

2013 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 ^{2/} and Avg Feature price	Regional Frequency ^{3/} and Average Feature Price					
2013	2012			NE	SE	MW	SC	SW	NW
 1	1	Bnls/Sknls Breasts - regular pack	7.32% 2.96	15.7% 3.17	18.0% 2.95	14.1% 2.58	20.1% 2.62	14.9% 3.38	17.3% 3.12
 2	2	Drumsticks - value pack	5.71% 1.18	23.3% 1.23	14.0% 1.13	9.8% 1.13	13.8% 1.10	18.0% 1.22	21.1% 1.27
 3	4	Bnls/Sknls Breasts - value pack	5.49% 2.45	20.6% 2.44	9.5% 2.36	7.4% 2.26	11.7% 2.41	24.7% 2.43	26.1% 2.91
 4	3	Thighs - value pack	5.14% 1.20	20.6% 1.25	14.7% 1.13	10.7% 1.16	13.1% 1.15	18.0% 1.30	23.0% 1.26
 5	6	Fried Chicken 8-Piece Mixed	4.88% 6.74	18.3% 6.71	19.4% 6.64	15.2% 6.63	15.4% 6.98	16.7% 6.76	15.0% 6.89
 6	7	Whole Rotisserie, < 2 lbs	4.51% 6.02	18.7% 5.81	16.1% 6.04	15.3% 5.89	13.5% 6.22	15.7% 6.09	20.7% 6.09
 7	6	Whole Bagged Fryer	4.34% 1.18	19.4% 1.25	15.0% 1.15	9.1% 1.12	11.0% 1.07	23.6% 1.19	21.9% 1.26
 8	8	IQF Bnls/Sknls Breast	4.28% 2.41	4.4% 2.36	16.2% 2.41	26.5% 2.33	18.4% 2.39	18.4% 2.59	16.1% 2.47
 9	9	Leg Quarters - tray packed	3.13% 1.01	22.6% 0.93	12.6% 1.03	7.2% 0.92	12.6% 0.93	22.4% 1.07	22.6% 1.18
 10	13	Breast Tenders - regular pack	3.12% 3.49	30.8% 3.56	21.7% 3.45	6.5% 3.34	17.3% 2.99	11.4% 3.83	12.3% 3.50
 11	10	Prepared Bone-in Wings	2.91% 5.41	17.8% 5.75	14.0% 5.26	13.4% 5.30	15.6% 5.41	18.5% 5.21	20.7% 5.38
 12	14	ABF Bnls/Sknls Breasts	2.91% 4.91	27.3% 5.04	20.9% 4.77	12.4% 4.51	12.5% 5.09	4.4% 5.15	22.4% 4.89
 13	15	Drumsticks - regular pack	2.55% 1.39	16.4% 1.49	11.5% 1.13	12.7% 1.21	17.8% 1.19	18.9% 1.44	22.7% 1.79
 14	18	Prepared Breast Tenders	2.46% 5.49	13.8% 5.56	15.4% 5.61	8.9% 5.23	14.6% 5.43	16.8% 5.25	30.5% 5.50
 15	12	Thin Sliced Breasts	2.33% 3.94	33.5% 4.03	19.5% 3.75	5.6% 3.52	5.6% 3.55	16.8% 4.28	19.1% 4.03
 16	11	Split, bone-in Breast - regular pack	2.30% 1.66	20.9% 1.96	17.4% 1.49	12.5% 1.46	14.0% 1.37	15.3% 1.68	19.8% 2.02
 17	17	Thighs - regular pack	2.21% 1.45	17.3% 1.50	11.3% 1.18	13.3% 1.26	15.9% 1.30	17.8% 1.62	24.4% 1.80
 18	16	Split, bone-in Breast - value pack	2.17% 1.47	18.1% 1.59	16.8% 1.39	10.0% 1.34	15.4% 1.34	20.8% 1.54	18.9% 1.61
 19	20	Bnls/Sknls Thighs - regular pack	2.06% 2.49	20.5% 2.58	22.0% 2.52	11.2% 2.38	18.1% 2.13	10.1% 2.65	18.0% 2.90
 20	21	IQF Breast Tenders	1.98% 2.44	2.3% 2.50	21.8% 2.40	21.7% 2.37	16.6% 2.35	19.2% 2.62	18.5% 2.59
 21	23	Whole Wings	1.97% 2.33	19.6% 2.34	27.4% 2.38	12.2% 2.20	15.7% 2.02	8.9% 2.48	16.2% 2.02
 22	22	Baked Chicken 8-Piece Mixed	1.86% 6.84	3.0% 6.73	18.4% 6.75	18.7% 6.95	16.4% 7.08	21.9% 6.80	21.6% 7.02
 23	19	Whole Bagged Roaster	1.74% 1.31	63.8% 1.30	23.7% 1.31	7.8% 1.30	2.9% 1.59	1.6% 1.30	0.2% 1.59
 24	27	Bnls/Sknls Thighs - value pack	1.69% 2.48	10.4% 2.39	4.0% 2.32	3.6% 2.12	6.3% 2.12	33.2% 2.62	42.5% 2.82
 25	29	ABF Whole Bagged Fryer	1.58% 1.89	35.2% 1.96	11.2% 1.66	10.5% 1.78	9.2% 2.06	7.3% 1.98	26.6% 1.68


