USDA Weekly Retail Chicken Feature Activity

Fri. Mar 13, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19.

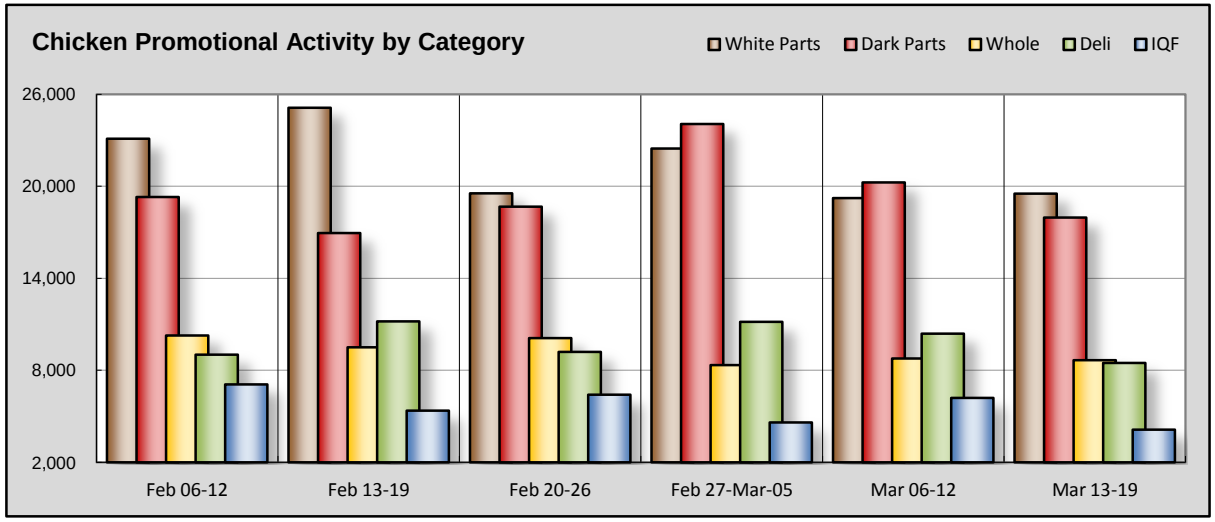
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

