



**USDA Weekly Retail Chicken Feature Activity**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/10 thru 01/16.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

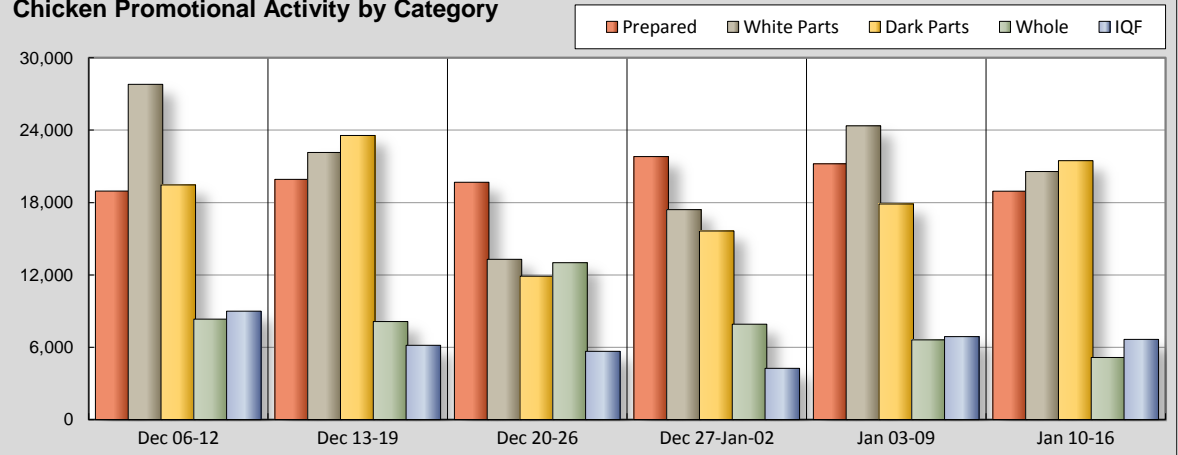
Fri. Jan 10, 2014

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	85.3% of 23,200 outlets		91.5% of 23,200 outlets		94.3% of 23,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	11.1%		12.5%		15.8%	
<b>Activity Index</b> <sup>2/</sup>	73,080		77,110		90,480	
<b>WHOLE BIRD:</b>	Stores <sup>3/</sup> / Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	3,270	1.07	2,990	1.33	4,160	1.13
cut-up fryer	400	1.71	810	1.63	1,080	1.51
bagged roaster	1,430	1.22	2,010	1.27	1,540	1.35
Cornish (frs/frz)	50	2.43	800	2.49	310	2.42
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	5,800	2.51	6,030	2.94	9,420	2.78
value pack	3,680	2.34	9,130	2.11	3,580	2.36
thin sliced	2,470	3.58	1,710	3.79	2,460	3.91
marinated	290	3.71	250	3.08	960	3.36
<b>Breast Tenders</b>						
regular pack	2,280	3.64	2,460	3.07	3,510	3.58
value pack	510	2.28	540	2.62	670	3.15
<b>Split, bn-in Breast</b>						
regular pack	1,260	1.79	1,170	1.50	3,570	1.67
value pack	1,680	1.34	1,090	1.50	3,000	1.48
<b>Whole Wings</b>	2,600	2.34	1,980	2.19	1,450	2.57
<b>Leg Quarters</b>						
tray pack	1,660	1.09	1,680	1.14	3,930	0.95
bagged	2,820	0.77	2,130	0.96	650	0.65
<b>Legs</b>	180	1.31	60	1.96	40	1.27
<b>Thighs</b>						
regular pack	1,380	1.47	1,180	1.54	2,060	1.43
value pack	5,260	1.25	2,770	1.30	4,560	1.14
<b>Drumsticks</b>						
regular pack	1,410	1.40	1,140	1.30	2,480	1.34
value pack	6,300	1.25	4,670	1.29	4,330	1.13
<b>Bnls/Sknls Thighs</b>						
regular pack	1,510	2.53	1,830	2.49	1,510	2.10
value pack	950	2.78	2,420	2.32	1,450	2.39
<b>9-pc Combos</b>						
drum-thigh-breast	30	1.76			60	1.65
drum-thigh-wing	270	1.53	170	1.68	630	1.19
<b>IQF</b>						
<b>B/S Breast</b>	3,100	2.37	2,310	2.44	4,240	2.31
<b>Tenders</b>	1,600	2.56	990	2.47	1,550	2.16
<b>Wings</b>	1,660	2.38	3,270	2.58	980	2.09
<b>Party Wings</b>	290	2.26	310	2.14	180	2.56

