

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)

	NAT	IONAL S	UMMAR	Y			This Week's Chicken Feature Highlights											
	THIS	WEEK	LAST	WEEK	LAST	YEAR	The feature rate increases slightly while the activity index and incentives to purchase drops heading into the second full week of											
Feature Rate ^{1/}	87.7% c	of 29,200	84.4% of	f 29,200	74.7% of	29,100	the new month. Competition in the meat case is tough this week, Lenten and St. Patrick's Day items take center stage. Bagged											
	out	lets	outl		outl	ets	whole chickens, roasters and Cornish offer a break from the higher pricing reported last week. White meat parts increase											
Special Rate 4/	14	.8%	19.	7%	6.9	%	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											
Activity Index ^{2/}	52,	,831	54,2	262	59,7	'97	you must look. Dark meat parts also increase their footprint slightly, thighs and drums and b/s thighs raise prices. IQF parts											
WHOLE BIRD:	Stores ^{/3} \	Ntd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	have been waiting their turn and get a major push from whole wings which increase volumes significantly; party wings take a											
bagged fryer	1,360	1.07	2,548	1.19	5,025	1.08	break. Activity in the deli case slows but prepared foods of all types are still available. Specialty and organics offers decline.											
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:							Chicken Promotional Activity by Category											
Bnls/Sknls Breast							30,000 Prepared White Parts Dark Parts Whole IQF											
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	25,000											
thin sliced	1,751	3.69	942	3.24	810	3.47												
marinated	320	2.86	143	2.55	33	4.17	20,000											
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	4 450	4.04	472	4.00	1.348	1.05	Feb 08-14 Feb 15-21 Feb 22-28 Mar 01-07 Mar 08-14 Mar 15-21											
tray pack	1,453 691	1.01 0.48	472 1,784	1.03 0.63	1,346	0.63												
bagged Legs	97	0.48 2.11	1,784	2.03	235	1.31	Fresh Chicken Parts Featuring by Type Relative Feature Activity by Region											
Thighs	01	2	01	2.00	200	1.01	14.9%											
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	■ B/S Breast 21.7%											
Drumsticks							26.3% 44.8% Tenders 17.8%											
regular pack	986	1.03	1,068	1.01	653	1.25	44.0%											
value pack	5,634	1.01	2,203	0.96	4,094	1.03	8.5% 10.9% 12.0% 11.1% 2.0% 10.9%											
Bnls/Sknls Thighs	101	0.77	700	0.45	740	0.40												
regular pack	194	2.77	720	2.45	716 1,238	2.46	Drums 5.8%											
value pack 9-pc Combos	240	1.97	2,274	1.94	1,238	2.34	Thighs NE SE MW SC SW NW AK HI											
drum-thigh-breast																		
drum-thigh-wing			12	1.48	45	2.37	All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.											
B/S Breast	1.295	2.31	2.961	2.18	672	2.57	1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the to											
	1,295	2.31	2,961	2.18	672	2.52 3.24	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.e.											
P Tenders Wings		2.53	217	2.29	4,479	3.24 2.69	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 weight											
17mgs	4,102	2.00	2.1	1.00	-,-, Э	2.00	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											

otal .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.)

789 2.58 Source: USDA Livestock, Poultry, & Grain Market News;

