



USDA National Retail Report - Chicken

Fri. Jan 15, 2021

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

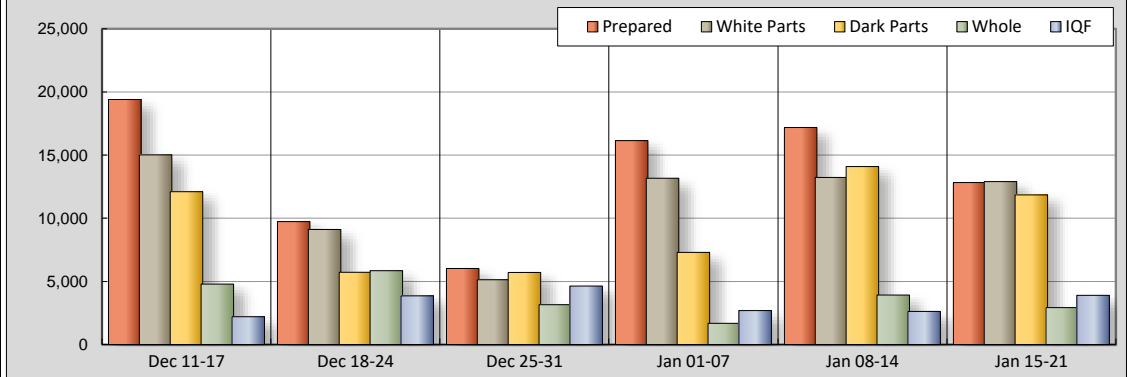
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	70.9% of 29,200 outlets		75.8% of 29,200 outlets		68.8% of 29,200 outlets	
Special Rate ^{4/}	9.6%		12.9%		8.0%	
Activity Index ^{2/}	44,407		51,058		45,712	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	2,264	1.06	2,163	1.23	5,622	0.98
cut-up fryer	89	1.34	68	1.56	118	1.47
bagged roaster	442	1.42	1,487	1.40	999	1.12
Cornish (frs/frz)	132	1.62	204	1.86	24	2.26
PARTS:						
Bnls/Sknls Breast						
regular pack	416	2.98	1,674	2.85	2,104	2.22
value pack	5,923	2.02	8,443	1.81	2,701	2.30
thin sliced	841	3.30	291	2.88	849	2.84
marinated	494	3.76	56	2.73	102	3.44
Breast Tenders						
regular pack	339	2.79	18	2.99	805	3.57
value pack	918	2.91	281	2.64	362	2.22
Split, bn-in Breast						
regular pack	1,575	1.83	560	0.93	725	1.76
value pack	1,745	1.68	1,640	0.98	363	1.12
Whole Wings	652	2.82	269	2.97	705	2.65
Leg Quarters						
tray pack	357	0.97	963	0.85	470	0.78
bagged	804	0.55	823	0.55	969	0.68
Legs	24	0.49	314	0.98	144	1.02
Thighs						
regular pack	909	1.02	1,324	1.08	1,224	1.05
value pack	2,866	0.92	3,743	1.00	4,130	0.94
Drumsticks						
regular pack	1,105	0.99	1,291	1.12	1,216	1.04
value pack	3,293	0.91	3,858	0.96	4,933	0.90
Bnls/Sknls Thighs						
regular pack	230	2.00	719	2.80	1,306	2.07
value pack	2,262	1.75	1,059	1.88	910	2.74
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	2,525	2.10	1,112	2.13	894	1.96
Tenders	50	2.40	356	2.73	200	2.31
Wings	97	2.10	311	2.74	2,014	2.09
Party Wings	1,227	2.61	846	2.67	216	2.40

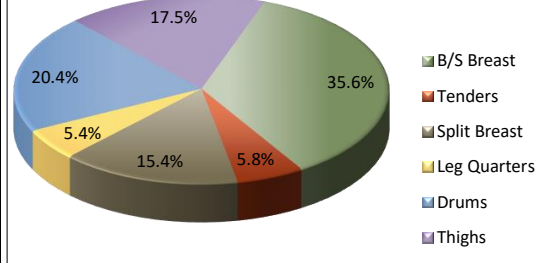
This Week's Chicken Feature Highlights

A slight decline in the activity index as well as "no price" incentives this week. Bagged fryers anchor the whole bird category with lower pricing across the board. Split breast and value pack tenders return front and center in the display case, unfortunately pricing increases significantly. Bagged leg quarters are a steal if you can find them, their presence compared to a week ago shrinks. B/S thighs in bulk also makes a return and at a lower price. IQF pushes b/s breast and party wings and are priced to move. Prepared foods cool off, but rotisserie, fried pieces and tenders are available. Specialty chicken takes a rest and organics act normally.

