USDA Weekly Retail Chicken Feature Activity

Fri. Mar 06, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

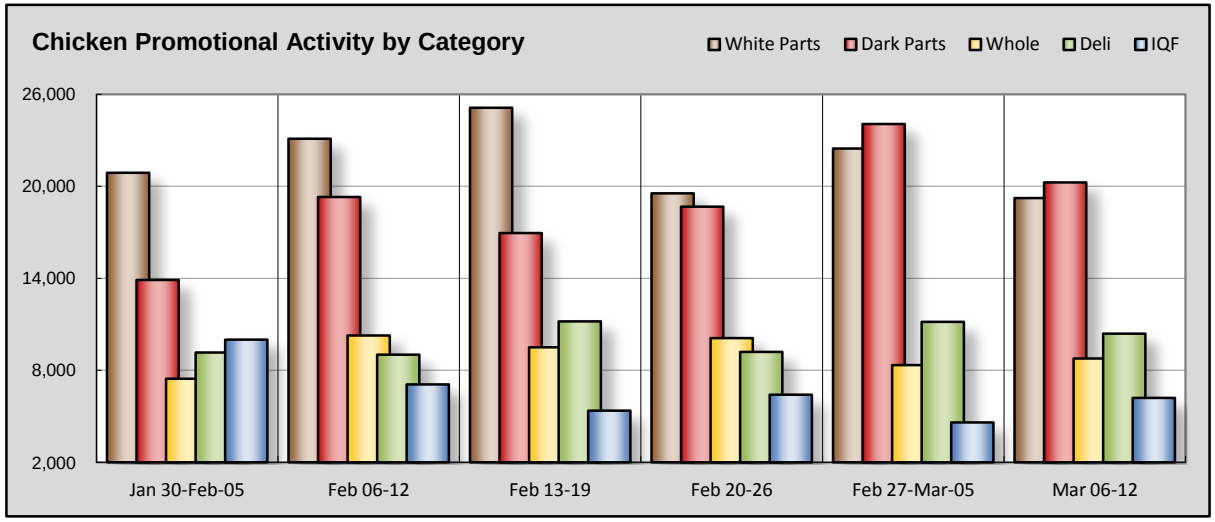
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

