



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/15 thru 03/21.

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

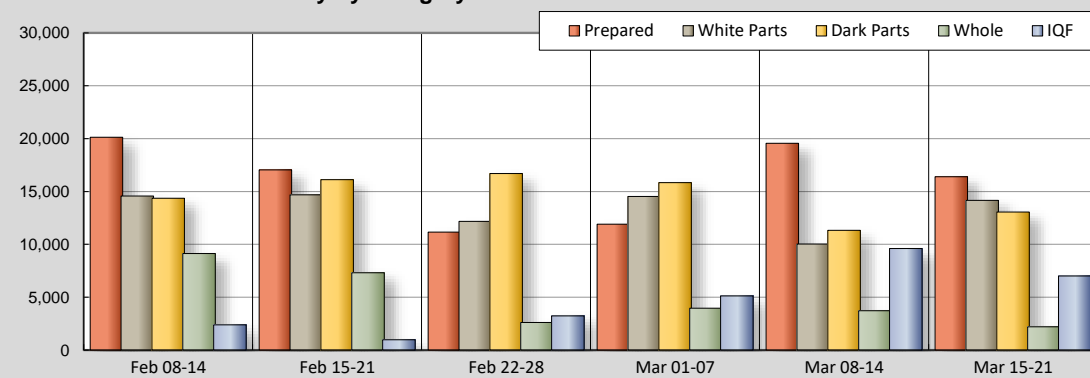
Fri. Mar 15, 2019

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	87.7% of 29,200 outlets		84.4% of 29,200 outlets		74.7% of 29,100 outlets	
Special Rate <sup>4/</sup>	14.8%		19.7%		6.9%	
Activity Index <sup>2/</sup>	52,831		54,262		59,797	
WHOLE BIRD:	Stores <sup>3/</sup> Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	1,360	1.07	2,548	1.19	5,025	1.08
cut-up fryer			175	2.52	621	1.21
bagged roaster	726	1.15	710	1.52	1,390	1.14
Cornish (frs/frz)	118	2.59	291	2.78	177	2.84
PARTS:						
Bnls/Sknls Breast						
regular pack	2,404	2.02	1,993	2.18	4,014	2.55
value pack	6,823	2.00	3,004	1.78	6,302	2.11
thin sliced	1,751	3.69	942	3.24	810	3.47
marinated	320	2.86	143	2.55	33	4.17
Breast Tenders						
regular pack	150	2.50	822	3.52	636	3.39
value pack	83	2.56	356	2.96	1,554	3.26
Split, bn-in Breast						
regular pack	389	1.92	381	1.15	575	1.43
value pack	755	1.11	751	0.96	2,570	1.18
Whole Wings	1,487	2.33	1,639	2.96	1,770	2.43
Leg Quarters						
tray pack	1,453	1.01	472	1.03	1,348	1.05
bagged	691	0.48	1,784	0.63	1,016	0.63
Legs	97	2.11	84	2.03	235	1.31
Thighs						
regular pack	661	1.22	836	1.10	643	1.29
value pack	3,102	1.06	1,887	1.08	4,128	1.06
Drumsticks						
regular pack	986	1.03	1,068	1.01	653	1.25
value pack	5,634	1.01	2,203	0.96	4,094	1.03
Bnls/Sknls Thighs						
regular pack	194	2.77	720	2.45	716	2.46
value pack	240	1.97	2,274	1.94	1,238	2.34
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing			12	1.48	45	2.37
IQF						
B/S Breast	1,295	2.31	2,961	2.18	672	2.52
Tenders	165	2.53	1,352	2.29	674	3.24
Wings	4,762	2.58	217	1.99	4,479	2.69
Party Wings	789	2.58	5,077	2.59	164	2.50

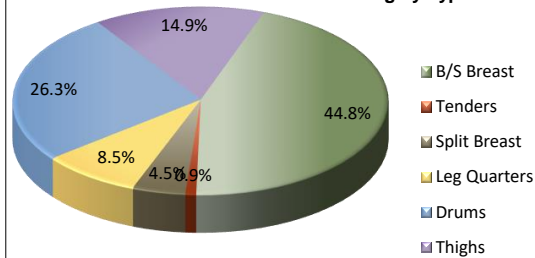
## This Week's Chicken Feature Highlights

The feature rate increases slightly while the activity index and incentives to purchase drops heading into the second full week of the new month. Competition in the meat case is tough this week, Lenten and St. Patrick's Day items take center stage. Bagged whole chickens, roasters and Cornish offer a break from the higher pricing reported last week. White meat parts increase volume this week led by bulk pack b/s breast which doubles in offerings but you must pay the higher price. Deals are there but you must look. Dark meat parts also increase their footprint slightly, thighs and drums and b/s thighs raise prices. IQF parts have been waiting their turn and get a major push from whole wings which increase volumes significantly; party wings take a break. Activity in the deli case slows but prepared foods of all types are still available. Specialty and organics offers decline.

