



USDA National Retail Report - Chicken

Fri. Dec 21, 2018

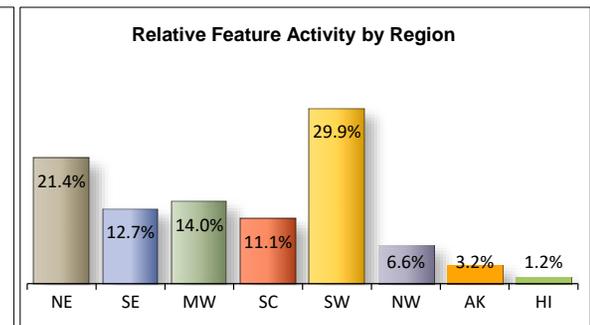
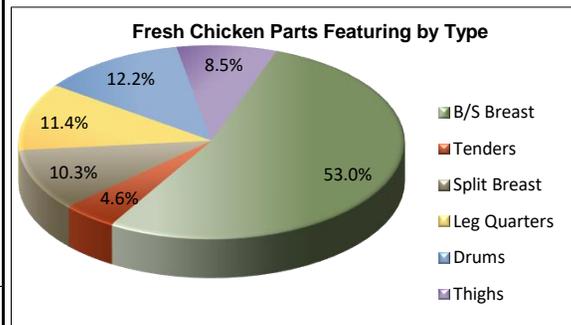
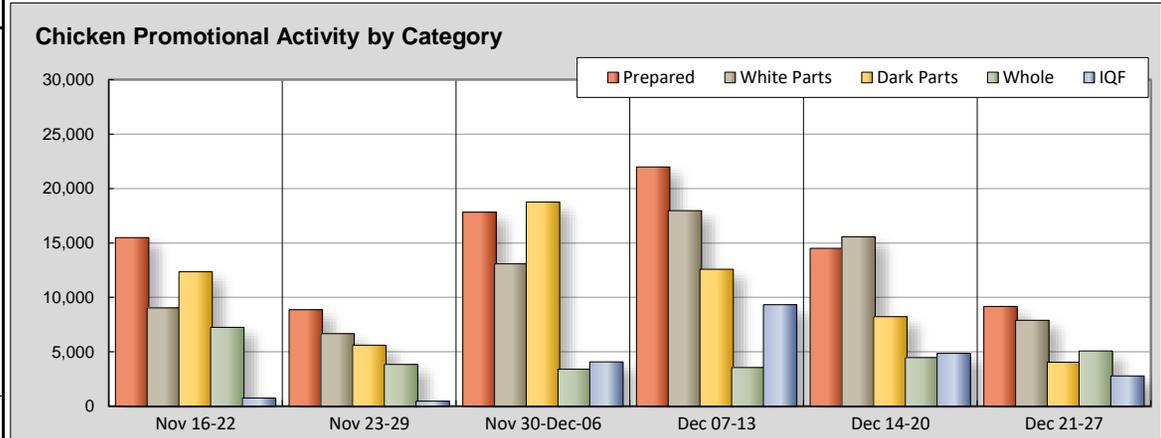
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	47.0% of 29,100 outlets		69.0% of 29,100 outlets		56.0% of 29,100 outlets	
Special Rate ^{4/}	3.8%		7.9%		4.0%	
Activity Index ^{2/}	28,982		47,628		43,342	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	1,369	1.14	2,374	1.03	2,238	1.26
cut-up fryer	104	1.37				
bagged roaster	2,353	1.27	1,104	1.37	1,856	1.27
Cornish (frs/frz)	1,255	2.58	992	2.56	1,494	2.73
PARTS:						
Bnls/Sknl's Breast						
regular pack	1,061	1.98	1,808	2.58	1,014	3.04
value pack	4,295	2.04	3,750	2.06	8,220	2.10
thin sliced	289	2.97	958	3.52	1,134	3.69
marinated	11	3.99	33	2.29	87	3.67
Breast Tenders						
regular pack	337	2.98	1,074	3.13	35	3.44
value pack	153	2.07	1,368	1.97	907	2.65
Split, bn-in Breast						
regular pack	42	1.99	92	1.57	1,271	1.93
value pack	1,051	1.13	1,895	1.03	1,057	1.50
Whole Wings	660	2.67	4,585	2.21	745	2.75
Leg Quarters						
tray pack	238	1.29	925	0.91	818	0.97
bagged	973	0.45	787	0.55	602	0.53
Legs	31	1.29	108	1.18	24	1.69
Thighs						
regular pack	390	1.30	676	1.09	511	1.43
value pack	518	0.97	1,993	1.04	1,332	1.10
Drumsticks						
regular pack	537	1.21	691	1.08	737	1.39
value pack	768	0.95	2,440	1.01	1,725	1.06
Bnls/Sknl's Thighs						
regular pack	157	2.49	200	2.76	803	2.58
value pack	435	2.41	408	2.10	2,110	2.00
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	334	2.49	4,382	2.03	687	2.50
Tenders			114	2.34	353	2.63
Wings	153	2.36	320	1.98	1,147	2.10
Party Wings	2,299	2.69	45	2.03	476	3.08