Party Wings

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

5,077

2.59

164

2.50

(404) 562-5850



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

		NORTHEAST U	.S.			SOUTHEAST U	.S.	MIDWEST U.S.							
	(CT,DE,N	IA,MD,ME,NH,NJ,I	NY,PA,RI,V	'T)	(AL,FL	,GA,MS,NC,SC,TI	N,VA,WV)		(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate 1/	89.0%	6 of 5,500 sample	d outlets		94.1%	of 7,400 sample	d outlets		76.0% of 6,100 sampled outlets						
Special Rate 4/	17.7% of	stores w/ no-price	e promotio	ns	18.8% of s	stores w/ no-price	promotic	7.2% of stores w/ no-price promotions							
Activity Index 2/	A	ctivity Index = 12	,776			Activity Index = 7,	134		Activity Index = 4,663						
•	Price Range		Stores V	Vtd Avg	Price Range		Stores	Wtd Avg	Price Range	· · · · · ·	Stores \	Wtd Avg			
WHOLE BIRD:			4	1/				4/			4	4/			
bagged fry	ver 0.69 - 1.69		853	1.06	0.99		87	0.99	0.79 - 1.49		284	1.03			
cut-up fry	er														
bagged roas	er 0.98 - 1.69		520	1.17	0.99		76	0.99	0.99 - 1.59		130	1.17			
Cornish (frs/	rz) 2.79		62	2.79	2.51		40	2.51							
PARTS:	Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores \	Wtd Avg			
Bnis/Sknis Breast															
regular pa		1.79 - 1.99	245	1.94	1.99	1.78 - 1.99	82	1.91		0.99 - 3.88	281	2.17			
value pa		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 slie		2.48 - 3.99	468	3.01		3.99	1,160	3.99		3.99 - 4.99	59	4.75			
marina	ea					3.99		3.99		2.99 - 3.99	219	3.39			
Breast Tenders											105				
regular pa				o 40						1.99 - 3.99	105	2.61			
value pa	ack 2.49		69	2.49						2.79	12	2.79			
Split, bn-in Breast															
regular pa		1.69 - 2.79	140	2.29	1.29		17	1.29	1.49	0.89 - 2.99	216	1.77			
value pa	ack 1.49 2.69	0.99 1.99	273 407	1.00 1.94	1.29 - 1.49	0.99 - 1.29 1.79 - 2.99	251 619	1.21 2.47		1.99 - 2.69	24	2.34			
Whole Wings Leg Quarters	2.09	1.99	407	1.94		1.79 - 2.99	619	2.47		1.99 - 2.09	24	2.34			
tray pa	ack 0.79	0.59 - 0.99	512	0.80		0.99	2	0.99	0.99	0.69 - 0.99	284	0.96			
bag		0.49 - 0.59	298	0.54	0.59	0.39	70	0.52		0.49 - 0.69	153	0.54			
Legs															
Thighs															
regular pa						0.79 - 0.99	114	0.92		0.99	19	0.99			
value pa	ack 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			
Drumsticks regular pa	a a k		•			0.99	40	0.99		0.79 - 0.89	162	0.89			
value pa		0.69 - 1.49	4,028	1.01	1.19	0.99	292	0.99	0.99	0.69 - 1.29	247	1.24			
Bnls/Sknls Thighs	0.77 - 1.00	0.03 - 1.43	4,020	1.01	1.15	0.03 - 1.00	2.52	0.35	0.55	0.03 - 1.23	247	1.24			
regular pa	ack	1.69	62	1.69						1.79	43	1.79			
value pa	ack	1.99	209	1.99											
9-pc Combos												-			
drum-thigh-bre	ast														
drum-thigh-w	ing														
B/S Bre	ast				1.99		459	1.99	2.66	1.20 - 1.89	72	2.32			
ନ୍ଦି Tendo ମା Wir						2.37	11	2.37							
	-	1.99 - 2.60	619	2.57	2.00 - 2.19	1.99 - 2.72	1,349	2.56	2.19	2.49 - 2.79	924	2.60			
Party Wir	•	2.22	217	2.37	2.49 - 3.19	(404) 562-5850	407	2.70	2.49 - 3.19		110	2.59			

