



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

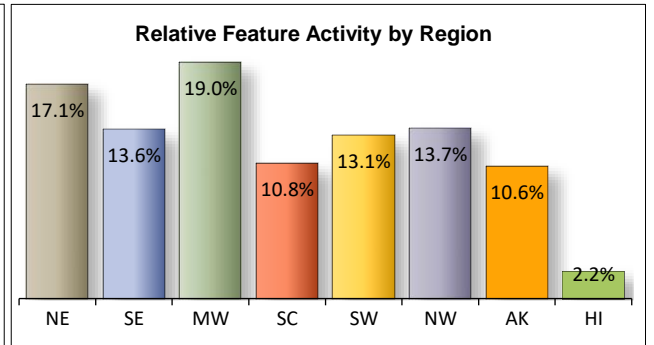
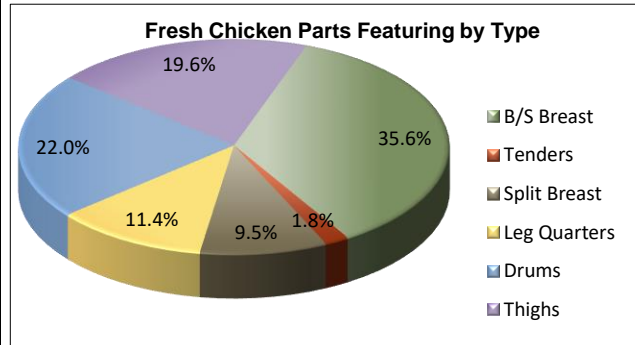
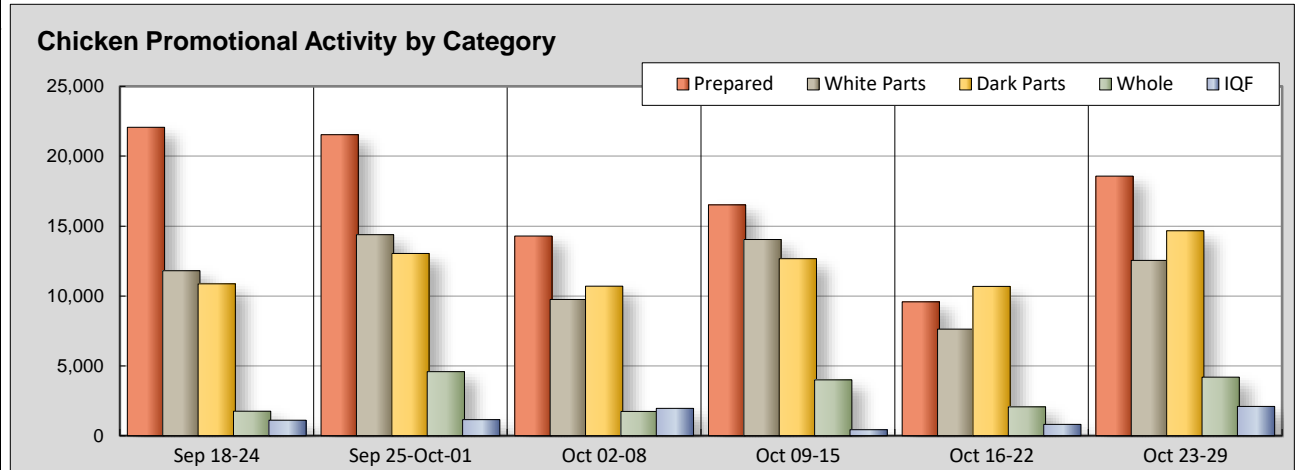
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Oct 23, 2020

