



USDA National Retail Report - Chicken

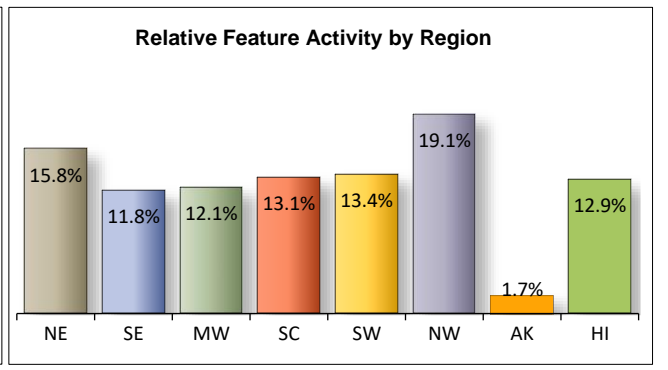
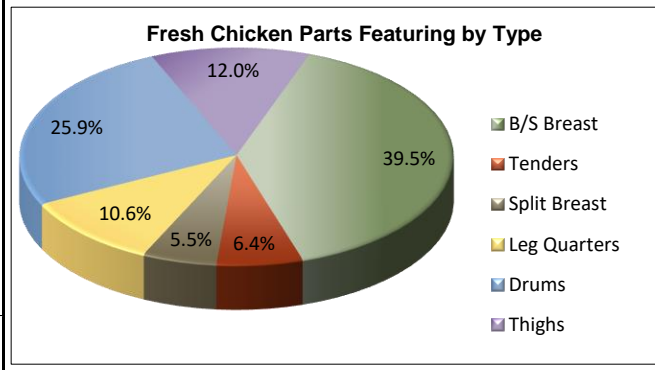
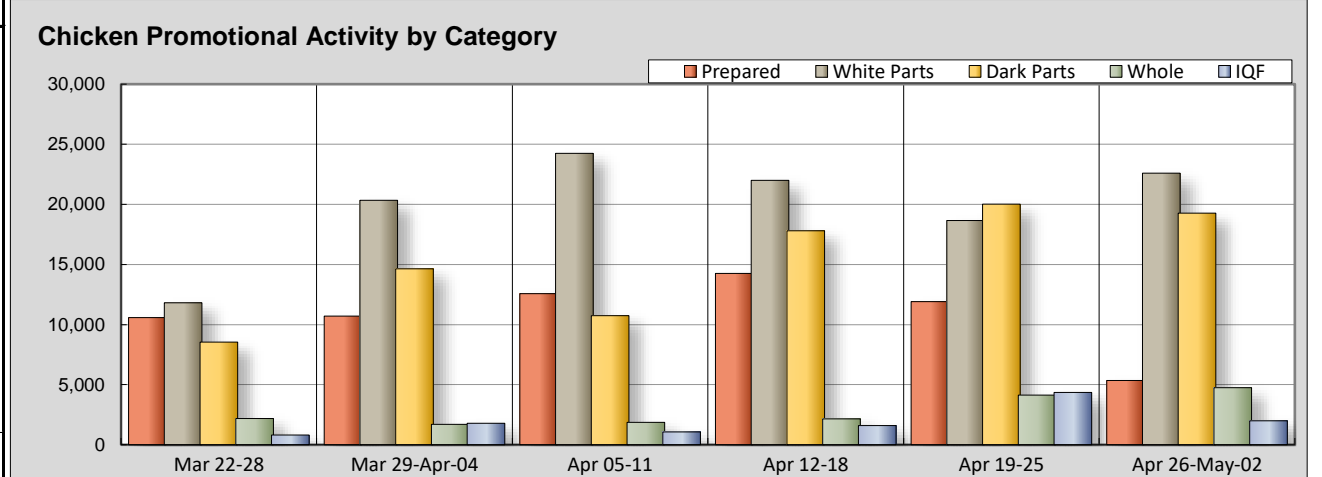
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

