



USDA National Retail Report - Chicken

Fri. Jul 23, 2021

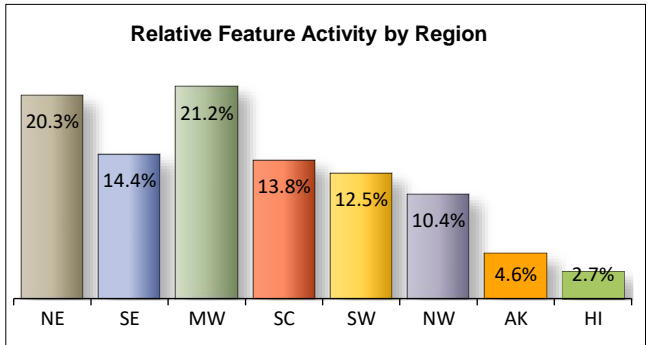
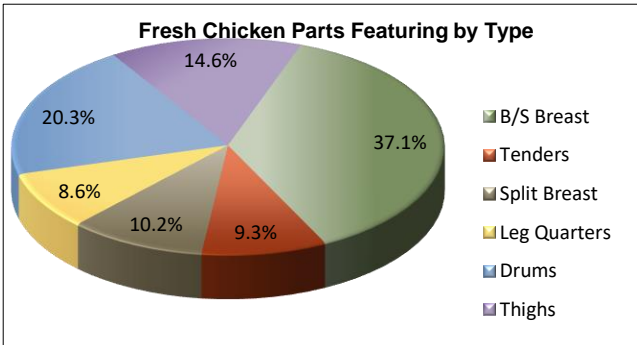
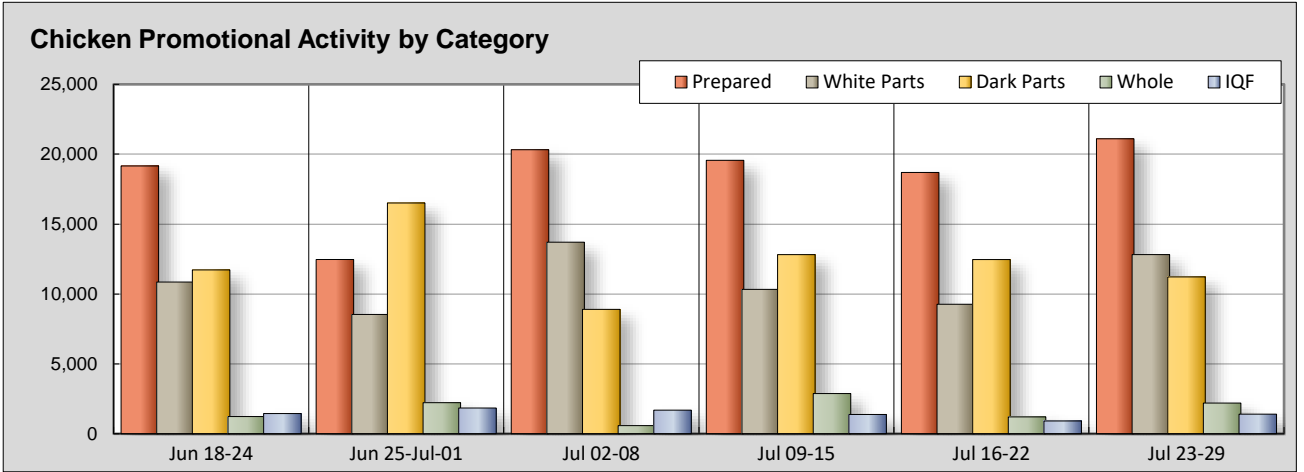
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

