USDA Weekly Retail Chicken Feature Activity

Fri. Jan 30, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

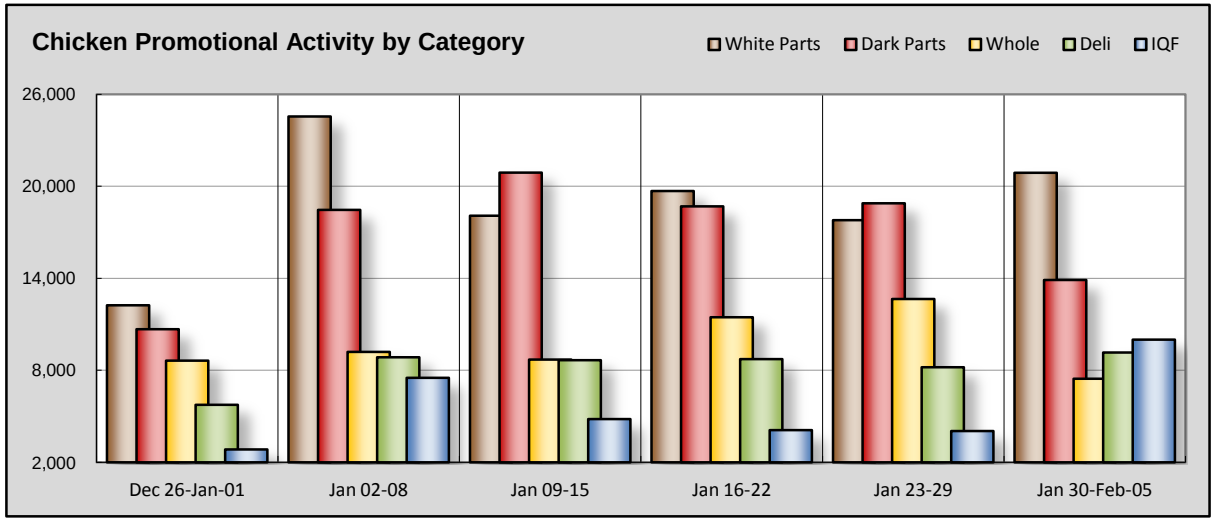
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

