



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/09 thru 01/15.

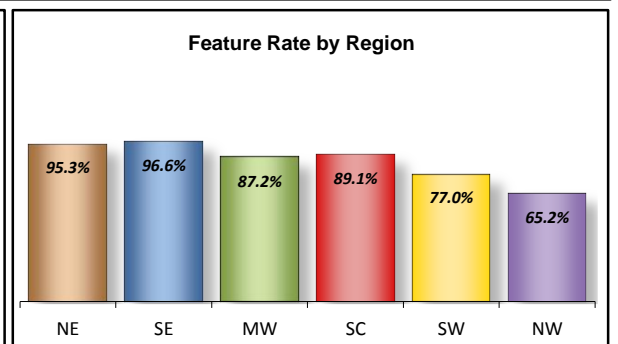
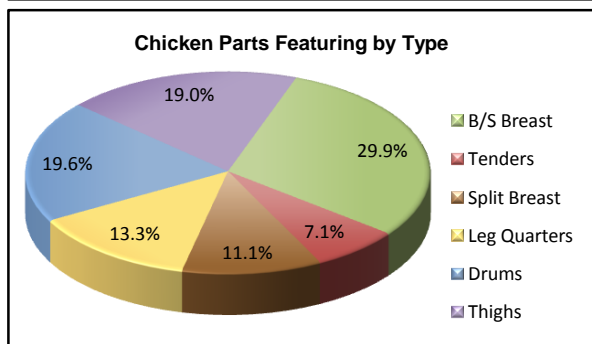
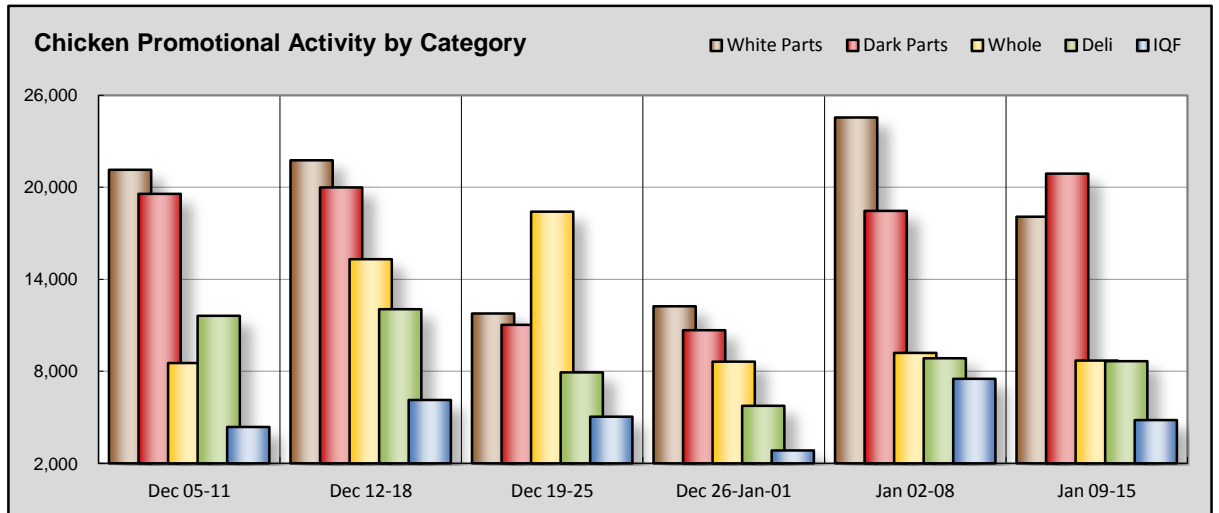
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 09, 2009