| NATIONAL SUMMARY | | | | | | |
|-------------------------------------|------------------------------|------|-------------------------|------|-------------------------|------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 81.3% of 29,200 outlets | | 82.8% of 29,200 outlets | | 66.3% of 29,200 outlets | |
| Special Rate ^{4/} | 3.1% | | 8.2% | | 10.1% | |
| Activity Index ^{2/} | 48,747 | | 42,549 | | 52,650 | |
| WHOLE BIRD: | Stores ^{3/} Wtd Avg | | Stores /3 Wtd Avg | | Stores /3 Wtd Avg | |
| bagged fryer | 2,109 | 1.05 | 1,184 | 1.09 | 1,227 | 1.12 |
| cut-up fryer | 20 | 1.74 | 10 | 1.49 | 108 | 1.25 |
| bagged roaster | 68 | 1.59 | | | 342 | 1.24 |
| Cornish (frs/frz) | | | 13 | 1.99 | 50 | 2.36 |
| PARTS: | | | | | | |
| Bnls/Sknls Breast | | | | | | |
| regular pack | 2,103 | 2.38 | 1,835 | 2.46 | 2,683 | 2.27 |
| value pack | 4,478 | 2.31 | 3,914 | 2.15 | 5,387 | 1.89 |
| thin sliced | 1,187 | 3.07 | 690 | 3.64 | 346 | 3.00 |
| marinated | 518 | 4.04 | 238 | 4.24 | 528 | 4.86 |
| Breast Tenders | | | | | | |
| regular pack | 172 | 2.24 | 1,048 | 2.80 | 1,475 | 3.29 |
| value pack | 1,910 | 2.38 | 224 | 3.35 | 1,890 | 2.15 |
| Split, bn-in Breast | | | | | | |
| regular pack | 533 | 1.85 | 512 | 3.05 | 1,101 | 1.48 |
| value pack | 1,747 | 1.08 | 671 | 1.35 | 256 | 1.42 |
| Whole Wings | 171 | 3.59 | 134 | 3.64 | 1,323 | 2.52 |
| Leg Quarters | | | | | | |
| tray pack | 1,024 | 0.99 | 828 | 1.02 | 864 | 0.90 |
| bagged | 894 | 0.72 | 773 | 1.27 | 1,074 | 0.54 |
| Legs | 374 | 0.98 | 22 | 2.11 | 441 | 1.16 |
| Thighs | | | | | | |
| regular pack | 1,516 | 1.19 | 1,832 | 0.93 | 213 | 1.15 |
| value pack | 1,741 | 1.08 | 3,041 | 1.03 | 2,325 | 1.10 |
| Drumsticks | | | | | | |
| regular pack | 2,034 | 1.37 | 1,979 | 0.93 | 275 | 0.95 |
| value pack | 2,493 | 1.17 | 3,432 | 0.98 | 2,676 | 1.11 |
| Bnls/Sknls Thighs | | | | | | |
| regular pack | 402 | 2.67 | 191 | 2.25 | 594 | 2.08 |
| value pack | 745 | 2.20 | 366 | 2.71 | 785 | 2.06 |
| 9-pc Combos | | | | | | |
| drum-thigh-breast | | | | | | |
| drum-thigh-wing | | | | | | |
| IQF | | | | | | |
| B/S Breast | 1,228 | 2.21 | 687 | 2.56 | 871 | 2.34 |
| Tenders | | | 105 | 2.60 | 290 | 2.97 |
| Wings | 51 | 1.99 | | | 432 | 2.15 |
| Party Wings | 124 | 2.67 | 124 | 2.67 | 62 | 2.49 |

This Week's Chicken Feature Highlights

Chicken feature rates are a touch lower this week; shoppers on the lookout for a bargain will have to diligently search as the percentage of 'no price' incentives continue to dwindle. The whole birds category is making a slight comeback with bagged fryers struggle lead the way. White parts increase in offer with B/S and split breasts being the main contributors; prices for regular pack items are lower compared to last week. Dark meat parts are less visible this week; legs and leg quarters offered at lower prices. B/S breasts bring attention to the otherwise lackluster freezer aisle. The deli has enough options to keep shoppers looking for convenience satisfied. Specialty and organic items reduce visibility, but are still readily available.



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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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

Fri. Jul 23, 2021

| | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | |
|-------------------------------------|------------------------------------------------------|-------------|-------------|---------|------------------------------------------------|-------------|-------------|---------|----------------------------------------------------|-------------|-------------|---------|------|
| Feature Rate ^{1/} | 85.2% of 5,500 sampled outlets | | | | 70.1% of 7,400 sampled outlets | | | | 86.6% of 6,100 sampled outlets | | | | |
| Special Rate ^{4/} | 6.0% of stores w/ no-price promotions | | | | 0.9% of stores w/ no-price promotions | | | | 6.0% of stores w/ no-price promotions | | | | |
| Activity Index ^{2/} | Activity Index = 6,172 | | | | Activity Index = 5,795 | | | | Activity Index = 6,477 | | | | |
| WHOLE BIRD: | Price Range | Stores | Wtd Avg | | Price Range | Stores | Wtd Avg | | Price Range | Stores | Wtd Avg | | |
| | | | 4/ | | | | 4/ | | | | 4/ | | |
| bagged fryer | 0.99 - 2.99 | 129 | 1.29 | | 0.99 - 1.49 | 968 | 0.99 | | 0.89 - 1.99 | 183 | 1.48 | | |
| cut-up fryers | | | | | | | | | 1.99 | 10 | 1.99 | | |
| bagged roaster | 1.59 | 68 | 1.59 | | | | | | | | | | |
| 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 | |
| Bnls/Sknls Breast | | | | | | | | | | | | | |
| regular pack | | 2.49 - 2.77 | 309 | 2.70 | | 2.49 | 955 | 2.49 | | 1.99 - 2.99 | 759 | 2.06 | |
| value pack | 1.69 | 1.77 - 2.99 | 1,504 | 2.20 | 1.99 | 1.99 - 3.99 | 714 | 2.26 | | 1.88 - 3.99 | 683 | 2.38 | |
| thin sliced | | 2.99 | 82 | 2.99 | | 2.99 | 955 | 2.99 | | 3.69 | 43 | 3.69 | |
| marinated | | | | | | | | | | 3.00 - 8.79 | 488 | 4.10 | |
| Breast Tenders | | | | | | | | | | | | | |
| regular pack | | | | | | | | | | 2.99 | 39 | 2.99 | |
| value pack | | 2.19 - 3.99 | 470 | 2.47 | | 2.19 - 2.88 | 440 | 2.32 | | 2.19 - 3.49 | 687 | 2.27 | |
| Split, bn-in Breast | | | | | | | | | | | | | |
| regular pack | | 1.99 | 209 | 1.99 | | | | | | 1.99 | 215 | 1.99 | |
| value pack | 1.19 | 0.99 - 1.49 | 166 | 1.21 | 1.19 | 0.99 - 1.28 | 1,064 | 1.00 | | 0.99 - 1.49 | 89 | 1.31 | |
| Whole Wings | | 3.49 | 62 | 3.49 | | | | | | 2.99 - 3.99 | 89 | 3.62 | |
| Leg Quarters | | | | | | | | | | | | | |
| tray pack | 1.29 | 0.59 - 0.69 | 460 | 1.05 | | 0.98 | 10 | 0.98 | | 0.88 | 148 | 0.88 | |
| bagged | 0.79 | | 97 | 0.79 | | 0.49 - 0.59 | 179 | 0.53 | | 0.49 - 0.99 | 192 | 0.71 | |
| Legs | | 0.99 | 210 | 0.99 | | 0.99 | 37 | 0.99 | | 0.79 - 0.99 | 127 | 0.97 | |
| Thighs | | | | | | | | | | | | | |
| regular pack | | 0.99 | 62 | 0.99 | | | | | 0.99 | 1.28 - 1.99 | 575 | 1.44 | |
| value pack | 1.99 | 0.99 - 1.00 | 620 | 1.10 | 0.79 - 0.89 | 0.89 - 2.48 | 90 | 1.34 | 2.49 | 0.99 - 1.69 | 228 | 1.24 | |
| Drumsticks | | | | | | | | | | | | | |
| regular pack | 1.99 | 0.99 | 171 | 1.63 | 1.99 | 0.59 | 127 | 1.56 | 0.99 - 1.99 | 1.28 - 1.99 | 664 | 1.51 | |
| value pack | 1.99 | 0.88 - 1.00 | 848 | 1.05 | 1.19 - 3.99 | 0.99 - 1.19 | 219 | 2.86 | | 0.79 - 1.99 | 302 | 1.15 | |
| Bnls/Sknls Thighs | | | | | | | | | | | | | |
| regular pack | | 2.99 | 107 | 2.99 | | | | | 2.99 | 2.69 | 147 | 2.88 | |
| value pack | | 1.99 - 2.99 | 393 | 2.32 | | | | | 1.99 | 1.99 - 2.49 | 349 | 2.07 | |
| 9-pc Combos | | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | | |
| IF | B/S Breast | 2.83 | 1.99 | 81 | 2.16 | 2.83 | 1.99 - 2.39 | 25 | 2.49 | 1.95 | 1.78 - 2.79 | 421 | 2.05 |
| | Tenders | | | | | | | | | | | | |
| | Wings | | | | | | 1.99 | 12 | 1.99 | | 1.99 | 39 | 1.99 |
| | Party Wings | | 2.59 - 2.74 | 124 | 2.67 | | | | | | | | |

