



**USDA National Retail Report - Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/17 thru 03/23.

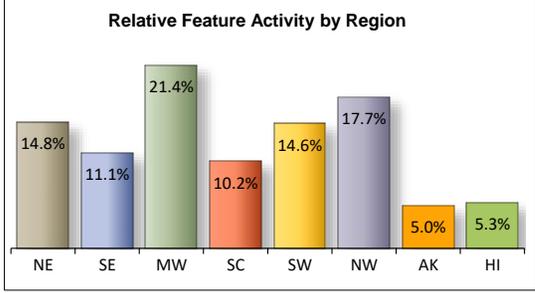
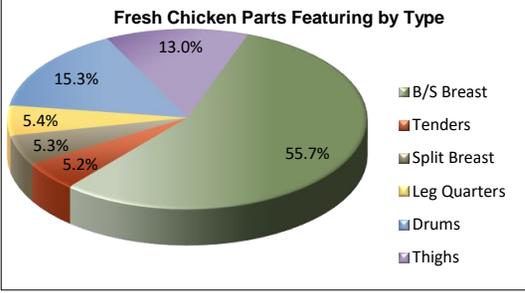
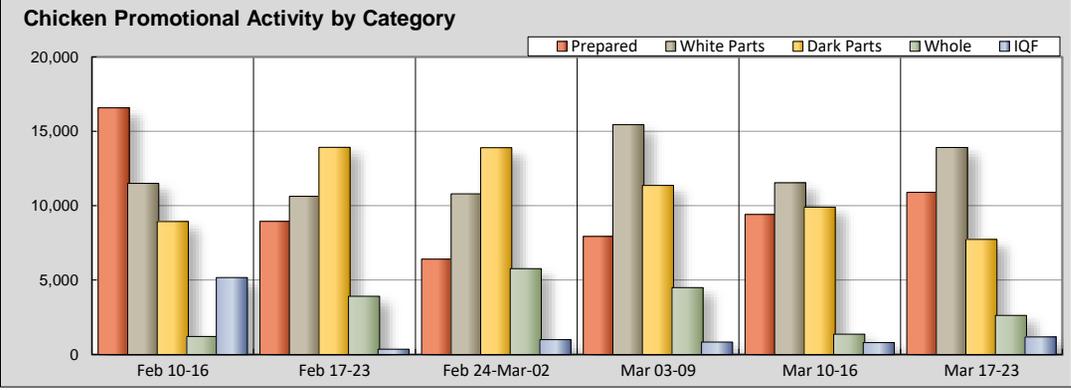
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Mar 17, 2023

NATIONAL SUMMARY						
		THIS WEEK		LAST WEEK		LAST YEAR
<b>Feature Rate <sup>1/</sup></b>		69.9% of 29,200 outlets		65.5% of 29,200 outlets		68.2% of 29,200 outlets
<b>Special Rate <sup>4/</sup></b>		12.2%		12.9%		7.5%
<b>Activity Index <sup>2/</sup></b>		36,369		33,046		40,066
<b>WHOLE BIRD:</b>		Stores <sup>3/</sup> Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg
	bagged fryer	2,193	1.37	822	1.40	1,073 1.56
	cut-up fryer	96	2.31			154 1.64
	bagged roaster	342	1.29	468	1.56	158 1.64
	Cornish (frs/frz)			80	1.80	13 2.99
<b>PARTS:</b>						
<b>Bnls/Sknls Breast</b>						
	regular pack	2,534	3.11	2,361	3.53	1,684 3.14
	value pack	6,014	2.48	5,719	2.37	6,023 2.13
	thin sliced	101	3.02	1,746	3.02	16 3.88
	marinated	477	6.34	26	3.68	49 4.59
<b>Breast Tenders</b>						
	regular pack	307	4.24	55	3.01	692 3.80
	value pack	545	3.04	229	3.19	4,598 3.46
<b>Split, bn-in Breast</b>						
	regular pack	127	1.70	265	1.56	102 2.21
	value pack	749	1.79	17	0.99	541 1.54
<b>Whole Wings</b>						
		3,061	2.43	1,124	2.30	316 3.51
<b>Leg Quarters</b>						
	tray pack	457	1.08	244	1.16	261 0.84
	bagged	429	0.93	1,635	0.65	852 0.65
<b>Legs</b>						
<b>Thighs</b>						
	regular pack	271	1.26	105	1.16	272 1.37
	value pack	1,862	1.42	2,047	1.17	3,833 1.13
<b>Drumsticks</b>						
	regular pack	848	1.22	491	1.20	694 1.75
	value pack	1,663	1.26	3,325	1.05	9,211 1.04
<b>Bnls/Sknls Thighs</b>						
	regular pack	361	2.78	39	4.99	304 2.91
	value pack	1,847	2.39	1,900	2.32	642 2.68
<b>9-pc Combos</b>						
	drum-thigh-breast			11	0.89	
	drum-thigh-wing					
<b>TD</b>	<b>B/S Breast</b>	318	4.75	154	5.15	77 3.63
	<b>Tenders</b>	161	4.82	67	3.19	77 3.63
	<b>Wings</b>	390	2.42	309	2.29	123 3.82
	<b>Party Wings</b>	316	3.29	273	2.86	35 5.20

