



USDA Weekly Retail Chicken Feature Activity

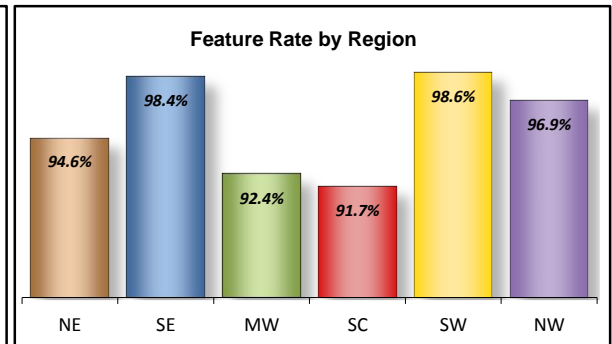
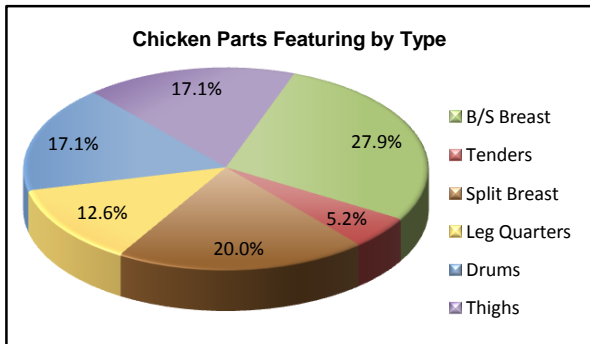
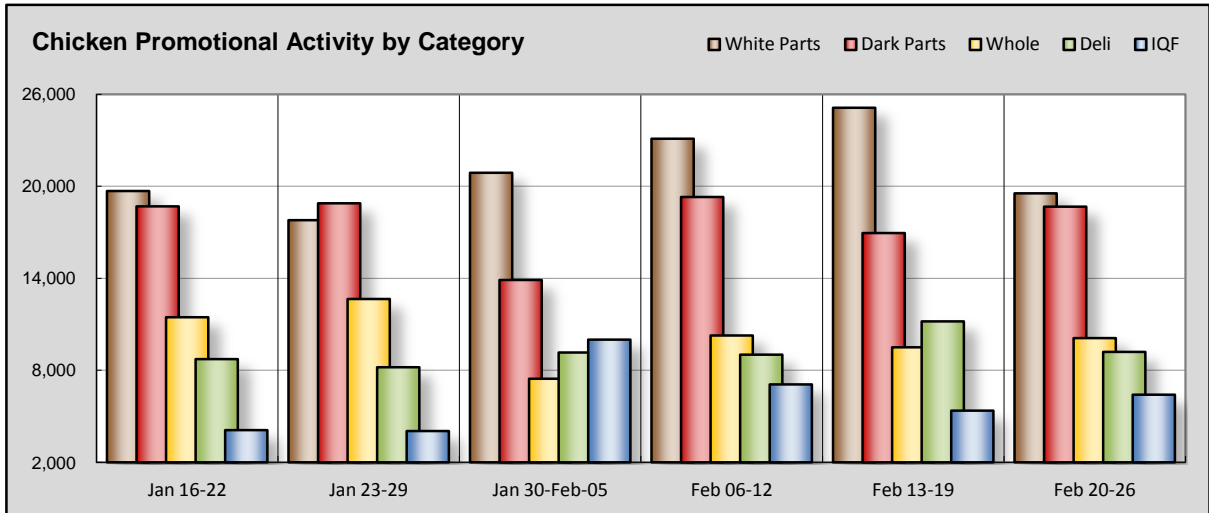
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 20, 2009

