



**USDA Weekly Retail Chicken Feature Activity**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/26 thru 08/01.**

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

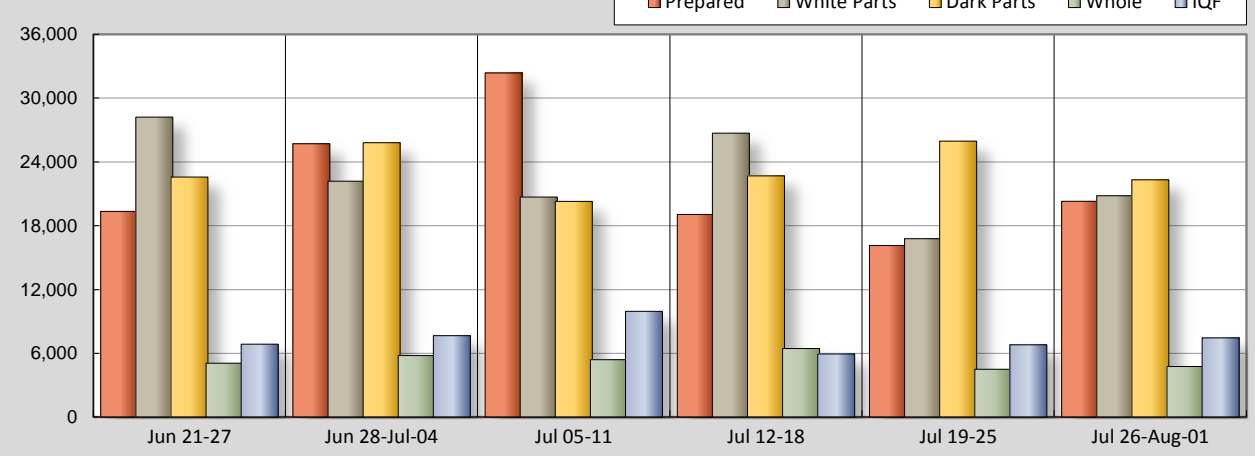
Fri. Jul 26, 2013

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	<b>83.5% of 23,200 outlets</b>		<b>87.9% of 23,200 outlets</b>		<b>86.9% of 22,500 outlets</b>	
<b>Special Rate <sup>4/</sup></b>	<b>16.3%</b>		<b>15.7%</b>		<b>14.0%</b>	
<b>Activity Index <sup>2/</sup></b>	<b>76,290</b>		<b>70,350</b>		<b>83,950</b>	
<b>WHOLE BIRD:</b>	<b>Stores <sup>3/</sup></b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>
bagged fryer	3,280	1.12	2,400	1.13	8,170	1.06
cut-up fryer	1,110	1.67	750	1.50	2,430	1.29
bagged roaster	370	1.21	830	1.47	1,000	1.09
Cornish (frs/frz)	10	2.24	530	2.62	420	2.47
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	6,370	3.26	4,440	2.99	5,500	2.64
value pack	3,410	2.39	4,500	2.47	4,060	2.63
thin sliced	2,360	3.79	1,450	4.25	3,480	4.12
marinated	440	3.25	330	4.90	590	4.36
<b>Breast Tenders</b>						
regular pack	2,580	3.47	1,490	3.68	1,570	3.59
value pack	10	2.89	640	2.86	1,360	3.18
<b>Split, bn-in Breast</b>						
regular pack	1,130	1.53	1,500	1.68	1,610	1.41
value pack	3,110	1.77	1,040	1.44	2,190	1.24
<b>Whole Wings</b>	1,420	2.46	1,400	2.40	1,460	2.17
<b>Leg Quarters</b>						
tray pack	2,260	0.95	3,300	1.02	3,910	0.96
bagged	540	0.71	960	0.78	1,400	0.67
<b>Legs</b>	80	2.02	320	1.24	460	1.11
<b>Thighs</b>						
regular pack	3,320	1.38	1,140	1.55	1,600	1.39
value pack	4,720	1.24	7,780	1.17	4,230	1.01
<b>Drumsticks</b>						
regular pack	3,470	1.36	1,650	1.40	1,830	1.36
value pack	5,190	1.24	8,170	1.16	4,600	1.03
<b>Bnls/Sknls Thighs</b>						
regular pack	1,140	2.36	1,370	2.84	1,820	2.22
value pack	1,610	2.27	1,280	2.40	1,640	2.72
<b>9-pc Combos</b>						
drum-thigh-breast	170	1.70	30	2.23	10	1.79
drum-thigh-wing	420	1.39	90	1.00	210	1.98
<b>IQF</b>						
<b>B/S Breast</b>	5,010	2.25	4,450	2.35	4,560	2.41
<b>Tenders</b>	2,070	2.33	1,720	2.47	3,250	2.55
<b>Wings</b>	340	2.21	420	2.16	320	2.41
<b>Party Wings</b>	40	2.13	220	2.30	420	2.59

