



United States  
Department of  
Agriculture

Agricultural  
Marketing  
Service

Livestock,  
Poultry and  
Seed Program

Agricultural  
Analytics  
Division

## Top 50 Ranking of Chicken Cuts

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### Frequency of Supermarket Advertised Sales in 2017



## Top 50 Ranking of Chicken Cuts by Frequency of Supermarket Advertised Sales

This annual report provides a ranking of the top 50<sup>1</sup> chicken cuts as featured by grocery retailers in their store circulars ranked by the most frequently advertised to the least. Information was collected from a weekly survey of 29,200 supermarket ads in all 50 United States during the year.

### Information included on the report:

- Current year ranking of the chicken cuts reported on the [USDA Weekly Retail Chicken Feature Activity](#) report based on the frequency that they were featured during the year.
- Comparison with the ranking from the prior year along with the ranking change.
- The frequency each cut was featured on a national basis during the year as a percentage of all features for reported chicken cuts.
- The annual national weighted average ad price for each cut.
- The annual regional weighted average ad price for each cut.
- A comparison, by region, of the frequency each cut was featured during the year.

### U.S. Regional Definitions:

Northeast ..... CT,DC,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT  
Southeast.....AL,FL,GA,KY,MS,NC,SC,TN,VA,WV  
Midwest.....IA,IL,IN,MI,MN,ND,NE,OH,SD,WI  
South Central.....AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT  
Southwest.....CA,HI,NV  
Northwest.....AK,ID,MT,OR,WA,WY

### Notes:

<sup>1</sup> – includes only the top 50 of the 61 chicken cuts reported on the Weekly Retail Chicken Feature Activity report.

*In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.*

# 2017 Top 50 Ranking of Chicken Cuts by Frequency of Supermarket Advertised Sales 1/

Based on a ranking of all 61 items reported on the *USDA Weekly Retail Chicken Feature Activity report*.