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	95.4% of 18,600 outlets	93.4% of 18,600 outlets	95.2% of 18,000 outlets
Special Rate ^{4/}	24.5%	31.2%	19.7%
Activity Index ^{2/}	64,660	68,590	55,490
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores /3 Wtd Avg	Stores Wtd Avg
bagged fryer	4,300 0.93	5,380 1.02	3,030 0.90
cut-up fryer	2,280 1.44	1,170 1.31	1,430 1.32
bagged roaster	2,740 1.04	1,710 1.18	2,750 0.98
Cornish (frs/frz)	780 1.62	1,240 1.64	940 1.62
DELI			
Rotisserie:			
< 2 lbs.	5,000 6.32	4,180 5.63	4,220 5.93
2.1-3.0 lbs.	830 7.16	550 7.57	410 7.65
8-pc Fried:	3,370 6.16	6,460 6.13	3,850 6.25
PARTS:			
Bnls/Sknls Breast			
regular pack	5,610 2.88	7,400 3.09	5,180 2.81
value pack	2,100 2.16	3,060 2.48	2,890 2.18
thin sliced	1,990 4.31	3,050 4.23	1,550 3.68
Breast Tenders			
regular pack	1,420 3.04	5,370 3.58	2,380 3.36
value pack	380 2.68	210 2.81	420 3.16
Split, bn-in Breast			
regular pack	4,680 1.65	3,440 1.54	1,240 1.77
value pack	2,260 1.10	1,170 1.34	1,100 1.37
Whole Wings	1,100 1.60	1,420 1.94	1,160 1.51
Leg Quarters	4,390 0.74	4,850 0.83	2,670 0.78
Legs	670 1.28	150 1.29	170 0.96
Thighs			
regular pack	2,310 1.37	1,390 1.43	3,060 1.41
value pack	3,620 1.17	3,910 1.13	3,190 1.02
Drumsticks			
regular pack	2,320 1.37	1,400 1.44	2,780 1.45
value pack	3,630 1.17	4,000 1.13	3,090 1.01
Bnls/Sknls Thighs			
regular pack	1,640 2.50	1,120 2.72	1,980 2.56
value pack	90 2.41	130 2.72	560 2.43
9-pc Combos			
drum-thigh-breast	390 1.51	220 1.48	440 1.79
drum-thigh-wing	350 1.42	240 1.14	150 1.19
IQF			
B/S Breast	3,870 2.15	3,760 2.23	2,290 2.19
Tenders	2,070 2.20	1,410 2.33	1,850 2.39
Wings	470 1.94	200 2.00	710 1.83

This Week's Chicken Feature Highlights

The majority of summary indicators decline but levels are still respectable favoring both retailer and consumer. Shoppers will find price promotions are prevalent in the NE, SE, and MW areas of the US, ranging 30-40% in outlets visited. Bagged fryers, roasters, and cut-up show up in high numbers. The Deli relies on small rotisserie to attract buyers. Bnls breast and tenders drop in price and presence, split breast take their place, bulk packs are where buyers will find the best bargains. Wings and leg quarters drop hard on price. Thighs and drums are mixed on value and volume. Bnls thighs are worth a look, prices are reasonable. IQF parts increase offerings, values drop, deals are there. Specialty chickens hold last weeks volume, Organics retreat; pricing is stable. The new month is roughly a week away, conditions should be right for buyer and seller alike.



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.

