



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 2016



## 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.

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# 2016 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					
2016	2015			NE	SE	MW	SC	SW	NW
1	1	Bnls/Sknls Breasts - value pack	9.26%	18.5%	12.9%	15.4%	18.9%	17.4%	16.9%
			<b>2.26</b>	<b>2.22</b>	<b>3.13</b>	<b>1.90</b>	<b>2.00</b>	<b>2.89</b>	<b>2.39</b>
2	3	Drumsticks - value pack	6.33%	24.3%	14.4%	13.8%	20.1%	14.1%	13.4%
			<b>0.97</b>	<b>1.03</b>	<b>0.93</b>	<b>0.92</b>	<b>0.91</b>	<b>1.18</b>	<b>1.31</b>
3	4	Thighs - value pack	5.56%	25.4%	14.3%	13.8%	17.3%	15.1%	14.0%
			<b>1.03</b>	<b>1.05</b>	<b>0.97</b>	<b>0.99</b>	<b>1.01</b>	<b>1.23</b>	<b>1.30</b>
4	5	Fried Chicken 8-Piece Mixed	5.08%	14.2%	17.1%	10.3%	17.5%	21.7%	19.3%
			<b>6.64</b>	<b>6.78</b>	<b>6.61</b>	<b>7.06</b>	<b>6.70</b>	<b>6.96</b>	<b>7.18</b>
5	2	Bnls/Sknls Breasts - regular pack	4.69%	10.8%	8.2%	15.8%	10.7%	23.5%	31.0%
			<b>2.71</b>	<b>2.80</b>	<b>2.71</b>	<b>2.68</b>	<b>2.68</b>	<b>3.13</b>	<b>2.61</b>
6	6	Whole Bagged Fryer	4.55%	15.2%	16.2%	12.0%	15.7%	23.6%	17.3%
			<b>1.05</b>	<b>1.18</b>	<b>1.02</b>	<b>1.10</b>	<b>0.96</b>	<b>1.52</b>	<b>1.16</b>
7	8	ABF Bnls/Sknls Breasts	4.15%	19.5%	10.3%	11.0%	14.3%	25.2%	19.8%
			<b>4.90</b>	<b>4.91</b>	<b>4.56</b>	<b>4.18</b>	<b>4.98</b>	<b>5.72</b>	<b>5.25</b>
8	7	Whole Rotisserie, < 2 lbs	3.77%	27.1%	11.1%	8.2%	15.0%	21.8%	16.7%
			<b>5.88</b>	<b>5.47</b>	<b>5.47</b>	<b>6.27</b>	<b>6.17</b>	<b>6.76</b>	<b>6.65</b>
9	12	IQF Bnls/Sknls Breast	3.54%	7.6%	12.4%	16.5%	25.2%	17.1%	21.1%
			<b>2.38</b>	<b>2.47</b>	<b>2.25</b>	<b>2.24</b>	<b>2.28</b>	<b>2.67</b>	<b>2.50</b>
10	10	Whole Wings	3.40%	29.4%	31.9%	15.2%	10.5%	6.4%	6.6%
			<b>2.45</b>	<b>2.53</b>	<b>2.32</b>	<b>2.28</b>	<b>2.34</b>	<b>2.39</b>	<b>2.99</b>
11	9	Prepared Breast Tenders	2.94%	12.1%	10.4%	8.7%	16.3%	25.0%	27.5%
			<b>6.00</b>	<b>5.98</b>	<b>5.87</b>	<b>5.69</b>	<b>6.19</b>	<b>6.25</b>	<b>6.09</b>
12	16	Prepared Bone-in Wings	2.76%	9.9%	8.7%	9.7%	18.4%	28.2%	25.2%
			<b>5.82</b>	<b>5.60</b>	<b>5.69</b>	<b>5.69</b>	<b>6.07</b>	<b>5.67</b>	<b>6.83</b>