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	77.1% of 29,200 outlets		87.4% of 29,200 outlets		71.2% of 29,200 outlets	
Special Rate ^{4/}	8.2%		9.7%		18.2%	
Activity Index ^{2/}	52,085		30,783		46,953	
WHOLE BIRD:	Stores ^{3/} Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	3,584	1.02	1,452	1.18	1,784	0.99
cut-up fryer	278	1.21	12	1.58	202	1.57
bagged roaster	278	1.52	435	1.38	1,909	1.28
Cornish (frs/frz)	54	2.17	170	2.99	240	2.65
PARTS:						
Bnls/Sknls Breast						
regular pack	1,144	2.33	1,043	1.97	1,935	2.05
value pack	5,841	1.84	3,245	1.94	5,459	1.78
thin sliced	1,644	3.29	203	2.64	966	3.21
marinated	226	4.26	178	3.70	26	2.76
Breast Tenders						
regular pack	57	2.23	1,192	2.89	749	3.10
value pack	398	3.05	44	2.13	102	3.39
Split, bn-in Breast						
regular pack	1,298	1.62	208	1.53	1,188	1.34
value pack	1,064	0.98	957	1.24	531	1.04
Whole Wings	875	2.98	560	2.85	2,295	2.93
Leg Quarters						
tray pack	2,089	0.89	1,262	0.96	1,890	0.96
bagged	751	0.49	569	0.48	1,153	0.54
Legs	114	0.78			185	1.24
Thighs						
regular pack	1,672	0.99	185	1.18	2,032	1.04
value pack	3,204	0.96	2,824	1.09	2,050	1.07
Drumsticks						
regular pack	1,871	0.97	235	1.14	2,168	1.03
value pack	3,589	0.98	4,201	0.89	2,537	1.02
Bnls/Sknls Thighs						
regular pack	726	2.57	357	2.61	674	2.12
value pack	651	1.78	1,054	1.95	2,125	1.68
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	1,136	2.28	412	1.93	278	1.78
Tenders	145	3.19			89	2.40
Wings	699	2.31	326	2.95	319	2.35
Party Wings	119	2.25	77	2.59	1,072	2.47

This Week's Chicken Feature Highlights

This week's national summary figures show a rise in chicken activity, but despite the increased action, the feature rate and incentives to buy have decreased. All whole bird items are readily available, but bagged and cut-up fryers take the spotlight with higher features and lower prices. Most white parts increase their presence in ads while value pack B/S and split breasts are listed at prices more favorable to the buyer. The dark meat section attracts attention due to items filling up ad space and buyers will be delighted to see their lower prices. Frozen B/S breasts increase in features and prices. Prepared foods pack the deli with rotisserie and 8-pc chicken options making the most impact. Specialty items simmer down while organics forge forward.



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.)



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

Fri. Oct 23, 2020

		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/}		80.8% of 5,500 sampled outlets				74.1% of 7,400 sampled outlets				80.4% of 6,100 sampled outlets			
Special Rate ^{4/}		9.3% of stores w/ no-price promotions				7.3% of stores w/ no-price promotions				6.8% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 8,480				Activity Index = 8,647				Activity Index = 6,843			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
					4/				4/				4/
bagged fryer		0.99 - 1.29		406	1.12	0.98 - 1.49		1,608	1.01	0.69 - 1.99		405	1.05
cut-up fryers		1.39		48	1.39	1.20 - 1.39		175	1.25	0.79 - 0.99		55	0.95
bagged roaster		1.49 - 1.79		264	1.53	1.79		2	1.79	1.29		12	1.29
Cornish (frs/frz)										2.17		15	2.17
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			1.49 - 2.49	104	2.15	1.99 - 2.99	1.49 - 1.69	66	2.52	2.99	1.49 - 2.99	407	2.13
value pack			1.59 - 2.49	1,758	1.93	1.98	0.99 - 2.99	918	1.87	1.99 - 2.49	0.99 - 2.99	1,906	1.81
thin sliced		3.99	3.49	252	3.86	3.99	2.99	1,217	3.21	3.99		89	3.99
marinated			4.99	100	4.99						3.99	33	3.99
Breast Tenders													
regular pack											1.99	43	1.99
value pack		2.49	2.99 - 3.99	263	3.09		2.49	6	2.49				
Split, bn-in Breast													
regular pack							1.49	955	1.49				
value pack			1.49	112	1.49					0.89	0.79 - 0.99	198	0.91
Whole Wings			2.99 - 3.49	450	3.40		1.99 - 2.48	77	2.42	2.69	1.99 - 2.69	238	2.54
Leg Quarters													
tray pack		0.79 - 0.99	0.39 - 0.99	709	0.82		0.29 - 0.99	1,150	0.98		0.69	143	0.69
bagged		0.49	0.49	141	0.49		0.39 - 0.48	119	0.44		0.59 - 0.99	129	0.79
Legs		0.79	0.79	100	0.79		0.79	2	0.79		0.69	12	0.69
Thighs													
regular pack			0.99	62	0.99	0.79 - 0.99	0.98 - 0.99	736	0.98	0.88	1.99	206	1.06
value pack		1.29	0.69 - 1.29	1,192	1.05	0.99	0.89 - 0.99	170	0.95	0.89 - 0.99	0.69 - 2.49	692	0.95
Drumsticks													
regular pack			0.99	62	0.99	0.98 - 0.99	0.98 - 0.99	724	0.99	0.88	0.89 - 1.99	293	1.03
value pack		1.29	0.69 - 1.49	1,298	1.07	0.99	0.89 - 0.99	253	0.96	0.79 - 0.99	0.69 - 0.99	650	0.92
Bnls/Sknls Thighs													
regular pack			2.49	281	2.49		2.49	189	2.49		2.49 - 2.99	145	2.67
value pack		1.69	1.99 - 2.99	136	2.30		2.49	4	2.49		0.88 - 1.99	204	1.52
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	2.00	2.40	314	2.13		2.40 - 2.40	193	2.40	2.00 - 3.19	1.59 - 2.40	540	2.36
	Tenders									3.19		145	3.19
	Wings		1.75 - 2.25	363	2.12		2.25	78	2.25		2.60	258	2.60
	Party Wings		2.25	65	2.25		2.25	5	2.25		2.25	25	2.25

