USDA Weekly Retail Chicken Feature Activity

Fri. Jan 23, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

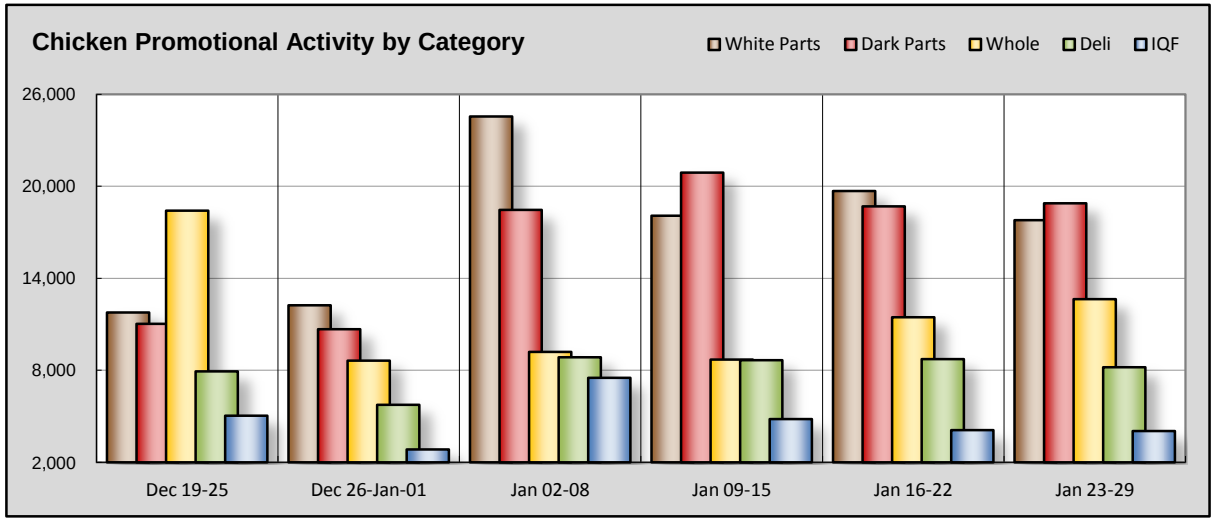
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