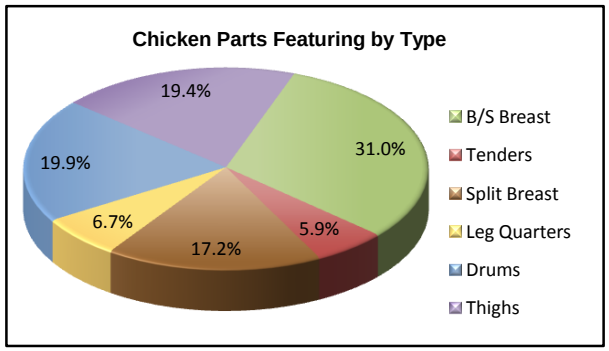
NATIONAL SUMMARY

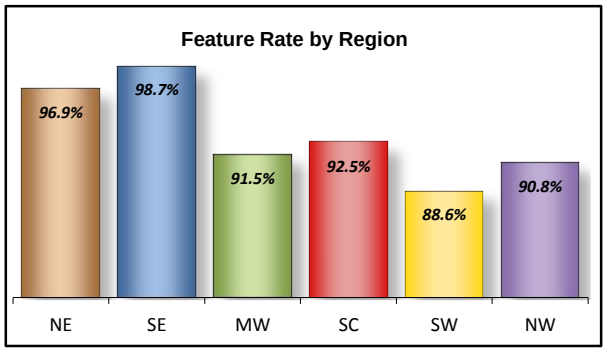
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.4% of 18,600 outlets**		**95.2% of 18,600 outlets**		**94.1% of 18,000 outlets**	
Special Rate 4/	**17.2%**		**12.9%**		**20.6%**	
Activity Index 2/	**58,890**		**65,570**		**53,980**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	3,980	0.96	3,520	1.00	3,090	1.01
cut-up fryer	1,730	1.40	1,200	1.38	780	1.29
bagged roaster	1,630	1.09	2,680	1.09	1,230	0.98
Cornish (frs/frz)	1,320	1.89	1,370	1.95	500	2.12
DELI **Rotisserie:**						
< 2 lbs.	3,310	5.88	5,360	5.72	4,320	6.06
2.1-3.0 lbs.	520	7.94			370	8.07
8-pc Fried:	4,650	6.45	5,030	6.51	2,680	5.82
PARTS:						
Bnls/Sknls Breast						
regular pack	6,690	3.03	5,750	2.61	5,550	3.04
value pack	2,990	2.27	3,510	2.36	2,880	2.37
thin sliced	1,060	4.00	2,080	3.63	2,530	3.70
Breast Tenders						
regular pack	1,780	3.07	2,160	3.11	2,590	3.23
value pack	250	2.25	140	2.99	90	1.99
Split, bn-in Breast						
regular pack	4,020	1.54	3,070	1.91	2,410	1.67
value pack	1,940	1.46	1,060	1.36	1,800	1.40
Whole Wings	790	2.25	1,460	1.92	1,180	1.72
Leg Quarters	2,320	0.82	4,540	0.75	2,330	0.87
Legs	750	1.04	1,000	1.18	350	0.97
Thighs						
regular pack	2,840	1.16	3,630	1.32	3,450	1.32
value pack	3,870	1.12	2,910	1.13	3,290	0.98
Drumsticks						
regular pack	2,810	1.16	3,750	1.34	3,490	1.32
value pack	4,080	1.12	2,930	1.18	2,820	1.02
Bnls/Sknls Thighs						
regular pack	930	2.26	1,330	2.46	1,280	2.79
value pack	360	2.11	160	3.69	210	1.99
9-pc Combos						
drum-thigh-breast			490	1.54	140	1.53
drum-thigh-wing	140	1.39	240	1.31	550	1.41
IQF **B/S Breast**	2,310	2.19	4,430	2.31	1,500	2.16
Tenders	1,240	2.54	1,190	2.67	2,100	2.16
Wings	580	1.83	580	1.93	470	1.91

This Week's Chicken Feature Highlights

The Luck of the Irish is not with chicken products this week as the activity index declines sharply. Whole birds draw the same hand as last week, roasters are the only category to drop in volume. The Deli drops in offerings , prices are mixed. Bnls breast in the form of regular packs and split breast in both pack sizes are left to fight the battle alone; tenders and wings are of little help in attracting clearances. Leg quarters raise prices, whole legs offer little assistance. Thighs and drums put emphasis on bulk packs, regular packs drop in offerings, but average prices on both are less than a nickel apart. IQF parts fall in price from the past week, offerings are mixed. Specialty products come back in higher volume, Organics await their number to be called. Most retailers have centered their attention on St Patrick's Day and items associated with the holiday.