NATIONAL SUMMARY							
		THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>		<b>89.5% of 18,600 outlets</b>		<b>93.5% of 18,600 outlets</b>		<b>96.8% of 17,000 outlets</b>	
<b>Special Rate <sup>4/</sup></b>		<b>24.5%</b>		<b>20.8%</b>		<b>27.5%</b>	
<b>Activity Index <sup>2/</sup></b>		<b>61,820</b>		<b>68,850</b>		<b>65,380</b>	
<b>WHOLE BIRD:</b>		<b>Stores <sup>3/</sup> Wtd Avg</b>		<b>Stores /3 Wtd Avg</b>		<b>Stores Wtd Avg</b>	
bagged fryer		4,310	0.95	4,240	1.03	4,330	0.96
cut-up fryer		810	1.02	630	1.46	1,810	1.43
bagged roaster		2,880	1.14	2,290	1.16	1,210	1.10
Cornish (frs/frz)		700	1.66	2,040	1.79	550	1.68
<b>DELI</b>	<b>Rotisserie:</b>						
	< 2 lbs.	4,540	6.10	5,200	6.10	4,820	5.95
	2.1-3.0 lbs.	540	8.05	290	8.89	1,560	6.86
	<b>8-pc Fried:</b>	3,580	6.32	3,360	6.43	3,220	6.11
<b>PARTS:</b>							
<b>Bnls/Sknls Breast</b>							
regular pack		4,970	2.52	4,940	3.04	5,800	3.17
value pack		3,850	2.17	5,070	2.00	6,730	2.02
thin sliced		1,830	4.08	3,210	4.00	2,190	4.16
<b>Breast Tenders</b>							
regular pack		1,970	3.13	3,600	3.43	2,970	3.44
value pack		540	2.00	1,100	2.28	610	2.08
<b>Split, bn-in Breast</b>							
regular pack		2,940	1.82	2,260	1.88	1,530	1.67
value pack		1,010	1.32	3,000	1.29	1,020	1.55
<b>Whole Wings</b>							
Leg Quarters		970	1.61	1,370	1.78	850	1.87
Legs		4,750	0.74	6,660	0.74	1,800	0.82
Thighs		490	1.37	400	1.09	390	0.99
regular pack		2,680	1.46	2,320	1.21	2,280	1.15
value pack		4,080	1.15	2,570	1.07	3,630	1.02
<b>Drumsticks</b>							
regular pack		2,790	1.50	2,310	1.21	2,590	1.16
value pack		4,180	1.16	2,670	1.08	2,990	1.06
<b>Bnls/Sknls Thighs</b>							
regular pack		1,910	2.44	1,330	2.98	1,290	2.47
value pack		10	1.99	200	1.94	750	1.92
<b>9-pc Combos</b>							
drum-thigh-breast		390	1.52	280	1.63	160	1.69
drum-thigh-wing		280	1.37			30	0.90
<b>IQF</b>	<b>B/S Breast</b>	2,640	2.12	3,670	2.12	4,720	2.32
	<b>Tenders</b>	1,820	2.20	2,130	2.15	3,300	2.40
	<b>Wings</b>	360	2.08	1,710	1.82	2,250	1.91

### This Week's Chicken Feature Highlights

Promotional activity decline's from last week's levels with only the percentage of "no price" specials increasing. Whole birds continue their ascent to levels normally unseen at this time of year, pricing is very attractive. The Deli maintains good volume and pricing for the most part is lower. White meat parts are priced to move, instances of lower priced frozen product have increased, and average prices on regular packs have dropped sharply from the past period. Dark meat parts are anchored by both packs of Drums and Thighs, but pricing increases sharply. Leg Quarters hold respectable volume, B/S Thighs are priced to clear. IQF parts fall back, pricing is mixed. Specialty chicken is offered in levels never seen before today, most cuts are offered at levels intended to reduce inventories. Organic increases its presence; pricing is mixed. Chicken featuring should increase in the next few weeks as both primary suppliers and retailers emerge from the holidays and get back to normal marketing practices.



