



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

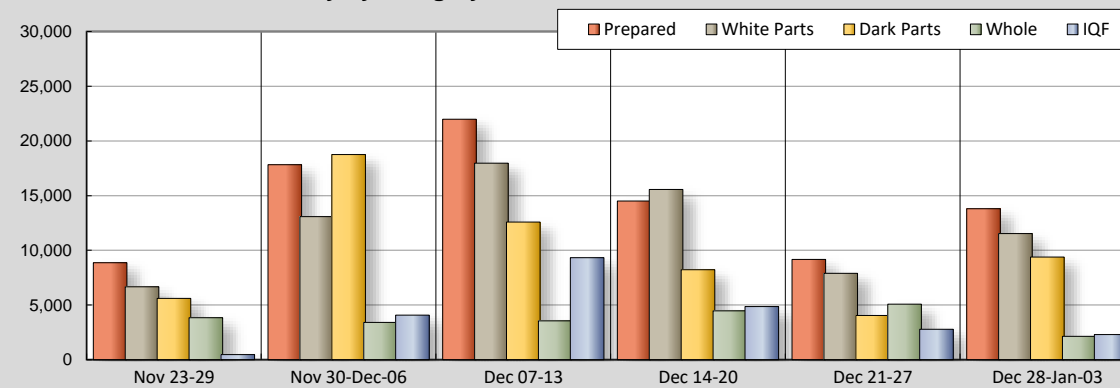
## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate</b> <sup>1/</sup>	49.1% of 29,100 outlets		47.0% of 29,100 outlets		77.2% of 29,100 outlets	
<b>Special Rate</b> <sup>4/</sup>	11.1%		3.8%		5.8%	
<b>Activity Index</b> <sup>2/</sup>	39,162		28,982		58,620	
<b>WHOLE BIRD:</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>	<b>Stores</b> <sup>3/</sup>	<b>Wtd Avg</b>
bagged fryer	1,400	0.95	1,369	1.14	2,283	1.23
cut-up fryer	35	1.29	104	1.37	113	1.72
bagged roaster	666	1.26	2,353	1.27	856	1.33
Cornish (frs/frz)	40	2.57	1,255	2.58	1,040	2.73
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	882	2.78	1,061	1.98	2,147	2.51
value pack	4,418	2.07	4,295	2.04	6,768	2.13
thin sliced	328	2.51	289	2.97	511	3.56
marinated	75	2.63	11	3.99	2,845	3.91
<b>Breast Tenders</b>						
regular pack	452	2.70	337	2.98	566	3.23
value pack	234	2.82	153	2.07	711	2.48
<b>Split, bn-in Breast</b>						
regular pack	720	1.05	42	1.99	202	1.68
value pack	1,990	1.74	1,051	1.13	1,624	1.66
<b>Whole Wings</b>	2,432	2.62	660	2.67	1,788	2.53
<b>Leg Quarters</b>						
tray pack	482	1.10	238	1.29	670	1.02
bagged	1,788	0.55	973	0.45	872	0.57
<b>Legs</b>			31	1.29	318	1.13
<b>Thighs</b>						
regular pack	270	1.38	390	1.30	1,305	1.34
value pack	2,828	1.06	518	0.97	1,518	1.12
<b>Drumsticks</b>						
regular pack	439	1.21	537	1.21	1,236	1.28
value pack	2,926	1.03	768	0.95	1,664	1.09
<b>Bnls/Sknls Thighs</b>						
regular pack	476	2.96	157	2.49	519	2.67
value pack	177	1.98	435	2.41	4,649	1.98
<b>9-pc Combos</b>						
drum-thigh-breast						
drum-thigh-wing						
<b>IQF</b>						
<b>B/S Breast</b>	531	2.28	334	2.49	1,027	2.66
<b>Tenders</b>	305	2.33			637	2.61
<b>Wings</b>	1,006	2.24	153	2.36	588	2.43
<b>Party Wings</b>	460	2.66	2,299	2.69	500	3.06

