



**USDA National Retail Report - Chicken**

Fri. Jan 22, 2021

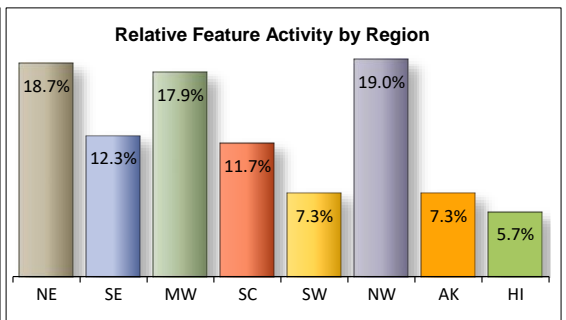
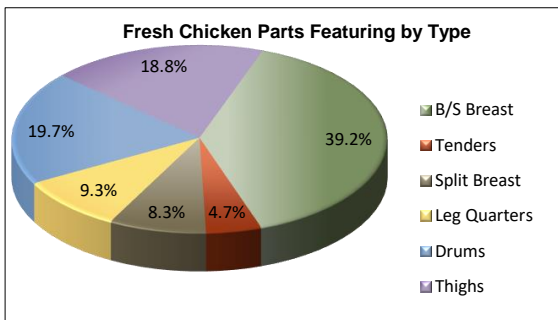
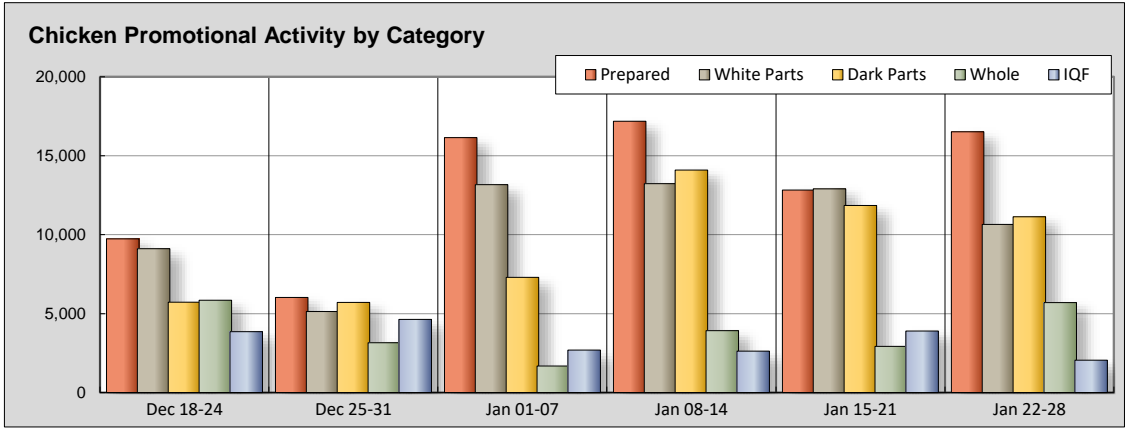
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