13	18	Bnls/Sknls Thighs - value pack	2.73%	15.6%	9.8%	10.2%	16.2%	28.4%	19.7%
			<b>2.10</b>	<b>2.02</b>	<b>2.04</b>	<b>1.95</b>	<b>1.89</b>	<b>2.74</b>	<b>2.26</b>
14	11	Split, bone-in Breast - value pack	2.69%	20.1%	19.3%	11.6%	23.2%	15.4%	10.4%
			<b>1.23</b>	<b>1.42</b>	<b>1.22</b>	<b>1.24</b>	<b>1.11</b>	<b>1.06</b>	<b>1.50</b>
15	17	Leg Quarters - bagged	2.47%	23.2%	22.8%	13.0%	27.6%	8.5%	4.8%
			<b>0.59</b>	<b>0.64</b>	<b>0.59</b>	<b>0.53</b>	<b>0.48</b>	<b>0.67</b>	<b>0.63</b>
16	26	Organic Bnls/Sknls Breasts	2.11%	14.1%	3.4%	3.2%	11.0%	30.8%	37.5%
			<b>7.31</b>	<b>7.39</b>	<b>6.96</b>	<b>7.18</b>	<b>7.15</b>	<b>8.19</b>	<b>7.54</b>
17	20	Baked Chicken 8-Piece Mixed	2.04%	2.9%	11.1%	9.3%	19.3%	29.9%	27.5%
			<b>6.49</b>	<b>6.68</b>	<b>6.74</b>	<b>7.26</b>	<b>6.41</b>	<b>6.22</b>	<b>6.48</b>
18	22	Whole Rotisserie 2.1-3.0	2.03%	6.5%	26.1%	8.6%	13.2%	18.6%	27.0%
			<b>7.38</b>	<b>7.25</b>	<b>6.81</b>	<b>6.87</b>	<b>7.45</b>	<b>7.78</b>	<b>7.84</b>
19	18	Bnls/Sknls Thighs - regular pack	1.70%	23.3%	8.9%	6.3%	5.0%	9.2%	47.3%
			<b>2.32</b>	<b>2.33</b>	<b>2.50</b>	<b>2.25</b>	<b>2.18</b>	<b>2.32</b>	<b>2.21</b>
20	23	ABF Whole Bagged Fryer	1.53%	33.9%	10.1%	13.1%	8.8%	10.7%	23.5%
			<b>1.97</b>	<b>2.06</b>	<b>1.74</b>	<b>1.82</b>	<b>1.82</b>	<b>2.22</b>	<b>2.06</b>
21	31	Prepared Boneless Wings	1.51%	7.3%	5.1%	11.2%	24.7%	27.2%	24.4%
			<b>5.92</b>	<b>5.70</b>	<b>5.36</b>	<b>5.50</b>	<b>6.17</b>	<b>5.96</b>	<b>6.30</b>
22	35	IQF Breast Tenders	1.48%	8.3%	12.7%	11.1%	26.5%	21.0%	20.5%
			<b>2.72</b>	<b>2.93</b>	<b>2.56</b>	<b>2.70</b>	<b>2.47</b>	<b>2.89</b>	<b>2.61</b>
23	19	Leg Quarters - tray packed	1.45%	18.0%	4.9%	6.6%	14.7%	32.0%	23.8%
			<b>0.96</b>	<b>0.80</b>	<b>0.94</b>	<b>0.87</b>	<b>0.97</b>	<b>1.08</b>	<b>1.38</b>
24	15	Breast Tenders - regular pack	1.43%	37.9%	16.4%	20.5%	13.1%	6.9%	5.2%
			<b>3.21</b>	<b>3.26</b>	<b>2.99</b>	<b>3.08</b>	<b>3.22</b>	<b>2.89</b>	<b>2.65</b>
25	28	ABF Drumsticks	1.40%	45.1%	10.4%	11.4%	5.9%	13.7%	13.5%
			<b>1.98</b>	<b>1.97</b>	<b>1.76</b>	<b>1.84</b>	<b>1.87</b>	<b>2.17</b>	<b>2.18</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

