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Report for 2/22/2025 - 2/28/2025

MARKET HIGHLIGHTS

This week in chicken retail, the feature rate increased 9.3% and the activity index increased by 1.5%. Parts, ground, prepared and variety meat increased in ad space this week while whole birds, IQF and deli items decreased in ad space.

NATIONAL

| Metric | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets | 24,824 | 24,824 | |
| Activity Index | 63,380 | 62,451 | |
| Feature Rate (%) | 92.8% | 83.5% | |

| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|---------|------------|-------------------------|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Whole | Per lb | Whole Bagged Fryer | ABF, Free Range | Fresh | | | 31 | 2.42 | | |
| | | Whole Bagged Fryer | Antibiotic Free | Fresh | 1,199 | 1.90 | 2,693 | 2.31 | | |
| | | Whole Bagged Fryer | Conventional | Fresh | 1,844 | 1.45 | 3,193 | 1.22 | | |
| | | Whole Bagged Fryer | USDA Organic | Fresh | | | 10 | 3.49 | | |
| | | Whole Bagged Fryer | USDA Organic, Free Range | Fresh | 15 | 4.49 | | | | |
| | | Whole Bagged Roaster | Antibiotic Free | Fresh | 333 | 1.29 | 244 | 1.88 | | |
| | | Whole Baking Hen | Conventional | Fresh | | | 103 | 1.88 | | |
| | | Whole Baking Hen | Conventional | Frozen | 40 | 0.98 | | | | |
| | | Whole Cornish Hen | Conventional | Fresh | 50 | 4.80 | 103 | 3.74 | | |
| | | Whole Cornish Hen | Conventional | Frozen | 189 | 3.19 | | | | |
| | | Whole Cut-Up Fryer | Antibiotic Free | Fresh | 120 | 1.79 | 90 | 2.79 | | |
| | | Whole Cut-Up Fryer | Conventional | Fresh | 1,390 | 1.99 | | | | |
| | | | | | | | | | | |
| Parts | Per lb | Breast Tenders, Regular | ABF, Free Range | Fresh | 118 | 6.99 | 118 | 6.99 | | |
| | | Breast Tenders, Regular | Antibiotic Free | Fresh | 1,101 | 5.52 | 2,284 | 4.80 | | |
| | | Breast Tenders, Regular | Conventional | Fresh | 1,569 | 4.10 | 1,813 | 5.15 | | |
| | | Breast Tenders, Regular | USDA Organic | Fresh | | | 11 | 10.99 | | |
| | | Breast Tenders, Regular | USDA Organic, Free Range | Fresh | 72 | 8.99 | | | | |
| | | Breast Tenders, Value | Antibiotic Free | Fresh | 236 | 2.99 | 130 | 5.49 | | |
| | | Breast Tenders, Value | Conventional | Fresh | 171 | 3.82 | 753 | 4.61 | | |



| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|---------|------------|---|--------------------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts | Per lb | Breast, Boneless/Skinless, 10 Lbs or more | Antibiotic Free | Fresh | | | 17 | 1.88 | | |
| | | Breast, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 260 | 6.74 | 133 | 6.88 | | |
| | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 1,368 | 4.29 | 1,644 | 4.59 | | |
| | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 1,852 | 2.86 | 1,980 | 3.03 | | |
| | | Breast, Boneless/Skinless, Regular | Halal | Fresh | 1,390 | 7.99 | | | | |
| | | Breast, Boneless/Skinless, Regular | USDA Organic | Fresh | 661 | 7.56 | 167 | 6.99 | | |
| | | Breast, Boneless/Skinless, Value | Antibiotic Free | Fresh | 1,079 | 3.84 | 630 | 3.79 | | |
| | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 4,765 | 2.85 | 2,698 | 2.87 | | |
| | | Breast, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 182 | 4.49 | 412 | 4.11 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range | Fresh | 138 | 6.99 | 169 | 6.99 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free | Fresh | 797 | 5.92 | 598 | 5.07 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional | Fresh | 2,279 | 5.10 | 476 | 4.61 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic | Fresh | | | 302 | 8.99 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Regular | USDA Organic, Free Range | Fresh | | | 148 | 9.99 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Value | Antibiotic Free | Fresh | 20 | 3.49 | 130 | 5.49 | | |
| | | Breast, Boneless/Skinless, Thin-Sliced, Value | Conventional | Fresh | 280 | 3.50 | 186 | 3.51 | | |
| | | Drumsticks, 10 Lbs or more | Conventional | Fresh | | | 24 | 0.99 | | |
| | | Drumsticks, 10 Lbs or more | Conventional | Frozen | 29 | 1.00 | 57 | 1.00 | | |
| | | Drumsticks, Regular | ABF, Free Range | Fresh | | | 148 | 2.99 | | |
| | | Drumsticks, Regular | Antibiotic Free | Fresh | 1,791 | 2.44 | 481 | 1.92 | | |
| | | Drumsticks, Regular | Conventional | Fresh | 3,080 | 0.92 | 1,373 | 1.21 | | |
| | | Drumsticks, Regular | Conventional | Frozen | 109 | 1.20 | 71 | 1.18 | | |
| | | Drumsticks, Regular | Halal | Fresh | | | 24 | 3.99 | | |
| | | Drumsticks, Regular | USDA Organic | Fresh | 21 | 4.99 | | | | |
| | | Drumsticks, Value | Antibiotic Free | Fresh | 682 | 1.66 | 313 | 1.47 | | |
| | | Drumsticks, Value | Conventional | Fresh | 807 | 1.22 | 4,482 | 1.13 | | |
| | | Drumsticks, Value | Conventional | Frozen | 19 | 1.67 | 27 | 1.09 | | |



| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|---------|------------|---|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts | Per lb | Leg Meat, Boneless/Skinless, Regular | Conventional | Fresh | 379 | 2.28 | 209 | 2.72 | | |
| | | Leg Meat, Boneless/Skinless, Value | Conventional | Fresh | 47 | 1.99 | 125 | 2.28 | | |
| | | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 237 | 2.46 | 209 | 2.49 | | |
| | | Leg Quarters, 10 Lbs or more | Antibiotic Free | Frozen | | | 50 | 0.70 | | |
| | | Leg Quarters, 10 Lbs or more | Conventional | Fresh | 147 | 0.83 | 123 | 0.76 | | |
| | | Leg Quarters, 10 Lbs or more | Conventional | Frozen | 208 | 0.88 | 441 | 0.74 | | |
| | | Leg Quarters, Regular | Antibiotic Free | Fresh | 39 | 1.54 | 55 | 1.30 | | |
| | | Leg Quarters, Regular | Conventional | Fresh | 1,558 | 0.92 | 176 | 1.17 | | |
| | | Leg Quarters, Value | Antibiotic Free | Fresh | | | 320 | 0.99 | | |
| | | Leg Quarters, Value | Conventional | Fresh | 265 | 1.07 | 1,234 | 1.01 | | |
| | | Leg Quarters, Marinated, Regular | Conventional | Fresh | 29 | 1.00 | 29 | 1.00 | | |
| | | Legs, Regular | Antibiotic Free | Fresh | | | 120 | 1.39 | | |
| | | Legs, Value | Antibiotic Free | Fresh | 51 | 1.49 | | | | |
| | | Party Wings, Flats and Drums, 10 Lbs or more | Conventional | Fresh | | | 24 | 1.49 | | |
| | | Party Wings, Flats and Drums, Regular | Antibiotic Free | Fresh | 17 | 3.99 | 17 | 3.99 | | |
| | | Party Wings, Flats and Drums, Regular | Conventional | Fresh | 373 | 3.03 | 44 | 1.90 | | |
| | | Party Wings, Flats and Drums, Regular | Conventional | Frozen | | | 24 | 1.99 | | |
| | | Party Wings, Flats and Drums, Regular | USDA Organic | Fresh | 91 | 4.49 | | | | |
| | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 912 | 3.70 | 395 | 2.95 | | |
| | | Split Breast, Bone-In, Regular | Conventional | Fresh | 214 | 2.07 | 859 | 2.47 | | |
| | | Split Breast, Bone-In, Value | Antibiotic Free | Fresh | 44 | 1.59 | | | | |
| | | Split Breast, Bone-In, Value | Conventional | Fresh | 326 | 2.13 | 315 | 1.96 | | |
| | | Thighs, Regular | ABF, Free Range | Fresh | | | 148 | 2.99 | | |
| | | Thighs, Regular | Antibiotic Free | Fresh | 1,337 | 2.76 | 465 | 2.13 | | |
| | | Thighs, Regular | Conventional | Fresh | 80 | 1.54 | 474 | 1.48 | | |
| | | Thighs, Regular | Conventional | Frozen | 13 | 2.08 | 3 | 2.20 | | |
| | | Thighs, Regular | Halal | Fresh | | | 24 | 3.99 | | |
| | | Thighs, Regular | USDA Organic | Fresh | 83 | 4.26 | 91 | 3.99 | | |
| | | Thighs, Value | Antibiotic Free | Fresh | 373 | 1.80 | 229 | 1.48 | | |
| | | Thighs, Value | Conventional | Fresh | 469 | 1.37 | 2,874 | 1.25 | | |
| | | Thighs, Value | Conventional | Frozen | 19 | 1.67 | 43 | 1.24 | | |



| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|----------|------------|---|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Parts | Per lb | Thighs, Boneless/Skinless, 10 Lbs or more | Conventional | Frozen | | | 2,458 | 2.49 | | |
| | | Thighs, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 141 | 6.99 | 162 | 6.99 | | |
| | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 774 | 4.36 | 1,028 | 3.82 | | |
| | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 1,280 | 3.08 | 750 | 3.23 | | |
| | | Thighs, Boneless/Skinless, Regular | Conventional | Frozen | 3 | 3.20 | 7 | 3.60 | | |
| | | Thighs, Boneless/Skinless, Regular | Halal | Fresh | 1,390 | 6.99 | | | | |
| | | Thighs, Boneless/Skinless, Regular | USDA Organic | Fresh | 80 | 8.34 | | | | |
| | | Thighs, Boneless/Skinless, Value | Antibiotic Free | Fresh | 20 | 3.47 | 20 | 3.47 | | |
| | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 352 | 3.69 | 628 | 2.97 | | |
| | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 428 | 3.18 | 17 | 2.99 | | |
| | | V-Cut Wings, Regular | Conventional | Fresh | 65 | 3.60 | 32 | 3.72 | | |
| | | V-Cut Wings, Regular | USDA Organic | Fresh | 751 | 5.18 | | | | |
| | | V-Cut Wings, Value | Antibiotic Free | Fresh | 320 | 3.61 | 3 | 6.19 | | |
| | | V-Cut Wings, Value | Conventional | Fresh | 422 | 3.50 | 442 | 3.12 | | |
| IQF | Per lb | Breast Tenders, IQF | Antibiotic Free | Frozen | | | 84 | 2.95 | | |
| | | Breast Tenders, IQF | Conventional | Frozen | | | 140 | 2.21 | | |
| | | Breast, Boneless/Skinless, IQF | Conventional | Frozen | 218 | 2.33 | 2,395 | 2.71 | | |
| | | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 852 | 3.08 | 282 | 2.66 | | |
| | | V-Cut Wings, IQF | Conventional | Frozen | | | 17 | 1.99 | | |
| Ground | Per lb | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 801 | 4.00 | 692 | 4.46 | | |
| | | Ground Chicken, 1-2 Lbs | Conventional | Fresh | 656 | 3.82 | 412 | 3.86 | | |
| | | Ground Chicken Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 148 | 4.49 | | | | |
| Prepared | Each | Ground Chicken Patties, 1-2 Lbs | Antibiotic Free | Fresh | 1,208 | 2.99 | 37 | 5.50 | | |
| | | Fried/Baked Breast Tenders, 8-Piece | Conventional | Prepared | | | 34 | 10.73 | | |
| | | Fried/Baked Chicken, Dark, 12-Piece | Conventional | Prepared | 40 | 9.99 | | | | |
| | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 311 | 6.39 | 446 | 7.24 | | |
| | | Fried/Baked Chicken, Mixed, 12-Piece | Conventional | Prepared | 92 | 16.64 | 260 | 11.08 | | |
| | | Fried/Baked Chicken, Mixed, 8-Piece | Conventional | Prepared | 803 | 8.95 | 1,510 | 9.10 | | |



| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|--------------|------------|--|-----------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Prepared | Each | Fried/Baked Wings, Bone-In, Bulk (\$/Piece) | Conventional | Prepared | 21 | 0.60 | | | | |
| | | Whole Rotisserie Chicken, < 2 Lbs | Antibiotic Free | Prepared | | | 18 | 7.99 | | |
| | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 4,226 | 7.96 | 2,159 | 6.97 | | |
| | | Whole Rotisserie Chicken, 2.1-3.0 Lbs | Conventional | Prepared | | | 189 | 8.99 | | |
| Prepared | Per lb | Fried/Baked Breast Tenders | Conventional | Prepared | 995 | 8.40 | 1,225 | 7.75 | | |
| | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 684 | 7.76 | 1,283 | 7.64 | | |
| | | Fried/Baked Wings, Boneless | Conventional | Prepared | 35 | 4.99 | 29 | 8.99 | | |
| | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 3 | 3.98 | | | | |
| Deli | Per lb | Grilled Chicken Strips, > 16 oz | Conventional | Prepared | 48 | 4.72 | | | | |
| | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 441 | 11.55 | | | | |
| | | Grilled Chicken Strips, 16 oz | Conventional | Prepared | | | 48 | 5.99 | | |
| | | Grilled Chicken Strips, 5-15 oz | Antibiotic Free | Prepared | 48 | 6.86 | 32 | 5.00 | | |
| | | Grilled Chicken Strips, 5-15 oz | Conventional | Prepared | 75 | 7.99 | 223 | 7.00 | | |
| | | Self-Service Deli Chicken Tub/Pouch, < 5 oz | Conventional | Prepared | 160 | 6.26 | 247 | 5.37 | | |
| | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 1,298 | 6.10 | 1,978 | 6.36 | | |
| | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 3,926 | 8.12 | 2,110 | 6.76 | | |
| | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic | Prepared | 120 | 21.31 | | | | |
| | | Service Deli - Cat 1 | Antibiotic Free | Prepared | | | 21 | 14.99 | | |
| | | Service Deli - Cat 1 | Conventional | Prepared | 1,078 | 9.86 | 3,226 | 10.88 | | |
| | | Service Deli - Cat 2 | Conventional | Prepared | 1,486 | 6.42 | 270 | 7.90 | | |
| Variety Meat | Per lb | Feet | Conventional | Fresh | 40 | 2.99 | | | | |
| | | Gizzards | Antibiotic Free | Fresh | 68 | 2.12 | 47 | 1.73 | | |
| | | Hearts | Antibiotic Free | Fresh | 38 | 2.54 | | | | |
| | | Hearts | Antibiotic Free | Frozen | 17 | 2.99 | 17 | 2.99 | | |
| | | Liver | Antibiotic Free | Fresh | 51 | 2.17 | 47 | 1.73 | | |
| | | Liver | Conventional | Fresh | | | 40 | 2.69 | | |

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

MetricCurrent Week (CW)



| | |
|------------------|--------|
| Total Outlets | 4,853 |
| Activity Index | 17,183 |
| Feature Rate (%) | 87.2% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|--------------------------|-----------|--------|-------------|---------|
| Whole | | Per lb | Whole Bagged Fryer | Antibiotic Free | Fresh | 477 | 0.99 - 1.99 | 1.47 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 577 | 0.99 - 1.89 | 1.28 |
| | | | Whole Bagged Roaster | Antibiotic Free | Fresh | 333 | 0.99 - 1.49 | 1.29 |
| | | | Whole Cut-Up Fryer | Antibiotic Free | Fresh | 120 | 1.79 - 1.79 | 1.79 |
| Parts | | Per lb | Breast Tenders, Regular | Antibiotic Free | Fresh | 496 | 2.99 - 5.99 | 5.56 |
| | | | Breast Tenders, Regular | Conventional | Fresh | 700 | 2.49 - 5.99 | 4.59 |
| | | | Breast Tenders, Regular | USDA Organic, Free Range | Fresh | 72 | 8.99 - 8.99 | 8.99 |
| | | | Breast Tenders, Value | Antibiotic Free | Fresh | 21 | 2.99 - 2.99 | 2.99 |
| | | | Breast, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 48 | 5.99 - 5.99 | 5.99 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 650 | 3.59 - 6.99 | 4.54 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 322 | 1.79 - 3.99 | 2.96 |
| | | | Breast, Boneless/Skinless, Regular | USDA Organic | Fresh | 432 | 6.99 - 7.99 | 7.69 |
| | | | Breast, Boneless/Skinless, Value | Antibiotic Free | Fresh | 72 | 2.99 - 2.99 | 2.99 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 1318 | 1.99 - 3.49 | 2.75 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range | Fresh | 20 | 6.99 - 6.99 | 6.99 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free | Fresh | 530 | 3.84 - 7.99 | 6.09 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional | Fresh | 379 | 3.99 - 5.24 | 5.09 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Value | Antibiotic Free | Fresh | 20 | 3.49 - 3.49 | 3.49 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Value | Conventional | Fresh | 48 | 3.99 - 3.99 | 3.99 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 640 | 0.99 - 2.99 | 1.84 |
| | | | Drumsticks, Regular | Conventional | Fresh | 532 | 0.88 - 1.49 | 0.90 |
| | | | Drumsticks, Value | Antibiotic Free | Fresh | 302 | 1.49 - 1.49 | 1.49 |
| | | | Drumsticks, Value | Conventional | Fresh | 447 | 0.69 - 1.99 | 1.25 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 265 | 0.79 - 1.49 | 1.29 |
| | | | Leg Quarters, Value | Conventional | Fresh | 241 | 0.99 - 1.49 | 1.03 |
| | | | Legs, Value | Antibiotic Free | Fresh | 48 | 1.49 - 1.49 | 1.49 |
| | | | Party Wings, Flats and Drums, Regular | Conventional | Fresh | 108 | 2.99 - 2.99 | 2.99 |
| | | | Party Wings, Flats and Drums, Regular | USDA Organic | Fresh | 91 | 4.49 - 4.49 | 4.49 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 246 | 1.79 - 4.49 | 3.45 |
| | | | Split Breast, Bone-In, Value | Antibiotic Free | Fresh | 44 | 1.59 - 1.59 | 1.59 |
| | | | Split Breast, Bone-In, Value | Conventional | Fresh | 278 | 1.99 - 2.29 | 2.15 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|--|-----------------|-----------|--------|---------------|---------|
| Parts | Per lb | | Thighs, Regular | Antibiotic Free | Fresh | 286 | 1.49 - 2.99 | 2.18 |
| | | | Thighs, Regular | Conventional | Fresh | 21 | 1.99 - 1.99 | 1.99 |
| | | | Thighs, Regular | USDA Organic | Fresh | 72 | 3.99 - 3.99 | 3.99 |
| | | | Thighs, Value | Antibiotic Free | Fresh | 23 | 1.29 - 1.29 | 1.29 |
| | | | Thighs, Value | Conventional | Fresh | 394 | 0.99 - 1.99 | 1.33 |
| | | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 613 | 2.99 - 5.99 | 4.34 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 474 | 2.47 - 2.99 | 2.83 |
| | | | Thighs, Boneless/Skinless, Regular | USDA Organic | Fresh | 52 | 7.98 - 7.99 | 7.99 |
| | | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 54 | 3.99 - 3.99 | 3.99 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 160 | 5.39 - 6.99 | 5.59 |
| | | | V-Cut Wings, Value | Antibiotic Free | Fresh | 302 | 3.59 - 3.59 | 3.59 |
| | | | V-Cut Wings, Value | Conventional | Fresh | 167 | 3.49 - 3.99 | 3.60 |
| IQF | Per lb | | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 397 | 2.33 - 2.75 | 2.38 |
| Ground | Per lb | | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 287 | 3.49 - 3.99 | 3.67 |
| | | | Ground Chicken, 1-2 Lbs | Conventional | Fresh | 630 | 3.50 - 4.00 | 3.85 |
| | | | Ground Chicken Breast (98-100%), 1-2 Lbs | Conventional | Fresh | 148 | 4.49 - 4.49 | 4.49 |
| | | | Ground Chicken Patties, 1-2 Lbs | Antibiotic Free | Fresh | 76 | 2.99 - 2.99 | 2.99 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 182 | 5.97 - 5.97 | 5.97 |
| | | | Fried/Baked Chicken, Mixed, 8-Piece | Conventional | Prepared | 355 | 7.99 - 8.99 | 8.11 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 192 | 6.99 - 8.99 | 7.45 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 432 | 8.99 - 8.99 | 8.99 |
| | | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 26 | 9.99 - 9.99 | 9.99 |
| Deli | Per lb | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 17 | 11.55 - 11.55 | 11.55 |
| | | | Grilled Chicken Strips, 5-15 oz | Antibiotic Free | Prepared | 20 | 6.66 - 6.66 | 6.66 |
| | | | Grilled Chicken Strips, 5-15 oz | Conventional | Prepared | 44 | 7.98 - 7.98 | 7.98 |
| | | | Self-Service Deli Chicken Tub/Pouch, < 5 oz | Conventional | Prepared | 72 | 7.04 - 7.04 | 7.04 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 21 | 5.99 - 5.99 | 5.99 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 1032 | 7.09 - 10.65 | 8.76 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | USDA Organic | Prepared | 120 | 21.31 - 21.31 | 21.31 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 561 | 7.99 - 11.99 | 9.75 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 76 | 5.99 - 5.99 | 5.99 |