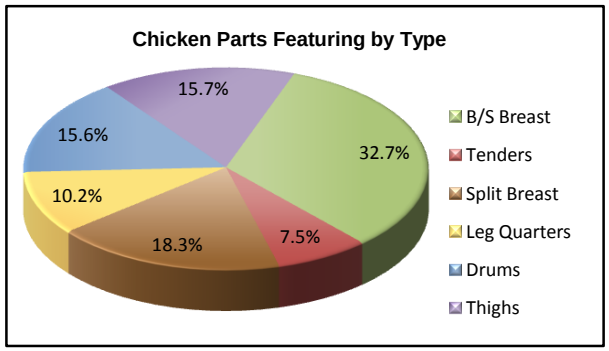
NATIONAL SUMMARY

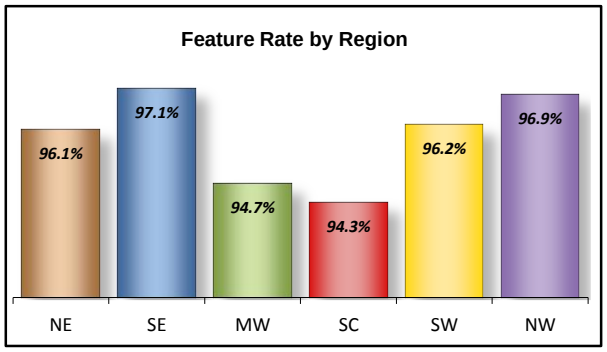
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.9% of 18,600 outlets**		**94.1% of 18,600 outlets**		**95.7% of 17,000 outlets**	
Special Rate 4/	**16.8%**		**15.5%**		**7.8%**	
Activity Index 2/	**61,700**		**61,740**		**56,150**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	3,660	1.05	5,780	0.98	6,240	0.85
cut-up fryer	1,460	1.43	2,560	1.24	2,650	1.17
bagged roaster	1,380	1.25	3,370	1.15	1,790	1.01
Cornish (frs/frz)	950	1.58	940	1.89	960	1.81
DELI **Rotisserie:**						
< 2 lbs.	2,900	5.39	3,640	6.11	2,330	5.94
2.1-3.0 lbs.	230	6.97	60	10.89	450	7.46
8-pc Fried:	6,030	6.47	4,500	6.35	3,450	5.78
PARTS:						
Bnls/Sknls Breast						
regular pack	4,990	2.55	5,460	2.76	4,820	2.62
value pack	3,340	2.08	2,250	2.47	2,630	2.46
thin sliced	1,280	3.43	2,130	3.87	1,260	3.89
Breast Tenders						
regular pack	2,060	3.42	2,330	3.18	1,650	2.98
value pack	140	2.15	540	2.72	730	2.63
Split, bn-in Breast						
regular pack	4,100	1.57	3,210	1.71	1,740	1.63
value pack	1,280	1.25	1,250	1.12	3,640	1.32
Whole Wings	3,690	1.84	620	1.85	230	1.91
Leg Quarters	2,980	0.71	6,610	0.74	2,680	0.68
Legs	400	0.87	560	1.01	640	0.99
Thighs						
regular pack	2,170	1.22	1,910	1.27	1,030	1.14
value pack	2,440	1.16	3,350	1.25	4,460	1.05
Drumsticks						
regular pack	2,100	1.23	1,920	1.27	1,120	1.16
value pack	2,470	1.16	3,290	1.21	4,080	1.05
Bnls/Sknls Thighs						
regular pack	1,260	2.48	950	2.14	670	2.43
value pack	70	2.76	300	1.99	120	1.19
9-pc Combos						
drum-thigh-breast	310	1.66	170	1.92	530	1.38
drum-thigh-wing	10	1.48			260	1.39
IQF **B/S Breast**	2,930	2.21	2,260	2.06	2,600	2.31
IQF **Tenders**	1,690	2.34	1,380	2.16	1,690	2.46
IQF **Wings**	5,380	1.85	400	2.07	1,700	2.07

This Week's Chicken Feature Highlights

The Activity index continues a slow decline although the majority of indicators show slight increases. Whole birds as a class drop price and offerings. Superbowl weekend pushes 8pc Chicken to record levels. B/S Breast drop prices and are really offering good deals in all areas. Line run breast and wings are available for those football revelers who want to light the grill. Thighs and Drums offer bulk packs at lower levels, regular packs increase volume. IQF Parts show an increase on offerings, especially on wings. Specialty products rise sharply in volume, Organics almost disappear. Our next ad cycle should really bring out consumers armed with first of the month money searching for good deals on poultry.







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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Fri. Jan 30, 2009

