



# USDA Weekly Retail Chicken Feature Activity

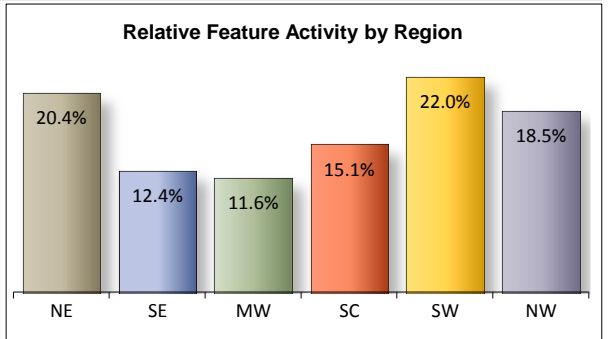
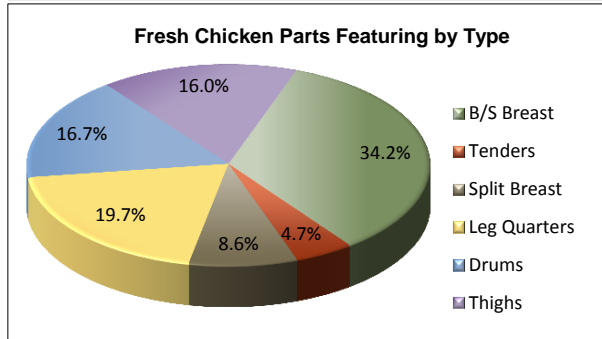
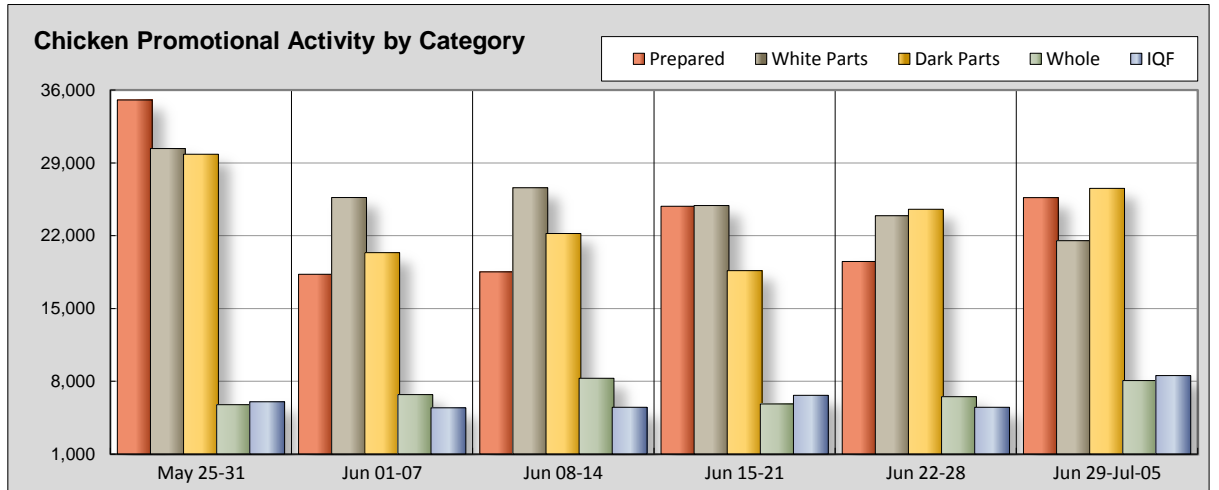
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/29 thru 07/05.  
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 29, 2012