This Week's Chicken Feature Highlights

Chicken volumes continue its decline as the ad cycle overlap the Christmas holiday. Roasters and Cornish remain a stalwart for holiday consumption, roaster pricing is lower to assist clearances. Bulk packs of b/s breast are available and lower on price. Tenders and wings take a hard drop as well. Dark parts dwindle in offerings, thighs and drums almost disappear. IQF parts make a play for wing hungry consumers but push prices up. The deli cuts back on its normal pace and concentrates on seasonal items and dinners. (See our holiday Retail Report for more information). Specialty and organics slow and await the next ad cycle. Holiday leftovers and next months arrival of the dreaded credit card bill will push retailers to sharpen their pencils on the next few ad cycles. Consumer dollars, already stretch by the holidays, are about to get tighter in the weeks to come.



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

^{1/} **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total 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.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.)



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

Fri. Dec 21, 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 ^{1/}	42.0% of 5,500 sampled outlets				49.2% of 7,400 sampled outlets				40.4% of 6,100 sampled outlets			
Special Rate ^{4/}	3.5% of stores w/ no-price promotions				3.5% of stores w/ no-price promotions				4.2% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 3,784				Activity Index = 4,001				Activity Index = 2,782			
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/
bagged fryer	1.19 - 1.59		173	1.38	0.64 - 1.29		223	0.99	0.89 - 0.99		16	0.91
cut-up fryer	1.29		39	1.29	1.29		17	1.29				
bagged roaster	0.99 - 1.99		651	1.45	0.99 - 1.59		1,470	1.13	1.29 - 1.69		211	1.64
Cornish (frs/frz)	2.49 - 2.99		222	2.83	2.33 - 2.99		77	2.35	2.33 - 2.90		164	2.86
PARTS:	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast												
regular pack		1.69 - 2.97	352	2.02					2.49	0.99	36	1.74
value pack	1.79 - 2.49	1.28 - 1.99	540	1.89		0.98 - 2.99	994	1.84		1.49 - 2.49	1,122	1.97
thin sliced		2.99 - 3.28	109	3.11						3.99	11	3.99
marinated												
Breast Tenders												
regular pack		2.48	17	2.48		2.99	4	2.99		2.99	47	2.99
value pack		1.98	62	1.98								
Split, bn-in Breast												
regular pack		1.98	17	1.98						1.99	2	1.99
value pack		0.99	53	0.99	1.28 - 1.79	1.18 - 1.49	328	1.46		0.99	266	0.99
Whole Wings	2.47	1.99 - 2.99	297	2.67		1.99	2	1.99		1.79	47	1.79
Leg Quarters												
tray pack		0.87 - 0.99	64	0.95					1.79		57	1.79
bagged	0.49	0.39 - 0.49	420	0.44		0.29 - 0.59	131	0.43		0.39	22	0.39
Legs												
Thighs												
regular pack		0.87 - 1.29	217	1.16								
value pack						0.59 - 0.88	95	0.78		0.99 - 1.19	62	1.08
Drumsticks												
regular pack		0.87 - 1.29	217	1.16								
value pack		0.99	53	0.99		0.59 - 0.99	99	0.79		0.99 - 1.19	75	1.06
Bnls/Sknls Thighs												
regular pack		1.99	20	1.99								
value pack		1.99	108	1.99		0.99 - 1.99	63	1.96		0.99	13	0.99
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IDF	B/S Breast								1.91		18	1.91
	Tenders											
	Wings	2.33 - 2.66	153	2.36								
	Party Wings				1.90 - 2.79		498	2.73	2.22	2.22 - 2.79	613	2.65



