USDA Weekly Retail Chicken Feature Activity

Fri. Jan 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

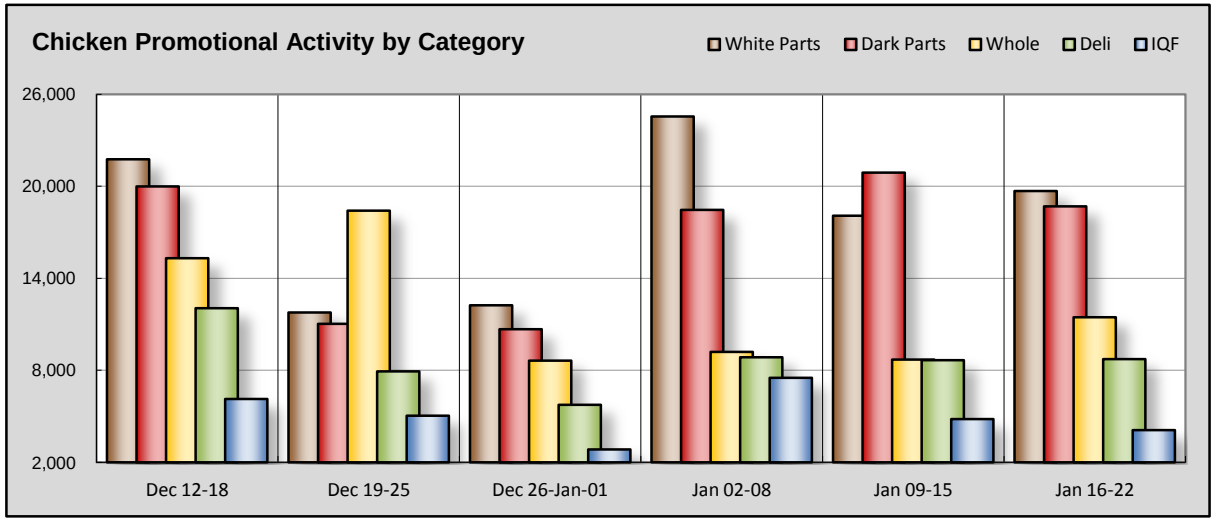
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

