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\*Please find report below.

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



USDA National Retail Report - Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

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

		1	NATIONAL	SUMMA	RY			This Week's Chicken Feature Highlights
		THIS V	VEEK	LAS	ST WEEK	LAS	T YEAR	Chicken ramps up for the last big holiday weekend of the summer season, incentives to buy creep higher
Feat	ture Rate <sup>1/</sup>	58.1% of 29,	200 outlets	70.6% of	29,200 outlets	71.3% of 2	29,200 outlets	across the country. Bagged fryers take a slight price increase but a drop in offerings. B/S breast increases s volumes on value pack and lowers price levels. Drums and thighs move things around, nothing special
	ecial Rate 4/	11.2	2%		9.4%	8	8.8%	- here. IQF wants to keep things moving too with price cuts on b/s breast. The leader in the deli is rotisserie,
	vity Index <sup>2/</sup>	48,5		;	38,560	4	5,030	
WHOLE		Stores <sup>/3</sup> Wtd A		Stores /3 V		Stores /3 W		fried/baked and tenders. Organics remain on schedule while specialty items take the week off.
	bagged fryer	2,001	1.56	3,366	1.54	2,182	1.34	
	cut-up fryer	109	1.77	12	2.49	55	1.32	
	bagged roaster					93	1.46	
	Cornish (frs/frz)	53	3.73	4	4.99	13	2.99	
PARTS:								Chicken Promotional Activity by Category
Bnls/Skr	nls Breast							20,000 Prepared White Parts Dark Parts Whole IQF
	regular pack	1,032	2.91	2,577	2.75	2,400	3.14	
	value pack	5,417	2.50	3,476	2.58	5,912	2.29	
	thin sliced	343	3.88	914	4.03	187	3.24	
	marinated	179	4.61	546	4.82	610	6.09	
Breast T								
	regular pack	136	4.10	362	3.60	499	3.55	
	value pack	543	3.32	363	4.02	234	3.63	
Split, bn	-in Breast							
	regular pack	692	4.62	815	1.93	81	1.71	
	value pack	1,009	1.63	500	1.32 2.77	386	1.94 2.58	
Whole W Leg Qua	-	1,208	3.35	1,195	2.11	2,367	2.36	
Ley Qua	tray pack	613	0.84	1,835	1.09	826	1.10	Jul 26-Aug-01         Aug 02-08         Aug 09-15         Aug 16-22         Aug 23-29         Aug 30-Sep-05
	bagged	544	0.78	567	0.95	404	0.77	
Legs	00	388	1.52	70	1.49	318	1.29	Fresh Chicken Parts Featuring by Type Relative Feature Activity by Region
Thighs								13.8%
	regular pack	894	1.21	870	1.51	243	1.63	
	value pack	2,023	1.49	3,391	1.27	3,962	1.27	32.9% B/S Breast 20.2%
Drumstic		0.074	0.00		4.65			36.6% ■ Tenders 15.8%
	regular pack	3,071	0.99	1,118	1.36	268	1.41	Split Breast 12.1% 12.6%
Bale/Str	value pack nIs Thighs	4,672	1.21	4,751	1.19	5,220	1.11	5.5% 8.0% 3.2%
DIIIS/SKI	regular pack	321	3.09	927	2.87	313	2.98	7.6%
	value pack	2,472	2.73	1,120	2.88	1,411	2.87	Drums
9-pc Cor								Thighs NE SE MW SC SW NW AK HI
dı	rum-thigh-breast							
	drum-thigh-wing							All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.
	B/S Breast	1,547	2.82	1,495	3.31	1,223	2.81	1/ Feature Rate: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage
	Tenders	1,047	2.80	136	2.54	13	4.40	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
<b>Q</b> F								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
	Wings	431	3.11	342	2.40	1,380	2.88	number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the
	Party Wings		2.74	28	1.99	745	2.72	percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)
Source:	USDA Livestock	Poultry & G	Frain Marke	t News				(404) 562-5850 1 of 7

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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

