 |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 270 | 3.54 | 610 | 3.63 | 390 | 3.81 | 3.99 - 4.99 | 100 | 4.65 | | | |
| Private Brand | | | | | | | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 370 | 4.36 | 370 | 4.24 | 450 | 3.65 | 3.59 - 4.99 | 110 | 4.13 | | | |
| Private Brand | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 3,610 | 6.81 | 6,480 | 7.45 | 5,210 | 7.03 | 6.99 - 7.99 | 1,110 | 7.22 | 4.49 - 7.99 | 520 | 6.81 |
| Private Brand | 2,210 | 6.62 | 820 | 7.43 | 670 | 7.18 | 5.99 - 7.49 | 1,690 | 6.75 | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 260 | 6.25 | 240 | 5.75 | 600 | 6.74 | 4.98 - 5.99 | 40 | 5.32 | 6.49 | 210 | 6.49 |
| Private Brand | | | | | 30 | 5.31 | | | | | | |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 6,310 | 3.39 | 7,420 | 3.23 | 7,350 | 3.31 | 2.49 - 3.99 | 1,450 | 3.34 | 2.25 - 3.99 | 1,160 | 3.26 |
| Private Brand | 350 | 3.08 | 1,300 | 2.98 | 2,710 | 2.79 | 2.99 | 120 | 2.99 | | | |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 1,190 | 5.48 | 750 | 5.91 | 1,020 | 5.06 | 4.99 - 6.99 | 130 | 6.80 | 4.99 | 430 | 4.99 |
| Private Brand | | | | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 5,830 | 3.41 | 7,250 | 3.23 | 6,340 | 3.34 | 2.49 - 3.99 | 1,240 | 3.34 | 2.25 - 3.99 | 1,090 | 3.30 |
| Private Brand | 350 | 3.08 | 1,300 | 2.98 | 2,730 | 2.79 | 2.99 | 120 | 2.99 | | | |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats
 Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/11 thru 05/17.
 (prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 11, 2012

| Feature Rate ^{1/} | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | SOUTHWEST U.S. (CA,HI,NV) | | | NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) | | |
|--|--|---------------------------|------|---|---------------------------|------|--------------------------------|---------------------------|------|---------------------------------------|---------------------------|-------|
| | 70.6% of 4,000 sampled outlets | | | 53.7% of 4,000 sampled outlets | | | 68.0% of 2,900 sampled outlets | | | 77.0% of 1,200 sampled outlets | | |
| | Activity Index = 8,440 | | | Activity Index = 4,690 | | | Activity Index = 4,510 | | | Activity Index = 1,590 | | |
| Activity Index ^{2/} | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| SERVICE DELI - Turkey | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 5.99 - 8.99 | 560 | 7.12 | 6.98 - 9.99 | 300 | 8.65 | 6.99 - 8.99 | 180 | 7.13 | 12.99 | 10 | 12.99 |
| Private Brand | 6.99 - 8.99 | 890 | 7.03 | 6.99 - 7.99 | 70 | 7.30 | 7.99 - 8.99 | 300 | 8.82 | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4.48 - 6.99 | 1,640 | 5.83 | 4.99 - 6.99 | 430 | 6.14 | 5.99 - 7.99 | 280 | 7.29 | 4.99 - 6.99 | 250 | 6.01 |
| Private Brand | 4.98 - 6.99 | 1,010 | 6.48 | 5.99 - 7.99 | 710 | 6.79 | 6.99 - 7.49 | 290 | 7.06 | 7.49 | 210 | 7.49 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 2.99 - 3.99 | 410 | 3.75 | 3.49 - 4.99 | 300 | 3.81 | 2.99 - 3.99 | 130 | 3.49 | 3.98 - 4.99 | 30 | 4.20 |
| Private Brand | | | | | | | | | | | | |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 2.99 | 10 | 2.99 | 2.47 | 50 | 2.47 | 2.69 - 3.48 | 110 | 3.05 | | | |
| Private Brand | | | | | | | | | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 3.98 - 5.99 | 60 | 4.44 | 2.97 - 4.99 | 180 | 4.52 | | | | 3.98 | 20 | 3.98 |
| Private Brand | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 4.99 - 8.99 | 710 | 7.01 | 4.99 - 7.99 | 860 | 6.48 | 5.99 - 8.49 | 400 | 6.08 | 6.49 | 10 | 6.49 |
| Private Brand | 5.99 - 8.99 | 500 | 6.12 | 7.99 | 20 | 7.99 | | | | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4.98 | 10 | 4.98 | | | | | | | | | |
| Private Brand | | | | | | | | | | | | |
| SELF-SERVICE DELI (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.25 - 3.99 | 1,200 | 3.13 | 2.47 - 3.00 | 860 | 3.45 | 2.48 - 3.99 | 1,230 | 3.69 | 2.50 - 3.99 | 410 | 3.74 |
| Private Brand | 3.29 - 3.69 | 60 | 3.51 | | | | 2.99 | 170 | 2.99 | | | |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 4.44 - 5.77 | 300 | 5.47 | 4.99 - 5.77 | 70 | 5.44 | 4.49 | 20 | 4.49 | 4.49 - 5.99 | 240 | 5.74 |
| Private Brand | | | | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.25 - 3.99 | 1,020 | 3.13 | 2.47 - 3.00 | 840 | 3.46 | 2.48 - 3.99 | 1,230 | 3.69 | 2.50 - 3.99 | 410 | 3.74 |
| Private Brand | 3.29 - 3.69 | 60 | 3.51 | | | | 2.99 | 170 | 2.99 | | | |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)