



USDA Weekly Retail Chicken Feature Activity

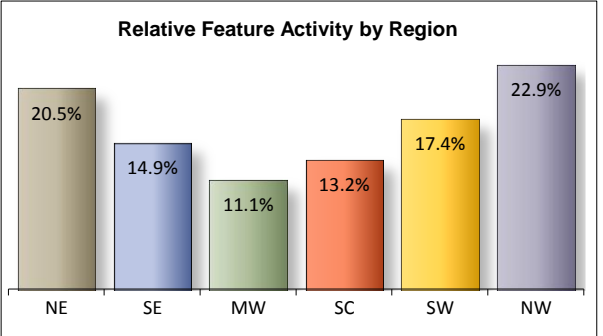
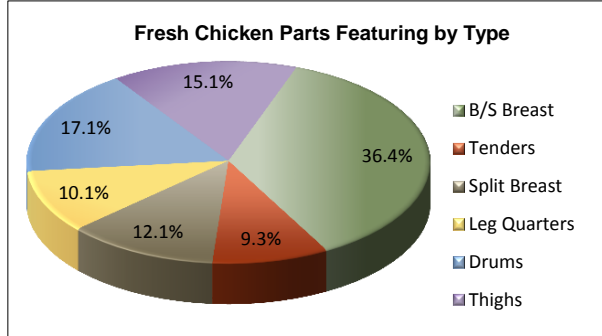
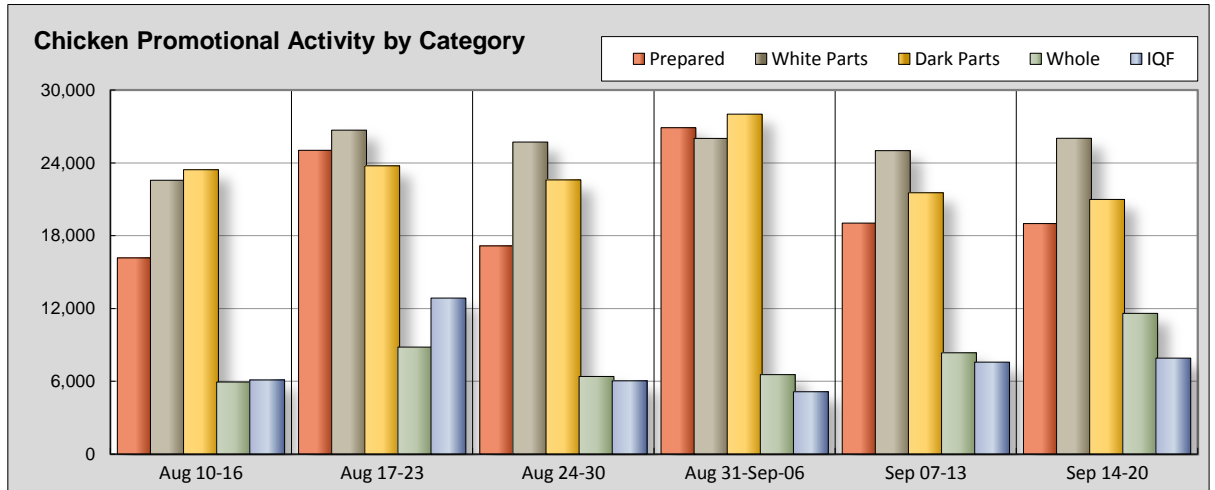
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 14, 2012

