



**USDA National Retail Report - Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

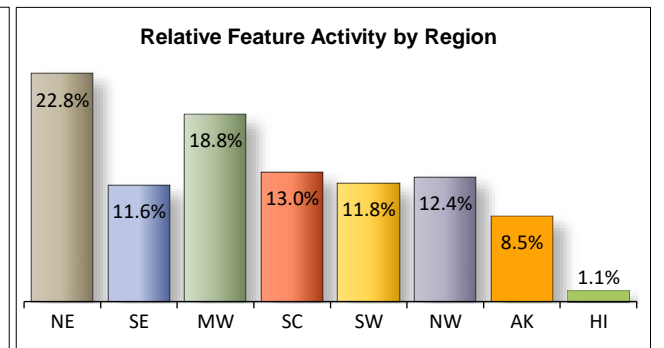
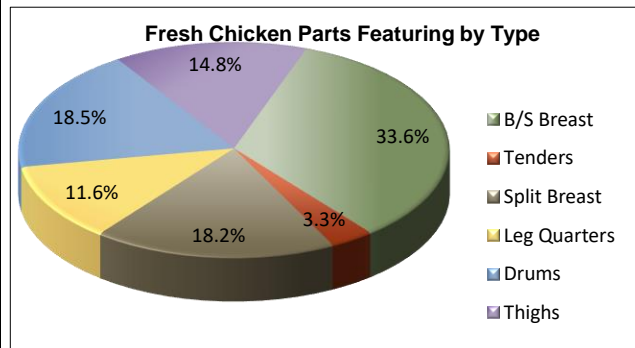
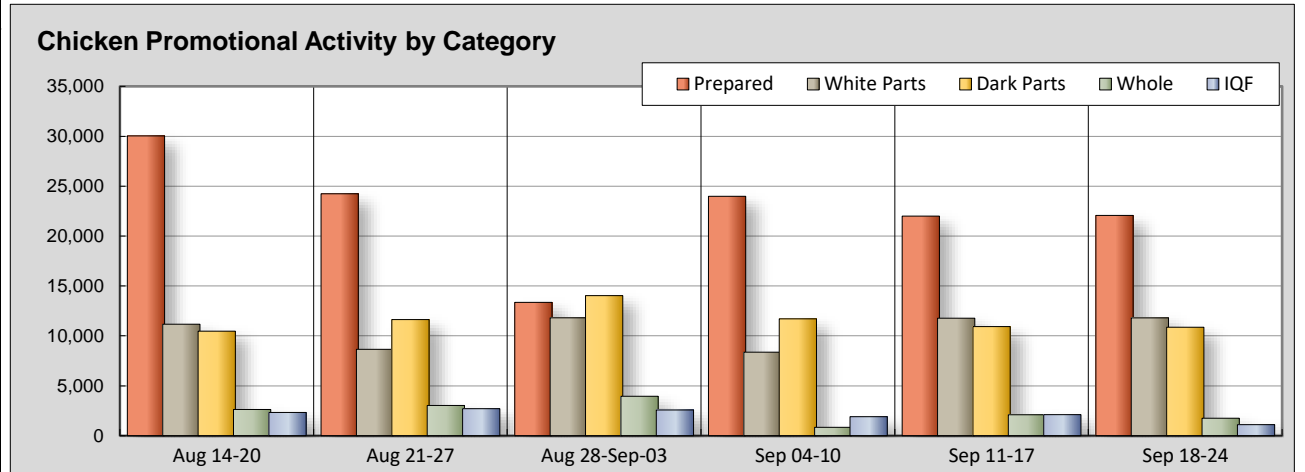
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 18, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	82.8% of 29,200 outlets		83.3% of 29,200 outlets		65.7% of 29,200 outlets	
Special Rate <sup>4/</sup>	11.5%		6.3%		7.9%	
Activity Index <sup>2/</sup>	47,620		48,935		57,509	
WHOLE BIRD:	Stores <sup>3/</sup>	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	1,408	1.11	1,233	1.04	4,530	1.01
cut-up fryer	12	0.89	229	1.64	109	1.79
bagged roaster	324	1.09	629	1.13	1,349	1.29
Cornish (frs/frz)	13	1.69	13	2.49	81	2.07
PARTS:						
<b>Bnls/Sknls Breast</b>						
regular pack	237	2.83	1,664	2.55	885	2.20
value pack	5,706	2.01	3,862	1.97	2,892	2.10
thin sliced	347	3.70	349	3.18	793	3.14
marinated	469	3.78	151	2.52	519	4.10
<b>Breast Tenders</b>						
regular pack	235	3.34	623	3.71	972	3.33
value pack	431	2.91	1,799	2.01	161	3.11
<b>Split, bn-in Breast</b>						
regular pack	212	1.65	1,445	1.96	955	1.07
value pack	3,440	1.35	1,685	1.74	3,771	1.02
<b>Whole Wings</b>	731	2.67	198	3.15	1,012	2.81
<b>Leg Quarters</b>						
tray pack	736	0.77	478	0.81	938	0.87
bagged	1,604	0.53	848	0.53	580	0.54
<b>Legs</b>	80	0.86	252	1.07	124	0.99
<b>Thighs</b>						
regular pack	94	0.78	1,176	1.30	2,460	1.01
value pack	2,875	1.14	2,747	1.00	2,690	1.00
<b>Drumsticks</b>						
regular pack	164	0.83	1,183	1.26	2,011	1.01
value pack	3,567	1.10	3,030	0.96	4,652	0.92
<b>Bnls/Sknls Thighs</b>						
regular pack	876	2.55	688	2.11	115	2.34
value pack	875	2.14	535	1.95	1,049	2.06
<b>9-pc Combos</b>						
drum-thigh-breast						
drum-thigh-wing						
<b>IQF</b>						
B/S Breast	556	2.01	1,173	2.08	3,749	2.27
Tenders	11	2.48	290	3.48	396	3.07
Wings	344	1.86	140	2.34	560	2.53
Party Wings	202	2.65	512	2.57	642	2.40

