



USDA National Retail Report - Chicken

Fri. Nov 27, 2020

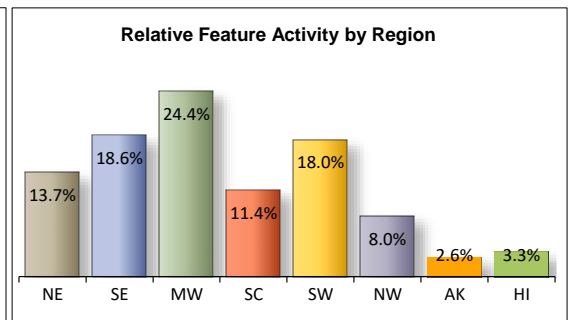
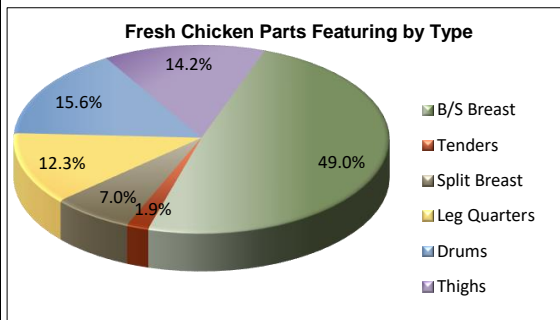
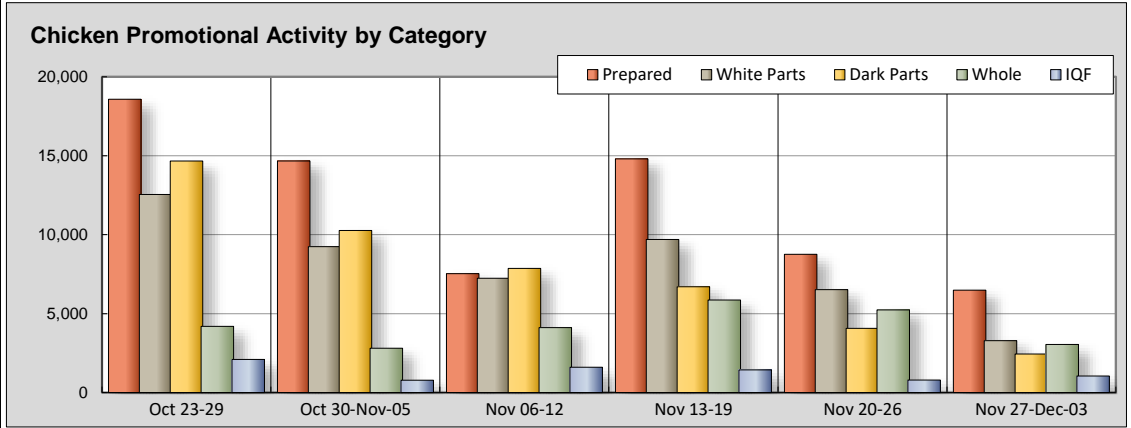
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	26.0% of 29,200 outlets		46.1% of 29,200 outlets		26.7% of 29,200 outlets	
Special Rate ^{4/}	1.8%		2.2%		1.3%	
Activity Index ^{2/}	16,316		25,376		15,803	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	846	1.25	2,335	1.41	412	0.91
cut-up fryer	44	1.49	44	1.49	146	1.14
bagged roaster	403	1.48	1,828	1.36	1,150	1.41
Cornish (frs/frz)	1,755	2.56	1,029	2.91	1,055	3.11
PARTS:						
Bnls/Sknls Breast						
regular pack	538	2.45	1,597	2.45	364	2.93
value pack	1,611	1.98	3,528	1.82	1,711	1.79
thin sliced	193	2.20	187	2.71	402	2.88
marinated	192	2.31	192	2.30	63	3.15
Breast Tenders						
regular pack	43	2.99	28	1.79	228	3.11
value pack	55	2.79	294	3.32	249	2.49
Split, bn-in Breast						
regular pack	166	1.57	108	1.25	117	1.72
value pack	196	0.92	386	1.83	464	1.12
Whole Wings	294	3.18	200	2.65	130	2.26
Leg Quarters						
tray pack	249	0.92	248	0.89	225	0.82
bagged	389	0.44	543	0.55	566	0.48
Legs	148	0.88	109	0.97	22	1.01
Thighs						
regular pack	72	0.97	10	0.88	307	1.32
value pack	660	1.00	1,015	0.99	837	0.97
Drumsticks						
regular pack	62	0.99	67	0.73	352	1.32
value pack	745	0.96	1,300	0.99	1,017	0.89
Bnls/Sknls Thighs						
regular pack			521	1.96	96	2.85
value pack	118	1.40	255	1.43	53	1.74
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	42	1.63	173	2.18	332	1.82
Tenders	17	2.79	87	2.79	46	2.59
Wings	860	3.15	168	3.01	264	2.10
Party Wings	131	1.99	366	2.60	1,098	2.41

