



USDA National Retail Report - Chicken

Fri. Mar 12, 2021

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

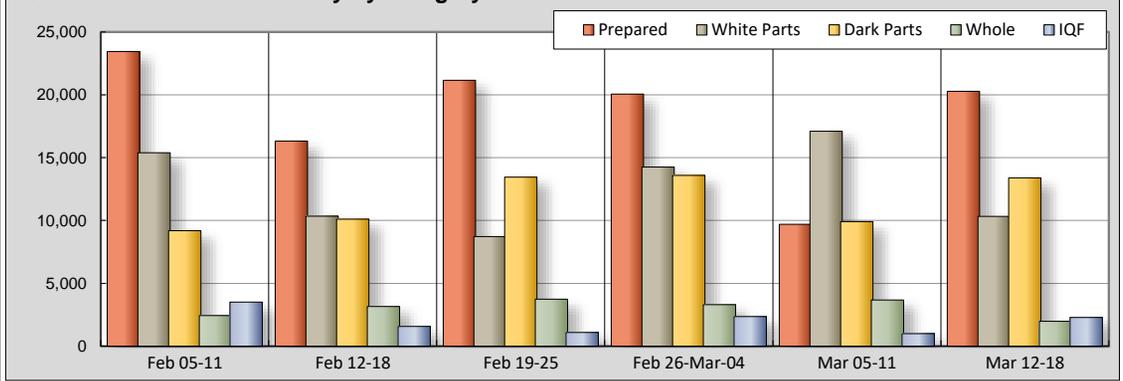
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY							
	THIS WEEK		LAST WEEK		LAST YEAR		
Feature Rate ^{1/}	60.7% of 29,200 outlets		59.3% of 29,200 outlets		60.8% of 29,200 outlets		
Special Rate ^{4/}	14.3%		11.4%		3.6%		
Activity Index ^{2/}	48,264		41,385		44,930		
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	
bagged fryer	1,131	1.07	2,579	1.08	2,888	0.97	
cut-up fryer	131	1.69	139	1.16	53	1.21	
bagged roaster	418	1.58	819	1.46	500	1.34	
Cornish (frs/frz)	301	2.53	138	2.91	354	1.76	
PARTS:							
Bnls/Sknls Breast							
regular pack	748	3.13	6,421	3.95	1,298	2.57	
value pack	4,325	2.04	6,958	1.98	3,687	1.95	
thin sliced	836	3.86	1,778	3.18	939	3.10	
marinated	131	5.04	593	3.80	224	2.71	
Breast Tenders							
regular pack	726	3.81	314	4.68	1,314	2.84	
value pack	536	3.22	85	3.64	591	2.72	
Split, bn-in Breast							
regular pack	1,266	1.82	153	1.71	288	1.99	
value pack	1,519	1.07	729	1.17	1,166	1.31	
Whole Wings							
	240	3.21	72	3.11	1,185	2.84	
Leg Quarters							
tray pack	925	0.88	608	0.75	1,062	0.92	
bagged	625	0.55	1,758	0.46	1,773	0.59	
Legs							
	33	0.81	80	1.29	60	0.99	
Thighs							
regular pack	1,314	1.27	229	1.30	1,202	0.93	
value pack	2,961	1.02	2,655	1.02	2,180	0.91	
Drumsticks							
regular pack	1,340	1.25	173	1.28	1,316	0.91	
value pack	3,378	1.00	3,369	0.97	2,773	0.86	
Bnls/Sknls Thighs							
regular pack	220	2.76	48	2.60	144	2.56	
value pack	2,596	1.79	990	2.11	2,033	1.85	
9-pc Combos							
drum-thigh-breast							
drum-thigh-wing							
IQF	B/S Breast	2,004	1.89	649	2.09	864	1.97
	Tenders	77	1.99	226	2.61	77	1.59
	Wings	3	3.49	62	1.99	906	2.28
	Party Wings	201	2.25	62	2.24	1,031	3.12