Ranking		Item	Avg Nat'l Frequency <sup>2/</sup> and Avg Feature price	Regional Frequency <sup>3/</sup> and Average Feature Price					
2017	2016			NE	SE	MW	SC	SW	NW
1	1	Bnls/Sknls Breasts - value pack	10.31%	19.1%	13.4%	14.8%	17.9%	18.5%	16.3%
			<b>2.18</b>	<b>2.24</b>	<b>2.16</b>	<b>2.05</b>	<b>2.03</b>	<b>3.02</b>	<b>2.47</b>
2	2	Drumsticks - value pack	6.71%	24.7%	11.7%	14.9%	17.3%	18.1%	13.3%
			<b>1.01</b>	<b>1.04</b>	<b>0.97</b>	<b>0.98</b>	<b>0.95</b>	<b>1.28</b>	<b>1.24</b>
3	3	Thighs - value pack	6.04%	25.5%	11.9%	14.7%	14.9%	18.3%	14.7%
			<b>1.06</b>	<b>1.07</b>	<b>1.01</b>	<b>1.04</b>	<b>1.05</b>	<b>1.28</b>	<b>1.24</b>
4	7	ABF Bnls/Sknls Breasts	5.32%	19.2%	10.8%	12.8%	14.6%	20.3%	22.4%
			<b>4.83</b>	<b>4.97</b>	<b>4.74</b>	<b>4.38</b>	<b>4.66</b>	<b>5.47</b>	<b>5.23</b>
5	4	Fried Chicken 8-Piece Mixed	4.81%	17.2%	22.6%	8.1%	14.8%	23.2%	14.1%
			<b>6.55</b>	<b>6.53</b>	<b>6.28</b>	<b>7.47</b>	<b>6.77</b>	<b>7.50</b>	<b>7.26</b>
6	6	Whole Bagged Fryer	3.80%	18.7%	14.1%	13.6%	18.6%	20.8%	14.3%
			<b>1.11</b>	<b>1.24</b>	<b>1.06</b>	<b>1.12</b>	<b>1.04</b>	<b>1.54</b>	<b>1.20</b>
7	13	Bnls/Sknls Thighs - value pack	3.79%	15.5%	19.2%	6.7%	17.0%	18.7%	22.9%
			<b>2.22</b>	<b>2.23</b>	<b>2.22</b>	<b>2.14</b>	<b>1.96</b>	<b>2.72</b>	<b>2.37</b>
8	8	Whole Rotisserie, < 2 lbs	3.55%	20.3%	16.4%	8.4%	14.9%	26.9%	13.1%
			<b>5.81</b>	<b>5.64</b>	<b>5.52</b>	<b>6.14</b>	<b>6.06</b>	<b>6.43</b>	<b>6.73</b>
9	16	Organic Bnls/Sknls Breasts	3.01%	19.7%	4.4%	9.3%	14.7%	22.8%	29.1%
			<b>7.11</b>	<b>7.57</b>	<b>6.74</b>	<b>6.75</b>	<b>7.16</b>	<b>7.45</b>	<b>6.88</b>
10	5	Bnls/Sknls Breasts - regular pack	2.79%	25.2%	6.0%	16.4%	6.3%	17.4%	28.7%
			<b>2.95</b>	<b>3.03</b>	<b>2.94</b>	<b>2.84</b>	<b>2.79</b>	<b>3.21</b>	<b>2.94</b>
11	10	Whole Wings	2.70%	33.9%	23.9%	15.4%	14.3%	6.5%	6.0%
			<b>2.62</b>	<b>2.68</b>	<b>2.64</b>	<b>2.43</b>	<b>2.47</b>	<b>2.57</b>	<b>2.50</b>
12	9	IQF Bnls/Sknls Breast	2.60%	7.7%	9.4%	16.9%	20.3%	22.3%	23.4%
			<b>2.46</b>	<b>2.60</b>	<b>2.22</b>	<b>2.23</b>	<b>2.33</b>	<b>2.58</b>	<b>2.45</b>
13	11	Prepared Breast Tenders	2.24%	18.5%	8.5%	7.1%	12.1%	30.4%	23.4%
			<b>5.95</b>	<b>6.24</b>	<b>5.65</b>	<b>5.66</b>	<b>5.82</b>	<b>6.03</b>	<b>6.22</b>
14	15	Leg Quarters - bagged	2.21%	25.2%	18.7%	8.9%	27.4%	7.5%	12.3%
			<b>0.61</b>	<b>0.58</b>	<b>0.75</b>	<b>0.57</b>	<b>0.53</b>	<b>0.67</b>	<b>0.62</b>
15	17	Baked Chicken 8-Piece Mixed	2.13%	6.9%	12.3%	6.5%	18.3%	39.1%	16.9%
			<b>6.57</b>	<b>6.48</b>	<b>6.84</b>	<b>7.47</b>	<b>6.45</b>	<b>6.45</b>	<b>6.86</b>
16	14	Split, bone-in Breast - value pack	2.11%	22.2%	12.4%	12.3%	23.3%	20.3%	9.5%
			<b>1.30</b>	<b>1.49</b>	<b>1.31</b>	<b>1.29</b>	<b>1.29</b>	<b>1.09</b>	<b>1.27</b>
17	12	Prepared Bone-in Wings	1.98%	11.9%	9.4%	9.9%	12.4%	33.0%	23.5%
			<b>5.70</b>	<b>5.89</b>	<b>5.65</b>	<b>5.44</b>	<b>5.96</b>	<b>5.57</b>	<b>5.64</b>
18	25	ABF Drumsticks	1.87%	38.6%	12.6%	11.9%	7.9%	12.5%	16.6%
			<b>1.86</b>	<b>1.88</b>	<b>1.90</b>	<b>1.66</b>	<b>1.65</b>	<b>2.15</b>	<b>1.83</b>
19	23	Leg Quarters - tray packed	1.84%	23.9%	12.7%	5.7%	10.1%	28.5%	19.0%
			<b>0.98</b>	<b>0.90</b>	<b>0.98</b>	<b>0.93</b>	<b>1.00</b>	<b>1.21</b>	<b>1.11</b>
20	18	Whole Rotisserie 2.1-3.0	1.74%	5.7%	18.5%	8.4%	11.6%	14.4%	41.5%
			<b>7.19</b>	<b>7.47</b>	<b>6.97</b>	<b>6.99</b>	<b>6.89</b>	<b>7.75</b>	<b>8.03</b>
21	30	Whole Bagged Roaster	1.72%	57.9%	14.5%	13.8%	8.3%	3.1%	2.4%
			<b>1.20</b>	<b>1.20</b>	<b>1.11</b>	<b>1.23</b>	<b>1.31</b>	<b>1.22</b>	<b>1.03</b>
22	20	ABF Whole Bagged Fryer	1.67%	29.6%	10.3%	8.7%	8.2%	8.7%	34.5%
			<b>1.93</b>	<b>1.91</b>	<b>2.04</b>	<b>1.93</b>	<b>1.88</b>	<b>1.85</b>	<b>1.93</b>
23	32	Thin Sliced Breasts	1.49%	56.0%	11.0%	8.8%	9.0%	13.5%	1.7%
			<b>3.71</b>	<b>3.81</b>	<b>3.51</b>	<b>3.55</b>	<b>3.06</b>	<b>2.95</b>	<b>3.82</b>
24	27	ABF Thighs	1.49%	18.5%	5.2%	6.6%	7.3%	5.7%	56.7%
			<b>1.93</b>	<b>1.91</b>	<b>1.85</b>	<b>1.74</b>	<b>1.78</b>	<b>2.40</b>	<b>1.92</b>
25	31	ABF Breast Tenders	1.48%	30.5%	7.1%	12.7%	12.7%	20.4%	16.7%
			<b>4.85</b>	<b>4.85</b>	<b>4.47</b>	<b>4.60</b>	<b>4.31</b>	<b>5.90</b>	<b>5.43</b>