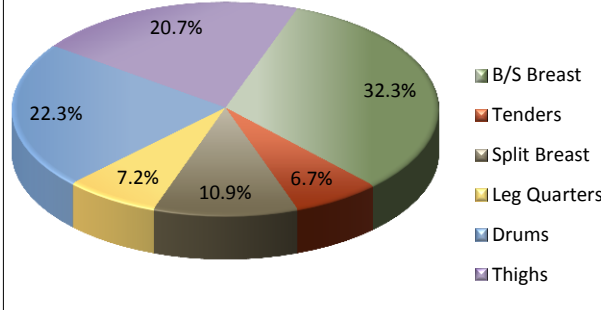
**This Week's Chicken Feature Highlights**

In conjunction with the arrival of the new month, the volume of chicken featured climbs accordingly. Incentives to purchase maintain a respectable level, and hopefully will move additional product. Whole bagged birds and cut-up return with a price increase. B/S Breast and tenders are easy to find, pricing climbs higher as a rule. Split breast have been hanging out with drums and thighs too much, their reasoning is suspect. Leg quarters hold the course, legs dwindle to almost nothing. Drums and thighs make price adjustments while offerings increase. B/S thighs can't figure out what they want to do. IQF drops pricing, volume increases on white meat, wings slow to almost a stop. The deli awakens, whole rotisserie and fried/baked lead the way. Organics and Specialty chicken hold or gain volume. A run at the first of the new months bounty is about to commence by all parties represented in the meat case. That distant ringing of school bells is getting louder, an already stretched dollar is about to see how far it actually can go.

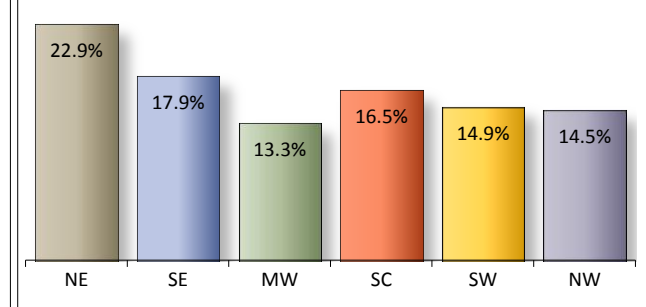
**Chicken Promotional Activity by Category**



**Fresh Chicken Parts Featuring by Type**



**Relative Feature Activity by Region**



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.)



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Fri. Jul 26, 2013

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/26 thru 08/01.

