



USDA National Retail Report - Chicken

Fri. Dec 14, 2018

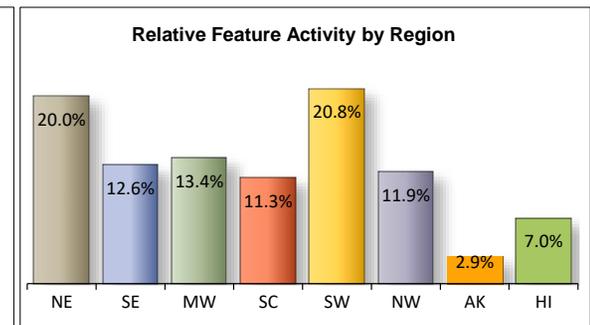
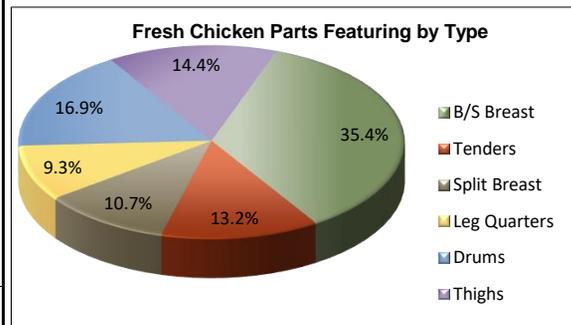
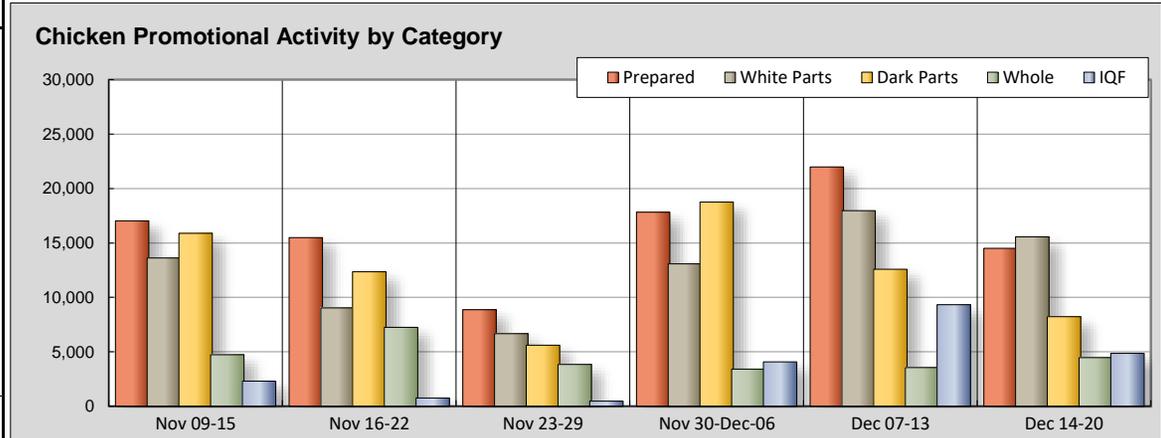
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/14 thru 12/20.

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

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	69.0% of 29,100 outlets	79.3% of 29,100 outlets	68.4% of 29,100 outlets
Special Rate ^{4/}	7.9%	7.1%	5.4%
Activity Index ^{2/}	47,628	65,412	45,879
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg
bagged fryer	2,374 1.03	2,457 1.00	2,458 1.09
cut-up fryer		87 1.41	51 1.51
bagged roaster	1,104 1.37	859 1.15	1,124 1.29
Cornish (frs/frz)	992 2.56	152 2.47	1,229 2.53
PARTS:			
Bnls/Sknls Breast			
regular pack	1,808 2.58	2,191 2.20	1,813 2.65
value pack	3,750 2.06	5,835 1.99	6,599 2.04
thin sliced	958 3.52	482 3.01	942 3.22
marinated	33 2.29	225 5.07	81 3.62
Breast Tenders			
regular pack	1,074 3.13	767 2.76	809 3.25
value pack	1,368 1.97	469 2.64	428 2.61
Split, bn-in Breast			
regular pack	92 1.57	1,364 1.13	369 1.90
value pack	1,895 1.03	1,281 1.05	671 1.57
Whole Wings	4,585 2.21	5,351 2.33	957 2.83
Leg Quarters			
tray pack	925 0.91	689 1.00	1,141 1.10
bagged	787 0.55	2,008 0.55	644 0.50
Legs	108 1.18	21 1.20	417 0.98
Thighs			
regular pack	676 1.09	1,631 1.17	614 1.35
value pack	1,993 1.04	2,154 1.02	2,685 1.17
Drumsticks			
regular pack	691 1.08	1,702 1.15	770 1.28
value pack	2,440 1.01	2,390 1.00	2,623 1.14
Bnls/Sknls Thighs			
regular pack	200 2.76	875 2.63	1,534 2.51
value pack	408 2.10	1,114 2.04	2,263 2.12
9-pc Combos			
drum-thigh-breast			
drum-thigh-wing			
IQF			
B/S Breast	4,382 2.03	7,168 2.41	1,840 2.38
Tenders	114 2.34	1,807 2.70	318 2.55
Wings	320 1.98	120 2.16	483 2.84
Party Wings	45 2.03	232 2.37	730 2.91