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

Fri. Oct 23, 2020

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

	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/}	70.0% of 4,900 sampled outlets				81.1% of 3,800 sampled outlets				81.5% of 1,300 sampled outlets			
Special Rate ^{4/}	14.6% of stores w/ no-price promotions				2.3% of stores w/ no-price promotions				8.9% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 4,455				Activity Index = 4,260				Activity Index = 739			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.77 - 1.49		893	0.93	0.77 - 1.79		156	1.20	0.99 - 1.29		105	1.02
cut-up fryer												
bagged roaster												
Cornish (frs/frz)									2.17		39	2.17
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	2.99	1.59 - 2.99	150	2.29	2.59		402	2.59		1.59	15	1.59
value pack	1.98	0.87 - 2.99	737	1.68		1.27 - 2.99	374	1.63		1.49 - 2.99	125	1.84
thin sliced		1.58	16	1.58		1.99 - 2.79	70	2.10				
marinated		1.58	16	1.58						3.99	77	3.99
Breast Tenders												
regular pack		2.99	10	2.99								
value pack						2.99	129	2.99				
Split, bn-in Breast												
regular pack	2.19	1.99	298	2.00	1.89		35	1.89		1.89	10	1.89
value pack	0.99	0.89	55	0.95	0.88	1.49	699	0.93				
Whole Wings	2.49	2.99	83	2.89		1.79	11	1.79		1.79	16	1.79
Leg Quarters												
tray pack		0.49 - 0.98	27	0.78		0.59	60	0.59				
bagged		0.29 - 0.49	362	0.40								
Legs												
Thighs												
regular pack	0.79	0.99	562	0.98						0.99	95	0.99
value pack		0.67 - 0.99	95	0.76	0.88	0.59 - 0.99	1,029	0.88		1.28	26	1.28
Drumsticks												
regular pack		0.67 - 0.99	593	0.95		0.50 - 0.99	93	0.67		0.99	95	0.99
value pack	0.69	0.38 - 2.59	306	1.01	0.88	0.59 - 1.79	1,040	0.89		0.98 - 1.79	42	1.40
Bnls/Sknls Thighs												
regular pack		2.49 - 2.99	111	2.74								
value pack		1.49 - 2.49	49	1.81		1.27 - 1.99	155	1.48		1.49 - 1.99	80	1.72
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
10	B/S Breast	2.40 - 2.40	68	2.40		1.19	7	1.19		1.19	14	1.19
	Tenders											
	Wings											
	Party Wings	2.25	24	2.25								



USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

Fri. Oct 23, 2020

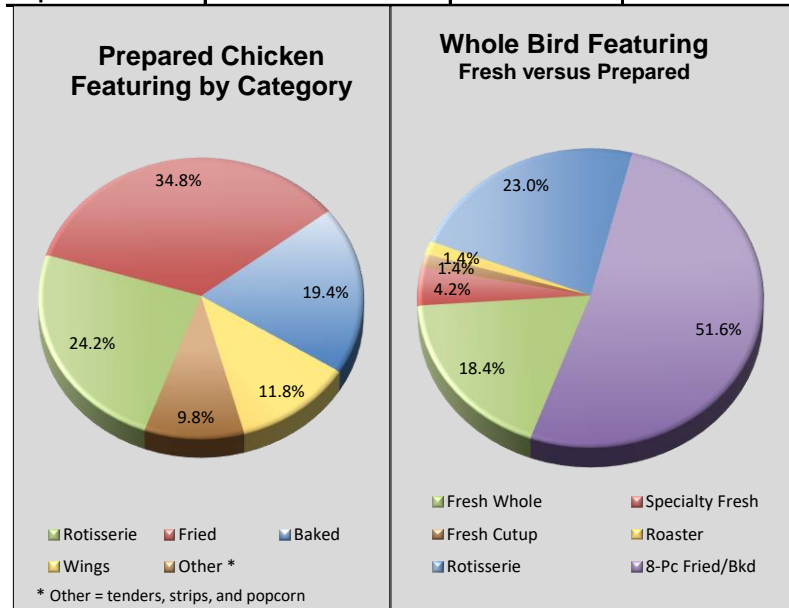
		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		79.0% of 100 sampled outlets				46.7% of 100 sampled outlets					
Special Rate ^{4/}		13.0% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 37				Activity Index = 46					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		0.99	11	0.99							
cut-up fryer											
bagged roaster											
Cornish (frs/frz)											
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast											
regular pack											
value pack							3.99	23	3.99		
thin sliced											
marinated											
Breast Tenders											
regular pack			2.98	4	2.98						
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings											
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack			0.99	11	0.99						
value pack											
Drumsticks											
regular pack			0.99	11	0.99						
value pack											
Bnls/Sknls Thighs											
regular pack							2.99	23	2.99		
value pack											
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
ID	B/S Breast										
	Tenders										
	Wings										
	Party Wings										



USDA National Retail Report - Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Oct 23, 2020

