USDA Weekly Retail Chicken Feature Activity

Fri. Feb 13, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/13 thru 02/19.

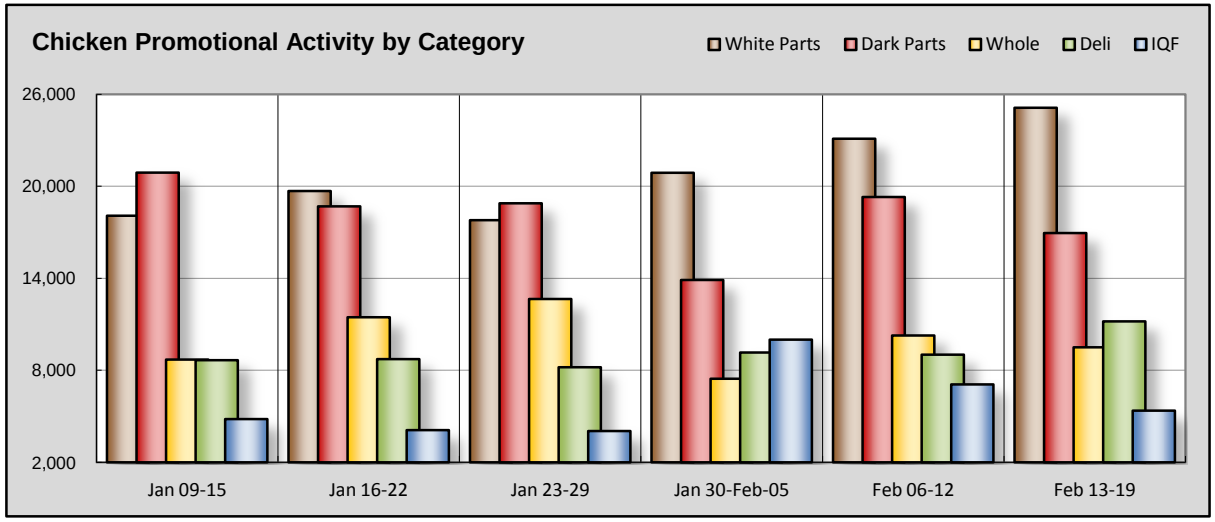
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

