



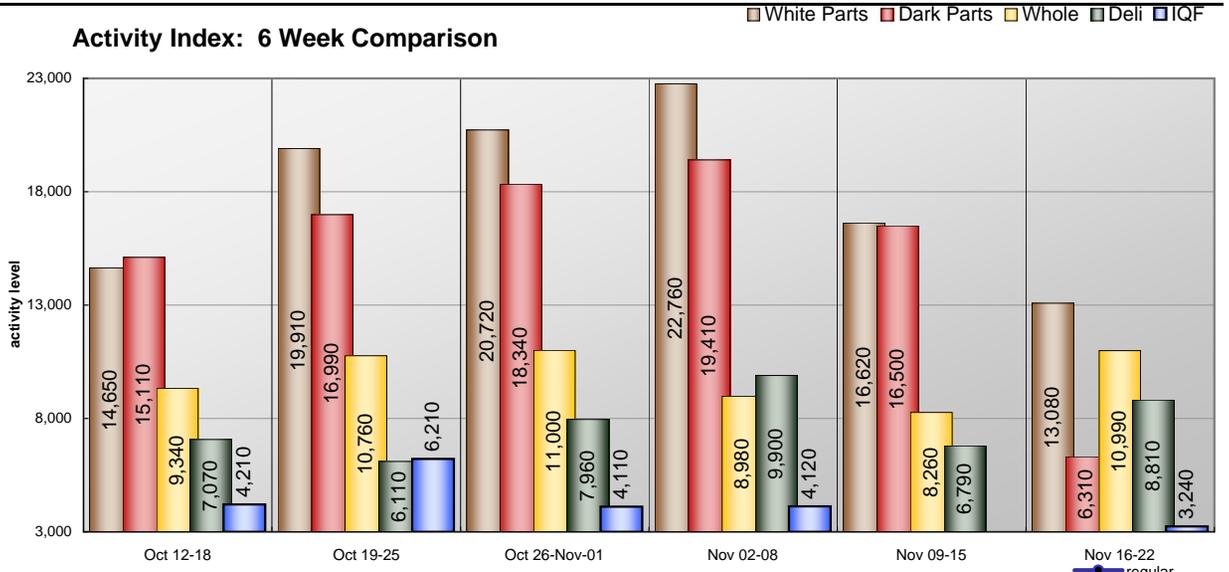
USDA Weekly Retail Chicken Feature Activity

Fri. Nov 16, 2007

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

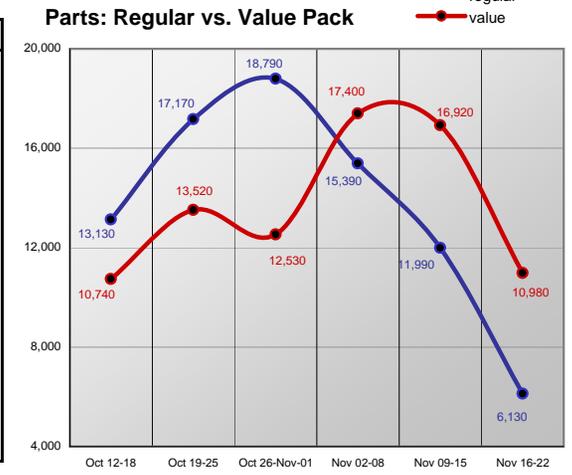
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY							
		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/		88.2% of 17,000 outlets		95.7% of 17,000 outlets		81.2% of 17,000 outlets	
Special Rate 2/		4.1%		15.4%		7.0%	
Activity Index 3/		42,430		51,290		38,140	
WHOLE BIRD:		Stores	Wtd Avg	Stores	Wtd Avg		
bagged fryer		1,750	1.02	2,350	0.96	1,770	0.86
cut-up fryer		410	1.09	1,750	1.28	390	1.32
bagged roaster		6,730	1.23	3,670	1.07	6,640	1.17
cornish hen		2,100	2.02	490	1.86	3,420	1.87
DELI	Rotisserie:						
	< 2 lbs.	5,200	6.12	3,310	5.91	4,090	5.44
	2.1-3.0 lbs.	1,030	7.26	820	7.15	880	6.27
	8-pc Fried:	2,580	6.25	2,660	5.88	3,630	5.92
PARTS:							
Bnls/Sknls Breast							
regular pack		3,160	3.14	3,620	3.38	6,540	3.03
value pack		4,400	2.35	4,020	2.31	2,900	2.28
thin sliced		1,070	4.22	1,500	4.47	660	3.54
Breast Tenders							
regular pack		980	3.29	1,830	3.58	620	2.85
value pack		740	2.65	980	2.45	100	1.56
Split, bn-in Breast							
regular pack		930	1.83	1,920	1.89	3,180	1.50
value pack		1,550	1.59	1,790	1.19	1,170	1.11
Whole Wings							
regular pack		250	1.45	960	1.80	1,270	1.64
Leg Quarters							
regular pack		920	0.82	1,480	0.87	1,440	0.78
Legs							
regular pack		40	1.09	270	1.02	110	0.98
Thighs							
regular pack		250	1.22	1,990	1.23	1,570	1.16
value pack		1,940	1.14	4,940	1.04	4,680	1.03
Drumsticks							
regular pack		250	1.22	1,830	1.22	1,570	1.18
value pack		2,170	1.14	4,800	1.07	4,460	1.05
Bnls/Sknls Thighs							
regular pack		560	2.78	800	2.62	230	2.31
value pack		180	1.97	390	2.29	220	1.74
9-pc Combos							
drum-thigh-breast				230	1.59	340	1.62
drum-thigh-wing				270	1.00	60	1.19
IQF	B/S Breast	1,020	2.32	1,780	2.34	885	2.26
	Tenders	1,040	2.35	720	2.13	695	2.60
	Wings	1,180	1.64	120	2.15	503	1.79