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/}		37.3% of 29,200 outlets		29.5% of 29,200 outlets		34.1% of 29,200 outlets		Feature Rate ^{1/}		31.9% of 5,500 sampled outlets		46.6% of 7,400 sampled outlets		38.7% of 6,100 sampled outlets		23.4% of 4,900 sampled outlets				
Activity Index ^{2/}		18,578		9,582		12,995		Activity Index ^{2/}		Activity Index = 2,377		Activity Index = 5,474		Activity Index = 4,196		Activity Index = 2,861				
		Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg			price range	stores	wtd avg	price range	stores	wtd avg	price range	stores			
ROTISSERIE:				ROTISSERIE:				ROTISSERIE:				ROTISSERIE:								
Whole Bird				Whole Bird				Whole Bird				Whole Bird								
< 2 lbs.		3,446	5.55	2,802	5.72	1,188	6.10	< 2 lbs.		4.99 - 6.99	373	5.88	5.00 - 6.99	1,741	5.75	4.99 - 6.99	583	5.35	5.00 - 5.99	554
2.1-3.0 lbs.		1,049	6.55	205	5.71	1,937	7.88	2.1-3.0 lbs.		4.97 - 9.99	372	7.52	5.00 - 6.99	114	5.75	3.99 - 6.99	74	5.72	4.99 - 5.99	101
Whole Breast				Whole Breast				Whole Breast				Whole Breast								
Leg Quarter				Leg Quarter				Leg Quarter				Leg Quarter								
FRIED & BAKED:				FRIED & BAKED:				FRIED & BAKED:				FRIED & BAKED:								
Fried 8-Piece Mix		4,599	5.76	935	6.55	3,169	7.22	Fried 8-Piece Mix		1.00 - 7.99	685	4.78	4.99 - 6.99	720	5.05	4.99 - 10.99	1,352	5.72	5.00 - 9.88	910
Baked 8-Piece Mix		3,609	5.49	196	7.30	1,591	7.17	Baked 8-Piece Mix		1.00 - 6.99	461	3.95	4.99 - 6.99	688	5.03	5.00 - 10.99	1,003	5.63	5.00 - 8.00	646
F/B 8-Piece Dark		244	5.40	237	5.54	233	4.99	F/B 8-Piece Dark					5.99	77	5.99	5.00	145	5.00	5.99	22
F/B 12-Piece		188	10.92	255	12.63	330	11.54	F/B 12-Piece					11.99	30	11.99	9.99 - 11.99	80	10.53	12.99	24
Bulk Pack (\$/piece)		1,435	0.59	391	0.70	1,541	0.57	Bulk Pack (\$/piece)					0.50 - 0.81	1,343	0.59	0.50 - 0.80	92	0.67		
Wings: bone-in		1,898	6.24	2,757	6.17	1,327	7.05	Wings: bone-in		5.99 - 6.99	239	6.52	5.99 - 6.99	575	6.06	4.99 - 6.99	333	5.92	5.99	543
boneless		292	6.61	1,010	6.26	430	6.58	boneless					5.98	67	5.98	4.99 - 5.99	93	5.40	5.99	13
Tenders		1,699	5.56	794	5.99	1,120	6.21	Tenders		5.99	247	5.99	5.99	119	5.99	2.00 - 7.99	441	5.51	5.99	54
Strips								Strips												
Popcorn		119	5.00			129	5.08	Popcorn												



		SOUTHWEST U.S.		NORTHWEST U.S.		ALASKA		HAWAII						
Feature Rate ^{1/}		33.6% of 3,800 sampled outlets		67.2% of 1,300 sampled outlets		22.0% of 100 sampled outlets		0.0% of 100 sampled outlets						
Activity Index ^{2/}		Activity Index = 1,980		Activity Index = 1,651		Activity Index = 33		Activity Index = 0						
		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores					
ROTISSERIE:				ROTISSERIE:				ROTISSERIE:						
Whole Bird				Whole Bird				Whole Bird						
< 2 lbs.		4.99	89	4.99	5.50	95	5.50	5.50	11	5.50				
2.1-3.0 lbs.		4.97 - 6.99	345	6.02	7.99	43	7.99							
Whole Breast				Whole Breast				Whole Breast						
Leg Quarter				Leg Quarter				Leg Quarter						
FRIED & BAKED:				FRIED & BAKED:				FRIED & BAKED:						
Fried 8-Piece Mix		4.97	129	4.97	5.50 - 6.99	781	6.81	5.50 - 7.49	22	6.50				
Baked 8-Piece Mix		4.97	129	4.97	6.99	682	6.99							
F/B 8-Piece Dark														
F/B 12-Piece		9.99	54	9.99										
Bulk Pack (\$/piece)				Bulk Pack (\$/piece)				Bulk Pack (\$/piece)						
Wings: bone-in		6.99 - 7.98	208	7.56										
boneless		7.98	119	7.98										
Tenders		5.00 - 6.99	788	5.29	5.99 - 6.99	50	6.77							
Strips		5.00	119	5.00										
Popcorn														

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

Notes:

I.S.
outlets
37
wtd avg
5.02
5.66
6.34
5.39
5.99
12.99
5.99
5.99
5.99
utlets
wtd avg