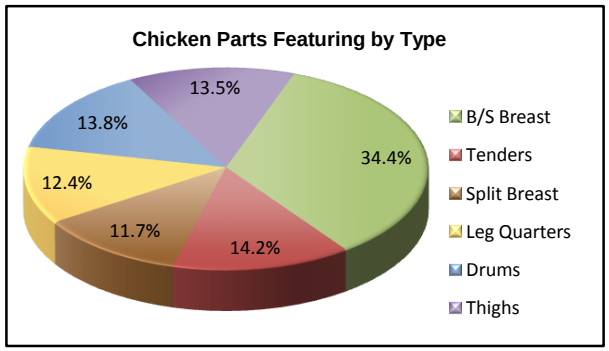
NATIONAL SUMMARY

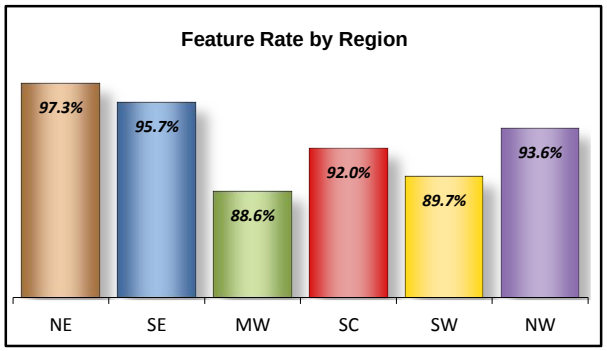
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**93.4% of 18,600 outlets**		**97.9% of 18,600 outlets**		**93.4% of 18,000 outlets**	
Special Rate 4/	**31.2%**		**19.0%**		**12.8%**	
Activity Index 2/	**68,590**		**69,410**		**64,880**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	5,380	1.02	3,690	1.04	3,490	0.95
cut-up fryer	1,170	1.31	1,680	1.37	1,820	1.43
bagged roaster	1,710	1.18	2,870	1.37	2,200	1.16
Cornish (frs/frz)	1,240	1.64	2,030	1.69	1,320	1.64
DELI **Rotisserie:**						
< 2 lbs.	4,180	5.63	4,710	6.05	5,390	6.05
2.1-3.0 lbs.	550	7.57	360	7.99	320	7.95
8-pc Fried:	6,460	6.13	3,950	6.16	3,890	6.22
PARTS:						
Bnls/Sknls Breast						
regular pack	7,400	3.09	7,410	2.98	6,210	3.04
value pack	3,060	2.48	3,360	2.30	3,310	2.39
thin sliced	3,050	4.23	1,850	4.18	2,860	3.38
Breast Tenders						
regular pack	5,370	3.58	4,510	3.24	1,980	3.20
value pack	210	2.81	550	2.69	420	2.44
Split, bn-in Breast						
regular pack	3,440	1.54	2,360	1.54	2,500	1.66
value pack	1,170	1.34	1,970	1.31	2,190	1.32
Whole Wings	1,420	1.94	1,090	1.91	750	1.71
Leg Quarters	4,850	0.83	2,280	0.72	1,700	0.80
Legs	150	1.29	330	0.91	230	1.06
Thighs						
regular pack	1,390	1.43	2,650	1.25	3,160	1.18
value pack	3,910	1.13	4,200	1.14	5,720	1.05
Drumsticks						
regular pack	1,400	1.44	2,530	1.32	3,140	1.18
value pack	4,000	1.13	4,490	1.12	6,300	1.11
Bnls/Sknls Thighs						
regular pack	1,120	2.72	2,050	2.54	1,110	2.58
value pack	130	2.72	770	2.16	350	2.20
9-pc Combos						
drum-thigh-breast	220	1.48	500	1.42	220	1.55
drum-thigh-wing	240	1.14	140	1.39	270	0.98
IQF **B/S Breast**	3,760	2.23	4,500	2.31	2,290	2.26
Tenders	1,410	2.33	2,070	2.48	1,030	2.42
Wings	200	2.00	510	1.92	710	1.80

This Week's Chicken Feature Highlights

National Summary indicators are mixed from a week earlier but there is good news for consumers as the special rate almost doubles in one week. Additional incentives to pick up chicken are found in 20-50% of stores across the country. Almost every poultry classification offers a deal if the right selection is made. Bagged whole birds drop in average price. The deli goes back to 8pc, values all decline in this category. Bnls breast and tenders maintain or increase volume, prices rise as well. Split breast are where the best deal is on white meat. Wings continue to be offered as a favorite snack for the basketball enthusiast. Dark meat rises in price, offering bulk packs in the highest volume. Thigh meat attempts to raise prices. IQF parts lower prices and volume. Specialty chicken continues its strong presence for a consecutive week, Organics dwindle to normal volume. February will be moving to the downhill side of the month next week. Hopefully a short month means extra money in grocery shoppers budgets, and good clearance at the retail level.







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.)