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/	**96.9% of 4,000 sampled outlets**				**98.7% of 5,100 sampled outlets**				**91.5% of 3,100 sampled outlets**			
Special Rate 2/	**13.3% of stores w/ no-price promotions**				**31.6% of stores w/ no-price promotions**				**19.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,490**				**Activity Index = 10,300**				**Activity Index = 6,730**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.77 - 1.39		780	1.10	0.79 - 0.99		1,060	0.81	0.79 - 1.38		590	0.95
cut-up fryer	0.99 - 1.59		640	1.31	1.19 - 1.59		60	1.51	1.19 - 1.29		40	1.24
bagged roaster	0.78 - 1.39		920	1.13	0.78 - 0.99		260	0.96	0.99 - 1.29		320	1.11
Cornish (frs/frz)	0.99 - 2.49		350	2.17	2.00		460	2.00				
DELI **Rotisserie:**												
< 2 lbs.	4.88 - 6.99	each	650	5.87	4.88 - 6.99	each	750	5.48	4.99 - 6.99	each	630	5.33
2.1-3.0 lbs.	6.99 - 10.98	each	410	8.20					6.99	each	110	6.99
8-pc Fried:	5.99 - 7.99	each	870	7.01	4.99 - 6.99	each	870	6.28	4.99 - 7.99	each	820	5.71
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 - 3.49	1,760	2.99	1.88 - 2.99	1.78 - 2.99	1,180	2.51	1.99 - 4.00	1.98 - 2.19	550	2.60
value pack	1.48 - 3.99	0.99 - 2.77	920	1.91	2.99	1.57 - 2.99	440	2.60		1.57 - 1.99	200	1.86
thin sliced	3.99 - 4.99	3.49 - 4.29	760	4.01					2.67	2.49	40	2.52
Breast Tenders												
regular pack	2.89 - 3.49	2.99 - 3.99	270	3.44	2.98	2.99	210	2.98	2.49 - 2.85	1.99	40	2.51
value pack		2.79	50	2.79		2.79	20	2.79				
Split, bn-in Breast												
regular pack	0.99 - 1.99	1.68 - 2.49	570	1.54	0.97 - 1.49	0.89 - 1.99	1,650	1.65	0.97 - 1.49	0.89 - 1.79	540	1.23
value pack	1.29	0.98 - 2.49	440	1.79	0.99 - 1.39	0.98 - 1.79	610	1.16	0.99 - 1.29	1.49 - 1.59	50	1.32
Whole Wings	1.99	1.89 - 2.19	150	2.10	1.38	1.69 - 2.19	130	1.84				
Leg Quarters	0.69 - 0.99	0.39 - 0.79	790	0.80	0.47 - 0.89	0.49 - 0.79	400	0.71	0.58 - 0.99	0.39 - 1.29	430	0.74
Legs		0.79 - 1.39	170	1.05								
Thighs												
regular pack	0.99 - 1.59	0.89 - 1.59	670	1.35	0.99	0.89 - 1.59	190	1.24	0.98 - 1.58	0.99 - 1.39	620	1.13
value pack	0.99 - 1.49	0.89 - 1.49	1,180	1.16	0.99 - 1.29	0.89 - 1.29	850	1.23	0.98 - 1.38	0.79 - 1.19	540	1.06
Drumsticks												
regular pack	0.99 - 1.59	0.99 - 1.59	620	1.36	0.99	0.89 - 1.59	190	1.24	0.98 - 1.58	0.88 - 1.39	640	1.12
value pack	0.99 - 1.49	0.89 - 1.49	1,270	1.15	0.99 - 1.29	0.89 - 1.29	950	1.23	0.98 - 1.38	0.79 - 1.19	540	1.06
Bnls/Sknls Thighs												
regular pack		1.68 - 2.99	70	2.33					1.99	1.98	30	1.99
value pack		2.79	40	2.79		2.79	20	2.79				
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing		1.39	140	1.39								
IQF **B/S Breast**		2.40 - 2.66	280	2.52		2.25 - 2.66	110	2.32	1.66 - 2.80	1.60 - 2.33	770	2.09
Tenders		2.40	160	2.40	2.40		10	2.40	2.79 - 2.80	1.60 - 2.33	100	2.39
Wings		2.00	10	2.00	2.00		70	2.00	2.40		30	2.40