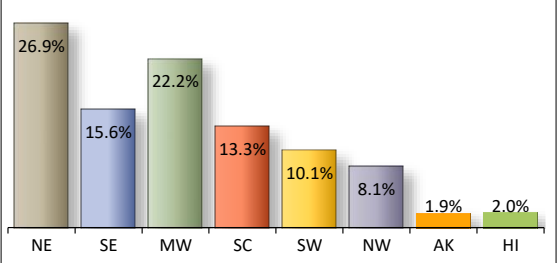
Chicken Promotional Activity by Category



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.)



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

		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/}		81.2% of 5,500 sampled outlets				71.3% of 7,400 sampled outlets				70.5% of 6,100 sampled outlets			
Special Rate ^{4/}		12.1% of stores w/ no-price promotions				9.1% of stores w/ no-price promotions				9.6% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 8,101				Activity Index = 8,312				Activity Index = 6,569			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/	4/			4/	4/			4/	4/
bagged fryer		0.89 - 1.69		742	1.15	0.89 - 1.69		396	0.98	0.89 - 1.49		962	1.04
cut-up fryers						1.29		77	1.29	1.69		12	1.69
bagged roaster		0.99 - 1.49		425	1.41								
Cornish (frs/frz)		1.49		24	1.49	1.49		4	1.49				
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		3.68	2.00	103	3.47	2.79		11	2.79	1.99	1.99 - 2.49	91	2.21
value pack		2.99	0.99 - 2.99	1,137	2.15	1.99	1.99 - 2.99	599	2.82	2.99	0.99 - 2.99	1,168	2.00
thin sliced		2.49 - 3.99	1.49 - 3.99	707	3.41	3.99		44	3.99				
marinated											3.99	33	3.99
Breast Tenders													
regular pack			2.99	185	2.99					3.29	2.49	154	2.55
value pack		2.99	2.29 - 3.99	176	2.92	2.99	2.49 - 2.99	578	2.90	2.99	2.49	20	2.77
Split, bn-in Breast													
regular pack			1.49 - 1.59	149	1.51		0.78 - 1.99	1,386	1.87				
value pack		1.18		200	1.18		0.99 - 1.99	1,180	1.95		0.89 - 1.29	182	0.98
Whole Wings			2.99	62	2.99		2.98	10	2.98		1.99 - 3.99	408	2.64
Leg Quarters													
tray pack		0.79 - 0.99	0.79	241	0.84								
bagged			0.39 - 0.49	137	0.47	0.49	0.39 - 0.49	52	0.48		0.39 - 0.99	153	0.78
Legs													
Thighs											0.29 - 0.69	24	0.49
regular pack			0.99	62	0.99		0.98	40	0.98	1.19 - 1.29	0.99	734	1.00
value pack		0.99 - 1.19	0.79 - 0.99	1,042	0.98	0.88	0.69 - 0.99	1,134	0.81		0.79 - 0.99	98	0.97
Drumsticks													
regular pack			0.99	62	0.99		0.98	40	0.98	1.19 - 1.29	0.79 - 0.99	930	0.97
value pack		0.99 - 1.19	0.79 - 0.99	1,104	0.98	0.76 - 0.88	0.79 - 0.99	1,205	0.80	0.79	0.79 - 0.99	272	0.90
Bnls/Sknl's Thighs													
regular pack		2.99	1.59 - 2.49	181	2.20	2.99	0.79	49	1.24				
value pack			1.69 - 2.99	491	2.00		1.69	357	1.69		0.99 - 1.69	803	1.65
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IQF	B/S Breast	2.00	1.99 - 2.66	621	2.22	1.50 - 1.99	1.80 - 1.99	602	1.94	2.00	1.60 - 2.66	475	2.08
	Tenders										2.40	50	2.40
	Wings	2.40	1.99 - 2.19	85	2.08	2.20 - 2.40	2.19	12	2.22				
	Party Wings		2.24 - 2.75	165	2.56	2.60 - 2.80		536	2.63				

