



USDA National Retail Report - Chicken

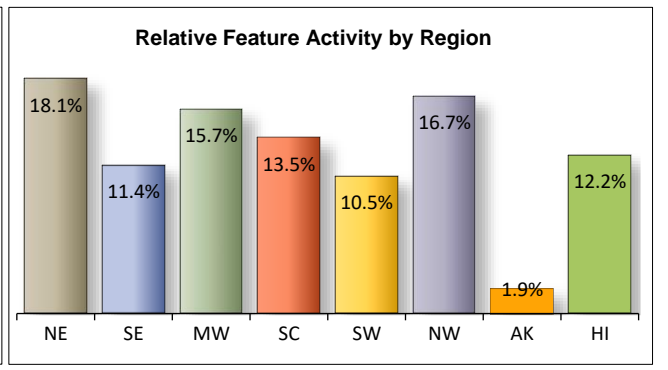
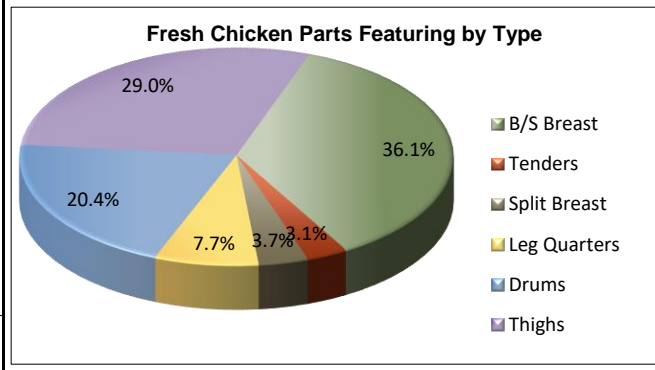
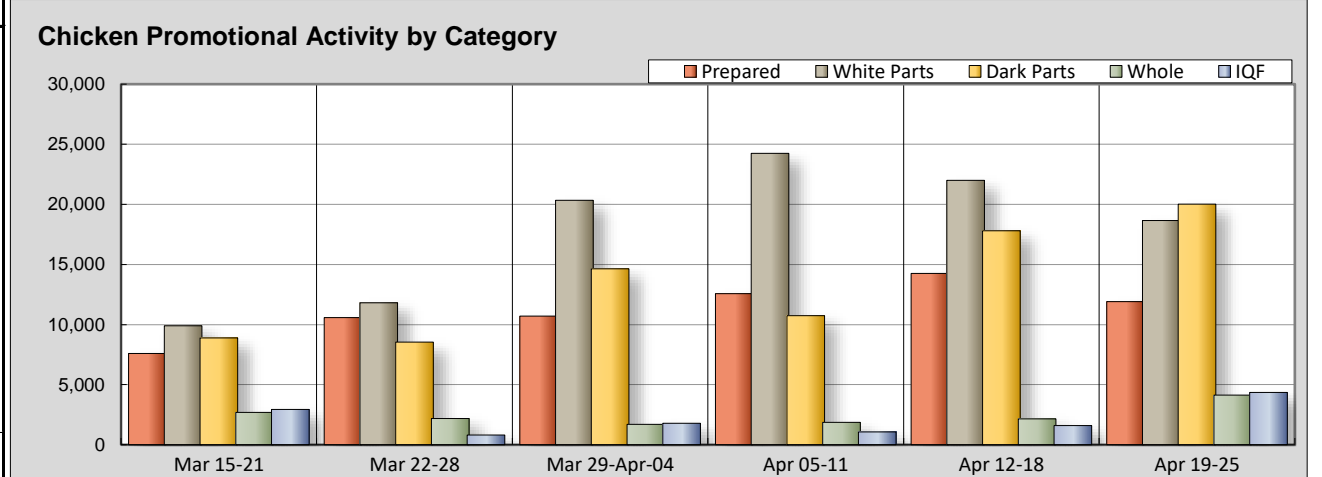
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/19 thru 04/25.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	79.5% of 29,200 outlets		87.4% of 29,200 outlets		63.2% of 29,200 outlets	
Special Rate ^{4/}	8.0%		11.0%		7.9%	
Activity Index ^{2/}	59,062		57,803		40,245	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	2,895	1.35	1,601	1.29	2,224	1.23
cut-up fryer	12	2.49	12	2.49		
bagged roaster	1,157	1.77	147	1.68	12	0.69
Cornish (frs/frz)	67	3.25	393	3.05		
PARTS:						
Bnls/Sknls Breast						
regular pack	1,221	3.33	1,581	3.07	2,647	3.37
value pack	7,409	2.64	9,009	2.64	4,277	2.28
thin sliced	1,910	4.00	1,299	4.01	137	3.27
marinated	41	3.16	148	5.43	84	4.86
Breast Tenders						
regular pack	505	4.17	1,226	3.36	223	3.79
value pack	397	3.00	318	3.44	459	2.93
Split, bn-in Breast						
regular pack	736	1.68	191	2.26	2,247	1.37
value pack	343	1.77	1,162	1.56	179	1.83
Whole Wings	6,093	2.71	7,064	2.59	477	2.28
Leg Quarters						
tray pack	1,584	1.04	886	1.21	435	0.88
bagged	677	0.75	1,585	0.66	2,685	0.68
Legs	424	1.27	12	1.29	148	0.88
Thighs						
regular pack	550	1.48	3,368	1.62	784	1.07
value pack	7,965	1.50	1,560	1.57	3,284	1.33
Drumsticks						
regular pack	886	1.19	1,627	1.30	1,064	1.04
value pack	5,113	1.05	7,220	1.25	4,763	1.02
Bnls/Sknls Thighs						
regular pack	512	3.15	340	2.92	289	2.59
value pack	2,306	2.36	1,204	1.95	1,748	2.30
9-pc Combos						
drum-thigh-breast						
drum-thigh-wing						
IQF						
B/S Breast	1,045	2.46	1,096	2.36	2,164	3.16
Tenders	1,803	3.34	89	2.00	78	3.05
Wings	732	2.81	299	2.21	205	2.16
Party Wings	772	2.06	112	2.42	297	2.75