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain>;

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

Fri. Jul 23, 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 ^{1/} | 86.4% of 4,900 sampled outlets | | | | 83.0% of 3,800 sampled outlets | | | | 87.8% of 1,300 sampled outlets | | | |
| Special Rate ^{4/} | 2.2% of stores w/ no-price promotions | | | | 0.0% of stores w/ no-price promotions | | | | 1.6% of stores w/ no-price promotions | | | |
| Activity Index ^{2/} | Activity Index = 3,042 | | | | Activity Index = 4,833 | | | | Activity Index = 1,257 | | | |
| WHOLE BIRD: | Price Range | | Stores | Wtd Avg | Price Range | | Stores | Wtd Avg | Price Range | | Stores | Wtd Avg |
| | | | 4/ | | | | 4/ | | | | 4/ | |
| bagged fryer | 0.99 | | 16 | 0.99 | 0.88 - 0.99 | | 705 | 0.98 | 0.99 | | 95 | 0.99 |
| cut-up fryer | | | | | 1.49 | | 10 | 1.49 | | | | |
| bagged roaster | | | | | | | | | | | | |
| 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 |
| Bnls/Sknls Breast | | | | | | | | | | | | |
| regular pack | | | | | | 2.79 | 64 | 2.79 | | 2.99 | 16 | 2.99 |
| value pack | 2.97 - 4.99 | 1.29 - 2.99 | 410 | 2.59 | 3.29 | 1.99 - 4.99 | 469 | 2.80 | 1.99 - 4.99 | | 698 | 2.06 |
| thin sliced | | 2.98 | 16 | 2.98 | 4.99 | 2.99 - 3.69 | 91 | 3.74 | | | | |
| marinated | | 2.98 - 4.99 | 30 | 3.18 | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | |
| regular pack | | | | | | 1.97 | 129 | 1.97 | | | | |
| value pack | | 2.19 | 224 | 2.19 | 4.99 | 2.19 | 46 | 2.98 | 3.99 | | 43 | 3.99 |
| Split, bn-in Breast | | | | | | | | | | | | |
| regular pack | | 1.18 - 2.19 | 109 | 1.28 | | | | | | | | |
| value pack | | 0.99 - 1.29 | 86 | 1.23 | 0.97 - 1.59 | 0.99 - 1.59 | 342 | 1.18 | | | | |
| Whole Wings | 3.99 | | 16 | 3.99 | | | | | | 2.99 | 4 | 2.99 |
| Leg Quarters | | | | | | | | | | | | |
| tray pack | | 1.18 | 16 | 1.18 | 0.89 | 0.69 - 0.99 | 390 | 0.95 | | | | |
| bagged | 0.69 | 0.48 - 0.79 | 274 | 0.65 | 0.89 - 1.11 | | 149 | 1.02 | | | | |
| Legs | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | |
| regular pack | | 0.99 - 1.99 | 98 | 1.49 | 0.99 | 0.79 | 675 | 0.98 | | 0.99 | 95 | 0.99 |
| value pack | 0.79 | 0.97 - 0.99 | 577 | 0.96 | 1.11 | 0.99 | 198 | 1.04 | 0.98 - 0.99 | | 25 | 0.98 |
| Drumsticks | | | | | | | | | | | | |
| regular pack | 1.99 | 0.99 - 1.99 | 168 | 1.70 | 0.99 - 1.99 | 0.99 - 1.29 | 779 | 1.14 | 1.99 | 0.99 | 111 | 1.13 |
| value pack | | 0.47 - 0.99 | 751 | 0.90 | 0.97 - 1.11 | 0.99 | 295 | 1.02 | | 0.98 - 0.99 | 75 | 0.99 |
| Bnls/Sknls Thighs | | | | | | | | | | | | |
| regular pack | | 2.19 | 144 | 2.19 | | | | | | | | |
| value pack | 1.99 | | 3 | 1.99 | | | | | | | | |
| 9-pc Combos | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | |
| TD | B/S Breast | 1.99 - 3.19 | 104 | 2.27 | 2.40 | 1.98 | 491 | 2.32 | | 2.26 | 95 | 2.26 |
| | Tenders | | | | | | | | | | | |
| | Wings | | | | | | | | | | | |
| | Party Wings | | | | | | | | | | | |