USDA Weekly Retail Chicken Feature Activity

Fri. Feb 13, 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/	**97.3% of 4,000 sampled outlets**				**95.7% of 5,100 sampled outlets**				**88.6% of 3,100 sampled outlets**			
Special Rate 2/	**31.3% of stores w/ no-price promotions**				**50.2% of stores w/ no-price promotions**				**23.3% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,180**				**Activity Index = 13,870**				**Activity Index = 8,290**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.49		1,340	1.12	0.68 - 1.09		1,600	1.04	0.59 - 1.49		1,140	1.00
cut-up fryer	1.09 - 1.29		280	1.14	1.19		10	1.19	1.19 - 1.53		270	1.32
bagged roaster	0.79 - 1.29		1,260	1.12	0.95 - 1.29		180	1.13				
Cornish (frs/frz)	0.97 - 1.99		840	1.55	0.97 - 2.55		180	2.12	1.81 - 2.55		20	2.22
DELI **Rotisserie:**												
< 2 lbs.	4.88 - 6.99	each	730	5.46	4.88 - 6.99	each	1,360	5.36	3.99 - 6.99	each	950	5.73
2.1-3.0 lbs.	10.98	each	60	10.98	7.99	each	120	7.99	6.49 - 7.99	each	110	6.61
8-pc Fried:	5.00 - 7.99	each	1,570	7.00	3.99 - 7.99	each	1,020	5.88	4.99 - 7.99	each	1,260	6.02
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	2.34 - 3.99	1.79 - 3.49	1,400	2.94	1.58 - 3.99	1.79 - 3.49	2,190	3.01	1.79 - 3.49	1.49 - 3.69	1,010	2.57
value pack	1.79 - 2.34	1.69 - 3.99	1,150	2.53	1.99 - 2.59	1.69 - 2.99	400	2.53	1.87 - 2.99	1.59 - 3.49	390	2.44
thin sliced	2.74 - 4.99	2.99 - 4.99	1,410	3.99	4.99	2.99 - 3.99	380	3.82	3.29	3.99	340	3.68
Breast Tenders												
regular pack	2.49 - 4.99	2.49 - 3.99	1,690	3.36	2.99 - 4.99	2.69 - 3.99	1,680	3.52	2.85 - 3.29	2.97 - 3.49	200	3.23
value pack		2.49	30	2.49	2.59	1.99	30	2.38	2.59		10	2.59
Split, bn-in Breast												
regular pack	0.99 - 1.99	0.98 - 1.99	1,300	1.54	1.29 - 1.69	0.99 - 1.99	880	1.60	1.69 - 2.00	0.99 - 1.99	360	1.58
value pack	1.99	0.88	80	1.65	0.99 - 1.99	0.88 - 1.49	330	1.23	0.99	0.99 - 1.19	70	1.03
Whole Wings	1.24 - 1.69	1.89 - 1.99	890	1.80	1.37	1.69 - 1.99	150	1.80		1.99	10	1.99
Leg Quarters	0.59 - 0.79	0.39 - 1.49	1,260	0.74	0.58 - 0.99	0.45 - 1.49	1,720	0.78		0.45 - 0.99	550	0.72
Legs		1.29	10	1.29								
Thighs												
regular pack	0.99 - 1.49		110	1.46	0.77		30	0.77	0.99 - 1.59	1.19 - 1.39	150	1.44
value pack	0.89 - 1.69	0.89 - 1.49	980	1.20	1.19 - 1.49	0.88 - 1.69	630	1.17	1.00 - 1.39	0.99 - 1.49	570	1.28
Drumsticks												
regular pack	0.99 - 1.59		120	1.50	0.87		30	0.87	0.99 - 1.59	1.19 - 1.39	150	1.44
value pack	0.89 - 1.69	0.89 - 1.49	990	1.21	1.19 - 1.49	0.88 - 1.69	640	1.17	1.00 - 1.39	0.89 - 1.49	580	1.27
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	1.77	190	2.70	1.39 - 2.99		280	2.19	1.39 - 2.49	2.39 - 2.99	110	2.76
value pack		2.69 - 2.99	130	2.72								
Combo Packs (9 pc)												
drum-thigh-breast		1.39	140	1.39	1.49		30	1.49		1.39	20	1.39
drum-thigh-wing	1.14		220	1.14					1.19		20	1.19
IQF **B/S Breast**	2.66		120	2.66	2.00 - 2.66	2.80	470	2.57	1.66 - 3.00	1.66 - 2.40	700	2.04
Tenders						2.33 - 2.99	130	2.63		1.99 - 2.40	240	2.33
Wings		2.00	10	2.00						2.00	190	2.00

