



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/13 thru 09/19.

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

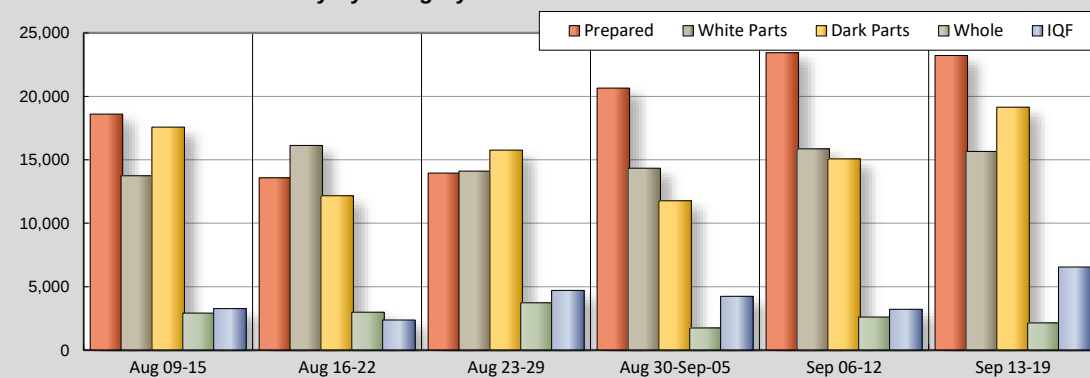
Fri. Sep 13, 2019

NATIONAL SUMMARY							
		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}		82.2% of 29,200 outlets		78.8% of 29,200 outlets		76.5% of 29,100 outlets	
Special Rate ^{4/}		9.5%		20.0%		9.8%	
Activity Index ^{2/}		66,714		60,188		68,887	
WHOLE BIRD:		Stores ^{3/} Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer		1,561	1.10	2,181	0.98	1,407	1.12
cut-up fryer		43	1.29	64	0.99	80	1.49
bagged roaster		457	1.27	184	1.54	1,821	0.94
Cornish (frs/frz)		83	2.75	177	2.55	137	2.80
PARTS:							
Bnls/Sknls Breast							
regular pack		2,661	2.26	2,671	2.47	2,460	2.32
value pack		6,464	1.89	7,983	2.23	4,436	2.01
thin sliced		696	3.30	1,543	3.06	921	3.10
marinated		12	3.99	25	4.99	348	3.19
Breast Tenders							
regular pack		212	3.39	265	2.85	980	2.67
value pack		1,103	2.70	1,853	2.93	609	2.92
Split, bn-in Breast							
regular pack		1,519	1.58	218	1.38	702	1.44
value pack		1,219	1.07	383	1.12	1,337	1.30
Whole Wings		1,772	2.82	919	2.85	5,476	2.33
Leg Quarters							
tray pack		2,212	1.13	725	0.91	760	0.99
bagged		779	0.62	928	0.60	2,541	0.65
Legs		12	0.79	221	1.17	67	1.04
Thighs							
regular pack		518	1.40	1,445	0.97	1,479	1.16
value pack		3,725	1.00	2,169	0.91	3,140	0.94
Drumsticks							
regular pack		839	1.26	1,523	0.91	1,580	1.12
value pack		4,084	0.96	2,783	0.90	2,229	0.96
Bnls/Sknls Thighs							
regular pack		1,579	2.30	37	2.94	1,664	2.34
value pack		5,398	1.97	5,238	2.02	1,137	2.42
9-pc Combos							
drum-thigh-breast							
drum-thigh-wing							
IQF	B/S Breast	3,447	2.51	908	2.08	1,390	2.33
	Tenders	1,459	2.64	81	1.91	549	2.63
	Wings	1,228	2.37	1,049	2.24	574	2.23
	Party Wings	415	2.38	1,179	2.51	1,349	2.46