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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/	**96.1% of 4,000 sampled outlets**				**97.1% of 5,100 sampled outlets**				**94.7% of 3,100 sampled outlets**			
Special Rate 2/	**21.8% of stores w/ no-price promotions**				**30.9% of stores w/ no-price promotions**				**8.3% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 16,320**				**Activity Index = 10,410**				**Activity Index = 6,190**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.68 - 1.39		1,010	1.05	0.89 - 1.19		60	0.98	0.79 - 1.29		450	0.93
cut-up fryer	0.89 - 1.29		90	1.12	0.98		200	0.98	1.19 - 1.39		200	1.35
bagged roaster	0.79 - 1.49		640	1.16	1.29		20	1.29	1.39		150	1.39
Cornish (frs/frz)	1.24 - 2.39		440	1.58	1.18 - 1.89		20	1.57				
DELI **Rotisserie:**												
< 2 lbs.	4.49 - 5.99	each	710	5.87	4.88 - 6.49	each	1,090	5.27	4.99 - 6.99	each	550	5.37
2.1-3.0 lbs.	6.49	each	10	6.49	6.99	each	220	6.99				
8-pc Fried:	4.99 - 7.99	each	1,570	6.62	4.99 - 6.99	each	700	6.27	4.99 - 7.99	each	1,730	6.19
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	1.59 - 3.99	1.79 - 3.99	1,240	2.94	1.99 - 2.29	1.69 - 2.99	510	2.14	1.77 - 3.60	1.69 - 2.99	1,360	2.11
value pack	1.99 - 2.49	1.67 - 2.99	1,890	1.97	1.78 - 2.49	1.79 - 1.99	360	1.86	1.72 - 2.49	1.99	280	1.92
thin sliced	2.74 - 4.99	2.59 - 4.29	980	3.59					2.67 - 2.99		20	2.89
Breast Tenders												
regular pack	2.49 - 4.99	2.69 - 3.99	1,090	3.74	1.99 - 3.29	2.59 - 3.99	340	3.49	1.99 - 3.29	1.79 - 3.49	70	2.63
value pack		2.50	20	2.50	1.99 - 2.49		100	2.07	1.99 - 2.49		20	2.17
Split, bn-in Breast												
regular pack	1.19 - 1.49	0.99 - 2.49	900	1.61	1.49 - 1.79	1.49 - 1.99	1,710	1.73	1.49 - 1.69	0.89 - 1.79	170	1.56
value pack	0.99 - 1.29	0.99 - 1.99	470	1.30		1.19	10	1.19	1.49	1.00 - 1.29	140	1.40
Whole Wings	1.24 - 1.99	0.98 - 2.89	820	1.91	1.28 - 2.49	1.59 - 2.89	1,810	1.62	1.99	1.59 - 1.99	270	1.95
Leg Quarters	0.49 - 0.79	0.59 - 1.19	610	0.76		0.39 - 0.59	1,330	0.57	0.39 - 0.49	0.49 - 1.29	170	0.91
Legs		0.98 - 1.39	90	1.12					0.69 - 0.89	0.99	30	0.89
Thighs												
regular pack	0.99 - 1.69	0.88 - 1.49	930	1.29	0.79 - 1.29		50	1.01	0.98 - 1.66	0.99 - 1.29	100	1.27
value pack	0.99	0.98 - 1.69	690	1.31	0.85 - 0.89	0.99 - 1.49	820	1.04		0.99 - 1.29	120	1.01
Drumsticks												
regular pack	0.99 - 1.69	0.88 - 1.39	920	1.30	1.29		20	1.29	0.98 - 1.66	0.99 - 1.29	100	1.27
value pack	0.99	0.97 - 1.69	710	1.30	0.85 - 0.98	0.99 - 1.49	820	1.04		0.99 - 1.29	120	1.01
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	2.79	300	2.71	1.99 - 2.99		190	2.33	1.99 - 2.29		130	2.04
value pack		2.89	40	2.89		2.89	20	2.89		1.99	10	1.99
Combo Packs (9 pc)												
drum-thigh-breast	1.69	1.19	150	1.67								
drum-thigh-wing					1.48		10	1.48				
IQF **B/S Breast**	4.57	1.69 - 1.99	310	2.06	2.40 - 3.00	1.67 - 2.80	370	2.57	1.60 - 4.00	1.66 - 2.80	1,020	1.98
Tenders	4.57	1.49 - 1.99	220	1.90	2.00	2.80	240	2.75	1.60 - 2.40	1.99 - 2.80	620	2.11
Wings		1.40 - 2.50	2,280	1.85	1.60 - 2.50	1.50 - 1.99	760	1.99	2.00	1.50 - 2.36	730	1.81