			NORTHEAST U	J.S.			SOUTHEAST U	.S.	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
		(CT,DE,M	A,MD,ME,NH,NJ,	NY,PA,RI,V	/T)	(AL,FL	,GA,MS,NC,SC,T	N,VA,WV)							
Feat	ure Rate 1/	71.6%	of 5,500 sample	d outlets		48.7%	of 7,400 sample	d outlets		56.5%	of 6,100 sample	d outlets			
	cial Rate 4/	10.5% of s	tores w/ no-pric	e promotio	ons	17.3% of s	stores w/ no-pric	e promotio	11.2% of stores w/ no-price promotions						
-	vity Index <sup>2/</sup>		Activity Index = 6	•			Activity Index = 8	.461		A	Activity Index = 5,238				
		Price Range		Stores V	Vtd Avg	Price Range	Stores \	Vtd Avg	Price Range	Stores Wtd Avg					
WHOLE B	IRD:	, i i i i i i i i i i i i i i i i i i i		4	ŀ/			4	ŧ/				4/		
	bagged fryer	1.29 - 1.39		314	1.31	1.29 - 1.88		1,414	1.64	0.79 - 1.88		170	1.27		
	cut-up fryers									1.69 - 1.99		70	1.76		
	bagged roaster														
	Cornish (frs/frz)					3.63		10	3.63	3.63		39	3.63		
PARTS:		Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores \	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknl	s Breast														
	regular pack	3.49	2.49 - 2.99	372	2.97		2.49 - 3.36	116	2.80	2.99 - 3.49	2.99 - 3.99	260	3.37		
	value pack	1.99 - 2.49	1.99 - 3.49	1,079	2.57		1.99 - 2.99	1,328	2.19	1.79 - 3.49	1.99 - 3.19	1,119	2.57		
	thin sliced		3.49 - 3.99	144	3.73						3.99 - 4.99	55	4.77		
	marinated		3.99	110	3.99						3.99	12	3.99		
Breast Te															
	regular pack	- 1-					3.36	11	3.36	3.49	3.99 - 4.99	125	4.17		
	value pack	2.49	3.49	144	3.23	2.49	2.99	111	2.98		2.99 - 3.99	21	3.56		
Split, bn-i															
	regular pack value pack	1.99		62	1.99	1.78	1.78 - 1.99	98 200	1.95 1.78	9.28 1.99	1.99 - 2.49	201 78	9.28 2.07		
Whole Wi	•	3.49	3.49	423	3.49	2.48 - 3.98	2.48 - 3.47	200	2.97	2.48 - 3.99	2.48 - 4.49	387	3.26		
Leg Quart	•	0.10	0.10	120	0.10	2.10 0.00	2.10 0.11	200	2.07	2.10 0.00	2.10 1.10	001	0.20		
J	tray pack		0.69 - 1.69	134	1.00		0.78 - 0.99	224	0.86		0.89	43	0.89		
	bagged					0.79	0.68 - 0.69	261	0.72		0.69 - 0.79	61	0.75		
Legs Thighs		1.69	1.49	280	1.54						1.49	108	1.49		
	regular pack					1.49		69	1.49	1.49 - 2.49		132	1.98		
	value pack		0.79 - 1.49	544	1.31		1.29	76	1.29	0.99	0.79 - 1.99	243	1.44		
Drumstic	-	0.00	0.00	400	0.00	0.00 4.40		100	0.00	0.00 4.70	0.70 4.40	0.40	4.00		
	regular pack value pack	0.89 1.29 - 1.49	0.98 0.69 - 1.49	403 1,207	0.90 1.25	0.89 - 1.49 1.49	0.58 - 1.29	426 681	0.99 1.07	0.89 - 1.79 0.99 - 1.49	0.79 - 1.49 0.69 - 1.59	843 841	1.02 1.19		
Bnls/Sknl		1.29 - 1.49	0.09 - 1.49	1,207	1.25	1.49	0.58 - 1.29	001	1.07	0.55 - 1.45	0.09 - 1.59	041	1.19		
Dino, etan	regular pack					2.98 - 3.29	2.88	279	3.05	3.29		21	3.29		
	value pack		2.99	248	2.99		2.99	999	2.99		2.99 - 3.29	57	3.05		
9-pc Com	bos														
d	rum-thigh-breast														
	drum-thigh-wing														
	B/S Breast	2.08 - 2.80	2.67	294	2.53	2.80		955	2.80	3.20	2.99	260	3.15		
5	Tenders	2.80		82	2.80	2.80		955	2.80						
IQF	Wings		2.19 - 3.99	350	3.09		3.99	48	3.99	2.00		33	2.00		
	Party Wings		2.49	62	2.49		0.00				2 00	59	2.99		
		Poultry, & Grain I		02	2.49		(404) 562-5850	<u> </u>			2.99	59	2.99 <b>2 of</b>		