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

Fri. Jul 23, 2021

| | | ALASKA (AK) | | | | HAWAII (HI) | | | | | |
|-------------------------------------|--------------------|---------------------------------------|-------------|---------|-------------|---------------------------------------|-------------|--------|---------|--|--|
| Feature Rate ^{1/} | | 38.0% of 100 sampled outlets | | | | 34.3% of 100 sampled outlets | | | | | |
| Special Rate ^{4/} | | 0.0% of stores w/ no-price promotions | | | | 0.0% of stores w/ no-price promotions | | | | | |
| Activity Index ^{2/} | | Activity Index = 54 | | | | Activity Index = 12 | | | | | |
| WHOLE BIRD: | | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | | | | |
| | | | | 4/ | | | 4/ | | | | |
| bagged fryer | | 0.99 - 2.49 | 13 | 1.22 | | | | | | | |
| 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 | | | | | | | | | | | |
| value pack | | | | | | | | | | | |
| thin sliced | | | | | | | | | | | |
| marinated | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | |
| regular pack | | | 3.48 | 4 | 3.48 | | | | | | |
| value pack | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | |
| regular pack | | | | | | | | | | | |
| value pack | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | |
| Leg Quarters | | | | | | | | | | | |
| tray pack | | | | | | | | | | | |
| bagged | | | | | | 1.99 | | 3 | 1.99 | | |
| Legs | | | | | | | | | | | |
| Thighs | | | | | | | | | | | |
| regular pack | | | 0.99 | 11 | 0.99 | | | | | | |
| value pack | | | | | | 1.99 | | 3 | 1.99 | | |
| Drumsticks | | | | | | | | | | | |
| regular pack | | | 0.99 | 11 | 0.99 | 1.99 | | 3 | 1.99 | | |
| value pack | | | | | | 1.99 | | 3 | 1.99 | | |
| Bnls/Sknls Thighs | | | | | | | | | | | |
| regular pack | | | 3.28 | 4 | 3.28 | | | | | | |
| value pack | | | | | | | | | | | |
| 9-pc Combos | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | |
| ID | B/S Breast | | 2.26 | 11 | 2.26 | | | | | | |
| | Tenders | | | | | | | | | | |
| | Wings | | | | | | | | | | |
| | Party Wings | | | | | | | | | | |



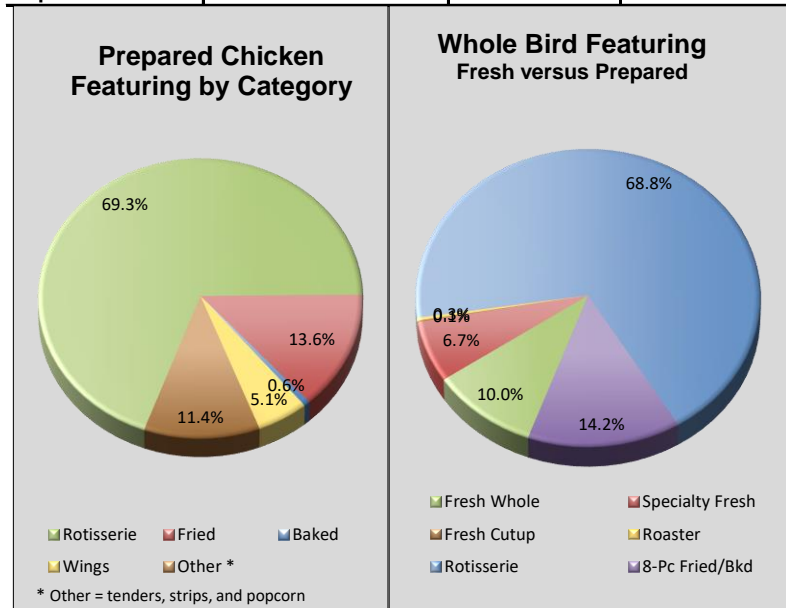
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Fri. Jul 23, 2021