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Fri. Feb 13, 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/	**92.0% of 3,200 sampled outlets**				**89.7% of 2,300 sampled outlets**				**93.6% of 900 sampled outlets**			
Special Rate 2/	**17.8% of stores w/ no-price promotions**				**19.9% of stores w/ no-price promotions**				**29.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 10,340**				**Activity Index = 8,120**				**Activity Index = 4,420**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.59 - 1.49		930	0.88	1.39		10	1.39	0.79 - 1.29		360	0.92
cut-up fryer	1.29 - 1.69		250	1.48	0.99		10	0.99	0.99 - 1.69		350	1.34
bagged roaster	0.99		50	0.99	1.49 - 1.69		150	1.66	1.39 - 1.49		70	1.45
Cornish (frs/frz)	1.45 - 2.00		60	1.50	1.39		30	1.39	1.45 - 2.00		110	1.59
DELI **Rotisserie:**												
< 2 lbs.	3.00 - 6.99	each	600	5.68	4.99 - 6.99	each	380	6.11	4.99 - 6.99	each	160	6.68
2.1-3.0 lbs.	6.98 - 6.99	each	260	6.99								
8-pc Fried:	5.00 - 7.99	each	1,300	6.36	4.99 - 5.00	each	820	5.00	4.99 - 6.99	each	490	5.37
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	1.68 - 3.99	1.79 - 3.99	1,660	2.90	5.49	1.99	680	3.55	5.99 - 6.49	1.98 - 3.49	460	5.04
value pack	1.87 - 1.99	1.49 - 3.49	690	2.60	1.97	1.88 - 2.99	260	2.13		1.99 - 2.99	170	2.08
thin sliced	3.29 - 3.99	2.99 - 4.99	170	3.89		4.99	300	4.99	3.99 - 6.49	2.99	450	5.35
Breast Tenders												
regular pack	1.68 - 4.99	2.29 - 2.99	1,220	3.01		4.99	300	4.99	6.49		280	6.49
value pack		2.99	140	2.99								
Split, bn-in Breast												
regular pack	0.98 - 1.49	0.99 - 1.99	400	1.26	0.99	1.69	450	1.67	1.09	1.29	50	1.24
value pack	0.99 - 1.59	0.69 - 1.29	220	1.02	1.59	0.89 - 1.79	340	1.73		0.99 - 1.89	130	1.07
Whole Wings	1.69	1.99	170	1.97	2.99	1.99	170	2.75	1.49	1.99	30	1.73
Leg Quarters	0.79	0.45 - 1.29	410	0.83	0.99 - 1.29	0.49 - 0.99	790	1.06		1.29	120	1.29
Legs	1.29		50	1.29					1.29		90	1.29
Thighs												
regular pack	0.99 - 1.53	1.19	60	1.18	1.29 - 1.99	0.99	810	1.48	1.49	1.29	230	1.39
value pack	0.89	0.69 - 1.29	680	0.89	0.89 - 1.29	0.99 - 1.29	890	1.07	1.29 - 1.49	0.99 - 1.29	160	1.33
Drumsticks												
regular pack	0.99 - 1.53	1.19	60	1.18	1.29 - 1.99	0.99	810	1.48	1.49	1.29	230	1.39
value pack	0.89	0.69 - 1.29	710	0.89	0.89 - 1.29	0.97 - 1.29	920	1.07	1.29 - 1.49	0.99 - 1.29	160	1.33
Bnls/Sknls Thighs												
regular pack		2.49 - 2.99	250	2.75						2.99 - 3.49	290	3.19
value pack												
Combo Packs (9 pc)												
drum-thigh-breast									1.98		30	1.98
drum-thigh-wing												
IQF **B/S Breast**	1.66 - 2.40	1.66 - 2.80	1,330	2.26	2.40 - 2.66	1.77 - 2.78	1,040	2.11	2.40 - 2.80	1.69 - 2.78	100	2.19
Tenders	2.40 - 2.80	1.66 - 2.49	490	2.37	2.40 - 2.66	1.99 - 2.32	480	2.24	2.40	1.69 - 2.40	70	2.09
Wings												

