USDA Weekly Retail Chicken Feature Activity

Fri. Mar 20, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

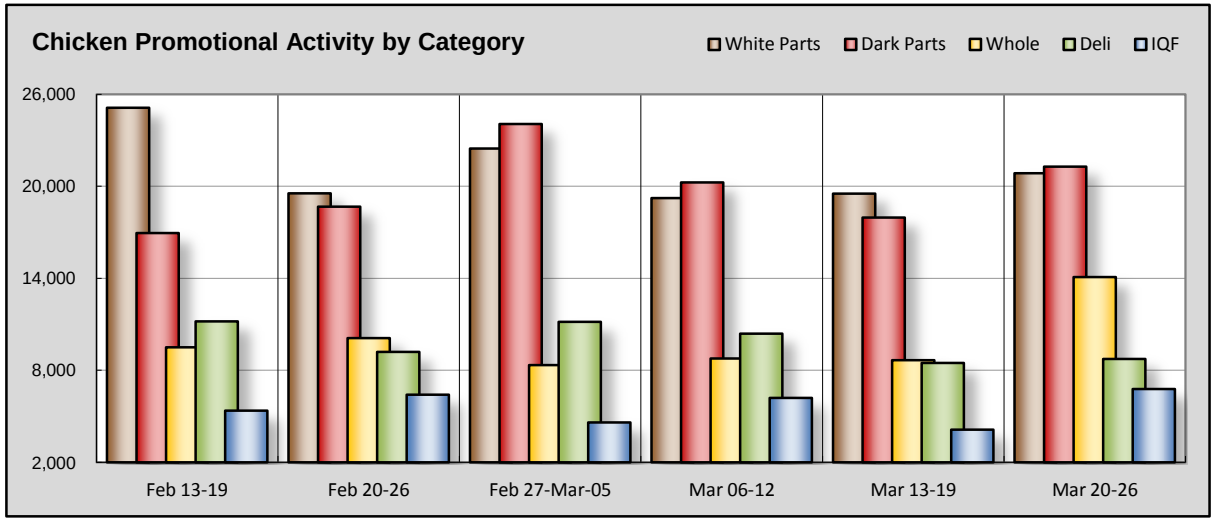
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