USDA Weekly Retail Chicken Feature Activity

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	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/	**92.5% of 3,200 sampled outlets**				**88.6% of 2,300 sampled outlets**				**90.8% of 900 sampled outlets**			
Special Rate 2/	**12.7% of stores w/ no-price promotions**				**1.7% of stores w/ no-price promotions**				**2.4% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 11,460**				**Activity Index = 8,200**				**Activity Index = 3,580**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.49		320	1.01	0.79 - 1.39		910	1.04	0.79 - 1.09		320	0.90
cut-up fryer	1.19 - 1.49		200	1.28	1.49		560	1.49	1.29 - 1.79		230	1.54
bagged roaster	1.00		130	1.00								
Cornish (frs/frz)	2.00		50	2.00	1.49		300	1.49	1.69		160	1.69
DELI **Rotisserie:**												
< 2 lbs.	3.00 - 7.99	each	1,010	6.24	6.99	each	170	6.99	6.99	each	100	6.99
2.1-3.0 lbs.												
8-pc Fried:	4.99 - 7.99	each	1,050	6.56	6.99	each	550	6.99	5.00 - 6.99	each	490	6.16
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	2.99 - 3.69	1.67 - 3.49	1,500	2.88	2.99 - 5.49	1.79 - 3.99	1,130	3.32	3.49 - 4.99	2.99	570	4.49
value pack	1.67	1.57 - 2.99	520	2.28	1.97 - 2.49	1.99 - 2.99	690	2.62		1.99 - 2.99	220	2.33
thin sliced	4.49	3.99	170	4.33						3.99	90	3.99
Breast Tenders												
regular pack	2.85 - 2.99	1.99 - 3.99	1,160	2.96						2.29 - 3.99	100	3.74
value pack	1.67		120	1.67		2.99	30	2.99		2.59	30	2.59
Split, bn-in Breast												
regular pack	0.99 - 1.49	0.89 - 2.99	570	1.55	0.97 - 1.99	0.89 - 1.69	620	1.55		0.99 - 1.49	70	1.22
value pack	0.89 - 1.69	0.99 - 1.99	300	1.46	1.49 - 1.69	1.49 - 1.99	490	1.54	1.49	1.49 - 1.99	50	1.65
Whole Wings	1.79 - 1.99	1.99	150	1.97	2.69	1.99	340	2.61		1.99	20	1.99
Leg Quarters	0.49 - 0.99	0.59 - 1.17	410	0.92		0.49	10	0.49	0.99	0.99	280	0.99
Legs		1.00 - 1.19	190	1.05		0.99	300	0.99		1.19	90	1.19
Thighs												
regular pack	0.99 - 1.29	0.99 - 1.49	1,080	1.09						0.99	280	0.99
value pack	0.69 - 1.29	0.79 - 1.19	610	1.03	0.99 - 1.29	0.99	590	1.01		0.99 - 1.19	100	1.16
Drumsticks												
regular pack	0.99 - 1.29	0.99 - 1.49	1,080	1.09						0.99	280	0.99
value pack	0.69 - 1.29	0.79 - 1.19	610	1.03	0.99 - 1.29	0.89 - 0.99	610	1.00		0.99 - 1.19	100	1.16
Bnls/Sknls Thighs												
regular pack	3.49	2.49	230	2.99	1.99	1.97	600	1.98				
value pack						1.97	300	1.97				
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	1.66 - 3.00	1.66 - 2.25	810	2.26		1.74 - 1.99	310	1.96		1.74 - 2.00	30	1.85
Tenders	2.40 - 2.79	1.66 - 2.32	250	2.39		2.25 - 2.32	310	2.26		2.00 - 2.99	410	2.94
Wings	2.00	1.74 - 2.00	120	1.83		1.74 - 1.75	310	1.75		1.74	40	1.74

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

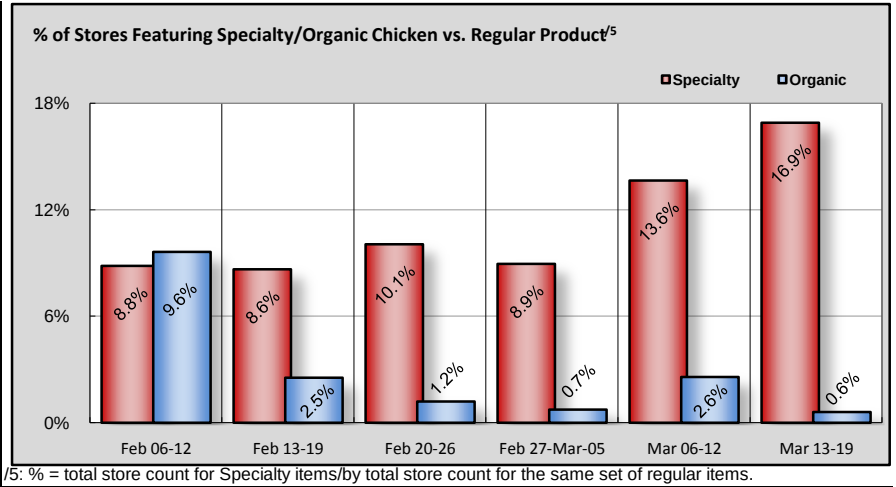
Fri. Mar 13, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/13 thru 03/19.