| PREPARED FOODS NATIONAL SUMMARY | | | | | | | | | | | | | | | | | | | |
|---------------------------------|--|-------------------------|---------|---------------------------|---------|-------------------------|---------|------------------------------|-------------|--------------------------------|--------|--------------------------------|-------------|--------------------------------|--------------|--------------------------------|--------|---------------------------|-------|
| | | THIS WEEK | | LAST WEEK | | LAST YEAR | | | | NORTHEAST U.S. | | SOUTHEAST U.S. | | MIDWEST U.S. | | SOUTH CENTRAL U.S. | | | |
| Feature Rate ^{1/} | | 44.3% of 29,200 outlets | | 38.3% of 29,200 outlets | | 43.2% of 29,200 outlets | | Feature Rate ^{1/} | | 41.2% of 5,500 sampled outlets | | 54.9% of 7,400 sampled outlets | | 56.3% of 6,100 sampled outlets | | 44.5% of 4,900 sampled outlets | | | |
| Activity Index ^{2/} | | 21,105 | | 18,696 | | 25,032 | | Activity Index ^{2/} | | Activity Index = 3,168 | | Activity Index = 6,324 | | Activity Index = 5,178 | | Activity Index = 4,47 | | | |
| | | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | | | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | wtd avg | |
| ROTISSERIE: | | | | ROTISSERIE: | | | | ROTISSERIE: | | ROTISSERIE: | | ROTISSERIE: | | ROTISSERIE: | | ROTISSERIE: | | ROTISSERIE: | |
| Whole Bird | | | | Whole Bird | | | | Whole Bird | | Whole Bird | | Whole Bird | | Whole Bird | | Whole Bird | | Whole Bird | |
| < 2 lbs. | | 8,611 | 5.47 | 8,522 | 5.13 | 7,337 | 5.07 | < 2 lbs. | 4.50 - 9.99 | 1,119 | 6.15 | 2.99 - 7.99 | 3,065 | 5.94 | 2.99 - 6.99 | 1,870 | 5.41 | 2.99 - 5.00 | 1,745 |
| 2.1-3.0 lbs. | | 5,931 | 7.54 | 6,089 | 7.38 | 831 | 6.14 | 2.1-3.0 lbs. | 7.97 - 7.99 | 771 | 7.98 | 5.00 - 7.99 | 1,531 | 7.74 | 5.00 - 7.97 | 1,698 | 6.68 | 7.97 | 1,212 |
| Whole Breast | | 83 | 5.24 | 139 | 6.24 | 24 | 3.29 | Whole Breast | 5.00 | 61 | 5.00 | | | 4.99 - 6.99 | 22 | 5.90 | | | |
| Leg Quarter | | | | | | | | Leg Quarter | | | | | | | | | | | |
| FRIED & BAKED: | | | | FRIED & BAKED: | | | | FRIED & BAKED: | | FRIED & BAKED: | | FRIED & BAKED: | | FRIED & BAKED: | | FRIED & BAKED: | | FRIED & BAKED: | |
| Fried 8-Piece Mix | | 2,598 | 5.68 | 2,707 | 5.81 | 7,202 | 6.46 | Fried 8-Piece Mix | 6.49 | 112 | 6.49 | 5.00 - 8.99 | 589 | 5.65 | 5.00 - 10.99 | 1,004 | 5.28 | 5.00 - 9.99 | 766 |
| Baked 8-Piece Mix | | 128 | 6.66 | | | 705 | 6.44 | Baked 8-Piece Mix | | | | | | | | | | 6.99 | 107 |
| F/B 8-Piece Dark | | 120 | 6.28 | 189 | 6.39 | 157 | 5.63 | F/B 8-Piece Dark | 6.00 | 103 | 6.00 | | | | | | | 7.99 | 17 |
| F/B 12-Piece | | 21 | 13.52 | 10 | 13.00 | 528 | 10.80 | F/B 12-Piece | | | | | | 13.00 - 13.99 | 21 | 13.52 | | | |
| Bulk Pack (\$/piece) | | 132 | 0.79 | | | | | Bulk Pack (\$/piece) | | | | | | 0.79 | 132 | 0.79 | | | |
| Wings: bone-in | | 536 | 6.47 | 610 | 6.82 | 6,937 | 5.54 | Wings: bone-in | 6.40 - 7.99 | 320 | 6.86 | 5.99 | 200 | 5.99 | | | | 4.69 | 16 |
| boneless | | 539 | 5.61 | 312 | 5.40 | 631 | 5.45 | boneless | | | | 5.99 | 200 | 5.99 | 5.49 - 5.99 | 269 | 5.51 | 4.69 | 16 |
| Tenders | | 2,274 | 5.25 | 118 | 6.68 | 430 | 5.84 | Tenders | 3.49 - 6.99 | 682 | 6.27 | 3.49 - 7.99 | 739 | 4.66 | 3.49 - 7.99 | 151 | 4.98 | 3.49 - 5.00 | 594 |
| Strips | | 132 | 7.60 | | | 173 | 5.00 | Strips | | | | | | 3.99 | 11 | 3.99 | | 3.99 | 2 |
| Popcorn | | | | | | 77 | 8.99 | Popcorn | | | | | | | | | | | |