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

<sup>1/</sup> **Feature Rate**: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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 turkey items has an activity index of 300). <sup>3/</sup> **Stores/Avg**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **Special Rate**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)






**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/09 thru 01/15.

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

Fri. Jan 09, 2009

		<b>NORTHEAST U.S.</b> <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> 				<b>SOUTHEAST U.S.</b> <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> 				<b>MIDWEST U.S.</b> <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> 			
<b>Feature Rate 1/ Special Rate 2/ Activity Index 3/</b>		<b>95.3% of 4,000 sampled outlets</b> <b>19.5% of stores w/ no-price promotions</b> <b>Activity Index = 16,790</b>				<b>96.6% of 5,100 sampled outlets</b> <b>41.0% of stores w/ no-price promotions</b> <b>Activity Index = 16,890</b>				<b>87.2% of 3,100 sampled outlets</b> <b>31.3% of stores w/ no-price promotions</b> <b>Activity Index = 8,490</b>			
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.59 - 1.29		770	0.98	0.48 - 1.19		1,110	0.85	0.69 - 1.19		1,200	0.93
cut-up fryer		0.99 - 1.29		270	1.06	0.99		460	0.99	1.09 - 1.39		20	1.18
bagged roaster		0.89 - 1.41		1,720	1.19	0.77 - 1.29		650	0.96	0.98 - 1.29		130	1.04
Cornish (frs/frz)		1.99 - 2.49		310	2.18	1.81		70	1.81	1.81		10	1.81
<b>DELI</b>	<b>Rotisserie:</b>												
	< 2 lbs.	4.99 - 6.99	each	1,640	6.31	4.99 - 6.99	each	1,050	6.27	3.29 - 6.99	each	790	5.37
	2.1-3.0 lbs.	6.99	each	120	6.99	6.99 - 8.99	each	310	8.15	7.99 - 8.99	each	110	8.94
	<b>8-pc Fried:</b>	5.99 - 7.99	each	390	6.45	4.99 - 7.99	each	660	6.18	5.00 - 7.69	each	1,620	6.24
<b>PARTS:</b>		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
<b>Bnls/Sknl's Breast</b>													
regular pack		1.99 - 3.99	1.68 - 3.99	1,260	3.00	2.29 - 3.99	1.98 - 2.99	1,290	2.28	1.49 - 3.99	1.79 - 3.99	1,070	2.65
value pack		1.99 - 2.49	1.58 - 2.99	870	2.14	1.98 - 3.29	1.69 - 2.77	1,070	2.33	1.77 - 3.79	1.49 - 1.99	580	2.01
thin sliced		2.79 - 4.99	2.59 - 3.99	1,160	3.97	3.99	3.49	70	3.57	2.99		150	2.99
<b>Breast Tenders</b>													
regular pack		2.50 - 3.99	1.79 - 3.99	570	3.87	2.29 - 3.99		670	2.88	2.49 - 3.99	1.99 - 2.97	240	3.11
value pack			1.79 - 1.99	60	1.86	1.79 - 2.29		150	2.02	1.79 - 2.29		20	2.02
<b>Split, bn-in Breast</b>													
regular pack		0.99 - 2.79	0.99 - 2.79	1,000	1.96	1.19 - 1.79	0.99 - 2.09	820	1.53	0.99 - 1.59	0.99 - 2.99	260	2.51
value pack		0.99 - 1.19	0.99 - 1.49	120	1.17	0.85 - 0.97	0.99 - 2.69	450	1.22	0.85 - 1.00	0.99 - 1.19	70	1.00
<b>Whole Wings</b>													
Leg Quarters		0.59 - 1.18	1.89 - 1.99	190	1.98	1.37	1.99	480	1.40		1.99	10	1.99
Legs			0.49 - 1.00	850	0.74	0.49 - 0.99	0.39 - 0.88	1,970	0.69	0.88 - 0.99	0.39 - 0.79	740	0.67
Thighs			1.29 - 1.49	210	1.48								
regular pack		0.99 - 1.89	0.99 - 1.49	670	1.37	0.98 - 1.00	1.49	1,350	1.41	1.19	1.49	20	1.38
value pack		0.99 - 1.69	0.89 - 1.39	1,460	1.20	0.89 - 1.28	0.99 - 1.39	1,160	1.07	0.90 - 1.00	0.99 - 1.29	650	1.19
<b>Drumsticks</b>													
regular pack		0.99 - 1.99	0.99 - 1.59	770	1.40	0.98 - 1.00	0.89 - 1.59	1,360	1.49	1.19	0.79 - 1.59	20	1.26
value pack		0.99 - 1.69	0.89 - 1.49	1,500	1.24	0.89 - 1.00	0.89 - 1.39	1,160	1.07	0.90 - 1.00	0.99 - 1.19	520	1.16
<b>Bnls/Sknl's Thighs</b>													
regular pack		2.39 - 2.49	1.99 - 2.69	310	2.52	2.27	1.99	570	2.22	1.99 - 2.79	1.99 - 2.99	220	2.88
value pack		1.99		10	1.99								
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast			1.39 - 1.89	300	1.44					1.71		30	1.71
drum-thigh-wing			1.39	260	1.39		1.19	10	1.19	0.99		10	0.99
<b>IQF</b>	<b>B/S Breast</b>	1.66 - 1.99		80	1.76	2.00	1.66 - 2.80	970	2.36	1.66 - 2.00	1.60 - 2.40	490	1.95
	<b>Tenders</b>	1.99		20	1.99	3.60	2.40 - 3.00	780	2.47	2.40	1.66 - 2.00	230	1.99
	<b>Wings</b>	1.66 - 2.25		100	2.15	2.00		70	2.00				






