As we prepare to close out the month of July, the retail chicken feature rate and activity index slightly increase while the special rate nearly disappears. Whole bird offerings and prices are increasing this week. Whole wings and b/s breasts are the spotlight of the white meat section; prices for most cuts are noticeably higher. Dark parts offerings relax, but similar to the above-mentioned sections, prices are increasing during this week’s ad cycle. The freezer aisle is stocked. The deli remains a popular spot dominated by large rotisserie birds and followed by wings. Specialty items work to hold steady while organics take a break.

### National Summary

<table>
<thead>
<tr>
<th>Feature Rate 1/</th>
<th>This Week</th>
<th>Last Week</th>
<th>Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of 29,200 outlets</td>
<td>64.7%</td>
<td>62.5%</td>
<td>83.1%</td>
</tr>
<tr>
<td>Special Rate 2/</td>
<td>2.8%</td>
<td>13.4%</td>
<td>14.8%</td>
</tr>
<tr>
<td>Activity Index 3/</td>
<td>37,292</td>
<td>32,949</td>
<td>51,875</td>
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</table>

### Whole Bird

<table>
<thead>
<tr>
<th>Part</th>
<th>THIS WEEK/3 Wtd Avg</th>
<th>LAST WEEK/3 Wtd Avg</th>
<th>LAST YEAR/3 Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bagged fryer</td>
<td>2,810 1.35</td>
<td>1,820 1.48</td>
<td>1,820 1.48</td>
</tr>
<tr>
<td>Cut-up fryer</td>
<td>73 2.24</td>
<td>40 2.21</td>
<td>36 1.49</td>
</tr>
<tr>
<td>Bagged roaster</td>
<td>1,168 1.52</td>
<td>112 1.29</td>
<td>450 1.37</td>
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<tr>
<td>Cornish</td>
<td>67 3.03</td>
<td></td>
<td>130 2.99</td>
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### Parts

<table>
<thead>
<tr>
<th>Bnls/Sknls Breast</th>
<th>Regular Pack</th>
<th>Value Pack</th>
<th>Thin Sliced</th>
<th>Marinaded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Pack</td>
<td>1,773 4.03</td>
<td>2,285 3.10</td>
<td>1,990 2.41</td>
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</tr>
<tr>
<td>Value Pack</td>
<td>3,959 3.63</td>
<td>3,349 3.25</td>
<td>4,343 2.28</td>
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<tr>
<td>Thin Sliced</td>
<td>16 3.98</td>
<td>140 4.47</td>
<td>1,296 3.72</td>
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</tr>
<tr>
<td>Marinaded</td>
<td>132 4.99</td>
<td>191 5.34</td>
<td>546 3.27</td>
<td></td>
</tr>
</tbody>
</table>

### Chicken Promotional Activity by Category

**As we prepare to close out the month of July, the retail chicken feature rate and activity index slightly increase while the special rate nearly disappears. Whole bird offerings and prices are increasing this week. Whole wings and b/s breasts are the spotlight of the white meat section; prices for most cuts are noticeably higher. Dark parts offerings relax, but similar to the above-mentioned sections, prices are increasing during this week’s ad cycle. The freezer aisle is stocked. The deli remains a popular spot dominated by large rotisserie birds and followed by wings. Specialty items work to hold steady while organics take a break.**
## USDA National Retail Report - Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/29 thru 08/04.

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

### NORTHEAST U.S.

(CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

<table>
<thead>
<tr>
<th>Feature Rate</th>
<th>Activity Index</th>
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<tbody>
<tr>
<td>70.1% of 5,500 sampled outlets</td>
<td>5,191</td>
</tr>
</tbody>
</table>

### SOUTHEAST U.S.

(AL, FL, GA, MS, NC, SC, TN, VA, WV)

<table>
<thead>
<tr>
<th>Special Rate</th>
<th>Activity Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.7% of stores w/ no-price promotions</td>
<td>11,326</td>
</tr>
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### MIDWEST U.S.

(IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

<table>
<thead>
<tr>
<th>Activity Index</th>
<th>5,145</th>
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<tr>
<td>67.8% of 7,400 sampled outlets</td>
<td>74.0% of 6,100 sampled outlets</td>
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<table>
<thead>
<tr>
<th>WHOLE BIRD:</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
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<tbody>
<tr>
<td>bagged fryer</td>
<td>0.99</td>
<td>82</td>
<td>0.99</td>
</tr>
<tr>
<td>cut-up fryers</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>bagged roaster</td>
<td>1.49</td>
<td>82</td>
<td>1.49</td>
</tr>
<tr>
<td>Cornish (frs/frz)</td>
<td>3.04</td>
<td>9</td>
<td>3.04</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARTS:</th>
<th>Processor Brand</th>
<th>Store Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bnls/Sknls Breast</td>
<td>regular pack</td>
<td>3.99</td>
</tr>
<tr>
<td></td>
<td>value pack</td>
<td>1.97 - 3.99</td>
</tr>
<tr>
<td></td>
<td>thin sliced</td>
<td>3.99</td>
</tr>
<tr>
<td></td>
<td>marinated</td>
<td>4.99</td>
</tr>
<tr>
<td>Breast Tenders</td>
<td>regular pack</td>
<td>4.49</td>
</tr>
<tr>
<td></td>
<td>value pack</td>
<td>3.99</td>
</tr>
<tr>
<td>Split, bn-in Breast</td>
<td>regular pack</td>
<td>0.99</td>
</tr>
<tr>
<td></td>
<td>value pack</td>
<td>0.99 - 1.79</td>
</tr>
<tr>
<td>Whole Wings</td>
<td>1.99 - 3.99</td>
<td>512</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Leg Quarters</th>
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<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>tray pack</td>
<td>0.69</td>
<td>107</td>
<td>0.69</td>
</tr>
<tr>
<td>bagged</td>
<td>0.88 - 1.28</td>
<td>166</td>
<td>1.10</td>
</tr>
<tr>
<td>Thighs</td>
<td>1.19 - 1.49</td>
<td>240</td>
<td>1.24</td>
</tr>
<tr>
<td>regular pack</td>
<td>0.99 - 2.49</td>
<td>350</td>
<td>1.49</td>
</tr>
<tr>
<td>value pack</td>
<td>1.29 - 1.69</td>
<td>578</td>
<td>1.55</td>
</tr>
<tr>
<td>Drumsticks</td>
<td>regular pack</td>
<td>2.49</td>
<td></td>
</tr>
<tr>
<td></td>
<td>value pack</td>
<td>0.99 - 1.69</td>
<td></td>
</tr>
<tr>
<td>Bnls/Sknls Thighs</td>
<td>regular pack</td>
<td>3.99</td>
<td></td>
</tr>
<tr>
<td></td>
<td>value pack</td>
<td>1.99 - 3.99</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>IQF</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>B/S Breast</td>
<td>3.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tenders</td>
<td>3.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wings</td>
<td>3.60 - 3.60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Party Wings</td>
<td>3.60 - 4.99</td>
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<td></td>
</tr>
</tbody>
</table>

Source: USDA Livestock, Poultry, & Grain Market News; http://www.ams.usda.gov/market-news/livestock-poultry-grain; Email: Atlanta.lpgmn@ams.usda.gov
<table>
<thead>
<tr>
<th>Stores</th>
<th>Wtd Avg</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
<th>Price Range</th>
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<th>Wtd Avg</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.79</td>
<td>-</td>
<td>0.97 - 2.29</td>
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<td>1.69</td>
<td>95</td>
<td>2.14</td>
<td>1.69</td>
<td>95</td>
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<td>2.29</td>
<td>1.08</td>
<td>0.97</td>
<td>2.29</td>
<td>1.08</td>
<td>0.97</td>
<td>2.29</td>
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<td>0.97</td>
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<td>1.08</td>
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<td>0.97</td>
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<td>0.97</td>
<td>2.29</td>
</tr>
<tr>
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<td>1.08</td>
<td>0.97</td>
<td>2.29</td>
<td>1.08</td>
<td>0.97</td>
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<td>1.69</td>
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<td>2.29</td>
<td>1.08</td>
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**PARTS:**