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		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)				SOUTHWEST U.S. (AZ,CA,NV,UT)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}		42.7% of 4,900 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 2,501				64.5% of 3,800 sampled outlets 4.8% of stores w/ no-price promotions Activity Index = 5,954				49.0% of 1,300 sampled outlets 9.4% of stores w/ no-price promotions Activity Index = 508			
WHOLE BIRD:		Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/			
bagged fryer		0.85 - 1.07	157	0.97	0.79 - 1.49	675	1.07	1.48 - 1.49	66	1.48			
cut-up fryer					1.39	12	1.39	1.48	36	1.48			
bagged roaster					1.49	21	1.49						
Cornish (frs/frz)		2.33 - 3.11	80	2.63	2.32 - 2.49	663	2.43	1.98	15	1.98			
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknls Breast													
regular pack			1.47 - 1.69	365	1.50		1.99 - 2.99	287	2.57		1.99	21	1.99
value pack		1.79	0.87 - 1.99	524	1.59	3.49	0.99 - 2.99	830	2.57	3.49	1.69 - 1.99	285	2.61
thin sliced marinated						3.49	1.99	180	2.88				
Breast Tenders													
regular pack			2.99	129	2.99		2.99	117	2.99		3.29	23	3.29
value pack		2.49	1.57	91	2.14								
Split, bn-in Breast													
regular pack			1.99	23	1.99								
value pack			0.79 - 0.89	185	0.82	1.47	0.99	219	1.09				
Whole Wings			1.39 - 1.49	118	1.47	3.79 - 3.99	2.79	196	3.61				
Leg Quarters													
tray pack			1.49	73	1.49		0.79	44	0.79				
bagged			0.27 - 0.69	216	0.39		0.29 - 0.69	126	0.46				
Legs							0.87 - 1.49	31	1.29				
Thighs											1.28	15	1.28
regular pack							1.49	158	1.49				
value pack						0.99 - 1.59	0.79	350	0.99				
Drumsticks											0.98	15	0.98
regular pack						1.02	0.69 - 1.49	305	1.25				
value pack			0.79	38	0.79	0.89 - 1.59	0.59 - 0.79	492	0.96				
Bnls/Sknls Thighs													
regular pack						2.56		137	2.56				
value pack		1.79		56	1.79		2.99	167	2.99				
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
ID	B/S Breast Tenders Wings					2.39		246	2.39		1.98	15	1.98
	Party Wings		2.33 - 2.79	446	2.75	2.39	2.79	698	2.65		2.79	17	2.79



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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		48.4% of 100 sampled outlets				75.2% of 100 sampled outlets					
Special Rate ^{4/}		36.6% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 89				Activity Index = 194					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		1.49	11	1.49	1.99	48	1.99				
cut-up fryer											
bagged roaster											
Cornish (frs/frz)					3.07	34	3.07				
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack											
value pack											
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged					0.65 - 0.70	58	0.68				
Legs											
Thighs											
regular pack											
value pack		1.49		11	1.49						
Drumsticks											
regular pack											
value pack		1.49		11	1.49						
Bnls/Sknls Thighs											
regular pack											
value pack			3.49	28	3.49						
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
IDI	B/S Breast		3.67	28	3.67	2.79		27	2.79		
	Tenders										
	Wings										
	Party Wings					2.79		27	2.79		