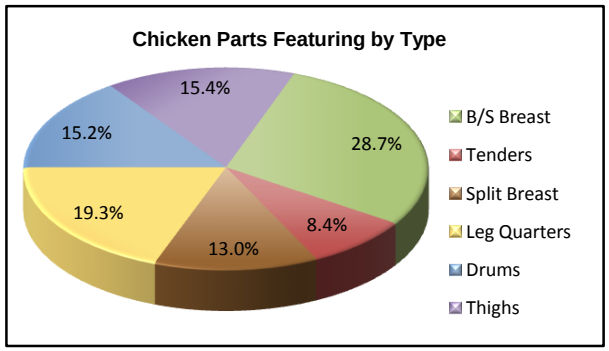
NATIONAL SUMMARY

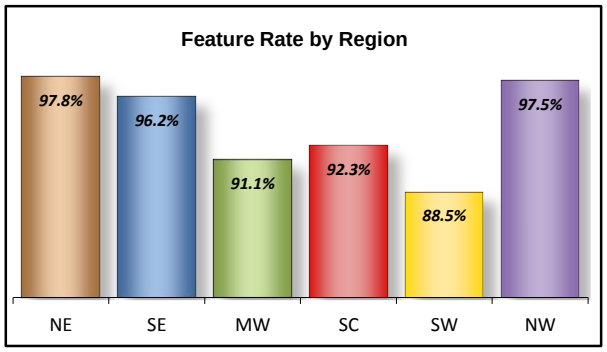
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.1% of 18,600 outlets**		**94.3% of 18,600 outlets**		**96.0% of 17,000 outlets**	
Special Rate 4/	**15.5%**		**23.2%**		**18.2%**	
Activity Index 2/	**61,730**		**63,290**		**57,180**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	5,770	0.98	5,390	0.92	2,280	0.94
cut-up fryer	2,560	1.24	2,290	1.23	800	1.16
bagged roaster	3,370	1.15	2,320	1.01	940	1.09
Cornish (frs/frz)	940	1.89	1,460	1.77	690	1.06
DELI **Rotisserie:**						
< 2 lbs.	3,640	6.11	3,730	5.73	3,750	5.70
2.1-3.0 lbs.	60	10.89	250	7.61		
8-pc Fried:	4,500	6.35	4,750	6.44	5,610	6.16
PARTS:						
Bnls/Sknls Breast						
regular pack	5,460	2.76	5,000	2.93	4,220	3.11
value pack	2,250	2.47	2,130	2.56	2,620	2.23
thin sliced	2,130	3.87	1,900	4.03	2,680	3.89
Breast Tenders						
regular pack	2,330	3.18	1,130	3.30	2,450	3.52
value pack	540	2.72	440	2.45	380	2.48
Split, bn-in Breast						
regular pack	3,210	1.71	5,960	1.72	2,490	1.77
value pack	1,250	1.12	1,520	1.41	3,530	1.04
Whole Wings	620	1.85	1,610	1.93	1,590	1.70
Leg Quarters	6,610	0.74	3,350	0.72	2,360	0.73
Legs	560	1.01	900	1.00	1,030	0.99
Thighs						
regular pack	1,910	1.27	1,770	1.39	2,570	1.30
value pack	3,350	1.25	4,700	1.08	3,530	1.00
Drumsticks						
regular pack	1,920	1.27	1,760	1.32	2,470	1.30
value pack	3,290	1.21	4,530	1.06	4,030	1.00
Bnls/Sknls Thighs						
regular pack	950	2.14	1,350	2.57	1,090	2.36
value pack	300	1.99	330	2.39	70	2.33
9-pc Combos						
drum-thigh-breast	170	1.92	300	1.63	20	2.29
drum-thigh-wing			320	1.41	120	1.75
IQF **B/S Breast**	2,260	2.06	2,460	2.25	3,600	2.39
IQF **Tenders**	1,380	2.16	1,330	2.42	1,570	2.30
IQF **Wings**	400	2.07	310	1.86	690	2.10

This Week's Chicken Feature Highlights

National Summary levels drop slightly from last week. Whole birds are offered in greater volume than a week earlier and ad pricing is higher. The Deli pulls back on offerings, pricing increases on the majority of items. B/S breasts and tenders continue to be a good deal at competitive pricing and bargains exist in most areas. Split breasts hold pricing from the past period, wings drop slightly. Leg quarters double volume, pricing is generally unchanged. Thighs and drums raise value pack pricing and lower prices on regular packs. IQF reduces the price on boneless breasts and tenders, wings increase levels. Organic and Specialty are mixed and both await another time. There are plenty of deals around for the smart shopper, more should follow as the market moves into a new month.