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

Fri. Feb 20, 2009

		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/ Special Rate 2/ Activity Index 3/		94.6% of 4,000 sampled outlets 38.9% of stores w/ no-price promotions Activity Index = 16,310				98.4% of 5,100 sampled outlets 34.7% of stores w/ no-price promotions Activity Index = 14,160				92.4% of 3,100 sampled outlets 28.5% of stores w/ no-price promotions Activity Index = 4,640			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.89 - 1.39		440	1.00	0.67 - 1.39		790	0.85	0.69 - 1.29		380	1.07
cut-up fryer		1.00 - 1.39		170	1.05	0.87 - 1.49		510	1.43	0.99 - 1.39		200	1.23
bagged roaster		0.78 - 1.99		1,300	1.02	0.99 - 1.19		1,240	1.01	0.99 - 1.39		170	1.35
Cornish (frs/frz)		1.29 - 1.79		400	1.49	1.98		200	1.98	1.82		10	1.82
DELI	Rotisserie:												
	< 2 lbs.	4.88 - 7.99	each	980	6.35	4.88 - 6.99	each	2,310	6.54	4.98 - 7.99	each	280	6.18
	2.1-3.0 lbs.	6.99	each	260	6.99	6.99	each	320	6.99	6.99	each	110	6.99
	8-pc Fried:	6.99 - 7.99	each	700	7.00	5.97 - 6.99	each	430	6.52	5.00 - 8.99	each	170	7.10
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	1.89 - 3.29	900	3.08	1.99 - 3.49	1.98 - 2.99	1,800	3.03	1.99 - 3.99	1.98 - 3.99	810	3.23
value pack		1.69 - 2.49	1.68 - 2.99	690	2.11	1.88 - 2.99	1.79 - 2.99	560	2.41	1.99	1.69 - 1.98	80	1.89
thin sliced		3.29 - 4.49	2.69 - 4.89	1,010	4.14		3.99	170	3.99	4.49	3.99 - 4.89	360	4.41
Breast Tenders													
regular pack		2.29 - 3.99	2.98 - 3.99	370	3.48	1.98 - 2.99		270	2.06	1.98 - 2.99	2.29 - 3.99	400	3.33
value pack		2.49	1.99 - 2.99	140	2.60	2.49	2.99	40	2.82				
Split, bn-in Breast													
regular pack		1.39 - 1.99	0.88 - 2.69	1,390	1.71	1.49 - 1.99	0.99 - 1.99	1,730	1.65	1.39 - 1.79	0.79 - 1.49	370	1.04
value pack		1.29 - 1.45	0.88 - 1.69	520	1.16	1.00 - 1.39	0.88 - 1.39	490	1.09	0.88 - 1.49	0.88 - 1.39	270	1.03
Whole Wings		2.29	1.89 - 1.99	240	2.10	1.28 - 2.29	1.99	320	1.54	1.99 - 2.14	1.79	50	2.02
Leg Quarters		0.59 - 0.79	0.48 - 0.99	1,180	0.70	0.39 - 0.99	0.39 - 0.69	810	0.68	0.79 - 0.99	0.49 - 0.99	440	0.58
Legs			1.29 - 1.49	210	1.48								
Thighs													
regular pack		1.19 - 1.99	0.99 - 1.49	970	1.51	1.19	1.19	30	1.19	0.98	0.89 - 0.99	140	0.97
value pack		0.99 - 1.39	0.89 - 1.49	1,090	1.27	0.88 - 1.19	0.99 - 1.39	1,020	1.11	0.99	1.39	50	1.29
Drumsticks													
regular pack		1.19 - 1.99	0.99 - 1.49	970	1.51	1.19	1.19	30	1.19	0.98	0.89 - 0.99	140	0.97
value pack		0.99 - 1.39	0.89 - 1.49	1,090	1.27	0.98 - 1.19	0.99 - 1.39	1,020	1.11	0.99	0.79 - 1.39	60	1.23
Bnls/Sknls Thighs													
regular pack		1.99	2.49 - 2.99	550	2.76		2.49 - 2.99	60	2.59	1.19 - 2.00	1.99 - 2.99	150	2.46
value pack			1.89 - 1.99	10	1.94								
Combo Packs (9 pc)													
drum-thigh-breast			1.29 - 1.79	380	1.51		1.38	10	1.38				
drum-thigh-wing		1.49	1.39	350	1.42								
IQF	B/S Breast		1.69 - 2.40	230	2.18	2.40	1.46 - 2.40	880	2.12	1.79 - 2.00	1.60 - 2.80	1,160	2.22
	Tenders		2.40	160	2.40		2.00 - 2.40	500	2.04	1.68 - 2.40	2.33 - 2.80	280	2.28
	Wings		2.25	140	2.25		1.75 - 2.25	230	1.77	1.79 - 2.00		30	1.90






USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/20 thru 02/26.