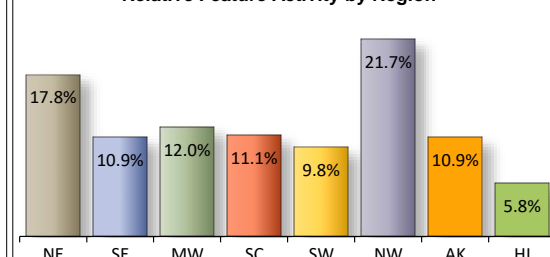
## Chicken Promotional Activity by Category



## 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.

<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.)

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

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

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Fri. Mar 15, 2019

	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>	89.0% of 5,500 sampled outlets				94.1% of 7,400 sampled outlets				76.0% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>	17.7% of stores w/ no-price promotions				18.8% of stores w/ no-price promotions				7.2% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>	Activity Index = 12,776				Activity Index = 7,134				Activity Index = 4,663			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.69		853	1.06	0.99		87	0.99	0.79 - 1.49		284	1.03
cut-up fryer												
bagged roaster	0.98 - 1.69		520	1.17	0.99		76	0.99	0.99 - 1.59		130	1.17
Cornish (frs/frz)	2.79		62	2.79	2.51		40	2.51				
PARTS:	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		1.79 - 1.99	245	1.94	1.99	1.78 - 1.99	82	1.91		0.99 - 3.88	281	2.17
value pack	1.77 - 3.69	1.49 - 2.99	2,214	2.35	1.99	1.47 - 2.99	1,759	1.94	1.99	1.29 - 2.79	1,093	1.91
thin sliced	2.99	2.48 - 3.99	468	3.01		3.99	1,160	3.99		3.99 - 4.99	59	4.75
marinated						3.99		3.99		2.99 - 3.99	219	3.39
<b>Breast Tenders</b>												
regular pack										1.99 - 3.99	105	2.61
value pack	2.49		69	2.49						2.79	12	2.79
<b>Split, bn-in Breast</b>												
regular pack		1.69 - 2.79	140	2.29	1.29		17	1.29	1.49	0.89 - 2.99	216	1.77
value pack	1.49	0.99	273	1.00	1.29 - 1.49	0.99 - 1.29	251	1.21				
<b>Whole Wings</b>	2.69	1.99	407	1.94		1.79 - 2.99	619	2.47		1.99 - 2.69	24	2.34
<b>Leg Quarters</b>												
tray pack	0.79	0.59 - 0.99	512	0.80		0.99	2	0.99	0.99	0.69 - 0.99	284	0.96
bagged	0.59 - 0.65	0.49 - 0.59	298	0.54	0.59	0.39	70	0.52		0.49 - 0.69	153	0.54
<b>Legs</b>												
<b>Thighs</b>												
regular pack						0.79 - 0.99	114	0.92		0.99	19	0.99
value pack	0.79 - 1.00	0.79 - 1.49	1,580	1.07	1.19	0.99 - 1.05	299	1.00	0.99	1.29	226	1.28
<b>Drumsticks</b>												
regular pack						0.99	40	0.99		0.79 - 0.89	162	0.89
value pack	0.77 - 1.00	0.69 - 1.49	4,028	1.01	1.19	0.59 - 1.05	292	0.93	0.99	0.69 - 1.29	247	1.24
<b>Bnls/Sknls Thighs</b>												
regular pack		1.69	62	1.69						1.79	43	1.79
value pack		1.99	209	1.99								
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>10-pc</b>	<b>B/S Breast</b>				1.99		459	1.99	2.66	1.20 - 1.89	72	2.32
	<b>Tenders</b>				2.37		11	2.37				
	<b>Wings</b>	2.56	1.99 - 2.60	619	2.57	2.00 - 2.19	1,349	2.56	2.19	2.49 - 2.79	924	2.60
	<b>Party Wings</b>	2.54	2.22	217	2.37	2.49 - 3.19	407	2.70	2.49 - 3.19		110	2.59