(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 <sup>1/</sup>		87.6% of 4,600 sampled outlets				84.6% of 6,100 sampled outlets				74.1% of 4,200 sampled outlets			
Special Rate <sup>4/</sup>		33.6% of stores w/ no-price promotions				20.0% of stores w/ no-price promotions				4.8% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>		Activity Index = 13,810				Activity Index = 16,530				Activity Index = 7,040			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/	
	bagged fryer	0.98 - 1.59		990	1.16	0.99 - 1.29		420	1.03	0.98 - 1.69		230	1.12
	cut-up fryer	1.29 - 1.89		520	1.66	1.49 - 1.58		40	1.56	1.29 - 1.49		30	1.42
	bagged roaster	0.99 - 1.39		250	1.12	1.39 - 1.49		120	1.40				
	Cornish (frs/frz)									2.24		10	2.24
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	3.48 - 5.49	1.98 - 4.49	930	3.75	2.99 - 4.00	1.98 - 3.49	2,150	3.07	2.33 - 4.99	1.68 - 3.18	1,090	3.15
	value pack	1.89 - 2.99	1.68 - 2.99	920	2.47	2.79 - 2.99	1.68 - 2.99	460	2.39		1.88 - 2.99	310	2.19
	thin sliced	3.29 - 4.99	2.99 - 5.99	980	4.25	3.99 - 4.79	2.99	770	3.17		3.29 - 3.99	30	3.48
	marinated		2.49 - 4.99	190	2.79						2.99 - 3.49	190	3.43
Breast Tenders													
	regular pack	2.99 - 5.49	2.28 - 3.99	1,230	3.62	3.99	2.59 - 2.99	770	3.12	3.88	2.59 - 3.29	50	3.10
	value pack										2.89	10	2.89
Split, bn-in Breast													
	regular pack	1.79 - 1.99	1.69 - 2.28	280	2.02	1.69 - 1.99	1.49	60	1.84	0.98 - 1.79	1.19 - 1.59	340	1.23
	value pack	1.99	0.89 - 1.79	510	1.34	1.49	1.18 - 1.79	1,220	1.78		0.99 - 1.79	240	1.18
Whole Wings		2.09	0.88 - 2.79	470	2.31		1.77 - 2.59	680	2.56	2.89 - 2.99	1.68 - 2.29	100	2.25
Leg Quarters													
	tray pack	0.71 - 1.59	0.59 - 1.27	890	0.94	0.75	0.99 - 1.00	130	0.98	0.89 - 1.19	0.49 - 1.19	410	0.91
	bagged						0.58 - 0.79	170	0.71				
Legs		0.99		30	0.99								
Thighs													
	regular pack	1.69	0.99 - 1.99	510	1.68	1.19	0.89 - 1.59	1,650	1.37	0.99	0.99 - 1.69	360	1.11
	value pack	0.99 - 1.59	0.98 - 1.49	1,900	1.13	0.99 - 1.28	0.99 - 1.49	820	1.27	0.99 - 1.69	0.98 - 1.39	620	1.28
Drumsticks													
	regular pack	1.69 - 1.99	0.99 - 1.59	500	1.67	1.09 - 1.19	0.99 - 1.59	1,700	1.36	0.99	0.69 - 1.69	470	1.14
	value pack	0.99 - 1.59	0.98 - 1.49	1,890	1.13	0.99 - 1.28	0.89 - 1.49	1,240	1.28	0.99 - 1.69	0.59 - 1.39	650	1.26
Bnls/Sknls Thighs													
	regular pack	2.49	1.49 - 1.98	210	2.37	2.49 - 2.99	1.98 - 2.99	480	2.49	2.99 - 3.43	1.68 - 2.99	270	2.41
	value pack	2.99	1.99	250	2.04	2.99	1.99	230	2.83		2.49	10	2.49
9-pc Combos													
	drum-thigh-breast		1.59 - 1.78	140	1.74								
	drum-thigh-wing		0.99 - 1.79	180	1.10	1.39	0.99 - 1.59	150	1.32				
IGF	B/S Breast		2.33	10	2.33		1.99 - 2.33	1,730	2.27	2.99	1.59 - 2.33	1,340	2.18
	Tenders						2.24 - 3.04	1,250	2.34		2.33	250	2.33
	Wings	2.00	2.98	20	2.52		1.99 - 2.98	260	2.14	2.40	2.98	30	2.58
	Party Wings		2.20	10	2.20		1.99 - 2.33	30	2.11				



