

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 <sup>1/</sup>   | 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 <sup>2/</sup> | 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 <sup>/3</sup> \ | 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<br>691           | 1.01<br>0.48 | 472<br>1,784 | 1.03<br>0.63 | 1,346        | 0.63         |   |  |  |  |  |  |  |  |  |  |  |  |
| bagged<br>Legs               | 97                     | 0.48<br>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<br>1,238 | 2.46         | Drums 5.8%  |  |  |  |  |  |  |  |  |  |  |  |
| value pack<br>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<br>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<br>Wings           |                        | 2.53         | 217          | 2.29         | 4,479        | 3.24<br>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



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)

|                             |                  | 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<br>2.69 | 0.99<br>1.99       | 273<br>407 | 1.00<br>1.94 | 1.29 - 1.49     | 0.99 - 1.29<br>1.79 - 2.99 | 251<br>619 | 1.21<br>2.47                          |                                    | 1.99 - 2.69 | 24       | 2.34    |  |  |  |
| Whole Wings<br>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<br>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<br>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;

(404) 562-5850

2 of 7

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



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)

|                        | 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<br>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    |                 |                     |            |  |                                |                |          |         |  |  |  |

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

(404) 562-5850

3 of 7

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



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)

|                           |                   |                 | ALASKA             |          |               |                 | HAWAII             | _       |               |        |
|---------------------------|-------------------|-----------------|--------------------|----------|---------------|-----------------|--------------------|---------|---------------|--------|
|                           |                   |                 | (AK)               |          |               |                 | (HI)               |         |               |        |
| Feature Rate <sup>1</sup> | 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<br>⊮∕ | Price Range     |                    | Stores  | Wtd Avg<br>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<br>e pack |                 | 2.98<br>2.99       | 4        | 2.98<br>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<br>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 |

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

(404) 562-5850

4 of 7

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



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 unit or per pound unless otherwise noted)

| 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 <sup>1/</sup>            | <i>'</i>    |                        | s 64.5% of 1,300 sampled outlets |                                |                                 |          |              |                |          |                        |                      |           |              |
| Featurin             | ng by    |         |             | eaturi   | ng<br>Prepared |         | Activity Index 2/                     |             | Activity Index = 1,915 |                                  |                                | Activity Index<br>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<br>boneless            |             |                        |                                  |                                | 5.99                            | 682      | 5.99         |                |          |                        | 5.9                  | 9 20      |              |
| 4.8%                 | Bak      | ed      | 🖬 Fresh Cut | up       | Roaster        |         | Wings: bone-in<br>boneless<br>Tenders |             |                        |                                  |                                | 5.99                            | 682      | 5.99         | 8.99           | 2        | 8.99                   |                      | 9 20      |              |
| 4.8%                 | ∎ Bak    |         |             | up       | • •            |         | Wings: bone-in<br>boneless            |             |                        |                                  |                                | 5.99                            | 682      | 5.99         | 8.99           | 2        | 8.99                   | 5.9                  | 9 20      | 5.99<br>5.99 |

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

Email: Atlanta.lpgmn@ams.usda.gov

Fri. Mar 15, 2019



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)

|                                     | 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 <sup>2/</sup>        | 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 <sup>1/</sup>          | 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 <sup>2/</sup>        |                 | / Index = 2,976               |         | Activity Index = 4,04 |                         |              | Activity Index = 4,034 |           |         | Activity Index = 3,128 |              |                  | Activity Index = 1,656<br>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<br>2.49         | 12<br>11 | 3.99<br>2.49 |  |  |
| Whole Wings<br>Leg Quarters         | 1.77 - 2.99     | 113                           | 1.94    | 2.99<br>0.68          | 226<br>67               | 2.99<br>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<br>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 <sup>1/</sup> | outle                  |           | o. 1% of<br>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. <sup>20/0</sup> | Ŭ         | olo      |         |
| Whole Wings                |                        |           | 64               | 3.99         |                      |            | 30           | )% -        | 48. <sup>00</sup>    |            | 6. <sup>80/0</sup>  | 0/0                           | -          | 18.60/0      |                      | A6.0010  | 0.<br>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<br>Drumsticks       | 2.99 -                 |           | 141              | 3.67<br>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                 |                        |           |                  |              |                      |            |              |             |                      |            |                     |                               |            |              |                      |          |            |             |            |                    |           |          |         |
|                            |                        |           |                  |              |                      |            |              |             |                      |            |                     |                               |            |              |                      |          |            |             |            |                    |           |          |         |

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/.

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

(404) 562-5850

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