NATIONAL SUMMARY							
	THIS WEEK		LAST WEEK		LAST YEAR		
Feature Rate <sup>1/</sup>	66.7% of 29,200 outlets		70.9% of 29,200 outlets		65.5% of 29,200 outlets		
Special Rate <sup>4/</sup>	12.7%		9.6%		18.9%		
Activity Index <sup>2/</sup>	46,130		44,407		52,411		
WHOLE BIRD:	Stores <sup>3/</sup>	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	
bagged fryer	4,918	1.00	2,264	1.06	1,107	1.30	
cut-up fryer			89	1.34	48	1.49	
bagged roaster	623	1.24	442	1.42	1,254	1.30	
Cornish (frs/frz)	158	1.27	132	1.62	404	2.96	
<b>PARTS:</b>							
<b>Bnls/Sknls Breast</b>							
regular pack	1,934	3.07	416	2.98	691	2.12	
value pack	5,378	1.83	5,923	2.02	4,387	1.78	
thin sliced	198	3.72	841	3.30	1,038	3.21	
marinated	161	2.99	494	3.76	201	3.03	
<b>Breast Tenders</b>							
regular pack	184	2.65	339	2.79	320	3.41	
value pack	745	3.13	918	2.91	1,727	2.59	
<b>Split, bn-in Breast</b>							
regular pack	814	1.30	1,575	1.83	1,088	1.92	
value pack	820	1.40	1,745	1.68	655	0.99	
<b>Whole Wings</b>							
	417	2.99	652	2.82	3,667	2.44	
<b>Leg Quarters</b>							
tray pack	1,065	0.89	357	0.97	759	0.90	
bagged	748	0.54	804	0.55	542	0.55	
<b>Legs</b>							
	94	1.07	24	0.49	141	1.25	
<b>Thighs</b>							
regular pack	1,387	0.98	909	1.02	121	1.32	
value pack	2,304	0.91	2,866	0.92	1,739	1.03	
<b>Drumsticks</b>							
regular pack	1,373	0.92	1,105	0.99	280	0.99	
value pack	2,481	0.90	3,293	0.91	2,078	0.97	
<b>Bnls/Sknls Thighs</b>							
regular pack	1,042	2.93	230	2.00	112	2.35	
value pack	641	1.63	2,262	1.75	1,029	2.78	
<b>9-pc Combos</b>							
drum-thigh-breast	75	1.11					
drum-thigh-wing							
IQF	<b>B/S Breast</b>	1,072	3.57	2,525	2.10	410	1.55
	<b>Tenders</b>	241	1.99	50	2.40	69	1.99
	<b>Wings</b>	251	3.56	97	2.10	2,170	2.37
	<b>Party Wings</b>	488	2.99	1,227	2.61	2,936	2.21

**This Week's Chicken Feature Highlights**

Again, chicken posts respectable volumes and incentives attempting to draw consumers into retail outlets. Whole birds are a stalwart in market displays, roasters gain some standing, pricing is lower. White meat items post good volumes, average pricing is slightly lower, best deals are bulk pack b/s breast. Split breasts attempt to reduce their numbers, small pack are the best deal. Dark meat parts best option is both regular and bulk purchases. IQF parts reflect a substantial rise in cost on b/s breast. The deli is alive with good things to eat, fried and baked 8-piece, rotisserie chicken and finger food are easy to find. Organics make a good showing while specialty items fall back.



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 National Retail Report - Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

Fri. Jan 22, 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 <sup>1/</sup>	74.7% of 5,500 sampled outlets				71.2% of 7,400 sampled outlets				55.0% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>	11.7% of stores w/ no-price promotions				32.8% of stores w/ no-price promotions				9.4% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>	Activity Index = 6,922				Activity Index = 6,990				Activity Index = 5,418			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.79 - 1.69	880	0.98		0.79 - 1.69	1,795	1.08		0.79 - 1.79	848	0.96	
cut-up fryers												
bagged roaster	0.99 - 1.49	609	1.24		0.99	14	0.99					
Cornish (frs/frz)												
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack	2.49 - 3.99		276	3.62		2.99	37	2.99		1.99 - 3.99	325	3.30
value pack	1.99	1.49 - 2.99	982	1.98	2.28	1.58 - 2.29	1,357	1.93		1.28 - 2.99	1,441	1.76
thin sliced		2.99	64	2.99		2.68	10	2.68		4.99	58	4.99
marinated										2.69 - 3.99	145	3.11
<b>Breast Tenders</b>												
regular pack		2.47 - 2.49	135	2.48					3.59	2.99	49	3.11
value pack		2.99 - 3.99	494	3.38		1.99 - 3.49	251	2.62				
<b>Split, bn-in Breast</b>												
regular pack	1.00	1.49 - 1.59	274	1.48	1.99	0.99	108	1.35		0.88 - 1.49	262	1.08
value pack		0.99 - 1.28	317	1.07	0.99	0.99 - 1.59	160	1.14		1.00	56	1.00
<b>Whole Wings</b>		2.99	62	2.99						1.98 - 2.99	229	2.80
<b>Leg Quarters</b>												
tray pack	0.79	0.78 - 0.99	266	0.83	0.80		131	0.80	0.78 - 1.19	0.99	198	0.85
bagged	0.59	0.49 - 0.59	264	0.54	0.50	0.49	41	0.50	0.59	0.48 - 0.69	305	0.59
<b>Legs</b>	0.99		70	0.99								
<b>Thighs</b>												
regular pack					0.79 - 1.49	0.88	599	0.95	1.49	0.99	122	1.35
value pack	0.99	0.79 - 1.00	648	0.93	0.79 - 0.99	0.59 - 1.00	624	0.89	0.79 - 0.99	0.99 - 1.59	362	1.01
<b>Drumsticks</b>												
regular pack					1.49	0.88	536	0.97		0.99	33	0.99
value pack	0.99	0.79 - 1.00	642	0.92	0.89 - 0.99	0.59 - 1.00	634	0.89	0.99	0.79 - 1.59	437	1.02
<b>Bnls/Sknls Thighs</b>												
regular pack		2.49	112	2.49		1.48	10	1.48	2.49 - 3.28		176	3.13
value pack		1.49 - 2.99	126	2.23					0.88 - 2.49		69	1.36
<b>9-pc Combos</b>												
drum-thigh-breast	0.99		62	0.99								
drum-thigh-wing												
<b>IQF</b>												
<b>B/S Breast</b>		1.99	135	1.99	1.50	4.99	494	4.74		1.99 - 3.98	303	3.07
<b>Tenders</b>		1.99 - 2.79	142	2.03	1.60	2.79	45	1.86				
<b>Wings</b>		2.25 - 3.99	197	3.44								
<b>Party Wings</b>		2.24 - 2.75	165	2.56	2.25		144	2.25				