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

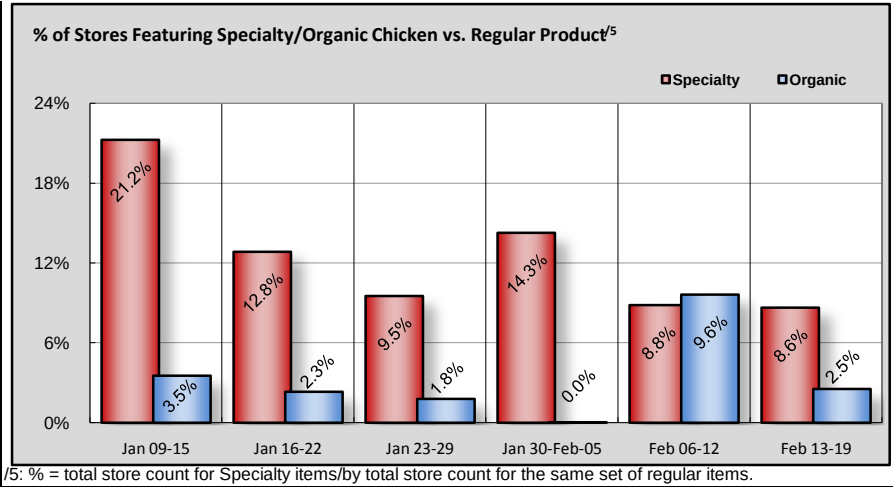
Fri. Feb 13, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/13 thru 02/19.

(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/]	10.8% of 18,600 outlets		10.2% of 18,600 outlets		12.1% of 18,000 outlets		2.6% of 18,600 outlets		7.2% of 18,600 outlets		3.7% of 18,000 outlets	
Activity Index [3/]	**3,730**		**3,660**		**4,270**		**830**		**3,280**		**880**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	510	1.72	850	1.79	670	1.59	280	2.88	1,630	2.97	250	1.99
Bnls/Sknls Breast	880	5.26	1,700	5.85	1,370	4.67	250	6.26	1,580	8.55	450	7.06
Breast Tenders	130	6.71	290	4.49	750	3.97						
Split, bn-in Breast	140	2.50	320	2.56	490	2.94	300	4.62			180	4.10
Whole Wings	10	2.49										
Leg Quarters	60	1.09			20	0.89	--	--	--	--	--	--
Legs			130	1.98								
Thighs	960	1.69	140	1.81	480	1.88			20	3.99		
Drumsticks	1,040	1.72	230	1.97	490	1.88			50	2.54		



/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/]	21.8% of 4,000 sampled outlets			8.7% of 5,100 sampled outlets			10.1% of 3,100 sampled outlets			1.4% of 3,200 sampled outlets			1.1% of 2,300 sampled outlets			14.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,610			Activity Index = 630			Activity Index = 240			Activity Index = 60			Activity Index = 30			Activity Index = 160		
	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	1.69 - 2.29	410	1.76				1.09 - 1.99	20	1.38	1.98	20	1.98	1.49	20	1.49	1.49	40	1.49
Bnls/Sknls Breast	3.99 - 5.99	300	5.28	3.29 - 6.99	340	5.35	2.99 - 5.69	110	4.20	4.99	20	4.99	3.99 - 6.49	10	5.49	3.99 - 6.49	100	6.11
Breast Tenders	4.99 - 5.49	20	5.20	6.99	110	6.99												
Split, bn-in Breast	2.49	120	2.49				1.99	10	1.99							3.19	10	3.19
Whole Wings	2.49	10	2.49															
Leg Quarters							0.59	30	0.59	1.38	20	1.38				1.99	10	1.99
Legs																		
Thighs	1.39 - 1.99	840	1.71	1.39 - 1.69	90	1.62	1.19 - 1.49	30	1.34									
Drumsticks	1.39 - 2.29	910	1.75	1.39 - 1.69	90	1.62	1.19 - 1.49	40	1.37									

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/]	3.9% of 4,000 sampled outlets			4.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.4% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			9.6% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 260			Activity Index = 470			Activity Index = 0			Activity Index = 20			Activity Index = 0			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	2.99	10	2.99	2.69 - 2.99	270	2.87												
Bnls/Sknls Breast	6.99	30	6.99	5.78	200	5.78				9.98	20	9.98						
Breast Tenders																		
Split, bn-in Breast	4.49	220	4.49													4.99	80	4.99
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/.