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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		93.5% of 4,900 sampled outlets 17.5% of stores w/ no-price promotions Activity Index = 5,306				83.2% of 3,800 sampled outlets 11.4% of stores w/ no-price promotions Activity Index = 3,223				92.9% of 1,300 sampled outlets 15.0% of stores w/ no-price promotions Activity Index = 3,118			
WHOLE BIRD:		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/		
bagged fryer		1.17 - 1.58	66	1.34		1.19 - 1.29	31	1.27		1.19 - 1.29	39	1.23	
cut-up fryer													
bagged roaster													
Cornish (frs/frz)		1.99	16	1.99									
PARTS:		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		1.99	1.69 - 3.49	236	2.16		1.69 - 1.99	874	1.97		1.99	682	1.99
value pack		1.99	1.19 - 2.79	504	1.78		1.59 - 2.49	472	1.80	1.58	1.49 - 2.29	779	1.53
thin sliced			4.99	4	4.99		1.98	60	1.98				
marinated			1.68 - 2.99	101	1.72								
<b>Breast Tenders</b>													
regular pack			2.49	24	2.49		1.99	7	1.99		1.99	14	1.99
value pack													
<b>Split, bn-in Breast</b>													
regular pack			0.99 - 2.99	16	1.49								
value pack		0.97 - 1.39	0.79	54	1.17	0.99	0.97 - 1.49	177	1.13				
<b>Whole Wings</b>			1.68 - 3.99	161	2.15		1.59 - 3.49	276	2.69				
<b>Leg Quarters</b>													
tray pack			0.99 - 1.29	538	1.27		0.79 - 0.88	117	0.84				
bagged		0.37	0.39 - 0.49	50	0.38		0.28 - 0.29	120	0.29				
<b>Legs</b>							1.49	37	1.49				
<b>Thighs</b>													
regular pack			1.29	510	1.29						1.38	11	1.38
value pack		0.99 - 1.19		101	1.08	1.00	0.79	139	0.84	1.69	0.88	697	0.90
<b>Drumsticks</b>													
regular pack		0.49	0.89 - 1.29	669	1.11		0.59 - 0.99	115	0.76				
value pack		0.99 - 1.19	0.39 - 0.77	147	0.91	1.00 - 1.29	0.79	152	0.87	1.29	0.88 - 0.98	708	0.89
<b>Bnls/Sknls Thighs</b>													
regular pack						3.99		89	3.99				
value pack			1.79	20	1.79						1.95	11	1.95
<b>9-pc Combos</b>													
drum-thigh-breast													
drum-thigh-wing													
ID	<b>B/S Breast</b>	1.99 - 2.40	1.99 - 2.31	665	2.05		5.99	89	5.99		1.39	10	1.39
	<b>Tenders</b>		2.37 - 2.80	144	2.63						1.39	10	1.39
	<b>Wings</b>		2.60 - 2.72	1,225	2.60		2.60	468	2.60		2.60	157	2.60
	<b>Party Wings</b>	2.54		55	2.54								

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate <sup>1/</sup>		100.0% of 100 sampled outlets				62.9% of 100 sampled outlets					
Special Rate <sup>4/</sup>		14.0% of stores w/ no-price promotions				5.7% of stores w/ no-price promotions					
Activity Index <sup>2/</sup>		Activity Index = 25				Activity Index = 190					
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			2.98	4	2.98						
value pack			2.99	2	2.99						
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack			3.79	2	3.79						
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged											
Legs						2.49		60	2.49		
Thighs											
regular pack			1.39	7	1.39						
value pack						2.49		60	2.49		
Drumsticks											
regular pack											
value pack						2.49		60	2.49		
Bnls/Sknls Thighs											
regular pack											
value pack											
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
B/S Breast											
Tenders											
Wings			2.60	10	2.60		2.60	10	2.60		
Party Wings											

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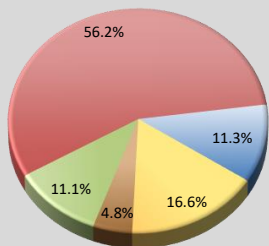
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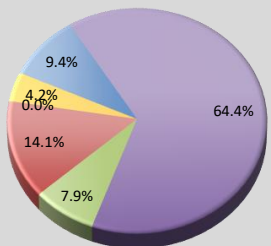
PREPARED FOODS NATIONAL SUMMARY																					
	THIS WEEK		LAST WEEK		LAST YEAR																
Feature Rate <sup>1/</sup>	43.1% of 29,200 outlets		44.8% of 29,200 outlets		24.9% of 29,100 outlets		Feature Rate <sup>1/</sup>	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.				
Activity Index <sup>2/</sup>	16,396		19,560		14,215		Activity Index <sup>2/</sup>	Activity Index = 2,837			Activity Index = 4,333			Activity Index = 2,765			Activity Index = 2,184				
	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:														
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		
							35.4% of 3,800 sampled outlets						64.5% of 1,300 sampled outlets			49.0% of 100 sampled outlets			28.6% of 100 sampled outlets		
							Activity Index = 1,915						Activity Index = 2,203			Activity Index = 49			Activity Index = 110		
							price range stores wtd avg						price range stores wtd avg			price range stores wtd avg			price range stores wtd avg		