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

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

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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/}		58.5% of 4,900 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 4,173				70.2% of 3,800 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,188				77.8% of 1,300 sampled outlets 52.5% of stores w/ no-price promotions Activity Index = 1,146			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.87 - 1.29		91	0.92	0.88 - 1.59		73	1.01				
cut-up fryer													
bagged roaster		1.58		17	1.58								
Cornish (frs/frz)		1.19		67	1.19	2.49		37	2.49				
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			2.19 - 2.24	78	2.23	2.99	2.29 - 3.99	133	3.60				
value pack		1.49	0.87 - 2.99	804	1.84	1.69	1.49 - 2.69	1,347	1.92	1.47 - 2.49	1.47 - 2.99	857	1.61
thin sliced			1.68	16	1.68	1.99	2.99	70	2.13				
marinated			1.68 - 2.79	38	2.32		3.99	402	3.99		1.49	21	1.49
Breast Tenders													
regular pack													
value pack							2.99	129	2.99		2.98	15	2.98
Split, bn-in Breast													
regular pack			0.89 - 1.79	26	1.31		1.39	14	1.39				
value pack		0.99	1.49	74	1.38		0.97	109	0.97				
Whole Wings			2.99 - 3.49	172	3.18								
Leg Quarters													
tray pack			0.99 - 1.18	27	1.10		1.29	89	1.29				
bagged			0.38 - 0.59	352	0.51	0.49	0.59	110	0.54				
Legs													
Thighs													
regular pack		1.19 - 1.59	0.99	34	1.26					1.29		39	1.29
value pack		0.67 - 1.29	1.18 - 1.78	317	1.08		0.77 - 1.29	252	1.00		1.19 - 1.28	21	1.24
Drumsticks													
regular pack		1.19 - 1.59	0.99	34	1.26					1.29		39	1.29
value pack		0.69 - 1.29	0.39 - 1.78	400	0.99		0.77 - 1.29	289	1.00		0.95 - 1.19	21	1.06
Bnls/Sknls Thighs													
regular pack													
value pack		0.99	0.99 - 2.49	410	1.42		1.69 - 2.49	45	1.90	2.49	1.59 - 1.95	122	2.32
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
FDI	B/S Breast	1.99	1.60 - 1.99	690	1.96		2.79	89	2.79		1.98	11	1.98
	Tenders												
	Wings												
	Party Wings	2.60		526	2.60								

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		76.0% of 100 sampled outlets				21.9% of 100 sampled outlets					
Special Rate ^{4/}		4.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 67				Activity Index = 23					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
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		2.49		11	2.49						
thin sliced			3.98	4	3.98						
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			1.79	2	1.79						
Drumsticks											
regular pack											
value pack			1.79	2	1.79						
Bnls/Sknls Thighs											
regular pack											
value pack		2.49		11	2.49		3.29	23	3.29		
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
FDI	B/S Breast	3.99		37	3.99						
	Tenders										
	Wings										
	Party Wings										



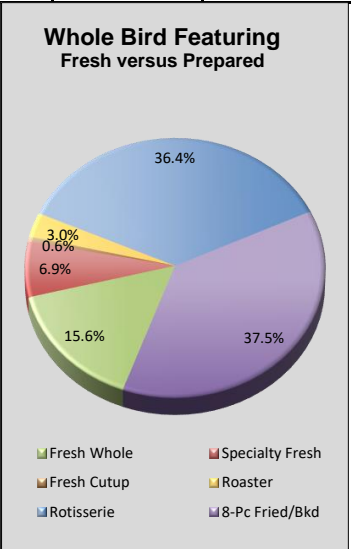
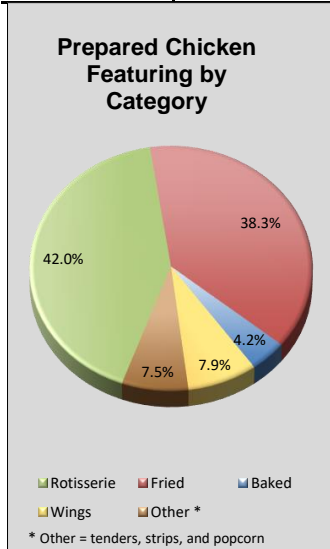
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(prices in dollars per unit or per pound unless otherwise noted)