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 6,580 |
| Activity Index | 18,202 |
| Feature Rate (%) | 96.5% |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Whole | Per lb | | Whole Bagged Fryer | Antibiotic Free | Fresh | 142 | 0.99 - 1.98 | 1.29 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 467 | 1.49 - 1.79 | 1.56 |
| | | | Whole Baking Hen | Conventional | Frozen | 40 | 0.98 - 0.98 | 0.98 |
| | | | Whole Cornish Hen | Conventional | Fresh | 50 | 4.80 - 4.80 | 4.80 |
| | | | Whole Cut-Up Fryer | Conventional | Fresh | 1389 | 1.99 - 1.99 | 1.99 |
| Parts | Per lb | | Breast Tenders, Regular | Antibiotic Free | Fresh | 245 | 3.99 - 5.99 | 5.59 |
| | | | Breast Tenders, Regular | Conventional | Fresh | 252 | 3.98 - 5.99 | 4.01 |
| | | | Breast Tenders, Value | Antibiotic Free | Fresh | 109 | 2.99 - 2.99 | 2.99 |
| | | | Breast Tenders, Value | Conventional | Fresh | 2 | 2.99 - 2.99 | 2.99 |
| | | | Breast, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 3 | 5.99 - 5.99 | 5.99 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 100 | 3.99 - 5.99 | 4.33 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 22 | 1.79 - 3.99 | 2.70 |
| | | | Breast, Boneless/Skinless, Regular | Halal | Fresh | 1389 | 7.99 - 7.99 | 7.99 |
| | | | Breast, Boneless/Skinless, Regular | USDA Organic | Fresh | 190 | 6.98 - 6.98 | 6.98 |
| | | | Breast, Boneless/Skinless, Value | Antibiotic Free | Fresh | 411 | 2.99 - 3.49 | 3.36 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 854 | 1.98 - 3.49 | 2.82 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free | Fresh | 239 | 5.59 - 5.59 | 5.59 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional | Fresh | 1417 | 3.98 - 5.49 | 5.46 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Value | Conventional | Fresh | 63 | 3.99 - 3.99 | 3.99 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 69 | 0.74 - 2.99 | 2.02 |
| | | | Drumsticks, Regular | Conventional | Fresh | 736 | 0.78 - 0.88 | 0.87 |
| | | | Drumsticks, Regular | Conventional | Frozen | 13 | 1.00 - 1.00 | 1.00 |
| | | | Drumsticks, Value | Antibiotic Free | Fresh | 50 | 1.59 - 1.59 | 1.59 |
| | | | Drumsticks, Value | Conventional | Fresh | 10 | 0.69 - 1.29 | 1.11 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Fresh | 29 | 0.69 - 0.69 | 0.69 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Frozen | 66 | 0.69 - 0.79 | 0.73 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 1174 | 0.54 - 1.28 | 0.81 |
| | | | Leg Quarters, Value | Conventional | Fresh | 3 | 1.49 - 1.49 | 1.49 |
| | | | Legs, Value | Antibiotic Free | Fresh | 3 | 1.49 - 1.49 | 1.49 |
| | | | Party Wings, Flats and Drums, Regular | Conventional | Fresh | 249 | 2.98 - 2.99 | 2.98 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 116 | 1.98 - 4.49 | 3.99 |
| | | | Split Breast, Bone-In, Value | Conventional | Fresh | 32 | 1.99 - 1.99 | 1.99 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 41 | 2.15 - 2.99 | 2.93 |
| | | | Thighs, Regular | Conventional | Fresh | 3 | 1.99 - 1.99 | 1.99 |
| | | | Thighs, Value | Antibiotic Free | Fresh | 50 | 1.59 - 1.59 | 1.59 |
| | | | Thighs, Value | Conventional | Fresh | 3 | 1.99 - 1.99 | 1.99 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|--|-----------------|-----------|--------|---------------|---------|
| Parts | Per lb | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 32 | 3.18 - 3.18 | 3.18 |
| | | | Thighs, Boneless/Skinless, Regular | Halal | Fresh | 1389 | 6.99 - 6.99 | 6.99 |
| | | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 2 | 2.89 - 2.89 | 2.89 |
| | | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 322 | 2.99 - 3.99 | 3.04 |
| | | | V-Cut Wings, Regular | Conventional | Fresh | 25 | 2.98 - 2.98 | 2.98 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 199 | 4.49 - 5.39 | 4.91 |
| | | | V-Cut Wings, Value | Conventional | Fresh | 134 | 2.89 - 3.99 | 3.60 |
| IQF | Per lb | | Breast, Boneless/Skinless, IQF | Conventional | Frozen | 36 | 1.98 - 1.99 | 1.98 |
| | | | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 33 | 2.49 - 3.20 | 3.09 |
| Ground | Per lb | | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 155 | 2.50 - 4.79 | 3.86 |
| | | | Ground Chicken Patties, 1-2 Lbs | Antibiotic Free | Fresh | 1132 | 2.99 - 2.99 | 2.99 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 67 | 5.97 - 6.99 | 6.73 |
| | | | Fried/Baked Chicken, Mixed, 12-Piece | Conventional | Prepared | 64 | 15.99 - 16.99 | 16.49 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 2084 | 6.98 - 9.99 | 7.66 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 280 | 6.99 - 9.99 | 8.55 |
| | | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 367 | 7.98 - 7.99 | 7.99 |
| Deli | Per lb | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 87 | 11.55 - 11.55 | 11.55 |
| | | | Grilled Chicken Strips, 5-15 oz | Antibiotic Free | Prepared | 28 | 7.00 - 7.00 | 7.00 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 314 | 4.98 - 6.99 | 6.45 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 237 | 7.58 - 10.98 | 9.07 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 50 | 7.99 - 7.99 | 7.99 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 1094 | 5.99 - 5.99 | 5.99 |
| Variety Meat | Per lb | | Feet | Conventional | Fresh | 40 | 2.99 - 2.99 | 2.99 |

MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 4,639 |
| Activity Index | 11,368 |
| Feature Rate (%) | 95.4% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|-------------------------|-----------------|-----------|--------|-------------|---------|
| Whole | Per lb | | Whole Bagged Fryer | Antibiotic Free | Fresh | 402 | 1.75 - 2.77 | 2.53 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 265 | 1.49 - 1.98 | 1.76 |
| | | | Whole Cornish Hen | Conventional | Frozen | 189 | 3.19 - 3.19 | 3.19 |
| | | | Whole Cut-Up Fryer | Conventional | Fresh | 1 | 1.99 - 1.99 | 1.99 |
| Parts | Per lb | | Breast Tenders, Regular | Antibiotic Free | Fresh | 316 | 3.99 - 6.27 | 5.47 |
| | | | Breast Tenders, Regular | Conventional | Fresh | 332 | 3.99 - 3.99 | 3.99 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Parts | Per lb | | Breast Tenders, Value | Antibiotic Free | Fresh | 106 | 2.99 - 2.99 | 2.99 |
| | | | Breast Tenders, Value | Conventional | Fresh | 60 | 2.99 - 4.99 | 3.69 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 542 | 2.69 - 5.99 | 3.92 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 375 | 1.79 - 3.99 | 2.74 |
| | | | Breast, Boneless/Skinless, Regular | Halal | Fresh | 1 | 7.99 - 7.99 | 7.99 |
| | | | Breast, Boneless/Skinless, Value | Antibiotic Free | Fresh | 556 | 2.99 - 4.99 | 4.26 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 806 | 2.69 - 2.99 | 2.83 |
| | | | Breast, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 114 | 3.99 - 4.99 | 4.80 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Antibiotic Free | Fresh | 28 | 5.49 - 5.49 | 5.49 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional | Fresh | 17 | 4.99 - 5.49 | 5.02 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 205 | 0.74 - 3.29 | 2.42 |
| | | | Drumsticks, Regular | Conventional | Fresh | 970 | 0.88 - 0.97 | 0.89 |
| | | | Drumsticks, Regular | Conventional | Frozen | 28 | 1.29 - 1.29 | 1.29 |
| | | | Drumsticks, Regular | USDA Organic | Fresh | 21 | 4.99 - 4.99 | 4.99 |
| | | | Drumsticks, Value | Antibiotic Free | Fresh | 259 | 1.88 - 1.88 | 1.88 |
| | | | Drumsticks, Value | Conventional | Fresh | 95 | 0.88 - 1.49 | 1.15 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Frozen | 110 | 0.69 - 0.99 | 0.94 |
| | | | Leg Quarters, Regular | Antibiotic Free | Fresh | 39 | 1.19 - 1.99 | 1.54 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 32 | 0.99 - 1.49 | 1.24 |
| | | | Leg Quarters, Value | Conventional | Fresh | 21 | 1.49 - 1.49 | 1.49 |
| | | | Party Wings, Flats and Drums, Regular | Antibiotic Free | Fresh | 17 | 3.99 - 3.99 | 3.99 |
| | | | Party Wings, Flats and Drums, Regular | Conventional | Fresh | 16 | 3.99 - 3.99 | 3.99 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 190 | 1.99 - 4.49 | 3.97 |
| | | | Split Breast, Bone-In, Value | Conventional | Fresh | 16 | 1.99 - 1.99 | 1.99 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 171 | 1.99 - 3.19 | 2.83 |
| | | | Thighs, Regular | Conventional | Fresh | 17 | 1.49 - 1.49 | 1.49 |
| | | | Thighs, Value | Antibiotic Free | Fresh | 259 | 1.88 - 1.88 | 1.88 |
| | | | Thighs, Value | Conventional | Fresh | 22 | 1.29 - 1.29 | 1.29 |
| | | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 57 | 3.29 - 5.99 | 4.90 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 344 | 3.49 - 3.99 | 3.95 |
| | | | Thighs, Boneless/Skinless, Regular | Halal | Fresh | 1 | 6.99 - 6.99 | 6.99 |
| | | | Thighs, Boneless/Skinless, Value | Antibiotic Free | Fresh | 17 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 39 | 2.89 - 2.89 | 2.89 |
| | | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 19 | 2.99 - 3.99 | 3.10 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 171 | 4.49 - 5.39 | 4.83 |
| | | | V-Cut Wings, Value | Antibiotic Free | Fresh | 15 | 3.49 - 3.49 | 3.49 |
| | | | V-Cut Wings, Value | Conventional | Fresh | 78 | 2.89 - 2.99 | 2.94 |
| IQF | | Per lb | Breast, Boneless/Skinless, IQF | Conventional | Frozen | 65 | 1.98 - 2.69 | 2.08 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|--|-----------------|-----------|--------|---------------|---------|
| IQF | | Per lb | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 346 | 2.49 - 4.66 | 4.02 |
| Ground | | Per lb | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 23 | 3.99 - 3.99 | 3.99 |
| Prepared | | Each | Fried/Baked Chicken, Mixed, 12-Piece | Conventional | Prepared | 28 | 16.99 - 16.99 | 16.99 |
| | | | Fried/Baked Chicken, Mixed, 8-Piece | Conventional | Prepared | 143 | 7.99 - 12.99 | 9.84 |
| | | | Fried/Baked Wings, Bone-In, Bulk (\$/Piece) | Conventional | Prepared | 21 | 0.60 - 0.60 | 0.60 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 628 | 6.99 - 7.99 | 7.96 |
| Prepared | | Per lb | Fried/Baked Breast Tenders | Conventional | Prepared | 79 | 6.99 - 6.99 | 6.99 |
| | | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 2 | 10.39 - 10.39 | 10.39 |
| | | | Fried/Baked Wings, Boneless | Conventional | Prepared | 18 | 4.99 - 5.00 | 5.00 |
| Deli | | Per lb | Grilled Chicken Strips, > 16 oz | Conventional | Prepared | 48 | 4.72 - 4.72 | 4.72 |
| | | | Self-Service Deli Chicken Tub/Pouch, < 5 oz | Conventional | Prepared | 58 | 5.36 - 6.40 | 6.10 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 394 | 4.99 - 6.99 | 5.55 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 1372 | 3.98 - 13.69 | 7.89 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 415 | 7.99 - 11.99 | 10.35 |
| | | | Service Deli - Cat 2 | Conventional | Prepared | 275 | 7.99 - 7.99 | 7.99 |
| Variety Meat | | Per lb | Gizzards | Antibiotic Free | Fresh | 38 | 1.99 - 2.99 | 2.54 |
| | | | Hearts | Antibiotic Free | Fresh | 38 | 1.99 - 2.99 | 2.54 |
| | | | Hearts | Antibiotic Free | Frozen | 17 | 2.99 - 2.99 | 2.99 |
| | | | Liver | Antibiotic Free | Fresh | 21 | 2.99 - 2.99 | 2.99 |

