



**USDA National Retail Report - Chicken**

Fri. Jan 11, 2019

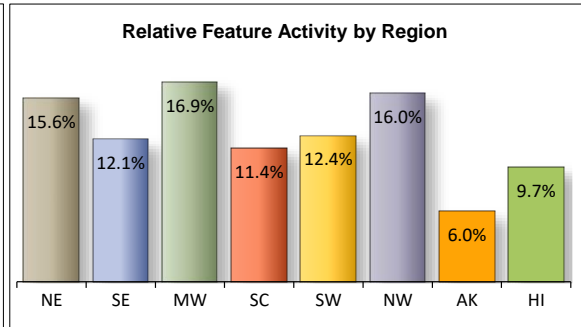
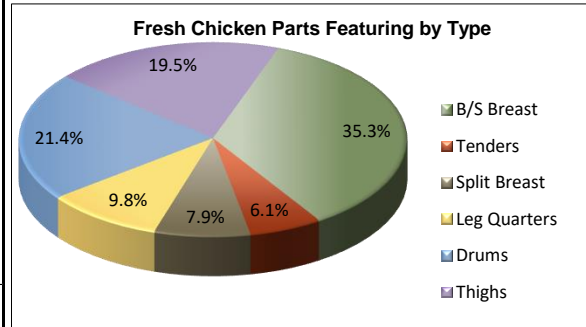
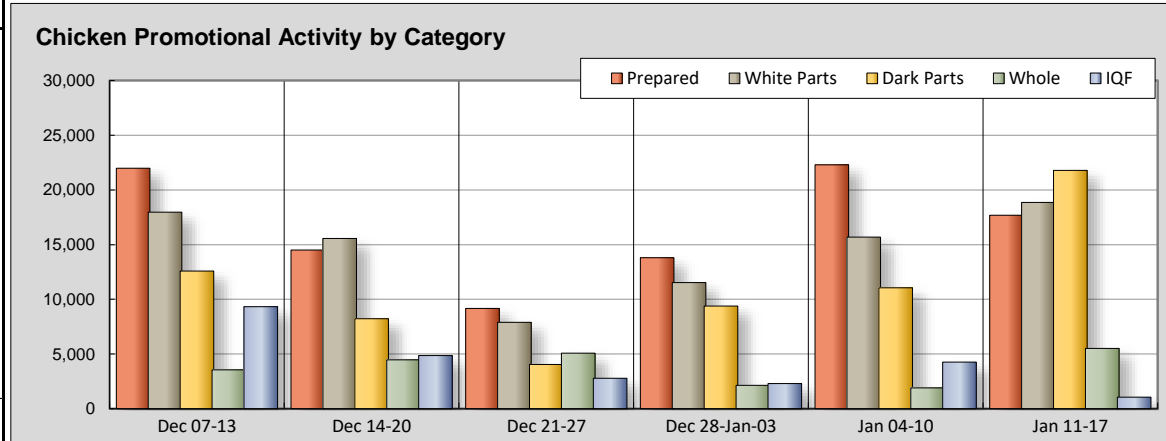
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.**