| | | SOUTHWEST U.S. | | NORTHWEST U.S. | | ALASKA | | HAWAII | | | | |
|------------------------------|--|--------------------------------|--------|--------------------------------|-------------|------------------------------|---------|------------------------------|--------|------|--------------|----|
| Feature Rate ^{1/} | | 17.8% of 3,800 sampled outlets | | 21.0% of 1,300 sampled outlets | | 23.0% of 100 sampled outlets | | 28.6% of 100 sampled outlets | | | | |
| Activity Index ^{2/} | | Activity Index = 1,163 | | Activity Index = 702 | | Activity Index = 55 | | Activity Index = 40 | | | | |
| | | price range | stores | wtd avg | price range | stores | wtd avg | price range | stores | | | |
| ROTISSERIE: | | | | ROTISSERIE: | | | | ROTISSERIE: | | | | |
| Whole Bird | | | | Whole Bird | | | | Whole Bird | | | | |
| < 2 lbs. | | 4.50 | 468 | 4.50 | 2.99 - 5.99 | 313 | 5.01 | 4.50 - 5.50 | 21 | 5.02 | 4.50 | 10 |
| 2.1-3.0 lbs. | | 6.99 - 7.97 | 522 | 7.87 | 7.97 | 157 | 7.97 | 7.97 | 10 | 7.97 | 7.97 - 10.99 | 30 |
| Whole Breast | | | | Whole Breast | | | | Whole Breast | | | | |
| Leg Quarter | | | | Leg Quarter | | | | Leg Quarter | | | | |
| FRIED & BAKED: | | | | FRIED & BAKED: | | | | FRIED & BAKED: | | | | |
| Fried 8-Piece Mix | | | | | 5.00 - 5.50 | 116 | 5.41 | 5.50 | 11 | 5.50 | | |
| Baked 8-Piece Mix | | | | | 5.00 | 21 | 5.00 | | | | | |
| F/B 8-Piece Dark | | | | | | | | | | | | |
| F/B 12-Piece | | | | | | | | | | | | |
| Bulk Pack (\$/piece) | | | | | | | | | | | | |
| Wings: bone-in | | | | | | | | | | | | |
| boneless | | 4.99 | 54 | 4.99 | | | | 4.99 - 5.50 | 13 | 5.42 | | |
| Tenders | | | | | 5.50 | 95 | 5.50 | | | | | |
| Strips | | 7.99 | 119 | 7.99 | | | | | | | | |
| Popcorn | | | | | | | | | | | | |

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda.gov/market-news/livestock-poultry-grain;>

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

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Notes:

I.S.
outlets
75
wtd avg

4.64
7.97

6.14
6.99
7.99

4.69
4.69
4.83
3.99

outlets
wtd avg

4.50
9.98



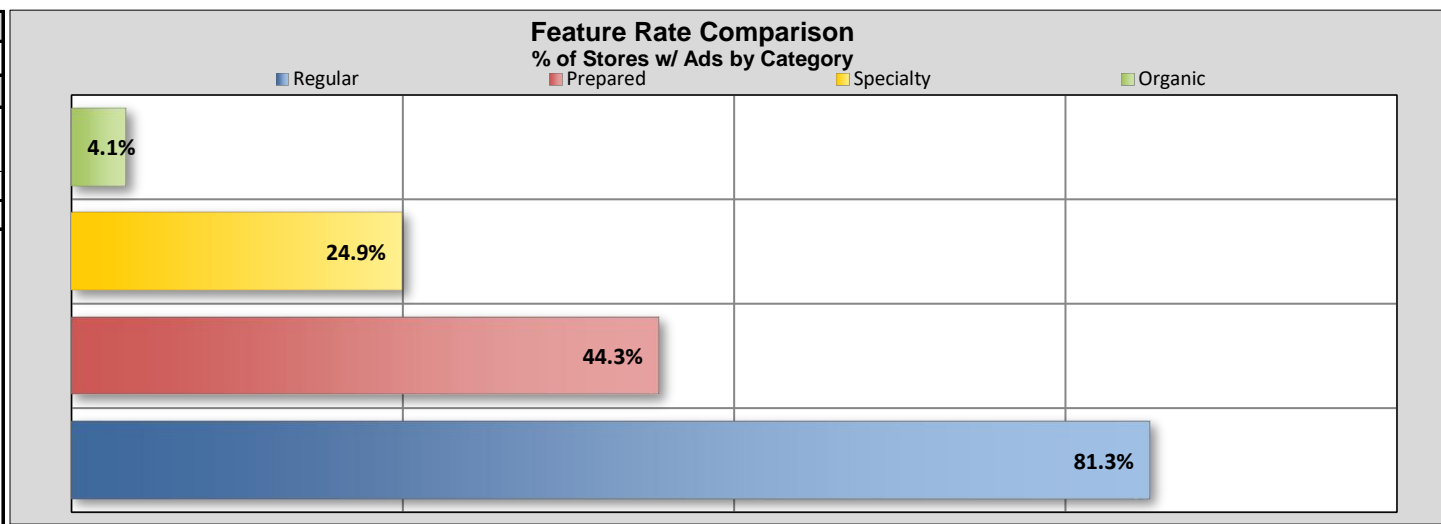
USDA National Retail Report - Chicken

Fri. Jul 23, 2021

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

| | NATIONAL SUMMARY | | | | | |
|-------------------------------------|-------------------------|---------|-------------------------|---------|-------------------------|---------|
| | SPECIALTY CHICKEN | | | | | |
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 24.9% of 29,200 outlets | | 28.1% of 29,200 outlets | | 12.7% of 29,200 outlets | |
| Activity Index ^{2/} | 13,605 | | 14,216 | | 9,587 | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Whole Fryer | 1,409 | 1.87 | 1,370 | 1.62 | 849 | 1.63 |
| Bnls/Sknls Breast | 5,786 | 3.89 | 6,363 | 3.80 | 3,370 | 3.83 |
| Breast Tenders | 1,471 | 4.54 | 946 | 4.67 | 789 | 3.83 |
| Split, bn-in Breast | 572 | 2.25 | 453 | 2.30 | 866 | 2.02 |
| Whole Wings | 399 | 2.03 | 219 | 3.19 | 362 | 3.27 |
| Leg Quarters | 262 | 1.09 | 274 | 1.16 | 187 | 0.99 |
| Legs | | | 158 | 1.80 | | |
| Thighs | 1,878 | 1.88 | 1,747 | 1.35 | 1,426 | 2.36 |
| Drumsticks | 1,179 | 1.45 | 1,879 | 1.32 | 1,000 | 1.62 |
| B/S Thighs | 649 | 3.34 | 807 | 3.50 | 738 | 2.55 |



| SPECIALTY | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|------------------------------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|-------------------------------|--------|---------|-------------------------------|--------|---------|
| Feature Rate ^{1/} | 40.8% of 5,500 sampled outlets | | | 14.9% of 7,400 sampled outlets | | | 34.1% of 6,100 sampled outlets | | | 33.8% of 4,900 sampled outlets | | | 2.2% of 3,800 sampled outlets | | | 5.8% of 1,300 sampled outlets | | |
| Activity Index ^{2/} | Activity Index = 5,875 | | | Activity Index = 2,534 | | | Activity Index = 2,799 | | | Activity Index = 1,918 | | | Activity Index = 208 | | | Activity Index = 176 | | |
| | 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 | 1.60 - 2.49 | 646 | 2.07 | 1.38 - 1.99 | 371 | 1.52 | 0.99 - 1.99 | 283 | 1.95 | 1.99 | 51 | 1.99 | 5.49 - 5.99 | 138 | 5.90 | 1.29 | 43 | 1.29 |
| Bnls/Sknls Breast | 1.99 - 6.99 | 1,601 | 4.14 | 1.98 - 6.99 | 963 | 3.17 | 2.99 - 5.99 | 1,598 | 3.87 | 2.99 - 5.99 | 1,435 | 3.89 | 1.69 - 5.98 | 31 | 3.77 | | | |
| Breast Tenders | 2.99 - 6.99 | 1,134 | 4.70 | 2.99 | 14 | 2.99 | 3.49 - 3.99 | 241 | 3.91 | 3.99 - 4.49 | 62 | 4.18 | | | | | | |
| Split, bn-in Breast | 1.59 - 2.99 | 376 | 2.08 | 2.49 | 131 | 2.49 | 2.99 | 34 | 2.99 | 2.49 | 31 | 2.49 | | | | | | |
| Whole Wings | | | | 3.99 | 40 | 3.99 | 1.29 - 3.29 | 316 | 1.66 | | | | | | | 2.99 | 43 | 2.99 |
| Leg Quarters | 0.79 - 1.29 | 151 | 1.13 | 0.79 | 44 | 0.79 | | | | 0.99 | 24 | 0.99 | | | | 1.29 | 43 | 1.29 |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | 0.99 - 2.99 | 779 | 1.61 | 0.98 - 2.99 | 595 | 2.57 | 1.29 - 2.99 | 280 | 1.37 | 0.77 - 2.99 | 169 | 1.60 | 0.99 | 35 | 0.99 | | | |
| Drumsticks | 0.99 - 2.99 | 767 | 1.52 | 0.98 - 1.49 | 148 | 1.24 | 0.99 - 2.99 | 47 | 1.60 | 0.77 - 1.18 | 146 | 1.05 | 0.99 | 35 | 0.99 | 1.79 | 16 | 1.79 |
| B/S Thighs | 3.59 - 3.99 | 421 | 3.72 | 2.48 - 2.98 | 228 | 2.63 | | | | | | | | | | | | |
| SPECIALTY | ALASKA | | | HAWAII | | | | | | | | | | | | | | |
| Feature Rate ^{1/} | 0.0% of 100 sampled outlets | | | 0.0% of 100 sampled outlets | | | | | | | | | | | | | | |
| Activity Index ^{2/} | Activity Index = 15 | | | Activity Index = 80 | | | | | | | | | | | | | | |
| | price range | stores | wtd avg | price range | stores | wtd avg | | | | | | | | | | | | |
| Whole Fryer | 1.79 | 15 | 1.79 | | | | | | | | | | | | | | | |
| Bnls/Sknls Breast | | | | 4.99 | 20 | 4.99 | | | | | | | | | | | | |
| Breast Tenders | | | | 4.99 | 20 | 4.99 | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Leg Quarters | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | | | | 3.29 | 20 | 3.29 | | | | | | | | | | | | |
| Drumsticks | | | | 3.29 | 20 | 3.29 | | | | | | | | | | | | |
| 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/>.