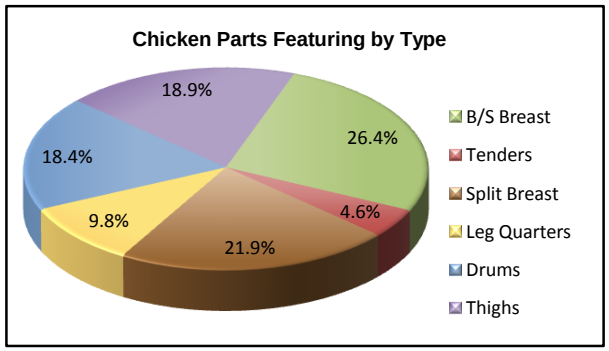
NATIONAL SUMMARY

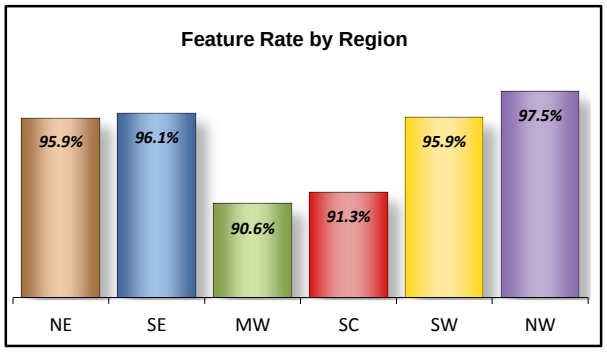
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**94.3% of 18,600 outlets**		**89.5% of 18,600 outlets**		**94.6% of 17,000 outlets**	
Special Rate [4/]	**23.2%**		**24.5%**		**16.3%**	
Activity Index [2/]	**63,290**		**61,820**		**68,500**	
WHOLE BIRD:	**Stores** [3/]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	5,390	0.92	4,310	0.95	4,310	0.95
cut-up fryer	2,290	1.23	810	1.02	2,170	1.12
bagged roaster	2,320	1.01	2,880	1.14	4,460	0.94
Cornish (frs/frz)	1,460	1.77	700	1.66	1,280	1.80
DELI **Rotisserie:**						
< 2 lbs.	3,730	5.73	4,540	6.10	4,750	5.62
2.1-3.0 lbs.	250	7.61	540	8.05	630	7.22
8-pc Fried:	4,750	6.44	3,580	6.32	2,860	5.64
PARTS:						
Bnls/Sknls Breast						
regular pack	5,000	2.93	4,970	2.52	3,140	2.93
value pack	2,130	2.56	3,850	2.17	3,300	2.19
thin sliced	1,900	4.03	1,830	4.08	2,270	3.58
Breast Tenders						
regular pack	1,130	3.30	1,970	3.13	2,480	3.52
value pack	440	2.45	540	2.00	450	1.97
Split, bn-in Breast						
regular pack	5,960	1.72	2,940	1.82	2,030	1.71
value pack	1,520	1.41	1,010	1.32	2,240	1.30
Whole Wings	1,610	1.93	970	1.61	1,790	1.52
Leg Quarters	3,350	0.72	4,750	0.74	2,380	0.81
Legs	900	1.00	490	1.37	320	0.93
Thighs						
regular pack	1,770	1.39	2,680	1.46	2,340	1.15
value pack	4,700	1.08	4,080	1.15	5,970	0.95
Drumsticks						
regular pack	1,760	1.32	2,790	1.50	2,330	1.16
value pack	4,530	1.06	4,180	1.16	5,970	0.97
Bnls/Sknls Thighs						
regular pack	1,350	2.57	1,910	2.44	2,370	2.16
value pack	330	2.39	10	1.99	490	2.16
9-pc Combos						
drum-thigh-breast	300	1.63	390	1.52	350	1.66
drum-thigh-wing	320	1.41	280	1.37	190	1.62
IQF **B/S Breast**	2,460	2.25	2,640	2.12	3,570	2.20
Tenders	1,330	2.42	1,820	2.20	2,500	2.20
Wings	310	1.86	360	2.08	1,560	2.06

This Week's Chicken Feature Highlights

National Summary indicators are near unchanged to higher compared to last week. The whole poultry retail sector offers bargains galore if the consumer is willing to look. Bnls breasts remain a value but for how long? Tenders are already on the rise on price, split breast may soon follow. Wings continue to increase in value with the approach of Super Bowl weekend. Dark meat parts trend lower on price; value packs of drums and thighs should not be over-looked as they are a good deal at these ad prices. IQF offerings hang in there , pricing increases on every thing but wings. Specialty and Organics reduce their presence, pricing generally rebounds. Poultry products will regain prominence in the meat case in the weeks to come, consumers should take advantage of current pricing as supermarket say well respond to reduced production in the chicken sector.







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/ 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). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