USDA Weekly Retail Chicken Feature Activity

Fri. Jan 30, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

(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/	**94.3% of 3,200 sampled outlets**				**96.2% of 2,300 sampled outlets**				**96.9% of 900 sampled outlets**			
Special Rate 2/	**11.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**9.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,920**				**Activity Index = 6,490**				**Activity Index = 3,370**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.06		740	0.95	0.79 - 1.29		1,080	1.14	0.79 - 1.49		320	1.17
cut-up fryer	1.19 - 1.39		160	1.28	1.69		680	1.69	1.29		130	1.29
bagged roaster	0.88 - 1.59		280	1.20	1.29 - 1.59		290	1.42				
Cornish (frs/frz)	1.66 - 1.99		140	1.94	0.99		160	0.99	1.66 - 2.00		190	1.85
DELI **Rotisserie:**												
< 2 lbs.	3.00 - 7.49	each	370	4.57	5.99	each	160	5.99	5.99	each	20	5.99
2.1-3.0 lbs.												
8-pc Fried:	5.98 - 8.49	each	1,040	6.78	5.99 - 6.99	each	600	6.32	5.98 - 8.99	each	390	6.80
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	1.87 - 3.99	1.59 - 3.99	1,000	2.77	1.97 - 2.99	1.79 - 2.99	420	2.35	2.99 - 4.99	1.88 - 2.99	460	2.96
value pack	3.19	1.77 - 1.99	280	1.96		1.99 - 2.99	350	2.87		1.69 - 2.77	180	2.49
thin sliced	2.99	2.77	270	2.84					4.99		10	4.99
Breast Tenders												
regular pack	1.99 - 3.32	1.99	280	2.66	2.99		250	2.99	4.99	1.99 - 2.29	30	3.05
value pack												
Split, bn-in Breast												
regular pack	0.99 - 1.79	0.97 - 1.99	850	1.19	0.99 - 1.47		180	1.01	1.99	0.97	290	1.95
value pack		0.75 - 1.99	140	1.51	0.99	0.99 - 1.99	370	1.10	0.99	0.98 - 1.99	150	1.09
Whole Wings	1.59	1.69 - 1.99	430	1.93	2.69	1.99	340	2.61		1.99	20	1.99
Leg Quarters	1.19	0.39 - 0.79	610	0.72	0.99	1.19	220	1.17		0.79 - 0.99	40	0.88
Legs		0.79	190	0.79						0.79	90	0.79
Thighs												
regular pack	0.99 - 1.49	0.99 - 1.19	350	1.09	0.99	0.99 - 1.19	410	1.09	0.99 - 1.99	0.99	330	1.37
value pack	0.85 - 1.32	0.75 - 1.49	710	1.18	1.39	0.99 - 1.29	70	1.13	1.29	0.99	30	1.12
Drumsticks												
regular pack	0.99	0.99 - 1.19	320	1.06	0.99	0.99 - 1.19	410	1.09	0.99 - 1.99	0.99	330	1.37
value pack	0.85 - 1.32	0.75 - 1.49	720	1.18	1.39	0.99 - 1.29	70	1.13	1.29	0.99	30	1.12
Bnls/Sknls Thighs												
regular pack	2.12 - 2.40	1.99	40	2.16	1.99	2.29	300	2.12	1.99 - 2.40	2.99	300	2.93
value pack												
Combo Packs (9 pc)												
drum-thigh-breast					1.69		130	1.69		1.49	30	1.49
drum-thigh-wing												
IQF **B/S Breast**	1.60 - 2.80	1.66 - 3.20	660	2.49		1.99 - 2.33	570	2.17				
Tenders	1.60 - 2.80	1.66 - 3.20	610	2.57								
Wings		1.44 - 2.66	1,040	1.89	2.00	1.50 - 1.63	470	1.65		1.50 - 1.62	100	1.52