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	SC	DUTH CENTRA	L U.S			SOUTHWEST U	l.S.			NORTHWEST L	l.S.			
	(AR,0	CO,KS,LA,MO,NM	I,OK,TX)			(AZ,CA,NV.UT)			(ID,MT,OR,WA,WY)					
Feature Rate <sup>1/</sup>	44.8%	of 4,900 sample	d outlets		72.7%	of 3,800 sample	d outlets		71.8%	of 1,300 sample	d outlets			
Special Rate 4/	12.7% of s	stores w/ no-price	e promotio	ns	2.3% of st	ores w/ no-price	promotio	1.6% of stores w/ no-price promotions						
Activity Index <sup>2/</sup>	ŀ	Activity Index = 2	,976		A	ctivity Index = 4	,935		ŀ	Activity Index = 2	906			
WHOLE BIRD:	Price Range		Stores V 4	-	Price Range		Stores	Wtd Avg 4/	Price Range		Stores V 4			
bagged fryer	1.00 - 1.89		43	1.46	1.79		60	1.79						
cut-up fryer									1.79		39	1.79		
bagged roaster														
Cornish (frs/frz)														
PARTS:	Processor Brand	Store Brand	Stores V	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores V	Vtd Avg		
Bnls/Sknls Breast														
regular pack		3.99	3	3.99		1.99 - 3.49	238	2.34	2.98		43	2.98		
value pack	1.99 - 3.98	1.97 - 2.97	497	2.65		2.49 - 3.99	648	3.21		1.97 - 2.49	704	1.99		
thin sliced		2.97 - 4.99	107	3.43		4.49	37	4.49						
marinated		3.19 - 9.28	57	5.95										
Breast Tenders														
regular pack		0.00	400			0.00	100							
value pack	3.19 - 4.28	2.99	138	3.94		2.99	129	2.99						
Split, bn-in Breast														
regular pack value pack	9.28 1.98	1.69 - 2.19	61 86	6.51 1.98	2.29	1.49	270 645	2.29 1.49						
Whole Wings	1.90	3.47 - 3.79	188	3.59		3.99	10	3.99						
Leg Quarters		0 00		0.00		0.00		0.00						
tray pack		0.59 - 1.19	212	0.71										
bagged		0.39 - 0.99	97	0.80		0.89	109	0.89		0.98	16	0.98		
Legs Thighs														
regular pack	1.49	1.69	27	1.56		0.99 - 1.57	652	1.00		1.57	14	1.57		
value pack		1.29 - 1.48	141	1.38	1.49	1.49	319	1.49		1.49 - 1.99	696	1.69		
Drumsticks regular pack	0.89 - 1.79	0.59 - 1.69	498	0.97	0.89 - 2.49	0.69 - 1.29	901	1.00						
value pack		0.59 - 1.09	762	0.97	0.89 - 2.49	0.99 - 1.29	476	1.08		1.09 - 1.69	696	1.68		
Bnls/Sknls Thighs		0.07 1.20	102	0.04	0.00 1.40	0.00 1.20	470	1.00		1.00 1.00	000	1.00		
regular pack	3.29		17	3.29										
value pack		2.99	4	2.99		1.99 - 3.99	441	2.95		1.97 - 3.99	698	2.02		
9-pc Combos														
drum-thigh-breast														
drum-thigh-wing														
B/S Breast	3.20		38	3.20										
De Tenders														
ਜੋ Wings														
Party Wings														
i arty milgo														

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			ALASKA				HAWAII				
			(AK)				(HI)				
Feature	e Rate 1/	28.0%	6 of 100 sampled	l outlets		49.0%	of 100 sampled	outlets			
Special		0.0% of st	ores w/ no-price	promotio	ns	0.0% of st	ores w/ no-price	promotio	ons		
Activity			Activity Index =	-			Activity Index =	-			
		Price Range		Stores \	Vtd Avg	Price Range			Wtd Avg		
	D:	Ū			1/	5			4/		
	bagged fryer										
	cut-up fryer										
ba	igged roaster										
	ornish (frs/frz)					4.99		4	4.99		
PARTS:	- ( ,	Processor Brand	Store Brand	Stores N	Vtd Ava	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls B	reast				5				<u> </u>		
	regular pack										
	value pack		3.99	15	3.99	3.99	5.29	27	5.10		
	thin sliced										
	marinated										
Breast Tende	ers										
	regular pack										
	value pack										
Split, bn-in B	Breast										
	regular pack										
	value pack										
Whole Wings											
Leg Quarters	tray pack										
	bagged										
Legs	buggeu										
Thighs											
	regular pack										
	value pack					2.49		4	2.49		
Drumsticks											
	regular pack										
	value pack	1.69	1.29	9	1.38						
Bnls/Sknls Tl	regular pack		3.48	4	3.48						
	value pack	3.99	5.40	2	3.99		5.29	23	5.29		
-pc Combos											
drum	n-thigh-breast										
	um-thigh-wing										
	B/S Breast										
_	Tenders										
IQF											
	Wings										
	Party Wings		3.00 //arket News;	4	3.00						