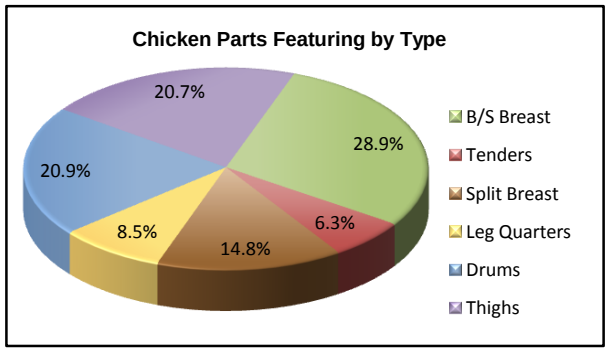
NATIONAL SUMMARY

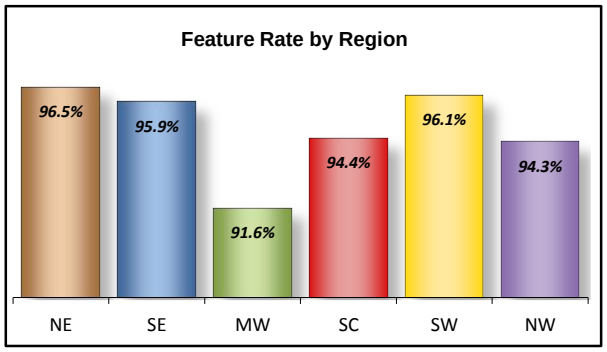
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.0% of 18,600 outlets**		**94.4% of 18,600 outlets**		**84.6% of 18,000 outlets**	
Special Rate 4/	**12.3%**		**17.2%**		**15.4%**	
Activity Index 2/	**71,900**		**58,890**		**54,500**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	7,500	0.93	3,980	0.96	4,100	0.90
cut-up fryer	2,970	1.17	1,730	1.40	1,550	1.31
bagged roaster	2,650	1.16	1,630	1.09	3,250	1.14
Cornish (frs/frz)	960	1.82	1,320	1.89	1,680	1.66
DELI **Rotisserie:**						
< 2 lbs.	3,930	5.75	3,310	5.88	2,680	5.56
2.1-3.0 lbs.	200	7.71	520	7.94	710	8.06
8-pc Fried:	4,610	6.06	4,650	6.45	4,620	6.11
PARTS:						
Bnls/Sknls Breast						
regular pack	5,120	3.38	6,690	3.03	3,740	2.70
value pack	3,150	2.42	2,990	2.27	1,680	2.26
thin sliced	2,390	4.30	1,060	4.00	860	4.31
Breast Tenders						
regular pack	1,970	3.98	1,780	3.07	890	3.46
value pack	350	3.18	250	2.25	150	2.32
Split, bn-in Breast						
regular pack	3,060	1.50	4,020	1.54	3,240	1.63
value pack	2,400	1.31	1,940	1.46	1,640	1.40
Whole Wings	2,410	1.68	790	2.25	2,450	1.74
Leg Quarters	3,140	0.85	2,320	0.82	3,500	0.71
Legs	540	1.17	750	1.04	200	0.98
Thighs						
regular pack	3,300	1.22	2,840	1.16	2,710	1.35
value pack	4,350	1.12	3,870	1.12	3,520	1.07
Drumsticks						
regular pack	3,360	1.22	2,810	1.16	2,670	1.36
value pack	4,350	1.11	4,080	1.12	3,720	1.06
Bnls/Sknls Thighs						
regular pack	2,040	2.49	930	2.26	860	2.08
value pack	200	2.03	360	2.11	340	2.46
9-pc Combos						
drum-thigh-breast	120	1.67			10	1.37
drum-thigh-wing	50	1.55	140	1.39	170	1.17
IQF **B/S Breast**	3,680	2.37	2,310	2.19	1,910	2.45
Tenders	2,280	2.50	1,240	2.54	1,190	2.42
Wings	820	2.06	580	1.83	460	1.42

This Week's Chicken Feature Highlights

The NCAA Tournament is underway and chicken has emerged as the Cinderella of the ad pages. Promotions of chicken products is very active this cycle with dark cuts edging their white counterparts at the buzzer. Whole birds are widely available in all forms at attractive price levels while the deli's will be kept busy over the next few days churning out rotisserie birds and fried chicken for fans. Breast cuts are well-represented with higher ad pricing on boneless types and lower pricing on bone-in types. Wings are commonly featured and at very attractive prices sure to make them a fan favorite. Dark parts are heavily promoted, especially in value pack form, with ad pricing steady to higher. Frozen products are popular in store ads with pricing mostly higher. Specialty and Organic offerings are down from last week but a wide-array of products is still available for consumers to choose from. Spring has sprung and warm weather, perfect for grilling chicken, gets closer by the day. However, Chicken may have to take a back seat soon as grocers turn their attention to traditional offerings for the Easter/Passover season.







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 20, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