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	<b>89.3% of 29,200 outlets</b>		<b>72.3% of 29,100 outlets</b>		<b>72.5% of 29,100 outlets</b>	
<b>Special Rate <sup>4/</sup></b>	<b>16.9%</b>		<b>12.7%</b>		<b>12.9%</b>	
<b>Activity Index <sup>2/</sup></b>	<b>64,896</b>		<b>55,203</b>		<b>58,299</b>	
<b>WHOLE BIRD:</b>	<b>Stores <sup>3/</sup></b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>
bagged fryer	4,260	1.16	1,552	1.11	2,939	1.05
cut-up fryer	276	1.59	84	1.49	19	1.72
bagged roaster	602	1.25	255	1.49	1,153	1.19
Cornish (frs/frz)	376	2.40	15	2.56	23	2.45
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
regular pack	4,339	2.61	2,817	2.08	1,798	2.66
value pack	6,101	1.91	4,806	1.62	7,579	2.22
thin sliced	1,920	3.92	194	2.71	1,292	3.49
marinated	488	3.04	57	3.49	277	5.10
<b>Breast Tenders</b>						
regular pack	1,876	2.10	23	3.29	1,874	2.89
value pack	335	2.78	1,625	2.17	405	2.68
<b>Split, bn-in Breast</b>						
regular pack	287	1.31	75	1.47	485	1.37
value pack	2,605	1.06	1,130	1.10	1,404	1.30
<b>Whole Wings</b>	905	2.72	4,960	2.43	1,484	2.76
<b>Leg Quarters</b>						
tray pack	2,352	0.89	978	1.08	1,202	1.14
bagged	1,212	0.48	358	0.50	1,962	0.68
<b>Legs</b>	343	1.25	155	1.16	539	1.04
<b>Thighs</b>						
regular pack	1,612	1.02	210	0.77	830	1.14
value pack	5,487	0.97	2,829	0.89	5,907	1.07
<b>Drumsticks</b>						
regular pack	1,758	1.00	253	0.73	956	1.10
value pack	6,034	0.95	3,042	0.89	6,915	0.99
<b>Bnls/Sknls Thighs</b>						
regular pack	1,930	2.92	815	2.40	1,080	2.67
value pack	1,055	2.27	2,414	2.16	2,574	2.12
<b>9-pc Combos</b>						
drum-thigh-breast						
drum-thigh-wing					62	1.29
<b>IQF</b>						
<b>B/S Breast</b>	528	2.09	1,568	2.53	1,090	2.74
<b>Tenders</b>	167	2.88	2,240	2.81	916	2.87
<b>Wings</b>	315	3.37	319	2.10	799	2.72
<b>Party Wings</b>	49	2.19	138	2.12	317	2.79

**This Week's Chicken Feature Highlights**

Feature activity climbs this week as retailers are not shy to fill ad space with chicken. Consumers will also be pleased that the percentage of "no price" incentives are also higher. Whole birds increase in offers, led by a significant increase of bagged fryers, Cornish and roasters. Cut-up also has more to offer. Overall, white parts move higher which can be attributed for the most part to a rise in B/S breast in any size but that comes with a price increase. Small pack tenders and split breast in bulk are your best deals. Dark meat parts also increase offers, with leg quarters thighs and drums making the most progress but any size is available to shoppers in the hunt. Price levels are mixed. IQF parts decrease across the board. Prepared foods offers are down slightly but offers customers a variety of choices. Specialty items hold steady this week while organics continues lower.



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.)



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**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.**