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	88.2% of 22,500 outlets		87.4% of 22,500 outlets		96.6% of 19,500 outlets	
Special Rate ^{4/}	18.5%		22.2%		15.1%	
Activity Index ^{2/}	86,030		81,910		81,000	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	7,390	1.06	3,850	1.05	3,430	1.03
cut-up fryer	1,270	1.42	910	1.50	1,030	1.23
bagged roaster	1,620	1.14	3,190	1.20	1,360	1.02
Cornish (frs/frz)	1,310	2.25	390	2.28	1,160	2.13
PARTS:						
Bnls/Sknls Breast						
regular pack	5,850	2.95	6,630	2.88	7,040	2.81
value pack	4,930	2.38	4,340	2.45	4,100	2.48
thin sliced	4,740	4.05	2,910	3.88	3,490	3.85
marinated	500	3.76	810	3.94	930	2.98
Breast Tenders						
regular pack	3,470	3.78	2,410	3.43	4,380	3.81
value pack	610	3.21	840	3.19	500	2.89
Split, bn-in Breast						
regular pack	3,930	1.36	3,480	1.47	2,780	1.61
value pack	1,370	1.53	2,180	1.55	2,100	1.38
Whole Wings	620	2.50	1,400	2.10	3,960	2.01
Leg Quarters						
tray pack	3,600	1.01	2,030	0.97	4,020	0.87
bagged	820	0.70	230	0.63	2,050	0.57
Legs	70	1.01	710	1.21	420	1.00
Thighs						
regular pack	2,020	1.34	2,420	1.41	1,680	1.47
value pack	4,620	1.12	5,400	1.16	4,070	1.06
Drumsticks						
regular pack	2,070	1.34	2,040	1.49	1,810	1.45
value pack	5,440	1.10	5,370	1.15	4,250	1.06
Bnls/Sknls Thighs						
regular pack	1,260	2.56	1,220	2.43	1,400	2.14
value pack	1,080	2.72	2,110	2.26	800	2.33
9-pc Combos						
drum-thigh-breast	210	2.02	240	1.66	40	1.48
drum-thigh-wing	340	1.35	200	1.59	410	1.37
IQF						
B/S Breast	4,370	2.28	4,150	2.39	2,610	2.33
Tenders	2,300	2.35	2,910	2.42	1,910	2.37
Wings	420	2.68	380	2.68	1,150	2.37
Party Wings	810	2.38	130	2.40	390	1.98

This Week's Chicken Feature Highlights

National summary totals rise slightly with the exception of a slightly lower but respectable special rate, which is led by the prepared chicken category this week. Bagged fryers settle at near record volumes this cycle, pricing is steady; cut-up and cornish make a run at shoppers with a drop in price. B/S breast and tenders hold or increase offerings, pricing is nothing special, look to split breast for a slightly better deal. Leg quarters feel a price increase is due. Thighs and drums drop lower. IQF increase volume, pricing generally moves a tad lower. The deli pushes whole rotisserie, baked 8 pc, and tenders. Specialty chicken is on schedule, organic for some reason retreats. There is a change coming in retailers marketing plans as traditional items begin to drift into most areas. Competition for the food dollar is about to get more intense as the seasons begin to change outside and inside your local food store.



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 09/14 thru 09/20.