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

Fri. Feb 20, 2009

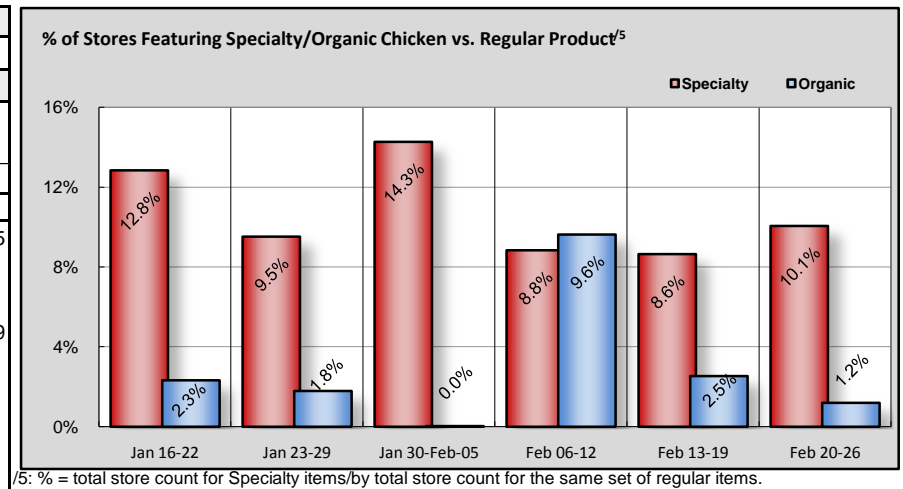
		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				SOUTHWEST U.S. <small>(CA,NV)</small> 				NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		91.7% of 3,200 sampled outlets 11.0% of stores w/ no-price promotions Activity Index = 11,050				98.6% of 2,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,970				96.9% of 900 sampled outlets 1.2% of stores w/ no-price promotions Activity Index = 3,120			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.69 - 1.59		440	0.94	0.59 - 1.49		1,800	0.93	0.67 - 0.99		450	0.87
cut-up fryer		1.29 - 1.49		180	1.35	1.49 - 1.69		930	1.62	1.09 - 1.29		290	1.28
bagged roaster		1.39		10	1.39	0.99 - 1.45		50	1.33	0.99		20	0.99
Cornish (frs/frz)		1.45 - 1.99		90	1.53					1.45 - 1.81		30	1.61
DELI	Rotisserie:												
	< 2 lbs.	4.49 - 6.99	each	1,250	5.84	7.99 each		40	7.99	5.00 - 6.99 each		180	6.79
	2.1-3.0 lbs.	7.99	each	80	7.99	7.99 each		40	7.99	7.99 each		20	7.99
	8-pc Fried:	4.99 - 7.99	each	1,430	5.79	4.99 - 6.99 each		410	5.55	4.99 - 6.99 each		230	5.68
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 - 3.69	1.98 - 2.99	880	2.58	2.49 - 3.99	1.97 - 2.99	1,140	2.51	3.60 - 3.69	2.00 - 2.68	80	2.57
	value pack	1.67 - 1.98	1.98 - 2.99	390	2.24	2.49	1.69 - 1.99	340	1.81		1.99	40	1.99
	thin sliced	2.99 - 4.99		270	4.58					4.49 - 4.99		180	4.96
Breast Tenders													
	regular pack	1.99 - 3.99	2.99	340	2.99		2.99	40	2.99				
	value pack	1.79 - 1.98	1.99 - 2.99	200	2.70								
Split, bn-in Breast													
	regular pack	1.49	1.49 - 2.99	820	1.67	1.67 - 1.69		140	1.69	1.69 - 1.99	2.49	230	2.13
	value pack	0.99 - 1.00	0.88 - 1.49	560	1.03	0.99 - 1.39	0.97 - 1.27	400	1.17		0.99	20	0.99
Whole Wings													
		1.69	0.98 - 1.00	310	1.04	1.99		160	1.99		0.99	20	0.99
Leg Quarters													
		0.48 - 0.68	0.39 - 1.29	1,260	0.77	0.99	0.57 - 0.77	520	0.76		0.99 - 1.49	180	1.46
Legs													
			0.88 - 0.99	70	0.97		1.29	300	1.29		0.99	90	0.99
Thighs													
	regular pack	0.99 - 1.00	0.99 - 1.29	660	1.10	0.99 - 1.69	1.29	200	1.51	0.99 - 1.99	0.99 - 1.49	310	1.64
	value pack	0.99 - 1.19	0.99 - 1.39	560	1.12	1.00 - 1.29	0.89 - 1.29	710	1.21	1.00 - 1.18	0.99	190	1.01
Drumsticks													
	regular pack	0.99 - 1.00	0.99 - 1.29	660	1.10	0.99 - 1.69	1.29	200	1.51	0.99 - 1.99	0.99 - 1.49	320	1.60
	value pack	0.99 - 1.19	0.99 - 1.39	560	1.11	1.00 - 1.29	0.89 - 1.29	710	1.21	1.00 - 1.18	0.99	190	1.01
Bnls/Sknls Thighs													
	regular pack		2.49	30	2.49		1.97 - 2.99	850	2.32				
	value pack					2.89	2.49	30	2.61	1.99 - 2.49		50	2.38
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	B/S Breast	2.52 - 3.19	1.66 - 2.49	1,100	2.21	1.99	1.89 - 1.99	330	1.94		1.59 - 2.00	170	1.95
	Tenders	2.52 - 2.80	1.66 - 2.66	900	2.27		1.89 - 2.66	200	2.04		1.59 - 2.66	30	2.11
	Wings		2.00	50	2.00						1.59	20	1.59