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

Fri. Jan 11, 2019

		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>		91.1% of 5,500 sampled outlets				91.5% of 7,400 sampled outlets				94.8% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>		24.0% of stores w/ no-price promotions				29.8% of stores w/ no-price promotions				6.2% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>		Activity Index = 10,416				Activity Index = 10,836				Activity Index = 9,467			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/	4/			4/	4/			4/	4/
bagged fryer		1.28 - 1.59		711	1.42	0.57 - 1.49		1,184	1.16	0.99 - 1.69		1,415	1.13
cut-up fryer		1.59		66	1.59					1.29		143	1.29
bagged roaster		0.99 - 1.59		575	1.25					1.29		27	1.29
Cornish (frs/frz)		1.99 - 2.79		116	2.32	2.79		44	2.79	3.04		46	3.04
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	1.49 - 3.99	1,259	3.15	1.99	1.49 - 2.49	1,200	2.30	1.99 - 2.99	1.48 - 3.99	795	2.24
value pack			1.28 - 3.29	1,679	1.80	1.17	1.39 - 1.99	912	1.73	1.99	1.39 - 3.49	1,629	1.83
thin sliced		3.99 - 4.99	2.99 - 3.99	574	4.25		3.99	1,133	3.99				
marinated											3.99	33	3.99
Breast Tenders													
regular pack			1.99 - 2.98	491	2.17		1.79 - 1.99	380	1.98		1.99 - 3.49	688	2.08
value pack			1.99	10	1.99		1.99	41	1.99	3.29	2.69	27	3.02
Split, bn-in Breast													
regular pack		1.59	0.99	178	1.21						1.39 - 2.99	76	1.69
value pack			0.99 - 1.79	480	1.34		0.89 - 1.39	145	1.34		0.89 - 0.99	272	0.93
Whole Wings													
			1.49 - 2.99	124	2.39		1.49 - 2.19	140	1.76		1.49 - 2.69	144	2.04
Leg Quarters													
tray pack		0.79	0.79 - 0.87	413	0.80	0.79	0.39	120	0.66		0.69	27	0.69
bagged			0.39 - 0.49	122	0.45	0.58 - 0.69	0.34 - 0.39	461	0.43	0.59	0.39 - 0.59	289	0.43
Legs													
			0.99	230	0.99		0.99	50	0.99				
Thighs													
regular pack			0.99	96	0.99	1.08	0.88 - 0.99	757	1.01	1.38	0.88 - 1.49	140	1.26
value pack		0.88	0.89 - 1.49	1,363	1.03		0.88 - 0.99	1,032	0.99	0.59	0.87 - 1.29	1,125	0.97
Drumsticks													
regular pack			0.89 - 0.99	112	0.93	1.08	0.88 - 0.99	713	1.01	1.19 - 1.38	0.79 - 1.49	257	1.14
value pack		0.88	0.79 - 1.29	1,415	1.04		0.59 - 0.99	1,101	0.96	0.59	0.59 - 1.29	1,287	0.94
Bnls/Sknls Thighs													
regular pack			2.59	64	2.59		2.99	1,133	2.99		1.99 - 2.99	106	2.49
value pack		2.99	1.69	278	2.01	1.99	1.49	46	1.59		1.69 - 2.49	304	1.92
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	1.99		38	1.99	1.99	1.99	81	1.99	1.33 - 3.19	1.83 - 2.33	385	2.15
	Tenders					1.69		14	1.69	1.69 - 3.19		153	2.98
	Wings	4.57		22	4.57	2.66 - 4.57	1.99 - 3.39	149	3.80		1.99 - 3.66	54	3.01
	Party Wings										2.19	45	2.19



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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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		81.9% of 4,900 sampled outlets 6.3% of stores w/ no-price promotions Activity Index = 7,943				81.6% of 3,800 sampled outlets 16.6% of stores w/ no-price promotions Activity Index = 4,928				92.2% of 1,300 sampled outlets 4.9% of stores w/ no-price promotions Activity Index = 3,313			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
			4/	4/		4/	4/		4/	4/			
bagged fryer		0.79 - 1.49	755	1.01	0.87 - 0.99	116	0.88	0.98 - 1.69	61	1.03			
cut-up fryer													
bagged roaster													
Cornish (frs/frz)		0.99	31	0.99	1.99 - 2.49	139	2.45						
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls Breast													
regular pack		1.99 - 2.99	1.39 - 2.99	918	2.52	3.49	1.59 - 2.29						
value pack		1.99 - 2.49	0.99 - 1.99	717	1.77		1.29 - 3.99	3.99	1.49 - 1.99	248	2.63		
thin sliced			1.98 - 2.49	159	2.44		3.49						
marinated			0.97 - 3.49	370	2.95		2.29 - 4.99						
Breast Tenders													
regular pack			1.49 - 1.99	236	1.96		1.99 - 3.49						
value pack			0.99 - 2.49	52	2.03	3.49	2.99 - 3.49	3.29 - 3.49		53	3.34		
Split, bn-in Breast													
regular pack			0.99	12	0.99	0.99		0.99		14	0.99		
value pack		1.00	0.97	797	0.98	0.87 - 0.99			0.99	682	0.99		
Whole Wings		2.79	1.49 - 2.29	108	2.28	3.79	2.79 - 3.99						
Leg Quarters													
tray pack			0.88 - 0.97	542	0.96		0.78 - 0.88		0.99	682	0.99		
bagged		0.69	0.27 - 1.19	130	0.62		0.49 - 0.69		0.68	11	0.68		
Legs						2.99							
Thighs													
regular pack			0.99 - 1.49	530	0.99		0.88						
value pack			0.88 - 0.97	593	0.97	0.89	0.69 - 0.88	0.89	0.99	696	0.99		
Drumsticks													
regular pack			0.99 - 1.49	530	0.99		0.59 - 0.88						
value pack			0.49 - 0.97	702	0.91	0.89	0.49 - 0.89	0.89	0.95 - 0.99	724	0.99		
Bnls/Sknls Thighs													
regular pack			2.99	566	2.99				1.48	43	1.48		
value pack		1.99	1.49 - 1.77	92	1.83		0.99 - 2.99	3.99		95	3.99		
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDI	B/S Breast	1.59	1.67	24	1.63								
	Tenders												
	Wings	2.66	1.99	75	2.51				3.66	4	3.66		
	Party Wings		2.19	4	2.19								