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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	SC	OUTH CENTRAL	. U.S			SOUTHWEST U	.S.	NORTHWEST U.S.							
	(AR,0	CO,KS,LA,MO,NM	,OK,TX)			(AZ,CA,NV.UT))		(ID,MT,OR,WA,WY)						
Feature Rate 1/	93.5%	of 4,900 sample	d outlets		83.2%	of 3,800 sample	d outlets		92.9% of 1,300 sampled outlets						
Special Rate 4/	17.5% of s	stores w/ no-price	promotio	ns	11.4% of s	tores w/ no-price	e promotio	15.0% of stores w/ no-price promotions							
Activity Index 2/		Activity Index = 5,	306		A	Activity Index = 3,	223	Activity Index = 3,118							
	Price Range		Stores \	Vtd Avg	Price Range		Stores V	Vtd Avg	Price Range	Stores Wtd Avg					
WHOLE BIRD:			4	L/			4	./			4	1/			
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 \	Vtd Avg	Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores \	Ntd Avg			
Bnls/Sknls Breast															
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											
Breast Tenders															
regular pack		2.49	24	2.49		1.99	7	1.99		1.99	14	1.99			
value pack															
Split, bn-in Breast															
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							
Whole Wings		1.68 - 3.99	161	2.15		1.59 - 3.49	276	2.69							
Leg Quarters															
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							
Legs						1.49	37	1.49							
Thighs regular pack		1.29	510	1.29						1.38	11	1.38			
value pack	0.99 - 1.19	1.23	101	1.29	1.00	0.79	139	0.84	1.69	0.88	697	0.90			
Drumsticks	0.00 1110			1.00	1.00	0.10	100	0.01	1.00	0.00	001	0.00			
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			
Bnls/Sknls Thighs															
regular pack					3.99		89	3.99							
value pack		1.79	20	1.79						1.95	11	1.95			
9-pc Combos															
drum-thigh-breast															
drum-thigh-wing															
B/S Breast	1.99 - 2.40	1.99 - 2.31	665	2.05		5.99	89	5.99		1.39	10	1.39			
D Tenders		2.37 - 2.80	144	2.63						1.39	10	1.39			
migo		2.60 - 2.72	1,225	2.60		2.60	468	2.60		2.60	157	2.60			
Party Wings	2.54		55	2.54											

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			ALASKA				HAWAII	_		
			(AK)				(HI)			
Feature Rate ¹	1/	100.0	% of 100 sampled	outlets		62.9	% of 100 sampled	outlets		
Special Rate 4	4/		stores w/ no-price		ns		tores w/ no-price		ns	
Activity Index	2/		Activity Index =				Activity Index = 1			
WHOLE BIRD:		Price Range		Stores \	Vtd Avg ⊮∕	Price Range		Stores	Wtd Avg 4/	
bagged										
cut-up										
bagged ro										
Cornish (f	frs/frz)		1				1			
PARTS:	-	Processor Brand	Store Brand	Stores \	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	
Bnls/Sknls Breast			0.00		0.00					
regula	ir раск e pack		2.98 2.99	4	2.98 2.99					
	sliced		2.55	2	2.99					
	rinated									
Breast Tenders										
regula	r pack									
value	e pack		3.79	2	3.79					
Split, bn-in Breast										
regula										
	e pack									
Whole Wings										
Leg Quarters	y pack									
	agged									
Legs						2.49		60	2.49	
Thighs										
regula			1.39	7	1.39	0.40			0.40	
Value Drumsticks	e pack					2.49		60	2.49	
regula	r pack									
	e pack					2.49		60	2.49	
Bnls/Sknls Thighs										
regula										
9-pc Combos	e pack									
drum-thigh-l	broast									
drum-thigh										
	Breast									
_	enders									
	Wings		2.60	10	2.60		2.60	10	2.60	
Party V	Wings									
Source: LISDA Live	stook	Boultry & Crain	Market News				(404) 562-5850			4 of 7

