



**USDA National Retail Report - Chicken**

Fri. Jul 30, 2021

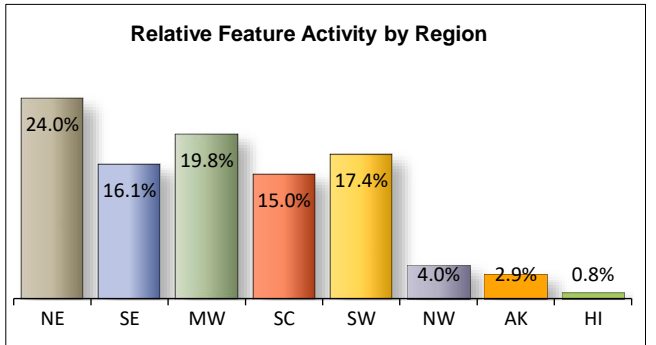
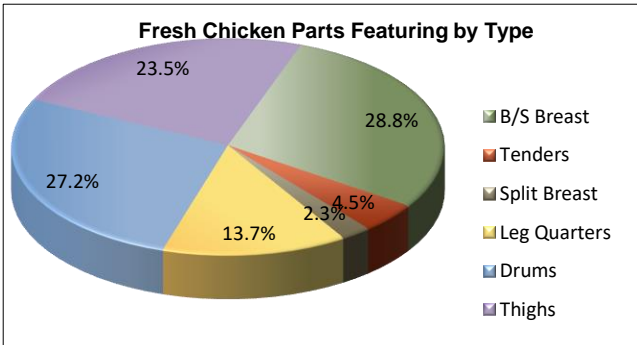
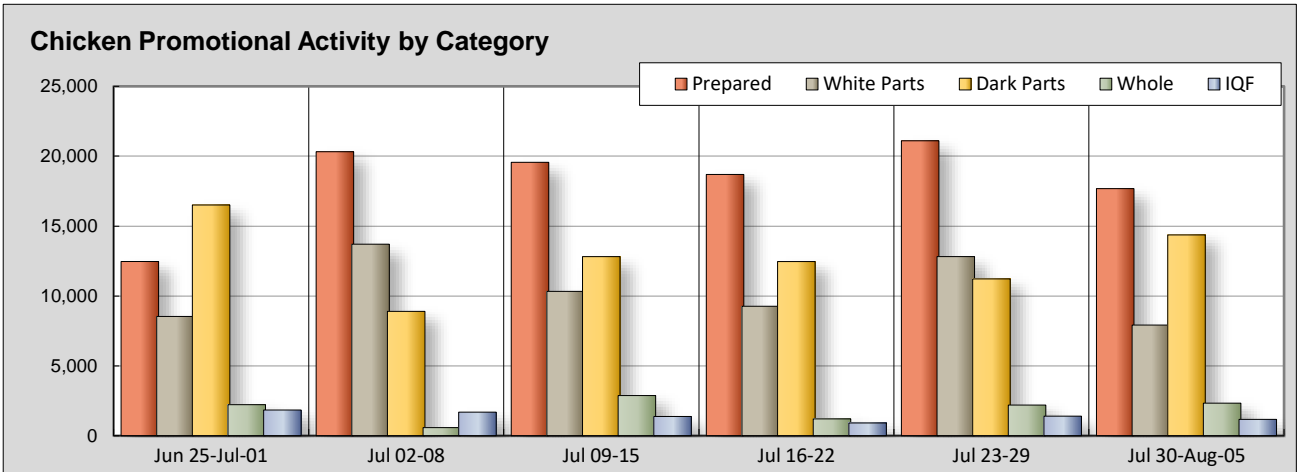
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/30 thru 08/05.**