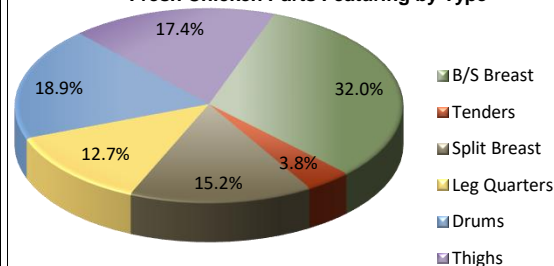
## This Week's Chicken Feature Highlights

Looking at the feature rate, it's only up slightly from last week and down considerably from last year when compared to the ad period after Christmas. Incentives to purchase and activity index climb slightly. All the whole bird types are lower in offers this week with the exception of bagged fryers which also lowers its price. White parts see improvements as bulk pack b/s breast fills the most ad space. Dark meat parts take advantage of its return, the majority of cuts are higher with bagged leg quarters and value pack drums and thighs leading the pack. IQF parts are quiet with the exception of whole wings making some noise in the freezer section. Prepared foods biggest increases in volume are small rotisserie, fried/baked chicken and finger foods, just right for New Year's entertaining. Specialty items make a seasonal drop in offers while organics only rise slightly.

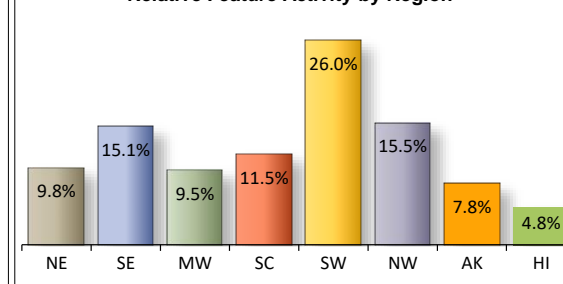
## Chicken Promotional Activity by Category



## Fresh Chicken Parts Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

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

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

(404) 562-5850

Email: [Atlanta.lpgmn@ams.usda.gov](mailto:Atlanta.lpgmn@ams.usda.gov)

1 of 7



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate <sup>1/</sup>	35.1% of 5,500 sampled outlets				54.8% of 7,400 sampled outlets				31.5% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>	2.7% of stores w/ no-price promotions				23.0% of stores w/ no-price promotions				9.3% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>	Activity Index = 3,146				Activity Index = 8,874				Activity Index = 2,575			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
		4/				4/				4/		
bagged fryer	0.99 - 1.28	21	1.06		0.88 - 0.99	270	0.92		0.88 - 0.99	372	0.91	
cut-up fryer												
bagged roaster	0.99 - 1.29	583	1.25		1.29 - 1.59	83	1.37					
Cornish (frs/frz)	1.99 - 2.99	38	2.54		2.99	2	2.99					
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>												
regular pack		1.79 - 1.99	43	1.84	1.99	1.79 - 3.99	53	2.81	1.99	3.99	43	2.41
value pack		1.49 - 5.99	662	2.29		0.98 - 2.99	1,228	2.01		0.98 - 2.99	291	2.40
thin sliced		2.99	21	2.99		2.99	24	2.99				
marinated										2.99 - 3.99	37	3.29
<b>Breast Tenders</b>												
regular pack	2.99	3.99	27	3.40	2.28		195	2.28		2.99	47	2.99
value pack	2.99		108	2.99	2.99	2.99	71	2.99		1.99	1	1.99
<b>Split, bn-in Breast</b>												
regular pack					0.89 - 1.99	0.78	559	0.95		1.99	2	1.99
value pack		0.99 - 1.67	36	1.37	0.99 - 2.99	0.79 - 1.18	896	2.17	1.88	0.79	16	1.06
<b>Whole Wings</b>					1.88 - 2.49	1.60 - 3.00	697	2.48	1.88 - 2.49	1.49 - 2.99	742	2.38
<b>Leg Quarters</b>												
tray pack						1.39	10	1.39	1.79		57	1.79
bagged		0.59	131	0.59	0.39 - 0.59		1,250	0.56		0.39 - 0.59	17	0.50
<b>Legs</b>												
<b>Thighs</b>												
regular pack					1.08		14	1.08	1.08		1	1.08
value pack	1.29	0.88 - 0.99	594	1.04	0.99 - 1.29	0.69 - 1.49	1,033	1.10		0.69 - 0.99	397	0.92
<b>Drumsticks</b>												
regular pack					1.08		14	1.08	1.08	0.88	135	0.88
value pack	1.29	0.58 - 0.99	615	1.03	0.99 - 1.29	0.58 - 1.49	1,035	1.10	1.67	0.48 - 0.99	345	1.05
<b>Bnls/Sknls Thighs</b>												
regular pack		1.99	11	1.99	2.99	2.99	279	2.99		2.49 - 2.99	19	2.73
value pack												
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
<b>B/S Breast</b>					0.98 - 2.18		247	2.11				
<b>Tenders</b>					2.18		233	2.18				
<b>Wings</b>		1.99 - 2.67	256	2.33	1.99 - 2.67		681	2.23		1.99	23	1.99
<b>Party Wings</b>										2.39	30	2.39