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PREP	ARED FO	ODS N/	ATIONAL S	SUMMA	RY															
	THIS V	VEEK	LAST V	VEEK	LAST	/EAR														
Feature Rate 1/	43.1% of	29,200	44.8% of	29,200	24.9%	6 of		NORTHE	AST U.S	6.	SO	UTHE	AST U.S	5.	MIDWE	EST U.S.		SOUTH	CENTRAL	U.S.
	outle	ets	outle	ets	29,100 0	outlets	Feature Rate 1/				51.1% of 7,400 sampled outlets				35.9% of 6,100	sampled	39.7% of 4,9	00 sample	d outlets	
Activity Index 2/	16,3	896	19,5	60	14,2	15	Activity Index 2/				Activity Index = 4,333			Activity Inc	dex = 2,7	65	Activity Index = 2,184			
	Stores V	Vtd Avg	Stores W	/td Avg	Stores V	/td Avg		price range	stores	wtd avg	price ra	nge	stores	wtd avg	price range	stores	wtd avg	price rang	e stores	wtd av
ROTISSERIE:							ROTISSERIE:													
Whole Bird							Whole Bird													
< 2 lbs.	1,291	5.68	3,381	6.15	929	6.25	< 2 lbs.	5.99 - 6.99	236	6.25	4.88 -	5.98	619	5.09	4.99 - 6.99	293	5.88	4.99 - 5.9	9 106	5.02
2.1-3.0 lbs.	328	7.90	1,557	9.45	1,159	6.86	2.1-3.0 lbs.	7.99	237	7.99		7.99	81	7.99				5.0	0 10	5.00
Whole Breast	204	3.83	1,272	4.66	180	3.77	Whole Breast	4.99	65	4.99	:	3.29	139	3.29						
eg Quarter					329	2.14	Leg Quarter													
RIED & BAKED:							FRIED & BAKED:													
Fried 8-Piece Mix	7,300	6.53	8,761	5.98	4,135	6.50	Fried 8-Piece Mix	5.00 - 7.99	1,233	6.59	6.23 -	8.99	1,661	6.47	4.99 - 8.99	1,076	6.28	5.49 - 8.0	0 1,368	6.35
Baked 8-Piece Mix	1,846	7.14	2,010	5.44	2,512	6.48	Baked 8-Piece Mix				6.99 -	7.99	246	7.56				6.99 - 8.0	0 106	7.11
F/B 8-Piece Dark	470	6.12	89	7.41	353	5.04	F/B 8-Piece Dark	6.32	135	6.32	4	5.99	23	5.99	5.99	258	5.99	6.3	2 54	6.32
F/B 12-Piece	84	10.47	286	8.62	166	11.90	F/B 12-Piece								10.00 - 10.99	84	10.47			
Bulk Pack (\$/piece)	1,367	0.58	1,255	0.57	646	0.71	Bulk Pack (\$/piece)					0.54	1,133	0.54	0.50	36	0.50	0.69 - 0.7	0 138	0.70
Wings: bone-in	1,803	5.70	455	6.51	1,572	6.65	Wings: bone-in	4.00 - 6.99	303	4.75	4	5.99	211	5.99	3.99 - 7.99	397	5.66	4.99 - 5.9	9 190	5.93
boneless	914	6.09	306	6.50	1,237	5.67	boneless	6.99	288	6.99		5.99	211	5.99	4.99 - 5.99	248	5.26	4.99 - 5.9	9 167	5.92
Tenders	727	6.67	188	5.84	997	6.25	Tenders	6.99	278	6.99	4	5.99	9	5.99	2.99 - 6.99	373	6.55	5.9	9 45	5.99
Strips							Strips													
Popcorn	62	3.99					Popcorn	3.99	62	3.99										
			Whole Bird				4/	SOUTHV					VEST U.S			SKA			IAWAII	
Prepared C							Feature Rate ^{1/}	<i>'</i>		s 64.5% of 1,300 sampled outlets										
Featurin	ng by			eaturi	ng Prepared		Activity Index 2/		Activity Index = 1,915			Activity Index price range s			Activity I			Activity Index = 110		
Catego	ory		Fresh	versus i	riepaieu		ROTISSERIE:	price range	stores	wtd avg	price ra	nge	stores	wtd avg	price range	stores	wtd avg	price rang	e stores	wtd av
							Whole Bird													
							< 2 lbs.								11.99	37	11.99			
56.2%							2.1-3.0 lbs.								11.00	0.	11.00			
			9.4%				Whole Breast													
			4.2%			.4%	Leg Quarter													
		201			64	.4%	FRIED & BAKED:													
	11.	3%	14.1%				Fried 8-Piece Mix	4.99 - 7.99	1,103	6.76	6.23 -		839	6.85	6.23	10	6.23	6.2	3 10	6.23
							Baked 8-Piece Mix	4.99 - 7.99	812	7.15		6.99	682	6.99						
11 1%			7.9	%			F/B 8-Piece Dark													
11.1%	16.6%						F/B 12-Piece													
11.1%	16.6%								I.		1							1.0	9 60	1.09
11.1%	16.6%						Bulk Pack (\$/piece)													
11.1%	16.6%					5	Wings: bone-in				:	5.99	682	5.99				5.9		5.99
4.8%			Fresh Wh		Specialty	Fresh	Wings: bone-in boneless					5.99	682	5.99				5.9	9 20	
4.8%	Bak	ed	🖬 Fresh Cut	up	Roaster		Wings: bone-in boneless Tenders					5.99	682	5.99	8.99	2	8.99		9 20	
4.8%	∎ Bak			up	• •		Wings: bone-in boneless					5.99	682	5.99	8.99	2	8.99	5.9	9 20	5.99 5.99