This Week's Chicken Feature Highlights

Chicken remains stalwart in it's hold on retail features for the second week, incentives drop slightly. B/S breasts put their best foot forward on offerings, prices are up. Wings test the Waters at higher price levels. Dark meat parts offer slight decreases in price, deals exit here but you must look. B/S thigh meat in bulk increases volume and cost. IQF Tenders make a comeback and with a increase in price. Most items in the deli take a price drop, tenders and rotisseries carry the bulk of the attention. Specialty items hold steady while oanics pick up a little steam. On the horizon is the dreaded "week of twos". Retailers have a huge opportunity to keep store traffic high and clearances good, provided they have the right carrot to dangle in front of consumers.



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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Fri. Apr 19, 2024

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

	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/}	81.7% of 5,500 sampled outlets				74.7% of 7,400 sampled outlets				87.3% of 6,100 sampled outlets				
Special Rate ^{4/}	3.9% of stores w/ no-price promotions				16.0% of stores w/ no-price promotions				3.9% of stores w/ no-price promotions				
Activity Index ^{2/}	Activity Index = 10,301				Activity Index = 9,689				Activity Index = 10,206				
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		
			4/				4/				4/		
bagged fryer	0.99 - 1.99	856	1.62		0.99 - 1.69	315	1.28		0.79 - 1.99	345	1.52		
cut-up fryers									2.49	12	2.49		
bagged roaster	1.79	82	1.79		1.79	955	1.79		1.59	58	1.59		
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	
Bnls/Sknls Breast													
regular pack	2.99 - 3.99	2.49 - 2.99	547	3.08	2.99 - 3.98	3.99	227	3.91	3.99 - 4.99	2.98 - 3.99	340	3.42	
value pack	2.49 - 2.99	2.67 - 2.99	1,229	2.81	2.49 - 2.79	1.69 - 2.67	1,545	2.58	2.79	1.33 - 3.59	1,446	2.69	
thin sliced	4.99		112	4.99	3.98		200	3.98	4.00	3.49 - 3.99	806	3.97	
marinated										3.49 - 3.69	25	3.59	
Breast Tenders													
regular pack		4.99	135	4.99	3.98 - 4.48	3.28	284	4.06	3.99	2.99	43	3.22	
value pack		3.99	62	3.99						2.85 - 2.99	259	2.90	
Split, bn-in Breast													
regular pack		1.99	90	1.99		1.49 - 2.19	599	1.65					
value pack		1.49 - 2.69	196	1.86		1.29	23	1.29		1.99	42	1.99	
Whole Wings	2.49 - 2.68	3.49	745	2.80	1.89 - 2.68	2.98	1,691	2.65	2.49 - 2.68	2.99	1,248	2.73	
Leg Quarters													
tray pack	0.83 - 0.99	0.89 - 1.29	836	0.96	0.99	0.79 - 1.09	333	0.96	0.99	0.79 - 0.99	144	0.93	
bagged		0.59 - 0.79	169	0.68		0.68 - 0.79	202	0.72	0.69	0.68 - 0.79	83	0.70	
Legs	1.29	1.29	280	1.29						0.69 - 1.29	120	1.23	
Thighs													
regular pack	2.49	1.29	124	1.89					1.99	0.99 - 1.79	315	1.36	
value pack	1.29 - 1.77	0.99 - 1.29	1,916	1.32	0.99 - 1.77	0.98 - 1.29	1,562	1.68	0.99 - 1.77	0.99 - 1.29	1,731	1.48	
Drumsticks													