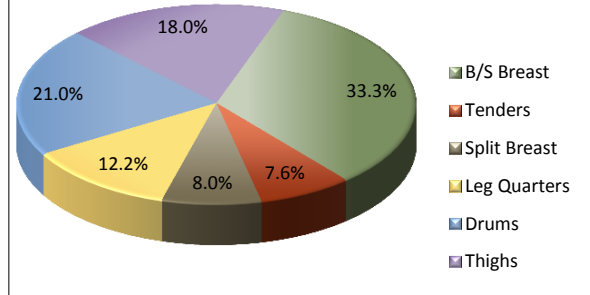
**This Week's Chicken Feature Highlights**

With the holidays in the rear view mirror, feature activity of retail chicken settles lower this week. The percentage of 'no price' incentives offered to consumers is slightly lower but maintains a steady presence. Ads featuring whole birds are fewer in number although bagged fryers inch higher. Overall white parts are fewer in offer, but whole wings and thin sliced breast meat make notable strides. With an increase in the number of value pack thighs and drums offered this week, dark parts increase their presence in ad space. Price levels also move lower. IQF parts remain at about the same level as last week but with increases noted in the number B/S breast offered. The busyness of holiday shopping has passed and so has the rush to the deli, but shoppers still not in the mood for cooking can find rotisserie birds, of any size, in most deli cases. Specialty and organic decline.

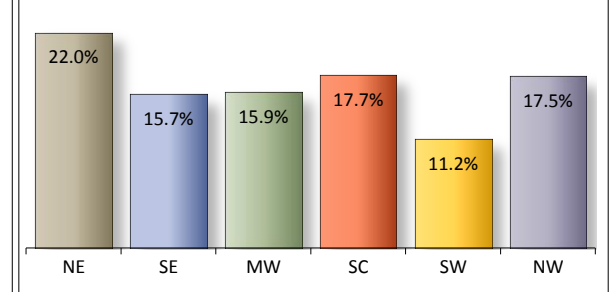
**Chicken Promotional Activity by Category**



**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.)



**USDA Weekly Retail Chicken Feature Activity**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/10 thru 01/16.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 10, 2014