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Interview         Last Week         Last Week         Last Week         Last Week         South Head Week         South Week Week         South Head Week         Southea	PREP	ARED FOODS	IATIC	NAL SUN	IMARY															
Less bit in outles         Durdes         Direction Status         Participation Activity Index         <		THIS WEEP	(	LAST W	VEEK	LAST Y	EAR													
Activity Index 2         TV.71         Z.700         Tuber Part Parts         Solutes         Partney rates	Feature Rate <sup>1/</sup>	41.6% of 29,2	00	18.7% of	29,200	24.8% of 2	29,200		NORTH	IEAST U.	S.	SOUTH	EAST U.S		MIDWE	ST U.S.		SOUTH CE	ENTRAL U	J.S.
Stores         Nulvo         Stores         Vide         Prote many         istance         is		outlets		outle	ets	outle	ts		38.2% of 5,50	0 sample	d outlets	41.1% of 7,40	0 sampled	outlets	39.2% of 6,100	sampled	outlets	37.7% of 4,900	) sampled	loutlets
Romssenie: Whole Bird 2 bit 2 bit	Activity Index <sup>2/</sup>	17,713		7,78	0			Activity Index <sup>2/</sup>	Activity I	ndex = 2,9	983	Activity Ir	ndex = 5,1	79	Activity Inc	dex = 2,78	39	Activity In	dex = 2,3	40
Whole Bird 2.13.0 bs. 2.13.0 bs.		Stores Wtd Av	/g	Stores W	/td Avg	Stores W	td Avg		price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
<ul> <li>2 bbs 4,488 0.24 3,854 7.18 4.58 7.40 2.21m 5.77 7.90 78 6.04 5.57 1.33 5.57 5.97 7.99 98 5.010 5.97 - 7.99 91 12 7.99 7.99 17 7.99 7.99 17 7.99 7.99 17 7.99 7.99</li></ul>																				
2.1-3.0 bs         894         6.52         333         8.55         121         1.7.05         7.98         7.1         7.99         7.1         7.99         7.99         154         7.99         12         6.99         7.99         12         6.99         7.99         12         6.99         7.99         12         7.99<																				
Virble Breast: Lag Quarter         3         3         4         8         3         5         121         7.05         Whole Breast Binds Orbited Fried F		<i>'</i>																	,	
Leg Quarter       33       3.42       83       3.56       121       1.93       Leg Quarter       V		894	6.52	353	8.55				7.99	71	7.99	7.99	154	7.99	6.99	12	6.99	7.99	12	7.99
FRIED & BAKED: Baked Price Mix F88         Critic Deck         1/010         9,567         1/208         0,007         1/208         0,007         1/208         0,007         1/208         0,007         0,008																				
Find 8-Free Max       Scale       1.00       9.27       1.08       9.00       Find 8-Free Max       6.99       -1.08       9.10       9.08       1.09       6.99       -1.08       6.99       -1.08       9.10       9.08       1.09       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99       -1.08       6.99	-	33	3.42	83	3.56	121	1.95	-										1.00 - 6.00	33	3.42
Backd 3-Pice Mix       2.050       8.77       109       6.87       118       9.00       Baked 3-Pice Mix       6.99       268       6.99       6.99       7.80       99       7.22       8.89       9.99       119       9.85       8.99       11.99       6.65       6.94       6.99       6.99       7.80       99       7.22       8.80       9.99       7.22       8.80       9.99       7.22       8.80       9.99       7.80       2.99       16.99       16.99       4.69       6.90       6.99       10       12.99       16.99       15.72       8.40       16.99       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10       12.99       10.99       12.49       8.09       13.0       8.09       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       12.99       10.99       10.99       10.99 <t< td=""><td></td><td>5 404</td><td>0.50</td><td>4 0 4 0</td><td>0.50</td><td>4 000</td><td>0.00</td><td></td><td>0.00 10.00</td><td>400</td><td>10.11</td><td>C 00 40 00</td><td>0.404</td><td>0.00</td><td>2.00 40.40</td><td>050</td><td>0.00</td><td>2 00 40 00</td><td>204</td><td>10.40</td></t<>		5 404	0.50	4 0 4 0	0.50	4 000	0.00		0.00 10.00	400	10.11	C 00 40 00	0.404	0.00	2.00 40.40	050	0.00	2 00 40 00	204	10.40
F/B B-Piece Dark       1220       6.82       736       738       738       738       748       6.89       6.00       6.89       135       6.25       6.89       108       6.99       456       6.99       456       6.99       456       6.99       456       6.99       136       6.27       6.89       108       6.28       108       6.99       12.99       16.99       12.99       16.99       46.93       40.9       6.99       41.296       109       12.99       16.99       12.99       16.99       12.99       109       12.99       109       108       108       6.99       455       6.99       425       4.90       6.99       4.99       6.99       6.99       6.99       7.99		·											,							
F/B         12-Piece         600         13.08         330         10.99         223         16.59         F/B         12-Piece         8.49         90         8.49         10         12.98         12.99         16.99         224         15.72         8.40         -16.99         12.72         8.40         -16.99         12.72         8.40         -16.99         12.72         8.40         -16.99         12.72         8.40         -16.99         12.72         8.40         -16.99         12.79         -17.99         258         7.99         12.8         -16.99         12.79         -16.99         223         7.59         12.79         12.99																				