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	87.1% of 22,500 outlets	85.7% of 22,500 outlets	95.1% of 19,500 outlets
<b>Special Rate</b> <sup>4/</sup>	23.9%	13.2%	24.4%
<b>Activity Index</b> <sup>2/</sup>	91,150	80,840	83,580
<b>WHOLE BIRD:</b>	Stores <sup>3/</sup> Wtd Avg	Stores /3 Wtd Avg	Stores /3 Wtd Avg
bagged fryer	4,570 1.19	4,310 1.12	2,770 1.09
cut-up fryer	1,970 1.47	1,220 1.37	1,130 1.36
bagged roaster	560 1.15	730 1.23	690 1.27
Cornish (frs/frz)	960 2.40	250 2.44	190 2.36
<b>PARTS:</b>			
<b>Bnls/Sknls Breast</b>			
regular pack	5,950 2.47	7,210 2.97	5,000 2.62
value pack	4,250 2.34	3,080 2.46	4,740 2.10
thin sliced	2,780 3.81	3,390 4.33	2,290 3.95
marinated	1,140 3.64	530 3.68	1,070 3.64
<b>Breast Tenders</b>			
regular pack	1,590 3.06	2,930 3.86	1,760 3.34
value pack	360 2.91	130 2.50	290 2.54
<b>Split, bn-in Breast</b>			
regular pack	1,920 1.61	1,530 1.44	930 1.41
value pack	1,640 1.26	3,480 1.33	1,470 1.19
<b>Whole Wings</b>	1,880 2.26	1,630 2.35	2,920 1.67
<b>Leg Quarters</b>			
tray pack	6,230 0.90	3,210 0.92	4,480 0.99
bagged	1,910 0.63	1,000 0.68	2,750 0.66
<b>Legs</b>	210 1.44	920 1.34	460 1.35
<b>Thighs</b>			
regular pack	3,080 1.31	1,430 1.20	1,710 1.31
value pack	3,530 1.23	7,220 1.09	4,140 1.16
<b>Drumsticks</b>			
regular pack	3,170 1.29	1,360 1.18	1,720 1.31
value pack	3,700 1.22	7,160 1.11	4,710 1.17
<b>Bnls/Sknls Thighs</b>			
regular pack	2,730 2.54	1,560 2.55	2,670 2.15
value pack	1,980 2.59	670 2.67	720 2.59
<b>9-pc Combos</b>			
drum-thigh-breast	40 1.52	330 1.50	520 1.14
drum-thigh-wing	810 1.14	560 1.22	380 1.40
<b>IQF</b>			
<b>B/S Breast</b>	4,870 2.55	3,090 2.37	3,510 2.47
<b>Tenders</b>	2,230 2.87	1,410 2.49	1,530 2.40
<b>Wings</b>	1,130 2.17	290 2.30	1,930 2.23
<b>Party Wings</b>	310 2.32	700 2.65	770 1.83

### This Week's Chicken Feature Highlights

Featuring of chicken rises sharply headed into the new month and Independence Day Holiday, incentives to purchase climb to last year's levels. Bagged and cut-up fryers raise volume as well as price, Cornish reappear for something different on the grill. B/S breast and tenders lower prices, incentives to purchase abound in this category. Split breast rise in exposure, bulk packs are the best option. Leg quarters are not hard to find, offerings double, prices decline slightly. Thighs and drums are up to their old tricks. B/S thighs increase offerings, bulk packs offer a slight discount. IQF returns, nothing exciting here. Rotisserie bows out, fried/baked, bulk, and wings are ready to go in the deli for those that refuse to cook. Specialty and organic raise volume. All the parts to the puzzle have fallen into place, payday, a new month and the holiday. The only question is how will the ad period play out with a day off in the middle of next week? Producers, retailers, and consumers will all wonder until the next ad cycle rolls around.