		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> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		88.6% of 4,600 sampled outlets 19.8% of stores w/ no-price promotions Activity Index = 13,620				90.0% of 6,100 sampled outlets 12.4% of stores w/ no-price promotions Activity Index = 15,450				85.0% of 4,200 sampled outlets 9.7% of stores w/ no-price promotions Activity Index = 8,780				
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/			4/				
	bagged fryer	0.98 - 1.79	890	1.33	0.88 - 1.19	250	1.00	0.88 - 1.49	560	0.96				
	cut-up fryer	1.68 - 1.79	280	1.79	1.39 - 1.59	30	1.49	1.29 - 1.69	40	1.61				
	bagged roaster	0.99 - 1.69	1,140	1.18	0.99 - 1.49	280	1.34	1.69	10	1.69				
	Cornish (frs/frz)	2.49	40	2.49										
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	1.99 - 3.99	1.59 - 2.99	1,070	2.59	1.99 - 2.99	1.59 - 3.99	1,440	2.83	1.99 - 3.49	1.49 - 2.99	1,130	2.02	
	value pack	2.93 - 3.49	1.79 - 2.99	900	2.38	1.98 - 1.99	1.78 - 2.99	700	2.07	1.99	1.49 - 3.88	670	2.14	
	thin sliced	2.99 - 3.99	1.99 - 4.99	1,550	3.46	2.99	1.99 - 3.99	560	3.71	3.49		160	3.49	
	marinated		3.98 - 3.99	110	3.98		3.99	110	3.99		2.49 - 3.99	50	2.88	
Breast Tenders														
	regular pack	3.17 - 3.59	2.99 - 4.99	830	3.61	2.29 - 2.39	2.39 - 3.99	730	3.84	2.99 - 3.49	1.99 - 3.99	280	3.45	
	value pack		1.99 - 3.49	190	2.30		1.99 - 3.49	120	2.38		1.99 - 2.17	160	2.15	
Split, bn-in Breast														
	regular pack	1.79 - 3.49	1.68 - 1.99	320	2.03	1.78	1.19 - 1.75	640	1.75	1.48 - 1.59	1.48 - 1.69	140	1.50	
	value pack	1.00 - 1.29	0.98 - 1.99	240	1.76	0.99	0.98 - 1.49	380	1.18	1.39	0.98 - 1.69	220	1.41	
Whole Wings		2.09	1.48 - 2.99	1,150	2.47	1.99	1.39 - 2.59	860	2.40	1.99	1.69 - 2.99	180	2.65	
Leg Quarters														
	tray pack	0.71 - 1.18	0.59 - 1.38	630	0.87		0.99	40	0.99	0.98	0.49 - 1.19	370	0.92	
	bagged	0.88	0.49 - 0.79	140	0.79		0.48 - 0.89	2,140	0.79		0.49 - 0.99	290	0.74	
Legs			0.59 - 1.09	100	0.97		1.39	10	1.39		0.89 - 1.00	20	0.94	
Thighs														
	regular pack	0.59 - 0.99	1.09 - 1.99	260	1.63		0.99 - 1.99	70	1.83	0.99 - 1.49	0.89 - 1.29	300	1.27	
	value pack	1.00 - 1.19		390	1.19	0.99 - 1.18	0.88 - 1.49	2,320	1.41	0.98 - 1.99	0.89 - 1.49	1,320	1.14	
Drumsticks														
	regular pack	0.99	0.98 - 1.99	250	1.66		0.99	10	0.99	0.99 - 1.49	0.89 - 1.29	300	1.26	
	value pack	1.00 - 1.29	0.69 - 1.69	1,480	1.28	0.99 - 1.18	0.88 - 1.49	2,260	1.42	0.98 - 1.99	0.79 - 1.49	1,120	1.12	
Bnls/Sknls Thighs														
	regular pack	2.69 - 3.99	1.79 - 3.29	310	3.03		1.49 - 2.99	760	2.46	2.49 - 3.49	1.99 - 2.69	120	3.30	
	value pack		2.99	90	2.99	1.99	2.99	230	2.18					
9-pc Combos														
	drum-thigh-breast		1.79	20	1.79						1.69	10	1.69	
	drum-thigh-wing	1.37	1.59	140	1.58	1.49	1.38	90	1.47					
IDF	B/S Breast		1.60 - 2.79	580	2.20		1.60 - 2.80	30	1.99	1.99 - 2.98	1.66 - 2.79	870	2.32	
	Tenders			1.75	250	1.75		2.80	10	2.80	2.66 - 2.79	2.33 - 2.79	310	2.54
	Wings		2.33 - 2.40	250	2.36		1.19 - 2.40	1,280	2.39	2.79	2.33 - 2.40		40	2.56
	Party Wings			1.49	20	1.49		1.60 - 2.66	100	2.28		2.39	110	2.39