(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/	**96.5% of 4,000 sampled outlets**				**95.9% of 5,100 sampled outlets**				**91.6% of 3,100 sampled outlets**			
Special Rate 2/	**11.2% of stores w/ no-price promotions**				**9.9% of stores w/ no-price promotions**				**18.6% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,060**				**Activity Index = 19,880**				**Activity Index = 6,740**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.89 - 1.39		1,370	1.08	0.67 - 1.19		3,250	0.87	0.59 - 1.29		1,280	0.93
cut-up fryer	0.99 - 1.59		360	1.51	0.87 - 1.39		950	0.99	0.98 - 1.55		680	1.14
bagged roaster	0.79 - 1.49		1,340	1.13	0.99 - 1.29		480	1.00	0.88 - 0.99		280	0.91
Cornish (frs/frz)	0.99 - 2.19		480	1.99	2.19		20	2.19	1.81 - 2.18		190	1.88
DELI **Rotisserie:**												
< 2 lbs.	3.69 - 7.99	each	990	6.13	3.99 - 6.99	each	1,430	5.51	4.99 - 6.99	each	680	5.71
2.1-3.0 lbs.	6.98 - 7.99	each	190	7.69	7.99	each	10	7.99				
8-pc Fried:	4.99 - 7.99	each	1,340	6.19	4.99 - 6.99	each	370	6.02	4.80 - 7.99	each	1,130	5.77
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	2.40 - 4.49	1.87 - 3.99	1,290	3.47	2.40 - 4.99	1.69 - 2.77	1,270	2.95	2.69 - 4.99	1.69 - 3.49	430	3.30
value pack	1.99 - 3.89	1.69 - 3.59	1,030	2.35	1.88 - 2.99	1.77 - 2.99	1,330	2.53	1.99 - 2.99	1.98 - 2.99	220	2.05
thin sliced	2.69 - 4.99	2.69 - 4.99	1,080	4.06	3.39 - 4.49		500	3.49		2.49 - 4.99	30	4.39
Breast Tenders												
regular pack	3.49 - 4.99	3.49 - 3.99	590	3.99	2.99 - 4.49		500	3.12	2.69	2.50 - 2.99	170	2.94
value pack		2.69 - 3.59	140	3.47								
Split, bn-in Breast												
regular pack	1.39 - 1.99	0.99 - 1.99	620	1.80	0.99 - 1.29	0.99 - 1.18	420	1.00	0.99 - 1.48	0.99 - 1.79	280	1.26
value pack	0.99 - 1.19	0.77 - 1.49	650	1.11	0.97 - 1.79	0.88 - 1.79	1,000	1.48	1.00 - 1.29	1.79	220	1.71
Whole Wings	1.99 - 2.19	1.19 - 1.99	660	1.91	1.39 - 1.99	1.99	1,070	1.64	1.69 - 1.99	1.79 - 2.29	350	2.09
Leg Quarters	0.59 - 0.89	0.39 - 0.99	760	0.77	0.78 - 0.99	0.39 - 0.99	1,180	0.82	0.58	0.39 - 1.29	370	0.61
Legs		0.99 - 1.29	240	1.02								
Thighs												
regular pack	1.19 - 1.39	0.88 - 1.39	980	1.23	1.39	0.99 - 1.49	1,330	1.04	0.98	0.99 - 1.29	30	1.13
value pack	0.99 - 1.29	0.98 - 1.59	1,350	1.12	0.99	0.77 - 1.29	1,370	1.02	0.99 - 1.00	0.99 - 1.19	70	1.03
Drumsticks												
regular pack	1.19 - 1.39	0.88 - 1.39	990	1.24	1.39	0.99 - 1.49	1,340	1.04	0.98	0.99 - 1.39	40	1.17
value pack	0.99 - 1.19	0.98 - 1.59	1,220	1.10	0.99	0.77 - 1.29	1,370	1.02	0.99 - 1.00	0.89 - 1.19	80	1.03
Bnls/Sknls Thighs												
regular pack	1.99 - 2.69	2.49 - 2.69	290	2.53	2.69 - 2.77	2.49	490	2.76		2.29	190	2.29
value pack		1.99	10	1.99		1.99	170	1.99		1.79	10	1.79
Combo Packs (9 pc)												
drum-thigh-breast	1.79		50	1.79	1.79		20	1.79		1.39	10	1.39
drum-thigh-wing		1.69	40	1.69	0.98		10	0.98				
IQF **B/S Breast**	3.20	1.66 - 2.80	670	2.62	1.99 - 3.00	1.99 - 2.40	1,340	2.53	1.66 - 3.00	1.58 - 2.00	460	1.98
Tenders		2.50 - 2.80	420	2.69	1.99 - 2.65	2.25 - 2.40	1,070	2.46	1.99	1.66 - 3.20	300	2.72
Wings	1.40 - 3.00	1.75 - 2.25	550	2.07	2.00		110	2.00	1.67 - 1.80		20	1.71