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

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **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 06/29 thru 07/05.**

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

Fri. Jun 29, 2012

		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/		81.2% of 4,400 sampled outlets 38.9% of stores w/ no-price promotions Activity Index = 17,330				91.2% of 6,000 sampled outlets 38.4% of stores w/ no-price promotions Activity Index = 13,890				86.9% of 4,000 sampled outlets 16.1% of stores w/ no-price promotions Activity Index = 7,990			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.99 - 1.59		920	1.28	0.69 - 1.39		1,640	1.24	0.89 - 1.75		540	1.04
cut-up fryer		0.99 - 1.49		1,080	1.40	0.99 - 1.49		100	1.39	0.99 - 1.69		80	1.26
bagged roaster		0.95 - 1.39		380	1.15	0.99		40	0.99	1.19 - 1.28		100	1.27
Cornish (frs/frz)		2.49		640	2.49	2.49 - 2.66		90	2.53	2.17 - 2.54		60	2.41
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack		1.99 - 3.99	1.79 - 3.99	1,290	2.47	1.99 - 3.99	1.58 - 3.99	1,560	2.30	1.49 - 3.99	1.68 - 2.99	730	2.82
value pack		2.39 - 2.48	1.97 - 2.99	1,380	2.25		1.99 - 2.99	270	2.02	1.98 - 3.29	1.69 - 2.99	650	2.37
thin sliced		3.49 - 4.99	2.99 - 4.49	750	3.88	2.80 - 3.99	2.80 - 3.99	1,180	3.89		2.69 - 3.99	130	3.54
marinated			3.89 - 6.99	440	4.68						1.25 - 4.29	230	3.23
<b>Breast Tenders</b>													
regular pack		3.99 - 5.49	1.99 - 4.49	490	3.86	2.35 - 2.80	2.80 - 3.99	600	2.57		1.98	20	1.98
value pack							1.99	10	1.99	1.98	2.89 - 2.99	40	2.54
<b>Split, bn-in Breast</b>													
regular pack		0.99 - 1.99	0.99 - 1.99	610	1.41	0.99 - 2.50	0.98 - 1.39	290	1.27	0.99 - 1.79	0.99 - 1.79	510	1.39
value pack		0.99	0.99 - 1.55	340	1.21	0.95 - 1.49	0.99 - 1.58	490	1.08	1.39 - 1.69	0.88 - 1.49	130	1.37
<b>Whole Wings</b>		1.99 - 2.99	1.15 - 2.69	700	2.30	1.89 - 2.99	1.98 - 2.69	140	2.51	1.58 - 2.69	1.95 - 2.49	350	2.33
<b>Leg Quarters</b>													
tray pack		0.71 - 0.99	0.79 - 1.15	1,550	0.91		0.69 - 0.99	2,440	0.86	0.89 - 0.99	0.69 - 0.99	660	0.86
bagged		0.89	0.48 - 0.69	200	0.70	0.59 - 0.89	0.59 - 0.79	490	0.69	0.69 - 0.75	0.59 - 0.79	210	0.63
<b>Legs</b>		0.69 - 1.19	1.29 - 1.39	150	1.25		1.39	20	1.39				
<b>Thighs</b>													
regular pack		1.19 - 1.99	0.99 - 1.39	680	1.35	0.98 - 0.99	0.95 - 1.39	820	0.99	1.19 - 1.99	0.79 - 1.49	270	1.72
value pack		0.67 - 1.49	0.77 - 1.59	1,390	1.27	0.67 - 1.17	0.88 - 1.49	250	1.19	0.99 - 1.29	0.89 - 1.37	840	1.16
<b>Drumsticks</b>													
regular pack		1.19 - 1.99	0.99 - 1.39	680	1.36	0.98 - 0.99	0.95 - 1.39	820	0.99	1.19 - 1.99	0.75 - 1.49	390	1.47
value pack		0.67 - 1.49	0.77 - 1.59	1,410	1.27	0.67 - 1.17	0.88 - 1.49	290	1.21	0.99 - 1.29	0.89 - 1.37	850	1.16
<b>Bnls/Sknls Thighs</b>													
regular pack		1.97 - 2.69	2.49 - 3.29	480	2.54	1.99	2.49 - 2.99	1,500	2.69	1.87 - 1.99	2.49	200	1.95
value pack			1.99 - 2.99	690	2.24		1.99 - 2.77	300	2.53	1.98		20	1.98
<b>9-pc Combos</b>													
drum-thigh-breast			1.57	10	1.57					1.50		30	1.50
drum-thigh-wing		1.79	1.79	30	1.79	1.29 - 1.58	0.99	80	1.32	1.29		10	1.29
IDF	<b>B/S Breast</b>	2.00 - 2.33	1.66 - 2.66	470	2.07	2.00 - 2.80	1.66 - 2.00	220	2.36	1.66 - 3.00	1.40 - 2.80	580	1.98
	<b>Tenders</b>		2.66 - 5.99	290	4.66	2.80	2.00	90	2.64	1.66	1.99 - 2.80	230	1.97
	<b>Wings</b>		1.66 - 2.66	250	2.43		1.66 - 2.00	80	1.96	2.25	1.75 - 2.40	120	2.28
	<b>Party Wings</b>		1.60 - 2.00	30	1.67		2.00	80	2.00		2.00	10	2.00