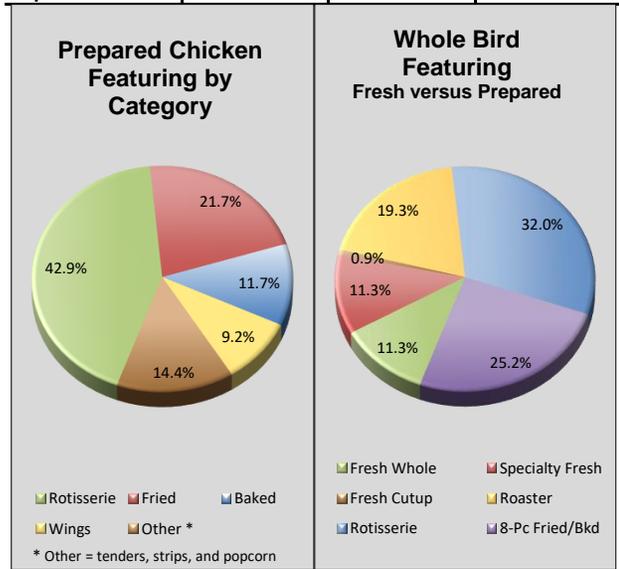
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PREPARED FOODS NATIONAL SUMMARY																							
			THIS WEEK	LAST WEEK		LAST YEAR					NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			
Feature Rate ^{1/}			23.4% of 29,100 outlets		30.1% of 29,100 outlets		16.4% of 29,100 outlets		Feature Rate ^{1/}			28.4% of 5,500 sampled outlets			28.9% of 7,400 sampled outlets			16.4% of 6,100 sampled outlets			15.9% of 4,900 sampled outlets		
Activity Index ^{2/}			9,169		14,506		11,959		Activity Index ^{2/}			Activity Index = 2,281			Activity Index = 2,670			Activity Index = 1,188			Activity Index = 957		
			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:																							
Whole Bird																							
< 2 lbs.			3,479	6.15	5,161	5.22	1,189	6.57	4.88 - 5.99 362 5.42			4.88 - 6.59 1,904 6.29			4.88 - 6.99 459 5.85			5.99 - 6.49 83 6.12					
2.1-3.0 lbs.			414	6.19	245	6.55	484	7.10	5.98 - 5.99 146 5.99			5.99 - 6.99 57 6.17			5.99 174 5.99								
Whole Breast			42	10.99			161	3.49	10.99 24 10.99			10.99 10 10.99			10.99 8 10.99								
Leg Quarter																							
FRIED & BAKED:																							
Fried 8-Piece Mix																							
Baked 8-Piece Mix			1,266	6.65	3,224	7.02	3,892	6.14	6.99 - 7.99 125 7.13			4.98 - 6.99 80 5.43			5.00 - 8.99 427 6.08			6.49 - 7.99 191 7.22					
F/B 8-Piece Dark			1,074	6.93	950	6.79	1,215	5.59	6.99 108 6.99			4.98 - 6.99 70 5.21			6.98 - 8.99 83 7.42			6.97 - 6.99 187 6.99					
F/B 12-Piece			91	6.02	320	5.41	280	4.74	6.49 62 6.49			6.99 - 10.99 35 8.70			9.99 - 12.99 38 10.62			10.99 - 12.99 34 12.28					
Bulk Pack (\$/piece)			123	10.45	15	10.99	291	10.23	9.99 16 9.99			6.99 - 10.99 35 8.70			9.99 - 12.99 38 10.62			10.99 - 12.99 34 12.28					
Wings: bone-in			513	0.85	787	0.81	311	0.83	0.73 - 0.89 259 0.86			0.73 - 0.81 58 0.76						0.78 82 0.78					
boneless			588	5.08	1,163	5.28	1,368	5.92	4.99 - 7.99 254 5.86			3.48 - 5.00 119 4.82			5.99 11 5.99			3.99 150 3.99					
Tenders			259	5.01	819	5.16	1,151	5.26	4.99 73 4.99			4.99 44 4.99			5.99 28 5.99			3.99 36 3.99					
Strips			1,320	5.97	1,661	5.43	1,599	5.95	2.49 - 6.99 998 5.89			4.99 - 6.99 204 6.40			4.98 - 6.99 77 5.91			4.99 20 4.99					
Popcorn					161	3.99	18	5.99															
SOUTHWEST U.S.																							
Feature Rate ^{1/}			26.6% of 3,800 sampled outlets				15.9% of 1,300 sampled outlets				22.6% of 100 sampled outlets				54.0% of 100 sampled outlets								
Activity Index ^{2/}			Activity Index = 1,774				Activity Index = 196				Activity Index = 42				Activity Index = 61								
			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								
ROTISSERIE:																							
Whole Bird																							
< 2 lbs.			3.99 - 7.99 575 6.22				6.49 69 6.49				8.99 27 8.99												
2.1-3.0 lbs.			7.99 37 7.99																				
Whole Breast																							
Leg Quarter																							
FRIED & BAKED:																							
Fried 8-Piece Mix			6.99 422 6.99				7.99 21 7.99																
Baked 8-Piece Mix			6.99 539 6.99				6.99 66 6.99				7.99 21 7.99												
F/B 8-Piece Dark			5.00 29 5.00																				
F/B 12-Piece																							
Bulk Pack (\$/piece)			0.69 - 1.24 80 0.86								1.07 34 1.07												
Wings: bone-in			3.99 - 5.99 54 4.80																				
boneless			3.99 - 5.99 54 4.80				5.99 24 5.99																
Tenders																							
Strips																							
Popcorn																							