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Fri. Jul 26, 2013

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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,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate <sup>1/</sup>		81.7% of 4,200 sampled outlets				88.4% of 2,900 sampled outlets				89.7% of 1,200 sampled outlets			
Special Rate <sup>4/</sup>		6.2% of stores w/ no-price promotions				19.1% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>		Activity Index = 9,970				Activity Index = 6,110				Activity Index = 2,520			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
					<sup>4/</sup>				<sup>4/</sup>				<sup>4/</sup>
bagged fryer		0.79 - 1.69		780	0.96	0.98 - 2.19		540	1.40	0.79 - 1.49		320	1.00
cut-up fryer		1.19 - 1.49		240	1.39	1.39 - 1.99		280	1.96				
bagged roaster													
Cornish (frs/frz)													
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		2.49 - 4.00	1.78 - 4.97	1,480	3.34	4.00 - 4.99	1.89 - 2.99	460	3.35	3.99	1.98 - 2.99	260	2.95
value pack		2.49	1.88 - 2.99	640	2.53	2.49	1.89 - 3.99	830	2.27		2.29 - 2.88	250	2.41
thin sliced		3.99 - 4.99	2.88 - 3.19	340	3.50	3.99 - 4.99	2.49 - 3.99	240	4.41				
marinated			3.99	40	3.99		2.69	10	2.69		5.99	10	5.99
Breast Tenders													
regular pack		2.99	2.98 - 3.19	350	3.01	4.99	3.49	180	4.87				
value pack													
Split, bn-in Breast													
regular pack		1.59 - 1.69	0.99 - 1.49	350	1.35	1.89	1.49	100	1.57				
value pack		1.29 - 2.49	0.99 - 1.99	430	1.68	1.79 - 2.49		310	2.40	2.49	1.99	400	2.24
Whole Wings													
			1.97 - 2.59	140	2.46	3.49		30	3.49				
Leg Quarters													
tray pack		0.63	0.59 - 1.19	240	1.10	0.69 - 0.99	0.67 - 1.00	590	0.93				
bagged			0.50 - 0.79	140	0.69		0.68 - 0.99	230	0.73				
Legs													
						2.99	1.19	50	2.63				
Thighs													
regular pack		0.98 - 1.79	0.99 - 1.39	530	1.37	1.59	0.99	140	1.04	1.49		130	1.49
value pack		0.99 - 1.00	0.99 - 1.39	770	1.19	1.99 - 2.99	0.99 - 1.29	540	1.66	1.18 - 1.43	0.99	70	1.22
Drumsticks													
regular pack		0.98 - 1.79	0.89 - 1.00	500	1.30	1.39 - 1.59	0.99	170	1.08	1.49		130	1.49
value pack		0.99 - 1.39	0.47 - 1.39	940	1.16	1.99 - 2.99	0.99 - 1.19	400	1.86	1.18 - 1.43	0.99	70	1.22
Bnls/Sknls Thighs													
regular pack		1.99 - 2.28	1.88	110	1.94		1.88	70	1.88				
value pack			1.99 - 2.49	350	2.31		1.99 - 3.99	570	2.12		2.29	200	2.29
9-pc Combos													
drum-thigh-breast										1.49		30	1.49
drum-thigh-wing		1.00		10	1.00	1.59 - 2.99		70	2.37	0.99		10	0.99
ICF	B/S Breast	2.39	1.66 - 2.33	1,130	2.23		1.99 - 2.33	290	2.28	2.30	1.99 - 2.49	510	2.35
	Tenders	2.39	2.24 - 2.33	430	2.31	2.40		10	2.40	2.30		130	2.30
	Wings		2.33	30	2.33								
	Party Wings												

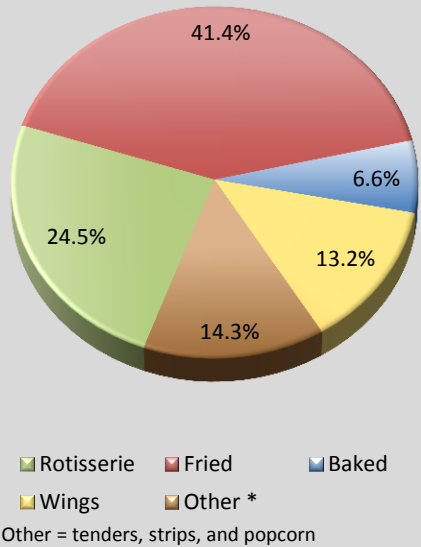


**USDA Weekly Retail Chicken Feature Activity - Prepared Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/26 thru 08/01.**  
 (prices in dollars per unit or per pound unless otherwise noted)