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,705 |
| Activity Index | 6,921 |
| Feature Rate (%) | 91.1% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Whole | | Per lb | Whole Bagged Fryer | Antibiotic Free | Fresh | 92 | 1.79 - 2.77 | 2.39 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 297 | 1.27 - 2.00 | 1.42 |
| Parts | | Per lb | Breast Tenders, Regular | Antibiotic Free | Fresh | 44 | 3.99 - 6.27 | 5.14 |
| | | | Breast Tenders, Regular | Conventional | Fresh | 122 | 2.78 - 3.49 | 2.96 |
| | | | Breast Tenders, Value | Conventional | Fresh | 35 | 2.16 - 3.87 | 2.40 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 48 | 3.55 - 4.44 | 3.67 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 497 | 1.99 - 3.29 | 2.62 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 636 | 1.98 - 3.99 | 2.93 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | Conventional | Fresh | 466 | 3.99 - 3.99 | 3.99 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Value | Conventional | Fresh | 106 | 2.99 - 3.47 | 3.01 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|---|-----------------|-----------|--------|---------------|---------|
| Parts | Per lb | | Drumsticks, 10 Lbs or more | Conventional | Frozen | 29 | 1.00 - 1.00 | 1.00 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 138 | 1.79 - 2.99 | 2.72 |
| | | | Drumsticks, Regular | Conventional | Fresh | 535 | 0.59 - 1.29 | 0.99 |
| | | | Drumsticks, Regular | Conventional | Frozen | 58 | 1.00 - 1.29 | 1.03 |
| | | | Drumsticks, Value | Antibiotic Free | Fresh | 71 | 1.29 - 1.88 | 1.63 |
| | | | Drumsticks, Value | Conventional | Fresh | 96 | 0.87 - 1.68 | 1.13 |
| | | | Leg Meat, Boneless/Skinless, Regular | Conventional | Fresh | 3 | 2.59 - 2.59 | 2.59 |
| | | | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 3 | 2.59 - 2.59 | 2.59 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Fresh | 118 | 0.87 - 0.87 | 0.87 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Frozen | 29 | 1.00 - 1.00 | 1.00 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 2 | 0.54 - 0.97 | 0.76 |
| | | | Leg Quarters, Marinated, Regular | Conventional | Fresh | 29 | 1.00 - 1.00 | 1.00 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 79 | 4.49 - 4.49 | 4.49 |
| | | | Split Breast, Bone-In, Regular | Conventional | Fresh | 214 | 1.98 - 2.29 | 2.07 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 144 | 1.79 - 2.99 | 2.71 |
| | | | Thighs, Regular | Conventional | Fresh | 39 | 1.29 - 1.29 | 1.29 |
| | | | Thighs, Value | Antibiotic Free | Fresh | 41 | 1.88 - 1.88 | 1.88 |
| | | | Thighs, Value | Conventional | Fresh | 31 | 1.68 - 1.68 | 1.68 |
| | | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 2 | 4.39 - 4.39 | 4.39 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 420 | 1.27 - 3.68 | 2.67 |
| | | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 36 | 2.59 - 2.89 | 2.64 |
| | | | V-Cut Wings, Regular | Conventional | Fresh | 29 | 3.99 - 3.99 | 3.99 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 79 | 5.39 - 5.39 | 5.39 |
| | | | V-Cut Wings, Value | Conventional | Fresh | 43 | 2.89 - 3.99 | 3.84 |
| IQF | Per lb | | Breast, Boneless/Skinless, IQF | Conventional | Frozen | 117 | 1.99 - 3.20 | 2.58 |
| | | | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 70 | 2.20 - 2.49 | 2.34 |
| Ground | Per lb | | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 218 | 3.99 - 3.99 | 3.99 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 30 | 7.99 - 7.99 | 7.99 |
| | | | Fried/Baked Chicken, Mixed, 8-Piece | Conventional | Prepared | 89 | 8.99 - 9.99 | 9.92 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 635 | 6.99 - 8.99 | 7.90 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 82 | 6.99 - 7.99 | 7.36 |
| | | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 141 | 4.77 - 10.39 | 6.45 |
| | | | Fried/Baked Wings, Boneless | Conventional | Prepared | 17 | 4.99 - 4.99 | 4.99 |
| Deli | Per lb | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 116 | 11.55 - 11.55 | 11.55 |
| | | | Grilled Chicken Strips, 5-15 oz | Conventional | Prepared | 31 | 8.00 - 8.00 | 8.00 |
| | | | Self-Service Deli Chicken Tub/Pouch, < 5 oz | Conventional | Prepared | 30 | 4.72 - 4.72 | 4.72 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 88 | 4.99 - 6.98 | 5.89 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 493 | 3.54 - 13.69 | 8.01 |
| | | | Service Deli - Cat 1 | Conventional | Prepared | 52 | 8.99 - 8.99 | 8.99 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|---------|------------|----------------------|-----------------|-----------|--------|-------------|---------|
| Deli | | Per lb | Service Deli - Cat 2 | Conventional | Prepared | 41 | 7.99 - 7.99 | 7.99 |
| Variety Meat | | Per lb | Gizzards | Antibiotic Free | Fresh | 30 | 1.59 - 1.59 | 1.59 |
| | | | Liver | Antibiotic Free | Fresh | 30 | 1.59 - 1.59 | 1.59 |

SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,675 |
| Activity Index | 7,566 |
| Feature Rate (%) | 93.7% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|--------------------------|-----------|--------|-------------|---------|
| Whole | | Per lb | Whole Bagged Fryer | Antibiotic Free | Fresh | 63 | 1.79 - 1.79 | 1.79 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 149 | 0.99 - 1.29 | 0.99 |
| | | | Whole Bagged Fryer | USDA Organic, Free Range | Fresh | 14 | 4.49 - 4.49 | 4.49 |
| Parts | | Per lb | Breast Tenders, Regular | ABF, Free Range | Fresh | 118 | 6.99 - 6.99 | 6.99 |
| | | | Breast Tenders, Regular | Conventional | Fresh | 68 | 2.99 - 3.49 | 3.48 |
| | | | Breast Tenders, Value | Conventional | Fresh | 9 | 3.87 - 3.87 | 3.87 |
| | | | Breast, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 118 | 6.99 - 6.99 | 6.99 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 16 | 7.99 - 7.99 | 7.99 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 502 | 1.79 - 3.99 | 3.09 |
| | | | Breast, Boneless/Skinless, Regular | USDA Organic | Fresh | 28 | 8.99 - 8.99 | 8.99 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 1043 | 2.49 - 3.99 | 2.95 |
| | | | Breast, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 65 | 3.99 - 3.99 | 3.99 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Regular | ABF, Free Range | Fresh | 118 | 6.99 - 6.99 | 6.99 |
| | | | Breast, Boneless/Skinless, Thin-Sliced, Value | Conventional | Fresh | 63 | 3.47 - 3.47 | 3.47 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 367 | 2.49 - 2.99 | 2.98 |
| | | | Drumsticks, Regular | Conventional | Fresh | 307 | 0.88 - 1.29 | 1.06 |
| | | | Drumsticks, Value | Conventional | Fresh | 149 | 0.99 - 1.29 | 1.18 |
| | | | Drumsticks, Value | Conventional | Frozen | 19 | 1.67 - 1.67 | 1.67 |
| | | | Leg Meat, Boneless/Skinless, Regular | Conventional | Fresh | 376 | 1.99 - 2.99 | 2.27 |
| | | | Leg Meat, Boneless/Skinless, Value | Conventional | Fresh | 47 | 1.99 - 1.99 | 1.99 |
| | | | Leg Meat, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 234 | 2.29 - 2.59 | 2.46 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 71 | 1.29 - 1.29 | 1.29 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 232 | 1.77 - 4.49 | 3.11 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|--|-----------------|-----------|--------|---------------|---------|
| Parts | Per lb | | Thighs, Regular | Antibiotic Free | Fresh | 356 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Regular | USDA Organic | Fresh | 11 | 5.99 - 5.99 | 5.99 |
| | | | Thighs, Value | Conventional | Fresh | 13 | 1.59 - 1.59 | 1.59 |
| | | | Thighs, Value | Conventional | Frozen | 19 | 1.67 - 1.67 | 1.67 |
| | | | Thighs, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 118 | 6.99 - 6.99 | 6.99 |
| | | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 49 | 4.39 - 4.79 | 4.72 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 2 | 2.69 - 2.69 | 2.69 |
| | | | Thighs, Boneless/Skinless, Regular | USDA Organic | Fresh | 28 | 8.99 - 8.99 | 8.99 |
| | | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 254 | 3.99 - 3.99 | 3.99 |
| | | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 11 | 3.29 - 3.29 | 3.29 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 114 | 5.39 - 5.39 | 5.39 |
| | | | | | | | | |
| Ground | Per lb | | Ground Chicken, 1-2 Lbs | Antibiotic Free | Fresh | 118 | 4.99 - 4.99 | 4.99 |
| | | | Ground Chicken, 1-2 Lbs | Conventional | Fresh | 19 | 3.33 - 3.33 | 3.33 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 12-Piece | Conventional | Prepared | 40 | 9.99 - 9.99 | 9.99 |
| | | | Fried/Baked Chicken, Mixed, 8-Piece | Conventional | Prepared | 216 | 6.99 - 9.99 | 9.34 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 480 | 6.99 - 9.99 | 8.88 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 48 | 6.99 - 7.99 | 7.01 |
| | | | Fried/Baked Wings, Bone-In | Conventional | Prepared | 148 | 7.99 - 7.99 | 7.99 |
| Deli | Per lb | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 218 | 11.55 - 11.55 | 11.55 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 383 | 5.97 - 7.99 | 6.04 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 745 | 4.43 - 9.98 | 7.53 |