**This Week's Chicken Feature Highlights**

A slight increase in the Activity index, incentives to purchase remains about the same. St. Patrick's Day interest prominence dwindled as the week progressed. Lenten offerings continue to have a strong hold on retailers' attention. Bagged whole birds make a strong entrance back to the meat case and at slightly lower prices. B/S breasts also increased offerings this week, pricing increases on bulk packs, the best deals are where small packs are shown. Tenders, wings, and split breast creep higher. Thighs and drums raise levels where value packs are offered. IQF again take a break this week. The deli continues to climb in volume, March madness has a strong hold on tournament viewers. Specialty and Organics made a good run at consumers last week, they will try again when the month is new.



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. **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 03/17 thru 03/23.**

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

Fri. Mar 17, 2023

	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>	77.3% of 5,500 sampled outlets				70.7% of 7,400 sampled outlets				74.5% of 6,100 sampled outlets			
Special Rate <sup>4/</sup>	11.6% of stores w/ no-price promotions				26.0% of stores w/ no-price promotions				3.9% of stores w/ no-price promotions			
Activity Index <sup>2/</sup>	Activity Index = 5,961				Activity Index = 3,013				Activity Index = 6,606			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	1.69		189	1.69	1.29 - 1.69		476	1.30	0.99 - 1.79		643	1.44
cut-up fryers					1.98		30	1.98	2.29 - 2.49		66	2.46
bagged roaster	1.29		266	1.29	1.29		76	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
<b>Bnls/Sknls Breast</b>												
regular pack	2.39	1.99 - 2.49	290	2.45	2.49	2.99	510	2.98	2.48 - 3.99	2.49 - 3.99	580	3.15
value pack		1.89 - 3.99	1,272	2.45	2.68 - 2.99	1.47 - 3.99	569	2.55	1.99 - 2.99	1.29 - 2.99	1,476	2.04
thin sliced										3.99	14	3.99
marinated										3.99 - 7.99	386	6.69
<b>Breast Tenders</b>												
regular pack		3.99 - 4.49	203	4.32		2.29	17	2.29		4.29	33	4.29
value pack	2.99	1.99 - 3.99	384	3.20	1.99		69	1.99	1.99		21	1.99
<b>Split, bn-in Breast</b>												
regular pack		1.79	66	1.79		1.79 - 1.98	16	1.91		1.49	45	1.49
value pack	1.79		118	1.79								
<b>Whole Wings</b>	1.99	1.89	174	1.95		1.47 - 1.99	105	1.83	1.80 - 2.80	1.69 - 4.99	1,331	2.22
<b>Leg Quarters</b>												
tray pack	0.99 - 1.49	0.99	270	1.13	0.99		23	0.99		1.49	14	1.49
bagged						0.77	83	0.77		0.49 - 0.69	137	0.63
<b>Legs</b>												
<b>Thighs</b>												
regular pack	1.49		73	1.49		0.78 - 1.29	36	1.15	0.99 - 1.49	1.29	59	1.14
value pack	1.49	0.99 - 1.59	726	1.26		1.49 - 1.66	16	1.55	1.49 - 1.59	0.79 - 1.59	452	1.37
<b>Drumsticks</b>												
regular pack	1.49	0.79 - 1.29	401	1.26		0.78 - 1.29	261	1.04	1.49	1.29	23	1.39
value pack	1.49	0.99 - 1.59	788	1.26		0.79 - 1.66	55	1.01	1.28 - 1.59	0.79 - 1.79	254	1.33
<b>Bnls/Sknls Thighs</b>												
regular pack	3.29		62	3.29	3.98	2.49	78	3.77		2.49	33	2.49
value pack		2.29	339	2.29		2.29 - 2.49	440	2.33		2.29	643	2.29
<b>9-pc Combos</b>												
drum-thigh-breast												
drum-thigh-wing												
FD	<b>B/S Breast</b>				2.79 - 3.19		73	3.16		4.99	94	4.99
	<b>Tenders</b>				3.19		67	3.19		5.99	94	5.99
	<b>Wings</b>	2.00	2.25 - 2.66	278	2.26	2.20	2.66	13	2.26	3.69	10	3.69
	<b>Party Wings</b>		2.74	62	2.74					2.99 - 3.19	3.19 - 9.99	198