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

NATIONAL SUMMARY							
	THIS WEEK		LAST WEEK		LAST YEAR		
Feature Rate ^{1/}	74.8% of 29,200 outlets		79.5% of 29,200 outlets		64.6% of 29,200 outlets		
Special Rate ^{4/}	6.7%		8.0%		14.5%		
Activity Index ^{2/}	53,952		59,062		30,993		
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg	
bagged fryer	4,579	1.20	2,895	1.35	273	1.45	
cut-up fryer	12	2.49	12	2.49	323	2.32	
bagged roaster	156	1.09	1,157	1.77	277	2.32	
Cornish (frs/frz)			67	3.25			
PARTS:							
Bnls/Sknls Breast							
regular pack	2,376	3.15	1,221	3.33	1,173	3.55	
value pack	8,984	2.53	7,409	2.64	4,806	2.61	
thin sliced	1,625	4.45	1,910	4.00	1,323	4.90	
marinated	45	3.19	41	3.16	330	4.54	
Breast Tenders							
regular pack	557	3.72	505	4.17	578	4.03	
value pack	1,545	3.08	397	3.00	564	3.19	
Split, bn-in Breast							
regular pack	101	1.91	736	1.68	262	1.68	
value pack	1,724	1.74	343	1.77	386	1.14	
Whole Wings	5,639	2.71	6,093	2.71	4,460	2.65	
Leg Quarters							
tray pack	2,540	1.23	1,584	1.04	760	0.93	
bagged	964	0.70	677	0.75	550	0.71	
Legs	12	1.29	424	1.27	36	1.02	
Thighs							
regular pack	2,118	1.30	550	1.48	37	1.19	
value pack	1,845	1.11	7,965	1.50	2,380	1.15	
Drumsticks							
regular pack	1,347	1.14	886	1.19	979	0.73	
value pack	7,188	1.16	5,113	1.05	2,896	1.06	
Bnls/Sknls Thighs							
regular pack	1,032	2.98	512	3.15	580	2.74	
value pack	2,223	2.57	2,306	2.36	1,075	2.66	
9-pc Combos							
drum-thigh-breast							
drum-thigh-wing							
IQF	B/S Breast	685	3.18	1,045	2.46	156	2.34
	Tenders	11	2.39	1,803	3.34		
	Wings	1,202	2.55	732	2.81	132	2.37
	Party Wings	95	2.63	772	2.06	1,144	2.90

This Week's Chicken Feature Highlights

The "week of twos" slows chicken offerings slightly, incentives to purchase take a slight hit. Bagged fryers are offered at almost at a rate double to last weeks volume, roasters take a break. B/S breast push both packs, tenders drop volume, split breast take a upward swing on offerings, especially on value packs. Drums and thighs attempt to attract clearances, their emphasis in on bulk pack drus and regular pack drums. Value pack b/s thighs move slightly higher on price. IQF pushes wings this week. The deli slows significantly, fried/bake 8-piece make a appearance. Specialty and organics head off in different directions. The next ad cycle breaks perfectly for most of the retail outlets renewal of sale ads. The first of the month and strong competition for consumer attention will be in place, let the battle begin!