**This Week's Chicken Feature Highlights**

Incentives to purchase increase, while feature rates and activity index take a slight downtrend. Whole bird features falter and prices drop on all items except bagged fryers. Value pack B/S breasts and tenders take the spotlight in the white meat section with increased presence while wings, split breasts, and regular pack tenders garner attention due to price breaks. Some dark meat items regain their footing in this week's circulars as B/S thighs, value pack thighs and drumsticks ask for more money. There's not too much buzz in the freezer section. Also, not too much happening in the deli case, but hurried shoppers can find rotisserie and most finger foods with ease. Specialty and organic items continue to increase in 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. Sep 18, 2020

		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 <sup>1/</sup>		81.7% of 5,500 sampled outlets				83.5% of 7,400 sampled outlets				83.6% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>		5.0% of stores w/ no-price promotions				23.4% of stores w/ no-price promotions				1.3% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>		Activity Index = 8,458				Activity Index = 5,165				Activity Index = 5,288			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
					4/				4/				4/
bagged fryer		0.88 - 1.69		620	1.13	0.99 - 1.69		300	1.30	0.69 - 1.39		105	1.05
cut-up fryers										0.89		12	0.89
bagged roaster		0.99 - 1.29		324	1.09								
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		2.99	2.00	148	2.90		2.48 - 2.99	21	2.75				
value pack		1.99	1.69 - 2.99	1,130	2.13	2.28	1.49 - 2.00	919	1.80		0.99 - 2.99	1,293	1.79
thin sliced		3.99	2.99 - 3.99	310	3.78						1.49 - 3.99	391	3.90
marinated													
Breast Tenders													
regular pack		2.99	3.28 - 3.99	214	3.40		2.48 - 2.99	21	2.75				
value pack		2.49	2.99	405	2.90					2.99		11	2.99
Split, bn-in Breast													
regular pack			1.39	118	1.39	1.99	1.29	83	1.94				
value pack			0.99 - 2.49	717	1.49	1.49	0.99 - 1.49	710	1.18	1.59	0.99 - 2.49	1,011	1.31
Whole Wings			2.59	205	2.59	2.49	2.48 - 2.98	113	2.60	2.99	1.99 - 2.59	292	2.54
Leg Quarters													
tray pack		0.79 - 0.89	0.39 - 0.97	439	0.79	0.39 - 0.79		34	0.59		0.66	12	0.66
bagged			0.29 - 1.39	532	0.75	0.29	0.29 - 0.48	212	0.39	0.39	0.39 - 0.69	557	0.41
Legs			0.89	40	0.89		0.89 - 0.98	28	0.97		0.49	12	0.49
Thighs													
regular pack							0.49 - 0.98	69	0.70		0.99	11	0.99
value pack		1.29 - 1.39	0.97 - 1.39	919	1.26		0.99 - 1.49	1,049	1.03		0.99 - 1.49	396	1.24
Drumsticks													
regular pack							0.49 - 0.98	69	0.70		0.99	11	0.99
value pack		1.29 - 1.39	0.97 - 1.49	1,025	1.27	0.79 - 1.49	0.98 - 1.49	1,223	1.01		0.79 - 1.49	568	1.18