This Week's Chicken Feature Highlights

"Due to the Thanksgiving holiday this week, this report contains data collected from ads that broke through **Wednesday November 25th.**" In traditional fashion featuring of retail chicken is significantly lower following the Thanksgiving holiday. Many retailers hold tight this week as the holiday passes. Ads featuring "no price" incentives are less visible. Offers in all sectors decrease while seasonal items such as Cornish lead the way. In the next few week as preparations for the remainder of the winter holidays continues retailers will have to work hard to maintain a steady presence amid other heavily promoted holiday protein items.



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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	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/}	15.3% of 5,500 sampled outlets				34.1% of 7,400 sampled outlets				22.5% of 6,100 sampled outlets			
Special Rate ^{4/}	0.0% of stores w/ no-price promotions				6.4% of stores w/ no-price promotions				0.2% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 1,823				Activity Index = 2,504				Activity Index = 2,118			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.99 - 1.89	127	1.43		0.98 - 1.49	113	1.17		0.89 - 1.49	250	1.35	
cut-up fryers									1.49	44	1.49	
bagged roaster	1.49	112	1.49		1.48	67	1.48		1.29 - 1.69	142	1.45	
Cornish (frs/frz)	2.90	135	2.90		2.54 - 2.95	1,156	2.55		2.66 - 3.19	213	3.03	
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknl's Breast												
regular pack	2.49	1.99	197	2.33					2.79	1.49	198	1.85
value pack	1.99	1.49 - 1.99	175	1.73	1.98 - 1.99	1.89 - 2.99	384	2.09		1.49 - 2.99	344	2.07
thin sliced	2.99	0.99	177	2.26								
marinated										1.99 - 3.99	176	2.37
Breast Tenders												
regular pack												
value pack									2.79		55	2.79
Split, bn-in Breast												
regular pack					1.49	1.59	166	1.57				
value pack						0.98	10	0.98		0.99	12	0.99
Whole Wings	2.69		16	2.69	2.69		10	2.69		2.38 - 2.69	112	2.46
Leg Quarters												
tray pack	0.79		112	0.79						0.98 - 0.99	86	0.99
bagged		0.49	65	0.49		0.48 - 0.50	87	0.50		0.69	12	0.69
Legs										0.88	148	0.88
Thighs												
regular pack		0.99	62	0.99		0.88	10	0.88				
value pack	1.29	0.89 - 0.99	288	1.02	0.99 - 1.29	0.89	180	0.98	0.99	0.89 - 0.99	67	0.97
Drumsticks												
regular pack		0.99	62	0.99								
value pack	1.29	0.89 - 0.99	288	1.02	0.99 - 1.29	0.89	180	0.98	0.99	0.69 - 0.99	120	0.85
Bnls/Sknl's Thighs												
regular pack										1.49	44	1.49
value pack												
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF												
B/S Breast										1.63	42	1.63
Tenders		2.79	7	2.79		2.79	10	2.79				
Wings					2.72			2.72		2.39	53	2.39
Party Wings					1.99		131	1.99				