Fri. Jan 15, 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/}	29.4% of 29,200 outlets		37.9% of 29,200 outlets		27.5% of 29,200 outlets		Feature Rate ^{1/}	37.8% of 5,500 sampled outlets			47.3% of 7,400 sampled outlets			23.6% of 6,100 sampled outlets			21.7% of 4,900 sampled outlets																		
Activity Index ^{2/}	12,828		17,185		11,607		Activity Index ^{2/}	Activity Index = 3,918			Activity Index = 3,872			Activity Index = 3,043			Activity Index = 1,260																		
			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 lbs.																													
2.1-3.0 lbs.						2.1-3.0 lbs.																													
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
FRIED & BAKED:						FRIED & BAKED:																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
Baked 8-Piece Mix						Baked 8-Piece Mix																													
F/B 8-Piece Dark						F/B 8-Piece Dark																													
F/B 12-Piece						F/B 12-Piece																													
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
Wings: bone-in						Wings: bone-in																													
boneless						boneless																													
Tenders						Tenders																													
Strips						Strips																													
Popcorn						Popcorn																													
												SOUTHWEST U.S.						NORTHWEST U.S.						ALASKA						HAWAII					
												10.7% of 3,800 sampled outlets						3.5% of 1,300 sampled outlets						37.0% of 100 sampled outlets						19.0% of 100 sampled outlets					
												Activity Index = 549						Activity Index = 89						Activity Index = 74						Activity Index = 20					
												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 lbs.																													
2.1-3.0 lbs.						2.1-3.0 lbs.																													
Whole Breast						Whole Breast																													
Leg Quarter						Leg Quarter																													
FRIED & BAKED:						FRIED & BAKED:																													
Fried 8-Piece Mix						Fried 8-Piece Mix																													
Baked 8-Piece Mix						Baked 8-Piece Mix																													
F/B 8-Piece Dark						F/B 8-Piece Dark																													
F/B 12-Piece						F/B 12-Piece																													
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																													
Wings: bone-in						Wings: bone-in																													
boneless						boneless																													
Tenders						Tenders																													
Strips						Strips																													
Popcorn						Popcorn																													



Source: USDA Livestock, Poultry, & Grain Market News;
<http://www.ams.usda.gov/market-news/livestock-poultry-grain>

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Notes:

J.S.
outlets
33
wtd avg
6.07
8.76
3.29

8.55
8.30
5.00

4.99
4.99
5.00

outlets
)
wtd avg

8.99



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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/}	25.9% of 29,200 outlets		30.1% of 29,200 outlets		30.3% of 29,200 outlets																	
Activity Index ^{2/}	13,123		14,460		16,427																	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																
Whole Fryer	1,007	1.69	1,586	1.75	1,890	1.47																
Bnls/Sknls Breast	7,128	3.69	6,064	3.36	5,893	4.55																
Breast Tenders	1,049	3.89	877	4.58	810	3.72																
Split, bn-in Breast	582	3.03	761	2.20	1,304	1.70																
Whole Wings	346	2.84			275	2.91																
Leg Quarters	395	0.82	181	0.84	323	1.13																
Legs	252	1.73	92	0.99	224	1.62																
Thighs	894	1.51	2,126	1.97	2,730	1.72																
Drumsticks	770	1.51	1,729	1.50	1,636	1.45																
B/S Thighs	700	3.54	1,044	3.12	1,342	3.32																
SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.						
Feature Rate ^{1/}	43.4% of 5,500 sampled outlets			19.7% of 7,400 sampled outlets			40.0% of 6,100 sampled outlets			18.3% of 4,900 sampled outlets			5.5% of 3,800 sampled outlets			10.1% of 1,300 sampled outlets						
Activity Index ^{2/}	Activity Index = 5,166			Activity Index = 1,446			Activity Index = 3,360			Activity Index = 2,338			Activity Index = 547			Activity Index = 177						
	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	713	1.80				1.19 - 1.69	227	1.41	1.49	24	1.49				1.49	43	1.49				
Bnls/Sknls Breast	3.99 - 5.99	1,626	4.49	2.97 - 5.99	1,163	3.90	1.99 - 5.49	2,485	3.33	1.99 - 5.00	1,403	3.38	1.39 - 7.99	358	3.15	1.39 - 5.99	78	2.95				
Breast Tenders	4.99 - 5.99	233	5.55	3.99	40	3.99	2.49 - 6.99	211	4.22	2.99 - 5.00	550	3.08				2.79	15	2.79				
Split, bn-in Breast	2.49 - 4.99	461	3.30				4.49	11	4.49	1.68 - 2.00	110	1.75										
Whole Wings	2.50 - 2.69	310	2.63				4.69	36	4.69													
Leg Quarters	0.59 - 1.29	341	0.83	0.59	44	0.59	1.18	10	1.18													
Legs	1.49	212	1.49	2.99	26	2.99	2.99	5	2.99	2.99	7	2.99				2.99	2	2.99				
Thighs	1.49 - 1.99	339	1.58	1.49 - 1.99	45	1.93	1.39 - 1.49	123	1.41	1.18 - 1.49	196	1.26	0.99 - 1.59	154	1.45							
Drumsticks	1.39 - 1.99	546	1.51	1.49	5	1.49	1.39 - 1.49	123	1.41	1.49	24	1.49	0.99	35	0.99							
B/S Thighs	2.49 - 3.99	385	3.15	2.28 - 3.99	123	3.45	4.00 - 4.49	129	4.24	5.00	24	5.00				4.49	39	4.49				
SPECIALTY	ALASKA			HAWAII																		
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets																		
Activity Index ^{2/}	Activity Index = 89			Activity Index = 0																		
	price range	stores	wtd avg	price range	stores	wtd avg																
Whole Fryer																						
Bnls/Sknls Breast	3.99	15	3.99																			
Breast Tenders																						
Split, bn-in Breast																						
Whole Wings																						
Leg Quarters																						
Legs																						
Thighs	2.29	37	2.29																			
Drumsticks	2.29	37	2.29																			
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/>.