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		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		93.0% of 100 sampled outlets				94.0% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		0.0% of stores w/ no-price promotions				15.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 122				Activity Index = 187					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer		1.49	11	1.49	1.69	7	1.69				
cut-up fryer		1.99	37	1.99	2.49	30	2.49				
bagged roaster											
Cornish (frs/frz)											
<b>PARTS:</b>		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
<b>Bnls/Sknls Breast</b>											
regular pack			2.98 - 3.49	19	3.38						
value pack		3.99	1.99 - 2.79	16	3.47	2.69	1.99	10	2.27		
thin sliced						3.29		4	3.29		
marinated											
<b>Breast Tenders</b>											
regular pack											
value pack			2.99	2	2.99						
<b>Split, bn-in Breast</b>											
regular pack											
value pack											
<b>Whole Wings</b>						2.49		4	2.49		
<b>Leg Quarters</b>											
tray pack											
bagged						1.99 - 2.49		53	2.27		
<b>Legs</b>											
<b>Thighs</b>											
regular pack											
value pack							0.49	23	0.49		
<b>Drumsticks</b>											
regular pack						2.49	0.49	53	1.62		
value pack											
<b>Bnls/Sknls Thighs</b>											
regular pack			3.49	15	3.49		2.79	3	2.79		
value pack		3.99		11	3.99						
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
101	<b>B/S Breast</b>										
	<b>Tenders</b>										
	<b>Wings</b>		2.83	11	2.83						
	<b>Party Wings</b>										



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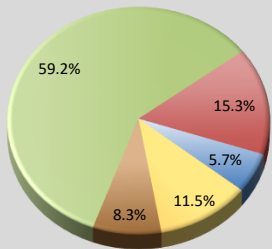
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.