This Week's Chicken Feature Highlights

As the holiday season progresses, chicken begins its seasonal retreat from the circulars, with exception of Cornish and roasters, which rise in volume and price. Overall white parts are less obvious than in recent weeks, but consumers will find tenders available and bulk packs offerings the best deal. Offers of dark meat parts decline in number with bulk packs maintaining the most visibility. B/S thighs take a significant drop in volumes. IQF parts are also lower this week with b/s breast keeping this sector alive; prices are lower. Shoppers looking to grab something on the go will have to move quickly as prepared foods also decrease in offerings, smaller rotisserie chicken, tenders and fried 8 piece being the most evident. Specialty and organics assume their normal roles before the holidays. The holiday protein rush is upon us and, while it may be hard to see over all the beef and pork, the new year is close in hand and when it arrives, look for chicken to reclaim its place in the circulars.



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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Fri. Dec 14, 2018

	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/}	73.4% of 5,500 sampled outlets				64.6% of 7,400 sampled outlets				63.2% of 6,100 sampled outlets				
Special Rate ^{4/}	14.1% of stores w/ no-price promotions				13.7% of stores w/ no-price promotions				2.4% of stores w/ no-price promotions				
Activity Index ^{2/}	Activity Index = 9,183				Activity Index = 5,005				Activity Index = 4,392				
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
				^{4/}				^{4/}				^{4/}	
bagged fryer	0.79 - 1.39		1,109	1.09	0.79 - 1.28		125	0.85	0.79 - 0.99		71	0.96	
cut-up fryer													
bagged roaster	0.79 - 1.66		946	1.36	1.29 - 1.59		83	1.36	1.29 - 1.59		31	1.44	
Cornish (frs/frz)	2.53 - 2.99		196	2.66	2.53 - 2.99		43	2.63	2.53		114	2.53	
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	2.99	1.67 - 2.49	969	2.41		0.98 - 2.59	84	2.21		1.98 - 2.19	163	2.03	
value pack		1.49 - 2.29	463	1.92	1.79 - 2.99	0.79 - 2.99	536	1.84	1.47 - 2.99	0.99 - 2.49	516	1.67	
thin sliced	3.53 - 3.99	2.99 - 3.99	601	3.49		2.29 - 2.99	30	2.76		3.99	21	3.99	
marinated										2.99	10	2.99	
Breast Tenders													
regular pack	3.29	1.98 - 3.99	493	3.45	2.49	1.99 - 3.29	137	2.73		2.98	7	2.98	
value pack		1.99	255	1.99		1.69 - 1.99	293	1.92		1.69 - 1.99	611	1.98	
Split, bn-in Breast													
regular pack	1.49	1.67	61	1.55									
value pack	1.49	0.99	126	1.05	1.28	0.99 - 1.18	1,061	1.00	1.29	0.99 - 1.19	150	1.27	
Whole Wings	2.09 - 2.27	1.99 - 2.98	675	2.20	2.27	1.79 - 1.99	1,229	2.21	2.27	1.79 - 1.99	852	2.25	
Leg Quarters													
tray pack	0.99 - 1.29	0.79 - 0.87	265	0.97					0.49		13	0.49	
bagged	0.77	0.39 - 0.49	525	0.62	0.39	0.29 - 0.49	110	0.42		0.49	57	0.49	
Legs		0.99	60	0.99						0.69	13	0.69	
Thighs													
regular pack	1.29	0.79 - 0.99	478	0.95	1.29		61	1.29					
value pack	0.99	1.29	404	1.06		0.99 - 1.29	4	1.14	0.99	0.99 - 1.29	271	1.14	
Drumsticks													
regular pack	1.29	0.79 - 0.99	478	0.95	1.29		61	1.29					
value pack	0.99	0.99 - 2.99	439	1.12		0.59 - 1.29	16	0.78		0.49 - 1.29	256	1.12	
Bnls/Sknls Thighs													
regular pack		1.99	20	1.99						0.99	13	0.99	
value pack					1.79		6	1.79	1.99		13	1.99	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast		2.04	316	2.04	2.40	1.66 - 2.04	1,092	2.04	1.48 - 2.40	1.66 - 2.04	1,120	2.01
	Tenders					2.40		3	2.40	2.39 - 2.40	2.66	76	2.49
	Wings		2.00	304	2.00								
	Party Wings					1.95		31	1.95	2.22		14	2.22