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 <sup>1/</sup> Special Rate <sup>4/</sup> Activity Index <sup>2/</sup>		55.3% of 4,900 sampled outlets 13.3% of stores w/ no-price promotions Activity Index = 3,355				68.3% of 3,800 sampled outlets 1.7% of stores w/ no-price promotions Activity Index = 4,051				78.1% of 1,300 sampled outlets 2.8% of stores w/ no-price promotions Activity Index = 2,360			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/				4/				4/	
bagged fryer		0.89 - 1.79		706	1.25	1.27 - 1.67		179	1.40				
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			2.99 - 4.49	559	3.07	2.99	2.49 - 3.99	478	3.78		2.49 - 2.89	106	2.53
value pack		1.19 - 1.99	1.47 - 3.99	297	2.49	1.87 - 2.59	1.77 - 3.99	1,007	2.59	1.87 - 3.99	1.77 - 2.49	1,382	2.87
thin sliced			2.89	16	2.89	2.29	2.97	71	2.86				
marinated			2.77 - 7.99	54	6.44		2.49	37	2.49				
Breast Tenders													
regular pack			4.49	54	4.49								
value pack		1.99	3.99	71	3.51								
Split, bn-in Breast													
regular pack													
value pack			0.99 - 1.97	452	1.71	1.99		179	1.99				
Whole Wings													
value pack		2.80	1.19 - 2.39	240	1.72		1.99 - 2.99	529	2.86		2.99	682	2.99
Leg Quarters													
tray pack			0.98 - 0.99	70	0.99		0.79	50	0.79				
bagged		0.89	0.59 - 0.77	80	0.70	1.49		129	1.49				
Legs													
Thighs													
regular pack		1.48	1.69	33	1.55		0.99	60	0.99	1.29		10	1.29
value pack			0.99 - 1.79	57	1.03	1.29 - 1.49	1.77	566	1.68	1.69		43	1.69
Drumsticks													
regular pack		0.99 - 1.48	1.69	64	1.28		0.89 - 0.99	70	0.98	1.29	3.59	26	2.71
value pack		1.28	0.47 - 1.79	154	0.93	1.29 - 1.49	0.79 - 1.99	328	1.35	1.69	1.29	82	1.50
Bnls/Sknls Thighs													
regular pack		2.18	2.49	156	2.30		1.99	28	1.99		2.49	4	2.49
value pack			2.29	224	2.29		2.29 - 2.99	122	2.80		2.48	15	2.48
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast		2.00	12	2.00	5.99		129	5.99	1.29		10	1.29
	Tenders												
	Wings					2.80		89	2.80				
	Party Wings	2.99		56	2.99								