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	77.6% of 29,200 outlets		81.3% of 29,200 outlets		81.5% of 29,200 outlets	
<b>Special Rate</b> <sup>4/</sup>	7.2%		3.1%		10.5%	
<b>Activity Index</b> <sup>2/</sup>	43,479		48,747		52,705	
<b>WHOLE BIRD:</b>	Stores <sup>3/</sup> Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	1,667	1.59	2,109	1.05	898	1.05
cut-up fryer	20	1.39	20	1.74	12	0.99
bagged roaster	411	1.45	68	1.59	118	1.69
Cornish (frs/frz)	235	2.83			203	2.91
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	1,194	2.36	2,103	2.38	1,101	2.70
value pack	2,831	2.53	4,478	2.31	4,934	1.93
thin sliced	1,971	2.55	1,187	3.07	435	2.89
marinated	251	4.10	518	4.04	1,219	4.05
<b>Breast Tenders</b>						
regular pack	343	4.02	172	2.24	160	3.30
value pack	622	3.24	1,910	2.38	425	2.37
<b>Split, bn-in Breast</b>						
regular pack	240	1.49	533	1.85	821	1.23
value pack	252	1.38	1,747	1.08	914	1.61
<b>Whole Wings</b>	217	3.31	171	3.59	600	2.69
<b>Leg Quarters</b>						
tray pack	788	0.94	1,024	0.99	390	0.92
bagged	2,188	0.76	894	0.72	1,459	0.53
<b>Legs</b>	44	0.99	374	0.98	158	0.98
<b>Thighs</b>						
regular pack	1,114	1.06	1,516	1.19	1,902	1.16
value pack	3,989	1.26	1,741	1.08	1,529	1.18
<b>Drumsticks</b>						
regular pack	1,169	1.03	2,034	1.37	2,002	1.14
value pack	4,722	1.34	2,493	1.17	2,044	1.04
<b>Bnls/Sknls Thighs</b>						
regular pack	140	2.57	402	2.67	1,146	2.98
value pack	216	3.09	745	2.20	3,189	1.82
<b>9-pc Combos</b>						
drum-thigh-breast						
drum-thigh-wing						
<b>IQF</b>						
<b>B/S Breast</b>	904	2.32	1,228	2.21	409	2.10
<b>Tenders</b>	145	3.19			112	1.71
<b>Wings</b>			51	1.99	638	2.17
<b>Party Wings</b>	124	2.67	124	2.67	780	2.69

**This Week's Chicken Feature Highlights**

During this week's ad cycle, chicken feature rate and activity index continue to lower, but shoppers can take advantage of more special rates. Whole birds items are all present with bagged roasters and Cornish hens making a comeback. White parts decrease in offer; prices for wings and regular pack split breast are lower compared to last week. Dark meat parts regain visibility with regular pack items being offered at lower prices compared to last week. Nothing too special going on in the freezer aisle. The deli cools down, but items are still readily available for shoppers looking for a quick meal. Specialty items reduce visibility while organics manage to take up more ad space.



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.)