NORTHWEST REGION (ID, MT, OR, WA, WY)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 1,172 |
| Activity Index | 1,890 |
| Feature Rate (%) | 92.2% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|------------------------------------|--------------------------|-----------|--------|-------------|---------|
| Whole | Per lb | | Whole Bagged Fryer | Antibiotic Free | Fresh | 23 | 1.69 - 1.69 | 1.69 |
| | | | Whole Bagged Fryer | Conventional | Fresh | 89 | 1.29 - 1.99 | 1.89 |
| | | | Whole Bagged Fryer | USDA Organic, Free Range | Fresh | 1 | 4.49 - 4.49 | 4.49 |
| Parts | Per lb | | Breast Tenders, Regular | Conventional | Fresh | 92 | 2.99 - 3.49 | 3.10 |
| | | | Breast Tenders, Value | Conventional | Fresh | 32 | 3.87 - 4.99 | 4.26 |
| | | | Breast, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 91 | 5.99 - 6.99 | 6.83 |
| | | | Breast, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 12 | 4.99 - 4.99 | 4.99 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 120 | 1.79 - 2.99 | 2.95 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|--|-----------------|-----------|--------|---------------|---------|
| Parts | Per lb | | Breast, Boneless/Skinless, Value | Antibiotic Free | Fresh | 40 | 4.49 - 4.49 | 4.49 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 96 | 2.69 - 3.49 | 2.87 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 337 | 1.49 - 2.99 | 2.91 |
| | | | Drumsticks, Value | Conventional | Fresh | 8 | 1.29 - 2.29 | 1.79 |
| | | | Leg Quarters, Regular | Conventional | Fresh | 1 | 1.39 - 1.39 | 1.39 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 45 | 4.49 - 4.99 | 4.72 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 304 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Value | Conventional | Fresh | 4 | 2.49 - 2.49 | 2.49 |
| | | | Thighs, Boneless/Skinless, Regular | ABF, Free Range | Fresh | 23 | 6.99 - 6.99 | 6.99 |
| | | | Thighs, Boneless/Skinless, Regular | Antibiotic Free | Fresh | 21 | 4.39 - 4.39 | 4.39 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Fresh | 40 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Boneless/Skinless, Value | Conventional | Fresh | 21 | 3.48 - 3.48 | 3.48 |
| | | | V-Cut Wings, Regular | Antibiotic Free | Fresh | 22 | 3.29 - 3.29 | 3.29 |
| | | | V-Cut Wings, Regular | Conventional | Fresh | 11 | 3.99 - 3.99 | 3.99 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 24 | 5.39 - 5.39 | 5.39 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 21 | 6.40 - 6.40 | 6.40 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 196 | 6.99 - 9.99 | 9.52 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 71 | 7.99 - 7.99 | 7.99 |
| Deli | Per lb | | Grilled Chicken Strips, > 16 oz | USDA Organic | Prepared | 3 | 11.55 - 11.55 | 11.55 |
| | | | Self-Service Deli Chicken Tub/Pouch, 16 oz | Conventional | Prepared | 98 | 7.49 - 7.99 | 7.60 |
| | | | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 44 | 3.56 - 9.98 | 6.62 |

ALASKA (AK)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 91 |
| Activity Index | 139 |
| Feature Rate (%) | 100.0% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|---|-----------------|-----------|--------|-------------|---------|
| Parts | Per lb | | Breast Tenders, Regular | Conventional | Fresh | 3 | 2.99 - 2.99 | 2.99 |
| | | | Breast Tenders, Value | Conventional | Fresh | 33 | 5.19 - 5.19 | 5.19 |
| | | | Breast, Boneless/Skinless, Regular | Conventional | Fresh | 14 | 2.58 - 2.99 | 2.90 |
| | | | Breast, Boneless/Skinless, Regular | USDA Organic | Fresh | 11 | 8.99 - 8.99 | 8.99 |
| | | | Breast, Boneless/Skinless, Value | Conventional | Fresh | 3 | 2.69 - 2.69 | 2.69 |
| | | | Breast, Boneless/Skinless, Marinated, Regular | Conventional | Fresh | 3 | 3.58 - 3.58 | 3.58 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 12 | 2.99 - 2.99 | 2.99 |
| | | | Drumsticks, Value | Conventional | Fresh | 2 | 2.29 - 2.29 | 2.29 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|----------|---------|------------|------------------------------------|-----------------|-----------|--------|-------------|---------|
| Parts | | Per lb | Leg Quarters, Regular | Conventional | Fresh | 13 | 1.39 - 1.39 | 1.39 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 12 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Value | Conventional | Fresh | 2 | 2.49 - 2.49 | 2.49 |
| IQF | | Per lb | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 3 | 4.33 - 4.33 | 4.33 |
| Prepared | Each | | Fried/Baked Chicken, Dark, 8-Piece | Conventional | Prepared | 11 | 6.99 - 6.99 | 6.99 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 11 | 9.99 - 9.99 | 9.99 |
| Prepared | Per lb | | Fried/Baked Breast Tenders | Conventional | Prepared | 3 | 7.99 - 7.99 | 7.99 |
| | | | Whole Rotisserie Chicken, < 2 Lbs | Conventional | Prepared | 3 | 3.98 - 3.98 | 3.98 |

HAWAII (HI)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 109 |
| Activity Index | 111 |
| Feature Rate (%) | 42.2% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|---------|---------|------------|--|-----------------|-----------|--------|-------------|---------|
| Parts | | Per lb | Breast, Boneless/Skinless, Value | Conventional | Fresh | 9 | 2.69 - 2.69 | 2.69 |
| | | | Drumsticks, Regular | Antibiotic Free | Fresh | 23 | 2.99 - 2.99 | 2.99 |
| | | | Drumsticks, Regular | Conventional | Frozen | 10 | 2.20 - 2.20 | 2.20 |
| | | | Leg Quarters, 10 Lbs or more | Conventional | Frozen | 3 | 1.10 - 1.10 | 1.10 |
| | | | Split Breast, Bone-In, Regular | Antibiotic Free | Fresh | 4 | 4.49 - 4.49 | 4.49 |
| | | | Thighs, Regular | Antibiotic Free | Fresh | 23 | 2.99 - 2.99 | 2.99 |
| | | | Thighs, Regular | Conventional | Frozen | 13 | 1.68 - 2.20 | 2.08 |
| | | | Thighs, Boneless/Skinless, Regular | Conventional | Frozen | 3 | 3.20 - 3.20 | 3.20 |
| | | | Thighs, Boneless/Skinless, Value | Antibiotic Free | Fresh | 3 | 6.19 - 6.19 | 6.19 |
| | | | V-Cut Wings, Regular | USDA Organic | Fresh | 4 | 5.39 - 5.39 | 5.39 |
| | | | V-Cut Wings, Value | Antibiotic Free | Fresh | 3 | 6.19 - 6.19 | 6.19 |
| IQF | | Per lb | Party Wings, Flats and Drums, IQF | Conventional | Frozen | 3 | 3.46 - 3.46 | 3.46 |
| Ground | | Per lb | Ground Chicken, 1-2 Lbs | Conventional | Fresh | 7 | 2.99 - 2.99 | 2.99 |
| Deli | | Per lb | Self-Service Deli Chicken Tub/Pouch, 5-15 oz | Conventional | Prepared | 3 | 6.20 - 6.20 | 6.20 |

Explanatory Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.