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

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		ALASKA (AK)				HAWAII (HI)					
<b>Feature Rate</b> <sup>1/</sup>		39.0% of 100 sampled outlets				31.4% of 100 sampled outlets					
<b>Special Rate</b> <sup>4/</sup>		0.0% of stores w/ no-price promotions				19.0% of stores w/ no-price promotions					
<b>Activity Index</b> <sup>2/</sup>		Activity Index = 37				Activity Index = 86					
<b>WHOLE BIRD:</b>		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/				
bagged fryer											
cut-up fryer											
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			2.49	11	2.49						
value pack			3.19	11	3.19						
thin sliced											
marinated											
<b>Breast Tenders</b>											
regular pack											
value pack											
<b>Split, bn-in Breast</b>											
regular pack											
value pack											
<b>Whole Wings</b>											
<b>Leg Quarters</b>											
tray pack							1.30	30	1.30		
bagged											
<b>Legs</b>											
<b>Thighs</b>											
regular pack											
value pack		1.99		2	1.99						
<b>Drumsticks</b>											
regular pack							3.59	3	3.59		
value pack		1.99		2	1.99						
<b>Bnls/Sknls Thighs</b>											
regular pack							2.99 - 4.99	53	4.12		
value pack			3.19	11	3.19						
<b>9-pc Combos</b>											
drum-thigh-breast											
drum-thigh-wing											
<b>IDF</b>	<b>B/S Breast</b>										
	<b>Tenders</b>										
	<b>Wings</b>										
	<b>Party Wings</b>										

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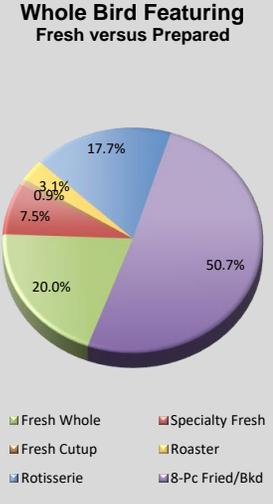
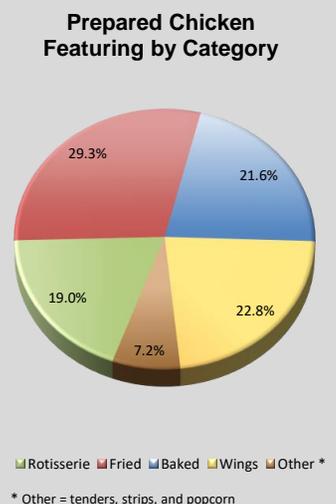
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(prices in dollars per unit or per pound unless otherwise noted)