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

Fri. Jul 30, 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)			
<b>Feature Rate</b> <sup>1/</sup>	<b>70.8% of 5,500 sampled outlets</b>				<b>87.4% of 7,400 sampled outlets</b>				<b>83.1% of 6,100 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>5.7% of stores w/ no-price promotions</b>				<b>18.5% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 5,509</b>				<b>Activity Index = 6,327</b>				<b>Activity Index = 5,097</b>			
<b>WHOLE BIRD:</b>	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/
bagged fryer	0.98 - 1.19		127	1.04	1.19 - 1.49		35	1.47	1.29 - 1.99		153	1.58
cut-up fryers					1.78		10	1.78				
bagged roaster	1.29 - 1.59		365	1.43	1.49 - 1.59		46	1.59				
Cornish (frs/frz)	2.99		141	2.99	2.99		44	2.99	2.33		33	2.33
<b>PARTS:</b>	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack		2.49 - 3.00	75	2.58		1.79 - 2.99	155	2.69	1.99 - 4.99	2.29 - 2.99	303	3.11
value pack	1.99	1.99 - 5.88	778	2.83	1.99	2.29 - 3.99	151	3.06		1.59 - 3.99	1,265	2.14
thin sliced		2.29 - 3.99	584	2.85		2.29	357	2.29	3.99	2.29	737	2.51
marinated										3.99 - 4.99	224	4.20
<b>Breast Tenders</b>												
regular pack		3.68 - 4.99	245	4.07	2.99	4.99	53	4.65				
value pack		2.99 - 3.99	241	3.74		1.99 - 2.49	218	2.24		1.99 - 3.49	62	3.13
<b>Split, bn-in Breast</b>												
regular pack					0.98	0.98 - 1.69	183	1.49		1.49	57	1.49
value pack		0.88 - 1.59	107	0.95	1.69		34	1.69	1.29	0.89 - 1.49	68	1.21
<b>Whole Wings</b>		3.49	62	3.49		1.99	9	1.99		3.79 - 3.99	99	3.90
<b>Leg Quarters</b>												
tray pack		0.69	158	0.69						0.79 - 0.99	67	0.83
bagged		0.59	82	0.59		0.58 - 0.59	1,019	0.59		0.59 - 0.99	288	0.68
<b>Legs</b>						0.99	37	0.99		0.99	7	0.99
<b>Thighs</b>												
regular pack						0.99 - 1.49	536	1.06		1.69	13	1.69
value pack	1.29 - 1.49	0.89 - 2.49	1,083	1.42	0.89 - 0.99	0.99 - 1.29	1,269	1.20	1.29	0.99 - 1.69	402	1.24
<b>Drumsticks</b>												
regular pack						0.99 - 1.49	536	1.06		0.79 - 1.69	68	1.09
value pack	1.29 - 1.49	0.88 - 1.69	1,109	1.22	0.89 - 0.99	0.87 - 1.29	1,322	1.19	1.29	0.88 - 1.99	469	1.23
<b>Bnls/Sknls Thighs</b>												
regular pack						2.48 - 2.49	87	2.49		2.69	53	2.69
value pack		2.99	123	2.99		3.99	37	3.99		2.49 - 3.99	29	2.85
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>IF</b>	<b>B/S Breast</b>	2.40	105	2.40	2.40		189	2.40	1.59 - 3.19	1.99 - 2.00	555	2.27
	<b>Tenders</b>								3.19		145	3.19
	<b>Wings</b>				4.09			4.09				
	<b>Party Wings</b>	2.59 - 2.74	124	2.67								

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

	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)			
<b>Feature Rate</b> <sup>1/</sup>	<b>82.1% of 4,900 sampled outlets</b>				<b>71.9% of 3,800 sampled outlets</b>				<b>28.8% of 1,300 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>5.9% of stores w/ no-price promotions</b>				<b>0.0% of stores w/ no-price promotions</b>				<b>8.9% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 4,273</b>				<b>Activity Index = 4,301</b>				<b>Activity Index = 225</b>			
<b>WHOLE BIRD:</b>	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/
bagged fryer	0.99 - 1.87		114	1.56	0.77 - 2.99		1,166	1.66	1.49		49	1.49
cut-up fryer					0.99		10	0.99				
bagged roaster					1.99		13	1.99	2.33		4	2.33
Cornish (frs/frz)												
<b>PARTS:</b>	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack						1.88	645	1.88		2.99	16	2.99
value pack	2.77	1.88 - 2.99	233	2.58	3.99	1.99 - 3.29	311	2.87	2.99	1.99 - 2.49	63	2.70
thin sliced		2.29 - 2.89	260	2.37		2.29	33	2.29				
marinated		2.88 - 3.99	27	3.33								
<b>Breast Tenders</b>												
regular pack	2.99		45	2.99								
value pack		2.79	12	2.79	4.49		89	4.49				
<b>Split, bn-in Breast</b>												
regular pack												
value pack									2.49		43	2.49
<b>Whole Wings</b>		1.99	45	1.99								
<b>Leg Quarters</b>												
tray pack		0.79 - 1.48	160	0.86		0.99 - 1.29	399	1.09				
bagged	0.49	0.47 - 1.29	799	1.02								
<b>Legs</b>												
<b>Thighs</b>												
regular pack		0.99 - 1.69	537	1.00	0.57 - 1.99		14	1.28	1.99		14	1.99
value pack		0.99 - 1.78	687	1.26	1.19 - 1.79	0.99 - 1.29	545	1.09				
<b>Drumsticks</b>												
regular pack		0.99 - 1.69	537	1.00		0.79	28	0.79				
value pack		0.48 - 1.78	760	1.21	1.19 - 1.79	0.69 - 2.99	1,048	1.81		0.95	11	0.95
<b>Bnls/Sknls Thighs</b>												
regular pack												
value pack		2.49	2	2.49					1.99 - 2.98		25	2.58
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>10</b>	<b>B/S Breast</b>	2.40		55	2.40							
	<b>Tenders</b>											
	<b>Wings</b>											
	<b>Party Wings</b>											