regular pack	1.99	1.29	124	1.64						0.69 - 1.79	315	1.32	
value pack	1.29 - 1.49	0.59 - 1.29	1,584	1.12	0.99	0.59 - 1.29	454	0.89	0.99 - 1.98	0.59 - 1.29	1,474	1.06	
Bnls/Sknls Thighs													
regular pack	2.99	2.99	311	2.99	2.99		17	2.99	3.49		143	3.49	
value pack	2.49	2.59 - 2.99	280	2.77	2.49	2.19	97	2.23		2.29 - 2.99	913	2.49	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDE	B/S Breast		2.67	122	2.67	2.39	3.20	73	2.94	1.98 - 2.59		81	2.31
	Tenders		3.19 - 3.99	89	3.93		3.19 - 3.99	1,015	3.94				
	Wings		2.33 - 3.24	350	2.84	2.80	3.20 - 3.24	97	3.04	1.99 - 2.80	5.99	251	2.69
	Party Wings		2.49	62	2.49					2.39		12	2.39

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

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2 of 7

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

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(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/}		89.2% of 4,900 sampled outlets				57.9% of 3,800 sampled outlets				89.5% of 1,300 sampled outlets			
Special Rate ^{4/}		0.1% of stores w/ no-price promotions				17.0% of stores w/ no-price promotions				1.6% of stores w/ no-price promotions			
Activity Index ^{2/}		Activity Index = 7,914				Activity Index = 4,647				Activity Index = 4,210			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
				4/			4/			4/			
bagged fryer		0.97 - 1.99	821	1.17	0.99 - 1.69	413	1.01	1.29 - 1.69	111	1.35			
cut-up fryer													
bagged roaster		1.49 - 1.81	62	1.65									
Cornish (frs/frz)					3.19 - 3.49	67	3.25						
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			2.79 - 3.99	23	3.36	2.99	3.29	66	3.04	2.99		14	2.99
value pack		1.98	1.33 - 3.98	1,527	2.73		2.48 - 3.99	760	2.81		1.99 - 2.99	859	2.14
thin sliced			2.97 - 4.89	401	3.85		3.49 - 3.99	387	3.91				
marinated			2.49	16	2.49								
Breast Tenders													
regular pack											3.28	43	3.28
value pack		1.97 - 3.29	2.79	76	2.56								
Split, bn-in Breast													
regular pack			1.49	47	1.49								
value pack			1.49 - 1.79	82	1.55								
Whole Wings		2.49 - 2.79	1.97 - 3.99	1,636	2.70	2.68	3.49 - 3.79	541	2.82	2.68	1.97 - 2.99	212	2.68
Leg Quarters													
tray pack			0.99 - 1.49	38	1.28		0.99 - 1.99	233	1.50				
bagged			0.59 - 0.89	123	0.70	0.89		89	0.89				
Legs		1.19		24	1.19								
Thighs													
regular pack		1.48 - 1.59		81	1.50				0.99	0.99		30	0.99
value pack		1.77	0.99 - 1.39	1,423	1.69	0.99 - 1.77	0.99	1,140	1.31	1.77		157	1.77
Drumsticks													
regular pack		1.48 - 1.59	0.59 - 1.29	240	0.94		0.79 - 1.19	192	1.00	0.99		15	0.99
value pack			0.59 - 1.48	870	1.06	0.99	0.99	726	0.99				
Bnls/Sknls Thighs													
regular pack									2.99	3.49		37	3.21
value pack			2.29 - 2.99	278	2.43		2.29	33	2.29	1.99		682	1.99
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	2.40 - 2.59	1.59	87	2.41						2.40	682	2.40
	Tenders	2.40		17	2.40						2.40	682	2.40
	Wings	2.80		30	2.80						1.99	4	1.99
	Party Wings	2.79		12	2.79						2.00	682	2.00