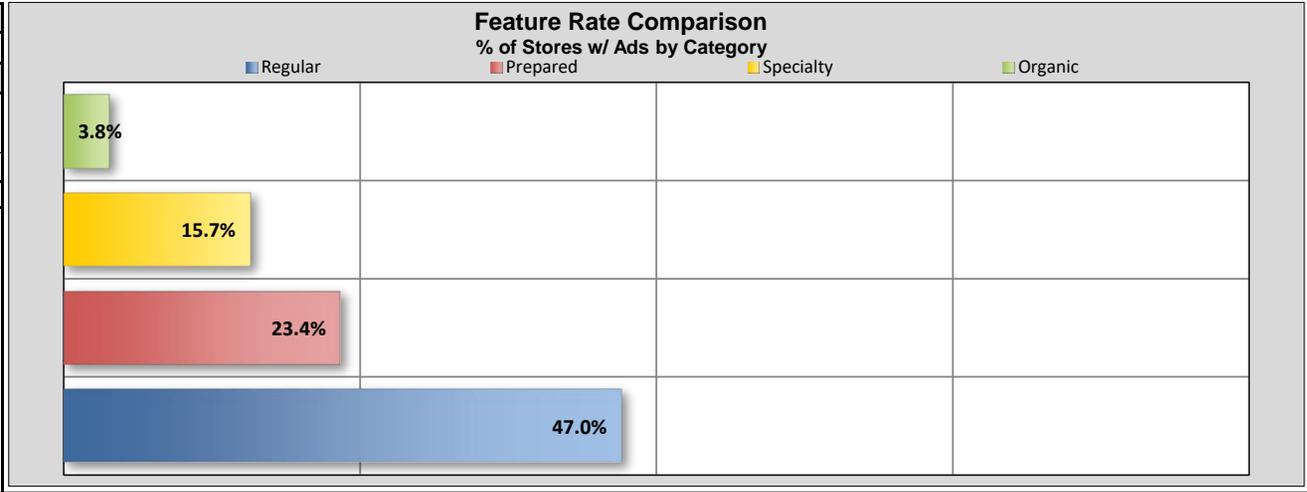
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	15.7% of 29,100 outlets		28.0% of 29,100 outlets		11.8% of 29,100 outlets	
Activity Index ^{2/}	8,422		12,405		6,335	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,378	1.55	2,324	1.19	1,519	2.35
Bnls/Sknls Breast	2,965	3.75	3,858	4.18	1,391	5.32
Breast Tenders	392	3.78	234	3.24	221	4.98
Split, bn-in Breast	306	2.52	1,102	1.49	511	2.89
Whole Wings	449	3.10	1,053	2.97	581	3.95
Leg Quarters	270	2.83	134	1.12		
Legs					41	2.59
Thighs	955	1.49	1,051	1.32	363	1.73
Drumsticks	1,104	1.43	1,585	1.55	879	1.73
B/S Thighs	603	4.44	1,064	3.34	829	4.16