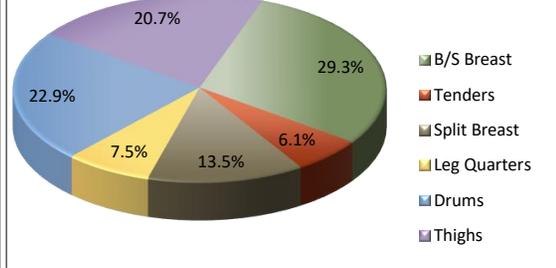
This Week's Chicken Feature Highlights

National summary total increased slightly headed into the second week of the new month as does "no price" incentives. Bagged fryers volumes decrease significantly this week, prices hold about the same. B/S breast retreat on offerings, split breast takes up the slack, deals are here if you look. Dark meat improves their footprint, pricing holds about the same. B/S thigh meat in bulk is your better bargain. IQF pushes b/s breast and they're priced to move. Prepared foods drive whole rotisserie, fried/baked and finger foods. Specialty and organics cut offering slightly. With rising transportation costs starting to eat away at everyone's budget, competitive pricing will be what it takes to draw store traffic over the next few weeks

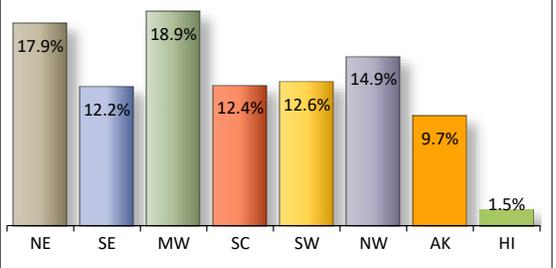
Chicken Promotional Activity by Category



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.

^{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.)



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

Fri. Mar 12, 2021

		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/}		72.6% of 5,500 sampled outlets				52.8% of 7,400 sampled outlets				64.4% of 6,100 sampled outlets			
Special Rate ^{4/}		11.7% of stores w/ no-price promotions				7.3% of stores w/ no-price promotions				21.6% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 6,642				Activity Index = 4,858				Activity Index = 6,868			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.89 - 1.29		453	1.10	0.89 - 1.29		201	1.13	0.49 - 1.49		68	1.23
cut-up fryers						1.69		131	1.69				
bagged roaster		0.99 - 1.79		275	1.36					1.99		143	1.99
Cornish (frs/frz)		2.99		68	2.99	2.90 - 2.99		50	2.97	2.53 - 2.90		72	2.73
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 - 3.97	264	3.41		2.99 - 3.99	91	3.58		1.19 - 2.99	229	2.55
value pack		1.99	1.98 - 3.49	1,543	2.10	1.19	1.69 - 2.39	215	1.94		1.69 - 3.99	981	2.05
thin sliced		2.99	1.89 - 3.00	187	2.63		2.97	30	2.97	3.99	4.99	352	4.72
marinated											3.99 - 8.88	80	6.19
Breast Tenders													
regular pack			3.29 - 3.99	327	3.74					3.59	2.99 - 3.99	290	3.75
value pack			2.79 - 3.99	281	3.13		2.49	109	2.49		1.99 - 2.99	65	2.74
Split, bn-in Breast													
regular pack			1.49	82	1.49		1.49 - 1.88	965	1.49				
value pack			0.99 - 1.49	181	1.30	1.39	1.29	40	1.38	0.97	0.99 - 1.49	575	1.03
Whole Wings			3.29	62	3.29					2.19	2.99 - 3.99	111	2.70
Leg Quarters													
tray pack		0.49		65	0.49		0.89	77	0.89		0.69 - 0.99	187	0.76
bagged			0.49	76	0.49		0.50	77	0.50		0.39 - 0.69	68	0.48
Legs											0.49	12	0.49
Thighs													
regular pack		0.79	1.29 - 1.39	160	1.10		1.29	955	1.29		1.29	143	1.29
value pack		0.99 - 1.29	0.99	632	1.17	0.89 - 0.99	0.88 - 0.99	145	0.97	0.97	0.69 - 0.99	547	0.97
Drumsticks													
regular pack		0.79	1.29 - 1.39	160	1.10		1.29	994	1.26		0.79 - 1.29	156	1.25
value pack		0.99 - 1.29	0.80 - 0.99	755	1.12	0.89 - 0.99	0.88 - 0.99	168	0.96	0.97	0.69 - 0.99	559	0.97
Bnls/Sknls Thighs													
regular pack			2.99	118	2.99		1.88	10	1.88		1.99 - 2.99	92	2.57
value pack		1.39	1.60 - 2.99	620	1.89	1.79	1.69	369	1.69	1.59	1.49 - 1.89	1,072	1.72
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IQF	B/S Breast	2.00		209	2.00	1.80		77	1.80	1.66 - 2.00	0.99 - 2.40	1,066	1.85
	Tenders					1.99		77	1.99				
	Wings												
	Party Wings		2.19 - 2.24	124	2.22	2.30		77	2.30				