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Email: Atlanta.lpgmn@ams.usda.gov

Fri. Mar 15, 2019



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	N/	TIONAL SU	JMMAR	RY	Feature Rate Comparison																
	SF	ECIALTY C	HICKE	N						% of Stores v		ategory									
	THIS WEEK	LAST W	EEK	LAST YEAR			■ Re	gular		Prepared		<mark>_</mark> 5	pecialty			0	Irganic		- I		
Feature Rate 1/	39.1% of 29,200	42.4% of 2	29,200	21.4% of																	
	outlets	outlets	S	29,100 outlets		8.2%															
Activity Index ^{2/}	16,802	19,34		9,302																	
	Stores Wtd Avg	Stores Wto	÷	Stores Wtd Avg																	
Whole Fryer	2,424 1.30	1,565	1.53	776 1.79	9					39.1%											
Bnls/Sknls Breast	8,338 4.69	10,158	4.61	4,033 5.03	3																
Breast Tenders	1,343 4.53	1,525	3.17	676 5.67	7																
Split, bn-in Breast	752 2.20	511	1.41	181 2.53	3					43.1%											
Whole Wings	648 2.36	605	3.17	310 3.12	2					45.1%											
Leg Quarters	67 0.68	288	1.63	164 1.3	7										_				-		
Legs	288 1.32	65	0.99	45 1.78	3																
Thighs	1,034 1.47	973	1.66	1,124 1.7	1												87.7%				
Drumsticks	1,124 1.26	,	1.52	806 1.58	3			_							_						
B/S Thighs	784 2.75		3.55	,						1	1	-									
SPECIALTY		EAST U.S.			AST U.S. MIDWEST U.S.					SOUTH CEI				THWEST			NORTHWEST U.S.				
Feature Rate ^{1/}	26.3% of 5,500	6.3% of 5,500 sampled outlets			sampled	outlets	34.9% of 6,10) sampled	outlets	46.6% of 4,900	sampled outl	ets 34	.8% of 3	,800 samp	led o	utlets	69.8% of 1,300 s	ampled	outlets		
Activity Index ^{2/}		/ Index = 2,976		Activity Index = 4,04			Activity Index = 4,034			Activity Index = 3,128			Activity Index = 1,656 g price range stores wtd avg				Activity Index = 891				
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores wto		orice rar	•		/td avg	price range		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		-).87 - 2		99	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			8.99 - 5	.99 9	14	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	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 2.49	12 11	3.99 2.49		
Whole Wings Leg Quarters	1.77 - 2.99	113	1.94	2.99 0.68	226 67	2.99 0.68	1.99 - 2.99	298	2.03								2.49		2.49		
Legs	0.99 - 1.99	139	1.54	0.08	07	0.00	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		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			.29 - 1		94	1.33					
B/S Thighs	2.99 - 3.69	114	3.40		44	2.99	1.99 - 2.99	409	2.21	1.97 - 4.99		3.18		.99	25	4.99					
SPECIALTY	ALA	SKA			WAII																
Feature Rate 17	0.0% of 100 s	ampled outle	ets	0.0% of 100 s	ampled o	utlets															
Activity Index 2/	Activity I	ndex = 58		Activity I	ndex = 10																
	price range	stores	wtd avg	price range	stores	wtd avg															
Whole Fryer																					
Bnls/Sknls Breast Breast Tenders	4.29 - 5.49	58	4.61	4.84	10	4.84															
Split, bn-in Breast																					
Whole Wings																					
Leg Quarters																					
Legs																					
Thighs																					
Drumsticks																					
B/S Thighs				an all vegetable																	