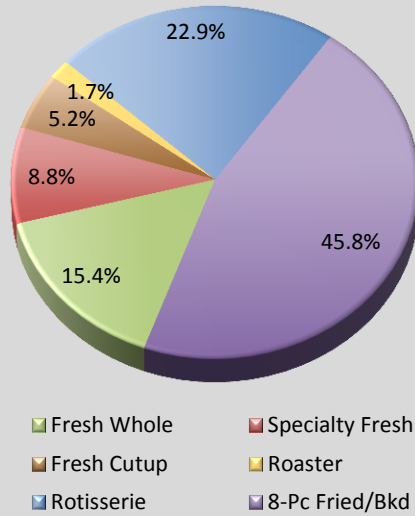
Fri. Jul 26, 2013

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	52.6% of 23,200 outlets		47.7% of 23,200 outlets		56.8% of 22,500 outlets	
<b>Activity Index</b> <sup>2/</sup>	<b>20,310</b>		<b>16,150</b>		<b>19,850</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>ROTISSERIE:</b>						
Whole Bird						
< 2 lbs.	4,570	5.67	6,100	6.05	3,780	6.11
2.1-3.0 lbs.	310	7.47	1,260	8.17	850	7.22
Whole Breast	50	7.99	30	5.66	50	5.46
Leg Quarter	40	1.87	260	2.12	50	1.10
<b>FRIED &amp; BAKED:</b>						
Fried 8-Piece Mix	4,530	6.62	1,930	6.35	6,250	6.47
Baked 8-Piece Mix	1,350	6.22	550	5.84	2,730	6.57
F/B 8-Piece Dark	1,990	5.24	1,620	5.11	2,010	5.00
F/B 12-Piece	560	9.84	390	9.47	350	10.32
Bulk Pack (\$/piece)	1,320	0.82	130	0.77	530	0.84
<b>Wings:</b> bone-in	1,180	5.25	1,210	6.36	950	4.77
boneless	1,510	3.89	160	4.89	210	5.06
<b>Tenders</b>	1,750	5.17	2,150	5.77	1,890	5.59
<b>Strips</b>	180	5.07	250	5.11	10	2.49
<b>Popcorn</b>	970	3.20	110	3.99	190	5.35

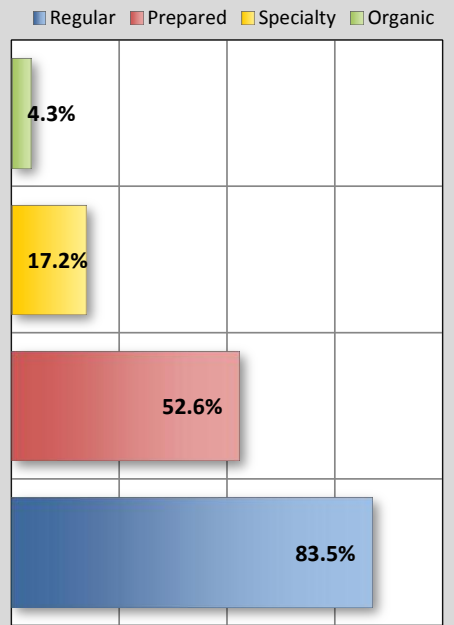
**Prepared Chicken Featuring by Category**