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

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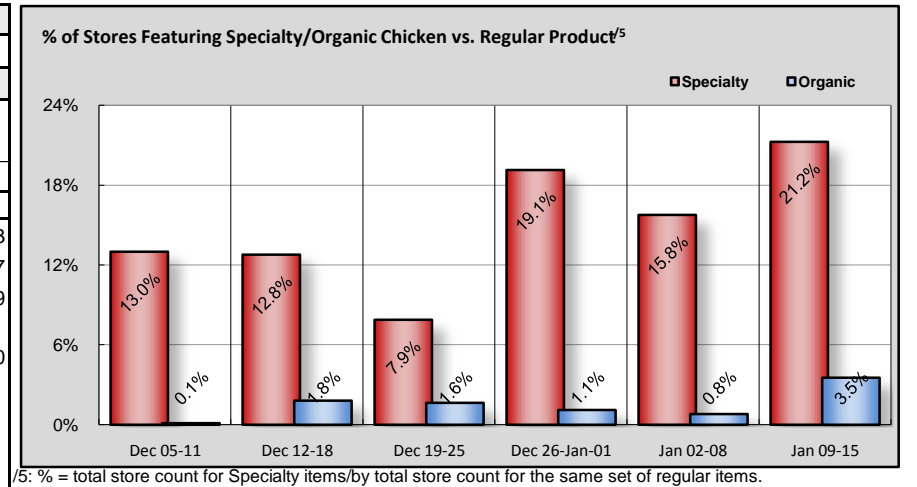
		<b>SOUTH CENTRAL U.S.</b> <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				<b>SOUTHWEST U.S.</b> <small>(CA,NV)</small> 				<b>NORTHWEST U.S.</b> <small>(ID,MT,OR,WA,WY)</small> 			
<b>Feature Rate 1/ Special Rate 2/ Activity Index 3/</b>		<b>89.1% of 3,200 sampled outlets</b> <b>13.0% of stores w/ no-price promotions</b> <b>Activity Index = 8,220</b>				<b>77.0% of 2,300 sampled outlets</b> <b>12.8% of stores w/ no-price promotions</b> <b>Activity Index = 4,810</b>				<b>65.2% of 900 sampled outlets</b> <b>2.3% of stores w/ no-price promotions</b> <b>Activity Index = 1,800</b>			
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.29		860	1.04	0.99 - 1.37		190	1.04	0.69 - 1.29		180	1.01
cut-up fryer		0.99 - 1.19		60	1.01								
bagged roaster		0.99 - 1.29		350	1.25					0.99		30	0.99
Cornish (frs/frz)		1.81		40	1.81	0.99		270	0.99				
<b>DELI</b>	<b>Rotisserie:</b>												
	< 2 lbs.	3.00 - 7.99	each	900	6.00	6.99 each		20	6.99	6.99 each		140	6.99
	2.1-3.0 lbs.												
	<b>8-pc Fried:</b>	5.98 - 6.99	each	660	6.54	5.99 each		130	5.99	6.99 each		120	6.99
<b>PARTS:</b>		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
<b>Bnls/Sknl's Breast</b>													
regular pack		1.69 - 1.99	1.28 - 3.29	1,040	2.18	1.88 - 2.99		170	2.02	1.69 - 3.99	1.88 - 1.99	140	2.31
value pack		1.97 - 2.25	1.29 - 1.99	710	1.83	1.97	1.69 - 2.99	510	2.57	1.69 - 1.99		110	1.90