Bulk Pack (Spiece)         36         0.99         77         1.18           Wings: bonein boneless         336         0.99         77         1.18         Complexity         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.58         7.99         2.99         2.12         2.65         7.99         2.99         2.12         2.65         7.99         2.99         2.12         2.65         7.99         2.99         2.12         3.5         4.99         3.3         4.99         4.99         3.8         4.99         4.99         3.8         6.93           Brips         Popcorn         Strips																			-	
Wings:         bonelas         435         8.00         646         9.14         2.77         7.05         Wings:         bonelass         7.99         90         7.99         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.481         7.49         1.249         8.69         4.99         6.89         4.99         6.89         4.99         6.99         7.99         1.02         7.99         1.02         8.00         7.99         1.02         7.99         1.															0.99					
boneless         318         6.90         82         5.77         1.481         7.46         boneless         7.99         90         7.99         7.99         1.249         8.96         4.99         6.33         4.89         6.80         4.89         6.80         4.89         6.80         4.89         6.80         6.90         4.99         6.80         4.89         4.89         6.80         6.90         4.99         6.80         4.89         4.89         6.80         6.90         4.99         6.80         7.99         8.90         7.40         8.00         7.99         8.90         7.4         8.00         7.99         7.99         7.99         7.99         7.99         7.99				646	9.14	2,774	7.05								7.99	258		4.89 - 7.99	123	7.59
Tenders Strips Popcorn         2,178         8.81         487         7.22         2,715         8.24         Tenders Strips         6.99         8.99         742         8.41         7.99         8.99         4.99         33         4.99	J				5.77		7.46	•		90	7.99				4.99 - 6.99				16	
Strips Popcorn         13         7.99         Strips Popcorn         SOUTHWEST U.S.         NORTHWEST U.S.         ALASKA         HAWAII           Prepared Chicken Featuring by Category         Whole Bird Featuring Fresh versus Prepared         V         48.4% of 3.800 sampled outles (2.1%)         8.007HWEST U.S.         ALASKA         HAWAII           0.05%         0.05% of 100 sampled outles (2.1%)         0.05% of 100 sampl	Tenders	2,178	8.61		7.22	2,715	8.24	Tenders	6.99 - 8.99	742	8.41	7.99 - 8.99	1,249	8.96	4.99	33	4.99	4.99 - 8.99	136	6.93
Popcorn         SOUTHWEST U.S.         Activity Index = 1.673         ALASKA         HAWII           Frepared Chicken Featuring by Category         Whole Bird Featuring Fresh versus Prepared	Strips			13				Strips												
Prepared Chicken Featuring by Category       Whole Bird Featuring resh versus Prepared       Feature Rate <sup>V</sup> Activity Index = 2,729       48.4% of 3,800 sampled outlets Activity Index = 1,673       10.0% of 100 sampled outlets Activity Index = 10       9.8% of 100 sampled outlets Activity Index = 10         41.3%       41.3%       0.3%       0.0%       5.97       48.4% of 3,800 sampled outlets Activity Index = 1,673       0.0% of 100 sampled outlets Activity Index = 10       9.8% of 100 sampled outlets Activity Index = 10         0.0%       41.3%       0.3%       0.0%       0.0%       9.8% of 100 sampled outlets Activity Index = 1,673       48.4% of 3,800 sampled outlets Activity Index = 1,673       48.4% of 3,800 sampled outlets Activity Index = 1,673       48.4% of 100 sampled outlets Activity Index = 10       9.8% of 100 sampled outlets Activity Index = 10         0.0%       41.3%       0.0%       0.0%       5.97       48.4% of 3,800 sampled outlets Activity Index = 1,073       48.4% of 3,800 sampled outlets Activity Index = 1,073       40.4% o	-							-												
Featuring by Category         Fresh versus Prepared         Activity Index = 2,729         Activity Index = 1,673         Activity Index = 10         Activity Index = 10           41,33*         41,33*         0.8*         price range         stores         wid avg         stores         wid avg         price range <td></td> <td></td> <td></td> <td></td> <td>D'</td> <td><b>-</b></td> <td></td> <td>1/</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td>					D'	<b>-</b>		1/								-				
Featuring by Category         Total and the stores         wid avg         price range         stores         wid avg         stores <td>Prepared Cl</td> <td>hicken</td> <td></td> <td></td> <td></td> <td></td> <td>g</td> <td>Feature Rate "</td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>•</td> <td></td>	Prepared Cl	hicken					g	Feature Rate "					•						•	