SPECIALTY	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	32.6% of 5,500 sampled outlets			7.4% of 7,400 sampled outlets			20.6% of 6,100 sampled outlets			10.9% of 4,900 sampled outlets			12.0% of 3,800 sampled outlets			6.8% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 3,480			Activity Index = 1,025			Activity Index = 1,693			Activity Index = 1,032			Activity Index = 1,063			Activity Index = 102		
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	0.99 - 2.59	822	1.65	0.98 - 1.79	164	1.45	0.49 - 1.89	220	1.39	1.19 - 1.58	144	1.28	4.99 - 6.49	445	5.97	1.98 - 1.99	28	1.98
Bnls/Sknls Breast	2.99 - 5.99	774	4.07	2.49 - 3.99	474	3.05	1.99 - 4.99	879	2.79	2.97 - 5.99	335	3.33	3.99	62	3.99	4.98 - 5.99	31	5.63
Breast Tenders	2.98 - 3.99	192	3.75	2.49	10	2.49	2.69 - 3.49	35	3.15	2.97 - 5.99	93	4.08	4.99	62	4.99			
Split, bn-in Breast	1.49 - 3.49	176	1.94	1.69	1	1.69	1.79 - 1.99	34	1.87	1.28	12	1.28	4.99	62	4.99	1.99	21	1.99
Whole Wings				2.79 - 3.80	62	3.30	2.79	180	2.79	1.99 - 2.99	135	2.83	4.49	62	4.49	2.49	10	2.49
Leg Quarters	1.49 - 4.00	46	2.47				0.69 - 4.00	21	1.95	1.19 - 4.00	193	2.95				4.00	10	4.00
Legs																		
Thighs	0.99 - 1.49	565	1.47	0.99 - 1.49	127	1.37	1.19 - 1.48	140	1.36	1.19 - 1.39	60	1.32	2.39	62	2.39	1.19	1	1.19
Drumsticks	0.99 - 1.49	679	1.40	0.99 - 1.49	149	1.31	0.49 - 1.48	153	1.29	1.19 - 1.39	60	1.32	2.39	62	2.39	1.19	1	1.19
B/S Thighs	2.99	226	2.99	2.99	38	2.99	2.99	31	2.99				3.19 - 6.49	308	5.83			

SPECIALTY	ALASKA			HAWAII		
Feature Rate ^{1/}	0.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Activity Index ^{2/}	Activity Index = 0			Activity Index = 27		
	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer						
Bnls/Sknls Breast				5.00	27	5.00
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/>.