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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/}		23.4% of 4,900 sampled outlets 1.0% of stores w/ no-price promotions Activity Index = 1,609				36.2% of 3,800 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,419				22.3% of 1,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 331			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.89 - 1.49		213	1.01	1.49 - 1.59		34	1.56	1.29		95	1.29
cut-up fryer						1.59		54	1.59				
bagged roaster		0.99 - 1.58		28	1.35								
Cornish (frs/frz)		0.99 - 4.29		251	2.03								
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		54	2.49	3.99		89	3.99				
value pack		2.29 - 2.48	0.69 - 2.99	436	1.98	2.49	1.27 - 2.99	215	1.78		1.89 - 2.99	57	2.39
thin sliced			1.58	16	1.58								
marinated			1.68	16	1.68								
Breast Tenders													
regular pack											2.99	43	2.99
value pack													
Split, bn-in Breast													
regular pack													
value pack		0.99	0.89	174	0.91								
Whole Wings			3.49	67	3.49	3.99		89	3.99				
Leg Quarters													
tray pack			1.18	16	1.18		0.79	10	0.79		0.99 - 1.28	25	1.16
bagged			0.33 - 0.59	171	0.39		0.39	54	0.39				
Legs													
Thighs													
regular pack													
value pack		0.88		16	0.88		0.99	109	0.99				
Drumsticks													
regular pack													
value pack			0.38 - 0.88	48	0.64		0.99	109	0.99				
Bnls/Sknls Thighs													
regular pack													
value pack			0.97 - 0.99	47	0.98		1.99	11	1.99		1.99	16	1.99
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
FDI	B/S Breast Tenders Wings Party Wings		2.39	56	2.39		3.20	645	3.20		3.60	95	3.60

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

(404) 562-5850

3 of 7

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

Email: Atlanta.lpgmn@ams.usda.gov



USDA National Retail Report - Chicken

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		11.0% of 100 sampled outlets				27.6% 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 = 22				Activity Index = 3					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		1.29	11	1.29	1.99	3	1.99				
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											
value pack											
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack											
value pack											
Drumsticks											
regular pack											
value pack											
Bnls/Sknls Thighs											
regular pack											
value pack											
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
FDI	B/S Breast										
	Tenders										
	Wings		3.60	11	3.60						
	Party Wings										



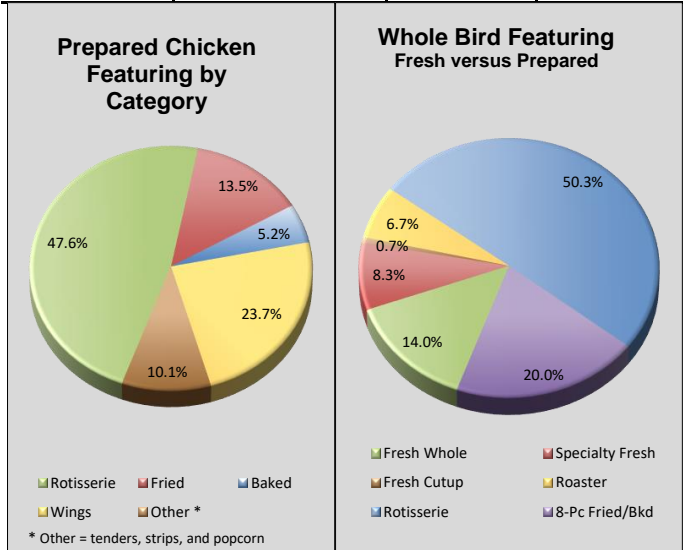
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(prices in dollars per unit or per pound unless otherwise noted)