1/: based on a weekly survey of 29,200 supermarket ads in all 50 United States.

2/: average annual frequency percentage.

3/: adjusted to a "per 100 store" basis to account for different size regional samples.

4/: the percentage of "no price" promotions (e.g., buy 1, get 1 free, 40% off all poultry, etc.)

ABF = antibiotic-free

changed higher

changed lower

unchanged

# 2017 Top 50 Ranking of Chicken Cuts by Frequency of Supermarket Advertised Sales 1/

Based on a ranking of all 61 items reported on the *USDA Weekly Retail Chicken Feature Activity report*.

Ranking		Item	Avg Nat'l Frequency <sup>2/</sup> and Avg Feature price	Regional Frequency <sup>3/</sup> and Average Feature Price					
2017	2016			NE	SE	MW	SC	SW	NW
26	21	Prepared Boneless Wings	1.42%	11.5%	12.6%	10.4%	15.5%	29.7%	20.3%
▼			<b>5.64</b>	<b>5.96</b>	<b>5.43</b>	<b>5.32</b>	<b>5.89</b>	<b>5.64</b>	<b>5.60</b>
27	22	IQF Breast Tenders	1.39%	9.6%	11.5%	16.1%	22.7%	18.8%	21.4%
▼			<b>2.59</b>	<b>2.81</b>	<b>2.27</b>	<b>2.46</b>	<b>2.41</b>	<b>2.84</b>	<b>2.56</b>
28	19	Bnls/Sknls Thighs - regular pack	1.25%	30.0%	6.5%	6.5%	4.2%	7.2%	45.6%
▼			<b>2.58</b>	<b>2.60</b>	<b>2.49</b>	<b>2.51</b>	<b>2.25</b>	<b>2.88</b>	<b>2.49</b>
29	29	Drumsticks - regular pack	1.17%	29.7%	8.6%	19.9%	10.5%	9.7%	21.7%
■			<b>1.21</b>	<b>1.28</b>	<b>1.24</b>	<b>1.12</b>	<b>1.13</b>	<b>1.07</b>	<b>1.25</b>
30	24	Breast Tenders - regular pack	1.13%	55.8%	10.5%	16.7%	9.0%	4.0%	4.0%
▼			<b>3.41</b>	<b>3.59</b>	<b>3.07</b>	<b>3.28</b>	<b>2.77</b>	<b>2.86</b>	<b>3.07</b>
31	36	IQF Whole Wings	1.08%	47.2%	12.2%	11.7%	9.9%	8.8%	10.1%
▲			<b>2.29</b>	<b>2.23</b>	<b>2.22</b>	<b>2.31</b>	<b>2.25</b>	<b>2.47</b>	<b>2.80</b>
32	34	Split, bone-in Breast - regular pack	1.05%	23.7%	31.8%	17.6%	13.4%	6.5%	7.1%
▲			<b>1.67</b>	<b>1.78</b>	<b>1.63</b>	<b>1.71</b>	<b>1.41</b>	<b>1.54</b>	<b>1.63</b>
33	35	ABF Bnls/Sknls Thighs	1.02%	20.5%	11.8%	8.6%	5.2%	23.8%	30.0%
▲			<b>3.77</b>	<b>3.54</b>	<b>3.45</b>	<b>3.56</b>	<b>3.60</b>	<b>4.36</b>	<b>4.43</b>
34	33	Fried/Baked Chicken, Bulk-Pack/piece	0.99%	9.1%	14.6%	19.7%	15.7%	25.4%	15.5%
▼			<b>0.82</b>	<b>0.84</b>	<b>0.79</b>	<b>0.84</b>	<b>0.73</b>	<b>0.82</b>	<b>0.84</b>
35	28	Thighs - regular pack	0.94%	31.9%	7.7%	15.3%	11.7%	9.6%	23.7%
▼			<b>1.28</b>	<b>1.32</b>	<b>1.22</b>	<b>1.31</b>	<b>1.28</b>	<b>1.20</b>	<b>1.27</b>
36	40	Organic Whole Bagged Fryer	0.93%	26.4%	6.7%	3.2%	9.9%	16.7%	37.1%