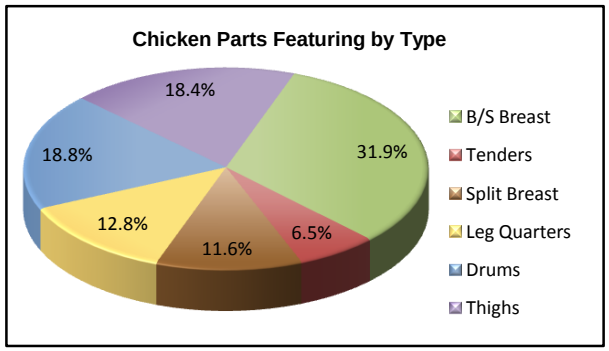
NATIONAL SUMMARY

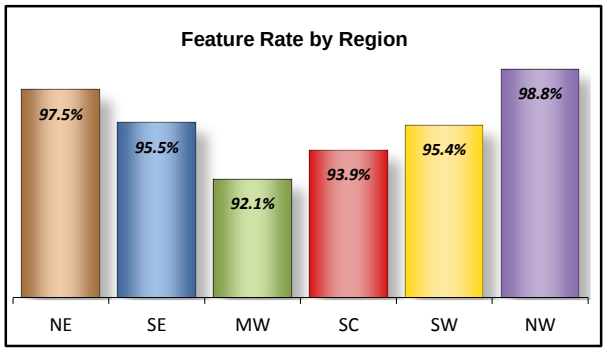
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**95.2% of 18,600 outlets**		**93.7% of 18,600 outlets**		**94.1% of 18,000 outlets**	
Special Rate [4/]	**12.9%**		**12.7%**		**12.9%**	
Activity Index [2/]	**65,570**		**70,980**		**64,730**	
WHOLE BIRD:	**Stores** [/3]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	3,520	1.00	4,990	1.02	4,850	0.95
cut-up fryer	1,200	1.38	1,300	1.25	2,220	1.35
bagged roaster	2,680	1.09	1,460	1.13	2,090	1.09
Cornish (frs/frz)	1,370	1.95	590	1.94	630	1.89
DELI **Rotisserie:**						
< 2 lbs.	5,360	5.72	4,750	5.94	4,430	6.27
2.1-3.0 lbs.			690	8.40	250	7.63
8-pc Fried:	5,030	6.51	5,720	6.06	4,940	6.17
PARTS:						
Bnls/Sknls Breast						
regular pack	5,750	2.61	7,510	3.20	5,970	2.84
value pack	3,510	2.36	3,090	2.11	3,400	2.17
thin sliced	2,080	3.63	3,110	3.86	1,970	4.21
Breast Tenders						
regular pack	2,160	3.11	3,040	3.66	3,160	2.91
value pack	140	2.99	60	2.24	200	1.88
Split, bn-in Breast						
regular pack	3,070	1.91	3,270	1.51	2,020	1.84
value pack	1,060	1.36	1,290	1.35	1,170	1.31
Whole Wings	1,460	1.92	1,090	1.93	2,400	1.77
Leg Quarters	4,540	0.75	4,000	0.80	2,880	0.81
Legs	1,000	1.18	230	0.97	440	1.19
Thighs						
regular pack	3,630	1.32	5,430	1.21	2,630	1.14
value pack	2,910	1.13	3,390	1.07	4,710	1.06
Drumsticks						
regular pack	3,750	1.34	5,670	1.23	2,970	1.15
value pack	2,930	1.18	3,200	1.09	3,990	1.03
Bnls/Sknls Thighs						
regular pack	1,330	2.46	1,990	2.53	2,140	2.32
value pack	160	3.69	150	2.35	160	2.28
9-pc Combos						
drum-thigh-breast	490	1.54	280	1.72	320	1.65
drum-thigh-wing	240	1.31	80	1.48	290	1.54
IQF **B/S Breast**	4,430	2.31	3,010	2.27	1,880	2.32
IQF **Tenders**	1,190	2.67	1,210	2.39	1,140	2.26
IQF **Wings**	580	1.93	380	1.53	1,480	1.97

This Week's Chicken Feature Highlights

National Summary totals are respectable and indicate a continued strong presence of poultry in retail outlets. Whole birds this week rely on roasters and Cornish, average prices are unchanged to lower. The Deli pushes whole rotisserie and 8pc. Bnls breast and tenders are a good deal, bargains reside here in all areas. Split breast raise prices, wings just hold their ground. Leg quarters make the attempt on price to move volume, Legs do the opposite. Drums and thighs drop volume and increase prices. Combos come back in sight once more, prices are good. IQF maintains or raises volume on all types, but prices jump. Specialty products increase in volume, Organic follow suit, pricing is mixed. Retailers seem to have found a groove that works for them on price and volume, consumers should take advantage of the deals offered while they last.