<table>
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<th>Processor Brand</th>
<th>Store Brand</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
<th>Price Range</th>
<th>Stores</th>
<th>Wtd Avg</th>
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<td>392</td>
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<td>16</td>
<td>2.99</td>
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<tr>
<td>thin sliced</td>
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<td>481</td>
<td>3.59</td>
<td>16</td>
<td>3.98</td>
<td>392</td>
<td>3.91</td>
<td>2.99</td>
<td>16</td>
<td>2.99</td>
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<tr>
<td>marinated</td>
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<td>481</td>
<td>3.59</td>
<td>16</td>
<td>3.98</td>
<td>392</td>
<td>3.91</td>
<td>2.99</td>
<td>16</td>
<td>2.99</td>
</tr>
<tr>
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<td>102</td>
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<td>185</td>
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<td>185</td>
<td>4.27</td>
<td>102</td>
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<tr>
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<td>202</td>
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<td>30</td>
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<td>202</td>
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<td>regular pack</td>
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<td>0.97 - 1.49</td>
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<td>1.99</td>
<td>648</td>
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<tr>
<td>bagged</td>
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<td>648</td>
<td>1.23</td>
<td>1.99</td>
<td>0.97 - 1.49</td>
<td>648</td>
<td>1.23</td>
<td>1.99</td>
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<td>648</td>
<td>1.23</td>
<td>1.99</td>
<td>0.97 - 1.49</td>
<td>648</td>
<td>1.23</td>
<td>1.99</td>
<td>648</td>
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<td>0.68 - 0.88</td>
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<td>1.28 - 1.78</td>
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<td>458</td>
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<td>1.28 - 1.78</td>
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<td>0.69 - 0.70</td>
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<td>0.69 - 0.70</td>
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<td>0.69 - 0.70</td>
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<td>0.69</td>
<td>1.99</td>
<td>143</td>
<td>0.69</td>
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<tr>
<td>drumsticks</td>
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<td>0.67 - 2.49</td>
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<td>1.43</td>
<td>1.99</td>
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<tr>
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<td>1.43</td>
<td>1.99</td>
<td>0.67 - 2.49</td>
<td>385</td>
<td>1.43</td>
<td>1.99</td>
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<tr>
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<td>385</td>
<td>1.43</td>
<td>1.99</td>
<td>0.67 - 2.49</td>
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<td>1.43</td>
<td>1.99</td>
<td>385</td>
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</tr>
<tr>
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<td>2.73</td>
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<td>2.79</td>
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<td>1.99</td>
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<td>1.99</td>
<td>3.39 - 3.99</td>
<td>10</td>
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<td>1.99</td>
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<td>10</td>
<td>2.73</td>
</tr>
</tbody>
</table>

**USDA Livestock, Poultry, & Grain Market News;**

(404) 562-5850

Email: Atlanta.lpgmn@ams.usda.gov

http://www.ams.usda.gov/market-news/livestock-poultry-grain;
### Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/29 thru 08/04.

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

<table>
<thead>
<tr>
<th>Feature Rate</th>
<th>46.0% of 100 sampled outlets</th>
<th>Special Rate</th>
<th>2.0% of stores w/ no-price promotions</th>
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<tbody>
<tr>
<td>Activity Index</td>
<td>Activity Index = 49</td>
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<table>
<thead>
<tr>
<th>ALASKA (AK)</th>
<th>HAWAII (HI)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Range</td>
<td>Price Range</td>
</tr>
<tr>
<td>Stores Wtd Avg</td>
<td>Stores Wtd Avg</td>
</tr>
</tbody>
</table>