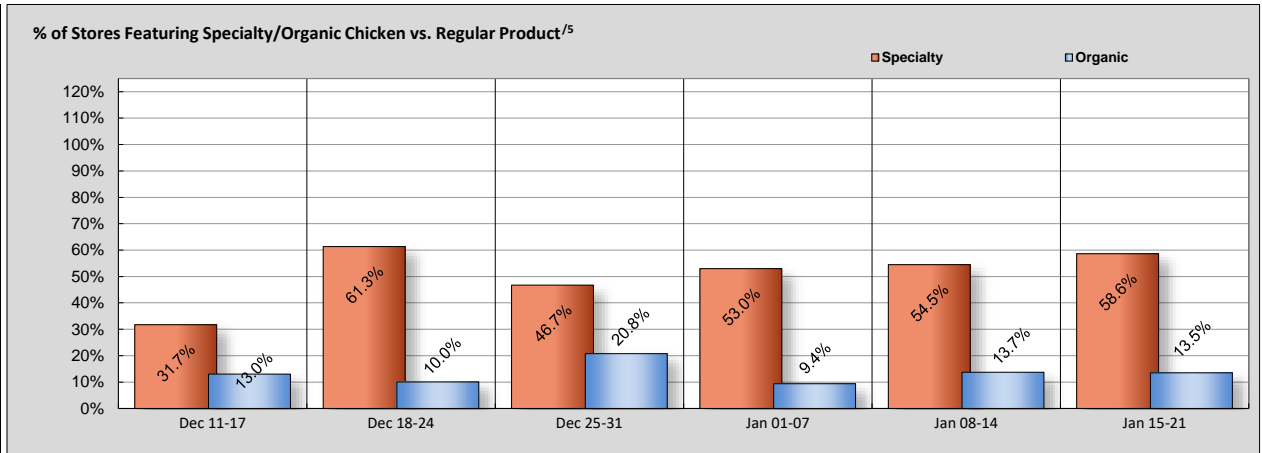


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.

(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/}	9.3% of 29,200 outlets		10.9% of 29,200 outlets		8.7% of 29,200 outlets	
Activity Index ^{2/}	2,985		3,517		3,568	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,071	2.52	456	2.89	1,157	2.95
Bnls/Sknls Breast	976	6.74	2,466	7.47	1,154	7.00
Breast Tenders	62	9.99	303	9.99	880	8.77
Split, bn-in Breast					100	5.10
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	82	4.82	75	4.99		
Drumsticks	794	2.79	140	4.99	277	2.75
B/S Thighs			77	3.49		



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.			
	24.7% of 5,500 sampled outlets Activity Index = 1,923				6.1% of 7,400 sampled outlets Activity Index = 255				2.0% of 6,100 sampled outlets Activity Index = 125				3.3% of 4,900 sampled outlets Activity Index = 163				12.0% of 3,800 sampled outlets Activity Index = 378				9.8% of 1,300 sampled outlets Activity Index = 127			
Whole Fryer	2.29	397	2.29	2.29	2.99	118	2.47	2.29	3.99	125	2.78	2.29	2.99	163	2.69	2.29	2.99	252	2.68	2.29	16	2.29		
Bnls/Sknls Breast	4.99	8.49	855	6.74	4.99	6.99	93	6.62								7.99	12	7.99			6.49	16	6.49	
Breast Tenders	9.99	62	9.99																					
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs	4.99	75	4.99																					
Drumsticks	1.88	4.99	534	2.86	2.99	44	2.99									1.99	2.79	114	2.61		2.49	95	2.49	
B/S Thighs																								
ORGANIC	ALASKA				HAWAII																			
	18.0% of 100 sampled outlets Activity Index = 14				21.9% 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	2.99	7	2.99																					
Drumsticks	2.99	7	2.99																					
B/S Thighs																								

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