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

Fri. Jan 11, 2019

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 <sup>1/</sup>	44.3% of 29,200 outlets		41.4% of 29,100 outlets		21.3% of 29,100 outlets		Feature Rate <sup>1/</sup>	24.2% of 5,500 sampled outlets			54.2% of 7,400 sampled outlets			48.6% of 6,100 sampled outlets			52.9% of 4,900 sampled outlets						
Activity Index <sup>2/</sup>	17,684		22,291		12,418		Activity Index <sup>2/</sup>	Activity Index = 1,764			Activity Index = 5,035			Activity Index = 4,431			Activity Index = 2,857						
			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			
<b>ROTISSERIE:</b>						<b>ROTISSERIE:</b>																	
Whole Bird						Whole Bird																	
< 2 lbs.						< 2 lbs.																	
2.1-3.0 lbs.						2.1-3.0 lbs.																	
Whole Breast						Whole Breast																	
Leg Quarter						Leg Quarter																	
<b>FRIED &amp; BAKED:</b>						<b>FRIED &amp; BAKED:</b>																	
Fried 8-Piece Mix						Fried 8-Piece Mix																	
Baked 8-Piece Mix						Baked 8-Piece Mix																	
F/B 8-Piece Dark						F/B 8-Piece Dark																	
F/B 12-Piece						F/B 12-Piece																	
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																	
<b>Wings:</b> bone-in						<b>Wings:</b> bone-in																	
boneless						boneless																	
<b>Tenders</b>						<b>Tenders</b>																	
<b>Strips</b>						<b>Strips</b>																	
<b>Popcorn</b>						<b>Popcorn</b>																	
												<b>SOUTHWEST U.S.</b>			<b>NORTHWEST U.S.</b>			<b>ALASKA</b>			<b>HAWAII</b>		
												Feature Rate <sup>1/</sup>			Feature Rate <sup>1/</sup>			Feature Rate <sup>1/</sup>			Feature Rate <sup>1/</sup>		
												Activity Index <sup>2/</sup>			Activity Index <sup>2/</sup>			Activity Index <sup>2/</sup>			Activity Index <sup>2/</sup>		
												price range stores wtd avg			price range stores wtd avg			price range stores wtd avg			price range stores wtd avg		
<b>ROTISSERIE:</b>						<b>ROTISSERIE:</b>																	
Whole Bird						Whole Bird																	
< 2 lbs.						< 2 lbs.																	
2.1-3.0 lbs.						2.1-3.0 lbs.																	
Whole Breast						Whole Breast																	
Leg Quarter						Leg Quarter																	
<b>FRIED &amp; BAKED:</b>						<b>FRIED &amp; BAKED:</b>																	
Fried 8-Piece Mix						Fried 8-Piece Mix																	
Baked 8-Piece Mix						Baked 8-Piece Mix																	
F/B 8-Piece Dark						F/B 8-Piece Dark																	
F/B 12-Piece						F/B 12-Piece																	
Bulk Pack (\$/piece)						Bulk Pack (\$/piece)																	
<b>Wings:</b> bone-in						<b>Wings:</b> bone-in																	
boneless						boneless																	
<b>Tenders</b>						<b>Tenders</b>																	
<b>Strips</b>						<b>Strips</b>																	
<b>Popcorn</b>						<b>Popcorn</b>																	

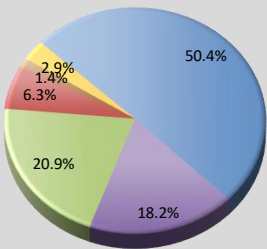
**Prepared Chicken Featuring by Category**



■ 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



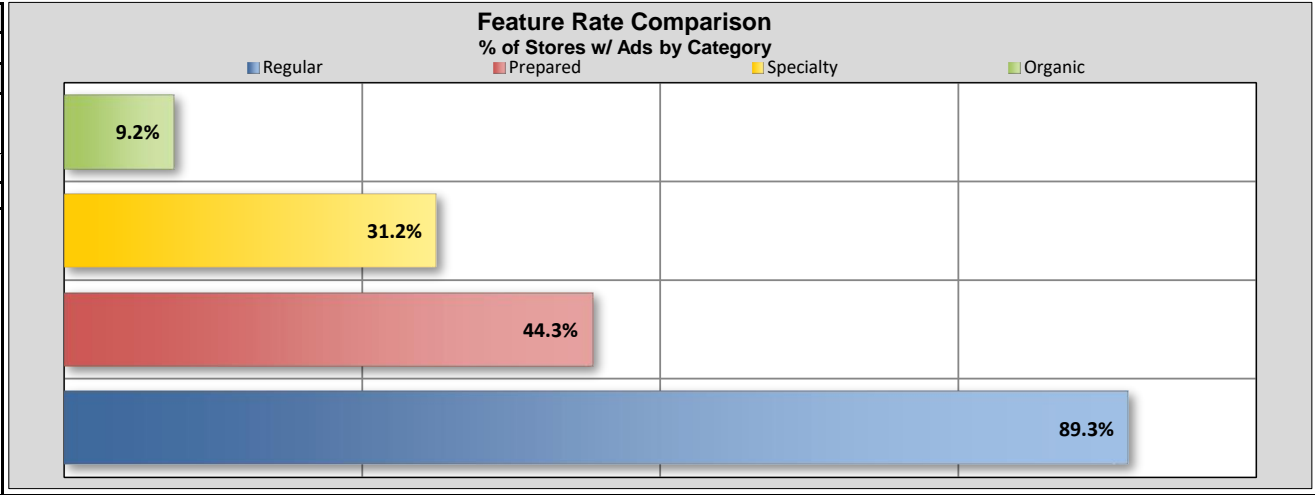
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	31.2% of 29,200 outlets		37.9% of 29,100 outlets		21.7% of 29,100 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>17,743</b>		<b>17,590</b>		<b>10,390</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,281	1.79	3,024	1.55	1,378	1.83
Bnls/Sknls Breast	7,921	4.93	7,210	4.72	3,699	4.85
Breast Tenders	1,799	4.27	72	3.97	1,196	4.96
Split, bn-in Breast	374	1.83	1,023	1.70	426	2.26
Whole Wings	630	2.56	897	2.67	15	2.39
Leg Quarters	180	0.84	210	0.65	6	1.49
Legs	191	0.94				
Thighs	1,528	1.79	1,712	2.00	538	1.66
Drumsticks	1,777	1.92	1,496	1.39	1,166	1.76
B/S Thighs	2,062	3.38	1,946	3.68	1,966	3.99