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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/}	71.6% of 4,900 sampled outlets				78.2% of 3,800 sampled outlets				68.6% of 1,300 sampled outlets			
Special Rate ^{4/}	4.3% of stores w/ no-price promotions				0.6% of stores w/ no-price promotions				2.2% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 4,772				Activity Index = 7,325				Activity Index = 2,064			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.97 - 1.57	215	1.26		0.79 - 0.99	683	0.87		0.97 - 1.49	171	1.18	
cut-up fryer												
bagged roaster					1.39	44	1.39					
Cornish (frs/frz)	2.90 - 3.11	36	2.96		2.33 - 2.90	588	2.49		2.90	15	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		1.99	114	1.99	3.49	2.49 - 3.99	436	3.35		1.99	21	1.99
value pack	1.59 - 1.79	0.79 - 1.99	568	1.63		0.99 - 3.49	1,186	2.32		1.69 - 2.99	419	2.65
thin sliced					3.99	3.13	306	3.60				
marinated		1.99	23	1.99								
Breast Tenders												
regular pack	2.49	1.99	128	2.21	3.99	1.99	286	3.17		3.29	23	3.29
value pack		1.69 - 1.99	209	1.96								
Split, bn-in Breast												
regular pack	1.49		13	1.49						1.68	18	1.68
value pack	1.29	0.69 - 0.97	118	1.12	0.88 - 1.49	0.99 - 1.29	353	0.98	1.29	0.97 - 0.99	87	0.99
Whole Wings	2.27	1.49 - 1.99	1,273	2.14	2.27	2.79	388	2.33	2.27	1.98	148	2.23
Leg Quarters												
tray pack		0.97	103	0.97	0.88	0.79	454	0.84		0.97	69	0.97
bagged		0.29 - 0.49	95	0.37								
Legs						0.99	11	0.99				
Thighs						1.49	137	1.49				
regular pack					0.88 - 1.59	0.79 - 0.99	720	0.90		0.97 - 1.28	373	1.15
value pack		0.97 - 0.99	137	0.97								
Drumsticks						1.49	137	1.49		0.98	15	0.98
regular pack					0.88 - 1.59	0.59 - 0.99	1,023	0.88		0.97 - 1.29	430	1.16
value pack		0.35 - 0.99	226	0.79								
Bnls/Sknls Thighs						2.99	167	2.99				
regular pack						1.49	62	1.49		1.58 - 2.29	145	2.07
value pack	1.79	1.49 - 1.99	131	1.83								
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
B/S Breast	1.49 - 2.40	0.99 - 2.04	1,332	1.99		2.04	344	2.04		2.04	130	2.04
Tenders	2.00		35	2.00								
Wings		1.69	16	1.69								
Party Wings												



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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		87.1% of 100 sampled outlets				85.8% of 100 sampled outlets					
Special Rate ^{4/}		36.6% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 149				Activity Index = 232					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack			3.49	21	3.49						
value pack			2.29	11	2.29		3.29 - 3.99	51	3.66		
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings		2.27		8	2.27	2.27		12	2.27		
Leg Quarters											
tray pack			1.49	21	1.49						
bagged											
Legs						1.99		24	1.99		
Thighs											
regular pack											
value pack			1.29 - 1.49	26	1.45	1.99	0.79	58	1.29		
Drumsticks											
regular pack											
value pack			1.29 - 1.49	26	1.45	1.99		24	1.99		
Bnls/Sknls Thighs											
regular pack											
value pack							3.29 - 3.99	51	3.66		
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
ID	B/S Breast		2.04 - 3.67	36	3.31		2.04	12	2.04		
	Tenders										
	Wings										
	Party Wings										