**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

Fri. Jan 22, 2021

		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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		62.2% of 4,900 sampled outlets 0.8% of stores w/ no-price promotions Activity Index = 4,436				68.1% of 3,800 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,023				76.8% of 1,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,591			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.49		403	0.98	0.77 - 1.49		837	0.91	0.88 - 1.39		144	1.03
cut-up fryer													
bagged roaster													
Cornish (frs/frz)		0.99 - 1.29		134	1.14	1.99		13	1.99	1.98		11	1.98
PARTS:		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		1.99 - 2.99	2.99	568	2.91		1.29 - 2.29	39	1.57		2.99	682	2.99
value pack		1.49	1.28 - 1.99	459	1.68	2.29	1.47 - 2.99	402	1.97		1.47 - 2.99	698	1.50
thin sliced			1.88	16	1.88		3.99	50	3.99				
marinated			1.88	16	1.88								
<b>Breast Tenders</b>													
regular pack													
value pack													
<b>Split, bn-in Breast</b>													
regular pack		1.88 - 2.19	0.99 - 1.18	155	1.29					1.69		15	1.69
value pack		1.99		287	1.99								
<b>Whole Wings</b>			2.99 - 3.69	89	3.16								
<b>Leg Quarters</b>													
tray pack		1.19	0.99 - 1.18	51	1.10		0.77 - 0.99	399	0.92				
bagged			0.35 - 0.59	135	0.42								
<b>Legs</b>						1.29		24	1.29				
<b>Thighs</b>													
regular pack			0.88	526	0.88	1.69	1.99	20	1.80		0.88 - 1.99	109	1.02
value pack		0.79 - 0.98	0.67 - 1.00	239	0.84	0.59	0.69 - 0.99	352	0.80	0.99	1.28	54	1.05
<b>Drumsticks</b>													
regular pack			0.88 - 0.99	670	0.90		0.69	28	0.69		0.88	95	0.88
value pack		0.98	0.39 - 1.19	277	0.75	0.59 - 1.69	0.59 - 0.99	425	0.80	0.99		43	0.99
<b>Bnls/Sknls Thighs</b>													
regular pack			2.79	2	2.79		2.79	32	2.79	2.49	2.29 - 2.99	699	2.98
value pack		0.99	0.89 - 2.49	187	1.00		1.47 - 2.49	210	1.70		1.78 - 1.95	26	1.85
<b>9-pc Combos</b>													
drum-thigh-breast						1.69		13	1.69				
drum-thigh-wing													
FDI	<b>B/S Breast</b>	2.00	1.99 - 2.00	114	2.00						1.98 - 2.33	15	2.07
	<b>Tenders</b>		1.99	54	1.99								
	<b>Wings</b>		3.99	54	3.99								
	<b>Party Wings</b>						3.99	179	3.99				