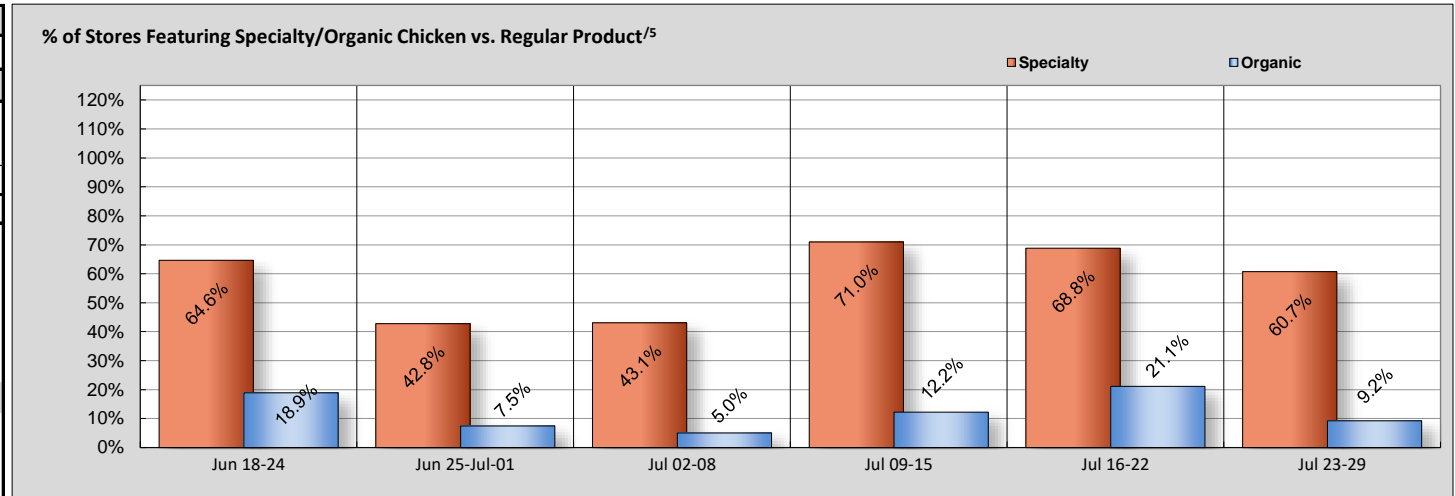


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

| | NATIONAL SUMMARY | | | | | |
|-------------------------------------|------------------------|---------|------------------------|---------|------------------------|---------|
| | USDA ORGANIC CHICKEN | | | | | |
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 4.1% of 29,200 outlets | | 6.4% of 29,200 outlets | | 6.1% of 29,200 outlets | |
| Activity Index ^{2/} | 1,942 | | 4,118 | | 2,188 | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Whole Fryer | 489 | 3.04 | 1,203 | 3.89 | 458 | 3.13 |
| Bnls/Sknls Breast | 1,241 | 7.14 | 1,230 | 7.57 | 859 | 8.59 |
| Breast Tenders | | | 928 | 8.80 | 244 | 9.63 |
| Split, bn-in Breast | | | | | | |
| Whole Wings | 54 | 2.49 | 25 | 3.49 | | |
| Leg Quarters | -- | -- | -- | -- | -- | -- |
| Legs | | | | | | |
| Thighs | 12 | 4.49 | 74 | 4.07 | 210 | 3.99 |
| Drumsticks | 78 | 2.63 | 581 | 3.10 | 393 | 2.86 |
| B/S Thighs | 68 | 5.99 | 77 | 4.49 | 24 | 5.99 |



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

| ORGANIC | NORTHEAST U.S. | | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | | | |
|---------------------|---------------------------------------------------|----------------------------------------------------------|------|--|---------------------------------------------------|-------------------------------------------------------|------|--------------|------------------------------------------------------|------|--------------------|-------------------------------------------------------|------|----------------|-------------------------------------------------------|------|----------------|------------------------------------------------------|------|----|------|
| | | 13.9% of 5,500 sampled outlets Activity Index = 1,442 | | | | 2.7% of 7,400 sampled outlets Activity Index = 200 | | | 0.2% of 6,100 sampled outlets Activity Index = 26 | | | 2.2% of 4,900 sampled outlets Activity Index = 110 | | | 3.0% of 3,800 sampled outlets Activity Index = 125 | | | 0.0% of 1,300 sampled outlets Activity Index = 39 | | | |
| Whole Fryer | 2.99 | 400 | 2.99 | | 5.98 | 200 | 5.98 | 9.99 | 11 | 9.99 | 5.49 - 8.98 | 110 | 8.22 | 3.29 | 89 | 3.29 | | | | | |
| Bnls/Sknls Breast | 6.99 - 7.99 | 908 | 7.21 | | | | | | | | | | | 7.99 | 12 | 7.99 | | | | | |
| Breast Tenders | | | | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | 2.49 | 15 | 2.49 | | | | | | | | | 2.49 | 39 | 2.49 |
| Legs | | | | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | 4.49 | 12 | 4.49 | | | | | |
| Drumsticks | 2.29 | 66 | 2.29 | | | | | | | | | | | 4.49 | 12 | 4.49 | | | | | |
| B/S Thighs | 5.99 | 68 | 5.99 | | | | | | | | | | | | | | | | | | |
| ORGANIC | ALASKA | | | | HAWAII | | | | | | | | | | | | | | | | |
| | 0.0% of 100 sampled outlets Activity Index = 0 | | | | 0.0% of 100 sampled outlets Activity Index = 0 | | | | | | | | | | | | | | | | |
| Whole Fryer | | | | | | | | | | | | | | | | | | | | | |
| Bnls/Sknls Breast | | | | | | | | | | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | | | | | | |
| Drumsticks | | | | | | | | | | | | | | | | | | | | | |
| B/S Thighs | | | | | | | | | | | | | | | | | | | | | |

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