USDA Weekly Retail Chicken Feature Activity

Fri. Mar 20, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

(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/	**94.4% of 3,200 sampled outlets**				**96.1% of 2,300 sampled outlets**				**94.3% of 900 sampled outlets**			
Special Rate 2/	**5.8% of stores w/ no-price promotions**				**13.2% of stores w/ no-price promotions**				**30.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,490**				**Activity Index = 8,240**				**Activity Index = 3,710**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.09		650	0.96	0.77 - 0.99		450	0.84	0.79 - 1.29		500	0.98
cut-up fryer	0.99 - 1.49		430	1.30	0.99 - 1.29		300	1.28	0.99 - 1.49		250	1.16
bagged roaster	0.99 - 1.49		130	1.20	1.69		300	1.69	0.99 - 1.49		120	1.35
Cornish (frs/frz)	1.81 - 1.99		120	1.98	0.99		130	0.99	1.29		20	1.29
DELI **Rotisserie:**												
< 2 lbs.	4.49 - 6.99	each	580	5.31	5.99	each	20	5.99	5.00 - 7.49	each	230	6.82
2.1-3.0 lbs.												
8-pc Fried:	4.80 - 7.79	each	970	6.10	5.99 - 6.99	each	570	6.03	5.00 - 8.49	each	230	6.66
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	1.88 - 3.00	1.68 - 3.49	850	2.58	5.49	1.88 - 5.99	930	4.27	3.99 - 6.29	1.88 - 1.99	350	4.26
value pack	2.59 - 2.69	1.69 - 2.99	240	2.29		1.49 - 1.89	70	1.72	3.69	1.89 - 2.99	260	2.68
thin sliced	3.39		50	3.39		3.99 - 5.99	570	4.92	6.49		160	6.49
Breast Tenders												
regular pack	1.99 - 2.99	2.49 - 3.49	280	2.74		5.99	270	5.99	6.49		160	6.49
value pack		2.99	120	2.99						2.99	90	2.99
Split, bn-in Breast												
regular pack	1.49 - 2.79	1.00 - 1.99	1,000	1.53	1.99	0.98	460	1.65	1.49	1.49	280	1.49
value pack	0.97 - 1.79	0.99 - 1.09	230	1.18	0.99	0.97 - 0.99	300	0.97				
Whole Wings	1.37	0.69	260	0.82						0.99 - 1.69	70	1.32
Leg Quarters	0.99	0.39 - 1.29	450	0.75	1.29	1.49	370	1.45		1.29	10	1.29
Legs						1.29	300	1.29				
Thighs												
regular pack	1.18 - 1.79	1.29	320	1.45	1.29 - 1.59	0.99 - 1.49	510	1.48		1.29 - 1.49	130	1.47
value pack	0.99 - 1.19	0.88 - 1.29	440	1.13	1.29 - 1.39	0.97 - 1.29	890	1.19	1.29 - 1.59		230	1.43
Drumsticks												
regular pack	1.18 - 1.79	1.29	320	1.45	1.29 - 1.59	0.99 - 1.49	510	1.48		0.99 - 1.49	160	1.38
value pack	0.86 - 1.19	0.79 - 1.49	560	1.13	1.29 - 1.39	0.97 - 1.29	890	1.19	1.29 - 1.59		230	1.43
Bnls/Sknls Thighs												
regular pack	2.39 - 2.99	1.99 - 2.49	480	2.39	3.49	1.99	390	2.51		1.99 - 2.49	200	2.20
value pack					2.99		10	2.99				
Combo Packs (9 pc)												
drum-thigh-breast		1.59	10	1.59					1.49		30	1.49
drum-thigh-wing												
IQF **B/S Breast**	1.91 - 3.19	1.66 - 2.40	770	2.22		2.00 - 2.33	170	2.25	2.40 - 2.80	1.99 - 2.00	270	2.12
Tenders	2.65 - 3.19	1.66 - 2.40	300	2.15		2.00 - 2.66	170	2.51		2.00	20	2.00
Wings		2.15	80	2.15		2.15	40	2.15		2.15	20	2.15