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>	40.0% of 5,500 sampled outlets			31.0% of 7,400 sampled outlets			33.0% of 6,100 sampled outlets			15.2% of 4,900 sampled outlets			25.6% of 3,800 sampled outlets			66.8% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 6,030			Activity Index = 3,345			Activity Index = 4,110			Activity Index = 1,270			Activity Index = 2,024			Activity Index = 926		
	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 - 2.49	705	1.77	0.79 - 2.49	186	1.68	1.74 - 2.49	251	1.96	0.98 - 2.49	88	1.57				1.29 - 2.49	47	2.06
Bnls/Sknls Breast	1.99 - 5.99	1,877	4.69	1.99 - 5.99	1,896	5.31	1.98 - 5.99	1,411	4.06	1.98 - 5.49	615	5.08	3.49 - 5.99	1,315	5.55	4.49 - 5.00	777	4.94
Breast Tenders	3.29 - 6.49	804	4.60	3.29 - 4.99	327	3.66	3.99 - 5.49	370	5.23	1.99 - 5.49	131	3.01	1.99 - 6.99	167	2.74			
Split, bn-in Breast	1.79 - 1.89	183	1.83	0.99	83	0.99	2.49	108	2.49									
Whole Wings	1.89 - 2.09	271	2.00	2.48 - 2.79	245	2.71	2.49	21	2.49				3.79	89	3.79			
Leg Quarters	0.69 - 0.77	122	0.76				0.99	58	0.99									
Legs	0.79	155	0.79				1.59	36	1.59									
Thighs	1.19 - 1.99	283	1.38	0.88 - 2.99	334	2.14	1.29 - 2.49	509	1.57	1.29 - 1.99	145	1.82	1.99 - 2.99	202	2.14	2.29 - 2.49	55	2.43
Drumsticks	1.19 - 3.49	719	2.04	0.88 - 0.98	90	0.91	1.29 - 2.99	707	1.96	0.98 - 2.99	129	1.79	1.59 - 2.99	85	2.16	0.98 - 1.69	47	1.22
B/S Thighs	2.21 - 4.99	911	2.98	2.29 - 2.99	184	2.63	2.58 - 4.99	639	3.90	2.28 - 4.99	162	3.32	3.99 - 4.99	166	4.45			

SPECIALTY	ALASKA			HAWAII		
Feature Rate <sup>1/</sup>	1500.0% of 100 sampled outlets			0.0% of 100 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 26			Activity Index = 12		
	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer				2.29	4	2.29
Bnls/Sknls Breast	4.49 - 5.00	26	4.78	3.49	4	3.49
Breast Tenders						
Split, bn-in Breast						
Whole Wings				3.99	4	3.99
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/>.