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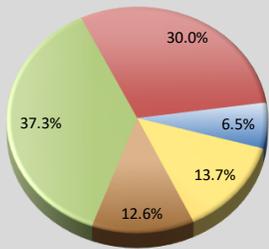
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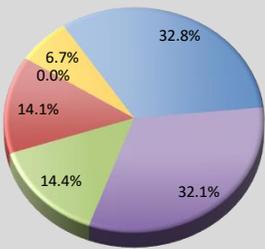
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PREPARED FOODS NATIONAL SUMMARY																									
			THIS WEEK	LAST WEEK	LAST YEAR				NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.							
Feature Rate ^{1/}	30.1% of 29,100 outlets		44.1% of 29,100 outlets		20.3% of 29,100 outlets		Feature Rate ^{1/}	23.2% of 5,500 sampled outlets			31.5% of 7,400 sampled outlets			28.1% of 6,100 sampled outlets			31.1% of 4,900 sampled outlets								
Activity Index ^{2/}	14,506		21,981		12,286		Activity Index ^{2/}	Activity Index = 2,976			Activity Index = 4,156			Activity Index = 2,417			Activity Index = 2,049								
	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	wtd avg						
ROTISSERIE:						ROTISSERIE:																			
Whole Bird						Whole Bird																			
< 2 lbs.						< 2 lbs.																			
2.1-3.0 lbs.						2.1-3.0 lbs.																			
Whole Breast						Whole Breast																			
Leg Quarter						Leg Quarter																			
FRIED & BAKED:						FRIED & BAKED:																			
Fried 8-Piece Mix						Fried 8-Piece Mix																			
Baked 8-Piece Mix						Baked 8-Piece Mix																			
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						Wings: bone-in																			
boneless						boneless																			
Tenders						Tenders																			
Strips						Strips																			
Popcorn						Popcorn																			
														SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
Feature Rate ^{1/}	38.7% of 3,800 sampled outlets		30.3% of 1,300 sampled outlets		33.3% of 100 sampled outlets		34.5% of 100 sampled outlets																		
Activity Index ^{2/}	Activity Index = 2,397		Activity Index = 421		Activity Index = 51		Activity Index = 39																		
ROTISSERIE:						ROTISSERIE:																			
Whole Bird						Whole Bird																			
< 2 lbs.						< 2 lbs.																			
2.1-3.0 lbs.						2.1-3.0 lbs.																			
Whole Breast						Whole Breast																			
Leg Quarter						Leg Quarter																			
FRIED & BAKED:						FRIED & BAKED:																			
Fried 8-Piece Mix						Fried 8-Piece Mix																			
Baked 8-Piece Mix						Baked 8-Piece Mix																			
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						Wings: bone-in																			
boneless						boneless																			
Tenders						Tenders																			
Strips						Strips																			
Popcorn						Popcorn																			

Prepared Chicken Featuring by Category



Whole Bird Featuring Fresh versus Prepared



■ Rotisserie ■ Fried ■ Baked
■ Wings ■ Other * ■ Fresh Whole ■ Specialty Fresh
■ Rotisserie ■ 8-Pc Fried/Bkd ■ Fresh Cutup ■ Roaster