USDA National Retail Report - Chicken

Fri. Oct 23, 2020

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

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

	NATIONAL SUMMARY						Feature Rate Comparison																													
	SPECIALTY CHICKEN						% of Stores w/ Ads by Category																													
	THIS WEEK		LAST WEEK		LAST YEAR		■ Regular ■ Prepared ■ Specialty ■ Organic																													
Feature Rate ^{1/}	25.1% of 29,200 outlets		41.1% of 29,200 outlets		30.7% of 29,200 outlets																															
Activity Index ^{2/}	11,888		10,382		17,114																															
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																														
Whole Fryer	814	1.84	1,035	1.56	1,867	1.74																														
Bnls/Sknls Breast	6,669	3.44	5,572	3.57	6,874	4.65																														
Breast Tenders	197	5.70	77	3.91	748	4.91																														
Split, bn-in Breast	1,076	1.51	1,102	1.58	760	1.99																														
Whole Wings	326	2.72	279	3.52	849	2.89																														
Leg Quarters	202	1.02			654	1.16																														
Legs	118	0.79	40	2.99	65	0.99																														
Thighs	935	1.54	874	1.72	2,225	1.50																														
Drumsticks	935	1.54	738	1.71	2,393	1.50																														
B/S Thighs	616	3.25	665	3.11	679	2.94																														
SPECIALTY	NORTHEAST U.S.						SOUTHEAST U.S.						MIDWEST U.S.						SOUTH CENTRAL U.S.						SOUTHWEST U.S.						NORTHWEST U.S.					
Feature Rate ^{1/}	31.5% of 5,500 sampled outlets						18.0% of 7,400 sampled outlets						36.5% of 6,100 sampled outlets						10.1% of 4,900 sampled outlets						18.4% of 3,800 sampled outlets						58.8% of 1,300 sampled outlets					
Activity Index ^{2/}	Activity Index = 3,552						Activity Index = 1,585						Activity Index = 3,629						Activity Index = 1,038						Activity Index = 1,086						Activity Index = 779					
	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	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer	1.39 - 2.49	421	2.01	1.39 - 2.49	177	1.48	1.49 - 1.99	188	1.79	1.79	3	1.79	1.79	25	1.79	1.99 - 5.99	852	2.79	1.99	346	1.99	1.99 - 4.99	764	2.94												
Bnls/Sknls Breast	1.99 - 5.99	1,274	4.16	1.99 - 5.99	666	3.10	1.99 - 6.99	2,679	3.70	1.79 - 5.99	852	2.79	1.99	346	1.99																					
Breast Tenders	4.99 - 5.99	161	5.41				6.99	36	6.99																											
Split, bn-in Breast	1.49 - 1.99	305	1.84	0.99 - 2.39	583	1.30	1.99	55	1.99	0.99 - 1.68	133	1.44																								
Whole Wings	2.39	103	2.39	2.79	131	2.79	1.99	55	1.99																											
Leg Quarters							0.99	58	0.99	1.29	10	1.29	0.97	119	0.97						1.38	15	1.38													
Legs	0.79	118	0.79																																	
Thighs	0.99 - 1.99	388	1.84	0.99	14	0.99	1.29 - 1.99	178	1.61	1.79 - 2.28	20	2.21	0.97 - 0.99	298	0.98																					
Drumsticks	0.99 - 1.99	388	1.84	0.99	14	0.99	1.29 - 1.99	178	1.61	1.79 - 2.28	20	2.21	0.97 - 0.99	298	0.98																					
B/S Thighs	2.99 - 3.99	394	3.24	2.99 - 3.29	202	3.20																														
SPECIALTY	ALASKA						HAWAII																													
Feature Rate ^{1/}	0.0% of 100 sampled outlets						0.0% of 100 sampled outlets																													
Activity Index ^{2/}	Activity Index = 173						Activity Index = 46																													
	price range	stores	wtd avg	price range	stores	wtd avg																														
Whole Fryer																																				
Bnls/Sknls Breast	1.99 - 6.99	62	4.43	1.99 - 3.99	26	3.53																														
Breast Tenders																																				
Split, bn-in Breast																																				
Whole Wings	4.49	37	4.49																																	
Leg Quarters																																				
Legs																																				
Thighs	2.29	37	2.29																																	
Drumsticks	2.29	37	2.29																																	
B/S Thighs				3.99	20	3.99																														

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/>.