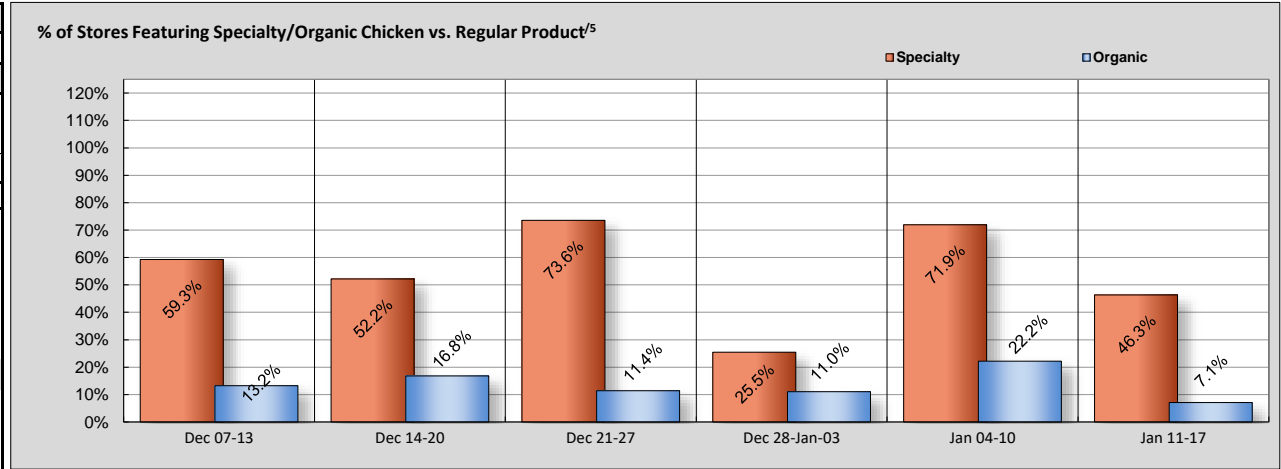


**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/11 thru 01/17.**

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

NATIONAL SUMMARY						
USDA ORGANIC CHICKEN						
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	9.2% of 29,200 outlets		8.1% of 29,100 outlets		12.3% of 29,100 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>2,561</b>		<b>4,897</b>		<b>5,420</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	622	2.41	356	2.57	472	3.00
Bnls/Sknls Breast	1,409	7.57	2,122	7.06	2,419	6.93
Breast Tenders	219	8.11	1,523	7.45	418	6.26
Split, bn-in Breast			169	4.99	213	4.08
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	10	4.99	212	3.54	275	4.84
Drumsticks	291	2.21	326	2.59	923	2.56
B/S Thighs	10	4.99	189	5.88	700	5.53



<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.			
		24.7% of 5,500 sampled outlets Activity Index = 1,643				8.5% of 7,400 sampled outlets Activity Index = 418				7.0% of 6,100 sampled outlets Activity Index = 131				2.3% of 4,900 sampled outlets Activity Index = 190				3.2% of 3,800 sampled outlets Activity Index = 132				2.5% of 1,300 sampled outlets Activity Index = 32		
Whole Fryer	2.29	2.99	238	2.53	2.29	88	2.29		2.29	89	2.29		2.29	70	2.29		2.29	3.99	121	2.44	2.29	16	2.29	
Bnls/Sknls Breast	6.49	8.99	1,110	7.69	6.99	8.99	130	7.74	8.99	11	8.99		4.98	6.99	116	6.31	7.99	11	7.99		4.98	16	4.98	
Breast Tenders	5.99	8.99	219	8.11																				
Split, bn-in Breast																								
Whole Wings																								
Legs																								
Thighs									4.99	10	4.99													
Drumsticks	2.49		66	2.49	1.88	200	1.88		3.49	4.99	21	4.20	3.49		4	3.49								
B/S Thighs	4.99		10	4.99																				
ORGANIC	ALASKA				HAWAII																			
	15.0% of 100 sampled outlets Activity Index = 15				3.0% of 100 sampled outlets Activity Index = 3																			
Whole Fryer					2.29	3	2.29																	
Bnls/Sknls Breast	7.99		15	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/>.