Fri. Nov 27, 2020

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/}	16.6% of 29,200 outlets		24.3% of 29,200 outlets		9.1% of 29,200 outlets		Feature Rate ^{1/}	7.1% of 5,500 sampled outlets			28.5% of 7,400 sampled outlets			24.7% of 6,100 sampled outlets			4.2% of 4,900 sampled outlets			
Activity Index ^{2/}	6,487		8,758		4,097		Activity Index ^{2/}	Activity Index = 771			Activity Index = 2,369			Activity Index = 2,138			Activity Index = 281			
			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	
ROTISSERIE:						ROTISSERIE:														
Whole Bird						Whole Bird														
< 2 lbs.	2,910	6.35	3,015	6.29	1,198	5.88	< 2 lbs.	4.98 - 6.00	199	5.54	4.99 - 6.99	2,023	6.52	5.00 - 6.99	226	6.20	5.00 - 6.00	133		
2.1-3.0 lbs.	140	6.47	866	6.21	233	7.54	2.1-3.0 lbs.	5.98	67	5.98	5.00 - 7.99	73	6.91							
Whole Breast	35	5.08	24	3.29			Whole Breast				8.99	11	8.99	3.29	24					
Leg Quarter							Leg Quarter													
FRIED & BAKED:						FRIED & BAKED:														
Fried 8-Piece Mix	648	6.75	2,404	6.49	810	6.85	Fried 8-Piece Mix	6.98 - 7.99	264	7.43	5.88 - 5.98	84	5.96	4.99 - 8.99	121	6.95				
Baked 8-Piece Mix	336	6.25	145	6.69	163	6.57	Baked 8-Piece Mix	6.98	90	6.98	5.98	67	5.98							
F/B 8-Piece Dark			215	5.71			F/B 8-Piece Dark													
F/B 12-Piece	175	11.22	121	11.44	546	11.32	F/B 12-Piece	9.99	16	9.99	9.99 - 12.99	31	11.70	11.00 - 11.99	50	11.79	12.99	24		
Bulk Pack (\$/piece)	53	0.80	107	0.54	83	0.84	Bulk Pack (\$/piece)				0.80	53	0.80							
Wings: bone-in	1,248	7.01	950	7.45	604	6.51	Wings: bone-in	4.99	87	4.99	4.99 - 7.99	1,052	7.17	4.99 - 7.49	55					
boneless	289	4.99	270	7.65	173	7.67	boneless				4.99	258	4.99	4.99	31					
Tenders	599	5.60	587	7.06	197	5.96	Tenders	4.98 - 5.99	202	5.54	4.99	10	4.99	3.99 - 4.99	279	4.95	3.99 - 4.99	19		
Strips							Strips				4.99	15	4.99							
Popcorn					90	4.68	Popcorn													
									SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
Feature Rate ^{1/}	13.8% of 3,800 sampled outlets		7.5% of 1,300 sampled outlets		0.0% of 100 sampled outlets		2.9% of 100 sampled outlets													
Activity Index ^{2/}	Activity Index = 822		Activity Index = 98		Activity Index = 0		Activity Index = 3													
			Stores	Wtd Avg	Stores	Wtd Avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores						
ROTISSERIE:																				
Whole Bird																				
< 2 lbs.	4.99 - 6.99	267	5.81	6.00 - 7.99	59	7.45							6.00	3						
2.1-3.0 lbs.																				
Whole Breast																				
Leg Quarter																				
FRIED & BAKED:																				
Fried 8-Piece Mix	5.99	179	5.99																	
Baked 8-Piece Mix	5.99	179	5.99																	
F/B 8-Piece Dark																				
F/B 12-Piece	9.99	54	9.99																	
Bulk Pack (\$/piece)																				
Wings: bone-in	7.99	54	7.99																	
boneless																				
Tenders	7.99	89	7.99																	
Strips	4.99	39	4.99																	
Popcorn																				



Notes:

J.S.
outlets
6
wtd avg
5.88
3.29
12.99
6.08
4.99
4.88

outlets
wtd avg

6.00



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	NATIONAL SUMMARY						Feature Rate Comparison % of Stores w/ Ads by Category															
	SPECIALTY CHICKEN						Regular				Prepared				Specialty				Organic			
	THIS WEEK		LAST WEEK		LAST YEAR																	
Feature Rate ^{1/}	4.4% of 29,200 outlets		18.7% of 29,200 outlets		9.5% of 29,200 outlets																	
Activity Index ^{2/}	1,821		10,745		4,155																	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																
Whole Fryer	505	1.91	2,643	1.83	990	1.64																
Bnls/Sknls Breast	480	3.50	3,272	3.73	1,134	3.47																
Breast Tenders			56	3.20	96	3.82																
Split, bn-in Breast	215	2.69	447	2.04	311	2.56																
Whole Wings	131	2.89	284	3.37																		
Leg Quarters	135	0.94	237	0.81	104	0.64																
Legs			211	1.24	10	3.29																
Thighs	112	0.93	1,634	1.83	591	1.86																
Drumsticks	112	0.93	1,289	1.93	457	2.06																
B/S Thighs	131	2.49	672	3.23	462	2.89																
SPECIALTY	NORTHEAST U.S.						SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
Feature Rate ^{1/}	1.1% of 5,500 sampled outlets						4.9% of 7,400 sampled outlets			5.8% of 6,100 sampled outlets			5.0% of 4,900 sampled outlets			6.0% of 3,800 sampled outlets			2.3% of 1,300 sampled outlets			
Activity Index ^{2/}	Activity Index = 304						Activity Index = 485			Activity Index = 440			Activity Index = 295			Activity Index = 267			Activity Index = 30			
	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	price range	stores	wtd avg	
Whole Fryer	1.89	65	1.89	1.29 - 1.39	154	1.38	0.99 - 1.99	135	1.30	1.69 - 3.99	125	3.16	2.69	10	2.69	1.89	16	1.89				
Bnls/Sknls Breast	4.49	112	4.49	2.99	30	2.99	2.69 - 5.98	50	3.35	2.99 - 4.98	146	3.39	2.99	142	2.99							
Breast Tenders																						
Split, bn-in Breast	2.99	127	2.99	1.99	39	1.99	2.49	25	2.49	2.49	24	2.49										
Whole Wings				2.89	131	2.89																
Leg Quarters							0.88 - 0.99	114	0.93				0.99	7	0.99	0.99	14	0.99				
Legs																						
Thighs							0.88	58	0.88				0.99	54	0.99							
Drumsticks							0.88	58	0.88				0.99	54	0.99							
B/S Thighs				2.49	131	2.49																
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/>.