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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	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/}	69.8% of 5,500 sampled outlets				78.1% of 7,400 sampled outlets				67.5% of 6,100 sampled outlets				
Special Rate ^{4/}	1.9% of stores w/ no-price promotions				16.6% of stores w/ no-price promotions				5.9% of stores w/ no-price promotions				
Activity Index ^{2/}	Activity Index = 8,377				Activity Index = 13,651				Activity Index = 6,752				
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		
			4/				4/				4/		
bagged fryer	0.99 - 1.89	621	1.35		0.99 - 1.49	1,685	1.20		0.99 - 1.79	207	1.20		
cut-up fryers									2.49	12	2.49		
bagged roaster	0.87	73	0.87		1.29	83	1.29						
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		2.49 - 3.49	295	2.89	2.49 - 3.49	2.79	950	3.12	3.49 - 5.99	2.99 - 3.99	227	3.49	
value pack	3.49	1.69 - 2.99	1,893	2.57		1.99 - 2.67	1,486	2.63		1.79 - 3.99	2,266	2.44	
thin sliced	4.89	3.99 - 4.59	284	4.28	4.89	4.59	965	4.89	4.49		58	4.49	
marinated										2.99	12	2.99	
Breast Tenders													
regular pack	3.99	3.19 - 3.69	308	3.62	3.99	2.98	31	3.44	3.98	2.99 - 3.99	66	3.81	
value pack	2.99	2.99 - 3.99	263	3.23	3.99	2.99	1,114	3.00		2.99	9	2.99	
Split, bn-in Breast													
regular pack						1.99	81	1.99					
value pack						1.49 - 1.98	469	1.50		1.99	76	1.99	
Whole Wings	2.49 - 2.99		609	2.70	1.89 - 2.68	2.88 - 3.28	1,660	2.65	2.68	1.99 - 3.99	1,247	2.81	
Leg Quarters													
tray pack	0.87 - 0.99	0.29 - 0.99	871	0.87		0.79 - 1.59	1,217	1.54	0.99	0.98 - 1.99	202	1.20	
bagged		0.69	105	0.69		0.68 - 0.99	289	0.70	0.69	0.69	212	0.69	
Legs													
										1.29	12	1.29	
Thighs													
regular pack	1.29 - 1.49		367	1.48		1.29 - 5.99	489	1.58	1.29 - 1.69		79	1.40	
value pack	0.87	0.99	305	0.96	0.99	0.98 - 1.19	238	1.06	0.99 - 1.19	2.49	106	1.51	
Drumsticks													
regular pack	1.29 - 1.49		367	1.48	0.99	0.99	14	0.99	0.99 - 1.69	0.69 - 0.99	177	1.00	
value pack	0.87 - 1.27	0.69 - 0.99	979	1.09	1.27	0.69 - 1.28	1,593	1.23	0.99 - 1.27	0.89 - 1.29	1,126	1.23	
Bnls/Sknls Thighs													
regular pack	2.99 - 3.99		123	3.49	2.98 - 2.99		217	2.98	2.99	2.49	70	2.90	
value pack		2.19 - 2.99	431	2.81		2.79 - 2.99	965	2.79		2.69 - 2.99	56	2.93	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDE	B/S Breast		2.67	61	2.67	2.79		11	2.79	2.40 - 3.99	1.99	460	3.31
	Tenders					2.39		11	2.39				
	Wings	2.50	2.19 - 6.49	360	3.22		1.99 - 4.00	83	3.75		1.99 - 4.00	60	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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<http://www.ams.usda.gov/market-news/livestock-poultry-grain>;

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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/}	83.2% of 4,900 sampled outlets				72.5% of 3,800 sampled outlets				88.6% of 1,300 sampled outlets			
Special Rate ^{4/}	4.2% of stores w/ no-price promotions				0.0% of stores w/ no-price promotions				1.6% of stores w/ no-price promotions			
Activity Index ^{2/}	Activity Index = 9,197				Activity Index = 5,365				Activity Index = 5,074			
WHOLE BIRD:	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/
bagged fryer	1.29 - 1.89		209	1.53	0.99 - 1.79		1,161	1.18	0.99 - 1.49		696	1.00
cut-up fryer												
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
Bnls/Sknls Breast												
regular pack	3.49	2.59	670	3.30	2.79 - 2.99	2.49 - 3.29	172	3.00		2.49	43	2.49
value pack	1.97 - 2.99	1.69 - 2.99	1,936	2.68		2.48 - 3.49	541	2.67	1.99 - 2.67		839	2.12
thin sliced		2.97 - 4.99	258	3.23		3.49	60	3.49				
marinated		2.49 - 3.98	33	3.26								
Breast Tenders												
regular pack		2.79 - 4.49	23	3.60		3.99	129	3.99				
value pack	3.99	2.49 - 3.29	159	3.42								
Split, bn-in Breast												
regular pack		1.59	20	1.59								
value pack		1.39 - 1.99	894	1.68	2.29		270	2.29		1.99	15	1.99
Whole Wings	2.68	1.97 - 3.99	1,450	2.74	2.68	3.49	478	2.70	2.68	1.97	173	2.61
Leg Quarters												
tray pack		0.69 - 1.19	140	0.99		0.99	110	0.99				
bagged	0.69	0.47 - 0.99	358	0.70								
Legs												
Thighs												
regular pack		0.99 - 1.29	538	1.28		0.99	645	0.99				
value pack	0.98	0.99 - 1.39	87	1.06		0.99 - 1.49	144	1.11	1.77	0.99	934	1.12
Drumsticks												
regular pack		0.99 - 1.29	50	1.17		0.99 - 1.19	739	1.00				
value pack	0.98 - 1.27	0.59 - 1.28	1,581	1.16	1.27	0.99 - 1.49	905	1.15	1.27	0.99 - 1.29	973	1.05
Bnls/Sknls Thighs												
regular pack	3.48	2.77	596	2.87								
value pack		2.99	36	2.99		3.49	11	3.49		1.99 - 3.49	698	2.02
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF	B/S Breast	2.40 - 4.96		142	3.06							
	Tenders											
	Wings		4.00	17	4.00					2.00	682	2.00
	Party Wings									3.20	21	3.20