Fri. Mar 17, 2023

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>	25.9% of 29,200 outlets		24.1% of 29,200 outlets		16.8% of 29,200 outlets		Feature Rate <sup>1/</sup>	7.2% of 5,500 sampled outlets			32.1% of 7,400 sampled outlets			31.3% of 6,100 sampled outlets			17.7% of 4,900 sampled outlets						
Activity Index <sup>2/</sup>	10,900		9,414		7,924		Activity Index <sup>2/</sup>	Activity Index = 651			Activity Index = 2,600			Activity Index = 3,504			Activity Index = 1,382						
	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.	1,807	8.28	1,564	7.84	2,226	6.15	< 2 lbs.				7.99 - 8.99	1,282	8.90	4.99 - 7.99	513	6.73	7.97	12	7.97				
2.1-3.0 lbs.	131	7.99	181	8.35	405	7.96	2.1-3.0 lbs.				7.99	77	7.99										
Whole Breast			201	7.94			Whole Breast																
Leg Quarter	136	5.25	54	2.50	54	2.49	Leg Quarter				4.48 - 5.99	78	4.69				5.99	58	5.99				
<b>FRIED &amp; BAKED:</b>						<b>FRIED &amp; BAKED:</b>																	
Fried 8-Piece Mix	2,222	8.14	2,725	9.43	1,443	8.36	Fried 8-Piece Mix	5.97 - 8.98	163	7.63	7.99 - 11.99	506	8.14	6.99 - 11.99	976	8.30	7.99	562	7.99				
Baked 8-Piece Mix	2,353	8.00	68	10.17	835	8.11	Baked 8-Piece Mix				7.99	459	7.99	7.99	708	7.99	7.99	526	7.99				
F/B 8-Piece Dark	751	8.11	198	7.99	52	7.46	F/B 8-Piece Dark							7.99 - 9.99	70	8.76							
F/B 12-Piece	108	15.21	159	10.97	148	14.87	F/B 12-Piece				16.99	30	16.99				17.99	24	17.99				
Bulk Pack (\$/piece)	118	1.74	231	0.99	1,332	0.81	Bulk Pack (\$/piece)				1.74	109	1.74	1.74	9	1.74							
Wings: bone-in	1,747	8.22	1,366	7.03	615	6.46	Wings: bone-in	6.99 - 8.99	122	8.83	8.99	39	8.99	6.99 - 9.49	234	8.61	6.99	68	6.99				
boneless	741	7.82	798	7.88	91	6.24	boneless							7.49 - 7.99	703	7.81	7.99	38	7.99				
Tenders	753	8.05	1,820	7.68	723	7.26	Tenders	6.99 - 8.99	359	8.37	6.98	10	6.98	5.99 - 7.49	291	7.32	8.99 - 9.99	78	9.30				
Strips	16	4.49	25	9.43			Strips										4.49	16	4.49				
Popcorn	17	4.99	24	11.99			Popcorn	4.99	7	4.99	4.99	10	4.99										
												SOUTHWEST U.S.			NORTHWEST U.S.			ALASKA			HAWAII		
Feature Rate <sup>1/</sup>	33.7% of 3,800 sampled outlets		55.2% of 1,300 sampled outlets		15.0% of 100 sampled outlets		0.0% of 100 sampled outlets																
Activity Index <sup>2/</sup>	Activity Index = 1,979		Activity Index = 739		Activity Index = 45		Activity Index = 0																
	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					
<b>ROTISSERIE:</b>						<b>ROTISSERIE:</b>																	
Whole Bird							Whole Bird																
< 2 lbs.							< 2 lbs.																
2.1-3.0 lbs.							2.1-3.0 lbs.	7.99	54	7.99													
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	7.99	645	7.99				8.99	15	8.99							
Baked 8-Piece Mix							Baked 8-Piece Mix							8.99	15	8.99							
F/B 8-Piece Dark							F/B 8-Piece Dark	7.99	645	7.99	8.99	21	8.99	8.99	15	8.99							
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	7.99 - 8.99	581	8.30	7.99	703	7.99										
boneless							boneless																
Tenders							Tenders				8.98	15	8.98										
Strips							Strips																
Popcorn							Popcorn																



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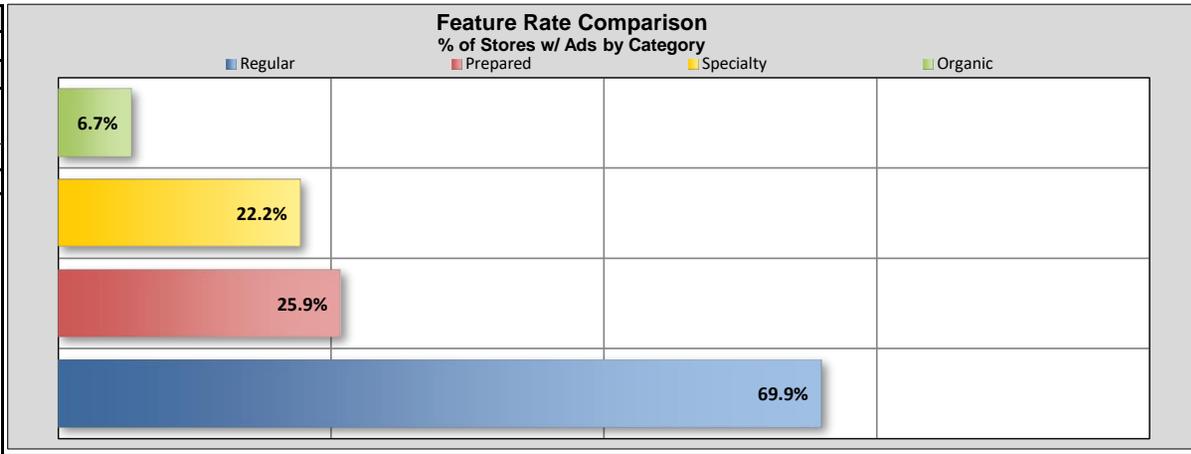
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>	22.2% of 29,200 outlets		23.0% of 29,200 outlets		21.7% of 29,200 outlets	
<b>Activity Index <sup>2/</sup></b>	<b>12,793</b>		<b>13,457</b>		<b>11,603</b>	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	819	1.97	1,162	2.31	1,637	1.88
Bnls/Sknls Breast	4,247	4.85	3,779	5.12	4,254	5.24
Breast Tenders	240	4.76	1,768	4.95	850	5.60
Split, bn-in Breast	407	2.90	713	3.09	176	2.38
Whole Wings	1,327	3.44	338	3.45	161	3.69
Leg Quarters	196	1.38	208	0.96	212	0.89
Legs	83	1.13	156	5.26	182	1.09
Thighs	1,415	2.18	2,069	2.01	1,375	1.76
Drumsticks	2,013	2.35	2,690	1.89	1,808	1.71
B/S Thighs	2,046	3.87	574	4.04	948	4.58