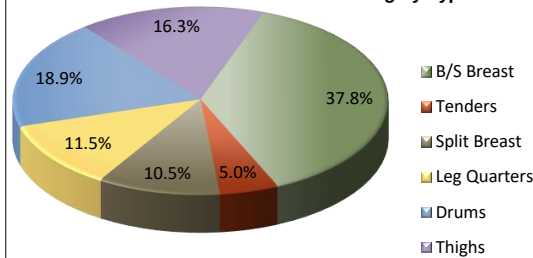
This Week's Chicken Feature Highlights

National summary totals rise slightly while incentives to purchase extra product drop over half from last week. Whole birds are fewer in number but maintain a steady presence in ad space, prices are slightly higher. White meat parts in offers this week are fewer in number except for split breast which increase volumes significantly, wings also make a nice comeback. Dark meat parts improve in volume, thighs and drums are proud of their small and bulk packs with sizable price increases. IQF increase volumes and price this week. The deli again reaches near record volumes and pushes rotisserie, fried/ baked 8 piece and finger foods. Specialty items are on schedule, Organics increase volumes significantly with whole fryers and b/s breast and tenders leading the way. There is a change coming in retailers marketing plans as traditional items begin to drift into most areas.

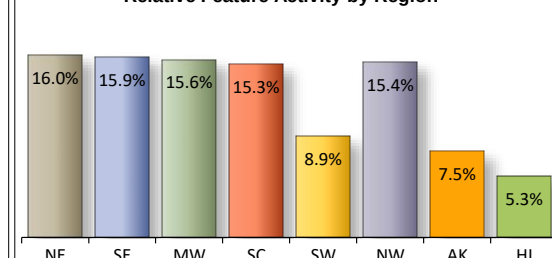
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



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.)

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

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

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	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/}	85.9% of 5,500 sampled outlets				85.5% of 7,400 sampled outlets				74.5% of 6,100 sampled outlets			
Special Rate ^{4/}	17.3% of stores w/ no-price promotions				10.8% of stores w/ no-price promotions				7.6% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 9,950				Activity Index = 12,733				Activity Index = 6,772			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.99 - 1.79		464	1.24	0.99 - 1.19		207	1.05	0.69 - 1.39		181	1.05
cut-up fryer									1.29		43	1.29
bagged roaster	0.88 - 1.49		440	1.25								
Cornish (frs/frz)	2.79		66	2.79								
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	1.97 - 2.97	464	2.41		1.69 - 2.99	573	1.94	1.77 - 1.99	1.69 - 2.99	341	2.32
value pack	1.39	0.99 - 2.99	1,434	2.02	1.49 - 2.79	0.97 - 2.29	814	1.81	1.99 - 2.00	0.99 - 2.99	2,209	1.85
thin sliced		2.99 - 3.99	484	3.79	1.99		37	1.99		1.99 - 3.99	115	2.34
marinated										3.99	12	3.99
Breast Tenders												
regular pack	2.99	4.29	178	3.47						2.99	34	2.99
value pack	2.49 - 3.99	2.49 - 4.99	347	3.53	2.79	1.49 - 2.69	360	2.03		1.49 - 2.99	260	2.71
Split, bn-in Breast												
regular pack	1.99	1.49 - 1.59	408	1.85		1.49 - 1.59	980	1.49		1.39	33	1.39
value pack	0.99	1.49	230	1.23	1.49	0.99 - 1.39	147	1.38	1.49	0.89 - 0.99	94	1.18
Whole Wings		2.39 - 2.99	289	2.91	2.79	1.99 - 2.99	216	2.63	1.79 - 1.99	1.99 - 3.99	448	2.45
Leg Quarters												
tray pack	0.59	0.97 - 0.99	398	0.92		0.99 - 1.29	1,209	1.27		0.89	23	0.89
bagged	0.79	0.49 - 0.69	277	0.69		0.29 - 0.59	77	0.44		0.55 - 0.69	331	0.65
Legs										0.79	12	0.79
Thighs												
regular pack	1.49	1.35	425	1.47		1.19	11	1.19	1.49	0.99 - 1.19	68	1.11
value pack	0.79 - 1.19	0.79 - 1.29	978	1.08		0.77 - 0.99	1,311	0.97	0.80 - 1.99	0.99 - 1.29	464	0.96
Drumsticks												
regular pack	1.49	0.99 - 1.05	525	1.34		0.99	113	0.99	1.49	0.99 - 1.39	73	1.36
value pack	0.79 - 1.19	0.79 - 1.29	978	1.08		0.37 - 0.99	1,430	0.94	0.80	0.69 - 1.29	539	0.92
Bnls/Sknls Thighs												
regular pack	2.99	1.99 - 2.99	197	2.68	1.49		37	1.49	1.79	1.99	185	1.80
value pack	1.99	0.99 - 2.79	641	1.97		1.69 - 1.99	1,811	1.91		1.69 - 2.49	1,048	2.00
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
10-pc	B/S Breast	1.59	112	1.59	1.19 - 3.98	1.79 - 2.33	1,892	2.72	2.00	1.49 - 2.99	156	1.91
	Tenders	2.19	118	2.19	2.75	2.19	1,210	2.71		1.49 - 2.99	70	1.81
	Wings	2.19 - 2.39	385	2.24		1.99 - 3.39	189	2.57		1.99	9	1.99
	Party Wings	2.50	112	2.50		2.24	109	2.24		2.24 - 2.99	24	2.71