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. Mar 06, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(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/	**97.5% of 4,000 sampled outlets**				**95.5% of 5,100 sampled outlets**				**92.1% of 3,100 sampled outlets**			
Special Rate 2/	**16.5% of stores w/ no-price promotions**				**18.9% of stores w/ no-price promotions**				**9.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 16,740**				**Activity Index = 14,330**				**Activity Index = 7,840**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.49		1,070	1.03	0.59 - 1.49		870	0.93	0.69 - 1.42		640	1.01
cut-up fryer	1.07 - 1.29		230	1.08	1.09 - 1.39		150	1.34	0.79 - 1.39		50	1.23
bagged roaster	0.79 - 1.39		1,330	1.06	0.98 - 1.29		1,020	1.00	0.99		40	0.99
Cornish (frs/frz)	0.98 - 2.19		690	1.95	1.99 - 2.18		140	2.02	2.00		30	2.00
DELI **Rotisserie:**												
< 2 lbs.	4.88 - 6.99	each	1,230	5.66	4.97 - 6.99	each	1,960	5.56	4.88 - 6.99	each	830	5.57
2.1-3.0 lbs.												
8-pc Fried:	5.49 - 7.99	each	980	6.91	5.99 - 7.99	each	720	7.20	5.00 - 7.99	each	1,540	6.14
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	1.99 - 4.49	390	2.83	1.99 - 3.29	1.99 - 2.50	1,600	2.24	1.49 - 4.99	1.69 - 3.49	1,470	2.52
value pack	1.79 - 2.99	1.68 - 3.69	1,540	2.47	1.79 - 2.99	1.77 - 2.77	950	2.39	1.87 - 2.29	1.49 - 1.99	340	1.88
thin sliced	3.29 - 4.49	2.49 - 4.99	1,210	3.64	2.99 - 3.68		320	3.41	2.67 - 2.99	2.49 - 3.99	120	2.76
Breast Tenders												
regular pack	2.49 - 3.29	1.99 - 4.69	740	3.38	1.98 - 2.99	2.50 - 3.99	970	2.86	2.67 - 2.99	1.99 - 2.50	80	2.57
value pack												
Split, bn-in Breast												
regular pack	0.99 - 2.99	0.99 - 1.99	700	1.93	0.99 - 2.99	1.40 - 1.99	620	1.52	0.99 - 1.19	0.99 - 2.99	310	2.25
value pack	1.29	1.49 - 1.69	220	1.47	0.98 - 1.48	0.99 - 1.19	150	1.03	0.98		20	0.98
Whole Wings	1.99	1.89	40	1.96	1.59 - 1.99	1.87	670	1.76	1.59 - 1.99		40	1.94
Leg Quarters	0.59 - 0.79	0.49 - 0.88	570	0.67	0.89 - 0.99	0.49 - 0.99	1,980	0.75	0.48 - 0.68	0.39 - 1.29	960	0.67
Legs	0.99	0.99 - 1.49	420	1.24								
Thighs												
regular pack	0.99 - 1.69	0.99 - 1.49	1,070	1.34	0.67 - 0.99	1.19	570	0.97	0.99 - 1.66	0.99 - 1.29	540	1.27
value pack	1.39	0.78 - 1.49	1,220	1.12	0.98 - 1.18	0.78 - 1.29	520	1.07	0.99 - 1.59	0.88 - 1.09	70	1.19
Drumsticks												
regular pack	1.19 - 1.69	0.99 - 1.49	1,030	1.39	0.77 - 0.99	1.19	570	0.98	0.99 - 1.66	0.99 - 1.29	550	1.26
value pack	1.39 - 1.49	0.98 - 1.78	1,240	1.23	0.98 - 1.18	0.78 - 1.29	520	1.07	0.99 - 1.59	0.88 - 1.09	70	1.19
Bnls/Sknls Thighs												
regular pack	2.29 - 2.99		290	2.46		2.99	20	2.99	1.99	1.99 - 2.29	130	2.01
value pack		3.69	160	3.69								
Combo Packs (9 pc)												
drum-thigh-breast	1.39	1.19	150	1.20								
drum-thigh-wing	1.31		220	1.31		1.18	10	1.18	1.39		10	1.39
IQF **B/S Breast**	5.32	1.66 - 1.99	280	3.51	2.00 - 5.32	1.66 - 2.80	560	2.75	2.00 - 3.33	1.66 - 2.79	940	2.45
Tenders		1.99	90	1.99		2.00 - 2.80	240	2.76	2.00	1.99 - 3.40	440	2.61
Wings		1.75 - 1.99	210	1.86		1.75	70	1.75	2.00	1.99	140	1.99