Bnls/Sknls Thighs													
regular pack		2.49	1.69 - 2.99	449	2.27		2.99	88	2.99		1.99 - 2.99	125	2.70
value pack			1.59 - 2.99	143	2.89		1.39 - 2.99	70	2.46		1.49 - 2.99	278	1.91
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	2.40	1.99	330	2.12		2.33	11	2.33	1.99	1.19 - 2.39	203	1.81
	Tenders												
	Wings		1.75	266	1.75	2.72	1.75	78	2.24				
	Party Wings		2.19 - 2.49	124	2.34	3.33		67	3.33				

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

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

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Fri. Sep 18, 2020

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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>88.0% of 4,900 sampled outlets</b>				<b>74.7% of 3,800 sampled outlets</b>				<b>87.5% of 1,300 sampled outlets</b>			
<b>Special Rate</b> <sup>4/</sup>	<b>2.3% of stores w/ no-price promotions</b>				<b>12.3% of stores w/ no-price promotions</b>				<b>52.5% of stores w/ no-price promotions</b>			
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 3,166</b>				<b>Activity Index = 2,412</b>				<b>Activity Index = 928</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	0.78 - 0.89	285	0.88		0.77 - 2.69	83	1.13		1.49	15	1.49	
cut-up fryer												
bagged roaster												
Cornish (frs/frz)					1.69	13	1.69					
<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	2.99		54	2.99		1.59	14	1.59				
value pack	2.99	0.95 - 1.99	573	1.90	2.99	1.47 - 2.99	1,018	2.40		1.69 - 2.99	758	1.98
thin sliced						2.99	37	2.99				
marinated		1.58 - 3.97	78	3.18								
<b>Breast Tenders</b>												
regular pack												
value pack									2.98		15	2.98
<b>Split, bn-in Breast</b>												
regular pack	2.19		11	2.19								
value pack	0.99 - 1.99	0.89 - 1.49	849	1.40		0.99 - 2.39	98	1.42	1.59	2.39	55	1.82
<b>Whole Wings</b>		2.99	67	2.99					2.99		4	2.99
<b>Leg Quarters</b>												
tray pack		0.79 - 1.18	160	0.83		0.59 - 1.29	91	0.71				
bagged	0.29	0.29 - 0.67	269	0.44		0.49	10	0.49		0.59 - 0.99	21	0.78
<b>Legs</b>												
<b>Thighs</b>												
regular pack	0.98	0.99	14	0.98								
value pack	1.39	0.67 - 1.49	239	1.07		0.97 - 1.11	252	1.02				
<b>Drumsticks</b>												
regular pack	0.98	0.99	14	0.98		0.89 - 0.99	70	0.91				
value pack	0.77 - 1.39	0.39 - 1.49	429	0.92		0.89 - 1.11	289	1.01		0.95	11	0.95
<b>Bnls/Sknls Thighs</b>												
regular pack		0.79 - 2.99	81	2.69		2.99	110	2.99		2.99	16	2.99
value pack		1.49	31	1.49		1.47 - 2.98	327	1.92		1.95	11	1.95
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>10</b>	<b>B/S Breast</b>	1.92		12	1.92							
	<b>Tenders</b>									2.48	11	2.48
	<b>Wings</b>											
	<b>Party Wings</b>									1.98	11	1.98