Chicken Featuring - 11/16 thru 11/22

With the Thanksgiving shopping week upon us, chicken has taken a holiday from retailer ad space in deference to its bigger cousin the turkey. Seasonal items such as roasters and Cornish hens are plentiful enough though frozen Cornish dominates category in all but the Northeastern U.S. Prices on whole birds are up considerably from this time last year. Deli ovens are surprisingly active this week as consumers look for a light meal solution in advance of the annual gorge. Breast cuts are represented by boneless breasts this week at attractive feature pricing as other white parts take a low profile. Dark cuts are largely absent from ad space although value pack drums are beginning to appear more plentiful late in the ad cycle on firm pricing. With Thanksgiving so early this year, the extra week between holidays could work to chicken's advantage.



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. **2/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). **4/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **IQF = Individually Quick Frozen and packed in bags.**



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

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

Fri. Nov 16, 2007

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)				SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)				MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		99.7% of 3,800 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 12,670				74.9% of 4,700 sampled outlets 6.0% of stores w/ no-price promotions Activity Index = 7,630				92.4% of 2,900 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 6,940			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
			4/	4/		4/	4/		4/	4/			
	bagged fryer	0.79 - 1.19	430	0.96	0.99 - 1.19	110	1.03	0.75 - 1.14	390	0.88			
	cut-up fryer	0.89 - 1.29	340	1.08	1.29	10	1.29	0.99 - 1.29	50	1.14			
	bagged roaster	0.79 - 1.49	2,070	1.17	0.98 - 1.49	990	1.10	0.99 - 1.59	1,370	1.19			
	cornish hen	1.89 - 1.99	1,010	1.99	1.79 - 1.99	350	1.85	1.29 - 1.99	120	1.81			
DELI	Rotisserie:												
	< 2 lbs.	4.99 - 6.99 each	960	6.15	4.99 - 6.99 each	1,950	6.35	3.50 - 6.99 each	940	5.88			
	2.1-3.0 lbs.	5.99 - 7.99 each	420	7.96	5.99 - 6.99 each	150	6.29	6.88 - 6.99 each	210	6.89			
	8-pc Fried:	5.49 - 7.99 each	660	6.74	4.99 - 6.99 each	550	6.49	4.66 - 6.99 each	580	5.92			
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast													
	regular pack	3.49 - 3.99	2.99 - 3.99	930	3.40	2.49 - 3.49	2.49 - 3.99	650	2.87	2.19 - 3.99	2.29 - 3.49	620	2.73
	value pack	1.99	1.48 - 2.99	1,520	2.20	1.99 - 2.98	1.79 - 1.99	740	2.28	1.99	1.69 - 2.99	610	2.23
	thin sliced	3.79 - 3.99	2.99 - 3.99	390	3.80	3.49 - 3.79	2.99	150	3.52	3.49	4.99	20	4.57
Breast Tenders													
	regular pack	3.29 - 3.69	2.99 - 4.99	400	4.06	2.49 - 3.69	2.49	270	2.82	2.49 - 3.99		40	3.02
	value pack		1.48	10	1.48	2.28 - 2.99		300	2.53		1.99	10	1.99
Split, bn-in Breast													
	regular pack	1.99	1.99	100	1.99					1.69 - 2.99	1.99	400	2.16
	value pack	1.29 - 2.29	1.49 - 2.29	540	1.77	1.49 - 1.69	0.99 - 1.69	320	1.50	1.39 - 1.59	1.19 - 1.79	510	1.58
Whole Wings			1.89	10	1.89		1.49	10	1.49	1.14	1.39 - 1.49	160	1.47
Leg Quarters		0.59 - 0.79	0.89	500	0.72		0.59 - 0.69	120	0.60		0.69 - 1.19	120	1.12
Legs			1.29	30	1.29								
Thighs													
	regular pack	1.39	1.18 - 1.29	140	1.36	0.99		80	0.99	0.99 - 1.14		20	1.04
	value pack	0.99 - 1.19	0.98 - 1.39	890	1.17		0.99 - 1.39	390	1.08	0.99 - 1.08	0.99 - 1.29	270	1.12
Drumsticks													
	regular pack	1.39	1.18 - 1.29	140	1.36	0.99		80	0.99	0.99 - 1.14		20	1.04
	value pack	0.99 - 1.19	0.98 - 1.39	1,090	1.17		0.99 - 1.39	390	1.08	0.99 - 1.08	0.99 - 1.29	280	1.12
Bnls/Sknls Thighs			2.49 - 2.69	90	2.59		2.49	20	2.49	3.18	2.49	200	2.63
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	B/S Breast					2.25	50	2.25	1.67 - 2.80	1.67 - 2.25	210	2.47	
	Tenders								2.80	2.19	130	2.74	
	Wings					1.75	50	1.75	2.00	1.50 - 1.80	320	1.70	