1/: based on a weekly survey of 23,200 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.)

changed higher 

changed lower 

unchanged 

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Ranking		Item	Avg Nat'l Frequency ^{2/} and Avg Feature price	Regional Frequency ^{3/} and Average Feature Price					
2013	2012			NE	SE	MW	SC	SW	NW
 26	24	Prepared Boneless Wings	1.54% 4.93	11.2% 5.23	7.3% 5.04	11.9% 4.82	14.1% 4.63	21.9% 4.85	33.7% 4.35
 27	28	Fried/Baked Chicken, Bulk-Pack/piece	1.50% 0.88	6.9% 0.92	10.8% 0.91	18.0% 0.91	12.0% 1.08	22.1% 0.91	30.1% 0.75
 28	26	Leg Quarters - bagged	1.35% 0.71	8.1% 0.71	33.0% 0.72	17.3% 0.69	24.0% 0.69	9.8% 0.68	7.7% 0.76
 29	30	Fried Chicken 8-piece Dark	1.32% 5.29	9.5% 5.31	7.5% 5.26	8.1% 5.30	12.5% 5.29	25.7% 5.26	36.8% 5.17
 30	25	Cut-up Fryer	1.17% 1.54	29.1% 1.51	10.3% 1.45	6.9% 1.48	6.4% 1.45	23.2% 1.58	24.1% 1.47
 31	34	ABF Drumsticks	1.14% 2.03	52.2% 2.34	8.4% 1.71	17.0% 1.73	8.4% 1.84	2.0% 1.67	12.1% 2.06
 32	39	ABF Thighs	1.06% 1.92	54.8% 1.99	10.6% 1.86	17.8% 1.74	8.9% 1.83	1.5% 2.17	6.5% 2.19
 33	35	Whole Rotisserie 2.1-3.0	0.99% 7.38	19.9% 7.38	11.8% 6.81	8.1% 6.77	11.9% 8.09	20.2% 8.00	28.0% 7.85
 34	33	ABF Breast Tenders	0.93% 5.06	43.0% 5.14	19.2% 4.47	9.1% 4.42	14.9% 5.27	4.8% 5.31	8.9% 4.60
 35	31	IQF Whole Wings	0.90% 2.48	20.9% 2.51	21.6% 2.38	22.5% 2.48	9.6% 2.48	18.1% 2.50	7.3% 2.47
 36	32	Cornish Hen	0.86% 2.37	31.2% 2.50	9.8% 2.38	17.1% 2.43	12.1% 2.31	17.6% 2.24	12.1% 2.31
 37	41	ABF Bnls/Sknl's Thighs	0.76% 3.48	28.7% 3.28	17.2% 3.43	13.8% 3.31	8.0% 3.90	8.6% 4.08	23.8% 3.98
 38	36	Breast Tender - value pack	0.73% 2.88	30.6% 3.00	11.3% 2.77	3.4% 2.74	16.9% 2.57	9.3% 2.61	28.5% 2.91
 39	40	Fried/Baked Chicken, 12-piece	0.64% 10.15	26.7% 10.14	8.6% 9.93	22.7% 10.86	20.8% 9.22	15.4% 9.57	5.9% 9.11
 40	38	IQF Party Wings	0.61% 2.45	23.3% 2.54	15.0% 2.18	8.8% 2.49	18.1% 2.54	27.3% 2.44	7.6% 2.41
 41	45	Organic Bnls/Sknl's Breasts	0.53% 7.20	28.9% 7.21	7.7% 6.84	1.7% 7.79	7.5% 7.35	25.8% 7.41	28.4% 7.26
 42	37	Bnls/Sknl's Breasts - Marinated	0.44% 3.53	25.8% 4.25	6.6% 4.05	28.9% 3.01	5.6% 3.64	24.7% 3.21	8.5% 4.51
 43	44	ABF Split, bone-in Breasts	0.35% 2.86	30.8% 3.05	8.5% 2.89	21.3% 2.33	6.9% 3.37	6.3% 3.13	26.2% 3.17
 44	42	Legs	0.32% 1.37	49.9% 1.22	2.0% 0.98	5.7% 0.97	6.3% 1.31	33.9% 1.91	2.1% 1.26
 45	47	Organic Whole Bagged Fryer	0.32% 2.99	37.6% 3.19	7.1% 2.85	0.7% 2.76	5.5% 3.19	32.0% 2.96	17.0% 3.09
 46	43	Drum-Thigh-Wing Combo	0.28% 1.41	27.7% 1.55	11.3% 1.28	4.3% 1.47	7.0% 1.18	34.7% 1.54	15.0% 1.27
 47	48	Organic Drumsticks	0.25% 2.57	52.0% 2.83	13.5% 2.19	3.5% 3.28	4.6% 2.09	23.4% 2.38	3.0% 3.10
 48	49	Drum-Thigh-Breast Combo	0.18% 1.66	47.2% 1.72	4.3% 1.33	10.5% 1.81	4.4% 1.28	24.6% 1.58	9.1% 1.60
 49	46	Fried Popcorn Chicken	0.15% 4.91	10.8% 5.19	20.4% 5.36	29.0% 4.46	17.9% 4.47	6.1% 3.20	15.8% 4.13
 50	50	Prepared Breast Strips	0.15% 5.56	8.2% 5.98	0.1% 4.99	13.1% 5.23	4.4% 5.99	51.7% 5.36	22.6% 5.80