## Prepared Chicken Featuring by Category



\* Other = tenders, strips, and popcorn

## Whole Bird Featuring Fresh versus Prepared



\* Other = tenders, strips, and popcorn



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	NATIONAL SUMMARY						<div>Feature Rate Comparison</div> <div>% of Stores w/ Ads by Category</div> <div><div>Regular</div><div>Prepared</div><div>Specialty</div><div>Organic</div></div> <div><div>8.2%</div><div>39.1%</div><div>43.1%</div><div>87.7%</div></div>													
	SPECIALTY CHICKEN																			
	THIS WEEK		LAST WEEK		LAST YEAR															
Feature Rate <sup>1/</sup>	39.1% of 29,200 outlets		42.4% of 29,200 outlets		21.4% of 29,100 outlets															
Activity Index <sup>2/</sup>	16,802		19,344		9,302															
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg														
Whole Fryer	2,424	1.30	1,565	1.53	776	1.79														
Bnls/Sknls Breast	8,338	4.69	10,158	4.61	4,033	5.03														
Breast Tenders	1,343	4.53	1,525	3.17	676	5.67														
Split, bn-in Breast	752	2.20	511	1.41	181	2.53														
Whole Wings	648	2.36	605	3.17	310	3.12														
Leg Quarters	67	0.68	288	1.63	164	1.37														
Legs	288	1.32	65	0.99	45	1.78														
Thighs	1,034	1.47	973	1.66	1,124	1.71														
Drumsticks	1,124	1.26	1,536	1.52	806	1.58														
B/S Thighs	784	2.75	2,118	3.55	1,187	3.72														
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>	26.3% of 5,500 sampled outlets				44.7% of 7,400 sampled outlets			34.9% of 6,100 sampled outlets			46.6% of 4,900 sampled outlets			34.8% of 3,800 sampled outlets			69.8% of 1,300 sampled outlets			
Activity Index <sup>2/</sup>	Activity Index = 2,976				Activity Index = 4,049			Activity Index = 4,034			Activity Index = 3,128			Activity Index = 1,656			Activity Index = 891			
	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	1.29 - 1.99	261	1.48		0.99 - 2.79	1,337	1.32	0.99 - 2.79	348	1.52	0.99 - 2.79	50	1.31	0.87 - 2.49	399	0.92	0.99 - 2.79	29	1.49	
Bnls/Sknls Breast	3.99 - 6.49	1,525	4.91		2.99 - 4.84	1,769	4.47	1.66 - 5.99	1,293	4.28	1.99 - 4.99	1,930	4.49	3.99 - 5.99	914	4.70	4.84 - 5.99	839	5.77	
Breast Tenders	4.99 - 5.99	540	5.20		2.98 - 5.99	430	3.65	2.99 - 5.99	213	4.88	2.99 - 5.99	160	4.17							
Split, bn-in Breast	1.89 - 2.99	130	2.44		1.69	14	1.69	1.69 - 3.99	596	2.12							3.99	12	3.99	
Whole Wings	1.77 - 2.99	113	1.94		2.99	226	2.99	1.99 - 2.99	298	2.03							2.49	11	2.49	
Leg Quarters					0.68	67	0.68													
Legs	0.99 - 1.99	139	1.54					0.99 - 1.59	125	1.16	0.89	24	0.89							
Thighs	1.99	77	1.99		0.88 - 1.69	81	1.02	0.99 - 2.49	455	1.70	0.99 - 2.29	397	1.17	1.99	24	1.99				
Drumsticks	1.99	77	1.99		0.88 - 1.69	81	1.02	0.99 - 1.59	297	1.27	0.99 - 1.59	375	1.10	1.29 - 1.79	294	1.33				
B/S Thighs	2.99 - 3.69	114	3.40		2.99	44	2.99	1.99 - 2.99	409	2.21	1.97 - 4.99	192	3.18	4.99	25	4.99				
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 = 58				Activity Index = 10															
	price range	stores	wtd avg		price range	stores	wtd avg													
Whole Fryer																				
Bnls/Sknls Breast	4.29 - 5.49	58	4.61		4.84	10	4.84													
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/>.