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>	29.1% of 5,500 sampled outlets				29.3% of 7,400 sampled outlets				23.7% of 6,100 sampled outlets				17.7% of 4,900 sampled outlets				7.7% of 3,800 sampled outlets				5.6% of 1,300 sampled outlets			
Activity Index <sup>2/</sup>	Activity Index = 3,286				Activity Index = 4,344				Activity Index = 2,934				Activity Index = 1,466				Activity Index = 419				Activity Index = 134			
	price range	stores	wt d avg		price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg		
Whole Fryer	1.69 - 1.99	430	1.92		1.68 - 1.99	168	1.88	1.89 - 2.49	158	2.06	1.79 - 2.49	53	2.12	3.49	10	3.49								
Bnls/Sknls Breast	3.49 - 6.49	1,057	5.44		2.48 - 6.49	2,087	4.45	3.49 - 6.99	364	4.35	3.99 - 6.49	667	5.39	4.69	11	4.69	2.99 - 4.69	31	3.87					
Breast Tenders								3.49 - 3.99	84	3.75	3.99 - 6.49	126	4.66											
Split, bn-in Breast	2.19 - 5.99	183	3.54					1.99 - 2.48	98	2.27	2.48 - 2.69	110	2.53				1.99	16	1.99					
Whole Wings	1.99	227	1.99					1.59 - 4.99	692	3.86	3.68 - 4.99	92	4.28	2.99	270	2.99	2.99	16	2.99					
Leg Quarters	1.49	93	1.49					1.29	103	1.29														
Legs					1.29	26	1.29	0.99 - 1.29	48	1.02	1.29	7	1.29				1.29	2	1.29					
Thighs	1.49 - 4.79	487	2.44		1.29 - 3.29	274	2.78	1.19 - 1.99	480	1.61	1.19 - 2.24	114	1.51											
Drumsticks	0.99 - 3.59	521	2.47		0.99 - 3.59	621	2.14	1.49 - 3.59	488	2.03	1.59 - 3.59	156	2.60	1.69 - 4.28	128	3.46	1.69 - 4.28	69	2.67					
B/S Thighs	3.99	288	3.99		2.79 - 3.49	1,168	3.47	1.99 - 7.99	419	4.95	1.98 - 5.99	141	3.51											
SPECIALTY	ALASKA				HAWAII																			
Feature Rate <sup>1/</sup>	0.0% of 100 sampled outlets				0.0% of 100 sampled outlets																			
Activity Index <sup>2/</sup>	Activity Index = 0				Activity Index = 210																			
	price range	stores	wt d avg		price range	stores	wt d avg																	
Whole Fryer																								
Bnls/Sknls Breast					6.59	30	6.59																	
Breast Tenders					7.99	30	7.99																	
Split, bn-in Breast																								
Whole Wings					6.49	30	6.49																	
Leg Quarters																								
Legs																								
Thighs					2.99 - 3.49	60	3.24																	
Drumsticks					2.99	30	2.99																	
B/S Thighs					4.99	30	4.99																	

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/>.