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		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}		63.9% of 4,900 sampled outlets 4.6% of stores w/ no-price promotions Activity Index = 4,477				44.2% of 3,800 sampled outlets 19.3% of stores w/ no-price promotions Activity Index = 3,872				79.0% of 1,300 sampled outlets 55.2% of stores w/ no-price promotions Activity Index = 1,150			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.48		126	1.16	0.88 - 1.59		283	0.91				
cut-up fryer													
bagged roaster													
Cornish (frs/frz)		1.39		67	1.39	1.99		13	1.99	2.53 - 2.99		20	2.90
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						3.99	1.79 - 3.49	162	3.25				
value pack		1.99 - 2.30	1.48 - 2.99	389	2.17	2.49	1.37 - 2.99	338	2.21	2.49	1.37 - 2.99	848	1.79
thin sliced			2.28 - 4.99	63	4.30	2.49 - 3.99		184	3.31				
marinated			2.28 - 3.99	51	3.22								
Breast Tenders													
regular pack						3.99		89	3.99				
value pack			4.99	77	4.99								
Split, bn-in Breast													
regular pack			0.99 - 3.59	93	3.09		3.59	110	3.59				
value pack		1.18	0.79 - 1.49	126	1.00	0.97 - 1.49		586	1.02		1.48	11	1.48
Whole Wings			3.99	67	3.99								
Leg Quarters													
tray pack			0.97 - 1.18	526	0.98		0.79	60	0.79		0.99	10	0.99
bagged		0.59	0.39 - 0.69	291	0.56	0.49	0.79	110	0.63				
Legs						0.99		7	0.99	0.99		14	0.99
Thighs													
regular pack			0.99 - 1.68	43	1.32		1.19	13	1.19				
value pack		0.69 - 1.19	0.88 - 1.18	1,044	1.00	0.79 - 0.97		536	0.97	0.99	1.38	54	1.07
Drumsticks													
regular pack			1.68	17	1.68		1.19	13	1.19				
value pack		0.69 - 1.19	0.48 - 1.18	1,157	0.98	0.97	0.59 - 0.79	682	0.91	0.99	1.28	54	1.05
Bnls/Sknls Thighs													
regular pack													
value pack		1.79	1.69	260	1.70		1.67 - 1.79	153	1.68	2.49	1.79	111	2.39
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
FDI	B/S Breast	1.66 - 2.39	1.99	80	2.09		1.49 - 1.92	533	1.91	1.89	1.49 - 2.16	28	1.73
	Tenders Wings Party Wings												



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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		28.0% of 100 sampled outlets				24.8% of 100 sampled outlets					
Special Rate ^{4/}		0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 66				Activity Index = 52					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
cut-up fryer											
bagged roaster											
Cornish (frs/frz)		3.33	11	3.33							
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack			3.29	2	3.29						
value pack		2.49		11	2.49						
thin sliced						4.99		20	4.99		
marinated											
Breast Tenders											
regular pack						4.99		20	4.99		
value pack			3.28	4	3.28						
Split, bn-in Breast											
regular pack			3.59	16	3.59						
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged						1.49		3	1.49		
Legs											
Thighs											
regular pack						1.49		3	1.49		
value pack											
Drumsticks											
regular pack						1.49		3	1.49		
value pack											
Bnls/Sknls Thighs											
regular pack											
value pack		2.49		11	2.49						
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
FDI	B/S Breast		2.66	11	2.66						
	Tenders										
	Wings					3.49		3	3.49		
	Party Wings										



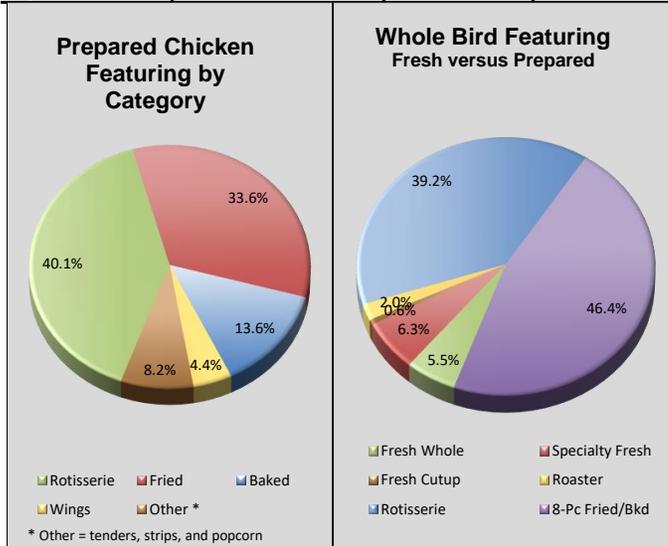
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(prices in dollars per unit or per pound unless otherwise noted)