**Whole Bird Featuring Fresh versus Prepared**



**Feature Rate Comparison % of Stores w/ Ads by Category**



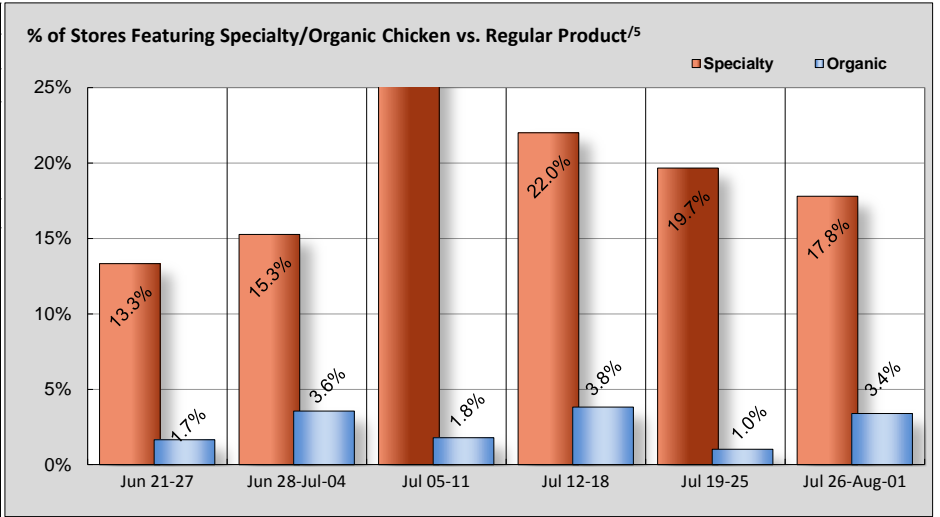
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
<b>Feature Rate</b> <sup>1/</sup>	67.5% of 4,600 sampled outlets			50.7% of 6,100 sampled outlets			47.8% of 4,200 sampled outlets			44.9% of 4,200 sampled outlets			53.4% of 2,900 sampled outlets			47.3% of 1,200 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 3,910			Activity Index = 4,950			Activity Index = 3,610			Activity Index = 3,840			Activity Index = 3,150			Activity Index = 850		
	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.	3.99 - 7.99	1,110	5.62	4.99 - 6.99	1,030	5.57	4.99 - 6.99	1,080	5.66	4.99 - 6.99	950	5.71	4.99 - 6.99	330	5.93	4.99 - 6.99	70	6.53
2.1-3.0 lbs.	6.99 - 8.49	190	8.40	5.99	110	5.99	5.99	10	5.99									
Whole Breast	7.99	50	7.99															
Leg Quarter	2.15	20	2.15				2.25	10	2.25							0.94	10	0.94
<b>FRIED &amp; BAKED:</b>																		
Fried 8-Piece Mix	4.50 - 7.99	1,100	6.16	5.99 - 6.99	970	6.06	5.88 - 8.99	750	7.08	4.99 - 8.99	820	7.08	5.99 - 9.99	860	7.01	5.98 - 6.99	30	6.33
Baked 8-Piece Mix				5.99	440	5.99	5.88 - 7.99	260	6.17	5.99 - 8.49	110	6.85	5.99 - 6.99	540	6.30			
F/B 8-Piece Dark	3.49 - 4.99	400	4.88	4.99 - 5.99	1,160	5.01	4.80 - 5.60	50	5.08	6.99	130	6.99	5.99	250	5.99			
F/B 12-Piece	9.99	320	9.99				8.99 - 11.99	110	10.80	5.99 - 10.99	130	8.66						
Bulk Pack (\$/piece)	0.57 - 0.75	120	0.72	0.75 - 0.89	150	0.81	0.75 - 0.95	170	0.88	0.81 - 0.99	280	0.84	0.81	280	0.81	0.81	320	0.81
Wings: bone-in	3.33 - 4.99	330	4.56	3.33 - 6.49	270	5.60	4.99 - 5.99	400	5.71	4.99	150	4.99	3.99 - 6.99	30	4.74			
boneless	4.99	150	4.99	4.99 - 6.49	150	6.04	3.33 - 4.99	130	4.09	3.33	470	3.33	3.33 - 3.98	410	3.53	3.33	200	3.33
<b>Tenders</b>	5.00 - 6.99	110	5.45	4.99 - 6.99	140	5.68	4.99 - 5.99	330	5.63	3.99 - 6.00	680	4.92	5.00	280	5.00	4.99 - 5.00	210	5.00
<b>Strips</b>										4.99	170	4.99	4.99	170	4.99	6.49	10	6.49
<b>Popcorn</b>	3.20	10	3.20	3.20	530	3.20	3.20	310	3.20	3.20	120	3.20						



**USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken**  
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 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jul 26, 2013