# 2016 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					
2016	2015			NE	SE	MW	SC	SW	NW
26	37	IQF Party Wings	1.39%	32.0%	12.4%	15.1%	15.7%	15.0%	9.9%
▲			<b>2.51</b>	<b>2.34</b>	<b>2.32</b>	<b>2.63</b>	<b>2.38</b>	<b>2.77</b>	<b>2.81</b>
27	30	ABF Thighs	1.25%	41.3%	10.7%	12.8%	6.7%	17.2%	11.3%
▲			<b>2.13</b>	<b>2.03</b>	<b>1.84</b>	<b>2.01</b>	<b>1.91</b>	<b>2.51</b>	<b>2.51</b>
28	14	Thighs - regular pack	1.22%	12.2%	8.4%	18.2%	9.0%	27.8%	24.4%
▼			<b>1.31</b>	<b>1.18</b>	<b>1.25</b>	<b>1.21</b>	<b>1.22</b>	<b>1.24</b>	<b>1.39</b>
29	13	Drumsticks - regular pack	1.19%	9.8%	6.4%	19.9%	9.4%	26.3%	28.2%
▼			<b>1.14</b>	<b>1.19</b>	<b>1.06</b>	<b>1.08</b>	<b>1.01</b>	<b>1.07</b>	<b>1.45</b>
30	25	Whole Bagged Roaster	1.19%	67.7%	20.0%	10.0%	1.6%	0.4%	0.2%
▼			<b>1.27</b>	<b>1.26</b>	<b>1.24</b>	<b>1.32</b>	<b>1.79</b>	<b>3.50</b>	<b>1.58</b>
31	33	ABF Breast Tenders	1.15%	37.9%	10.2%	13.0%	7.3%	28.8%	2.8%
▲			<b>5.23</b>	<b>5.30</b>	<b>4.46</b>	<b>4.57</b>	<b>4.81</b>	<b>6.05</b>	<b>5.88</b>
32	24	Thin Sliced Breasts	1.05%	54.4%	11.0%	9.1%	10.4%	14.2%	0.9%
▼			<b>3.42</b>	<b>3.51</b>	<b>3.30</b>	<b>3.02</b>	<b>2.81</b>	<b>2.54</b>	<b>2.35</b>
33	29	Fried/Baked Chicken, Bulk-Pack/piece	1.03%	7.1%	16.5%	13.5%	20.7%	27.3%	14.9%
▼			<b>0.88</b>	<b>1.38</b>	<b>1.46</b>	<b>1.05</b>	<b>0.82</b>	<b>0.82</b>	<b>0.86</b>
34	27	Split, bone-in Breast - regular pack	1.03%	28.2%	10.4%	23.2%	14.3%	12.6%	11.4%
▼			<b>1.61</b>	<b>1.74</b>	<b>1.52</b>	<b>1.62</b>	<b>1.45</b>	<b>1.40</b>	<b>1.88</b>
35	39	ABF Bnls/Sknl's Thighs	0.96%	30.7%	21.9%	11.0%	4.0%	24.6%	7.8%
▲			<b>3.90</b>	<b>3.63</b>	<b>3.56</b>	<b>3.49</b>	<b>4.23</b>	<b>5.21</b>	<b>4.61</b>
36	36	IQF Whole Wings	0.91%	24.6%	17.4%	14.6%	12.2%	22.1%	9.0%
■			<b>2.37</b>	<b>2.20</b>	<b>2.29</b>	<b>2.50</b>	<b>2.63</b>	<b>2.47</b>	<b>2.47</b>
37	34	Fried Chicken 8-piece Dark	0.88%	16.9%	6.5%	5.9%	4.2%	37.1%	29.5%
▼			<b>5.57</b>	<b>5.18</b>	<b>5.53</b>	<b>5.97</b>	<b>6.01</b>	<b>5.74</b>	<b>5.65</b>