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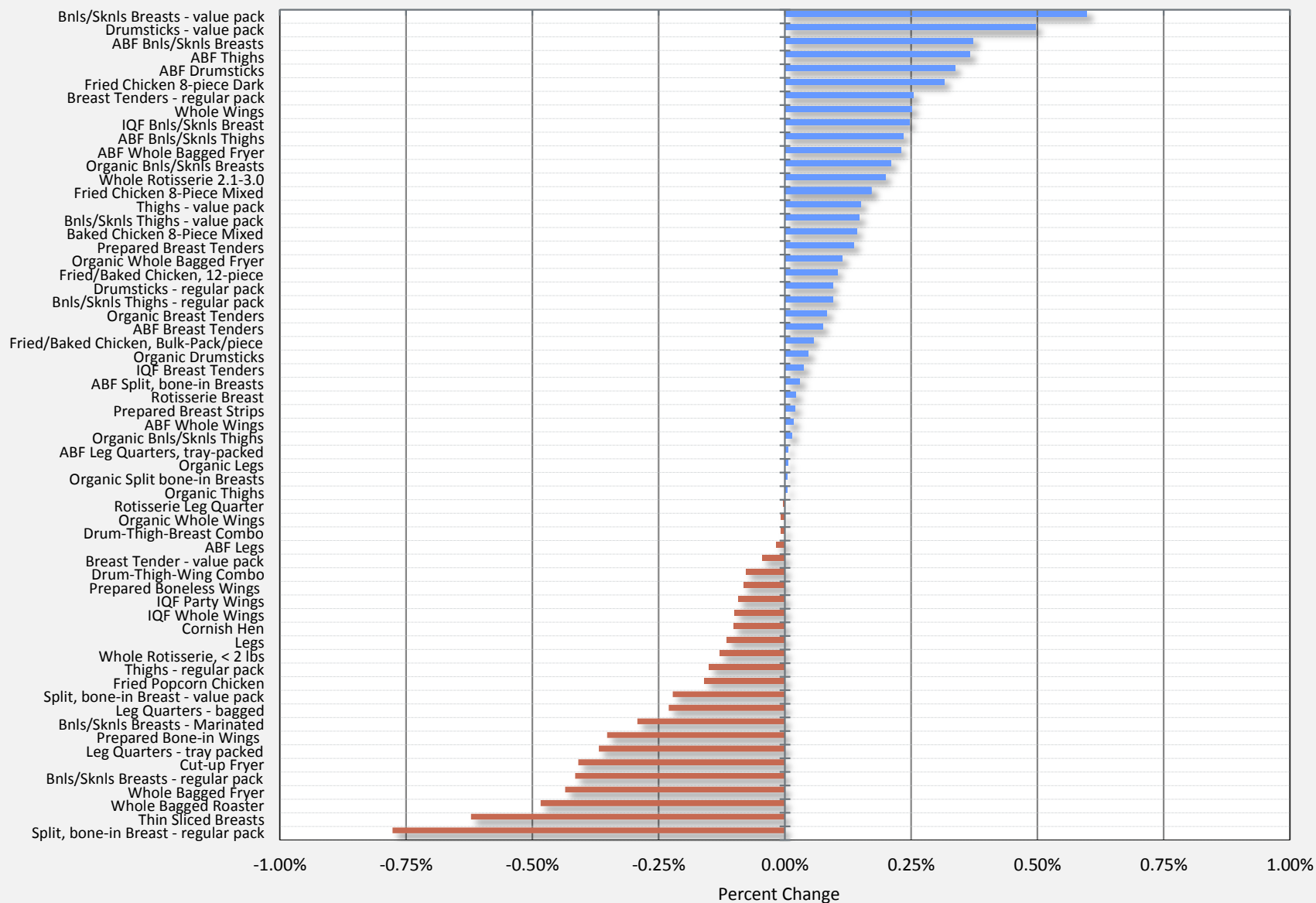
4/: the percentage of "no price" promotions (e.g., buy 1, get 1 free, 40% off all poultry, etc.)

changed higher 

changed lower 

unchanged 

Chicken Advertising Share: Gainers/Losers from 2012 to 2013



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