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

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**USDA National Retail Report - Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

Fri. Jan 22, 2021

		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		83.0% of 100 sampled outlets				21.9% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		0.0% of stores w/ no-price promotions				19.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 140				Activity Index = 92					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		0.88	11	0.88							
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
<b>PARTS:</b>		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
<b>Bnls/Sknls Breast</b>											
regular pack			1.99	7	1.99						
value pack			2.99 - 3.29	39	3.01						
thin sliced											
marinated											
<b>Breast Tenders</b>											
regular pack											
value pack											
<b>Split, bn-in Breast</b>											
regular pack											
value pack											
<b>Whole Wings</b>			3.79	37	3.79						
<b>Leg Quarters</b>											
tray pack							1.49	20	1.49		
bagged							1.49	3	1.49		
<b>Legs</b>											
<b>Thighs</b>											
regular pack			0.88	11	0.88						
value pack			3.29	2	3.29		1.49	23	1.49		
<b>Drumsticks</b>											
regular pack			0.88	11	0.88						
value pack							1.49	23	1.49		
<b>Bnls/Sknls Thighs</b>											
regular pack			2.99	11	2.99						
value pack							3.29	23	3.29		
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
<b>FBI</b>	<b>B/S Breast</b>	2.50		11	2.50						
	<b>Tenders</b>										
	<b>Wings</b>										
	<b>Party Wings</b>										



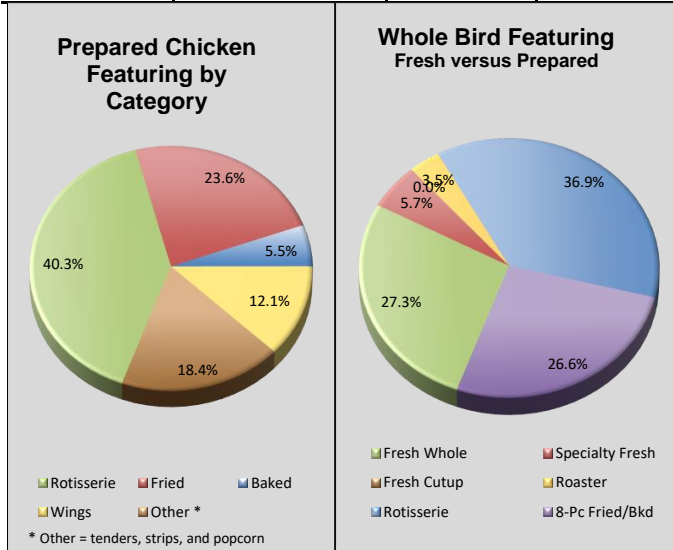
**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