41.3%       30.8%       2 lbs.       7.99 - 8.99       74       8.80       5.97       157       5.97       10       5.97       10       5.97         30.6%       11.5%       53.6%       5.97       468       5.97       5.97       157       5.97       10       5.97       10       5.97         30.6%       11.5%       53.6%       FRid & Piece Mix       7.99 - 10.99       987       9.11       7.99 - 9.99       756       9.00         Field & Baked a-Piece Mix       7.99 - 10.99       987       9.11       7.99 - 9.99       742       9.02         Field & Piece Mix       5.99 - 7.99       445       7.09       9.99       742       9.02         Whole Breast       Leg Quarter       Fresh Whole       Specialty Fresh       5.99 - 10.99       678       9.09       8.99 - 9.99       742       9.02         F/B & Piece Dark       5.99 - 7.99       454       7.02       -       -       -       -         Wings: bone-in       boneless       -       -       -       -       -       -       -         Wings: bone-in       Based a-Piece Mix       Srips       54       8.99       -       -       -       -       -	Featuring by (	Category		FIESH	versus	Fiepaieu		Activity Index ~							· · · · · ·					
41.3%       41.3%       30.8%       7.99 - 8.99       74       8.80       5.97       157       5.97       10 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>ROTISSERIE</td> <td>price range</td> <td>SIDIES</td> <td>wid avg</td>								ROTISSERIE	price range	SIDIES	wid avg	price range	SIDIES	wid avg	price range	SIDIES	wid avg	price range	SIDIES	wid avg
30.5%       30.8%       53.6%       53.6%       5.97       468       5.97       5.97       157       5.97       10       5.97       5.97       5.97       5.97       5.97<																				
30.6%       11.6%       30.8%       Whole Breast Leg Quarter       Image: Constraint of the second seco		41.3%						< 2 lbs.	7.99 - 8.99	74	8.80									
30.6%       11.6%       53.6%       53.6%       53.6%       7.99 - 10.99       987       9.11       7.99 - 9.99       756       9.00         30.6%       4.3%       11.5%       53.6%       Fried &-Piece Mix       7.99 - 10.99       987       9.11       7.99 - 9.99       756       9.00         8.99 - 10.99       678       9.09       8.99 - 9.99       742       9.02       9.02         Baked 8-Piece Mix       F/B 8-Piece Dark       5.99 - 14       5.99       14       5.99       14       5.99         Wings: bone-in       8.99       54       8.99       9       9       11.99       18       11.99         Wings: bone-in       8.99       54       8.99       11.99       18       11.99       18       11.99								2.1-3.0 lbs.	5.97	468	5.97	5.97	157	5.97	5.97	10	5.97	5.97	10	5.97
30.6%       11.6%       53.6%       53.6%       FRIED & BAKED: Fried & Piece Mix Baked & Piece Mix F/B & Pi				30.8%																
30.6%       11.6%       11.6%       53.6%       Fried 8-Piece Mix       7.99 - 10.99       987       9.11       7.99 - 9.99       756       9.00         12.3%       12.3%       11.5%       11.5%       53.6%       Fried 8-Piece Mix       7.99 - 10.99       678       9.09       742       9.02         Rotisserie       Fresh Whole       Specialty Fresh       Specialty Fresh       Someless       8.99       5.99       14       5.99         Wings: bone-in       8.99       54       8.99       11.99       18       11.99         Othere to the out of the								-												
11.6%       11.6%       11.5%       11.5%       8.89 - 10.99       678       9.09       8.99 - 9.99       742       9.02         12.3%       11.5%       11.5%       11.5%       F/B 8-Piece Dark       5.99 - 7.99       454       7.02       7.02       9.02       9.02       9.02         10.3%       11.5%       11.5%       11.5%       F/B 8-Piece Dark       5.99 - 7.99       454       7.02       9.02		and the second second							7.00 40.00	0.07	0.44	7.00 0.00	750	0.00						
11.000       11.5%       F/B 8-Piece Dark       5.99 - 7.99       454       7.02       Image: Constraint of the state of the sta	30.6%			0.6%		53.0	6%													
4.3%       12.3%       F/B       12-Piece       5.99       14       5.99		11.6%		11 50/								0.00 - 0.00	142	0.02						
Wings: bone-in 8.99 54 8.99     Wings: bone-in 8.99 54 8.99     Wings: bone-in boneless     Wings: boneless     Wings		4.3%		11.5%																
Wings: bone-in       8.99       54       8.99         Image: bone-in       Specialty Fresh       boneless         Image: bone-in       Baked Wings       Image: bone-in         Image: bone-in       Specialty Fresh       boneless         Image: bone-in       Baked Wings       Image: bone-in         Image: bone-in       Image: bone-in       Based Wings         Image: bone-in       Image: bone-in       Based Wings       Image: bone-in         Image: bone-in       Image: bone-in       Image: bone-in       Based         Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in         Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in         Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in         Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image: bone-in       Image	12.3%							Bulk Pack (\$/piece)												
Image: Second wings in the second w										54	8.99									
Image: Second Fried Baked Wings Other       I				Froch W/b	ala	Specialty.	Froch	boneless												
Consider a serie and series and series     A Others tenders string and series     Bertisserie     Bertis							118511					11 99	18	11 99						
* Other standard string and second	Rotisserie Fried Bake	ed 🖬 Wings 🖬 Other	*				1/Dice						.0							
WODCOTO I	* Other = tenders, strips, and r	popcorn		Kotisserie		₩ 8-PC Fried	увка													
Source: USDA Livestock, Poultry, & Grain Market News; (404) 562-5850 5 of 7								Popcorn	(101) 562-5950										5 of 7	