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/.



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																						
			ORGAN				% of St	ores Fe	aturing Specialty,	Organic	Chicken v	s. Regula	r Product/	5									
	THIS W		LAST		LAST	/FAR												Specialty	у		Organic		
	8.2% of 2						120			_													
Feature Rate ^{1/}	outle		o. 1% of outl		outle		110																
Activity Index 2/	5,01		5,8		5,0)%										101.2	0/0				
-	Stores W	td Avg	Stores V	Vtd Avg	Stores V	/td Avg)%										<i>'</i> 0,					
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)% -					00/0										
Breast Tenders	1,077	6.93	1,323	7.74	41	4.79	50)%					17.20%							0/0	60.2º%	<u> </u>	
Split, bn-in Breast			50	4.29	4	3.99	40)% -	ala		9/0					0/0		_		3. ^{20/0}	Ŭ	olo	
Whole Wings			64	3.99			30)% -	48. ⁰⁰		6. ^{80/0}	0/0	-	18.60/0		A6.0010	0. 1010	_				19:5%	
Leg Quarters							20)% -	1º/0			2.20%		~*			`						
Legs)%	٨ <u>٨</u> .								-						
Thighs	218	3.95	299	5.90	328	4.54	C)%	Feb 08-14		Feb 15-2	1	Eeb	22-28		Mar 01-0	17	N	/lar 08-14	1	Mar	15-21	
Drumsticks	141	3.67	373	2.42	642	2.94			160.09-14		160 13-2	-	100	22-20			,,	, in	nai 00-1-	•	Ividi	13-21	
B/S Thighs	1,028	5.65	1,041	5.92	1,525	4.83	/5: % = tota	l store c	ount for Specialty i	tems/by to	otal store c	ount for th	e same se	t of regular	items.								
	NORTHEAST U.S.				S	OUTHE	AST U.S.		MIDWI	EST U.S.		SO	UTH CEN	ITRAL U.	S.	SC	DUTHWE	ST U.S		N	ORTHWE	EST U.S	
ORGANIC	10.3% of	5,500	sampled	outlets	6.1% o	f 7,400 s	ampled or	utlets	5.1% of 6,100	sampled	doutlets	0.6% of 4,900 sampled outlets				4.3% of	3,800 sa	mpled o	outlets	63.2% o	f 1,300 s	ampled	outlets
	Activity Index = 1,123				Activity Index = 865			Activity Ir	ndex = 30	62	Activity Index = 31				Activity Index = 423				Act	tivity Inde	ex = 2,18	6	
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		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	2.99 -	4 40	141	2.67					2.00	50	2 00		E 40	24	E 40								
Thighs Drumsticks	2.99 -		141	3.67 3.67					3.99	53	3.99		5.49	24	5.49								
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
b/o migno		ALA		0.10		HAV		1.00	1.00		1.00						0.10	120	0.10		0.00	002	0.00
ORGANIC	26.0% o		ampled o	outlets	19.0%	of 100 s	ampled ou	utlets															
	Ac	tivity In	dex = 26		A	ctivity In	dex = 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																							
Drumsticks																							
B/S Thighs																							

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

(404) 562-5850

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