Fri. Jan 22, 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 <sup>1/</sup>	27.4% of 29,200 outlets		29.4% of 29,200 outlets		36.4% of 29,200 outlets		Feature Rate <sup>1/</sup>	32.1% of 5,500 sampled outlets			28.7% of 7,400 sampled outlets			39.4% of 6,100 sampled outlets			12.4% of 4,900 sampled outlets																		
Activity Index <sup>2/</sup>	16,518		12,828		23,438		Activity Index <sup>2/</sup>	Activity Index = 3,401			Activity Index = 4,215			Activity Index = 4,947			Activity Index = 2,495																		
			Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg															
<b>ROTISSERIE:</b>						<b>ROTISSERIE:</b>																													
Whole Bird						Whole Bird																													
< 2 lbs.						< 2 lbs.																													
5,484 5.74						3,148 5.91						4.88 - 6.99 701 5.88						4.88 - 6.99 2,309 6.10						4.99 - 6.99 1,625 5.34						5.00 - 6.48 728					
2.1-3.0 lbs.						2.1-3.0 lbs.																													
1,176 7.97						2,150 8.35						6.99 76 6.99						7.99 200 7.99						6.96 - 6.99 69 6.96						6.99 - 11.99 91					
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
93 3.81																																			
<b>FRIED &amp; BAKED:</b>						<b>FRIED &amp; BAKED:</b>																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
2,466 6.25						3,117 7.01						5.98 - 7.99 386 6.37						5.00 - 7.99 883 5.91						5.99 - 9.99 308 7.56						3.99 - 10.38 762					
Baked 8-Piece Mix						Baked 8-Piece Mix																													
908 6.42						538 7.71						6.99 324 6.06						6.99 327 6.99						5.99 - 8.99 138 6.37						8.99 13					
F/B 8-Piece Dark						F/B 8-Piece Dark																													
1,020 5.10						505 5.82						5.99 10 5.99						5.00 - 6.99 1,010 5.09																	
F/B 12-Piece						F/B 12-Piece																													
306 10.84						24 10.99						9.99 227 9.99						10.99 10 10.99						14.99 45 14.99						10.99 24					
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
107 0.80						1,272 0.60																		0.80 107											
<b>Wings:</b> bone-in						<b>Wings:</b> bone-in																													
1,013 7.02						477 6.69						6.99 350 6.99						5.99 - 8.49 323 7.66						4.39 - 7.99 54											
boneless						boneless																													
993 5.70						541 5.77						4.00 - 5.99 515 5.11						3.88 17 3.88						3.98 - 8.49 380 6.53						4.39 - 7.99 54					
<b>Tenders</b>						<b>Tenders</b>																													
2,313 5.52						917 6.37						4.00 - 7.99 822 6.13						5.00 459 5.00						4.98 - 5.99 341 5.12						4.99 - 5.99 602					
<b>Strips</b>						<b>Strips</b>																													
708 2.99						12 6.99																		2.99 708 2.99											
<b>Popcorn</b>						<b>Popcorn</b>																													
24 6.99						46 6.99																		6.99 24											
														SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII												
Feature Rate <sup>1/</sup>	4.8% of 3,800 sampled outlets		64.0% of 1,300 sampled outlets		59.0% of 100 sampled outlets		19.0% of 100 sampled outlets																												
Activity Index <sup>2/</sup>	Activity Index = 250		Activity Index = 1,117		Activity Index = 129		Activity Index = 0																												
			price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores																			
<b>ROTISSERIE:</b>						<b>ROTISSERIE:</b>																													
Whole Bird						Whole Bird																													
< 2 lbs.						< 2 lbs.																													
5.50 - 6.99 99 5.56						5.50 - 7.49 22 6.50																													
2.1-3.0 lbs.						2.1-3.0 lbs.																													
6.99 - 7.99 703 7.96						10.99 37 10.99																													
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
<b>FRIED &amp; BAKED:</b>						<b>FRIED &amp; BAKED:</b>																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
7.48 7 7.48						5.50 - 7.48 109 5.75						5.50 11 5.50																							
Baked 8-Piece Mix						Baked 8-Piece Mix																													
5.50 95 5.50						5.50 95 5.50						5.50 11 5.50																							
F/B 8-Piece Dark						F/B 8-Piece Dark																													
F/B 12-Piece						F/B 12-Piece																													
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
<b>Wings:</b> bone-in						<b>Wings:</b> bone-in																													
6.99 - 7.99 143 7.37						5.50 95 5.50						4.99 - 5.50 48 5.11																							
boneless						boneless																													
3.99 11 3.99						3.99 16 3.99																													
<b>Tenders</b>						<b>Tenders</b>																													
<b>Strips</b>						<b>Strips</b>																													
<b>Popcorn</b>						<b>Popcorn</b>																													



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:

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<b>J.S.</b>
outlets
59
wtd avg
5.34
8.31
6.11
8.99
10.99
0.80
6.92
6.92
5.09
6.99
outlets
wtd avg