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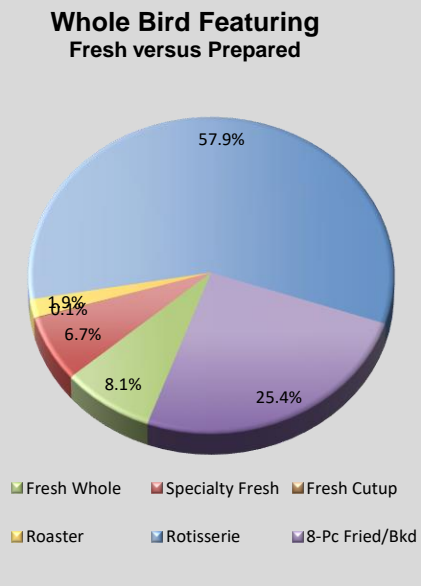
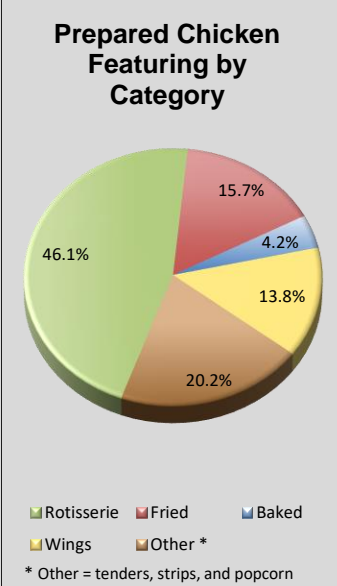
		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		90.0% of 100 sampled outlets				34.3% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		0.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 86				Activity Index = 46					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
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	15	3.99						
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	2.99 - 3.49	50	3.47						
<b>Leg Quarters</b>											
tray pack											
bagged							1.19	3	1.19		
<b>Legs</b>											
<b>Thighs</b>											
regular pack											
value pack							0.99	20	0.99		
<b>Drumsticks</b>											
regular pack											
value pack			1.99	2	1.99		0.99	20	0.99		
<b>Bnls/Sknls Thighs</b>											
regular pack			2.98	4	2.98		2.99	3	2.99		
value pack			3.99	15	3.99						
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
<b>ID</b>	<b>B/S Breast</b>										
	<b>Tenders</b>										
	<b>Wings</b>										
	<b>Party Wings</b>										



**USDA National Retail Report - Chicken**  
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 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Sep 18, 2020