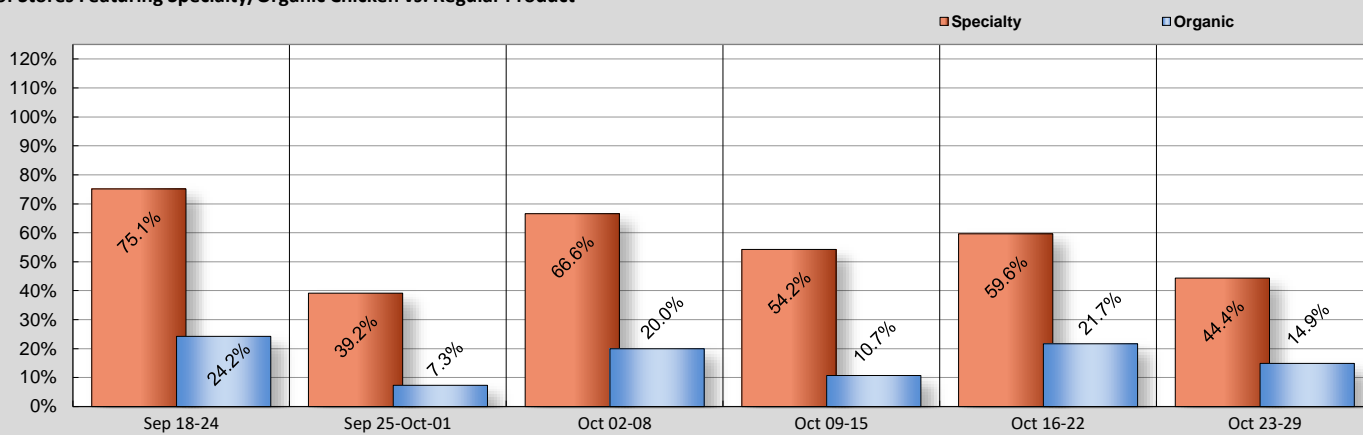
USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

(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/}	9.7% of 29,200 outlets		6.9% of 29,200 outlets		7.7% of 29,200 outlets	
Activity Index ^{2/}	3,895		3,315		3,051	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	476	3.08	680	4.43	653	2.80
Bnls/Sknls Breast	1,823	7.48	1,679	7.09	1,624	7.07
Breast Tenders	139	9.44	77	8.99	513	8.18
Split, bn-in Breast	100	4.88				
Whole Wings			25	3.49		
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	164	4.47	142	4.39	184	5.64
Drumsticks	829	2.80	360	3.12	65	4.99
B/S Thighs	364	6.31	352	6.51	12	7.99

% of Stores Featuring Specialty/Organic Chicken vs. Regular Product⁵



^{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.		
		18.8% of 5,500 sampled outlets Activity Index = 2,235		18.6% of 7,400 sampled outlets Activity Index = 1,333			2.1% of 6,100 sampled outlets Activity Index = 131			0.5% of 4,900 sampled outlets Activity Index = 0			5.6% of 3,800 sampled outlets Activity Index = 173			2.8% of 1,300 sampled outlets Activity Index = 16	
Whole Fryer	2.69 - 3.89	464	3.04									4.75	12	4.75			
Bnls/Sknls Breast	7.39 - 9.99	506	8.37	6.99	1,133	6.99	6.99 - 7.99	120	7.89			7.99 - 9.99	48	8.49	7.99	16	7.99
Breast Tenders	8.99 - 9.99	139	9.44														
Split, bn-in Breast						3.99		11	3.99			4.99	89	4.99			
Whole Wings																	
Legs																	
Thighs	3.89 - 4.99	152	4.43									4.99	12	4.99			
Drumsticks	2.69 - 4.99	622	3.09	1.88	200	1.88											
B/S Thighs	5.09 - 6.49	352	6.24									8.49	12	8.49			
ORGANIC	ALASKA		HAWAII														
	9.0% of 100 sampled outlets Activity Index = 7		0.0% of 100 sampled outlets Activity Index = 0														
Whole Fryer																	
Bnls/Sknls Breast																	
Breast Tenders																	
Split, bn-in Breast																	
Whole Wings																	
Legs																	
Thighs																	
Drumsticks	3.29	7	3.29														
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/>.