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		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		75.0% of 100 sampled outlets				12.4% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		11.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 36				Activity Index = 29					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer					1.99	23	1.99				
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											
value pack			3.99 - 4.99	30	4.49						
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>			3.49	2	3.49						
<b>Leg Quarters</b>											
tray pack											
bagged			1.28	4	1.28						
<b>Legs</b>											
<b>Thighs</b>											
regular pack											
value pack						1.99		3	1.99		
<b>Drumsticks</b>											
regular pack											
value pack						1.99		3	1.99		
<b>Bnls/Sknls Thighs</b>											
regular pack											
value pack											
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
<b>TP</b>	<b>B/S Breast</b>										
	<b>Tenders</b>										
	<b>Wings</b>										
	<b>Party Wings</b>										



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I.S.  
outlets  
38  
wtd avg

4.55  
7.97

1.00

6.99

15.60

5.07

7.49

utlets  
|  
wtd avg

4.50  
7.97

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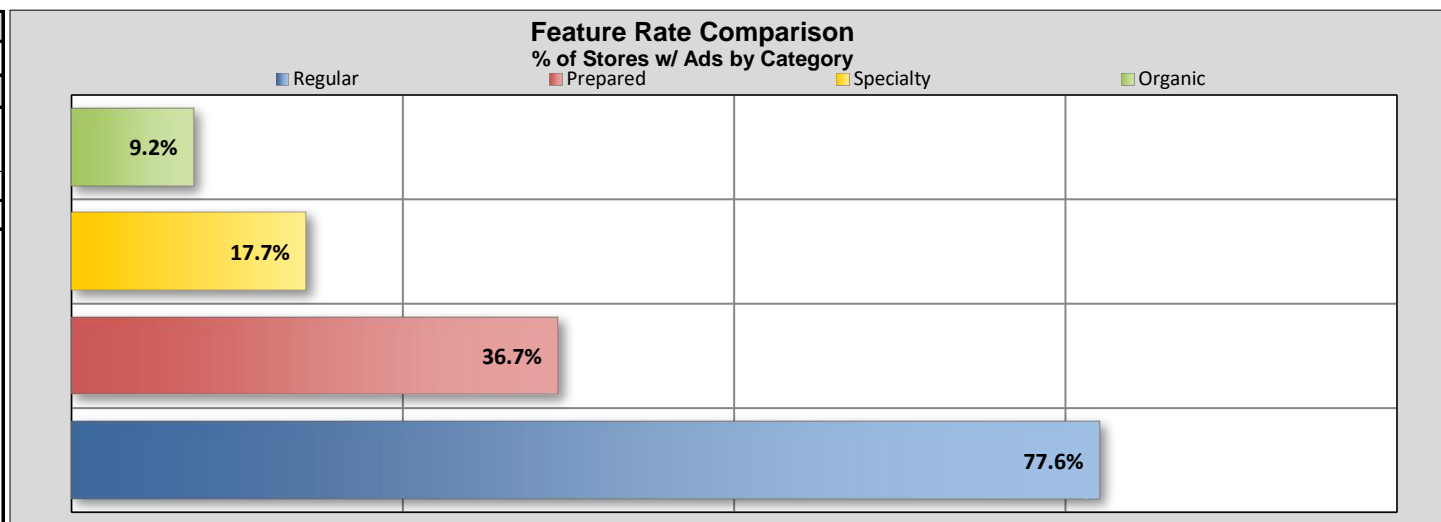
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	17.7% of 29,200 outlets		24.9% of 29,200 outlets		19.1% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>12,504</b>		<b>13,605</b>		<b>11,081</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,432	1.69	1,409	1.87	420	1.56
Bnls/Sknls Breast	3,627	3.52	5,786	3.89	2,534	4.36
Breast Tenders	1,183	4.61	1,471	4.54	1,412	4.35
Split, bn-in Breast	334	2.31	572	2.25	1,591	1.62
Whole Wings	225	3.58	399	2.03	186	3.07
Leg Quarters	488	0.85	262	1.09	573	0.87
Legs	132	1.74			327	1.59
Thighs	2,087	2.25	1,878	1.88	1,677	1.56
Drumsticks	1,665	1.71	1,179	1.45	1,496	1.55
B/S Thighs	1,331	4.16	649	3.34	865	3.25