* Other = tenders, strips, and popcorn



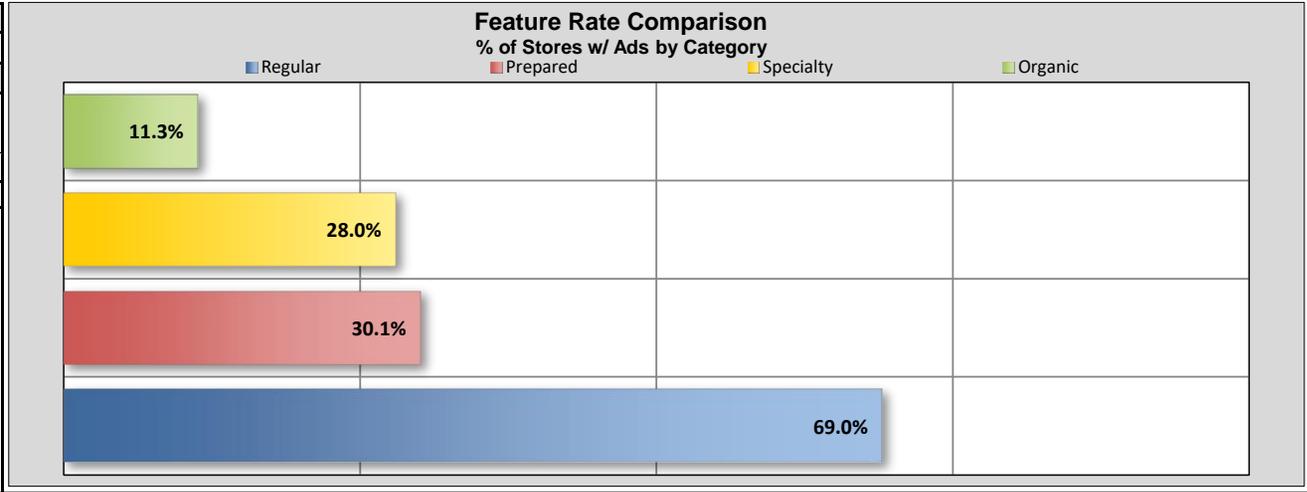
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	28.0% of 29,100 outlets		28.8% of 29,100 outlets		14.9% of 29,100 outlets	
Activity Index ^{2/}	12,405		16,775		11,235	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	2,324	1.19	1,447	1.35	961	2.26
Bnls/Sknls Breast	3,858	4.18	7,700	4.41	4,200	4.91
Breast Tenders	234	3.24	2,121	4.83	972	4.84
Split, bn-in Breast	1,102	1.49	453	2.51	142	2.55
Whole Wings	1,053	2.97	167	2.85		
Leg Quarters	134	1.12	337	0.93		
Legs			69	0.99	2	1.19
Thighs	1,051	1.32	1,779	1.31	2,016	2.32
Drumsticks	1,585	1.55	1,760	1.25	2,385	2.23
B/S Thighs	1,064	3.34	942	3.21	557	4.59



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	37.3% of 5,500 sampled outlets			34.8% of 7,400 sampled outlets			28.6% of 6,100 sampled outlets			14.0% of 4,900 sampled outlets			25.8% of 3,800 sampled outlets			5.6% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 3,354			Activity Index = 4,206			Activity Index = 2,677			Activity Index = 1,171			Activity Index = 924			Activity Index = 41		
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer	0.89 - 1.79	378	1.32	0.89 - 1.79	1,160	1.02	0.88 - 1.79	493	1.30	0.98 - 1.99	275	1.40	2.99	18	2.99			
Bnls/Sknls Breast	1.79 - 5.99	971	4.48	2.49 - 4.99	962	3.88	2.49 - 5.99	1,024	4.31	1.49 - 5.99	311	3.44	3.49 - 4.99	559	4.27	5.99	20	5.99
Breast Tenders	3.99	28	3.99	2.49 - 3.59	116	2.78	2.49 - 5.99	7	3.99	2.49 - 5.99	83	3.57						
Split, bn-in Breast	1.49 - 1.79	48	1.69	1.19 - 1.79	825	1.48	1.19 - 1.89	186	1.41	1.49	22	1.49				1.99	21	1.99
Whole Wings	2.88 - 2.99	199	2.96	2.79 - 2.99	799	2.97				2.99	55	2.99						
Leg Quarters							0.98 - 1.29	62	1.04	1.19	72	1.19						
Legs																		
Thighs	0.99 - 1.98	594	1.39	0.99 - 1.19	18	1.06	0.99 - 1.79	318	1.23	0.77 - 1.59	121	1.25						
Drumsticks	0.99 - 1.69	808	1.31	0.99 - 1.19	40	1.02	0.99 - 2.99	525	1.89	0.77 - 2.99	212	1.75						
B/S Thighs	2.18 - 3.99	328	3.21	2.49 - 2.99	286	2.94	1.47 - 5.89	62	3.21	3.48	20	3.48	3.49 - 3.99	347	3.73			

SPECIALTY	ALASKA			HAWAII		
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Activity Index ^{2/}	Activity Index = 32			Activity Index = 0		
	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer						
Bnls/Sknls Breast	5.49	11	5.49			
Breast Tenders						
Split, bn-in Breast						
Whole Wings						
Leg Quarters						
Legs						
Thighs						
Drumsticks						
B/S Thighs	4.49	21	4.49			

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.