**USDA Weekly Retail Chicken Feature Activity**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/29 thru 07/05.**

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

Fri. Jun 29, 2012

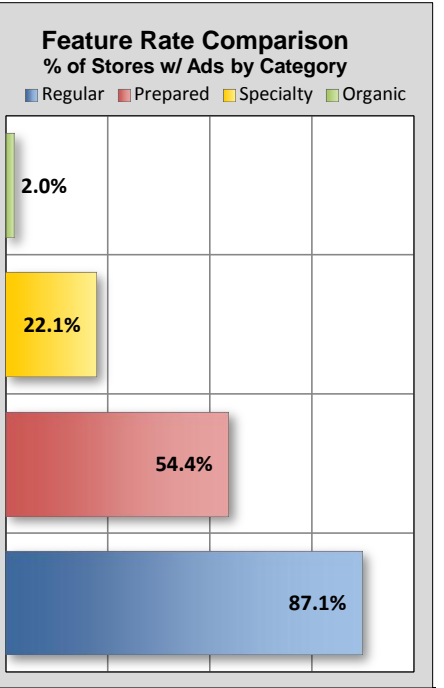
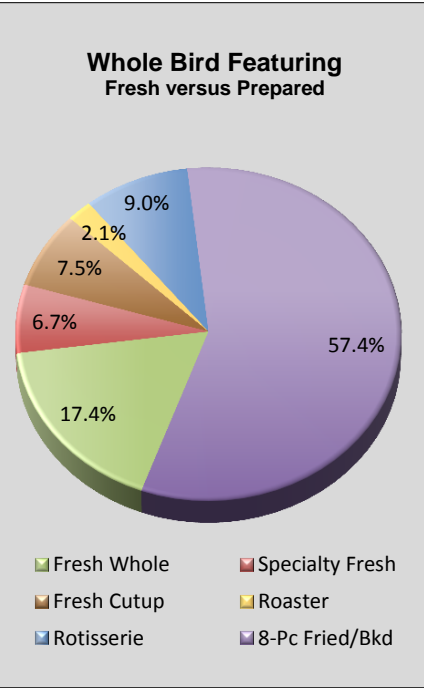
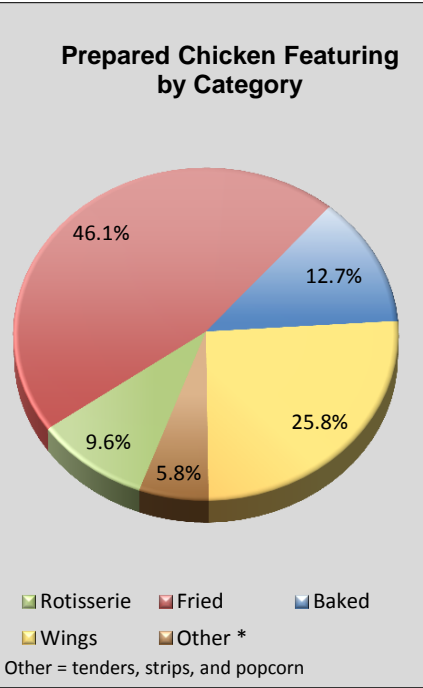
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		88.7% of 4,000 sampled outlets 10.8% of stores w/ no-price promotions Activity Index = 10,110				89.1% of 2,900 sampled outlets 6.9% of stores w/ no-price promotions Activity Index = 12,770				79.6% of 1,200 sampled outlets 7.8% of stores w/ no-price promotions Activity Index = 3,410			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.69 - 1.49		370	1.01	0.88 - 1.79		1,050	1.18	0.99 - 1.54		50	1.34
cut-up fryer		0.99 - 1.49		190	1.32	1.39 - 1.99		440	1.81	0.88 - 1.29		80	1.08
bagged roaster		0.99		40	0.99								
Cornish (frs/frz)						1.99		170	1.99				
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack		1.99 - 3.49	1.67 - 2.99	1,150	2.56	3.99	1.59 - 2.49	990	2.50	3.49	1.88 - 1.99	230	1.96
value pack		1.99 - 2.99	1.69 - 2.99	540	2.40	3.99	1.59 - 2.99	940	2.28	1.99	1.99 - 2.99	470	2.79
thin sliced		4.79	2.39 - 3.99	170	4.42		2.49	40	2.49		2.99 - 3.99	510	3.49
marinated			2.40 - 4.49	220	3.34		1.27 - 2.40	230	2.21		3.49 - 6.69	20	5.01
<b>Breast Tenders</b>													
regular pack		2.35 - 4.49	1.98 - 2.99	480	2.91								
value pack										2.99		310	2.99
<b>Split, bn-in Breast</b>													
regular pack		1.48 - 1.69	1.59 - 1.99	210	1.69	1.59 - 2.69		300	2.64				