Fri. Mar 12, 2021

PREPARED FOODS NATIONAL SUMMARY																			
			THIS WEEK	LAST WEEK	LAST YEAR				NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.	
Feature Rate ^{1/}	50.9% of 29,200 outlets		44.3% of 29,200 outlets		39.5% of 29,200 outlets		Feature Rate ^{1/}	40.7% of 5,500 sampled outlets			66.4% of 7,400 sampled outlets			54.3% of 6,100 sampled outlets			46.8% of 4,900 sampled outlets		
Activity Index ^{2/}	20,279		9,698		15,022		Activity Index ^{2/}	Activity Index = 2,672			Activity Index = 6,116			Activity Index = 4,720			Activity Index = 3,620		
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores
ROTISSERIE:							ROTISSERIE:												
Whole Bird							Whole Bird												
< 2 lbs.	7,943	5.02	2,424	5.84	3,184	6.47	< 2 lbs.	4.50 - 7.99	810	5.24	4.50 - 7.99	2,210	4.93	4.50 - 7.99	2,137	5.08	4.50 - 7.99	1,886	
2.1-3.0 lbs.	133	6.72	1,018	6.58	1,810	8.14	2.1-3.0 lbs.							3.99	12	3.99		6.99	67
Whole Breast	44	5.00	154	5.41	278	10.49	Whole Breast				5.00	37	5.00	5.00	7	5.00			
Leg Quarter	17	1.00			77	1.25	Leg Quarter											1.00	17
FRIED & BAKED:							FRIED & BAKED:												
Fried 8-Piece Mix	3,421	6.49	1,864	6.74	1,022	7.30	Fried 8-Piece Mix	5.00 - 7.99	733	6.28	5.88 - 7.99	178	6.77	5.99 - 11.49	778	7.28	5.00 - 8.99	765	
Baked 8-Piece Mix	2,763	7.15	1,108	6.89	449	6.98	Baked 8-Piece Mix	5.99	212	5.99	6.99 - 7.49	1,253	7.44	5.99 - 11.49	234	7.87	5.00 - 8.99	203	
F/B 8-Piece Dark	2,899	5.61			118	5.52	F/B 8-Piece Dark	3.49 - 7.88	569	6.16	5.00 - 5.99	1,423	5.66	5.00 - 6.39	907	5.17			
F/B 12-Piece	205	9.81	399	8.58	95	12.39	F/B 12-Piece				5.98	69	5.98	5.98	21	5.98	5.98 - 13.99	115	
Bulk Pack (\$/piece)	283	0.70	1,283	0.60	115	0.58	Bulk Pack (\$/piece)				0.79	10	0.79	0.59 - 0.80	273	0.69			
Wings: bone-in	630	6.44	426	5.93	2,465	5.59	Wings: bone-in	5.99 - 6.99	174	6.35	5.99	200	5.99	5.99 - 6.99	138	6.92	6.49 - 6.99	48	
boneless	269	6.63	347	5.00	904	5.93	boneless				5.99	200	5.99	7.99 - 8.99	69	8.47			
Tenders	1,672	5.52	532	6.10	4,100	6.19	Tenders	5.99	174	5.99	5.00 - 5.99	536	5.14	4.99 - 6.99	144	5.99	5.00	526	
Strips					131	5.18	Strips												
Popcorn			143	3.99	274	5.83	Popcorn												
							SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII			
Feature Rate ^{1/}	25.7% of 3,800 sampled outlets		80.9% of 1,300 sampled outlets		32.0% of 100 sampled outlets		31.4% of 100 sampled outlets												
Activity Index ^{2/}	Activity Index = 1,133		Activity Index = 1,924		Activity Index = 54		Activity Index = 33												
			price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores			
ROTISSERIE:							ROTISSERIE:												
Whole Bird							Whole Bird												
< 2 lbs.	4.50 - 7.99	578	5.16	4.50 - 7.99	268	5.06	< 2 lbs.	4.50 - 7.99	268	5.06	4.50 - 5.50	21	5.02	4.50 - 9.99	33				
2.1-3.0 lbs.	6.99	54	6.99				2.1-3.0 lbs.	6.99	54	6.99									
Whole Breast							Whole Breast												
Leg Quarter							Leg Quarter												
FRIED & BAKED:							FRIED & BAKED:												
Fried 8-Piece Mix	5.99	179	5.99	5.50 - 6.99	777	6.81	Fried 8-Piece Mix	5.99	179	5.99	5.50	11	5.50						
Baked 8-Piece Mix	5.99	179	5.99	6.99	682	6.99	Baked 8-Piece Mix	5.99	179	5.99	6.99	682	6.99						
F/B 8-Piece Dark							F/B 8-Piece Dark												
F/B 12-Piece							F/B 12-Piece												
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)												
Wings: bone-in	7.99	54	7.99	2.99	16	2.99	Wings: bone-in	7.99	54	7.99	2.99	16	2.99						
boneless							boneless												
Tenders							Tenders												
Strips							Strips												
Popcorn							Popcorn												