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

Fri. Sep 14, 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/		92.1% of 4,400 sampled outlets 31.4% of stores w/ no-price promotions Activity Index = 17,970				89.9% of 6,000 sampled outlets 15.6% of stores w/ no-price promotions Activity Index = 15,930				83.9% of 4,000 sampled outlets 20.4% of stores w/ no-price promotions Activity Index = 6,930			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.49		1,300	1.08	0.79 - 1.39		2,840	1.04	0.79 - 1.48		610	1.06
cut-up fryer		0.99 - 1.59		610	1.48	1.38 - 1.59		160	1.46	0.99 - 1.49		170	1.09
bagged roaster		0.99 - 1.79		1,520	1.13	1.29 - 1.39		70	1.33	0.99 - 1.42		10	1.17
Cornish (frs/frz)		1.99 - 2.99		970	2.47	2.22 - 2.49		90	2.44	2.22 - 2.55		20	2.43
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		1.88 - 4.99	1.68 - 3.99	1,490	3.45	1.98 - 2.99	1.59 - 3.99	1,960	2.58	1.88 - 3.99	1.49 - 2.99	670	2.27
value pack		1.88 - 2.93	1.79 - 2.99	2,120	2.36		1.98 - 2.99	220	2.36	3.29	1.88 - 2.99	360	2.25
thin sliced		2.99 - 5.99	3.49 - 4.79	1,350	4.18	2.98 - 3.99	3.49 - 4.19	1,810	3.87	3.42 - 4.49	2.28 - 2.99	120	4.04
marinated			2.69 - 5.99	290	4.11						2.89 - 2.99	170	2.98
Breast Tenders													
regular pack		3.49 - 5.99	2.30 - 4.79	1,120	4.04	2.49 - 2.98	2.99 - 3.99	930	3.13	2.49 - 4.49	2.89 - 3.19	150	3.89
value pack			2.49 - 2.99	20	2.81		1.99	80	1.99		1.99	10	1.99
Split, bn-in Breast													
regular pack		1.49 - 2.49	0.89 - 1.99	790	1.64	0.97 - 1.49	0.99 - 1.77	1,170	1.33	0.99 - 1.49	0.99 - 1.49	680	1.09
value pack		1.00 - 1.59	1.19 - 1.79	440	1.62		1.19 - 1.49	100	1.43		0.99 - 1.25	280	1.18
Whole Wings			2.19 - 2.47	50	2.26		2.19 - 2.47	210	2.45	1.99	1.95 - 2.69	60	2.16
Leg Quarters													
tray pack		0.79 - 0.99	0.58 - 1.79	1,140	1.07	0.99	0.78 - 0.99	800	0.97	0.89 - 1.29	0.59 - 0.99	160	0.95
bagged		0.89	0.59 - 1.19	60	0.90	0.89	0.58 - 0.69	90	0.67		0.59 - 0.89	200	0.67
Legs		0.79	0.69 - 0.79	40	0.77								
Thighs													
regular pack		1.39 - 1.79	0.88 - 1.29	120	1.45	0.99 - 1.49	0.99	550	1.03	0.99 - 1.49	0.99 - 1.29	220	1.07
value pack		0.78 - 1.49	0.79 - 1.37	1,600	1.14	0.78 - 1.00	0.99 - 1.49	900	1.13	0.99 - 1.39	0.99 - 1.19	310	1.19
Drumsticks													
regular pack		1.39 - 1.49	0.88 - 1.29	120	1.43	0.99 - 1.49	0.99	620	1.06	0.99 - 1.19	0.89 - 1.29	210	1.05
value pack		0.78 - 1.49	0.79 - 1.37	1,670	1.13	0.78 - 1.39	0.88 - 1.37	1,000	1.12	0.99 - 1.39	0.68 - 1.29	430	1.06
Bnls/Sknls Thighs													
regular pack		1.39	1.99 - 3.49	190	3.26	2.49 - 2.99	1.99 - 3.49	220	2.96	1.99 - 3.42	1.69 - 2.69	170	2.64
value pack			1.99 - 2.99	140	2.70		1.99 - 2.99	300	2.63		1.88 - 2.49	20	2.19
9-pc Combos													
drum-thigh-breast							1.79	10	1.79	1.30 - 2.52	1.79 - 2.49	130	2.20
drum-thigh-wing			1.28 - 1.79	140	1.52	1.38 - 1.49	0.99 - 1.18	190	1.23				
IDF	B/S Breast		1.99 - 2.33	380	2.25	2.80	1.66 - 2.80	700	2.34	1.86 - 3.20	1.49 - 2.33	890	2.15
	Tenders		2.33	290	2.33		2.33 - 2.99	470	2.49	1.86 - 3.20	1.99 - 2.33	870	2.23
	Wings										2.33	10	2.33
	Party Wings	3.00		10	3.00		1.69 - 1.99	440	1.98				



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.