value pack		0.77 - 1.49	0.98 - 1.49	350	1.28	1.49	1.39	280	1.49		1.49 - 1.79	50	1.71
<b>Whole Wings</b>		1.99	1.98 - 1.99	110	1.98	1.99	1.99	180	1.99	2.49	1.99	400	2.24
<b>Leg Quarters</b>													
tray pack		0.69 - 1.29	0.77 - 0.99	730	0.92	0.99	0.79 - 1.29	790	1.03		0.89 - 1.09	60	0.94
bagged			0.39 - 0.69	870	0.58	0.67 - 0.69	0.59	110	0.65		0.69 - 0.98	30	0.88
<b>Legs</b>						2.19 - 2.29		40	2.21				
<b>Thighs</b>													
regular pack		0.99 - 1.69	0.99 - 1.49	550	1.28	0.99 - 2.19	0.95 - 1.29	710	1.49	1.29 - 1.49		50	1.33
value pack		0.99 - 1.29	0.67 - 1.69	770	1.14	1.79 - 2.29		50	2.10	1.29	0.99 - 1.39	230	1.37
<b>Drumsticks</b>													
regular pack		0.99 - 1.69	0.99 - 1.49	550	1.28	0.99 - 1.99	0.95 - 1.29	680	1.46	1.29 - 1.49		50	1.33
value pack		0.99 - 1.29	0.58 - 1.69	830	1.12	1.79 - 2.29	0.69 - 0.79	80	1.57	1.29	0.99 - 1.39	240	1.35
<b>Bnls/Sknls Thighs</b>													
regular pack		1.99 - 2.79		70	2.24		1.98 - 1.99	250	1.98		2.69 - 2.99	230	2.73
value pack			2.99	90	2.99	4.19	2.49 - 2.99	640	2.84		2.49 - 2.99	240	2.91
<b>9-pc Combos</b>													
drum-thigh-breast													
drum-thigh-wing		0.98		10	0.98	0.99 - 2.29		560	1.07	1.29	0.98 - 1.28	120	1.15
IDF	<b>B/S Breast</b>	2.40	2.00 - 2.80	910	2.64	2.40 - 3.20	1.66 - 2.80	2,670	2.74		2.80	20	2.80
	<b>Tenders</b>	2.40	2.33 - 3.20	750	2.74	2.40 - 3.20	2.33 - 2.80	850	2.63		2.80	20	2.80
	<b>Wings</b>	2.00	2.00	110	2.00		1.75 - 2.33	570	2.08				
	<b>Party Wings</b>		2.00	40	2.00	2.80	2.40	150	2.74				