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Fri. Jan 10, 2014

	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)			
<b>Feature Rate</b> <sup>1/</sup>	87.5% of 4,200 sampled outlets				67.4% of 2,900 sampled outlets				86.2% of 1,200 sampled outlets			
<b>Special Rate</b> <sup>4/</sup>	10.0% of stores w/ no-price promotions				2.3% of stores w/ no-price promotions				0.7% of stores w/ no-price promotions			
<b>Activity Index</b> <sup>2/</sup>	Activity Index = 9,790				Activity Index = 4,680				Activity Index = 1,820			
<b>WHOLE BIRD:</b>	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.69 - 1.19	730	0.99		0.79 - 1.69	560	0.87		0.99 - 1.49	280	1.15	
cut-up fryer	1.29 - 1.58	30	1.53						1.39	20	1.39	
bagged roaster												
Cornish (frs/frz)	2.18	10	2.18									
<b>PARTS:</b>	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	2.99	1.09 - 3.99	1,510	2.14	3.99 - 4.99	1.59 - 3.49	420	3.85	3.84	1.88 - 2.99	230	2.58
value pack	1.99	1.47 - 2.99	390	2.17	2.99	1.69 - 2.99	500	2.78		1.79 - 2.99	520	2.61
thin sliced	4.79	1.99 - 3.99	200	4.18								
marinated		2.79	20	2.79								
<b>Breast Tenders</b>												
regular pack	2.99 - 4.79	1.88 - 3.99	370	3.60						2.99	70	2.99
value pack		1.88 - 2.59	40	2.42								
<b>Split, bn-in Breast</b>												
regular pack	1.59 - 1.98	0.69 - 1.98	110	1.72	1.99	0.99	30	1.17	2.49		20	2.49
value pack	1.49	0.97 - 1.69	540	1.25	0.99 - 1.69	0.99 - 1.39	200	1.02	1.98	1.99	100	1.99
<b>Whole Wings</b>		1.19 - 2.49	350	1.72		1.59 - 1.79	60	1.72				
<b>Leg Quarters</b>												
tray pack	0.88 - 6.49	0.39 - 1.19	550	1.52		0.57	70	0.57				
bagged		0.47 - 0.89	240	0.66		0.69	10	0.69				
<b>Legs</b>					2.39		40	2.39		1.17	10	1.17
<b>Thighs</b>												
regular pack		0.78 - 2.69	470	1.17	1.99		270	1.99		1.17	10	1.17
value pack	0.99 - 1.49	0.78 - 1.49	790	1.06	0.99 - 2.39	0.99	370	1.13		0.98 - 1.28	70	1.15
<b>Drumsticks</b>												
regular pack		0.67 - 2.69	480	1.16	1.99	0.67 - 1.19	370	1.65				
value pack	0.99 - 1.49	0.59 - 1.49	860	1.04	0.99 - 2.39	0.59 - 0.99	480	1.07		0.89 - 1.28	100	1.15
<b>Bnls/Sknls Thighs</b>												
regular pack		1.64 - 2.49	320	1.93								
value pack		1.77 - 1.99	20	1.89	3.69	2.99	290	3.05		1.98 - 2.99	320	2.97
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing	1.49		40	1.49								
<b>IDF</b>												
<b>B/S Breast</b>	2.79	1.79 - 2.79	960	2.44		1.87 - 2.99	590	2.52		2.49	70	2.49
<b>Tenders</b>	2.79 - 3.19	1.99 - 2.79	610	2.72	2.79	2.67 - 2.99	420	2.80				
<b>Wings</b>		1.99 - 2.33	90	2.23								
<b>Party Wings</b>		1.99 - 2.39	60	2.26								



**USDA Weekly Retail Chicken Feature Activity - Prepared Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/10 thru 01/16.**  
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Jan 10, 2014

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	50.1% of 23,200 outlets		57.0% of 23,200 outlets		53.6% of 23,200 outlets	
Activity Index <sup>2/</sup>	18,940		21,210		26,120	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>ROTISSERIE:</b>						
Whole Bird						
< 2 lbs.	2,940	6.01	2,440	6.29	5,750	6.08
2.1-3.0 lbs.	3,810	7.28	2,780	6.82	1,920	7.57
Whole Breast	260	7.46	60	3.49	360	8.59
Leg Quarter	50	1.74	120	1.66	70	1.18
<b>FRIED &amp; BAKED:</b>						
Fried 8-Piece Mix	2,170	6.49	2,720	6.87	4,460	6.32
Baked 8-Piece Mix	2,650	6.74	3,310	6.93	580	6.69
F/B 8-Piece Dark	10	4.99	1,450	5.05	530	6.53
F/B 12-Piece	300	8.98	170	10.05	520	9.45
Bulk Pack (\$/piece)	620	0.70	1,070	0.64	2,870	0.70
<b>Wings:</b> bone-in	1,960	6.08	4,750	5.80	3,640	5.10
boneless	1,530	3.96	160	4.71	4,040	4.22
<b>Tenders</b>	2,590	5.60	1,970	5.46	1,170	5.47
<b>Strips</b>	50	4.17	210	6.47	210	3.42
<b>Popcorn</b>						