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Fri. Mar 06, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(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/	**93.9% of 3,200 sampled outlets**				**95.4% of 2,300 sampled outlets**				**98.8% of 900 sampled outlets**			
Special Rate 2/	**11.9% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**12.8% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,240**				**Activity Index = 9,150**				**Activity Index = 2,070**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.88 - 1.49		270	0.94	0.99		240	0.99	0.88 - 1.29		430	1.07
cut-up fryer	1.29 - 1.49		140	1.46	1.29 - 1.69		590	1.52	1.19 - 1.49		40	1.27
bagged roaster	1.49 - 1.59		130	1.58	1.29 - 1.59		160	1.53				
Cornish (frs/frz)	2.49		120	2.49	0.99 - 1.99		390	1.76				
DELI **Rotisserie:**												
< 2 lbs.	4.99 - 7.49	each	770	5.95	5.49 - 6.99	each	370	6.15	5.00 - 6.99	each	200	6.51
2.1-3.0 lbs.												
8-pc Fried:	5.00 - 7.99	each	1,560	6.31	5.99	each	130	5.99	5.00 - 6.99	each	100	6.76
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	1.69 - 4.49	1.49 - 3.99	960	2.99	1.69 - 4.99	1.77 - 1.99	1,240	2.78	1.69 - 3.98	2.99	90	3.11
value pack	1.79 - 2.25	1.58 - 2.99	510	2.49		1.69 - 1.99	20	1.82		1.63 - 2.28	150	1.84
thin sliced		3.99	130	3.99		3.99	300	3.99				
Breast Tenders												
regular pack		1.99 - 3.99	370	3.35								
value pack		2.99	140	2.99								
Split, bn-in Breast												
regular pack	0.98 - 2.29	0.79 - 2.99	660	1.97	1.69 - 2.49	1.69	740	2.03	1.66	1.29	40	1.36
value pack	0.98 - 1.69	0.77 - 0.99	170	1.18	0.99 - 1.39	1.79	490	1.50	0.99		10	0.99
Whole Wings	1.59 - 1.99	1.99 - 2.29	340	2.05		2.29	300	2.29	1.29 - 1.66		70	1.33
Leg Quarters	0.49 - 0.58	0.39 - 1.29	430	0.77		0.49 - 1.19	470	1.06	1.39	0.48 - 1.29	130	0.63
Legs		0.99	190	0.99		1.29	300	1.29		0.99	90	0.99
Thighs												
regular pack	0.79 - 1.69	1.19 - 1.29	380	1.15	1.29 - 1.99	0.99 - 1.19	1,020	1.58	1.29 - 1.66	1.29	50	1.34
value pack	1.00 - 1.19	0.88 - 1.29	520	1.04	1.39 - 1.49	1.29	360	1.31	1.29 - 1.39	0.99 - 1.29	220	1.21
Drumsticks												
regular pack	0.79 - 1.69	1.19 - 1.29	500	1.26	1.29 - 1.99	0.79 - 1.19	1,050	1.55	1.29 - 1.66	1.29	50	1.34
value pack	1.00 - 1.19	0.88 - 1.29	520	1.04	1.39 - 1.49	1.29	360	1.31	1.29 - 1.39	0.99 - 1.29	220	1.21
Bnls/Sknls Thighs												
regular pack	1.49	2.49 - 2.99	430	2.67	1.97	2.29	280	1.98		2.99	180	2.99
value pack												
Combo Packs (9 pc)												
drum-thigh-breast					1.69	1.69	340	1.69				
drum-thigh-wing												
IQF **B/S Breast**	1.66 - 3.33	1.49 - 2.50	1,470	2.00	3.20	1.69 - 2.50	730	2.05	3.20	1.69 - 2.50	450	2.14
Tenders	2.40 - 3.19	1.66 - 3.40	200	2.70	3.20	2.66	170	3.08		2.28 - 2.66	50	2.40
Wings		2.12	80	2.12	1.66	2.12	60	1.97		2.12	20	2.12

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

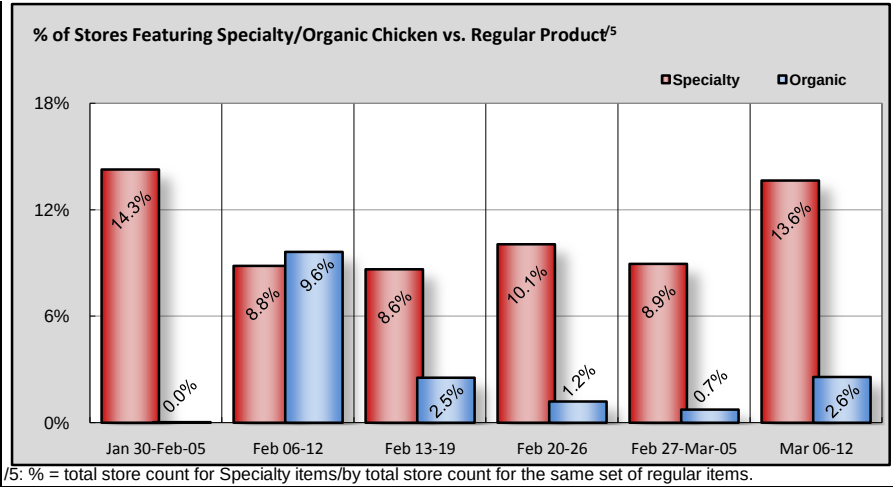
Fri. Mar 06, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/06 thru 03/12.