**WHOLE BIRD:**

- bagged fryer: 2.28 (4)
- cut-up fryer: 2.28
- bagged roaster: 2.28
- Cornish (frs/frz): 2.69 (23)

**PARTS:**

### Bnls/Sknls Breast

<table>
<thead>
<tr>
<th>Store Brand</th>
<th>Processor Brand</th>
<th>Stores</th>
<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>regular pack</td>
<td>value pack</td>
<td>4.79</td>
<td>5.99</td>
</tr>
<tr>
<td>thin sliced</td>
<td>marinated</td>
<td>26</td>
<td>5.48</td>
</tr>
</tbody>
</table>

### Breast Tenders

<table>
<thead>
<tr>
<th>Store Brand</th>
<th>Processor Brand</th>
<th>Stores</th>
<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>regular pack</td>
<td>value pack</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Split, bn-in Breast

<table>
<thead>
<tr>
<th>Store Brand</th>
<th>Processor Brand</th>
<th>Stores</th>
<th>Wtd Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>regular pack</td>
<td>value pack</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Whole Wings

- **Leg Quarters**
  - tray pack: 1.99
  - bagged:

- **Legs**
  - Thighs
    - regular pack: 1.99 (2)
    - value pack:

- **Drumsticks**
  - regular pack: 1.99 (2)
  - value pack:

- **Bnls/Sknls Thighs**
  - regular pack: 3.99 (4.88)
  - value pack: 15 (4.23)

- **9-pc Combos**
  - drum-thigh-breast
  - drum-thigh-wing

**Source:** USDA Livestock, Poultry, & Grain Market News; (404) 562-5850

http://www.ams.usda.gov/market-news/livestock-poultry-grain; Email: Atlanta.lpgmn@ams.usda.gov
<table>
<thead>
<tr>
<th>Category</th>
<th>Activity Index</th>
<th>Price Range</th>
<th>Outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROTISSERIE: Whole Bird</td>
<td>9,288</td>
<td>21.0% of 29,200</td>
<td>18.7% of 29,200</td>
</tr>
<tr>
<td>Fried &amp; Baked: Fried 8-Piece Mix</td>
<td>2.1-3.0 lbs.</td>
<td>2.1-3.0 lbs.</td>
<td>1.41</td>
</tr>
<tr>
<td></td>
<td>2.1-3.0 lbs.</td>
<td>2.1-3.0 lbs.</td>
<td>7.60</td>
</tr>
<tr>
<td></td>
<td>Whole Breast</td>
<td>2.1-3.0 lbs.</td>
<td>6.98</td>
</tr>
<tr>
<td></td>
<td>Fried 8-Piece Mix</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Baked 8-Piece Mix</td>
<td>12.00</td>
<td>7.89</td>
</tr>
<tr>
<td></td>
<td>F/B 8-Piece Dark Mix</td>
<td>12.00</td>
<td>7.11</td>
</tr>
<tr>
<td></td>
<td>F/B 8-Piece Dark Mix</td>
<td>12.00</td>
<td>7.11</td>
</tr>
<tr>
<td></td>
<td>Leg Quarter</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>F/B 12-Piece</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Bulk Pack ($/piece)</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Wings: bone-in</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Tenders</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Strips</td>
<td>12.00</td>
<td>7.77</td>
</tr>
<tr>
<td></td>
<td>Popcorn</td>
<td>12.00</td>
<td>7.77</td>
</tr>
</tbody>
</table>

Source: USDA Livestock, Poultry, & Grain Market News; http://www.ams.usda.gov/market-news/livestock-poultry-grain; 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 07/29 thru 08/04.**