**Prepared Chicken Featuring by Category**

■ Rotisserie    ■ Fried    ■ Baked  
■ Wings    ■ Other\*

**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

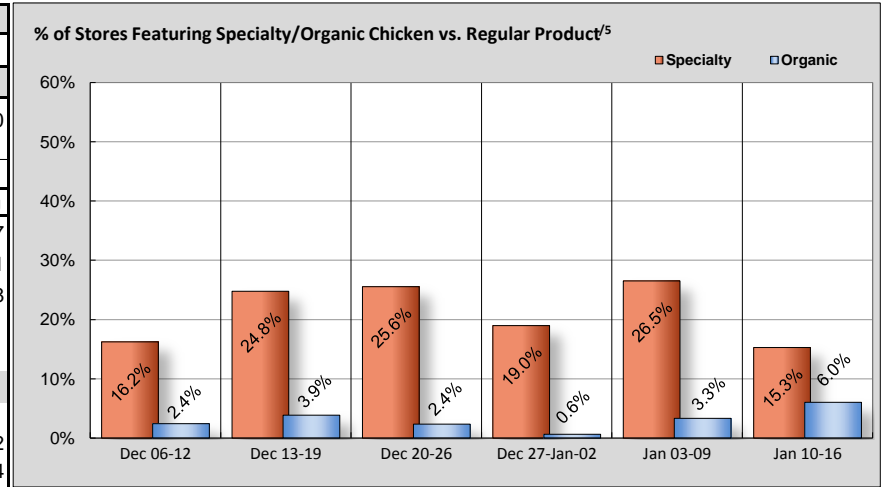
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate <sup>1/</sup>	53.8% of 4,600 sampled outlets			50.5% of 6,100 sampled outlets			48.7% of 4,200 sampled outlets			43.6% of 4,200 sampled outlets			45.9% of 2,900 sampled outlets			70.6% of 1,200 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 3,790			Activity Index = 3,950			Activity Index = 3,490			Activity Index = 3,890			Activity Index = 2,140			Activity Index = 1,680		
	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.	4.69 - 10.99	840	5.44	5.00 - 6.99	320	6.13	4.99 - 6.99	310	6.13	3.99 - 6.99	780	6.18	4.99 - 6.99	300	6.12	5.99 - 7.99	390	6.65
2.1-3.0 lbs.	4.99 - 8.99	870	6.41	5.00 - 8.99	1,440	6.86	4.99 - 8.99	570	7.37	6.99 - 9.99	450	8.38	8.99	270	8.99	7.99 - 8.99	210	8.94
Whole Breast	4.99 - 5.99	40	5.17				3.99 - 7.99	180	7.86	7.99	40	7.99						
Leg Quarter	1.88	40	1.88				1.20	10	1.20									
<b>FRIED &amp; BAKED:</b>																		
Fried 8-Piece Mix	5.00 - 9.99	480	6.92	5.99 - 6.99	350	6.25	4.98 - 7.99	710	6.15	4.99 - 7.99	550	6.65				6.99	80	6.99
Baked 8-Piece Mix	5.00	150	5.00	6.49 - 6.99	540	6.95	5.99 - 7.98	680	6.80	4.99 - 6.99	830	6.74	6.99	290	6.99	6.99	160	6.99
F/B 8-Piece Dark							4.99	10	4.99									
F/B 12-Piece				9.99 - 12.99	70	12.34	6.99 - 10.99	60	9.87	5.99 - 9.99	130	9.32	0.65 - 0.67	40	0.66			
Bulk Pack (\$/piece)	0.80	40	0.80	0.59	70	0.59	0.59 - 0.95	300	0.65	0.69	10	0.69	0.55 - 1.06	70	0.80	0.69 - 0.80	130	0.78
<b>Wings:</b> bone-in	5.98 - 6.99	480	6.05	4.98 - 6.99	640	6.96	3.99 - 4.99	150	4.90	3.88 - 6.99	300	4.92	5.99	390	5.99			
boneless	3.34 - 5.99	350	5.35	3.34 - 4.98	50	3.60	3.34 - 4.99	140	4.90	3.34 - 3.88	390	3.40	3.34	270	3.34	3.34	330	3.34
<b>Tenders</b>	5.00 - 6.99	500	5.79	5.00 - 6.99	470	5.80	3.99 - 7.99	370	6.16	4.99 - 7.99	410	5.31	4.99 - 5.99	510	5.44	5.00	330	5.00
<b>Strips</b>																3.99 - 4.99	50	4.17
<b>Popcorn</b>																		