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Fri. Jan 22, 2021

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category															
	SPECIALTY CHICKEN						Regular				Prepared				Specialty				Organic			
	THIS WEEK		LAST WEEK		LAST YEAR																	
<b>Feature Rate <sup>1/</sup></b>	18.7% of 29,200 outlets		25.9% of 29,200 outlets		31.3% of 29,200 outlets																	
<b>Activity Index <sup>2/</sup></b>	<b>9,697</b>		<b>13,123</b>		<b>13,757</b>																	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																
Whole Fryer	1,032	2.46	1,007	1.69	1,387	1.70																
Bnls/Sknls Breast	4,476	4.27	7,128	3.69	4,701	3.81																
Breast Tenders	901	4.95	1,049	3.89	1,636	3.49																
Split, bn-in Breast	798	2.03	582	3.03	1,360	1.44																
Whole Wings	263	3.32	346	2.84	1,115	2.95																
Leg Quarters	274	1.08	395	0.82	410	0.83																
Legs	211	0.77	252	1.73	60	2.29																
Thighs	807	2.07	894	1.51	1,092	1.86																
Drumsticks	552	2.01	770	1.51	1,291	1.50																
B/S Thighs	383	3.39	700	3.54	705	3.28																
<b>SPECIALTY</b>	<b>NORTHEAST U.S.</b>			<b>SOUTHEAST U.S.</b>			<b>MIDWEST U.S.</b>			<b>SOUTH CENTRAL U.S.</b>			<b>SOUTHWEST U.S.</b>			<b>NORTHWEST U.S.</b>						
Feature Rate <sup>1/</sup>	27.4% of 5,500 sampled outlets			13.8% of 7,400 sampled outlets			26.5% of 6,100 sampled outlets			10.9% of 4,900 sampled outlets			14.7% of 3,800 sampled outlets			14.2% of 1,300 sampled outlets						
Activity Index <sup>2/</sup>	Activity Index = 3,961			Activity Index = 1,645			Activity Index = 2,093			Activity Index = 1,257			Activity Index = 430			Activity Index = 265						
	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 - 4.99	397	3.14	1.39 - 2.99	294	2.36	0.99 - 2.99	217	1.70	1.69 - 2.99	58	1.97	1.39 - 2.69	17	2.15	1.39 - 2.99	49	1.65				
Bnls/Sknls Breast	2.99 - 5.99	1,430	4.37	2.99 - 4.99	703	4.02	3.99 - 7.99	1,058	4.38	1.28 - 4.99	944	4.24	2.99 - 5.99	200	3.53	4.99	95	4.99				
Breast Tenders	2.99 - 5.99	662	5.15	2.99 - 5.99	137	4.56	4.99	45	4.99	2.99 - 4.99	57	3.52										
Split, bn-in Breast	1.39 - 2.49	493	2.18	1.39 - 1.99	132	1.66	1.49 - 2.19	153	1.87	1.69	10	1.69				1.99	10	1.99				
Whole Wings	4.69	77	4.69	2.99	131	2.99	2.19	55	2.19													
Leg Quarters	0.69 - 1.29	143	1.22	0.68 - 0.69	77	0.68	1.29	15	1.29							1.29	39	1.29				
Legs	0.59 - 0.99	211	0.77																			
Thighs	2.99	288	2.99				0.69 - 1.69	222	1.25	0.99 - 2.35	137	1.36	2.19 - 2.49	124	2.41	1.28 - 1.49	36	1.40				
Drumsticks	2.99 - 3.19	154	3.09				0.69 - 1.69	222	1.25	0.99 - 2.35	51	1.67	2.49	89	2.49	1.28 - 1.49	36	1.40				
B/S Thighs	3.00 - 3.99	106	3.87	2.49 - 3.99	171	2.84	2.99 - 4.99	106	3.81													
<b>SPECIALTY</b>	<b>ALASKA</b>			<b>HAWAII</b>																		
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets																		
Activity Index <sup>2/</sup>	Activity Index = 26			Activity Index = 20																		
	price range	stores	wtd avg	price range	stores	wtd avg																
Whole Fryer																						
Bnls/Sknls Breast	3.99 - 4.99	26	4.41	5.49	20	5.49																
Breast Tenders																						
Split, bn-in Breast																						
Whole Wings																						
Leg Quarters																						
Legs																						
Thighs																						
Drumsticks																						
B/S Thighs																						