(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/]	13.2% of 18,600 outlets		15.9% of 18,600 outlets		9.7% of 18,000 outlets		0.2% of 18,600 outlets		2.2% of 18,600 outlets		2.6% of 18,000 outlets	
Activity Index [3/]	**6,610**		**5,380**		**3,530**		**210**		**840**		**670**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	750	1.63	1,690	1.93	1,670	1.75	20	3.24	350	2.73	50	3.34
Bnls/Sknls Breast	1,790	4.82	1,580	4.94	1,060	4.48	180	6.46	170	6.99	420	7.05
Breast Tenders	560	5.08	470	4.84	30	4.99						
Split, bn-in Breast	1,210	2.84	390	2.13	220	2.38			30	4.99	10	2.79
Whole Wings	10	2.49	80	1.29	20	2.99			10	3.49	170	2.40
Leg Quarters	40	0.69	10	2.29	20	1.69	--	--	--	--	--	--
Legs	10	1.79	20	1.94	10	1.59						
Thighs	1,130	1.76	540	1.66	250	1.60	10	3.99	140	3.15	10	3.49
Drumsticks	1,110	1.75	600	1.59	250	1.60			140	3.15	10	3.49



/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/]	21.6% of 4,000 sampled outlets			17.1% of 5,100 sampled outlets			6.8% of 3,100 sampled outlets			7.0% of 3,200 sampled outlets			1.0% of 2,300 sampled outlets			13.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,680			Activity Index = 1,670			Activity Index = 460			Activity Index = 450			Activity Index = 60			Activity Index = 290		
	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	1.19 - 2.49	430	1.75	1.49 - 1.79	120	1.76	0.99 - 1.99	40	1.16				0.79 - 1.99	30	1.85	0.79 - 1.99	130	1.23
Bnls/Sknls Breast	2.99 - 5.99	950	4.92	2.99 - 5.99	430	4.42	2.99 - 4.99	220	4.40	4.99	100	4.99	5.69 - 6.49	10	5.99	5.69 - 6.49	80	6.43
Breast Tenders	3.99 - 5.49	500	5.09							4.99	60	4.99						
Split, bn-in Breast	1.99 - 2.99	170	2.42	1.99 - 2.99	960	2.97	1.69 - 2.49	70	1.94							3.29	10	3.29
Whole Wings	2.49	10	2.49															
Leg Quarters							0.59	30	0.59	0.99	10	0.99						
Legs																1.79	10	1.79
Thighs	1.69 - 2.49	810	1.81	1.69 - 1.99	90	1.75	0.99 - 1.29	50	1.20	1.69 - 1.98	140	1.72	0.99 - 1.99	10	0.99	1.39 - 1.99	30	1.64
Drumsticks	1.69 - 2.49	810	1.81	1.69	70	1.69	0.99 - 1.29	50	1.20	1.69 - 1.98	140	1.72	0.99 - 1.89	10	0.99	1.29 - 1.89	30	1.46

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/]	0.0% of 4,000 sampled outlets			0.4% 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 = 30			Activity Index = 0			Activity Index = 80			Activity Index = 70			Activity Index = 30		
	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 - 3.49	10	2.99	3.49	10	3.49
Bnls/Sknls Breast				7.98	30	7.98				5.99	80	5.99	5.99 - 8.99	50	6.49	5.99	20	5.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													3.99	10	3.99			
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/.