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/	**97.8% of 4,000 sampled outlets**				**96.2% of 5,100 sampled outlets**				**91.1% of 3,100 sampled outlets**			
Special Rate 2/	**20.8% of stores w/ no-price promotions**				**18.2% of stores w/ no-price promotions**				**2.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 16,120**				**Activity Index = 13,710**				**Activity Index = 7,500**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.89 - 1.59		1,420	1.20	0.69 - 1.00		1,530	0.89	0.88 - 1.49		670	1.09
cut-up fryer	1.09 - 1.69		200	1.26	1.09		1,140	1.09	1.09 - 1.29		30	1.20
bagged roaster	0.69 - 1.49		2,140	1.08	0.69 - 1.49		260	0.99	0.88 - 0.99		210	0.89
Cornish (frs/frz)	1.49 - 1.99		440	1.88	1.49 - 1.99		340	1.88				
DELI **Rotisserie:**												
< 2 lbs.	4.44 - 7.99	each	970	6.00	4.99 - 7.49	each	490	6.31	4.99 - 7.49	each	650	5.51
2.1-3.0 lbs.	9.99 - 10.98	each	60	10.89								
8-pc Fried:	4.99 - 8.99	each	1,110	6.93	4.88 - 7.99	each	1,120	5.95	0.79 - 7.49	each	700	5.96
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	1.99 - 3.99	1.49 - 2.99	1,390	2.89	1.57 - 3.29	1.49 - 2.99	1,360	2.41	1.48 - 4.49	1.49 - 3.49	790	2.62
value pack	2.99	1.49 - 2.99	700	2.25	1.98 - 2.29	1.49 - 1.99	150	2.11	2.29 - 2.99	1.49 - 2.99	370	2.77
thin sliced	2.99 - 3.99	2.59 - 4.99	910	3.86	2.69 - 3.99		160	3.15	2.49 - 4.49		500	3.50
Breast Tenders												
regular pack	2.99 - 4.49	1.99 - 2.49	510	3.48	1.98 - 3.99	2.50	670	2.39	1.68 - 4.49	2.40 - 2.99	480	3.09
value pack		1.69 - 1.99	60	1.90		1.99	10	1.99				
Split, bn-in Breast												
regular pack	1.49 - 1.99	1.44 - 1.99	890	1.85	0.99 - 1.69	0.99 - 1.99	590	1.52	0.97 - 1.19	0.99 - 1.19	190	0.99
value pack	0.99	0.98 - 0.99	40	0.98	0.99 - 1.00	0.87 - 1.79	720	1.11	1.00	1.19	190	1.18
Whole Wings	2.29	1.89	150	2.26		1.19	10	1.19		1.99	190	1.99
Leg Quarters	0.49 - 0.99	0.37 - 0.89	1,160	0.78	0.58	0.37 - 0.79	2,850	0.63	0.39 - 0.99	0.49 - 1.17	880	0.58
Legs	0.79	0.39 - 1.49	520	1.01								
Thighs												
regular pack	0.99	0.97 - 1.59	360	1.43	0.77 - 1.19	0.97	190	0.89	0.88 - 1.19	0.99 - 1.59	320	1.15
value pack	0.99 - 1.99	0.98 - 1.49	1,190	1.33	0.89 - 1.19	0.88 - 1.99	840	1.33	0.69 - 1.00	0.99 - 1.49	500	1.21
Drumsticks												
regular pack	0.99 - 1.09	0.97 - 1.69	360	1.48	0.77 - 1.19	0.97	190	0.89	0.88 - 1.19	0.99 - 1.59	320	1.15
value pack	0.99 - 1.99	0.98 - 1.49	1,120	1.35	0.89 - 1.19	0.88 - 1.29	850	1.13	0.69 - 1.00	0.99 - 1.49	500	1.21
Bnls/Sknls Thighs												
regular pack	2.19 - 2.99	1.99 - 2.79	280	2.50	1.98	1.99	240	1.98	2.62		10	2.62
value pack												
Combo Packs (9 pc)												
drum-thigh-breast	1.99		140	1.99								
drum-thigh-wing												
IQF **B/S Breast**		1.68	260	1.68	1.66 - 2.60	1.69 - 2.00	160	1.77	1.67 - 3.00	1.50 - 2.63	910	2.15
Tenders		1.68	260	1.68	1.66 - 2.60	1.69	130	1.72	2.00 - 3.00	2.63	520	2.46
Wings						2.00	120	2.00	2.00 - 2.36	2.00	150	2.08