(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/]	15.9% of 18,600 outlets		10.5% of 18,600 outlets		10.9% of 18,000 outlets		2.2% of 18,600 outlets		0.9% of 18,600 outlets		1.1% of 18,000 outlets	
Activity Index [3/]	**5,380**		**4,140**		**4,760**		**840**		**290**		**500**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,690	1.93	600	1.79	1,130	1.49	350	2.73	10	2.99	40	2.24
Bnls/Sknls Breast	1,580	4.94	1,460	5.05	670	4.29	170	6.99	230	8.09	40	7.77
Breast Tenders	470	4.84	100	4.83	20	3.59			10	8.99		
Split, bn-in Breast	390	2.13	420	3.25	260	2.77	30	4.99				
Whole Wings	80	1.29	50	2.59	40	1.99	10	3.49				
Leg Quarters	10	2.29	50	1.23	210	0.79	--	--	--	--	--	--
Legs	20	1.94	100	1.79	110	1.92					210	2.49
Thighs	540	1.66	630	1.68	1,180	1.58	140	3.15	20	2.99	210	2.49
Drumsticks	600	1.59	730	1.69	1,140	1.55	140	3.15	20	2.99		



/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/]	32.4% of 4,000 sampled outlets			7.6% of 5,100 sampled outlets			12.8% of 3,100 sampled outlets			18.5% of 3,200 sampled outlets			2.6% of 2,300 sampled outlets			6.1% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,070			Activity Index = 620			Activity Index = 540			Activity Index = 810			Activity Index = 100			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
Whole Fryer	1.39 - 2.49	520	1.87	1.09 - 1.59	270	1.42	0.99 - 1.99	430	1.74	2.19 - 2.99	340	2.54	1.79 - 2.79	30	2.55	1.79 - 2.19	100	2.13
Bnls/Sknls Breast	4.29 - 6.55	1,020	5.01	4.58 - 4.65	230	4.64	2.99 - 4.99	20	3.57	4.99	170	4.99	3.99 - 6.29	10	3.99	4.99 - 6.29	130	5.12
Breast Tenders	4.29 - 5.49	370	5.02	4.29	10	4.29				2.99 - 4.99	80	4.32	2.99	10	2.99			
Split, bn-in Breast	1.99 - 2.89	90	2.11	1.79	20	1.79	1.59 - 1.79	50	1.73	1.79 - 2.49	220	2.25	1.99 - 2.49	10	2.24			
Whole Wings	1.29	80	1.29															
Leg Quarters																2.29	10	2.29
Legs	1.89	10	1.89										1.99	10	1.99			
Thighs	1.29 - 2.49	530	1.67				1.00	10	1.00									
Drumsticks	1.29 - 2.49	450	1.74	1.09	90	1.09	1.00 - 1.09	30	1.04				1.29	30	1.29			

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/]	6.0% of 4,000 sampled outlets			0.2% 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			14.4% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 260			Activity Index = 0			Activity Index = 0			Activity Index = 50			Activity Index = 0			Activity Index = 530		
	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	2.69	220	2.69													2.79 - 2.99	130	2.80
Bnls/Sknls Breast										6.99	50	6.99				6.99	120	6.99
Breast Tenders																		
Split, bn-in Breast																4.99	30	4.99
Whole Wings																3.49	10	3.49
Legs																		
Thighs	3.99	20	3.99													2.99 - 3.49	120	3.01
Drumsticks	3.99	20	3.99													2.99 - 3.49	120	3.01

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/.