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

<table>
<thead>
<tr>
<th>Category</th>
<th>07/29/22</th>
<th>08/04/22</th>
<th>08/11/22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole Fryer</td>
<td>2.01</td>
<td>2.29</td>
<td>3.99</td>
</tr>
<tr>
<td>Bnls/Sknls Breast</td>
<td>6.21</td>
<td>4.20</td>
<td>6.32</td>
</tr>
<tr>
<td>Breast Tenders</td>
<td>5.96</td>
<td>2.80</td>
<td>7.99</td>
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<tr>
<td>Split, bn-in Breast</td>
<td>2.05</td>
<td>1.79</td>
<td>5.99</td>
</tr>
<tr>
<td>Whole Wings</td>
<td>0.99</td>
<td>1.79</td>
<td>4.32</td>
</tr>
<tr>
<td>Leg Quarters</td>
<td>1.91</td>
<td>1.91</td>
<td>3.99</td>
</tr>
<tr>
<td>Legs</td>
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<td>1.91</td>
<td>3.99</td>
</tr>
<tr>
<td>Thighs</td>
<td>1.91</td>
<td>1.91</td>
<td>3.99</td>
</tr>
<tr>
<td>Drumsticks</td>
<td>1.45</td>
<td>1.45</td>
<td>1.45</td>
</tr>
<tr>
<td>B/S Thighs</td>
<td>607</td>
<td>583</td>
<td>336</td>
</tr>
</tbody>
</table>

USDA National Retail Report - Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/29 thru 08/04.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

<table>
<thead>
<tr>
<th>Item</th>
<th>THIS WEEK</th>
<th>LAST WEEK</th>
<th>LAST YEAR</th>
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<tbody>
<tr>
<td>Whole Fryer</td>
<td>63</td>
<td>338</td>
<td>608</td>
</tr>
<tr>
<td>Bnls/Sknls Breast</td>
<td>1,535</td>
<td>2,462</td>
<td>1,026</td>
</tr>
<tr>
<td>Breast Tenders</td>
<td>24</td>
<td>143</td>
<td>57</td>
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<tr>
<td>Split, bn-in Breast</td>
<td>77</td>
<td>5.99</td>
<td></td>
</tr>
<tr>
<td>Whole Wings</td>
<td>664</td>
<td>4.99</td>
<td></td>
</tr>
<tr>
<td>Leg Quarters</td>
<td>--</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Legs</td>
<td>99</td>
<td>3.99</td>
<td>79</td>
</tr>
<tr>
<td>Drumsticks</td>
<td>225</td>
<td>334</td>
<td>2.66</td>
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<tr>
<td>B/S Thighs</td>
<td>240</td>
<td>192</td>
<td>5.49</td>
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<tr>
<td>Thighs</td>
<td>62</td>
<td>79</td>
<td>3.67</td>
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<tr>
<td>Drumsticks</td>
<td>185</td>
<td>334</td>
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<tr>
<td>B/S Thighs</td>
<td>81</td>
<td>192</td>
<td>5.49</td>
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<tr>
<td>Legs</td>
<td>5.99</td>
<td>9.99</td>
<td>7.10</td>
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<tr>
<td>Drumsticks</td>
<td>200</td>
<td>411</td>
<td>8.97</td>
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<tr>
<td>B/S Thighs</td>
<td>218</td>
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<tr>
<td>Legs</td>
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<td>4.99</td>
</tr>
<tr>
<td>Thighs</td>
<td>5.99</td>
<td>4.99</td>
<td>2.89</td>
</tr>
<tr>
<td>Drumsticks</td>
<td>218</td>
<td>3.49</td>
<td>2.89</td>
</tr>
<tr>
<td>B/S Thighs</td>
<td>5.99</td>
<td>5.99</td>
<td>5.99</td>
</tr>
</tbody>
</table>

Activity Index ^a:
Whole Fryer: 2,162
Bnls/Sknls Breast: 4,990
Breast Tenders: 1,026
Split, bn-in Breast: 338
Whole Wings: 1,026
Leg Quarters: 338
Legs: 1,535
Thighs: 2,462
Drumsticks: 411
B/S Thighs: 81

Source: USDA Livestock, Poultry, & Grain Market News; (404) 562-5850
http://www.ams.usda.gov/market-news/livestock-poultry-grain; Email: Atlanta.lpgmn@ams.usda.gov

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/.