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate <sup>1/</sup>	38.1% of 5,500 sampled outlets			12.1% of 7,400 sampled outlets			16.6% of 6,100 sampled outlets			13.4% of 4,900 sampled outlets			11.1% of 3,800 sampled outlets			3.8% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,957			Activity Index = 2,200			Activity Index = 2,470			Activity Index = 914			Activity Index = 841			Activity Index = 85		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.39 - 2.49	735	1.90	0.98 - 2.99	179	1.51	1.39 - 2.99	336	1.45	1.18 - 2.99	133	1.34	1.49 - 1.99	47	1.62	2.99	2	2.99
Bnls/Sknls Breast	1.89 - 6.99	1,366	3.53	1.98 - 3.59	412	2.49	1.79 - 7.32	1,420	3.48	1.79 - 4.99	163	3.35	3.49 - 6.99	178	5.83	4.99	51	4.99
Breast Tenders	4.19 - 6.99	676	4.98	2.99	56	2.99	7.99	11	7.99	2.99 - 3.48	179	3.23	2.99 - 6.99	261	4.81			
Split, bn-in Breast	1.69 - 2.99	158	2.22	2.99	5	2.99	2.99	25	2.99	1.49 - 2.99	146	2.25						
Whole Wings				3.19	131	3.19	3.29 - 5.49	94	4.13									
Leg Quarters	0.79 - 1.29	221	1.02	0.68 - 0.78	267	0.71												
Legs	1.19	48	1.19	1.19 - 2.99	70	1.86	2.99	5	2.99	2.99	7	2.99				2.99	2	2.99
Thighs	0.89 - 3.99	1,031	2.22	1.39 - 2.99	412	2.11	0.99 - 2.39	189	1.55	0.99 - 4.99	174	2.85	1.99 - 2.99	266	2.69	2.48	15	2.48
Drumsticks	0.89 - 2.99	966	1.48	1.39 - 2.39	356	1.98	0.99 - 2.39	189	1.55	0.99 - 4.99	50	3.29	2.49	89	2.49	2.48	15	2.48
B/S Thighs	1.99 - 5.99	756	3.41	2.99 - 5.99	312	5.41	4.99	201	4.99	2.99 - 4.99	62	4.22						
SPECIALTY	ALASKA			HAWAII														
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets														
Activity Index <sup>2/</sup>	Activity Index = 37			Activity Index = 0														
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																		
Bnls/Sknls Breast	4.00	37	4.00															
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/>.