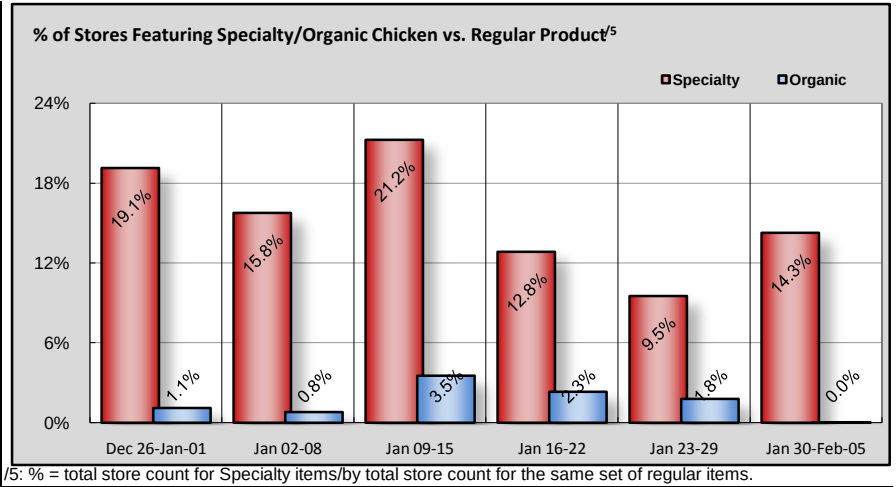
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Jan 30, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/30 thru 02/05.

(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/]	12.6% of 18,600 outlets		11.1% of 18,600 outlets		14.0% of 17,400 outlets		0.0% of 18,600 outlets		2.1% of 18,600 outlets		2.3% of 17,400 outlets	
Activity Index [3/]	**5,110**		**3,720**		**5,060**		**10**		**530**		**500**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	240	1.57	1,280	1.82	1,030	1.69			80	2.79	190	1.78
Bnls/Sknls Breast	1,110	4.75	1,290	4.58	1,620	4.79			450	7.42	10	4.99
Breast Tenders	260	5.06	480	3.97	40	3.98						
Split, bn-in Breast	1,060	2.48	140	2.83	230	3.08					210	4.39
Whole Wings	310	2.24	90	2.20	30	1.69	10	2.99			10	3.59
Leg Quarters	80	1.19					--	--	--	--	--	--
Legs			40	1.93	490	1.65						
Thighs	990	1.85	180	1.81	890	1.61					40	3.14
Drumsticks	1,060	1.93	220	1.84	730	1.52					40	3.14



/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/]	21.6% of 4,000 sampled outlets			18.1% of 5,100 sampled outlets			5.8% of 3,100 sampled outlets			3.3% of 3,200 sampled outlets			0.6% of 2,300 sampled outlets			8.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,340			Activity Index = 1,640			Activity Index = 430			Activity Index = 630			Activity Index = 30			Activity Index = 40		
	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 - 2.49	180	1.64	1.49	10	1.49	1.19	40	1.19				1.99	10	1.99			
Bnls/Sknls Breast	4.00 - 5.99	890	4.94	3.29 - 4.99	100	3.52	3.19 - 4.99	70	3.54	4.99 - 5.48	30	5.21				6.49	20	6.49
Breast Tenders	4.99 - 5.99	230	5.26				3.49 - 3.59	30	3.54									
Split, bn-in Breast	1.29 - 4.99	60	2.55	2.49	940	2.49	1.59 - 1.69	30	1.64				2.59 - 2.99	10	2.59	2.99	20	2.99
Whole Wings	2.49 - 3.59	10	3.12	2.49	170	2.49				1.79	120	1.79	2.49	10	2.49			
Leg Quarters	1.19	80	1.19															
Legs																		
Thighs	1.39 - 2.49	410	1.66	1.39 - 2.49	210	2.27	1.89	130	1.89	1.69 - 1.89	240	1.79						
Drumsticks	1.39 - 2.99	480	1.85	1.39 - 2.49	210	2.27	1.89	130	1.89	1.69 - 1.89	240	1.79						
	USDA ORGANIC CHICKEN																	
Feature Rate [1/]	0.0% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			0.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 10			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
Whole Fryer																		
Bnls/Sknls Breast																		
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings													2.99	10	2.99			
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/.