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

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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/} Special Rate ^{4/} Activity Index ^{2/}		82.4% of 4,900 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 7,865				79.6% of 3,800 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 3,546				90.8% of 1,300 sampled outlets 8.9% of stores w/ no-price promotions Activity Index = 2,346			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		0.69 - 1.29	168	0.87		0.77 - 1.18	368	0.95		0.97	95	0.97	
cut-up fryer													
bagged roaster		1.58	17	1.58									
Cornish (frs/frz)		2.60	17	2.60									
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	1.69 - 2.99	1,197	2.36		1.69 - 2.99	82	1.96				
value pack		1.98 - 2.49	1.49 - 2.49	465	1.89	2.79	0.98 - 2.99	687	1.92	1.49 - 2.99		791	1.76
thin sliced							1.98	60	1.98				
marinated													
Breast Tenders													
regular pack													
value pack			1.49 - 2.49	65	2.23	3.49		13	3.49	1.98	2.99	58	2.24
Split, bn-in Breast													
regular pack			0.89 - 1.49	70	1.39		1.69	28	1.69				
value pack			0.59 - 0.99	571	0.94		0.88	60	0.88	0.97	1.48	106	1.02
Whole Wings		1.99	1.99	48	1.99	3.99		89	3.99		2.99	682	2.99
Leg Quarters													
tray pack			0.89 - 0.99	522	0.97		1.18	60	1.18				
bagged			0.39 - 0.68	34	0.56		0.39	60	0.39				
Legs													
Thighs													
regular pack			0.99	4	0.99		0.99	10	0.99				
value pack		0.80	0.88 - 1.18	716	0.99		0.79	54	0.79	0.97	0.99 - 1.99	159	1.10
Drumsticks													
regular pack			0.99 - 1.39	60	1.36		0.89 - 1.29	68	0.95				
value pack		0.80	0.49 - 1.48	909	0.90		0.59 - 0.79	40	0.74	0.97	0.98 - 0.99	145	0.98
Bnls/Sknls Thighs													
regular pack			1.69 - 3.48	1,160	2.34								
value pack			1.77 - 1.99	1,226	1.99		1.99	468	1.99		1.99 - 2.49	182	2.03
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IQF	B/S Breast		1.35 - 2.99	572	2.32		2.33	645	2.33		1.75 - 2.99	50	2.72
	Tenders		2.99	22	2.99						2.99	39	2.99
	Wings						2.39	645	2.39				
	Party Wings		2.99	22	2.99		1.99	109	1.99		2.99	39	2.99