thin sliced		2.99		10	2.99	4.49	4.99	440	4.84				
<b>Breast Tenders</b>													
regular pack		1.99 - 2.99	1.88 - 3.29	400	2.80						1.88	90	1.88
value pack			1.59 - 1.88	210	1.77	1.69 - 2.99		50	2.50		2.59	50	2.59
<b>Split, bn-in Breast</b>													
regular pack		0.99 - 1.79	0.99 - 2.49	260	1.74	0.99	0.99 - 1.99	500	1.60	1.69	2.49	100	2.37
value pack		0.99 - 1.43	0.78 - 2.49	280	1.71	0.99 - 1.19		50	1.13	1.39 - 1.43	0.89	40	1.14
<b>Whole Wings</b>		1.37 - 1.79	1.47	100	1.48	1.99		160	1.99	0.99		30	0.99
<b>Leg Quarters</b>		0.69 - 1.19	0.39 - 0.99	750	0.84	0.39 - 0.99		440	0.93				
<b>Legs</b>										1.29		90	1.29
<b>Thighs</b>													
regular pack		1.29		120	1.29	1.59 - 1.99	1.29	300	1.94	0.99 - 1.59	1.69	220	1.46
value pack		0.99 - 1.19	0.68 - 1.29	470	1.16	1.49	0.79 - 0.99	250	0.99	1.29		90	1.29
<b>Drumsticks</b>													
regular pack		1.29		120	1.29	1.59 - 1.99	1.29	300	1.94	0.99 - 1.59	1.69	220	1.46
value pack		0.99 - 1.79	0.68 - 1.29	490	1.17	1.29 - 1.49	0.79 - 0.99	420	1.11	1.29		90	1.29
<b>Bnls/Sknl's Thighs</b>													
regular pack		2.27	1.99	190	2.06	1.97 - 3.49	2.49	610	2.58	1.99		10	1.99
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast		1.43		10	1.43					1.43 - 1.89	1.98	50	1.88
drum-thigh-wing													
<b>IQF</b>	<b>B/S Breast</b>	1.33 - 2.40	1.60 - 2.80	560	2.07	2.40	1.59 - 2.40	380	2.02	2.40	1.60 - 1.79	160	1.81
	<b>Tenders</b>	1.66 - 2.40	1.60 - 2.80	490	2.06	2.40	1.59 - 2.33	240	1.84	2.40	1.60 - 2.33	60	1.98
	<b>Wings</b>			130	2.00			2.25	40	2.25	2.25		20