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

	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/	**95.9% of 4,000 sampled outlets**				**96.1% of 5,100 sampled outlets**				**90.6% of 3,100 sampled outlets**			
Special Rate 2/	**30.8% of stores w/ no-price promotions**				**33.6% of stores w/ no-price promotions**				**21.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 17,380**				**Activity Index = 11,700**				**Activity Index = 6,890**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.69 - 1.37		1,130	1.01	0.69 - 0.99		950	0.85	0.79 - 1.29		1,230	0.97
cut-up fryer	0.99 - 1.29		190	1.03	0.98 - 1.49		750	1.30	0.99 - 1.69		160	1.26
bagged roaster	0.79 - 1.29		520	0.95	0.99		1,140	0.99	0.79 - 1.19		390	1.02
Cornish (frs/frz)	0.98 - 2.29		690	1.99	1.99 - 2.29		90	2.07	2.00 - 2.18		50	2.12
DELI **Rotisserie:**												
< 2 lbs.	4.99 - 6.99	each	970	6.00	4.99 - 6.99	each	420	5.90	4.99 - 7.98	each	590	6.25
2.1-3.0 lbs.	9.99	each	10	9.99	7.99	each	120	7.99	6.99 - 7.99	each	110	7.03
8-pc Fried:	5.99 - 7.99	each	1,560	6.84	5.98 - 6.99	each	970	6.08	4.49 - 7.99	each	770	6.09
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	1.49 - 3.49	1.49 - 3.99	1,090	2.98	1.59 - 2.99	1.49 - 1.87	390	1.97	1.59 - 2.99	1.98 - 3.49	700	2.83
value pack	2.81 - 2.99	1.48 - 2.99	1,040	2.39		1.99 - 2.77	190	2.72		1.99	40	1.99
thin sliced	3.29 - 3.99	2.59 - 4.44	950	3.81		3.99	330	3.99		1.99 - 2.48	40	2.38
Breast Tenders												
regular pack	1.99 - 3.99	2.29 - 3.99	500	3.23	1.79 - 1.99	1.89	50	1.95	1.79 - 2.65		40	2.13
value pack		2.29	40	2.29		2.29 - 3.98	70	3.42				
Split, bn-in Breast												
regular pack	1.39 - 2.69	0.99 - 1.99	1,270	2.04	0.99 - 2.69	0.88 - 1.79	2,290	1.76	0.98 - 1.69	0.99 - 1.79	420	1.35
value pack	1.29	0.89 - 1.99	780	1.40	1.18 - 1.49	0.88 - 1.99	220	1.62	0.99 - 1.49	0.99	80	1.18
Whole Wings	1.49	1.48 - 2.29	840	1.78		1.48 - 1.99	250	1.94				
Leg Quarters	0.49 - 0.79	0.38 - 1.99	1,230	0.82	0.59	0.49 - 1.99	1,530	0.65	0.48 - 0.88	0.49 - 1.29	400	0.73
Legs	0.59 - 0.79	0.79 - 1.39	320	1.00								
Thighs												
regular pack	1.19 - 1.49	0.88 - 1.49	530	1.45	0.77 - 1.29		110	1.16	0.98 - 1.66	0.99 - 1.29	210	1.34
value pack	0.99 - 1.49	0.98 - 1.49	1,230	1.23	0.78 - 1.18	0.79 - 1.39	830	0.99	0.89 - 1.43	0.79 - 1.39	710	1.11
Drumsticks												
regular pack	1.19	0.88 - 1.49	330	1.44	0.87 - 1.29		110	1.19	0.98 - 1.66	0.99 - 1.29	210	1.34
value pack	0.99 - 1.39	0.98 - 1.49	1,030	1.19	0.78 - 1.18	0.79 - 1.39	820	0.99	0.89 - 1.43	0.69 - 1.39	740	1.10
Bnls/Sknls Thighs												
regular pack	2.29 - 2.49	1.99 - 3.29	510	2.54	2.29		20	2.29				
value pack		1.68	50	1.68								
Combo Packs (9 pc)												
drum-thigh-breast	1.29 - 1.69	1.59	250	1.62	1.69		50	1.69				
drum-thigh-wing	1.37 - 1.49		320	1.41								
IQF **B/S Breast**		1.33 - 1.99	90	1.86	2.50 - 2.80		1,010	2.52	1.99 - 2.80	1.49 - 2.63	530	2.02
Tenders					2.50		940	2.50	2.00 - 2.80	1.79 - 2.63	50	2.32
Wings		2.00	30	2.00	2.00	2.00	110	2.00		1.33 - 2.00	30	1.78