Source: USDA Livestock, Poultry, & Grain Market News;
<http://www.ams.usda.gov/market-news/livestock-poultry-grain>

(404) 562-5850
 Email: Atlanta.lpgmn@ams.usda.gov

Notes:

J.S.
outlets
27
wtd avg
4.85
6.99
1.00
5.65
7.24
12.81
6.74
5.00

outlets
3
wtd avg

8.14



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	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category																	
	SPECIALTY CHICKEN						■ Regular ■ Prepared ■ Specialty ■ Organic																	
	THIS WEEK		LAST WEEK		LAST YEAR																			
Feature Rate ^{1/}	16.8% of 29,200 outlets		25.1% of 29,200 outlets		26.9% of 29,200 outlets																			
Activity Index ^{2/}	9,276		12,810		16,417																			
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																		
Whole Fryer	1,298	2.52	1,185	1.75	1,346	1.44																		
Bnls/Sknls Breast	2,427	4.61	5,499	4.63	4,785	4.74																		
Breast Tenders	820	4.83	608	4.66	681	4.49																		
Split, bn-in Breast	1,019	2.60	1,133	2.11	1,838	1.27																		
Whole Wings	681	3.76	381	3.67	335	2.93																		
Leg Quarters	710	0.95	278	2.24	395	0.93																		
Legs	103	2.99	40	2.99																				
Thighs	907	2.24	1,723	1.93	3,343	1.41																		
Drumsticks	769	2.10	1,298	1.86	2,950	1.38																		
B/S Thighs	542	3.02	665	3.05	744	2.95																		
SPECIALTY	NORTHEAST U.S.						SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.					
Feature Rate ^{1/}	19.6% of 5,500 sampled outlets						9.6% of 7,400 sampled outlets			29.5% of 6,100 sampled outlets			7.7% of 4,900 sampled outlets			23.2% of 3,800 sampled outlets			3.4% of 1,300 sampled outlets					
Activity Index ^{2/}	Activity Index = 4,270						Activity Index = 1,733			Activity Index = 1,489			Activity Index = 444			Activity Index = 1,322			Activity Index = 18					
	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			
Whole Fryer	1.39 - 4.69	722	2.62	1.88 - 2.99	41	2.60	1.49 - 2.99	433	2.37	1.79 - 2.99	72	2.61	1.99	12	1.99	1.19 - 2.99	18	1.39						
Bnls/Sknls Breast	3.99 - 5.99	538	4.48	3.99 - 5.99	914	4.70	3.49 - 5.99	191	4.75	2.97 - 6.48	216	4.77	2.97 - 4.99	568	4.49									
Breast Tenders	4.59 - 4.99	381	4.69				3.49	13	3.49	5.00	24	5.00	4.99	402	4.99									
Split, bn-in Breast	1.49 - 3.59	444	2.95	1.18 - 3.59	421	2.10	2.19 - 3.59	144	3.06	1.69	10	1.69												
Whole Wings	3.19 - 4.69	442	3.65				3.98	201	3.98	3.98	38	3.98												
Leg Quarters	0.59 - 1.99	230	1.27	0.68	200	0.68				1.19	10	1.19	0.88	270	0.88									
Legs	2.99	103	2.99																					
Thighs	1.69 - 2.99	630	2.27				0.98 - 2.39	205	1.81	1.79 - 5.00	37	3.93	2.40	35	2.40									
Drumsticks	1.69 - 2.99	492	2.07				0.98 - 2.39	205	1.81	1.79 - 5.00	37	3.93	2.40	35	2.40									
B/S Thighs	2.99	288	2.99	2.99 - 4.99	157	3.50	1.99 - 4.99	97	2.33															
SPECIALTY	ALASKA						HAWAII																	
Feature Rate ^{1/}	0.0% of 100 sampled outlets						0.0% of 100 sampled outlets																	
Activity Index ^{2/}	Activity Index = 0						Activity Index = 0																	
	price range	stores	wtd avg	price range	stores	wtd avg																		
Whole Fryer																								
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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/>.