38	38	Breast Tender - value pack	0.73%	35.6%	19.6%	14.6%	22.7%	4.9%	2.7%
■			<b>2.65</b>	<b>2.86</b>	<b>2.65</b>	<b>2.48</b>	<b>2.61</b>	<b>2.39</b>	<b>2.49</b>
39	32	Cornish Hen	0.66%	28.0%	14.4%	15.1%	18.4%	17.8%	6.3%
▼			<b>2.61</b>	<b>2.52</b>	<b>2.67</b>	<b>2.63</b>	<b>2.65</b>	<b>2.37</b>	<b>2.72</b>
40	44	Organic Whole Bagged Fryer	0.53%	40.9%	4.4%	1.9%	2.9%	34.1%	15.8%
▲			<b>2.99</b>	<b>3.05</b>	<b>2.95</b>	<b>3.09</b>	<b>3.00</b>	<b>2.95</b>	<b>3.29</b>
41	43	Bnls/Sknl's Breasts - Marinated	0.49%	36.0%	6.3%	25.1%	18.3%	6.2%	8.0%
▲			<b>3.74</b>	<b>4.39</b>	<b>3.04</b>	<b>3.43</b>	<b>3.47</b>	<b>2.78</b>	<b>3.82</b>
42	46	Organic Breast Tenders	0.47%	24.8%	1.9%	3.1%	20.1%	41.5%	8.6%
▲			<b>7.74</b>	<b>7.68</b>	<b>8.10</b>	<b>7.09</b>	<b>7.70</b>	<b>8.10</b>	<b>7.55</b>
43	47	Organic Bnls/Sknl's Thighs	0.37%	27.6%	2.3%	0.2%	3.6%	34.9%	31.3%
▲			<b>5.48</b>	<b>5.24</b>	<b>5.34</b>	<b>5.45</b>	<b>5.51</b>	<b>6.12</b>	<b>5.85</b>
44	42	Organic Drumsticks	0.37%	54.4%	4.8%	2.8%	0.8%	29.1%	8.1%
▼			<b>2.78</b>	<b>2.75</b>	<b>2.74</b>	<b>2.88</b>	<b>2.26</b>	<b>3.09</b>	<b>3.33</b>
45	48	Legs	0.33%	28.9%	3.5%	12.8%	5.3%	39.6%	9.9%
▲			<b>1.12</b>	<b>0.88</b>	<b>0.89</b>	<b>0.95</b>	<b>0.91</b>	<b>1.42</b>	<b>0.98</b>
46	45	ABF Split, bone-in Breasts	0.33%	19.9%	6.1%	22.5%	4.5%	20.1%	26.8%
▼			<b>2.67</b>	<b>2.78</b>	<b>2.38</b>	<b>2.23</b>	<b>2.38</b>	<b>3.20</b>	<b>2.96</b>
47	40	Cut-up Fryer	0.30%	32.8%	6.8%	21.6%	7.1%	11.9%	19.8%
▼			<b>1.43</b>	<b>1.40</b>	<b>1.37</b>	<b>1.50</b>	<b>1.34</b>	<b>1.49</b>	<b>1.50</b>
48	49	ABF Whole Wings	0.29%	5.5%	7.5%	3.6%	1.6%	59.2%	22.7%
▲			<b>3.10</b>	<b>3.00</b>	<b>2.73</b>	<b>2.55</b>	<b>2.76</b>	<b>3.52</b>	<b>2.81</b>
49	41	Fried/Baked Chicken, 12-piece	0.27%	13.4%	9.3%	21.9%	33.7%	12.4%	9.3%
▼			<b>10.80</b>	<b>9.80</b>	<b>10.73</b>	<b>11.13</b>	<b>11.11</b>	<b>10.29</b>	<b>10.85</b>
50	51	Rotisserie Breast	0.24%	23.7%	8.6%	1.3%	16.7%	34.8%	14.8%
▲			<b>6.15</b>	<b>5.54</b>	<b>7.97</b>	<b>6.39</b>	<b>6.76</b>	<b>6.31</b>	<b>6.64</b>