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	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/	**91.3% of 3,200 sampled outlets**				**95.9% of 2,300 sampled outlets**				**97.5% of 900 sampled outlets**			
Special Rate 2/	**11.7% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**36.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 10,150**				**Activity Index = 9,940**				**Activity Index = 3,130**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.57 - 1.29		1,080	0.92	0.77 - 1.19		610	0.80	0.79 - 1.29		390	0.91
cut-up fryer	1.49 - 1.69		180	1.63	0.77 - 1.49		550	1.10	0.99 - 1.69		460	1.19
bagged roaster	0.88		140	0.88	1.59		130	1.59				
Cornish (frs/frz)	1.81 - 2.18		260	2.01	0.97 - 1.49		370	1.07				
DELI **Rotisserie:**												
< 2 lbs.	3.00 - 6.99	each	840	5.60	5.00 - 6.99	each	580	5.06	5.00 - 7.99	each	330	5.25
2.1-3.0 lbs.	6.98	each	10	6.98								
8-pc Fried:	5.99 - 8.49	each	620	6.76	4.99 - 6.99	each	620	5.91	6.49 - 6.99	each	210	6.95
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	2.48 - 4.49	1.38 - 2.99	850	2.93	1.97 - 5.49	1.77 - 2.99	1,550	3.20	3.99	1.79 - 2.99	420	2.89
value pack		1.69 - 3.49	470	2.81		1.77 - 2.99	230	2.68	2.98 - 3.99	1.69 - 2.99	160	2.73
thin sliced		3.99	190	3.99		4.99	300	4.99		3.99	90	3.99
Breast Tenders												
regular pack	1.78 - 4.99	1.99 - 3.99	420	3.74		2.99	30	2.99		2.99	90	2.99
value pack		1.69 - 2.99	280	2.36						1.69	50	1.69
Split, bn-in Breast												
regular pack	0.98	0.88 - 1.00	510	0.99	1.49 - 2.49	0.98 - 1.69	1,200	1.77	1.79	0.99 - 1.29	270	1.50
value pack	0.88 - 1.39	0.69 - 1.99	300	1.32	1.59	0.99 - 1.99	70	1.70	0.99 - 1.49	1.99	70	1.24
Whole Wings		0.98 - 1.99	90	1.88	2.29	1.99	400	2.26	1.39	1.99	30	1.68
Leg Quarters	0.99	0.37 - 0.79	190	0.60								
Legs		0.99 - 1.00	190	1.00		0.99	300	0.99		0.99	90	0.99
Thighs												
regular pack	0.61 - 1.19	0.99 - 1.29	540	1.09	1.59 - 1.99	0.99	350	1.86	0.61 - 1.39	1.29	30	1.20
value pack	0.99 - 1.19	0.67 - 1.39	960	1.03	0.97 - 1.39	0.59 - 1.29	820	0.98	0.61 - 1.39	0.99	150	1.04
Drumsticks												
regular pack	0.61 - 1.19	0.69 - 1.29	570	1.09	1.59 - 1.99	0.77 - 0.99	510	1.53	0.61 - 1.39	1.29	30	1.20
value pack	0.99 - 1.19	0.67 - 1.39	970	1.03	0.97 - 1.39	0.59 - 1.29	820	0.98	0.61 - 1.39	0.99	150	1.04
Bnls/Sknls Thighs												
regular pack	1.49 - 3.49	2.49 - 2.99	490	2.77	1.99	2.99	240	2.30		2.49	90	2.49
value pack						1.99 - 2.99	260	2.48	2.98		20	2.98
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	2.00 - 2.80	1.67 - 2.80	570	2.11		2.80	40	2.80		1.79 - 2.80	220	1.97
Tenders	2.80	2.33 - 2.63	170	2.50		2.33	40	2.33		1.79 - 2.33	130	1.85
Wings		1.74	80	1.74		1.74	40	1.74		1.74	20	1.74

USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

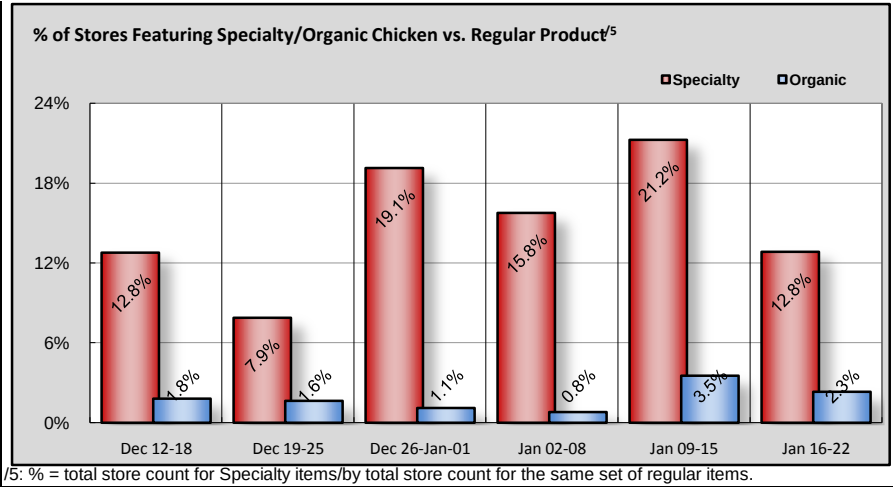
Fri. Jan 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/16 thru 01/22.