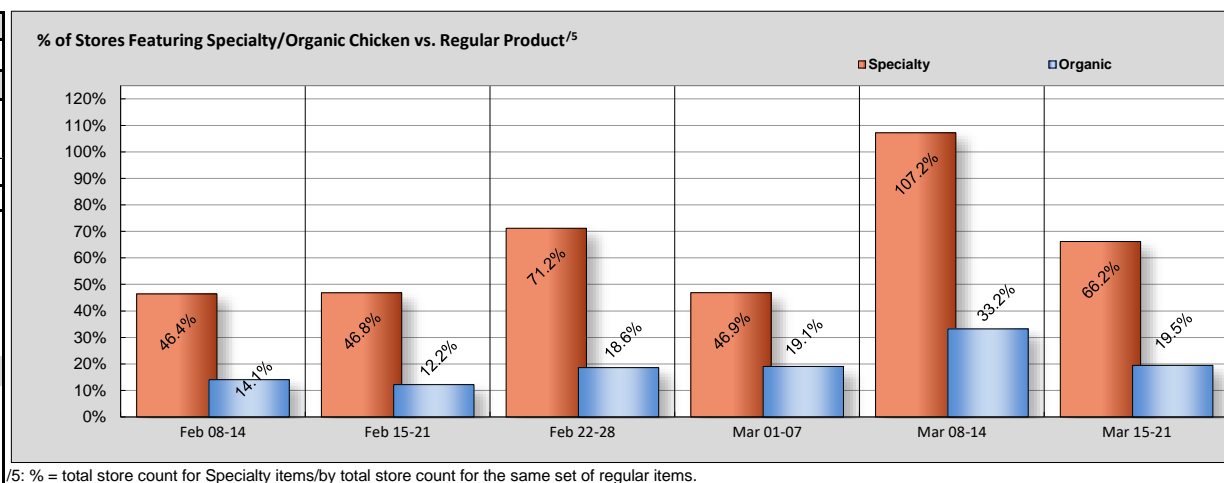


# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/15 thru 03/21.

(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>	8.2% of 29,200 outlets		8.1% of 29,200 outlets		13.0% of 29,100 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>5,016</b>		<b>5,806</b>		<b>5,001</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	814	2.73	1,067	2.62	483	3.79
Bnls/Sknls Breast	1,738	6.58	1,589	6.70	1,978	7.10
Breast Tenders	1,077	6.93	1,323	7.74	41	4.79
Split, bn-in Breast			50	4.29	4	3.99
Whole Wings			64	3.99		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	218	3.95	299	5.90	328	4.54
Drumsticks	141	3.67	373	2.42	642	2.94
B/S Thighs	1,028	5.65	1,041	5.92	1,525	4.83



ORGANIC	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.				SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
	10.3% of 5,500 sampled outlets				6.1% of 7,400 sampled outlets				5.1% of 6,100 sampled outlets				0.6% of 4,900 sampled outlets				4.3% of 3,800 sampled outlets				63.2% of 1,300 sampled outlets			
	Activity Index = 1,123				Activity Index = 865				Activity Index = 362				Activity Index = 31				Activity Index = 423				Activity Index = 2,186			
Whole Fryer	2.99	288	2.99		1.25 - 2.99	248	2.01		2.99 - 3.69	64	3.59						2.79 - 3.29	165	2.87		2.89 - 3.59	34	3.26	
Bnls/Sknls Breast	6.99 - 8.99	362	7.84		5.00 - 5.98	339	5.58		6.49 - 7.99	231	7.29		6.49 - 6.99	7	6.78						5.99 - 7.99	788	6.20	
Breast Tenders	8.99	127	8.99		5.60	139	5.60										5.99	129	5.99		6.99	682	6.99	
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs	2.99 - 4.49	141	3.67						3.99	53	3.99		5.49	24	5.49									
Drumsticks	2.99 - 4.49	141	3.67																					
B/S Thighs	5.49	64	5.49		4.00	139	4.00		4.99	14	4.99						5.79	129	5.79		5.99	682	5.99	
ORGANIC	ALASKA				HAWAII																			
	26.0% of 100 sampled outlets				19.0% of 100 sampled outlets																			
	Activity Index = 26				Activity Index = 20																			
Whole Fryer	2.98	15	2.98																					
Bnls/Sknls Breast	7.49	11	7.49		7.99	20	7.99																	
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs																								
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B/S Thighs																								

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

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