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

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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

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

	NA	TIONAL SUMMAR	RY					Feature	Rate Co	mparis	on					
	SP	ECIALTY CHICKE	N					% of Store	s w/ Ads b		ory					
	THIS WEEK	LAST WEEK	LAST YEAR		Re	egular		Prepare	t I		Specialty			Drganic		, İ
Feature Rate <sup>1/</sup>	13.5% of 29,200 outlets	26.3% of 29,200 outlets	31.0% of 29,200 outlets	<b>4.0</b> %												
Activity Index 2/	9,006	14,983	17,985													
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg													
Whole Fryer	604 2.74	1,115 2.19	1,449 1.83		13.5%											
Bnls/Sknls Breast	1,789 4.93	3,172 5.31	4,949 4.70													
Breast Tenders	466 5.51	2,616 5.87	721 5.58					1								-
Split, bn-in Breast	642 2.93	387 3.61	626 2.69					41.6%								
Whole Wings	673 3.37	634 3.46	2,269 3.47					41.0%								
Leg Quarters	238 1.31	489 1.36	136 0.84													-
Legs		92 1.39	24 2.49						1							
Thighs	2,006 1.83	,								58.1%						
Drumsticks	1,606 1.79	2,359 1.74	3,376 1.39													
B/S Thighs	982 3.78		1,786 3.71						1			•				·
SPECIALTY	NORTHE		SOUTHE			EST U.S.			ENTRAL			EST U.S.		NORTHW		
Feature Rate <sup>1/</sup>	27.7% of 5,500 s	•	9.1% of 7,400 s	•	17.5% of 6,10	•		5.5% of 4,90			6.6% of 3,800	•		9.2% of 1,300 s	•	
Activity Index <sup>2/</sup>	Activity Ind		Activity Inc			ndex = 2,0			Index = 76		· · · · · ·	dex = 445		Activity Inc		
	price range	stores wtd avg	price range	stores wtd ave		stores	wtd avg	price range	store	s wtd avg	price range	stores	-	price range	stores	
Whole Fryer Bnls/Sknls Breast	1.69 - 3.99 3.49 - 5.99	354 2.90	1.69 - 2.49	101 2.05		122	3.04	2.40 0.00			1.99 4.39 - 5.99	11	1.99	1.99 4.39 - 7.99	16 116	1.99
Breast Tenders	3.49 - 5.99 3.99 - 6.99	803 4.92 273 5.41	4.99 - 5.99	70 5.56	4.99 - 5.99	364 103	4.39 5.56	3.19 - 6.99 4.49 - 6.99			4.39 - 5.99	160	5.03	4.39 - 7.99	110	6.12
Split, bn-in Breast	2.99 - 3.49	372 3.16	2.99 - 3.49	46 3.01		90	3.77	4.40 0.00	, ,,	, 0.70	1.47	119	1.47	3.48	15	3.48
Whole Wings	1.69 - 4.99	372 3.23	2.99 - 4.99	79 3.04		44	3.99	2.97	7 16	6 2.97	3.99	119	3.99	2.98	43	2.98
Leg Quarters	0.89 - 1.19	128 1.15	0.89 - 1.48	20 1.19		66	1.66	1.29								
Legs																
Thighs	1.19 - 2.49	1,031 1.84	1.29 - 1.79	457 1.30	1.59 - 4.59	338	2.38	1.29 - 2.00	) 153	3 1.77	3.49	11	3.49	3.49	16	3.49
Drumsticks	1.19 - 1.99	791 1.69	1.49 - 1.79	55 1.52		497	1.91	0.99 - 2.00			1.99	25	1.99	1.68 - 2.98	70	2.10
B/S Thighs	2.99 - 3.99	482 3.83	3.18 - 3.98	53 3.53	2.99 - 4.99	409	3.74	3.99	9 38	3 3.99						
SPECIALTY	ALAS		HAW													
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>	0.0% of 100 sa Activity Ir	•	0.0% of 100 sa Activity Ir													
Activity Index	price range	stores wtd avg	price range	stores wtd av												
Whole Fryer	price range		price range		3											
Bnls/Sknls Breast																
Breast Tenders																
Split, bn-in Breast																
Whole Wings																
Leg Quarters																
Legs																
Thighs																
-																
Drumsticks																
B/S Thighs	L	<del></del>			L											

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/.