**USDA Weekly Retail Chicken Feature Activity - Prepared Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/29 thru 07/05.**  
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Jun 29, 2012

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	54.4% of 22,500 outlets		51.5% of 22,500 outlets		71.0% of 19,500 outlets	
<b>Activity Index</b> <sup>3/</sup>	<b>25,650</b>		<b>19,510</b>		<b>26,330</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>ROTISSERIE:</b>						
Whole Bird						
< 2 lbs.	2,110	6.10	6,080	6.03	2,380	5.09
2.1-3.0 lbs.	260	7.05	1,340	6.35	290	6.71
Whole Breast	10	7.99	330	8.48		
Leg Quarter	80	1.24	410	1.57	40	1.48
<b>FRIED &amp; BAKED:</b>						
Fried 8-Piece Mix	8,240	6.56	2,790	6.86	6,300	5.92
Baked 8-Piece Mix	3,260	6.25	440	6.12	2,220	5.80
F/B 8-Piece Dark	610	5.32	520	5.60	780	5.50
F/B 12-Piece	1,480	11.14	170	10.30	990	9.60
Bulk Pack (\$/piece)	1,500	0.77	840	0.72	4,880	0.67
<b>Wings:</b> bone-in	4,690	5.13	1,410	5.28	5,690	6.22
boneless	1,930	4.25	610	5.19	2,140	4.90
<b>Tenders</b>	1,340	4.99	4,340	5.66	460	5.78
<b>Strips</b>	140	5.74	100	4.72	160	5.80
<b>Popcorn</b>			130	7.91		