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		ALASKA (AK)				HAWAII (HI)					
Feature Rate ^{1/}		97.0% of 100 sampled outlets				32.4% of 100 sampled outlets					
Special Rate ^{4/}		0.0% of stores w/ no-price promotions				19.6% of stores w/ no-price promotions					
Activity Index ^{2/}		Activity Index = 120				Activity Index = 69					
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
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			2.97 - 3.58	19	3.10						
value pack			2.67	10	2.67	3.99	2.67	13	2.97		
thin sliced											
marinated											
Breast Tenders											
regular pack											
value pack											
Split, bn-in Breast											
regular pack											
value pack											
Whole Wings		2.68 - 3.79		12	2.87	2.68		10	2.68		
Leg Quarters											
tray pack											
bagged											
Legs											
Thighs											
regular pack											
value pack		1.77	0.99	21	1.36	1.77		10	1.77		
Drumsticks											
regular pack											
value pack		1.27	0.99	21	1.12	1.27		10	1.27		
Bnls/Sknls Thighs											
regular pack			2.97 - 3.48	26	3.05						
value pack						3.99	2.99	26	3.11		
9-pc Combos											
drum-thigh-breast											
drum-thigh-wing											
IDF	B/S Breast		2.50	11	2.50						
	Tenders										
	Wings										
	Party Wings										

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

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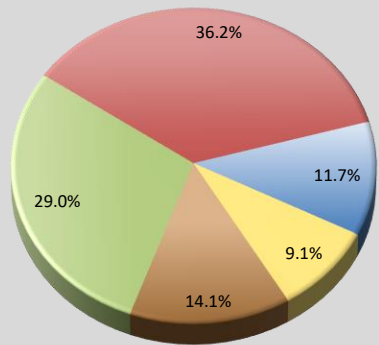


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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.
 (prices in dollars per unit or per pound unless otherwise noted)