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

Email: Atlanta.lpgmn@ams.usda.gov

# SDA USDA Na

### USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/30 thru 09/05.

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

	NATIONAL SUMMARY						% of Stores Featuring Specialty/Organic Chicken vs. Regular Product <sup>/5</sup>														
		USDA	ORGAN	IC CHIC	KEN		% of Stores Featuring Specialty/Organic Chicken vs. Regular Product <sup>/5</sup> Specialty												ſ	□Organic	
	THIS WE	ĸ	LAST W	VEEK	LAST	YEAR	120	)0/												20.900	
1/	4.0% of 29.	200 1	14.2% of :	29,200	1.7% of	1.7% of 29,200		)%													
Feature Rate <sup>1/</sup>	outlets		outle		outle		100														
Activity Index 2/	4,246		3,99	2	1,7	88		)%													
	Stores Wtd	Avg	Stores W	/td Avg	Stores V	Vtd Avg	80						_								
Whole Fryer			803	3.63	64	3.20	70	)%					82.1010	[							
Bnls/Sknls Breast	1,051	7.88	3,000	6.31	831	8.06	60	)%					&r.		7 <sup>A.90/0</sup>						
Breast Tenders			11	9.99	258	8.49	50	)% -	10/0						-X		60.70	0			
Split, bn-in Breast							40	)% -	59. <sup>70/0</sup>	5A.?	10			, 0/0			6 <sup>0.1</sup>				
Whole Wings	1,656	6.56			240	3.99	30	)% -		v	-			23.10/0		0/0	_			00% 18	
Leg Quarters							20	)% -	0/0	_		) 0				10.00%	-	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	,. 	38.0%	_
Legs					40	3.99	10	)%	9.70%		6 <sup>5</sup>						-		-		H
Thighs	719	4.02			304	7.05	C	)%	Jul 26-Aug-01		Aug 02-08		Aug 09-1	15	٨٣٠	16-22	_	ug 23-29		Aug 30-Sep-0	05
Drumsticks	731	4.01	178	2.62	39	3.99			Jui 20-Aug-01	<i>,</i>	lug 02-08		Aug 09-1	15	Aug	10-22	~	ug 23-29		Aug 50-3ep-0	15
B/S Thighs	89	9.99			12	7.49	/5: % = tota	l store c	ount for Specialty ite	ms/by total	store coun	t for the s	ame set of re	gular items.							
	NORTHEAST U.S.					SOUTHE	AST U.S.		MIDWE	EST U.S.		SOL	JTH CENTR	RAL U.S.		SOUTHW	EST U.S		Ν	NORTHWEST L	J.S.
ORGANIC 1.7% of 5,500 sam			ampled ou	utlets	2.9% c	of 7,400 s	sampled ou	utlets	11.8% of 6,100	sampled	outlets	0.0% o	f 4,900 sam	pled outlets	s 3.3'	% of 3,800 s	sampled of	outlets	0.0% (	of 1,300 sample	ed out
	Activ	vity Inde	ex = 115		А	ctivity In	dex = 436		Activity In	dex = 3,56	2	,	Activity Inde	x = 0		Activity In	dex = 126	6		Activity Index =	= 0
Whole Fryer										,											
Bnls/Sknls Breast	5.99 - 7	99	93	6.46		7.99	218	7.99	7.99	708	7.99					8.99	25	8.99			
Breast Tenders				00			2.0		1100							0.00	20	0.00			
Split, bn-in Breast																					
Whole Wings	3	99	22	3.99		3.99	218	3.99	5.99 - 7.99	1,416	6.99										
Legs																					
Thighs									3.99 - 5.99	719	4.02										
Drumsticks									3.99 - 4.99	719	4.01					4.49	12	4.49			
B/S Thighs															_	9.99	89	9.99			
0004110	0.00/ (	ALAS			0.00/	HAV									_						
ORGANIC			mpled out	tlets			ampled out	lets													
Whole Envor	AC	ivity Ind	dex = 7			Activity I	ndex = 0								-						
Whole Fryer Bnls/Sknls Breast		99	7	7.99																	
Breast Tenders	'	33	1	1.99																	
Split, bn-in Breast																					
Whole Wings																					
Legs																					
Inians	1																				
Thighs Drumsticks																					
Drumsticks B/S Thighs																					

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