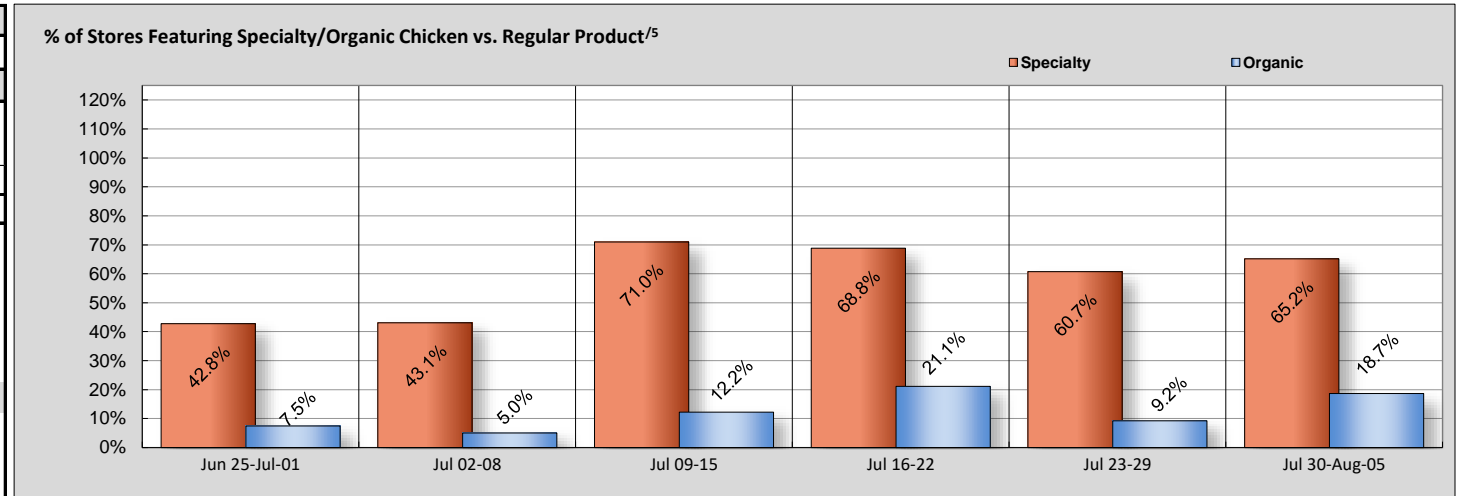


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	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	9.2% of 29,200 outlets		4.1% of 29,200 outlets		8.8% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>3,669</b>		<b>1,942</b>		<b>3,299</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	637	2.87	489	3.04	576	3.62
Bnls/Sknls Breast	2,707	6.92	1,241	7.14	1,535	7.27
Breast Tenders	35	5.54			93	5.99
Split, bn-in Breast					358	3.53
Whole Wings			54	2.49		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	12	4.49	12	4.49	37	4.69
Drumsticks	210	2.53	78	2.63	661	3.27
B/S Thighs	68	5.99	68	5.99	39	5.49



<sup>5</sup> % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
		6.3% of 5,500 sampled outlets Activity Index = 1,266			18.0% of 7,400 sampled outlets Activity Index = 1,333			4.3% of 6,100 sampled outlets Activity Index = 262			11.1% of 4,900 sampled outlets Activity Index = 568			3.6% of 3,800 sampled outlets Activity Index = 174			4.5% of 1,300 sampled outlets Activity Index = 59	
Whole Fryer	2.99	354	2.99	2.58	200	2.58	5.00 - 5.99	251	5.31	3.49	31	3.49	2.69 - 2.99	36	2.90	2.69	16	2.69
Bnls/Sknls Breast	4.79 - 8.99	778	6.57	6.99	1,133	6.99	9.99	11	9.99	5.99 - 7.99	513	7.98	8.99	25	8.99			
Breast Tenders										3.50	24	3.50						
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													4.49	12	4.49			
Drumsticks	2.19	66	2.19										2.79 - 4.49	101	2.99	1.99	43	1.99
B/S Thighs	5.99	68	5.99															
ORGANIC	ALASKA 7.0% of 100 sampled outlets Activity Index = 7			HAWAII 0.0% of 100 sampled outlets Activity Index = 0														
Whole Fryer																		
Bnls/Sknls Breast	7.99	7	7.99															
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/>.