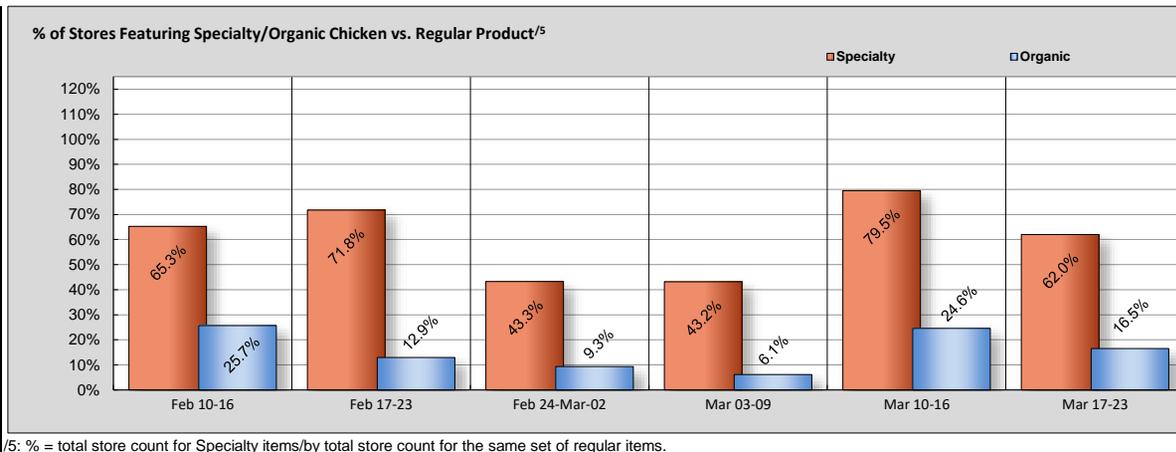


**USDA National Retail Report - Chicken**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/17 thru 03/23.**

(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 <sup>1/</sup>	6.7% of 29,200 outlets		8.5% of 29,200 outlets		3.9% of 29,200 outlets	
Activity Index <sup>2/</sup>	3,287		4,464		2,853	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	132	2.96	124	3.52	578	3.11
Bnls/Sknl's Breast	2,259	8.00	2,260	7.79	1,091	7.41
Breast Tenders	174	6.77	1,133	7.99		
Split, bn-in Breast					11	6.99
Whole Wings	424	4.99	62	5.99	12	4.49
Leg Quarters	--	--	--	--	--	--
Legs						
Thighs	62	3.99	302	3.20	130	3.62
Drumsticks	190	2.83	502	2.83	792	2.90
B/S Thighs	46	6.99	81	6.49	239	5.99



<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.				
	9.3% of 5,500 sampled outlets Activity Index = 1,363		7.5% of 7,400 sampled outlets Activity Index = 732		6.1% of 6,100 sampled outlets Activity Index = 663		3.5% of 4,900 sampled outlets Activity Index = 169		6.3% of 3,800 sampled outlets Activity Index = 241		5.8% of 1,300 sampled outlets Activity Index = 90				
Whole Fryer	2.99	62	2.99						4.49	12	4.49	1.49 - 2.99	58	2.60	
Bnls/Sknl's Breast	5.99 - 9.99	682	8.08	6.98 - 8.88	732	8.07	4.99 - 9.99	402	6.72	5.99 - 9.48	169	8.96	8.88 - 8.99	229	8.94
Breast Tenders	4.99 - 9.99	174	6.77												
Split, bn-in Breast															
Whole Wings	4.99	209	4.99			4.99	215	4.99							
Legs															
Thighs	3.99	62	3.99												
Drumsticks	2.24 - 3.99	174	2.86												
B/S Thighs						6.99	46	6.99					2.49	16	2.49
ORGANIC	ALASKA		HAWAII												
	15.0% of 100 sampled outlets Activity Index = 29		2.9% of 100 sampled outlets Activity Index = 3												
Whole Fryer	7.99 - 8.99	29	8.51	8.88	3	8.88									
Bnls/Sknl's Breast															
Breast Tenders															
Split, bn-in Breast															
Whole Wings															
Legs															
Thighs															
Drumsticks															
B/S Thighs															

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