▲			<b>3.02</b>	<b>3.24</b>	<b>2.55</b>	<b>3.25</b>	<b>3.19</b>	<b>2.88</b>	<b>2.82</b>
37	26	IQF Party Wings	0.92%	35.2%	10.7%	13.7%	14.0%	15.7%	10.7%
▼			<b>2.48</b>	<b>2.40</b>	<b>2.28</b>	<b>2.43</b>	<b>2.34</b>	<b>2.70</b>	<b>2.72</b>
38	38	Breast Tender - value pack	0.91%	37.2%	11.8%	11.4%	22.6%	8.6%	8.5%
■			<b>2.78</b>	<b>2.83</b>	<b>2.66</b>	<b>2.85</b>	<b>2.54</b>	<b>2.50</b>	<b>2.78</b>
39	41	Bnls/Sknls Breasts - Marinated	0.91%	24.6%	23.9%	16.6%	17.7%	6.7%	10.4%
▲			<b>4.01</b>	<b>4.30</b>	<b>3.26</b>	<b>3.67</b>	<b>3.33</b>	<b>3.32</b>	<b>4.48</b>
40	37	Fried Chicken 8-piece Dark	0.87%	8.8%	6.3%	2.2%	1.6%	23.0%	58.2%
▼			<b>5.49</b>	<b>4.84</b>	<b>5.43</b>	<b>5.93</b>	<b>5.65</b>	<b>5.57</b>	<b>5.63</b>
41	39	Cornish Hen	0.72%	26.8%	13.0%	10.4%	14.8%	21.0%	14.0%
▼			<b>2.57</b>	<b>2.67</b>	<b>2.56</b>	<b>2.87</b>	<b>2.56</b>	<b>2.44</b>	<b>2.65</b>
42	44	Organic Drumsticks	0.60%	62.2%	3.4%	4.5%	10.8%	10.7%	8.5%
▲			<b>2.76</b>	<b>2.71</b>	<b>2.66</b>	<b>2.74</b>	<b>2.92</b>	<b>3.17</b>	<b>2.92</b>
43	46	ABF Split, bone-in Breasts	0.52%	38.0%	6.3%	11.5%	6.3%	3.0%	35.0%
▲			<b>2.59</b>	<b>2.70</b>	<b>2.19</b>	<b>2.36</b>	<b>2.27</b>	<b>2.88</b>	<b>3.12</b>
44	43	Organic Bnls/Sknls Thighs	0.51%	28.1%	12.7%	2.1%	7.7%	19.8%	29.7%
▼			<b>5.97</b>	<b>5.90</b>	<b>5.71</b>	<b>5.50</b>	<b>5.95</b>	<b>6.72</b>	<b>5.68</b>
45	42	Organic Breast Tenders	0.50%	26.4%	17.5%	3.3%	19.8%	24.7%	8.2%
▲			<b>7.92</b>	<b>8.91</b>	<b>8.40</b>	<b>6.37</b>	<b>7.63</b>	<b>7.66</b>	<b>7.58</b>
46	49	Fried/Baked Chicken, 12-piece	0.27%	8.4%	8.1%	20.8%	18.1%	39.7%	4.9%
▲			<b>10.59</b>	<b>9.13</b>	<b>11.40</b>	<b>11.33</b>	<b>10.87</b>	<b>10.47</b>	<b>9.59</b>
47	45	Legs	0.27%	55.1%	3.3%	6.3%	3.6%	25.7%	6.0%
▼			<b>1.11</b>	<b>0.91</b>	<b>1.07</b>	<b>0.94</b>	<b>0.99</b>	<b>1.48</b>	<b>1.01</b>
48	52	Rotisserie Leg Quarter	0.22%	50.4%	1.5%	1.6%	8.8%	35.3%	2.5%
▲			<b>2.96</b>	<b>2.60</b>	<b>2.59</b>	<b>2.14</b>	<b>3.07</b>	<b>5.63</b>	<b>5.19</b>
49	48	ABF Whole Wings	0.22%	13.3%	10.7%	5.7%	4.4%	6.3%	59.6%
▼			<b>3.21</b>	<b>3.22</b>	<b>2.85</b>	<b>3.03</b>	<b>2.99</b>	<b>2.70</b>	<b>3.40</b>
50	47	Cut-up Fryer	0.20%	38.6%	7.4%	17.7%	8.4%	6.9%	21.0%
▼			<b>1.51</b>	<b>1.51</b>	<b>1.41</b>	<b>1.56</b>	<b>1.57</b>	<b>1.21</b>	<b>1.69</b>

1/: based on a weekly survey of 29,100 supermarket ads in all 50 United States.