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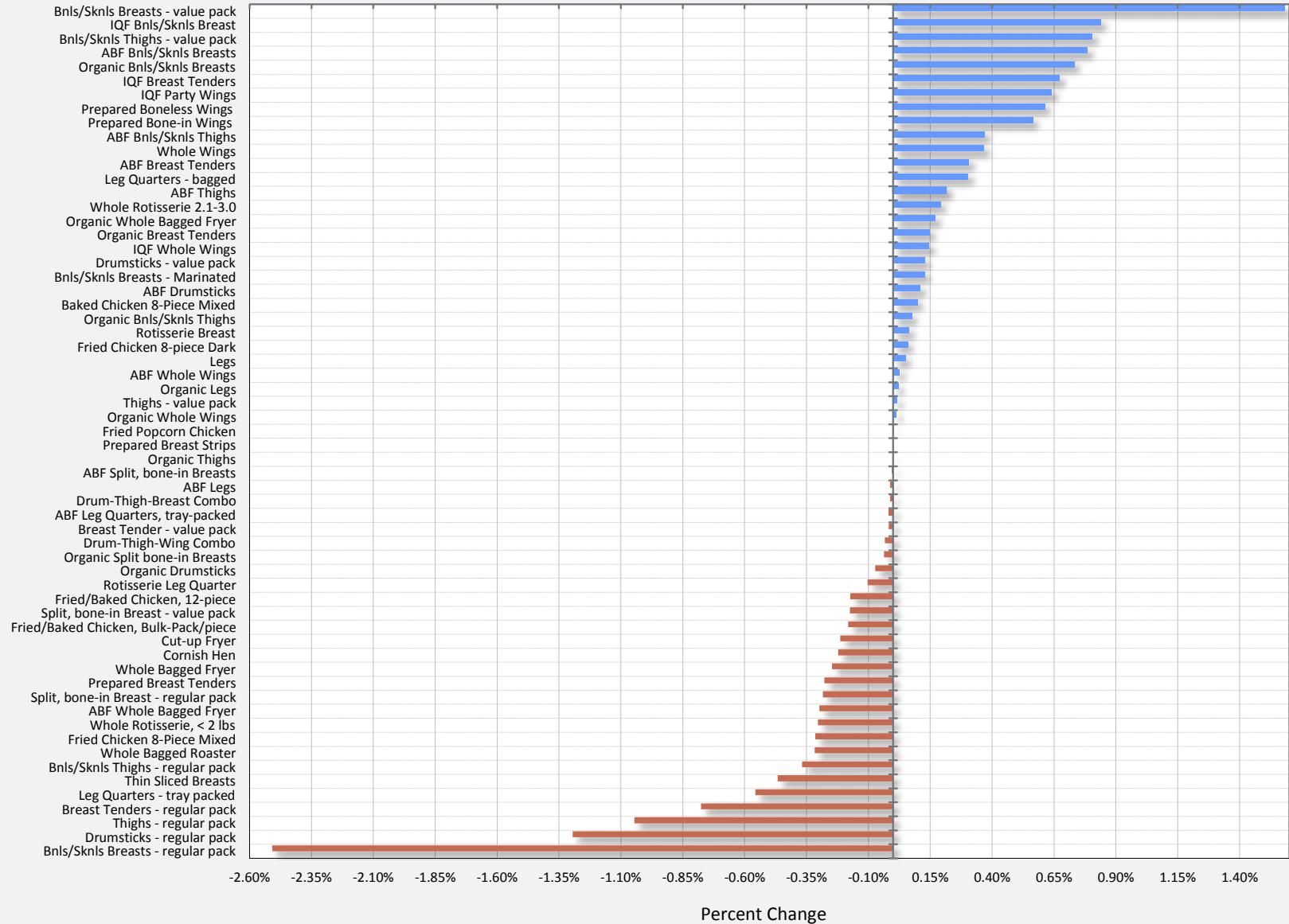
ABF = antibiotic-free

changed higher ▲

changed lower ▼

unchanged ■

## Chicken Advertising Share: Gainers/Losers from 2015 to 2016



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