**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. Jan 10, 2014

	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>	17.5% of 23,200 outlets	22.9% of 23,200 outlets	30.9% of 23,200 outlets	3.1% of 23,200 outlets	3.7% of 23,200 outlets	3.8% of 23,200 outlets
<b>Activity Index <sup>2/</sup></b>	<b>5,700</b>	<b>9,790</b>	<b>5,880</b>	<b>2,150</b>	<b>1,140</b>	<b>1,450</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,080 2.03	1,630 1.83	960 1.88	460 2.66	400 2.68	240 2.37
Bnls/Sknls Breast	1,800 4.90	3,740 4.46	2,320 4.97	440 6.58	310 6.70	610 7.61
Breast Tenders	400 4.51	530 5.12	460 5.04	430 6.83	330 4.50	190 6.58
Split, bn-in Breast	300 2.54	220 3.15	1,200 3.49			
Whole Wings	60 2.86	10 2.99	20 2.64	250 2.62		
Leg Quarters	10 0.88	30 1.99	70 1.51	-- --	-- --	-- --
Legs	70 2.46	10 2.99	30 1.59			
Thighs	530 2.04	1,030 1.69	150 1.96	10 4.99	40 4.24	190 2.62
Drumsticks	690 1.96	1,380 1.75	210 2.06	290 2.50	20 2.29	200 2.64
B/S Thighs	760 3.60	1,210 3.74	460 3.49	270 4.26	40 5.89	20 5.49



<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>Feature Rate <sup>1/</sup></b>	24.1% of 4,600 sampled outlets			12.4% of 6,100 sampled outlets			20.3% of 4,200 sampled outlets			21.3% of 4,200 sampled outlets			0.8% of 2,900 sampled outlets			34.7% of 1,200 sampled outlets		
<b>Activity Index <sup>2/</sup></b>	Activity Index = 1,450			Activity Index = 550			Activity Index = 1,320			Activity Index = 1,340			Activity Index = 60			Activity Index = 980		
	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 - 2.99	210	2.71	1.39 - 1.99	30	1.43	1.37 - 1.99	190	1.75	1.79 - 1.99	310	1.82				1.69 - 2.59	340	2.00
Bnls/Sknls Breast	3.99 - 6.99	570	5.06	3.99 - 4.99	220	4.59	2.69 - 6.98	370	4.89	3.99 - 5.99	440	4.97	3.75 - 5.99	50	4.81	3.75 - 5.99	150	4.65
Breast Tenders	3.99 - 5.99	120	4.46	4.49	20	4.49	3.39 - 4.99	180	4.60	3.99 - 5.00	70	4.35				4.49	10	4.49
Split, bn-in Breast	1.99 - 3.49	50	2.91				1.29 - 2.49	190	2.14	1.78 - 3.99	50	3.01				5.79	10	5.79
Whole Wings	2.99	20	2.99	2.99	10	2.99	2.99	10	2.99							2.59	20	2.59
Leg Quarters							0.88	10	0.88									
Legs	2.49	60	2.49													2.29	10	2.29
Thighs	1.99 - 2.49	150	2.30				1.39 - 1.77	130	1.68	1.79 - 2.49	220	1.96				2.69 - 2.99	30	2.92
Drumsticks	1.79 - 2.49	260	2.15				1.39 - 1.77	130	1.68	1.79 - 2.49	220	1.96				1.38 - 2.69	80	1.76
B/S Thighs	3.99	10	3.99	2.48 - 3.49	270	2.75	2.69 - 4.99	110	3.96	5.00	30	5.00	3.99 - 4.49	10	4.29	3.99 - 4.49	330	4.01
<b>ORGANIC</b>	10.2% of 4,600 sampled outlets			1.1% of 6,100 sampled outlets			0.9% of 4,200 sampled outlets			1.9% of 4,100 sampled outlets			1.5% of 2,900 sampled outlets			1.2% of 1,200 sampled outlets		
	Activity Index = 1,840			Activity Index = 140			Activity Index = 40			Activity Index = 80			Activity Index = 30			Activity Index = 20		
Whole Fryer	2.49 - 2.62	320	2.59				2.49 - 3.99	30	3.46	2.49	80	2.49	2.49 - 3.29	20	3.29	2.49	10	2.49
Bnls/Sknls Breast	5.99 - 7.49	360	6.45	7.49	70	7.49							4.99	10	4.99			
Breast Tenders	6.36 - 7.49	360	6.70	7.49	70	7.49												
Split, bn-in Breast																		
Whole Wings	2.62	250	2.62															
Legs																		
Thighs	4.99	10	4.99															
Drumsticks	2.24 - 4.99	290	2.50															
B/S Thighs	4.12	250	4.12				5.99	10	5.99							5.99	10	5.99

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/>.