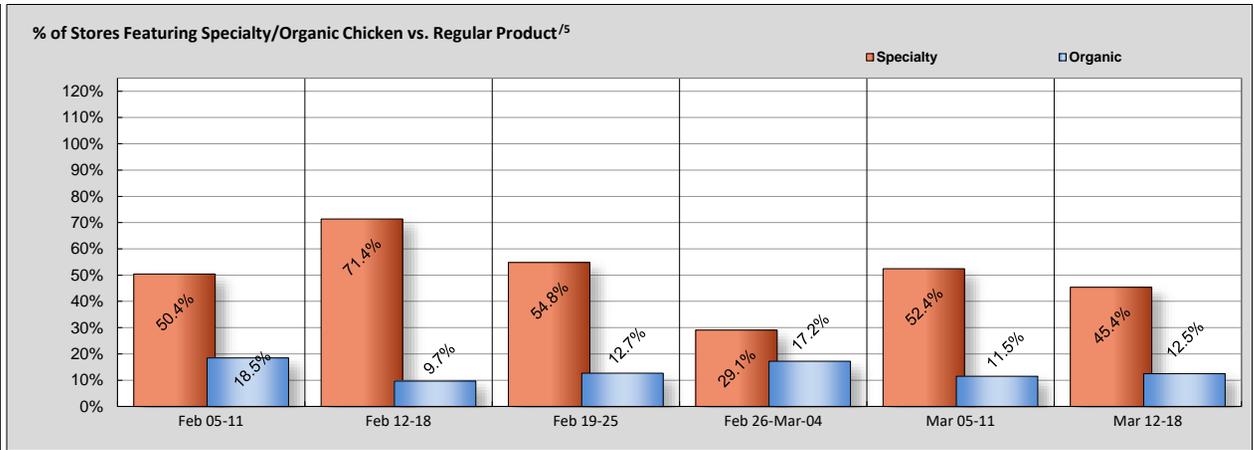


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

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

NATIONAL SUMMARY						
USDA ORGANIC CHICKEN						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	4.0% of 29,200 outlets		8.7% of 29,200 outlets		4.6% of 29,200 outlets	
Activity Index ^{2/}	2,396		2,964		1,761	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	566	2.98	381	2.99	127	3.69
Bnls/Sknls Breast	759	7.96	1,500	7.61	1,122	7.71
Breast Tenders	127	9.99	636	7.62	69	7.99
Split, bn-in Breast	105	5.30	93	5.49		
Whole Wings					141	3.26
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	158	3.13			302	5.94
Drumsticks	502	2.98	200	1.88		
B/S Thighs	179	5.55	154	5.64		



^{1/5:} % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.				
	10.8% of 5,500 sampled outlets Activity Index = 1,593		0.4% of 7,400 sampled outlets Activity Index = 70		1.8% of 6,100 sampled outlets Activity Index = 265		0.2% of 4,900 sampled outlets Activity Index = 16		8.8% of 3,800 sampled outlets Activity Index = 395		7.2% of 1,300 sampled outlets Activity Index = 57				
Whole Fryer	2.99	465	2.99						2.89 - 3.49	101	2.96				
Bnls/Sknls Breast	6.99 - 11.49	442	8.47		5.99 - 8.99	104	6.31		7.99 - 8.99	155	8.15	5.99 - 7.99	55	6.57	
Breast Tenders	9.99	127	9.99												
Split, bn-in Breast	5.49	65	5.49	4.99	26	4.99	4.99	5	4.99	4.99	7	4.99	4.99	2	4.99
Whole Wings															
Legs															
Thighs	3.49	77	3.49		2.79	78	2.79		2.79	3	2.79				
Drumsticks	2.99 - 3.49	263	3.20	2.99	44	2.99	2.79	78	2.79	2.79	3	2.79	1.59 - 2.89	114	2.60
B/S Thighs	5.29 - 5.99	154	5.64						4.99	25	4.99				
ORGANIC	ALASKA		HAWAII												
	0.0% of 100 sampled outlets Activity Index = 0		0.0% of 100 sampled outlets Activity Index = 0												
Whole Fryer															
Bnls/Sknls Breast															
Breast Tenders															
Split, bn-in Breast															
Whole Wings															
Legs															
Thighs															
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