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

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3 of 7

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

		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		90.0% of 100 sampled outlets				54.9% of 100 sampled outlets					
Special Rate ^{4/}		15.0% of stores w/ no-price promotions				19.6% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 83				Activity Index = 105					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		1.29	11	1.29	2.79	23	2.79				
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			2.98	4	2.98						
value pack			2.67	10	2.67	2.67 - 2.99		33	2.89		
thin sliced			4.98	4	4.98						
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings		2.68		10	2.68	2.68		10	2.68		
Leg Quarters											
tray pack											
bagged			1.79	11	1.79						
Legs											
Thighs											
regular pack		1.77 - 1.99	2.29	23	2.04	1.77	1.99	13	1.82		
value pack											
Drumsticks											
regular pack											
value pack		1.79		2	1.79		1.99	3	1.99		
Bnls/Sknls Thighs											
regular pack			2.98	4	2.98						
value pack						2.99		23	2.99		
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
IDF	B/S Breast										
	Tenders										
	Wings										
	Party Wings		3.00	4	3.00						

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

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4 of 7

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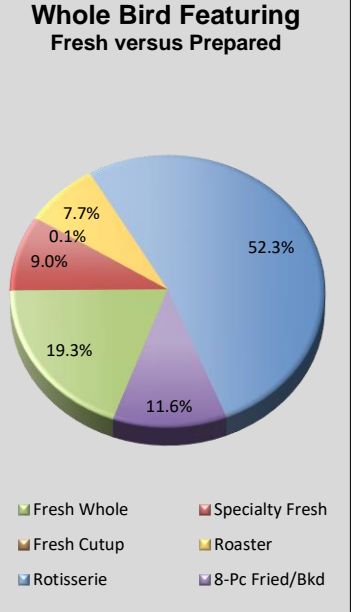
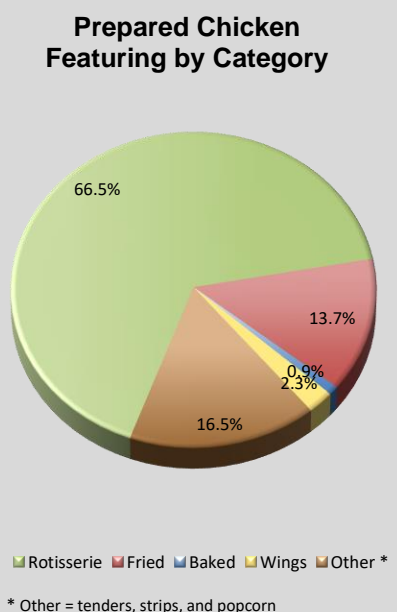
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 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Apr 19, 2024