USDA Weekly Retail Chicken Feature Activity

Fri. Nov 16, 2007

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.

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

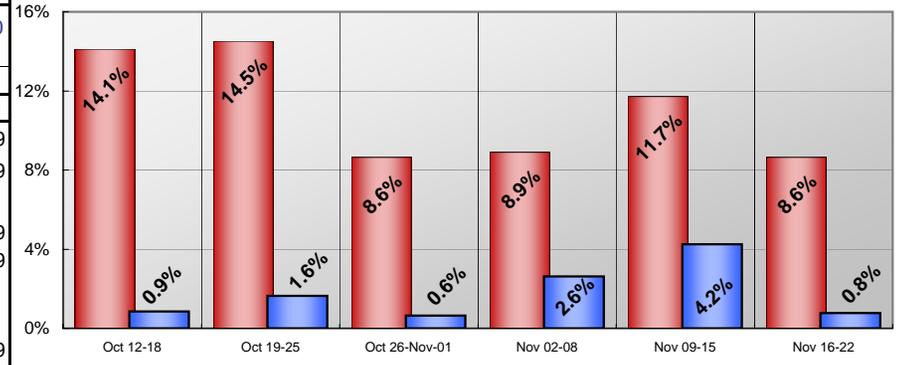
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		90.1% of 2,700 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 6,260				88.4% of 1,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,880				88.5% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,810			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
			4/	4/		4/	4/		4/	4/			
	bagged fryer	0.59 - 1.19	240	0.95	0.89	40	0.89	0.89 - 1.29	540	1.21			
	cut-up fryer	0.99	10	0.99									
	bagged roaster	0.97 - 1.59	1,150	1.28	1.18 - 1.49	1,030	1.49	0.99 - 1.19	120	1.15			
	cornish hen	1.99	60	1.99	1.69 - 2.69	560	2.25						
DELI	Rotisserie:												
	< 2 lbs.	3.99 - 6.99 each	840	5.80	3.99 - 5.99 each	140	5.56	4.99 - 6.99 each	370	6.44			
	2.1-3.0 lbs.	6.88 - 6.99 each	250	6.97									
	8-pc Fried:	5.59 - 6.99 each	560	6.04				5.60 - 5.99 each	230	5.63			
PARTS:	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	
Bnls/Sknls Breast													
	regular pack	2.19 - 3.99	2.49 - 3.49	680	3.04	4.99		80	4.99	3.99	3.49	200	3.69
	value pack	1.99 - 2.97	1.99 - 2.99	620	2.45	1.99 - 2.97	2.99	460	2.90	1.99 - 2.99	1.68 - 2.99	450	2.48
	thin sliced		3.99	50	3.99	5.49		250	5.49		3.99	210	3.99
Breast Tenders													
	regular pack	2.29 - 2.99	2.49	270	2.66								
	value pack	2.19	2.49 - 2.99	210	2.58					2.99		210	2.99
Split, bn-in Breast													
	regular pack	1.49 - 1.59	1.49	430	1.49								
	value pack	1.39	1.29	40	1.30	0.99		10	0.99	1.28 - 1.49		130	1.30
Whole Wings		1.33	1.49	20	1.38					1.29		50	1.29
Leg Quarters			0.59 - 1.19	170	1.05					1.19		10	1.19
Legs			0.49	10	0.49								
Thighs													
	regular pack	1.33		10	1.33								
	value pack		0.99 - 1.29	300	1.13		0.99	30	0.99	1.19 - 1.29		60	1.27
Drumsticks													
	regular pack	1.33		10	1.33								
	value pack	0.99	0.99 - 1.29	320	1.12		0.99	30	0.99	1.19 - 1.29		60	1.27
Bnls/Sknls Thighs													
	regular pack					2.99		250	2.99				
	value pack	1.59		10	1.59					1.99		170	1.99
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	B/S Breast	2.79	1.69 - 2.19	240	2.33		2.66	310	2.66		1.69	210	1.69
	Tenders		1.69 - 2.66	340	2.32		2.33 - 2.66	350	2.63		1.69 - 2.33	220	1.72
	Wings		1.50	80	1.50		1.50 - 1.75	720	1.63		1.50	10	1.50