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	17.2% of 23,200 outlets	22.2% of 23,200 outlets	18.5% of 22,500 outlets	4.3% of 23,200 outlets	1.6% of 23,200 outlets	3.4% of 22,500 outlets
<b>Activity Index</b> <sup>2/</sup>	<b>7,180</b>	<b>7,820</b>	<b>6,240</b>	<b>1,300</b>	<b>370</b>	<b>1,100</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,880 1.61	1,620 2.43	1,950 1.89	50 3.38	20 2.59	
Bnls/Sknl's Breast	1,790 5.29	2,290 4.33	1,450 5.22	410 6.61	50 7.32	730 7.99
Breast Tenders	320 7.07	920 4.81	690 5.74	190 6.98		
Split, bn-in Breast	400 2.90	270 2.94	220 3.10		30 4.99	10 4.99
Whole Wings	80 2.42	50 2.60	80 2.50			
Leg Quarters	390 1.31	220 1.34	140 1.28	-- --	-- --	-- --
Legs	130 1.99	10 0.99	50 2.21	10 2.99		
Thighs	740 1.95	450 2.11	430 1.81	10 3.69		30 3.06
Drumsticks	850 1.94	770 2.27	840 1.95	630 2.53	220 2.03	270 2.19
B/S Thighs	600 3.74	1,220 3.80	390 3.38		50 5.35	60 6.18



<sup>5/</sup>: % = 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.		
<b>SPECIALTY</b>	47.1% of 4,600 sampled outlets			7.8% of 6,100 sampled outlets			17.8% of 4,200 sampled outlets			9.4% of 4,200 sampled outlets			1.9% of 2,900 sampled outlets			11.8% of 1,200 sampled outlets		
<b>Feature Rate</b> <sup>1/</sup>	Activity Index = 3,460			Activity Index = 1,680			Activity Index = 930			Activity Index = 630			Activity Index = 80			Activity Index = 400		
<b>Activity Index</b> <sup>2/</sup>	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	1.49 - 2.99	310	2.17	1.28 - 1.49	1,330	1.46	1.39 - 1.49	30	1.47	2.29 - 2.99	80	2.39	0.99 - 2.29	130	1.31			
Bnls/Sknl's Breast	4.49 - 6.99	1,300	5.51	3.99 - 5.33	80	5.09	2.99 - 5.70	250	4.13	3.48 - 5.99	90	5.11	5.49 - 7.99	10	5.99			
Breast Tenders	7.99	10	7.99	3.99 - 7.99	210	7.81	3.99 - 5.70	30	5.33	4.99 - 5.49	20	5.31	5.49	50	5.49			
Split, bn-in Breast	2.49 - 2.99	280	2.95				1.89 - 3.69	70	2.34				2.39 - 5.99	30	2.39			
Whole Wings	2.49	40	2.49							2.38	30	2.38	3.99 - 5.99	20	4.85			
Leg Quarters	1.29	290	1.29	1.29	20	1.29	1.39	20	1.39				2.29	10	2.29			
Legs	1.99	130	1.99										0.99 - 2.79	60	1.39			
Thighs	1.39 - 2.99	330	1.97	1.69	20	1.69	1.49 - 1.98	180	1.95	1.38 - 1.99	190	1.91	1.99 - 2.48	20	2.29			
Drumsticks	1.39 - 2.59	320	1.95	1.69	20	1.69	0.99 - 2.24	260	1.90	1.38 - 1.99	190	1.91	1.49 - 2.69	10	1.49			
B/S Thighs	2.99 - 3.99	450	3.58				3.29 - 4.49	90	4.39	3.99	30	3.99	3.99	30	3.99			
<b>ORGANIC</b>	13.7% of 4,600 sampled outlets			4.2% of 6,100 sampled outlets			0.5% of 4,200 sampled outlets			0.0% of 4,100 sampled outlets			1.5% of 2,900 sampled outlets			3.0% of 1,200 sampled outlets		
<b>Feature Rate</b> <sup>1/</sup>	Activity Index = 880			Activity Index = 260			Activity Index = 30			Activity Index = 0			Activity Index = 90			Activity Index = 40		
<b>Activity Index</b> <sup>2/</sup>	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										2.99 - 3.59	40	3.48	2.99	10	2.99			
Bnls/Sknl's Breast	5.99 - 6.99	320	6.77				6.98	190	6.98	4.99 - 7.99	50	4.99	4.99 - 7.99	20	6.16			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs	2.99	10	2.99															
Thighs													3.69	10	3.69			
Drumsticks	2.49 - 2.99	550	2.52	2.49	70	2.49	3.49	10	3.49									
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/>.