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

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

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

2 of 7



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		55.0% of 4,900 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 3,694				71.1% of 3,800 sampled outlets 8.7% of stores w/ no-price promotions Activity Index = 5,315				66.6% of 1,300 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 1,435			
WHOLE BIRD:		Price Range	Stores	Wtd Avg 4/		Price Range	Stores	Wtd Avg 4/		Price Range	Stores	Wtd Avg 4/	
bagged fryer		0.59 - 0.99	276	0.79		0.99	391	0.99		0.99	15	0.99	
cut-up fryer		1.29	35	1.29									
bagged roaster													
Cornish (frs/frz)													
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack			1.99 - 2.99	317	2.37		2.99 - 3.49	241	3.14		1.69 - 3.49	130	2.36
value pack			1.17 - 1.77	544	1.62	1.99 - 2.49	0.99 - 1.99	1,112	1.74	3.49	1.95 - 2.99	560	2.83
thin sliced			1.99	138	1.99		1.79 - 2.29	118	2.03				
marinated			1.99	38	1.99								
<b>Breast Tenders</b>													
regular pack			1.99 - 2.99	156	2.36								
value pack			1.99	22	1.99	2.49		21	2.49		2.48	11	2.48
<b>Split, bn-in Breast</b>													
regular pack		0.89	1.78 - 1.99	98	1.33						1.49	61	1.49
value pack		0.99 - 2.99	0.69 - 1.99	607	1.67	0.97 - 1.49	0.79 - 1.29	433	0.99				
<b>Whole Wings</b>		1.88 - 2.99	0.99 - 2.99	334	2.49		1.99 - 3.99	585	3.17		2.48 - 2.49	72	2.49
<b>Leg Quarters</b>													
tray pack						0.99 - 1.00		415	0.99				
bagged			0.39 - 0.49	353	0.42		0.39	10	0.39				
<b>Legs</b>													
<b>Thighs</b>													
regular pack			1.29	118	1.29		1.49	137	1.49				
value pack		0.77	0.99	58	0.86	0.99 - 1.00	0.69 - 0.99	550	0.97	1.49	0.88 - 1.99	167	1.47
<b>Drumsticks</b>													
regular pack			1.19 - 1.29	153	1.27		1.49	137	1.49				
value pack		0.77	0.37 - 0.99	97	0.70	0.99 - 1.00	0.59 - 0.99	701	0.94	1.49	0.88 - 0.99	106	1.13
<b>Bnls/Sknls Thighs</b>													
regular pack							2.99	167	2.99				
value pack			1.49	26	1.49		1.99	130	1.99				
<b>9-pc Combos</b>													
drum-thigh-breast													
drum-thigh-wing													
ID	<b>B/S Breast</b>	2.40	1.20 - 2.00	117	2.11		2.66	167	2.66				
	<b>Tenders</b>		2.80	72	2.80								
	<b>Wings</b>		1.99 - 2.00	46	1.99								
	<b>Party Wings</b>	2.39	1.49	89	2.22						2.66 - 3.66	313	2.74