PREPARED FOODS NATIONAL SUMMARY																								
			THIS WEEK		LAST WEEK		LAST YEAR																	
Feature Rate <sup>1/</sup>			51.7% of 29,200 outlets		49.4% of 29,200 outlets		39.1% of 29,200 outlets		Feature Rate <sup>1/</sup>															
Activity Index <sup>2/</sup>			22,071		22,003		19,514		Activity Index <sup>2/</sup>															
			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		
<b>ROTISSERIE:</b>									<b>ROTISSERIE:</b>															
Whole Bird									Whole Bird															
< 2 lbs.			9,719	5.55	8,964	5.06	3,219	6.66	< 2 lbs.			4.50 - 6.99	1,262	5.24	4.50 - 7.99	3,393	6.07	4.50 - 6.99	1,526	4.99	4.50 - 6.99	1,465		
2.1-3.0 lbs.			339	6.62	1,297	7.27	707	6.14	2.1-3.0 lbs.			6.99	48	6.99	6.99 - 7.99	54	7.18	5.99 - 7.99	123	6.95		5.99	67	
Whole Breast									Whole Breast															
Leg Quarter									Leg Quarter															
Leg Quarter			107	1.49			112	3.49	Leg Quarter													1.49	107	
<b>FRIED &amp; BAKED:</b>									<b>FRIED &amp; BAKED:</b>															
Fried 8-Piece Mix			1,857	7.22	4,300	5.69	1,849	7.16	Fried 8-Piece Mix			5.99 - 7.99	367	7.91	4.99 - 7.99	264	6.44	3.99 - 10.99	770	7.23		7.99	54	
Baked 8-Piece Mix			931	7.37	1,104	6.82	381	6.86	Baked 8-Piece Mix			7.99	135	7.99	4.99 - 6.99	132	6.64	5.59 - 10.99	82	9.53		7.99	54	
F/B 8-Piece Dark			730	4.92	77	4.99	253	6.00	F/B 8-Piece Dark			4.49	112	4.49				5.00	108	5.00		5.00	510	
F/B 12-Piece			811	12.06	110	11.05	516	10.68	F/B 12-Piece			6.98	90	6.98	8.99 - 12.99	291	12.53	11.97 - 14.99	257	12.50		11.97 - 13.99	173	
Bulk Pack (\$/piece)			74	0.82	184	0.67	292	0.59	Bulk Pack (\$/piece)			0.80	62	0.80									0.90	12
<b>Wings:</b> bone-in			2,092	5.68	2,009	5.69	5,822	6.13	<b>Wings:</b> bone-in			3.49 - 7.99	1,108	5.54	4.99 - 6.99	360	6.01	1.99 - 6.99	415	5.49		1.99 - 4.99	43	
boneless			955	5.76	351	6.96	4,857	5.98	boneless			4.99 - 7.99	345	6.02	5.99	200	5.99	4.99 - 6.99	347	5.50		3.99 - 4.99	43	
<b>Tenders</b>			4,456	6.35	3,464	6.51	1,131	6.16	<b>Tenders</b>			4.99 - 6.99	961	6.56	5.00 - 6.99	510	6.86	3.99 - 6.99	1,246	5.80		4.99 - 6.99	633	
<b>Strips</b>					119	6.99	236	6.72	<b>Strips</b>															
<b>Popcorn</b>					24	5.99	139	5.99	<b>Popcorn</b>															
									<b>SOUTHWEST U.S.</b>			<b>NORTHWEST U.S.</b>			<b>ALASKA</b>			<b>HAWAII</b>						
Feature Rate <sup>1/</sup>									46.6% of 3,800 sampled outlets			71.6% of 1,300 sampled outlets			10.0% of 100 sampled outlets			28.6% of 100 sampled outlets						
Activity Index <sup>2/</sup>									Activity Index = 2,635			Activity Index = 1,627			Activity Index = 10			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		
<b>ROTISSERIE:</b>									<b>ROTISSERIE:</b>															
Whole Bird									Whole Bird															
< 2 lbs.									< 2 lbs.			4.50 - 6.00	475	4.52	4.50 - 7.99	1,578	6.33	4.50	10	4.50		4.50	10	
2.1-3.0 lbs.									2.1-3.0 lbs.			5.00	37	5.00	7.99	10	7.99							
Whole Breast									Whole Breast															
Leg Quarter									Leg Quarter															
<b>FRIED &amp; BAKED:</b>									<b>FRIED &amp; BAKED:</b>															
Fried 8-Piece Mix									Fried 8-Piece Mix			6.97	402	6.97										
Baked 8-Piece Mix									Baked 8-Piece Mix			5.00 - 7.99	528	7.00										
F/B 8-Piece Dark									F/B 8-Piece Dark															
F/B 12-Piece									F/B 12-Piece															
Bulk Pack (\$/piece)									Bulk Pack (\$/piece)															
<b>Wings:</b> bone-in									<b>Wings:</b> bone-in			6.99	146	6.99									5.99	20
boneless									boneless														5.99	20
<b>Tenders</b>									<b>Tenders</b>			5.99 - 6.97	1,047	6.37			6.99	39	6.99			5.99	20	
<b>Strips</b>									<b>Strips</b>															
<b>Popcorn</b>									<b>Popcorn</b>															