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/}	31.7% of 29,200 outlets		39.3% of 29,200 outlets		17.2% of 29,200 outlets		Feature Rate ^{1/}	26.5% of 5,500 sampled outlets			41.9% of 7,400 sampled outlets			27.9% of 6,100 sampled outlets			35.2% of 4,900 sampled outlets					
Activity Index ^{2/}	11,907		14,254		9,335		Activity Index ^{2/}	Activity Index = 1,775			Activity Index = 4,480			Activity Index = 2,086			Activity Index = 2,008					
	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.	5,848	6.89	7,488	6.91	716	8.64	< 2 lbs.	5.97 - 7.99	807	6.47	5.97 - 8.99	2,816	7.18	6.99 - 7.99	527	7.39	5.97 - 7.99	1,481	6.19			
2.1-3.0 lbs.	1,992	6.68	947	6.78	316	8.74	2.1-3.0 lbs.	7.99 - 9.99	320	9.41	7.99	77	7.99	5.97 - 7.99	936	6.06	8.99	10	8.99			
Whole Breast							Whole Breast															
Leg Quarter	83	3.56	65	2.61	69	5.99	Leg Quarter				2.98	67	2.98				6.00	16	6.00			
FRIED & BAKED:							FRIED & BAKED:															
Fried 8-Piece Mix	1,110	8.80	2,026	9.26	2,802	8.63	Fried 8-Piece Mix	6.99 - 8.99	231	7.61	8.98 - 10.99	237	9.67	5.99 - 11.99	249	9.13	7.97	39	7.97			
Baked 8-Piece Mix	105	10.33	1,134	9.08	2,063	8.31	Baked 8-Piece Mix							8.99 - 11.99	84	10.42						
F/B 8-Piece Dark	212	6.44	294	7.67	420	7.66	F/B 8-Piece Dark				5.00 - 5.98	67	5.25				6.99	36	6.99			
F/B 12-Piece	198	14.22	56	14.49	151	18.29	F/B 12-Piece	8.49	90	8.49				18.98	10	18.98	18.99	98	18.99			
Bulk Pack (\$/piece)	114	1.24	245	6.31	13	1.00	Bulk Pack (\$/piece)							0.99 - 1.50	98	1.22	1.25 - 1.50	16	1.31			
Wings: bone-in	230	7.56	870	7.01	470	7.07	Wings: bone-in	6.99	93	6.99							4.29 - 8.99	48	6.02			
boneless	48	6.02	132	6.59	297	7.30	boneless										4.29 - 8.99	48	6.02			
Tenders	1,967	8.05	799	6.63	1,702	7.93	Tenders	6.99 - 8.99	234	8.14	6.99 - 9.99	1,216	8.12	5.99 - 8.99	182	7.23	5.99 - 9.99	216	7.55			
Strips							Strips															
Popcorn							Popcorn															
							SOUTHWEST U.S.				NORTHWEST U.S.				ALASKA				HAWAII			
Feature Rate ^{1/}							Feature Rate ^{1/}	26.4% of 3,800 sampled outlets			13.3% of 1,300 sampled outlets			25.0% of 100 sampled outlets			58.8% of 100 sampled outlets					
Activity Index ^{2/}							Activity Index ^{2/}	Activity Index = 1,212			Activity Index = 261			Activity Index = 25			Activity Index = 60					
							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.							< 2 lbs.	7.99 - 9.48	156	8.63	7.99	16	7.99	3.49	15	3.49	5.97 - 10.99	30	9.32			
2.1-3.0 lbs.							2.1-3.0 lbs.	5.97	468	5.97	5.97 - 9.48	171	6.26	5.97	10	5.97						
Whole Breast							Whole Breast															
Leg Quarter							Leg Quarter															
FRIED & BAKED:							FRIED & BAKED:															
Fried 8-Piece Mix							Fried 8-Piece Mix	7.99 - 9.49	301	8.85	7.97 - 9.99	53	8.78									
Baked 8-Piece Mix							Baked 8-Piece Mix				9.99	21	9.99									
F/B 8-Piece Dark							F/B 8-Piece Dark	6.99	109	6.99												
F/B 12-Piece							F/B 12-Piece															
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)															
Wings: bone-in							Wings: bone-in	8.99	89	8.99												
boneless							boneless															
Tenders							Tenders	8.99	89	8.99							9.99	30	9.99			
Strips							Strips															
Popcorn							Popcorn															





Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/19 thru 04/25.