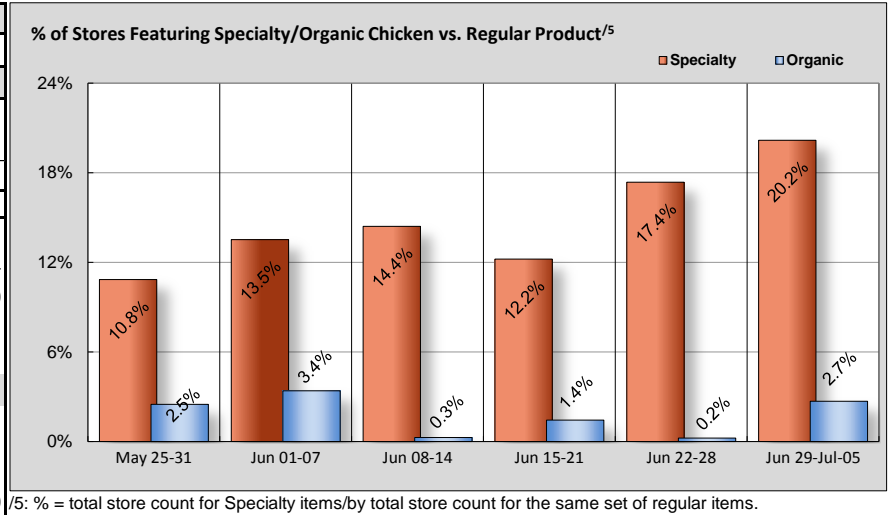
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.																																						
<b>Feature Rate</b> <sup>1/</sup>	54.7% of 4,400 sampled outlets									45.9% of 6,000 sampled outlets									49.8% of 4,000 sampled outlets									56.8% of 4,000 sampled outlets									72.3% of 2,900 sampled outlets									59.6% of 1,200 sampled outlets								
<b>Activity Index</b> <sup>3/</sup>	Activity Index = 4,600									Activity Index = 4,480									Activity Index = 3,630									Activity Index = 5,860									Activity Index = 5,050									Activity Index = 2,030								
	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	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg																											
<b>ROTISSERIE:</b>																																																						
Whole Bird																																																						
< 2 lbs.	4.98 - 6.99	690	5.70	3.99 - 7.49	630	6.78	3.99 - 7.99	450	5.57	4.99 - 7.49	210	6.23	5.99 - 6.99	60	6.57	5.99 - 6.99	70	6.58																																				
2.1-3.0 lbs.	7.49	190	7.49				6.49	20	6.49	3.99	30	3.99	7.99	10	7.99	7.99	10	7.99																																				
Whole Breast																																																						
Leg Quarter	1.48	40	1.48				1.00	10	1.00	1.00	30	1.00																																										
<b>FRIED &amp; BAKED:</b>																																																						
Fried 8-Piece Mix	3.99 - 10.00	1,440	7.32	4.99 - 6.99	2,200	6.31	4.98 - 8.99	1,110	6.36	4.99 - 8.49	1,820	6.57	4.98 - 6.99	1,420	6.33	5.99 - 7.95	250	6.45																																				
Baked 8-Piece Mix	5.99 - 10.00	80	7.25	5.99 - 6.99	260	6.39	5.99 - 6.99	540	6.11	3.99 - 8.49	1,120	6.34	5.49 - 6.99	1,100	6.13	4.99 - 6.99	160	6.25																																				
F/B 8-Piece Dark	5.00 - 5.99	220	5.40	3.99 - 5.99	140	4.89	4.80 - 6.99	160	5.76	4.66	30	4.66	3.99 - 5.99	60	5.15																																							
F/B 12-Piece	10.99 - 12.99	630	12.62	8.99 - 12.99	270	10.31	9.99 - 11.99	90	11.21	9.98 - 12.99	250	11.43	7.48 - 8.98	70	8.80																																							
Bulk Pack (\$/piece)	0.59 - 0.75	230	0.66	0.63 - 0.87	120	0.67	0.45 - 1.19	350	0.92	0.63 - 1.00	300	0.87	0.60 - 0.63	170	0.62	0.69 - 0.80	330	0.70																																				
<b>Wings:</b> bone-in	3.99 - 6.99	810	5.91	4.98 - 5.00	420	4.99	3.98 - 6.49	630	5.07	3.99 - 6.00	1,150	5.03	3.99 - 6.00	1,250	4.86	3.99 - 6.00	430	4.97																																				
boneless	3.33 - 4.99	170	4.43	4.44 - 4.99	370	4.92	3.99 - 5.99	100	4.90	3.33 - 4.99	420	3.87	4.44	550	4.44	3.33	320	3.33																																				
<b>Tenders</b>	4.99 - 6.99	100	5.12	4.88 - 5.99	70	5.19	3.99 - 5.99	170	4.57	3.99 - 6.99	490	5.10	4.49 - 4.99	200	4.95	5.00	310	5.00																																				
<b>Strips</b>																																																						
<b>Popcorn</b>							2.00	10	2.00	5.99	120	5.99	6.49	10	6.49																																							



**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 06/29 thru 07/05.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 29, 2012

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate <sup>1/</sup></b>	22.1% of 22,500 outlets	21.1% of 22,500 outlets	17.4% of 19,500 outlets	2.0% of 22,500 outlets	0.2% of 22,500 outlets	0.7% of 19,500 outlets
<b>Activity Index <sup>3/</sup></b>	<b>8,490</b>	<b>7,920</b>	<b>7,690</b>	<b>1,020</b>	<b>100</b>	<b>100</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,750 1.87	570 1.69	740 1.57			
Bnls/Sknls Breast	2,030 4.98	3,120 5.00	2,980 4.60	130 7.44	40 7.99	80 8.24
Breast Tenders	1,130 5.27	2,230 4.50	1,410 4.66	10 9.99	10 7.99	10 7.99
Split, bn-in Breast	420 2.43	80 2.65	370 2.84		10 5.00	
Whole Wings	50 2.33		60 1.68	200 2.99		
Leg Quarters	110 1.29	50 1.35	220 1.30	-- --	-- --	-- --
Legs	20 1.39	60 1.93	40 1.35			
Thighs	540 1.70	710 1.84	580 1.56	200 2.99		
Drumsticks	760 1.74	760 1.80	590 1.54	480 2.48	40 2.99	
B/S Thighs	1,680 3.23	340 3.94	700 3.55			10 4.99