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

Fri. Sep 14, 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/		85.6% of 4,000 sampled outlets 19.9% of stores w/ no-price promotions Activity Index = 9,610				89.2% of 2,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 10,890				86.3% of 1,200 sampled outlets 18.8% of stores w/ no-price promotions Activity Index = 5,710			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.29		930	1.06	0.77 - 2.19		1,020	0.98	0.99 - 1.29		690	1.25
cut-up fryer		1.38 - 1.39		10	1.38	1.47		280	1.47	1.49		40	1.49
bagged roaster		0.99		20	0.99								
Cornish (frs/frz)		2.08 - 2.80		60	2.44	0.79		170	0.79				
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	1.19 - 3.99	1,010	2.52		2.79 - 3.99	330	3.71	2.00 - 4.99	1.78 - 1.98	390	4.51
value pack		1.87 - 1.88	1.69 - 2.99	950	2.35	1.99	1.99 - 3.99	940	2.37	2.80 - 3.99	1.98 - 2.88	340	2.70
thin sliced		1.99 - 4.99	2.99 - 3.99	590	3.28	5.99	3.99 - 5.29	540	4.68	2.00 - 4.99		330	4.89
marinated			4.49	40	4.49								
Breast Tenders													
regular pack		1.69 - 4.79	2.99 - 3.99	620	3.13		3.99 - 5.29	310	5.02	2.00 - 4.99	2.00	340	4.74
value pack							3.99	270	3.99	2.80	2.88	230	2.81
Split, bn-in Breast													
regular pack		0.88 - 1.69	0.99 - 1.79	640	1.14	1.27 - 1.99	0.99	610	1.56	1.98		40	1.98
value pack			1.17 - 1.49	240	1.41	0.99	1.29 - 1.99	310	1.86				
Whole Wings			1.99	20	1.99	2.69		280	2.69				
Leg Quarters													
tray pack		0.88 - 0.99	0.68 - 0.99	540	0.90		0.99 - 1.29	410	1.20		0.79 - 1.00	550	0.92
bagged			0.47 - 0.69	180	0.54		0.79	170	0.79		0.79	120	0.79
Legs			0.99	20	0.99	1.99		10	1.99				
Thighs													
regular pack		0.99 - 1.69	0.79 - 1.29	290	1.09	0.98 - 1.99	0.99	530	1.51	1.99		310	1.99
value pack		0.99 - 1.19	0.67 - 1.49	720	1.02	1.19 - 1.99	0.99 - 1.29	750	1.19	1.39	0.99	340	1.00
Drumsticks													
regular pack		0.99 - 1.69	0.79 - 1.29	350	1.06	1.59 - 1.99	0.79 - 0.99	440	1.60	1.99	0.89	330	1.95
value pack		0.99 - 1.19	0.67 - 1.49	770	1.01	1.19 - 1.99	0.69 - 1.29	1,030	1.13	1.29	0.99 - 1.29	540	1.11
Bnls/Sknls Thighs													
regular pack		1.99 - 3.03	1.99 - 2.00	440	2.05	4.29		30	4.29	2.00 - 2.29		210	2.27
value pack		1.88		10	1.88	2.64 - 4.29	2.49 - 2.99	570	2.83	2.49		40	2.49
9-pc Combos													
drum-thigh-breast			1.79	60	1.79	1.29		10	1.29				
drum-thigh-wing		1.18		10	1.18								
IDF	B/S Breast	2.00 - 2.67	1.76 - 2.69	750	2.28	2.67 - 2.88	1.99 - 2.69	1,060	2.42	2.67	1.99 - 2.69	590	2.20
	Tenders	2.67	2.33	160	2.59		2.33	240	2.33	2.67	2.33	270	2.42
	Wings		2.69	130	2.69		2.69	270	2.69		2.69	10	2.69
	Party Wings		1.99	50	1.99	2.99 - 3.00		310	2.99				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/14 thru 09/20.
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Sep 14, 2012

PREPARED FOODS NATIONAL SUMMARY									
	THIS WEEK		LAST WEEK		LAST YEAR				
Feature Rate ^{1/}	58.0% of 22,500 outlets		54.5% of 22,500 outlets		51.9% of 19,500 outlets				
Activity Index ^{3/}	18,990		19,030		17,730				
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg			
ROTISSERIE:									
Whole Bird									
< 2 lbs.	4,700	6.03	3,450	5.86	2,940	5.81			
2.1-3.0 lbs.	310	7.33	950	8.06	60	8.99			
Whole Breast			30	7.99	230	7.08			
Leg Quarter	10	0.98	250	1.55	70	1.25			
FRIED & BAKED:									
Fried 8-Piece Mix	3,590	6.74	3,610	6.37	4,480	6.24			
Baked 8-Piece Mix	2,930	6.71	650	6.69	2,470	6.03			
F/B 8-Piece Dark	570	5.23	300	5.42	820	5.20			
F/B 12-Piece	750	9.76	150	10.39	180	9.64			
Bulk Pack (\$/piece)	150	0.85	530	0.67	860	0.75			
Wings: bone-in	3,530	4.53	5,720	4.50	3,920	5.13			
boneless	110	4.38	2,240	3.96	390	5.32			
Tenders	2,200	5.79	790	5.18	1,110	5.29			
Strips	20	4.98	340	3.87	100	3.99			
Popcorn	120	4.81	20	3.99	100	3.99			

Prepared Chicken Featuring by Category

■ Rotisserie ■ Fried ■ Baked
■ Wings ■ Other*

* Other = tenders, strips, and popcorn

Whole Bird Featuring Fresh versus Prepared

■ Fresh Whole ■ Specialty Fresh
■ Fresh Cutup ■ Roaster
■ Rotisserie ■ 8-Pc Fried/Bkd