(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/}		24.1% of 29,200 outlets		22.4% of 29,200 outlets		22.3% of 29,200 outlets		6.6%																
Activity Index ^{2/}		14,237		14,683		16,519		24.1%		31.7%														
		Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																	
Whole Fryer		1,344	2.29	1,683	2.76	1,305	1.95																	
Bnls/Sknls Breast		3,000	4.80	2,500	5.08	6,551	5.00																	
Breast Tenders		1,218	5.88	2,032	6.55	1,490	4.86																	
Split, bn-in Breast		286	2.91	644	2.47	350	2.52																	
Whole Wings		833	2.82	155	2.48	581	3.31																	
Leg Quarters		328	1.55	125	1.97	409	1.14																	
Legs		118	1.29	265	2.96	146	1.68																	
Thighs		2,244	1.92	4,201	1.83	1,445	2.39																	
Drumsticks		1,853	1.79	2,157	1.86	1,337	2.06																	
B/S Thighs		3,013	3.77	921	3.96	2,905	4.00																	
SPECIALTY							NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}							31.4% of 5,500 sampled outlets			18.6% of 7,400 sampled outlets			28.3% of 6,100 sampled outlets			29.7% of 4,900 sampled outlets			15.7% of 3,800 sampled outlets			9.6% of 1,300 sampled outlets		
Activity Index ^{2/}							Activity Index = 6,249			Activity Index = 1,644			Activity Index = 2,258			Activity Index = 2,601			Activity Index = 1,229			Activity Index = 182		
							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		1.67 - 4.99	798	2.43	1.79 - 2.28	98	1.93	1.88 - 2.49	245	1.99	1.81 - 2.00	93	1.89	2.29 - 3.49	81	2.44	2.99 - 3.49	29	3.18					
Bnls/Sknls Breast		3.33 - 6.99	929	4.98	3.99 - 6.99	304	4.97	3.99 - 8.99	500	5.72	3.49 - 4.99	634	3.64	3.99 - 5.99	633	4.91								
Breast Tenders		4.89 - 5.99	523	5.56	5.99	2	5.99	3.99 - 6.99	531	6.19	4.89 - 6.88	123	5.55				6.99	39	6.99					
Split, bn-in Breast		2.49	93	2.49	2.49	40	2.49	2.99 - 3.99	86	3.50	2.99	67	2.99											
Whole Wings		1.69 - 2.99	609	2.54	3.49	77	3.49	3.49 - 3.99	56	3.88	2.99 - 4.48	48	3.52				3.28	43	3.28					
Leg Quarters		1.29 - 1.99	174	1.58	1.78 - 2.88	20	2.33	1.00 - 1.99	103	1.42	1.29	31	1.29											
Legs		1.29	118	1.29																				
Thighs		1.49 - 2.29	1,102	1.82	1.29 - 2.88	110	1.87	1.88 - 2.19	292	1.93	1.29 - 2.49	372	1.94	1.99 - 2.49	317	2.24	1.99	14	1.99					
Drumsticks		1.49 - 2.29	1,017	1.76	1.29 - 1.99	127	1.40	1.88 - 2.19	237	1.92	1.29 - 2.19	193	1.66	1.99 - 2.99	185	2.08	1.99	57	1.99					
B/S Thighs		2.29 - 3.99	886	3.34	2.29 - 4.99	866	3.81	2.99 - 3.99	208	3.06	2.99 - 4.99	1,040	4.25	3.49	13	3.49								
SPECIALTY							ALASKA			HAWAII														
Feature Rate ^{1/}							0.0% of 100 sampled outlets			0.0% of 100 sampled outlets														
Activity Index ^{2/}							Activity Index = 74			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		2.29	37	2.29																				
Drumsticks		2.29	37	2.29																				
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/>.