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		ALASKA (AK)				HAWAII (HI)						
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}		75.0% of 100 sampled outlets 11.0% of stores w/ no-price promotions Activity Index = 112				79.0% of 100 sampled outlets 19.0% of stores w/ no-price promotions Activity Index = 173						
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg				
			4/									
bagged fryer		0.97 - 2.79	48	2.37		0.99	30	0.99				
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			3.28	4	3.28							
value pack			2.49	11	2.49		1.99 - 3.29	53	2.55			
thin sliced												
marinated												
Breast Tenders												
regular pack												
value pack												
Split, bn-in Breast												
regular pack												
value pack		0.97		11	0.97							
Whole Wings												
Leg Quarters												
tray pack												
bagged												
Legs												
Thighs												
regular pack												
value pack		0.97	1.99	13	1.13		0.99	30	0.99			
Drumsticks												
regular pack												
value pack		0.97	1.99	13	1.13		0.99	30	0.99			
Bnls/Sknls Thighs												
regular pack												
value pack			1.99 - 2.49	12	2.07		1.99	10	1.99			
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF	B/S Breast						2.39	20	2.39			
	Tenders											
	Wings											
	Party Wings											

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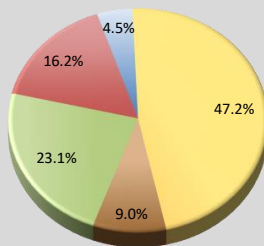
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PREPARED FOODS NATIONAL SUMMARY																				
	THIS WEEK		LAST WEEK		LAST YEAR															
Feature Rate ^{1/}	46.9% of 29,200 outlets		52.8% of 29,200 outlets		38.1% of 29,100 outlets		Feature Rate ^{1/}	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			
Activity Index ^{2/}	23,217		23,436		29,715		Activity Index ^{2/}	43.4% of 5,500 sampled outlets			49.6% of 7,400 sampled outlets			43.8% of 6,100 sampled outlets			56.5% of 4,900 sampled outlets			
	23,217		23,436		29,715			Activity Index = 3,523			Activity Index = 6,435			Activity Index = 4,843			Activity Index = 4,815			
	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:							ROTISSERIE:						
Whole Bird							Whole Bird							Whole Bird						
< 2 lbs.							< 2 lbs.							< 2 lbs.						
2.1-3.0 lbs.							2.1-3.0 lbs.							2.1-3.0 lbs.						
Whole Breast							Whole Breast							Whole Breast						
Leg Quarter							Leg Quarter							Leg Quarter						
FRIED & BAKED:							FRIED & BAKED:							FRIED & BAKED:						
Fried 8-Piece Mix							Fried 8-Piece Mix							Fried 8-Piece Mix						
Baked 8-Piece Mix							Baked 8-Piece Mix							Baked 8-Piece Mix						
F/B 8-Piece Dark							F/B 8-Piece Dark							F/B 8-Piece Dark						
F/B 12-Piece							F/B 12-Piece							F/B 12-Piece						
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)							Bulk Pack (\$/piece)						
Wings: bone-in							Wings: bone-in							Wings: bone-in						
boneless							boneless							boneless						
Tenders							Tenders							Tenders						
Strips							Strips							Strips						
Popcorn							Popcorn							Popcorn						

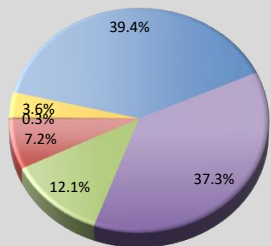
Prepared Chicken Featuring by Category



Rotisserie
 Fried
 Baked
 Wings
 Other *

* Other = tenders, strips, and popcorn

Whole Bird Featuring Fresh versus Prepared



Fresh Whole
 Specialty Fresh
 Fresh Cutup
 Roaster
 Rotisserie
 8-Pc Fried/Bkd

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Notes:



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	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category Regular Prepared Specialty Organic 15.5% 23.2% 46.9% 82.2%											
	SPECIALTY CHICKEN																	
	THIS WEEK		LAST WEEK		LAST YEAR													
Feature Rate ^{1/}	23.2% of 29,200 outlets		31.0% of 29,200 outlets		43.5% of 29,100 outlets													
Activity Index ^{2/}	12,342		13,815		22,055													
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg												
Whole Fryer	926	1.52	1,323	1.60	1,880	1.62												
Bnls/Sknls Breast	4,170	4.69	4,665	4.53	8,991	4.55												
Breast Tenders	1,382	4.87	679	3.51	1,941	4.65												
Split, bn-in Breast	1,258	1.75	566	2.08	1,220	1.74												
Whole Wings	792	2.98	457	2.78	838	2.79												
Leg Quarters	450	1.13	627	1.13	636	1.49												
Legs	136	2.81	167	1.68	500	1.70												
Thighs	1,033	1.33	2,141	1.34	2,105	1.49												
Drumsticks	1,298	1.45	2,060	1.35	2,227	1.51												
B/S Thighs	897	3.55	1,130	2.98	1,717	3.00												
SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	29.0% of 5,500 sampled outlets			20.7% of 7,400 sampled outlets			29.2% of 6,100 sampled outlets			25.3% of 4,900 sampled outlets			13.6% of 3,800 sampled outlets			7.7% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 3,123			Activity Index = 3,304			Activity Index = 3,135			Activity Index = 1,721			Activity Index = 989			Activity Index = 70		
	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	2.19 - 2.59	145	2.38	0.99 - 1.69	307	1.19	1.28 - 1.89	221	1.31	1.19 - 1.74	191	1.40	1.79 - 2.49	62	2.21			
Bnls/Sknls Breast	1.99 - 5.99	1,667	4.54	3.58 - 5.99	1,133	4.95	2.99 - 5.99	718	3.83	2.49 - 5.99	622	5.60				3.99	30	3.99
Breast Tenders	2.99 - 5.99	510	5.24	2.99 - 5.99	385	5.24	2.99 - 5.99	470	4.16	4.99 - 5.99	17	5.23						
Split, bn-in Breast	1.19 - 2.99	208	2.85	1.19 - 1.99	100	1.57	1.39 - 4.99	316	1.85	1.00 - 1.79	580	1.36	1.49	54	1.49			
Whole Wings	2.49 - 3.49	271	2.72		67	1.98	2.49 - 3.99	416	3.21	3.99	38	3.99						
Leg Quarters	0.99 - 2.29	47	1.27	0.99 - 1.29	141	1.29	0.98 - 1.69	224	1.02	0.99	38	0.99						
Legs	3.49	66	3.49										1.99 - 3.29	70	2.18			
Thighs	1.29 - 2.00	85	1.46	1.28 - 1.49	227	1.43	0.99 - 1.49	230	1.16	1.49 - 1.59	104	1.50	0.99 - 1.99	384	1.30	1.49	3	1.49
Drumsticks	0.99 - 2.00	98	1.29	1.28 - 2.99	389	1.80	0.99 - 1.49	264	1.20	1.49 - 1.99	128	1.59	0.99 - 1.99	382	1.26	1.49	37	1.49
B/S Thighs	1.69 - 2.89	26	2.29	2.39 - 5.00	555	3.62	1.49 - 3.99	276	3.35	2.99	3	2.99	4.99	37	4.99			
SPECIALTY	ALASKA			HAWAII														
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets														
Activity Index ^{2/}	Activity Index = 0			Activity Index = 0														
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																		
Bnls/Sknls Breast																		
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/>.