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

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

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

3 of 7



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

		ALASKA (AK)				HAWAII (HI)						
Feature Rate <sup>1/</sup>		54.8% of 100 sampled outlets				54.0% of 100 sampled outlets						
Special Rate <sup>4/</sup>		30.1% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions						
Activity Index <sup>2/</sup>		Activity Index = 132				Activity Index = 189						
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/			
bagged fryer		1.99		28	1.99	1.49		27	1.49			
cut-up fryer												
bagged roaster												
Cornish (frs/frz)												
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg			
Bnls/Sknls Breast		2.49	4.49	28	4.49	6.49		27	6.49			
regular pack				21	2.49	6.49		27	6.49			
value pack												
thin sliced												
marinated												
Breast Tenders												
regular pack						6.49		27	6.49			
value pack												
Split, bn-in Breast												
regular pack												
value pack			1.49	2	1.49							
Whole Wings			2.49	2	2.49							
Leg Quarters						1.49		27	1.49			
tray pack												
bagged												
Legs												
Thighs												
regular pack		1.99		2	1.99	1.49		27	1.49			
value pack												
Drumsticks												
regular pack						1.49		27	1.49			
value pack												
Bnls/Sknls Thighs												
regular pack		2.49		21	2.49							
value pack												
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF	B/S Breast											
	Tenders											
	Wings											
	Party Wings		3.50	28	3.50							

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

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

(404) 562-5850

Email: [Atlanta.lpgmn@ams.usda.gov](mailto:Atlanta.lpgmn@ams.usda.gov)

4 of 7



# USDA National Retail Report - Chicken

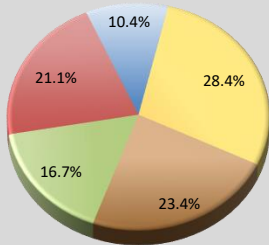
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