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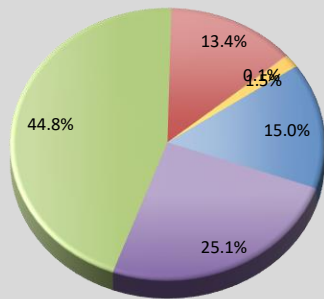
PREPARED FOODS NATIONAL SUMMARY																									
	THIS WEEK		LAST WEEK		LAST YEAR			NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.								
Feature Rate ^{1/}	13.8% of 29,200 outlets		31.7% of 29,200 outlets		14.4% of 29,200 outlets		Feature Rate ^{1/}	16.1% of 5,500 sampled outlets			13.3% of 7,400 sampled outlets			14.5% of 6,100 sampled outlets			9.7% of 4,900 sampled outlets								
Activity Index ^{2/}	5,347		11,907		5,513		Activity Index ^{2/}	Activity Index = 1,451			Activity Index = 682			Activity Index = 1,163			Activity Index = 498								
	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.	1,100	7.82	5,848	6.89	580	8.70	< 2 lbs.	6.99 - 8.99	478	7.79	7.99 - 8.99	49	8.76	6.99 - 8.99	365	7.58	5.99 - 7.99	154	7.63						
2.1-3.0 lbs.	432	8.96	1,992	6.68	213	7.16	2.1-3.0 lbs.	8.99	288	8.99	7.99	77	7.99	9.69	10	9.69									
Whole Breast							Whole Breast																		
Leg Quarter	16	6.00	83	3.56	75	4.96	Leg Quarter										6.00	16	6.00						
FRIED & BAKED:							FRIED & BAKED:																		
Fried 8-Piece Mix	1,418	9.18	1,110	8.80	1,815	8.83	Fried 8-Piece Mix	4.99 - 10.99	417	8.94	9.99 - 12.99	83	11.44	7.99 - 12.99	318	9.65	7.97 - 12.49	147	8.59						
Baked 8-Piece Mix	624	9.05	105	10.33	256	10.34	Baked 8-Piece Mix							10.99 - 12.49	100	11.16	12.49	13	12.49						
F/B 8-Piece Dark	306	7.33	212	6.44	198	8.90	F/B 8-Piece Dark	7.99	103	7.99				6.99	94	6.99									
F/B 12-Piece	213	14.44	198	14.22	252	10.99	F/B 12-Piece				12.98	10	12.98	12.99 - 16.99	137	15.41	10.99	12	10.99						
Bulk Pack (\$/piece)			114	1.24	333	0.87	Bulk Pack (\$/piece)																		
Wings: bone-in	374	7.70	230	7.56	906	6.72	Wings: bone-in	7.99 - 9.99	165	9.24	6.99	23	6.99	5.49	15	5.49	4.77 - 6.99	95	5.05						
boneless	110	5.93	48	6.02	191	8.60	boneless							5.49 - 6.99	55	6.58	4.79	16	4.79						
Tenders	754	7.95	1,967	8.05	694	7.04	Tenders				5.00 - 9.99	440	7.56	5.99 - 7.99	69	6.25	3.99 - 7.99	45	6.57						
Strips							Strips																		
Popcorn							Popcorn																		
														SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
Feature Rate ^{1/}							Feature Rate ^{1/}	18.0% of 3,800 sampled outlets			7.4% of 1,300 sampled outlets			0.0% of 100 sampled outlets			19.6% of 100 sampled outlets								
Activity Index ^{2/}							Activity Index ^{2/}	Activity Index = 1,415			Activity Index = 111			Activity Index = 7			Activity Index = 20								
	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.							< 2 lbs.	7.99	14	7.99	8.99	20	8.99				10.99	20	10.99						
2.1-3.0 lbs.							2.1-3.0 lbs.	9.99	57	9.99															
Whole Breast							Whole Breast																		
Leg Quarter							Leg Quarter																		
FRIED & BAKED:							FRIED & BAKED:																		
Fried 8-Piece Mix							Fried 8-Piece Mix	7.99 - 8.97	437	8.89	7.97	16	7.97												
Baked 8-Piece Mix							Baked 8-Piece Mix	6.99 - 8.97	511	8.55															
F/B 8-Piece Dark							F/B 8-Piece Dark	6.99	109	6.99															
F/B 12-Piece							F/B 12-Piece	12.99	54	12.99															
Bulk Pack (\$/piece)							Bulk Pack (\$/piece)																		
Wings: bone-in							Wings: bone-in	8.99	54	8.99	5.49	15	5.49	8.99	7	8.99									
boneless							boneless				5.49	39	5.49												
Tenders							Tenders	9.99	179	9.99	7.20	21	7.20												
Strips							Strips																		
Popcorn							Popcorn																		