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

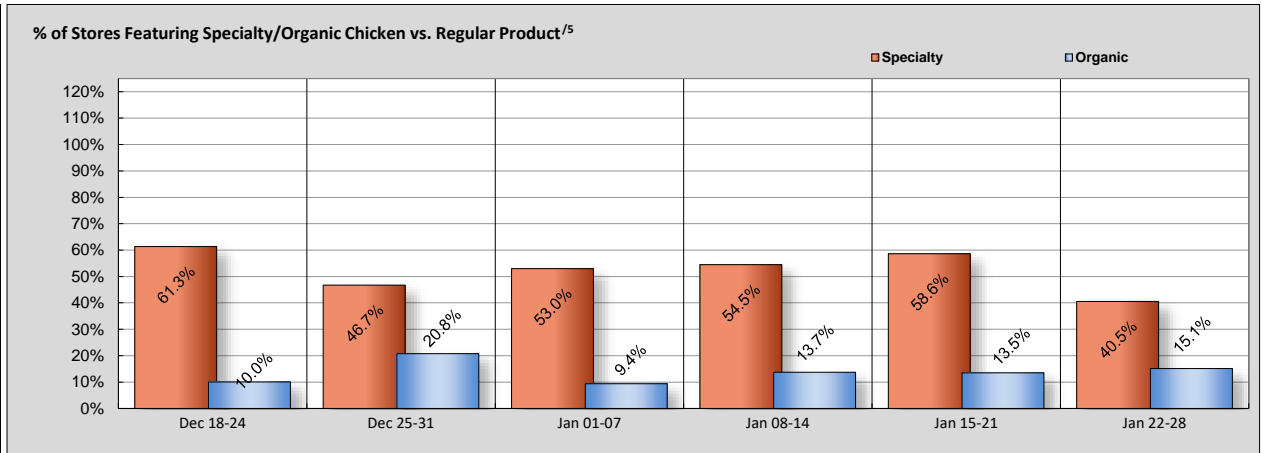


**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.**

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

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	9.7% of 29,200 outlets		9.3% of 29,200 outlets		7.8% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>3,370</b>		<b>2,985</b>		<b>2,916</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	737	4.57	1,071	2.52	443	3.14
Bnls/Sknls Breast	2,331	7.32	976	6.74	1,221	8.31
Breast Tenders			62	9.99	656	7.79
Split, bn-in Breast						
Whole Wings	25	3.49			206	4.18
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	75	4.99	82	4.82	25	3.99
Drumsticks	202	3.73	794	2.79	200	1.88
B/S Thighs					165	5.99



<sup>5</sup> % = total store count for Specialty items/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.				
	15.4% of 5,500 sampled outlets Activity Index = 1,208		7.0% of 7,400 sampled outlets Activity Index = 520			0.0% of 6,100 sampled outlets Activity Index = 201			10.7% of 4,900 sampled outlets Activity Index = 564			22.3% of 3,800 sampled outlets Activity Index = 771			7.3% of 1,300 sampled outlets Activity Index = 95				
Whole Fryer	2.99 - 3.99	454	3.36	3.99	44	3.99	6.99	201	6.99	6.99	38	6.99							
Bnls/Sknls Breast	4.99 - 7.99	477	6.80	4.99 - 5.99	476	5.95					5.99	526	5.99	7.99 - 9.99	746	9.72	5.49	95	5.49
Breast Tenders																			
Split, bn-in Breast																			
Whole Wings														3.49	25	3.49			
Legs																			
Thighs	4.99	75	4.99																
Drumsticks	2.99 - 4.99	202	3.73																
B/S Thighs																			
ORGANIC	ALASKA		HAWAII																
	11.0% of 100 sampled outlets Activity Index = 11		0.0% of 100 sampled outlets Activity Index = 0																
Whole Fryer																			
Bnls/Sknls Breast	5.49	11	5.49																
Breast Tenders																			
Split, bn-in Breast																			
Whole Wings																			
Legs																			
Thighs																			
Drumsticks																			
B/S Thighs																			

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