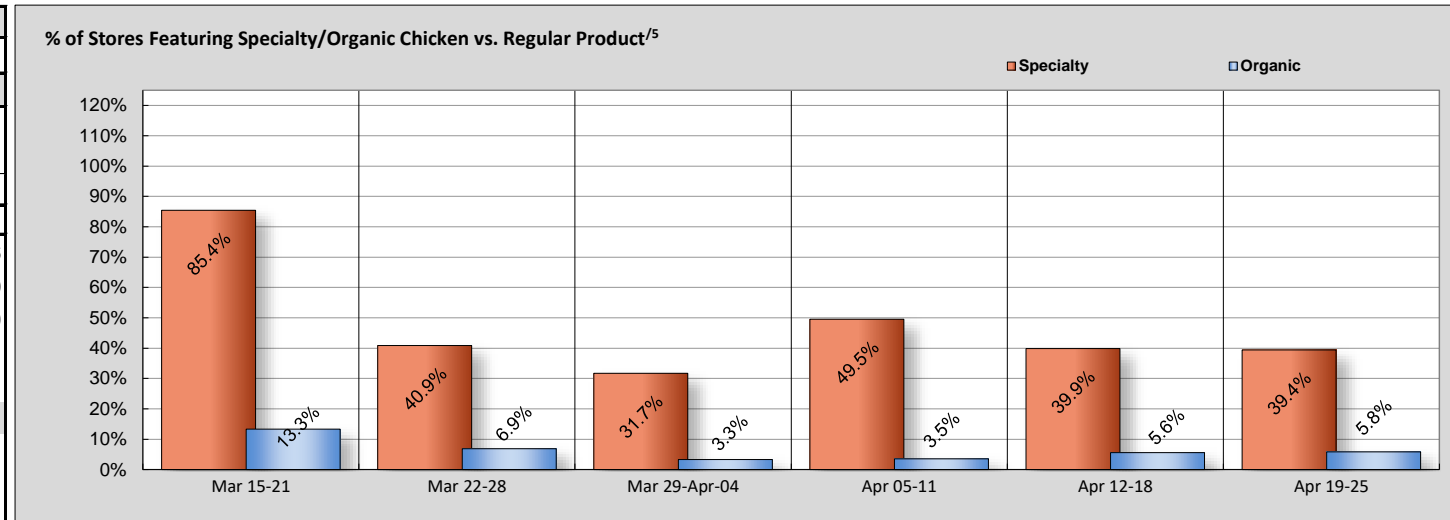


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/19 thru 04/25.

(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/}	6.6% of 29,200 outlets		3.7% of 29,200 outlets		4.1% of 29,200 outlets	
Activity Index ^{2/}	2,075		1,999		4,768	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	189	2.99	390	3.75	93	4.76
Bnls/Sknls Breast	1,518	6.39	997	7.04	2,217	8.20
Breast Tenders	11	12.49			1,201	7.99
Split, bn-in Breast						
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	39	3.99	62	3.99		
Drumsticks	282	3.78	282	3.46	124	2.41
B/S Thighs	36	6.99	268	6.76	1,133	5.99



^{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.		
		6.8% of 5,500 sampled outlets Activity Index = 419		14.4% of 7,400 sampled outlets Activity Index = 1,103		0.8% of 6,100 sampled outlets Activity Index = 47		3.0% of 4,900 sampled outlets Activity Index = 147		6.9% of 3,800 sampled outlets Activity Index = 284		1.2% of 1,300 sampled outlets Activity Index = 53	
Whole Fryer	2.99	135	2.99				2.99	54	2.99				
Bnls/Sknls Breast	5.99 - 7.19	172	6.62	5.99 - 6.99	1,025	6.02		6.99	93	6.99	6.99 - 8.99	153	7.13
Breast Tenders							12.49	11	12.49				
Split, bn-in Breast													
Whole Wings													
Legs													
Thighs				3.99	39	3.99							
Drumsticks	3.99	112	3.99	3.99	39	3.99				3.49 - 3.99	131	3.54	
B/S Thighs							6.99	36	6.99				
ORGANIC	ALASKA		HAWAII										
	15.0% of 100 sampled outlets Activity Index = 22		0.0% of 100 sampled outlets Activity Index = 0										
Whole Fryer													
Bnls/Sknls Breast	7.99 - 8.99	22	8.67										
Breast Tenders													
Split, bn-in Breast													
Whole Wings													
Legs													
Thighs													
Drumsticks													
B/S Thighs													

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