Feature Rate Comparison
 % of Stores w/ Ads by Category

■ Regular ■ Prepared ■ Specialty ■ Organic

4.3%			
22.1%			
58.0%			
88.2%			

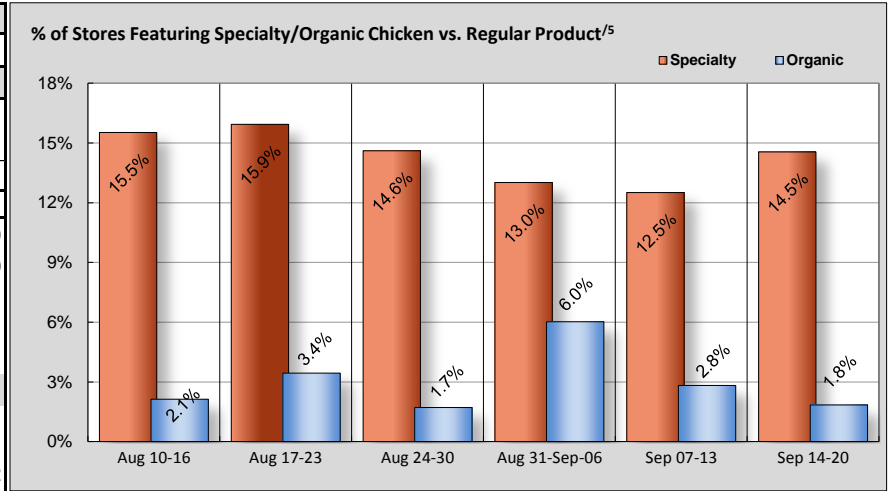
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	63.0% of 4,400 sampled outlets			77.6% of 6,000 sampled outlets			51.8% of 4,000 sampled outlets			50.7% of 4,000 sampled outlets			32.8% of 2,900 sampled outlets			49.8% of 1,200 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,420			Activity Index = 6,060			Activity Index = 3,870			Activity Index = 3,820			Activity Index = 1,690			Activity Index = 1,130		
	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.	4.77 - 6.99	890	5.45	3.99 - 6.99	1,920	6.04	4.99 - 6.99	690	5.65	4.99 - 6.99	790	6.63	5.99 - 6.99	310	6.78	5.98 - 6.99	100	6.53
2.1-3.0 lbs.	7.99 - 8.99	200	8.06	5.99	80	5.99	5.99	30	5.99									
Whole Breast																		
Leg Quarter							0.98	10	0.98									
FRIED & BAKED:																		
Fried 8-Piece Mix	4.99 - 6.99	60	5.73	4.99 - 6.99	770	6.64	5.00 - 8.99	1,040	6.58	5.99 - 7.99	1,020	6.91	5.99 - 8.99	430	6.85	6.99 - 7.98	270	7.12
Baked 8-Piece Mix	7.99	40	7.99	5.99 - 6.99	650	6.72	4.00 - 8.99	960	6.37	6.99	680	6.99	5.99 - 6.99	370	6.66	6.99 - 7.98	230	7.14
F/B 8-Piece Dark	4.99 - 5.99	290	5.14	4.99 - 5.99	170	5.53	4.99 - 5.49	60	5.06	4.99	40	4.99				4.99	10	4.99
F/B 12-Piece	9.99 - 11.49	270	10.72	8.99 - 9.59	160	9.05	10.99 - 11.99	40	11.55	8.88 - 11.99	110	9.15	8.88	170	8.88			
Bulk Pack (\$/piece)				0.40 - 0.47	40	0.45	0.81 - 1.10	80	0.92				1.19	30	1.19			
Wings: bone-in	4.99	290	4.99	3.89 - 6.00	1,400	4.53	2.68 - 5.99	770	4.56	3.89 - 5.99	680	4.33	4.49 - 4.99	260	4.51	4.39	130	4.39
boneless				4.99	10	4.99	3.98 - 4.99	70	4.47	3.98	30	3.98						
Tenders	4.98 - 6.99	350	5.30	4.99 - 6.99	860	6.31	4.80 - 6.99	120	5.41	3.99 - 6.99	400	5.40	4.99	120	4.99	3.97 - 5.99	350	5.87
Strips																4.98	20	4.98
Popcorn	3.33 - 5.00	30	4.27							4.99	70	4.99				4.98	20	4.98