**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 01/09 thru 01/15.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 09, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate <sup>1/</sup></b>	16.3% of 18,600 outlets	17.4% of 18,600 outlets	16.0% of 17,400 outlets	3.5% of 18,600 outlets	0.6% of 18,600 outlets	11.6% of 17,400 outlets
<b>Activity Index <sup>3/</sup></b>	<b>8,400</b>	<b>6,700</b>	<b>4,270</b>	<b>1,140</b>	<b>250</b>	<b>3,390</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	950 1.63	690 1.70	550 1.63	600 2.51	90 2.92	140 3.03
Bnls/Sknls Breast	2,790 5.68	1,960 5.36	880 5.41	410 6.86	140 7.74	1,590 8.87
Breast Tenders	1,040 5.06	630 5.48	50 5.99	110 6.99		1,500 8.99
Split, bn-in Breast	580 3.02	120 3.62	500 2.82	20 3.99		
Whole Wings	70 1.85	70 2.06	160 2.00			160 2.40
Leg Quarters	220 1.11		20 0.99	-- --	-- --	-- --
Legs	410 1.58	90 1.97	150 1.59			
Thighs	1,160 1.63	1,590 1.98	800 1.68		10 3.59	
Drumsticks	1,180 1.63	1,550 1.99	1,160 1.73		10 3.59	



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

	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.							
	SPECIALTY CHICKEN																	
Feature Rate <sup>1/</sup>	28.1% of 4,000 sampled outlets				16.2% of 5,100 sampled outlets				7.5% of 3,100 sampled outlets			7.5% of 3,200 sampled outlets			11.9% of 2,300 sampled outlets		19.4% of 900 sampled outlets	
Activity Index <sup>3/</sup>	Activity Index = 4,560				Activity Index = 1,340				Activity Index = 930			Activity Index = 480			Activity Index = 900		Activity Index = 190	
	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	1.41 - 2.79	410	1.59	1.59 - 1.79	130	1.75	1.00 - 2.49	70	1.39	1.29 - 2.49	40	1.62	1.69	300	1.69			
Bnls/Sknls Breast	3.49 - 6.99	1,000	5.73	4.79 - 6.99	1,090	5.54	4.78 - 4.99	90	4.97	3.98 - 5.99	200	5.84	5.99 - 6.99	300	5.99	5.99 - 6.99	110	6.07
Breast Tenders	3.96 - 5.99	720	5.11				3.99 - 4.78	20	4.36				4.99	300	4.99			
Split, bn-in Breast	2.61 - 3.49	460	2.99				2.00 - 3.89	40	2.53							2.99 - 3.49	80	3.44
Whole Wings							1.00	10	1.00	1.99	60	1.99						
Leg Quarters	1.11	220	1.11															
Legs	1.49 - 1.99	410	1.58															
Thighs	1.41 - 2.49	660	1.60	1.49	60	1.49	1.00 - 2.39	350	1.72	1.49 - 1.69	90	1.63						
Drumsticks	1.41 - 2.49	680	1.58	1.49	60	1.49	1.00 - 2.40	350	1.73	1.49 - 1.69	90	1.63						
	USDA ORGANIC CHICKEN																	
Feature Rate <sup>1/</sup>	0.0% of 4,000 sampled outlets				6.2% of 5,100 sampled outlets				0.1% of 3,100 sampled outlets			6.1% of 3,200 sampled outlets			4.3% of 2,300 sampled outlets		10.5% of 900 sampled outlets	
Activity Index <sup>3/</sup>	Activity Index = 0				Activity Index = 650				Activity Index = 10			Activity Index = 220			Activity Index = 110		Activity Index = 150	
	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				1.88 - 2.79	430	2.35	2.79	10	2.79	2.99	140	2.99				2.49	20	2.49
Bnls/Sknls Breast				6.99	110	6.99				6.99	80	6.99	5.99 - 6.99	110	6.63	5.99 - 6.99	110	6.85
Breast Tenders				6.99	110	6.99												
Split, bn-in Breast																3.99	20	3.99
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		

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/>.