PREPARED FOODS NATIONAL SUMMARY																			
	THIS WEEK		LAST WEEK		LAST YEAR														
Feature Rate <sup>1/</sup>	27.1% of 29,100 outlets		23.4% of 29,100 outlets		33.7% of 29,100 outlets		Feature Rate <sup>1/</sup>	15.5% of 5,500 sampled outlets			28.5% of 7,400 sampled outlets			17.5% of 6,100 sampled outlets			25.8% of 4,900 sampled outlets		
Activity Index <sup>2/</sup>	13,802		9,169		21,663		Activity Index <sup>2/</sup>	Activity Index = 1,476			Activity Index = 3,386			Activity Index = 1,663			Activity Index = 1,916		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:							ROTISSERIE:												
Whole Bird							Whole Bird												
< 2 lbs.	923	5.29	3,479	6.15	1,116	5.94	< 2 lbs.	4.88 - 5.99	185	5.01	4.88 - 6.99	6	6.29	4.88 - 6.48	225	5.31	5.00 - 6.99	161	6.06
2.1-3.0 lbs.	1,379	6.22	414	6.19	757	6.42	2.1-3.0 lbs.	5.99 - 6.99	54	6.68	5.99 - 6.99	1,093	6.00	5.00 - 6.99	64	6.15	6.99	125	6.99
Whole Breast							Whole Breast												
Leg Quarter							Leg Quarter												
FRIED & BAKED:							FRIED & BAKED:												
Fried 8-Piece Mix	2,005	5.96	1,266	6.65	3,401	6.25	Fried 8-Piece Mix	4.99	102	4.99	4.98 - 8.99	420	5.50	5.00 - 8.99	257	6.02	5.99 - 8.99	399	7.04
Baked 8-Piece Mix	1,429	5.57	1,074	6.93	1,110	6.77	Baked 8-Piece Mix	4.99	102	4.99	4.98 - 4.99	337	4.99	6.49 - 7.99	31	7.94	5.99 - 6.49	172	6.05
F/B 8-Piece Dark	368	4.76	91	6.02	319	5.33	F/B 8-Piece Dark				3.99 - 5.99	320	4.53						
F/B 12-Piece	169	9.99	123	10.45	486	9.78	F/B 12-Piece												
Bulk Pack (\$/piece)	375	0.90	513	0.85	562	1.35	Bulk Pack (\$/piece)	0.70	22	0.70									
Wings: bone-in	2,687	5.32	588	5.08	6,431	5.81	Wings: bone-in	5.00 - 7.99	590	5.78	2.98 - 6.99	375	5.28	2.98 - 5.99	209	4.99	2.98 - 6.99	355	5.49
boneless	1,238	5.11	259	5.01	5,869	5.81	boneless	5.00	396	5.00	2.98	66	2.98	2.98 - 5.99	70	4.70	2.98 - 5.99	106	4.94
Tenders	3,229	6.15	1,320	5.97	1,277	6.01	Tenders	7.99	25	7.99	4.99 - 6.99	769	6.38	4.99 - 6.99	807	6.23	4.99 - 6.99	598	6.16
Strips							Strips												
Popcorn							Popcorn												
<div>Prepared Chicken Featuring by Category</div> <div>Whole Bird Featuring Fresh versus Prepared</div> <div>Legend: Rotisserie Fried Baked Fresh Cutup Roaster Rotisserie 8-Pc Fried/Bkd * Other = tenders, strips, and popcorn</div>							SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII			
							51.1% of 3,800 sampled outlets			42.5% of 1,300 sampled outlets			52.7% of 100 sampled outlets			54.0% of 100 sampled outlets			
							Activity Index = 4,204			Activity Index = 972			Activity Index = 70			Activity Index = 115			
							price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	
							Whole Bird	3.99 - 6.49 319 5.06		5.99 15 5.99		10.99 28 10.99		5.00 27 5.00					
							< 2 lbs.	2.1-3.0 lbs.											
							Whole Breast	Leg Quarter											
							FRIED & BAKED:	Fried 8-Piece Mix		4.99 - 6.99 387 5.90		4.99 - 7.99 440 5.68							
							Baked 8-Piece Mix	4.99 - 6.99 387 5.90		4.99 - 6.99 379 5.37		7.99 21 7.99							
							F/B 8-Piece Dark	5.00 12 5.00		4.99 15 4.99		7.99 21 7.99							
F/B 12-Piece	9.99 169 9.99																		
Bulk Pack (\$/piece)	0.69 - 1.06 326 0.91						0.94 27 0.94												
Wings: bone-in	3.99 - 6.99 1,068 5.08		2.98 - 5.99 29 4.12				4.88 - 6.99 61 6.06												
boneless	3.99 - 6.99 600 5.50		4.99 - 6.99 94 6.60																
Tenders	4.99 - 6.99 936 5.79																		
Strips																			
Popcorn																			

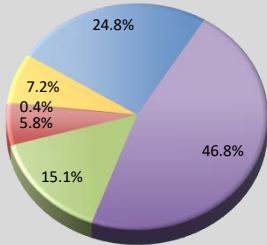
Prepared Chicken Featuring by Category



Rotisserie  
 Fried  
 Baked  
 Wings  
 Other\*

\* Other = tenders, strips, and popcorn

Whole Bird Featuring Fresh versus Prepared



Fresh Whole  
 Specialty Fresh  
 Fresh Cutup  
 Roaster  
 Rotisserie  
 8-Pc Fried/Bkd



# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

Fri. Dec 28, 2018

	NATIONAL SUMMARY						<div>Feature Rate Comparison</div> <div>% of Stores w/ Ads by Category</div> <div><div>Regular</div><div>Prepared</div><div>Specialty</div><div>Organic</div></div> <div><div>6.1%</div><div>11.5%</div><div>27.1%</div><div>49.1%</div></div>																			
	SPECIALTY CHICKEN																									
	THIS WEEK		LAST WEEK		LAST YEAR																					
Feature Rate <sup>1/</sup>	11.5% of 29,100 outlets		15.7% of 29,100 outlets		24.9% of 29,100 outlets																					
Activity Index <sup>2/</sup>	4,956		8,422		10,484																					
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																				
Whole Fryer	537	1.78	1,378	1.55	1,249	1.89																				
Bnls/Sknls Breast	2,298	4.25	2,965	3.75	5,564	4.84																				
Breast Tenders	40	2.55	392	3.78	623	4.51																				
Split, bn-in Breast	184	2.14	306	2.52	205	2.52																				
Whole Wings	498	2.66	449	3.10	164	3.94																				
Leg Quarters	88	0.68	270	2.83	348	1.74																				
Legs	196	0.82			21	1.49																				
Thighs	418	1.53	955	1.49	929	1.97																				
Drumsticks	659	1.70	1,104	1.43	1,283	1.86																				
B/S Thighs	38	3.99	603	4.44	98	3.90																				
SPECIALTY	NORTHEAST U.S.						SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.							
Feature Rate <sup>1/</sup>	14.7% of 5,500 sampled outlets						3.6% of 7,400 sampled outlets			11.6% of 6,100 sampled outlets			13.6% of 4,900 sampled outlets			21.9% of 3,800 sampled outlets			12.4% of 1,300 sampled outlets							
Activity Index <sup>2/</sup>	Activity Index = 1,398						Activity Index = 399			Activity Index = 1,069			Activity Index = 846			Activity Index = 1,040			Activity Index = 204							
	price range		stores		wtd avg		price range		stores		wtd avg	price range		stores		wtd avg	price range		stores		wtd avg	price range		stores		wtd avg
Whole Fryer	1.19 - 1.79		48		1.33		1.29		22		1.29	1.19		10		1.19	1.29 - 1.99		69		1.63	1.74 - 1.99		315		1.93
Bnls/Sknls Breast	2.99 - 5.99		721		4.12		2.99 - 4.99		221		4.28	1.99 - 5.99		665		3.85	1.77 - 5.49		494		4.74	4.99		138		4.99
Breast Tenders	3.99		14		3.99												1.77		26		1.77					
Split, bn-in Breast	0.99 - 3.49		61		3.06		2.49		53		2.49	0.99		57		0.99	1.49		13		1.49					
Whole Wings	2.19 - 2.99		118		2.65		2.19 - 2.79		81		2.66	1.99 - 2.99		36		2.55	2.49 - 2.99		220		2.81	2.99		12		2.99
Leg Quarters	0.49		47		0.49		0.49		20		0.49															
Legs	0.79		137		0.79							0.89		59		0.89										
Thighs	0.99		117		0.99		0.99		1		0.99	0.99 - 1.67		121		1.46	1.18		12		1.18	1.99		167		1.99
Drumsticks	0.99		117		0.99		0.99		1		0.99	0.99 - 1.67		121		1.46	1.18		12		1.18	1.99		408		1.99
B/S Thighs	3.99		18		3.99																					
SPECIALTY	ALASKA						HAWAII																			
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets						0.0% of 100 sampled outlets																			
Activity Index <sup>2/</sup>	Activity Index = 0						Activity Index = 0																			
	price range		stores		wtd avg		price range		stores		wtd avg															
Whole Fryer																										
Bnls/Sknls Breast																										
Breast Tenders																										
Split, bn-in Breast																										
Whole Wings																										
Leg Quarters																										
Legs																										
Thighs																										
Drumsticks																										
B/S Thighs																										

Specialty products are produced from chickens raised on an all vegetable diet without antibiotics and are minimally processed. USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. For more information, visit <http://www.ams.usda.gov/nop/>.