Prepared Chicken Featuring by Category



* 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							Feature Rate Comparison												
SPECIALTY CHICKEN							% of Stores w/ Ads by Category												
		THIS WEEK		LAST WEEK		LAST YEAR		Regular		Prepared		Specialty		Organic					
Feature Rate ^{1/}		17.1% of 29,200 outlets		24.1% of 29,200 outlets		25.2% of 29,200 outlets		1.6%		17.1%		13.8%		74.8%					
Activity Index ^{2/}		18,198		14,237		14,001													
		Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg												
Whole Fryer		1,372	2.30	1,344	2.29	1,044	2.30												
Bnls/Sknls Breast		2,436	4.92	3,000	4.80	3,443	4.56												
Breast Tenders		1,343	5.53	1,218	5.88	1,247	6.65												
Split, bn-in Breast		907	2.94	286	2.91	774	2.49												
Whole Wings		155	2.34	833	2.82	874	2.32												
Leg Quarters		442	1.32	328	1.55	204	1.30												
Legs		599	2.56	118	1.29	269	1.44												
Thighs		7,411	2.05	2,244	1.92	2,426	2.25												
Drumsticks		2,970	1.80	1,853	1.79	2,897	2.49												
B/S Thighs		563	4.96	3,013	3.77	823	3.55												
SPECIALTY		NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}		41.3% of 5,500 sampled outlets			6.7% of 7,400 sampled outlets			16.2% of 6,100 sampled outlets			6.9% of 4,900 sampled outlets			18.8% of 3,800 sampled outlets			10.8% of 1,300 sampled outlets		
Activity Index ^{2/}		Activity Index = 6,642			Activity Index = 2,495			Activity Index = 3,567			Activity Index = 2,751			Activity Index = 2,439			Activity Index = 261		
		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		2.19 - 3.99	679	2.67	1.89 - 2.49	75	2.24	1.88 - 2.49	309	1.99	1.49 - 2.48	180	1.88	1.79	129	1.79	3.99 - 6.99	98	5.63
Bnls/Sknls Breast		2.99 - 8.99	1,382	4.49	2.99	76	2.99	3.99 - 5.99	452	5.24	2.79 - 5.49	132	4.41	5.99 - 7.69	296	6.95	5.99	16	5.99
Breast Tenders		3.99 - 5.99	365	5.71	3.99 - 4.99	65	4.53	3.99 - 6.88	451	5.65	3.99 - 6.88	185	5.02	3.99 - 7.69	261	5.68			
Split, bn-in Breast		1.99 - 3.99	720	2.79	2.49 - 3.99	51	3.07	2.99 - 3.99	112	3.65	3.99	24	3.99						
Whole Wings		1.69 - 2.99	131	2.34				2.29	11	2.29	2.29	13	2.29						
Leg Quarters		0.88	207	0.88	1.78	10	1.78	1.29	86	1.29				1.79 - 4.29	139	1.97			
Legs		1.29 - 2.87	202	2.14	2.87	88	2.87	2.87	89	2.87	1.19 - 2.87	94	2.44	2.87	110	2.87	2.87	16	2.87
Thighs		0.88 - 3.99	1,563	1.61	1.49 - 3.99	1,483	1.90	1.29 - 3.23	1,525	1.90	1.49 - 5.99	1,766	2.20	1.49 - 5.99	1,012	2.84	1.49 - 3.99	59	2.67
Drumsticks		0.88 - 2.87	1,105	1.44	1.49 - 2.87	617	1.92	1.29 - 2.87	532	2.05	1.49 - 2.87	357	1.98	1.49 - 2.87	284	2.25	1.29 - 2.87	72	1.97
B/S Thighs		3.99	288	3.99	3.18	30	3.18				6.49 - 6.99	208	6.78						
SPECIALTY		ALASKA			HAWAII														
Feature Rate ^{1/}		0.0% of 100 sampled outlets			0.0% of 100 sampled outlets														
Activity Index ^{2/}		Activity Index = 37			Activity Index = 6														
		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					2.87	-	2.87												
Thighs					3.23	3	3.23												
Drumsticks					2.87	3	2.87												
B/S Thighs		3.79	37	3.79															

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/>.