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

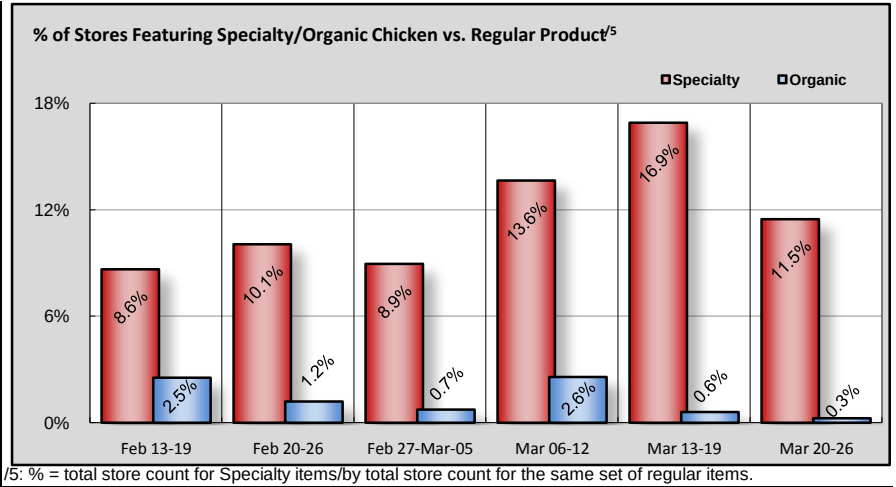
Fri. Mar 20, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/20 thru 03/26.

(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/]	16.1% of 18,600 outlets		13.2% of 18,600 outlets		6.5% of 18,000 outlets		0.3% of 18,600 outlets		0.2% of 18,600 outlets		1.4% of 18,000 outlets	
Activity Index [3/]	**5,160**		**6,610**		**2,810**		**100**		**210**		**770**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	930	1.72	750	1.63	880	1.47	60	3.33	20	3.24	210	2.49
Bnls/Sknls Breast	2,000	5.54	1,790	4.82	1,070	5.09	40	6.99	180	6.46	260	8.58
Breast Tenders	220	4.53	560	5.08								
Split, bn-in Breast	130	3.11	1,210	2.84	260	2.89					10	2.49
Whole Wings	30	2.49	10	2.49	270	1.93						
Leg Quarters	90	1.34	40	0.69	10	0.99	--	--	--	--	--	--
Legs	10	1.89	10	1.79	30	1.19					10	2.99
Thighs	860	1.69	1,130	1.76	150	1.26			10	3.99	140	1.19
Drumsticks	890	1.74	1,110	1.75	140	1.25					140	1.99



/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/]	27.9% of 4,000 sampled outlets			22.8% of 5,100 sampled outlets			4.9% of 3,100 sampled outlets			6.4% of 3,200 sampled outlets			2.1% of 2,300 sampled outlets			12.2% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,030			Activity Index = 1,300			Activity Index = 370			Activity Index = 300			Activity Index = 50			Activity Index = 110		
	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	1.53 - 2.99	540	1.81				0.99 - 1.99	160	1.70	1.39 - 1.49	160	1.47	1.49 - 1.79	20	1.49	1.49 - 1.79	50	1.56
Bnls/Sknls Breast	3.49 - 6.99	640	5.37	3.98 - 6.99	1,260	5.69	2.99 - 6.85	60	4.16				3.49 - 6.49	30	5.70	4.69 - 5.69	10	5.12
Breast Tenders	3.49 - 5.49	170	4.79	3.69	20	3.69	3.59	30	3.59									
Split, bn-in Breast	1.49 - 3.49	100	3.13													2.99 - 3.29	30	3.04
Whole Wings	2.49	30	2.49															
Leg Quarters	1.28	60	1.28				0.99	10	0.99	1.68	20	1.68						
Legs	1.89	10	1.89															
Thighs	1.49 - 1.99	740	1.72	1.49	10	1.49	0.99	40	0.99	1.69	60	1.69				1.89	10	1.89
Drumsticks	1.49 - 1.99	740	1.72	1.49	10	1.49	0.99 - 2.99	70	1.96	1.69	60	1.69				1.89	10	1.89

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/]	0.4% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.4% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			2.7% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 30			Activity Index = 0			Activity Index = 0			Activity Index = 20			Activity Index = 20			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										3.48	20	3.48	2.69 - 3.49	10	2.69	3.29 - 3.49	30	3.44
Bnls/Sknls Breast	6.99	30	6.99										6.99	10	6.99			
Breast Tenders																		
Split, bn-in Breast																		
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/.