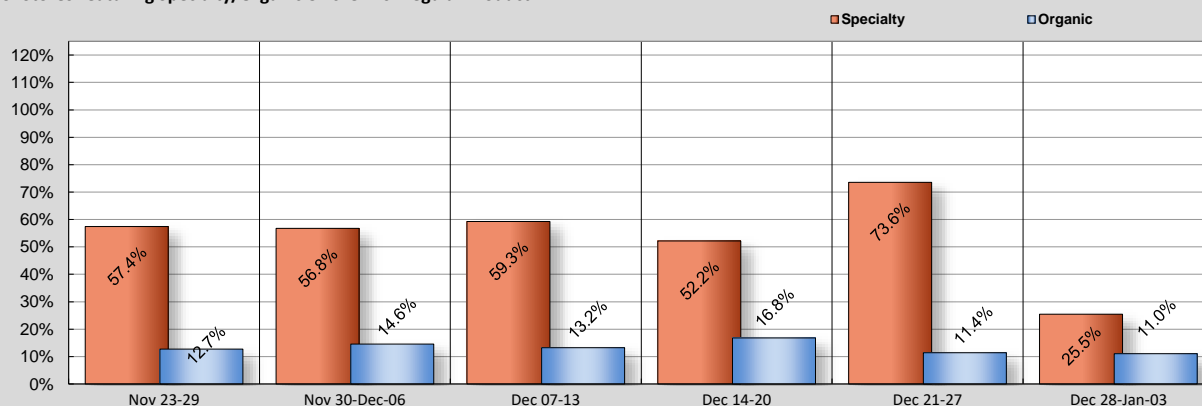
# USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/28 thru 01/03.

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

	NATIONAL SUMMARY					
	USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	6.1% of 29,100 outlets		3.8% of 29,100 outlets		12.5% of 29,100 outlets	
Activity Index <sup>2/</sup>	2,066		1,256		4,223	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	137	2.99	367	2.47	698	2.78
Bnls/Sknls Breast	1,324	6.82	307	6.85	1,984	7.48
Breast Tenders	16	7.99	221	8.76	1,220	7.77
Split, bn-in Breast	118	2.99				
Whole Wings			137	3.99	62	3.99
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	137	2.99	23	3.49		
Drumsticks	334	2.99	184	3.07	239	2.67
B/S Thighs			17	4.98	20	5.19

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



<sup>5/</sup>: % = total store count for Specialty items/by total store count for the same set of regular items.

ORGANIC	NORTHEAST U.S.				SOUTHEAST U.S.				MIDWEST U.S.				SOUTH CENTRAL U.S.				SOUTHWEST U.S.				NORTHWEST U.S.			
	5.9% of 5,500 sampled outlets				6.9% of 7,400 sampled outlets				1.8% of 6,100 sampled outlets				0.4% of 4,900 sampled outlets				12.7% of 3,800 sampled outlets				21.4% of 1,300 sampled outlets			
	Activity Index = 466				Activity Index = 583				Activity Index = 118				Activity Index = 21				Activity Index = 606				Activity Index = 251			
Whole Fryer	2.99	137	2.99																					
Bnls/Sknls Breast					5.98	- 5.99	581	5.99	5.99	- 7.99	118	6.10		7.99	21	7.99	7.49	- 7.99	332	7.88	6.98	- 7.99	251	7.50
Breast Tenders	7.99	16	7.99																					
Split, bn-in Breast	2.99	117	2.99		2.99		1	2.99																
Whole Wings																								
Legs																								
Thighs																	2.99	137	2.99					
Drumsticks	2.99	196	2.99		2.99		1	2.99									2.99	137	2.99					
B/S Thighs																								
ORGANIC	ALASKA				HAWAII																			
	52.7% of 100 sampled outlets				0.0% of 100 sampled outlets																			
	Activity Index = 21				Activity Index = 0																			
Whole Fryer																								
Bnls/Sknls Breast	7.99	21	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/>.