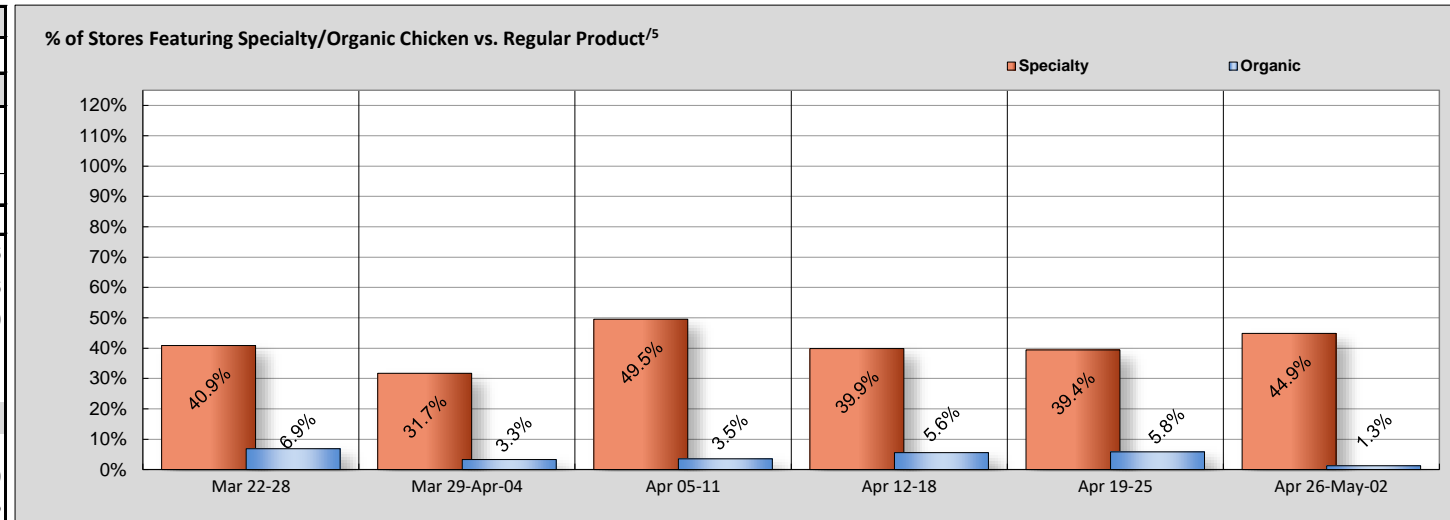


USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/26 thru 05/02.

(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/}	1.6% of 29,200 outlets		6.6% of 29,200 outlets		5.9% of 29,200 outlets	
Activity Index ^{2/}	472		2,075		2,908	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	75	3.99	189	2.99	272	3.76
Bnls/Sknls Breast	135	7.78	1,518	6.39	1,946	8.26
Breast Tenders	189	7.99	11	12.49	62	9.99
Split, bn-in Breast						
Whole Wings						
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	11	4.99	39	3.99	73	4.29
Drumsticks	23	4.47	282	3.78	297	2.73
B/S Thighs	39	5.69	36	6.99	258	7.49



^{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.		
		3.7% of 5,500 sampled outlets Activity Index = 135		1.1% of 7,400 sampled outlets Activity Index = 118			1.6% of 6,100 sampled outlets Activity Index = 107			1.1% of 4,900 sampled outlets Activity Index = 54			0.3% of 3,800 sampled outlets Activity Index = 12			3.0% of 1,300 sampled outlets Activity Index = 39	
Whole Fryer			3.99	39	3.99	3.99	36	3.99									
Bnls/Sknls Breast			5.99	40	5.99	7.99 - 9.99	49	9.46							6.99 - 7.99	39	7.45
Breast Tenders	7.99	135	7.99						7.99	54	7.99						
Split, bn-in Breast																	
Whole Wings																	
Legs																	
Thighs						4.99	11	4.99									
Drumsticks						4.99	11	4.99				3.99	12	3.99			
B/S Thighs				5.69	39	5.69											
ORGANIC	ALASKA		HAWAII														
	0.0% of 100 sampled outlets Activity Index = 7		0.0% of 100 sampled outlets Activity Index = 0														
Whole Fryer																	
Bnls/Sknls Breast	7.99	7	7.99														
Breast Tenders																	
Split, bn-in Breast																	
Whole Wings																	
Legs																	
Thighs																	
Drumsticks																	
B/S Thighs																	

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