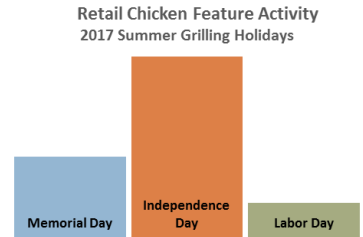


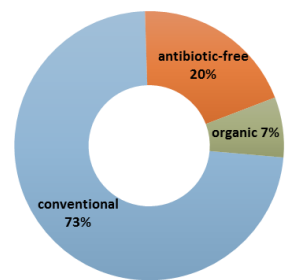
## Retail Chicken Marketing – Summer 2017

Summer is the primary outdoor grilling season and chicken is a popular consumer favorite for summer gatherings, especially during the big 3 summer weekend holidays - Memorial, Independence, and Labor Days. For each of these events, U.S. supermarkets actively marketed a variety of chicken cuts to satisfy consumer demand. This activity is captured in the [USDA Feature Advertising by U.S. Supermarkets for Meat, Poultry, and Shell Eggs](#) series of reports. In 2017, the Fourth of July holiday marked the most active promotional period for chicken cuts, surpassing Memorial Day by 5 percent and Labor Day by 7 percent.



During Summer 2017, overall offerings of chicken produced conventionally accounted for 73 percent of all supermarket features, followed by antibiotic-free chicken at 20 percent and organic chicken at 7 percent (chicken from free-range production accounted for less than a tenth of a percent). As production of antibiotic-free chicken continues to expand, it is becoming a more regular feature in weekly supermarket advertising, particularly during key marketing events. Promotional activity for antibiotic-free chicken during summer 2017 was twice that for summer 2016.

Chicken Features by Production System



The most commonly featured chicken cut for the big 3 summer holidays combined was boneless/skinless breasts - regular and value packs combined accounting for 30 percent of total sampled feature activity. While, for conventional offerings, b/s breasts made up only 21 percent, this cut dominated the specialty category – accounting for 60 percent of antibiotic-free and 52% of organic offerings. Memorial Day was the most active feature period for b/s breasts with 40 percent of the summer holiday featuring.

Drumsticks, grill favorites, were the next most featured cut with regular and value pack offerings combining for 14 percent of feature share. Conventional offerings were most likely to be offered in value packs. Organic drums in regular packs were the second most featured organic chicken cut with just over half of features of b/s breast. Features of drums were most common during the Memorial Day weekend, accounting for 40 percent of summer holiday advertising for all types. Bone-in thigh offerings trailed drums by 4 percent. The rise in the popularity of b/s thighs has impacted offerings of bone-in types which were featured only 3 percent more than their boneless counterparts. Organic forms of b/s thighs were the third most commonly featured organic chicken cut during the summer period, making up 10 percent of all organic featuring.

Deli-prepared, 8-piece chicken, quick, tasty, and convenient, is a perennial summer outing favorite and the third most featured in retail circulars, offered in fried or baked forms. Not surprisingly, it is most promoted for the July Fourth holiday where a quick picnic choice is preferred for the active holiday weekend.

Leg quarters were also a popular option either in tray (5 percent) or bagged (4 percent) packs. Offerings for July Fourth made up 40 percent of summer activity.

Item	total		conventional		antibiotic-free		organic	
	reg pak	valu pak	reg pak	valu pak	reg pak	valu pak	reg pak	valu pak
B/S Breast.....	16%	14%	7%	14%	45%	15%	51%	1%
B/S Thigh.....	4%	4%	3%	6%	8%	–	9%	1%
Breast, bone-in.....	2%	5%	1%	5%	3%	3%	9%	–
Drums.....	4%	10%	1%	12%	8%	2%	26%	1%
Thighs.....	2%	9%	1%	11%	7%	3%	2%	–
Wings.....	2%	3%	1%	4%	3%	1%	–	–
Leg Quarter - tray.....	5%	–	5%	–	2%	–	–	–
Leg Quarter - bagged...	4%	–	5%	–	–	–	–	–
Fried 8-pc.....	12%	–	16%	–	–	–	–	–
IQF breast.....	4%	–	5%	–	–	–	–	–
IQF tender.....	2%	–	2%	–	–	–	–	–

Information for this report is derived from data collected during the holiday marketing period and reported in the [Feature Advertising by U.S. Supermarkets Meat and Poultry](#) reports, available in open data format at no cost upon request to: [Michael.sheats@ams.usda.gov](mailto:Michael.sheats@ams.usda.gov). Similar data for chicken, turkey, pork, and lamb is also available upon request.