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/16 thru 11/22.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 16, 2007

	NATIONAL SUMMARY						% Stores Featuring Specialty/Organic Product vs Regular Product/5 <input type="checkbox"/> Specialty <input type="checkbox"/> Organic 																													
	SPECIALTY			USDA ORGANIC																																
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR																														
Feature Rate 1/	6.4% of 17,400 outlets	14.1% of 17,400 outlets	3.8% of 17,400 outlets	0.8% of 17,400 outlets	5.6% of 17,400 outlets	2.2% of 17,400 outlets																														
Activity Index 3/	1,670	3,840	1,590	130	1,210	320																														
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg																														
Whole Fryer	220 1.39	740 1.63	370 1.37	220 2.82	80 2.99																															
Bnls/Sknls Breast	820 4.99	1,470 5.07	360 4.49	130 7.89	380 5.63	20 7.99																														
Breast Tenders			90 3.29		190 5.47																															
Split, bn-in Breast	60 3.74	130 2.75	50 1.31		390 4.19	130 4.49																														
Whole Wings		60 2.29		-- --	10 3.29	30 2.49																														
Leg Quarters		30 0.99																																		
Legs		10 1.59																																		
Thighs	250 1.58	690 1.69	360 1.23		10 3.29	30 2.49																														
Drumsticks	320 1.67	710 1.69	360 1.23		10 3.29	30 2.49																														
	NORTHEAST		SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST																					
	Specialty						Specialty						Specialty						Specialty						Specialty											
Feature Rate 1/	21.1% of 3,800 sampled outlets						2.4% of 4,800 sampled outlets						1.8% of 3,000 sampled outlets						2.4% of 2,800 sampled outlets						0.0% of 2,000 sampled outlets						5.7% of 1,000 sampled outlets					
Activity Index 3/	Activity Index = 1,340						Activity Index = 110						Activity Index = 60						Activity Index = 70						Activity Index = 0						Activity Index = 90					
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer	1.29	130	1.29	1.29	10	1.29				1.39 - 1.49	70	1.46																								
Bnls/Sknls Breast	3.99 - 5.99	590	4.93	5.69	100	5.69	3.79 - 4.49	60	4.09													4.99 - 6.59	70	5.27												
Breast Tenders																																				
Split, bn-in Breast	3.49	50	3.49																			4.99	10	4.99												
Whole Wings																																				
Leg Quarters																																				
Legs																																				
Thighs	1.49 - 1.69	250	1.58																																	
Drumsticks	1.49 - 1.99	320	1.67																																	
	USDA Organic						USDA Organic						USDA Organic						USDA Organic						USDA Organic											
Feature Rate 1/	0.0% of 3,800 sampled outlets						0.1% of 4,800 sampled outlets						0.0% of 3,000 sampled outlets						4.6% of 2,800 sampled outlets						0.0% of 2,000 sampled outlets						0.0% of 1,000 sampled outlets					
Activity Index 3/	Activity Index = 0						Activity Index = 0						Activity Index = 0						Activity Index = 130						Activity Index = 0						Activity Index = 0					
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																																				
Bnls/Sknls Breast				7.99	-	7.99				6.99 - 7.99	130	7.89																								
Breast Tenders																																				
Split, bn-in Breast																																				
Whole Wings																																				
Legs																																				
Thighs																																				
Drumsticks																																				



/5: % = total store count for Specialty items/by total store count for the same set of regular items.

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/>.