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 09/14 thru 09/20.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 14, 2012

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	22.1% of 22,500 outlets	18.1% of 22,500 outlets	25.8% of 19,500 outlets	4.3% of 22,500 outlets	4.4% of 22,500 outlets	2.1% of 19,500 outlets
Activity Index ^{3/}	6,690	5,390	7,670	800	1,170	810
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	3,150 1.76	1,010 2.04	1,270 1.65	290 2.91	240 2.93	80 2.59
Bnls/Sknls Breast	1,430 5.46	2,000 4.82	2,620 5.02	280 7.73	640 6.45	410 7.00
Breast Tenders	290 5.51	500 4.61	1,250 5.05			
Split, bn-in Breast	410 2.79	120 2.45	90 2.61	10 3.99		
Whole Wings	40 2.59		10 2.49			
Leg Quarters		110 1.39	110 1.16	-- --	-- --	-- --
Legs	10 1.29	10 2.49	30 1.59			
Thighs	500 1.79	620 2.07	710 1.78	20 3.49	20 2.59	
Drumsticks	560 1.76	800 2.00	880 1.84	60 3.23	260 2.11	320 1.92
B/S Thighs	300 3.42	220 3.97	700 3.59	140 4.49	10 5.99	



^{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 4,400 sampled outlets			27.2% of 6,000 sampled outlets			13.5% of 4,000 sampled outlets			6.8% of 4,000 sampled outlets			2.2% of 2,900 sampled outlets			15.0% of 1,200 sampled outlets		
Activity Index ^{3/}	Activity Index = 3,040			Activity Index = 1,630			Activity Index = 870			Activity Index = 370			Activity Index = 420			Activity Index = 360		
	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	1.29 - 2.49	1,220	1.65	1.39 - 1.99	1,300	1.96	0.99 - 1.99	430	1.50	1.57 - 1.69	170	1.66				1.69 - 1.89	30	1.80
Bnls/Sknls Breast	4.49 - 6.99	580	5.67	3.49 - 4.99	130	4.03	3.49 - 5.99	140	4.96	4.99 - 5.99	80	5.81	2.99 - 6.00	410	5.92	3.79 - 6.00	90	4.59
Breast Tenders	4.59 - 5.49	180	5.41				5.99	20	5.99	4.99 - 5.99	80	5.81				3.99	10	3.99
Split, bn-in Breast	2.39 - 3.99	160	3.28	2.48	200	2.48	1.69 - 1.99	30	1.86							2.99 - 3.99	20	3.28
Whole Wings																2.59	40	2.59
Leg Quarters																		
Legs							1.29	10	1.29									
Thighs	1.69 - 2.49	290	1.88				1.29 - 2.69	120	1.48	1.59 - 1.79	20	1.68				1.29 - 2.59	70	2.03
Drumsticks	0.99 - 2.49	340	1.81				0.79 - 2.19	120	1.40	1.59 - 1.79	20	1.68				1.29 - 2.59	80	2.09
B/S Thighs	2.79 - 3.99	270	3.26										4.59 - 4.99	10	4.59	4.99	20	4.99
ORGANIC	11.7% of 4,400 sampled outlets			0.5% of 6,000 sampled outlets			0.2% of 4,000 sampled outlets			1.8% of 4,000 sampled outlets			10.3% of 2,900 sampled outlets			3.6% of 1,200 sampled outlets		
	Activity Index = 330			Activity Index = 10			Activity Index = 40			Activity Index = 70			Activity Index = 300			Activity Index = 50		
Whole Fryer	2.49 - 3.99	90	2.96							2.79 - 2.99	70	2.87	2.79 - 3.29	110	2.87	3.00 - 3.29	20	3.11
Bnls/Sknls Breast	6.49 - 7.99	40	7.04	6.49	10	6.49	6.99	10	6.99	6.99 - 7.99	190	7.94				7.99	30	7.99
Breast Tenders																		
Split, bn-in Breast							3.99	10	3.99									
Whole Wings																		
Legs																		
Thighs	3.99	10	3.99				2.99	10	2.99									
Drumsticks	2.99 - 3.99	50	3.28				2.99	10	2.99									
B/S Thighs	4.49	140	4.49															

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/>.