USDA Weekly Retail Chicken Feature Activity

Fri. Jan 23, 2009

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(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/	**92.3% of 3,200 sampled outlets**				**88.5% of 2,300 sampled outlets**				**97.5% of 900 sampled outlets**			
Special Rate 2/	**27.2% of stores w/ no-price promotions**				**1.7% of stores w/ no-price promotions**				**14.3% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,360**				**Activity Index = 8,270**				**Activity Index = 3,730**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 0.99		740	0.87	0.69 - 0.99		810	0.83	0.69 - 0.99		600	0.91
cut-up fryer	0.99 - 1.39		540	1.26	1.69		300	1.69	1.19 - 1.49		350	1.31
bagged roaster	0.99 - 1.29		240	1.26	1.59 - 1.69		430	1.62	1.29		90	1.29
Cornish (frs/frz)	1.81 - 1.99		160	1.94								
DELI **Rotisserie:**												
< 2 lbs.	5.00 - 6.99	each	530	6.42	5.99 - 6.99	each	730	6.12	5.99 - 7.99	each	270	6.96
2.1-3.0 lbs.												
8-pc Fried:	5.99 - 6.99	each	760	6.37	6.49	each	550	6.49	3.99 - 6.49	each	260	6.28
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	1.99 - 2.50	1.38 - 3.49	1,030	2.54	1.97 - 5.49	1.99	790	3.48	1.38 - 3.99	1.88	100	3.20
value pack	2.99	1.88 - 2.99	280	2.70	1.99	1.88 - 2.99	630	2.48		1.99 - 2.99	120	2.68
thin sliced	3.29 - 3.99	3.99	310	3.98	5.49		160	5.49		3.99	90	3.99
Breast Tenders												
regular pack	1.99 - 3.29	2.50 - 3.99	360	3.26	5.49		160	5.49		2.49 - 3.99	150	3.36
value pack	2.99	2.99	310	2.99						1.98 - 2.99	160	2.54
Split, bn-in Breast												
regular pack	0.97 - 1.29	0.79 - 2.49	610	1.64	2.49	0.87 - 1.97	660	1.81	1.59 - 1.99	2.29	270	2.06
value pack	0.99	0.79 - 1.59	220	1.15	0.99	0.99	50	0.99	1.18	0.99	30	1.09
Whole Wings	1.59	0.79	110	0.93	1.99		160	1.99				
Leg Quarters	0.39 - 0.99	0.37 - 1.17	820	0.73	0.99	0.99 - 1.29	610	1.14		0.99 - 1.49	290	1.27
Legs						0.79 - 1.59	40	0.96				
Thighs												
regular pack	0.88 - 1.09	1.29	270	1.14	1.69 - 1.89	1.29	480	1.44		0.99 - 1.49	290	1.28
value pack	0.79 - 1.19	0.49 - 1.19	380	0.90	1.29	0.79 - 0.99	270	0.98	0.99 - 1.99	0.98 - 0.99	170	1.69
Drumsticks												
regular pack	0.88 - 1.09	0.69 - 1.29	280	1.12	1.69 - 1.89	1.29	480	1.44		0.99 - 1.49	290	1.28
value pack	0.79 - 1.19	0.69 - 1.19	380	0.92	1.29	0.79 - 0.99	270	0.98	0.99 - 1.99	0.98 - 0.99	170	1.69
Bnls/Sknls Thighs												
regular pack					1.97	1.99	420	1.98				
value pack		1.69	30	1.69	1.99 - 2.99		270	2.02				
Combo Packs (9 pc)												
drum-thigh-breast									1.59		30	1.59
drum-thigh-wing												
IQF **B/S Breast**	1.66 - 2.40	1.66 - 2.63	740	2.08	2.40	2.13 - 2.50	100	2.38	2.40	2.13 - 2.50	90	2.29
Tenders	1.66 - 2.40	1.66 - 2.63	310	2.15		2.33	40	2.33		2.33	120	2.33
Wings		2.13	80	2.13		2.13	40	2.13		2.13	10	2.13

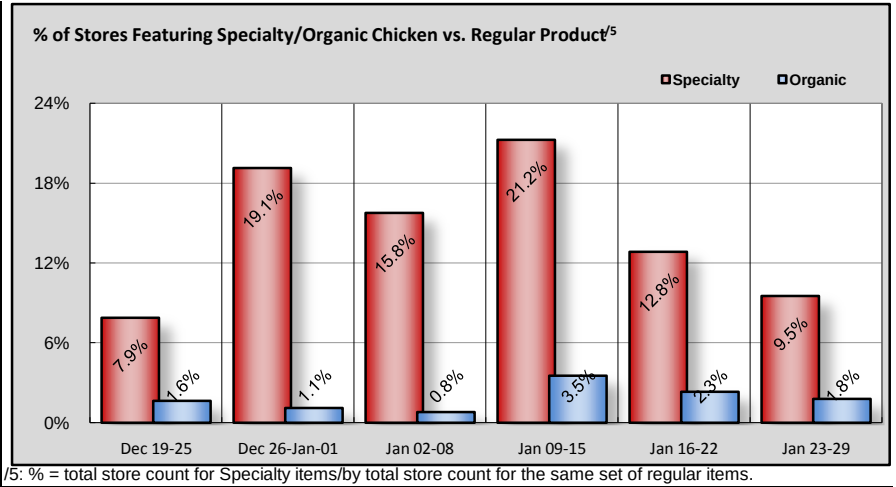
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Jan 23, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/23 thru 01/29.