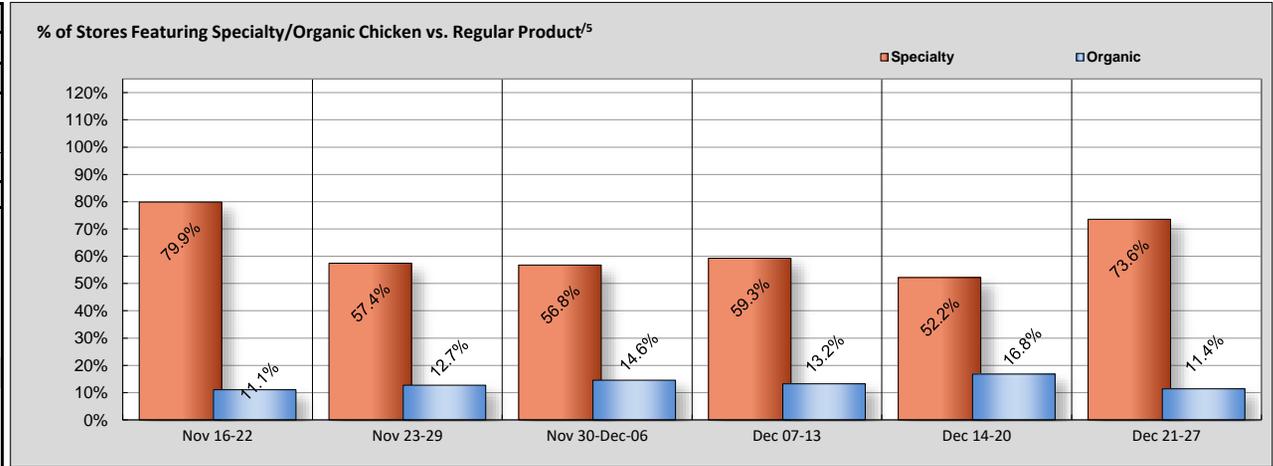


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/21 thru 12/27.

(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 ^{1/}	3.8% of 29,100 outlets		11.3% of 29,100 outlets		3.6% of 29,100 outlets	
Activity Index ^{2/}	1,256		3,594		1,419	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	367	2.47	56	3.29	329	2.95
Bnls/Sknls Breast	307	6.85	1,936	7.40	673	8.65
Breast Tenders	221	8.76	64	6.99	72	6.99
Split, bn-in Breast			244	4.88		
Whole Wings	137	3.99	20	3.29		
Leg Quarters	--	--	--	--	--	--
Legs			3	1.49		
Thighs	23	3.49	60	4.08	11	3.49
Drumsticks	184	3.07	517	2.96	314	2.84
B/S Thighs	17	4.98	694	3.48	20	5.69



^{5/}: % = 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.		
		9.2% of 5,500 sampled outlets Activity Index = 601		0.3% of 7,400 sampled outlets Activity Index = 22		0.5% of 6,100 sampled outlets Activity Index = 69		3.2% of 4,900 sampled outlets Activity Index = 161		6.2% of 3,800 sampled outlets Activity Index = 203		12.7% of 1,300 sampled outlets Activity Index = 189	
Whole Fryer	2.49 - 3.49	237	2.72		1.59 - 2.19	38	1.61	2.19	21	2.19	2.19	69	2.19
Bnls/Sknls Breast	5.98 - 8.99	67	7.00		6.99 - 8.99	31	8.28	5.99	140	5.99	5.99 - 7.99	16	7.87
Breast Tenders	5.99 - 9.99	157	9.48					6.99	48	6.99	6.99	16	6.99
Split, bn-in Breast													
Whole Wings								3.99	137	3.99			
Legs													
Thighs											3.49	23	3.49
Drumsticks	2.69 - 2.99	123	2.96	2.99	22	2.99					3.49	39	3.49
B/S Thighs	4.98	17	4.98										
ORGANIC	ALASKA		HAWAII										
	48.4% of 100 sampled outlets Activity Index = 11		0.0% of 100 sampled outlets Activity Index = 0										
Whole Fryer													
Bnls/Sknls Breast	7.49	11	7.49										
Breast Tenders													
Split, bn-in Breast													
Whole Wings													
Legs													
Thighs													
Drumsticks													
B/S Thighs													

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