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
<b>Feature Rate <sup>1/</sup></b>	35.0% of 4,400 sampled outlets			23.8% of 6,000 sampled outlets			19.1% of 4,000 sampled outlets			16.6% of 4,000 sampled outlets			4.4% of 2,900 sampled outlets			36.3% of 1,200 sampled outlets			
<b>Activity Index <sup>3/</sup></b>	<b>Activity Index = 2,950</b>			<b>Activity Index = 2,520</b>			<b>Activity Index = 940</b>			<b>Activity Index = 1,040</b>			<b>Activity Index = 210</b>			<b>Activity Index = 830</b>			
	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	0.99 - 2.59	420	1.72	0.99 - 1.99	1,080	1.96	1.29 - 2.29	170	1.84	1.49	40	1.49	1.89 - 1.99	30	1.89	1.99	10	1.99	
Bnls/Sknls Breast	2.99 - 7.99	680	5.82	3.49	80	3.49	2.99 - 5.49	250	4.23	2.99 - 5.99	550	4.71	2.99 - 5.99	70	3.36	3.99 - 5.99	400	4.97	
Breast Tenders	5.99 - 7.99	420	6.16				4.29 - 5.49	120	4.52	4.50 - 5.99	240	5.35				3.99 - 4.99	350	4.39	
Split, bn-in Breast	1.79 - 3.99	200	2.34	0.99	40	0.99	1.19 - 2.00	80	1.56	3.49 - 3.99	60	3.76	3.99	40	3.99				
Whole Wings	2.33	50	2.33																
Leg Quarters							1.29	100	1.29	1.29	10	1.29							
Legs							1.29	10	1.29				1.49	10	1.49				
Thighs	0.99 - 2.49	390	1.74	0.99	40	0.99	1.19 - 1.89	30	1.40	1.89	60	1.89				2.29	20	2.29	
Drumsticks	0.99 - 2.49	550	1.76	0.99	40	0.99	1.19 - 1.89	30	1.40	1.89	60	1.89	1.29 - 2.39	40	2.39	1.29 - 2.29	40	1.64	
B/S Thighs	2.49 - 2.99	240	2.86	2.48 - 3.49	1,240	3.33	1.49 - 2.89	150	2.64	4.50	20	4.50	3.99	20	3.99	3.99	10	3.99	
<b>ORGANIC</b>	5.8% of 4,400 sampled outlets			3.2% of 6,000 sampled outlets			0.0% of 4,000 sampled outlets			0.0% of 4,000 sampled outlets			0.0% of 2,900 sampled outlets			0.8% of 1,200 sampled outlets			
	<b>Activity Index = 410</b>			<b>Activity Index = 30</b>			<b>Activity Index = 570</b>			<b>Activity Index = 0</b>			<b>Activity Index = 0</b>			<b>Activity Index = 10</b>			
Whole Fryer																			
Bnls/Sknls Breast	7.99	120	7.99														0.80	10	0.80
Breast Tenders	9.99	10	9.99																
Split, bn-in Breast																			
Whole Wings				2.99	10	2.99	2.99	190	2.99										
Legs																			
Thighs				2.99	10	2.99	2.99	190	2.99										
Drumsticks	1.99 - 2.99	280	2.12	2.99	10	2.99	2.99	190	2.99										
B/S Thighs																			

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/>.