(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/]	11.1% of 18,600 outlets		10.6% of 18,600 outlets		11.4% of 17,400 outlets		2.1% of 18,600 outlets		1.4% of 18,600 outlets		1.5% of 17,400 outlets	
Activity Index [3/]	**3,720**		**5,160**		**2,830**		**530**		**820**		**640**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,280	1.82	1,060	1.79	1,040	1.28	80	2.79	10	3.29	250	2.69
Bnls/Sknls Breast	1,290	4.58	1,110	4.89	120	3.42	450	7.42	610	7.19	20	9.99
Breast Tenders	480	3.97	160	3.84	140	3.42			30	10.99	170	6.99
Split, bn-in Breast	140	2.83	310	4.51	200	3.12					140	4.89
Whole Wings	90	2.20	10	0.99	70	2.33						
Leg Quarters			110	1.37			--	--	--	--	--	--
Legs	40	1.93	110	1.98	10	1.59						
Thighs	180	1.81	1,180	1.73	610	1.67			80	2.99	30	2.99
Drumsticks	220	1.84	1,110	1.71	640	1.66			90	3.08	30	2.99



/5: % = 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 [1/]	21.3% of 4,000 sampled outlets			7.4% of 5,100 sampled outlets			6.6% of 3,100 sampled outlets			7.6% of 3,200 sampled outlets			0.8% of 2,300 sampled outlets			28.5% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 1,290			Activity Index = 850			Activity Index = 300			Activity Index = 880			Activity Index = 30			Activity Index = 370		
	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	1.49 - 3.49	760	1.82	0.99 - 1.59	110	1.43	0.98 - 1.69	70	1.12	0.99 - 2.19	210	2.07				1.49 - 2.19	130	2.05
Bnls/Sknls Breast	3.99 - 5.99	210	5.45	3.98 - 5.49	500	4.30	2.99 - 5.99	170	5.41	3.99 - 4.49	290	4.00				3.49 - 5.99	120	4.43
Breast Tenders	3.98 - 4.29	110	4.02	3.98 - 3.99	220	3.98	2.99	10	2.99	3.99	140	3.99						
Split, bn-in Breast	1.99 - 2.99	60	2.57				1.69	30	1.69				2.99 - 3.99	20	3.99	2.99 - 3.99	30	3.71
Whole Wings	2.59	10	2.59	2.19	20	2.19				2.19	20	2.19				1.99 - 2.59	40	2.10
Leg Quarters																		
Legs	1.89 - 1.99	20	1.94													1.59 - 2.29	20	1.92
Thighs	1.89 - 1.98	60	1.97				0.99	10	0.99	1.69 - 1.89	110	1.79						
Drumsticks	1.89 - 1.98	60	1.97				0.99	10	0.99	1.69 - 1.89	110	1.79	1.99	10	1.99	1.99	30	1.99
USDA ORGANIC CHICKEN																		
Feature Rate [1/]	0.1% of 4,000 sampled outlets			2.6% of 5,100 sampled outlets			6.3% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			7.5% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 10			Activity Index = 180			Activity Index = 250			Activity Index = 0			Activity Index = 10			Activity Index = 80		
	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																2.79	80	2.79
Bnls/Sknls Breast	6.99	10	6.99	6.99 - 7.99	180	7.95	6.99	250	6.99				8.99	10	8.99			
Breast Tenders																		
Split, bn-in Breast																		
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/.