2/: average annual frequency percentage.

3/: adjusted to a "per 100 store" basis to account for different size regional samples.

4/: the percentage of "no price" promotions (e.g., buy 1, get 1 free, 40% off all poultry, etc.)

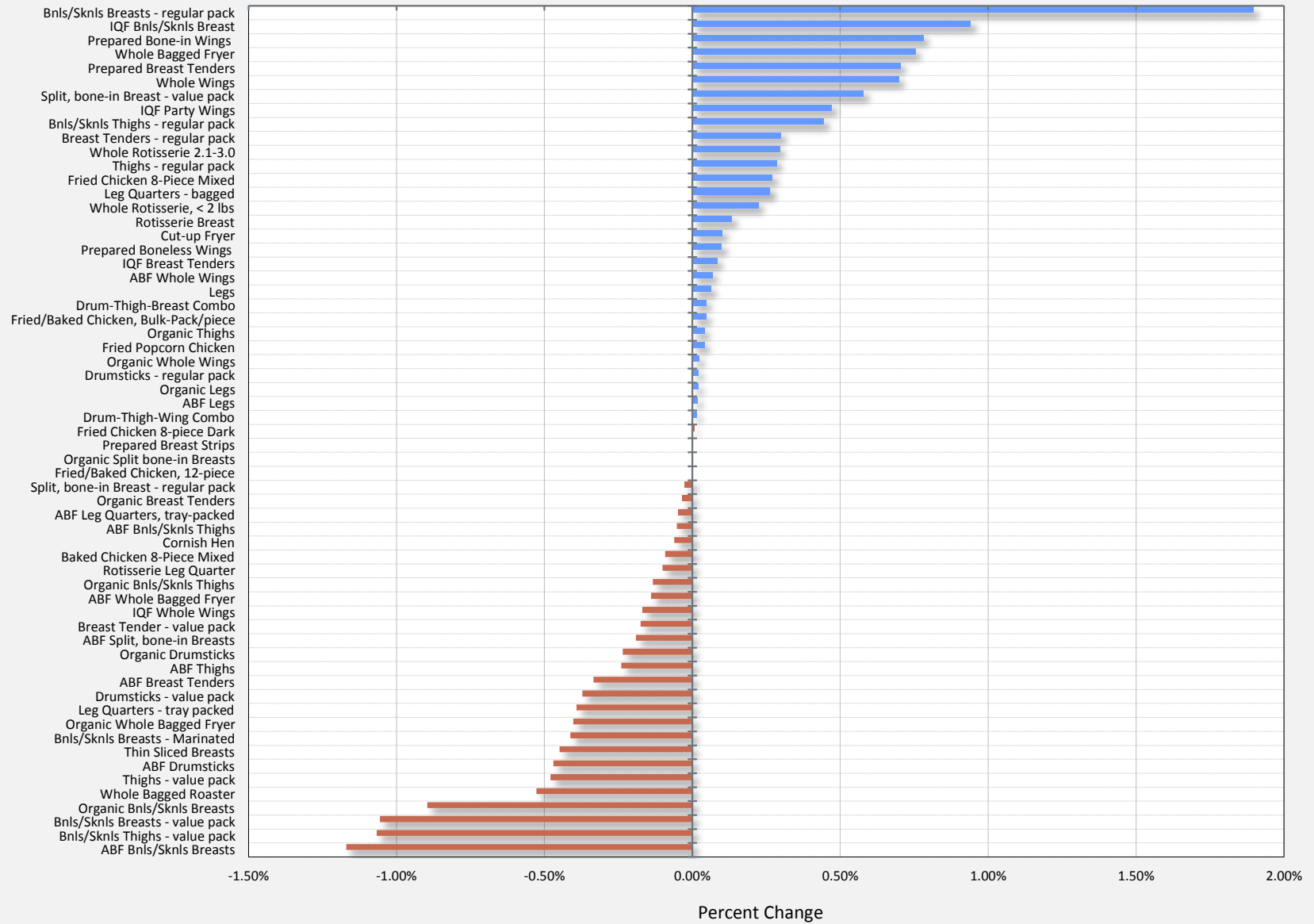
ABF = antibiotic-free

changed higher ▲

changed lower ▼

unchanged ■

## Chicken Advertising Share: Gainers/Losers from 2016 to 2017



Source: USDA Agricultural Marketing Service, Agricultural Analytics (202) 690-3145