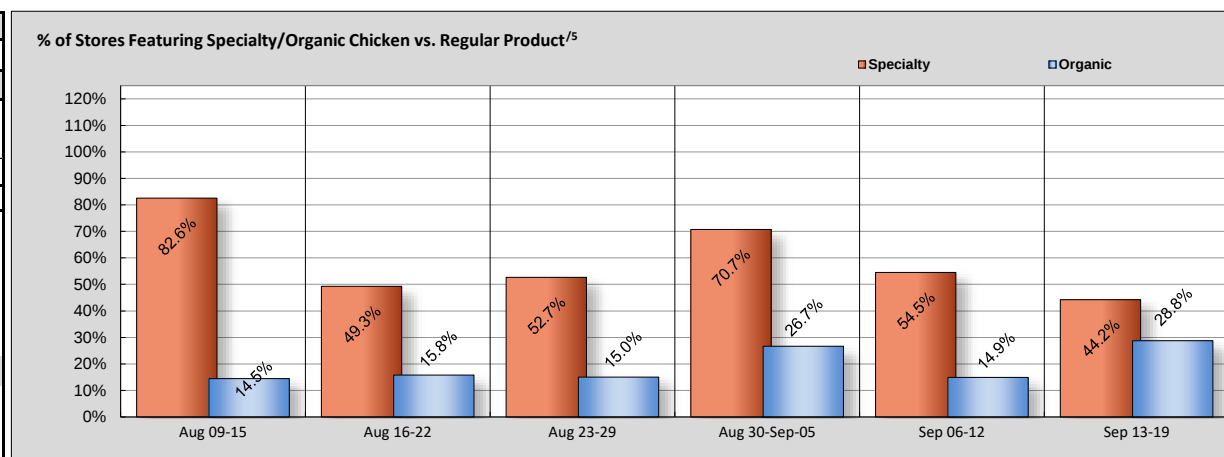


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/13 thru 09/19.

(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/}	15.5% of 29,200 outlets		11.8% of 29,200 outlets		8.7% of 29,100 outlets	
Activity Index ^{2/}	7,215		3,591		4,484	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,023	2.98	516	2.93	645	3.72
Bnls/Sknls Breast	3,703	7.62	1,363	7.05	1,252	7.50
Breast Tenders	1,854	7.16	477	9.39	191	4.65
Split, bn-in Breast					173	4.99
Whole Wings					26	3.22
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	352	6.13	12	3.99	341	3.09
Drumsticks	139	3.08	722	3.43	944	3.02
B/S Thighs	144	5.66	501	5.92	912	6.20



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

B/S Thighs	1.44	5.05	551	5.92	512	6.25 / 5.78 = 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.								
	17.5% of 5,500 sampled outlets Activity Index = 2,531				19.1% of 7,400 sampled outlets Activity Index = 2,550			6.6% of 6,100 sampled outlets Activity Index = 321			4.1% of 4,900 sampled outlets Activity Index = 276			21.1% of 3,800 sampled outlets Activity Index = 816			54.5% of 1,300 sampled outlets Activity Index = 721								
Whole Fryer	2.99	-	3.19	577	3.02	2.99		30	2.99				2.99	171	2.99	2.69	-	2.99	234	2.88	2.99	11	2.99		
Bnls/Sknls Breast	6.49	-	8.99	992	7.90	6.73	-	7.99	1,187	7.02	5.99	-	7.99	307	6.86	6.99	-	7.99	81	7.04	6.99	-	7.99	698	8.97
Breast Tenders	6.49	-	8.99	483	8.60	3.58	-	7.19	1,333	6.65	5.99		14	5.99		7.49		24	7.49						
Split, bn-in Breast																									
Whole Wings																									
Legs																									
Thighs	4.49	-	6.49	352	6.13																				
Drumsticks			2.99	127	2.99																				
B/S Thighs																	5.49	-	6.49	144	5.66	3.99	12	3.99	
ORGANIC	ALASKA				HAWAII																				
	0.0% of 100 sampled outlets Activity Index = 0				19.0% of 100 sampled outlets Activity Index = 20																				
Whole Fryer																									
Bnls/Sknls Breast						8.49		20	8.49																
Breast Tenders																									
Split, bn-in Breast																									
Whole Wings																									
Legs																									
Thighs																									
Drumsticks																									
B/S Thighs																									

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

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