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

(404) 562-5850  
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Notes:

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<b>I.S.</b>
outlets
31
wtd avg
4.71
5.99
1.49
7.99
7.99
5.00
13.26
0.90
4.15
4.71
6.65

outlets
1
wtd avg

4.50

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5.99  
5.99  
5.99

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	NATIONAL SUMMARY						Feature Rate Comparison											
	SPECIALTY CHICKEN						% of Stores w/ Ads by Category											
	THIS WEEK		LAST WEEK		LAST YEAR		Regular			Prepared			Specialty			Organic		
<b>Feature Rate <sup>1/</sup></b>	23.1% of 29,200 outlets		20.8% of 29,200 outlets		17.6% of 29,200 outlets													
<b>Activity Index <sup>2/</sup></b>	<b>14,963</b>		<b>13,356</b>		<b>13,787</b>													
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg												
Whole Fryer	1,162	1.99	911	1.55	1,822	1.61												
Bnls/Sknls Breast	4,512	4.01	4,087	4.23	4,084	4.59												
Breast Tenders	1,109	3.87	740	4.91	1,278	5.15												
Split, bn-in Breast	1,059	1.73	413	2.35	739	1.92												
Whole Wings	373	3.00	198	2.82	487	3.17												
Leg Quarters	299	1.14	768	0.91	863	1.05												
Legs			88	2.47	175	0.98												
Thighs	2,413	1.89	2,028	1.56	1,225	1.62												
Drumsticks	2,282	1.90	1,808	1.52	1,538	1.64												
B/S Thighs	1,754	3.79	2,315	3.10	1,576	3.34												
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>	33.4% of 5,500 sampled outlets			13.6% of 7,400 sampled outlets			30.8% of 6,100 sampled outlets			26.0% of 4,900 sampled outlets			15.3% of 3,800 sampled outlets			10.2% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 5,146			Activity Index = 2,150			Activity Index = 3,362			Activity Index = 3,017			Activity Index = 1,137			Activity Index = 131		
	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	0.99 - 4.99	789	2.06	1.98 - 2.98	144	2.29	1.74 - 2.98	43	2.03	1.00 - 2.98	141	1.38				1.59 - 2.98	45	1.65
Bnls/Sknls Breast	2.99 - 9.99	1,014	4.17	2.98 - 4.99	1,394	3.80	1.88 - 4.99	323	3.18	1.97 - 5.50	1,164	3.90	2.29 - 6.99	581	4.84	1.99	16	1.99
Breast Tenders	2.99 - 4.99	196	3.94				2.49 - 3.49	794	3.38				6.99	119	6.99			
Split, bn-in Breast	1.59 - 1.99	655	1.85	2.39	131	2.39	0.99	258	0.99							2.99	15	2.99
Whole Wings				2.79	131	2.79	1.88 - 3.59	242	3.12									
Leg Quarters	1.49	62	1.49	0.58	67	0.58	1.19 - 1.39	70	1.23	1.29	10	1.29	0.99	35	0.99	1.29 - 1.39	55	1.36
Legs																		
Thighs	0.79 - 2.99	1,006	1.72	1.29 - 1.49	207	1.36	0.99 - 2.89	604	1.56	1.39 - 2.89	596	2.67						
Drumsticks	0.79 - 2.49	1,006	1.68	1.49	76	1.49	0.99 - 2.89	604	1.56	1.29 - 2.89	596	2.66						
B/S Thighs	2.99 - 3.99	418	3.15				2.99 - 3.99	424	3.61	3.99	510	3.99	4.39	402	4.39			
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 = 0			Activity Index = 20														
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																		
Bnls/Sknls Breast				6.99	20	6.99												
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Leg Quarters																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs																		