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

NATIONAL SUMMARY

	SPECIALTY CHICKEN						USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	10.6% of 18,600 outlets		16.3% of 18,600 outlets		20.1% of 17,400 outlets		1.4% of 18,600 outlets		3.5% of 18,600 outlets		3.5% of 17,400 outlets	
Activity Index [3/]	**5,160**		**8,400**		**3,280**		**820**		**1,140**		**800**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,060	1.79	950	1.63	200	1.79	10	3.29	600	2.51	190	2.85
Bnls/Sknls Breast	1,110	4.89	2,790	5.68	2,370	5.36	610	7.19	410	6.86	590	8.94
Breast Tenders	160	3.84	1,040	5.06	90	3.29	30	10.99	110	6.99	10	6.99
Split, bn-in Breast	310	4.51	580	3.02	290	1.92			20	3.99		
Whole Wings	10	0.99	70	1.85								
Leg Quarters	110	1.37	220	1.11			--	--	--	--	--	--
Legs	110	1.98	410	1.58	10	0.99						
Thighs	1,180	1.73	1,160	1.63	160	1.71	80	2.99			10	2.49
Drumsticks	1,110	1.71	1,180	1.63	160	1.71	90	3.08				



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

SPECIALTY CHICKEN

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	26.4% of 4,000 sampled outlets			4.7% of 5,100 sampled outlets			10.6% of 3,100 sampled outlets			1.8% of 3,200 sampled outlets			1.0% of 2,300 sampled outlets			6.6% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,450			Activity Index = 340			Activity Index = 960			Activity Index = 190			Activity Index = 30			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	1.39 - 2.49	640	1.86	1.39	20	1.39	0.99 - 2.49	200	1.61	1.69 - 2.49	60	1.86				1.59 - 1.89	140	1.76
Bnls/Sknls Breast	3.99 - 5.99	720	5.43	4.88 - 4.99	70	4.90	2.99 - 6.39	240	3.31	2.99	20	2.99	4.99 - 6.49	30	5.85	4.99	30	4.99
Breast Tenders	5.49	10	5.49	3.59 - 4.88	110	3.92	3.00 - 3.59	30	3.26	2.99	10	2.99						
Split, bn-in Breast	3.49 - 4.99	290	4.64				2.00 - 3.89	20	2.66									
Whole Wings							0.99	10	0.99									
Leg Quarters	1.19 - 1.55	90	1.41							1.19	20	1.19						
Legs	1.99 - 2.99	90	2.20				1.00	20	1.00									
Thighs	1.49 - 2.99	840	1.76	1.69	70	1.69	0.99 - 2.39	220	1.60	1.69	40	1.69				1.99	10	1.99
Drumsticks	1.49 - 2.99	770	1.74	1.69	70	1.69	0.99 - 2.39	220	1.60	1.69	40	1.69				1.99	10	1.99

USDA ORGANIC CHICKEN

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	1.0% of 4,000 sampled outlets			2.9% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			8.8% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 60			Activity Index = 170			Activity Index = 0			Activity Index = 120			Activity Index = 10			Activity Index = 460		
	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																3.29	10	3.29
Bnls/Sknls Breast	6.99 - 11.99	40	9.04	5.48	170	5.48				8.99	120	8.99				7.19	280	7.19
Breast Tenders	11.99	20	11.99													8.99	10	8.99
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																2.99	80	2.99
Drumsticks													2.99 - 3.79	10	3.79	2.99	80	2.99

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/.