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 02/20 thru 02/26.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 20, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	9.8% of 18,600 outlets	10.8% of 18,600 outlets	10.6% of 18,000 outlets	1.2% of 18,600 outlets	2.6% of 18,600 outlets	1.3% of 18,000 outlets
Activity Index ^{3/}	3,900	3,730	4,630	390	830	530
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	750 1.85	510 1.72	670 1.57	110 2.18	280 2.88	520 2.35
Bnls/Sknls Breast	1,560 5.10	880 5.26	950 5.12	240 7.93	250 6.26	
Breast Tenders	150 4.96	130 6.71	330 4.30	10 8.99		
Split, bn-in Breast	400 2.92	140 2.50	360 2.43	30 4.99	300 4.62	10 2.99
Whole Wings	50 1.65	10 2.49				
Leg Quarters		60 1.09		-- --	-- --	-- --
Legs	40 1.97		20 1.54			
Thighs	490 2.24	960 1.69	1,150 1.53			
Drumsticks	460 2.28	1,040 1.72	1,150 1.53			



^{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/}	21.4% of 4,000 sampled outlets				2.5% of 5,100 sampled outlets				8.9% of 3,100 sampled outlets				7.6% of 3,200 sampled outlets				2.5% of 2,300 sampled outlets				14.8% of 900 sampled outlets																																																			
Activity Index ^{3/}	Activity Index = 2,430												Activity Index = 240												Activity Index = 610												Activity Index = 310												Activity Index = 70												Activity Index = 240											
	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	price range	stores	wtd avg	price range	stores	wtd avg																																																
Whole Fryer	1.69 - 2.49	380	1.95				1.00 - 2.49	150	1.81	1.59 - 1.79	190	1.72				3.99 - 5.99	40	5.99				1.39 - 1.59	30	1.47																																																
Bnls/Sknls Breast	3.99 - 5.99	1,040	5.05	4.99	110	4.99	3.00 - 6.39	210	5.10	5.99	80	5.99										3.99 - 5.99	80	4.56																																																
Breast Tenders			4.99	10	4.99	5.49	110	5.49	3.00	30	3.00																																																													
Split, bn-in Breast	2.99 - 3.49	310	3.12				1.49 - 3.89	80	2.08													3.19	10	3.19																																																
Whole Wings							1.29	30	1.29													1.99 - 2.29	20	2.18																																																
Leg Quarters																																																																								
Legs		1.89	10	1.89									1.99	30	1.99																																																									
Thighs	1.39 - 2.99	340	2.51	1.69	20	1.69	0.99 - 2.39	60	1.28	1.98	20	1.98										1.69 - 2.29	50	1.87																																																
Drumsticks	1.39 - 2.99	340	2.51				0.99 - 2.39	50	1.23	1.98	20	1.98										1.69 - 2.29	50	1.87																																																
	USDA ORGANIC CHICKEN																																																																							
Feature Rate ^{1/}	0.0% of 4,000 sampled outlets				0.0% of 5,100 sampled outlets				0.2% of 3,100 sampled outlets				3.9% of 3,200 sampled outlets				0.3% of 2,300 sampled outlets				13.2% of 900 sampled outlets																																																			
Activity Index ^{3/}	Activity Index = 30												Activity Index = 0												Activity Index = 10												Activity Index = 140												Activity Index = 10												Activity Index = 200											
	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	price range	stores	wtd avg	price range	stores	wtd avg																																																
Whole Fryer										3.48	20	3.48	1.79 - 2.69	10	2.69							1.79	80	1.79																																																
Bnls/Sknls Breast		6.99	30	6.99			9.59	10	9.59	7.99	120	7.99										7.99	80	7.99																																																
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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/>.