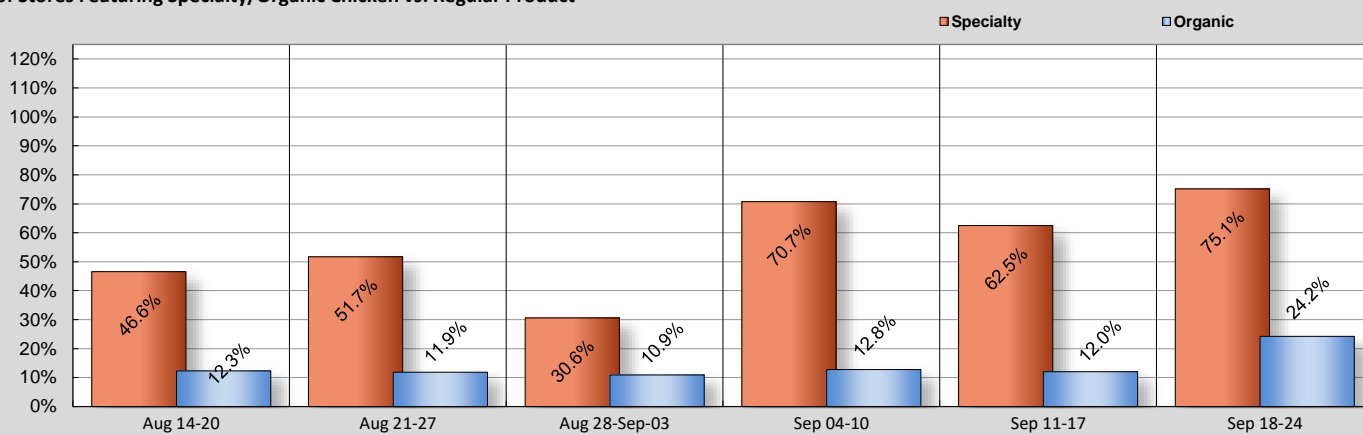
Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. 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 09/18 thru 09/24.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	11.0% of 29,200 outlets		4.3% of 29,200 outlets		10.1% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>4,686</b>		<b>2,284</b>		<b>3,512</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	458	3.14	635	3.14	688	3.24
Bnls/Sknls Breast	2,589	6.99	861	8.09	2,144	7.19
Breast Tenders	1,010	8.04	87	9.42	49	3.99
Split, bn-in Breast						
Whole Wings					173	7.99
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs			126	4.06	66	6.29
Drumsticks	249	2.62	126	3.55	62	3.18
B/S Thighs	380	6.13	449	5.75	330	6.10

**% of Stores Featuring Specialty/Organic Chicken vs. Regular Product<sup>5/</sup>**



<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.			
		12.7% of 5,500 sampled outlets Activity Index = 1,430			18.9% of 7,400 sampled outlets Activity Index = 1,377			3.4% of 6,100 sampled outlets Activity Index = 327			10.7% of 4,900 sampled outlets Activity Index = 1,108			6.7% of 3,800 sampled outlets Activity Index = 322			8.5% of 1,300 sampled outlets Activity Index = 111		
Whole Fryer	3.29	288	3.29									2.49 - 3.09	154	2.93			2.49	16	2.49
Bnls/Sknls Breast	6.29 - 7.99	462	7.58	5.99 - 6.99	1,333	6.84	5.99 - 8.99	219	6.78	5.00 - 6.99	550	6.87	7.99	25	7.99				
Breast Tenders	9.99	324	9.99	9.99	44	9.99	6.99	108	6.99	5.00 - 6.99	534	6.90							
Split, bn-in Breast																			
Whole Wings																			
Legs																			
Thighs																			
Drumsticks													2.59 - 2.79	143	2.71		2.49	95	2.49
B/S Thighs	4.99 - 6.49	356	6.20							5.00	24	5.00							
ORGANIC	ALASKA			HAWAII															
	11.0% of 100 sampled outlets Activity Index = 11			0.0% of 100 sampled outlets Activity Index = 20															
Whole Fryer																			
Bnls/Sknls Breast				7.49	20	7.49													
Breast Tenders																			
Split, bn-in Breast																			
Whole Wings																			
Legs																			
Thighs																			
Drumsticks	2.49	11	2.49																
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/>.