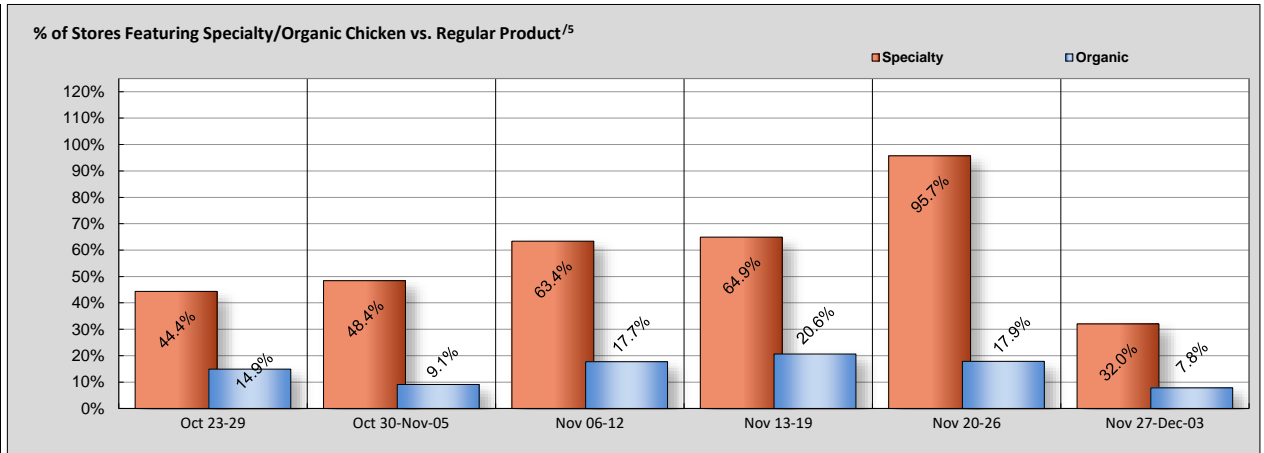


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NATIONAL SUMMARY						
USDA ORGANIC CHICKEN						
Feature Rate ^{1/}	THIS WEEK		LAST WEEK		LAST YEAR	
	1.2% of 29,200 outlets		3.9% of 29,200 outlets		2.2% of 29,200 outlets	
Activity Index ^{2/}	447		1,970		457	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	36	3.35	111	2.45	105	3.03
Bnls/Sknls Breast	234	5.99	687	6.89	144	6.59
Breast Tenders			127	9.99	62	8.99
Split, bn-in Breast						
Whole Wings	25	3.99	102	3.91		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs						
Drumsticks	127	4.53	591	2.50	65	2.99
B/S Thighs	25	5.99	352	6.42	81	5.49



⁵ % = 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.		
		2.3% of 5,500 sampled outlets Activity Index = 254			0.0% of 7,400 sampled outlets Activity Index = 0			0.0% of 6,100 sampled outlets Activity Index = 0			2.2% of 4,900 sampled outlets Activity Index = 107			2.7% of 3,800 sampled outlets Activity Index = 75			0.8% of 1,300 sampled outlets Activity Index = 11	
Whole Fryer													3.29	25	3.29	3.49	11	3.49
Bnls/Sknls Breast	5.99	127	5.99							5.99	107	5.99						
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings													3.99	25	3.99			
Legs																		
Thighs																		
Drumsticks	2.99 - 5.99	127	4.53															
B/S Thighs													5.99	25	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																		

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/>.