USDA Weekly Retail Chicken Feature Activity

Fri. Mar 27, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

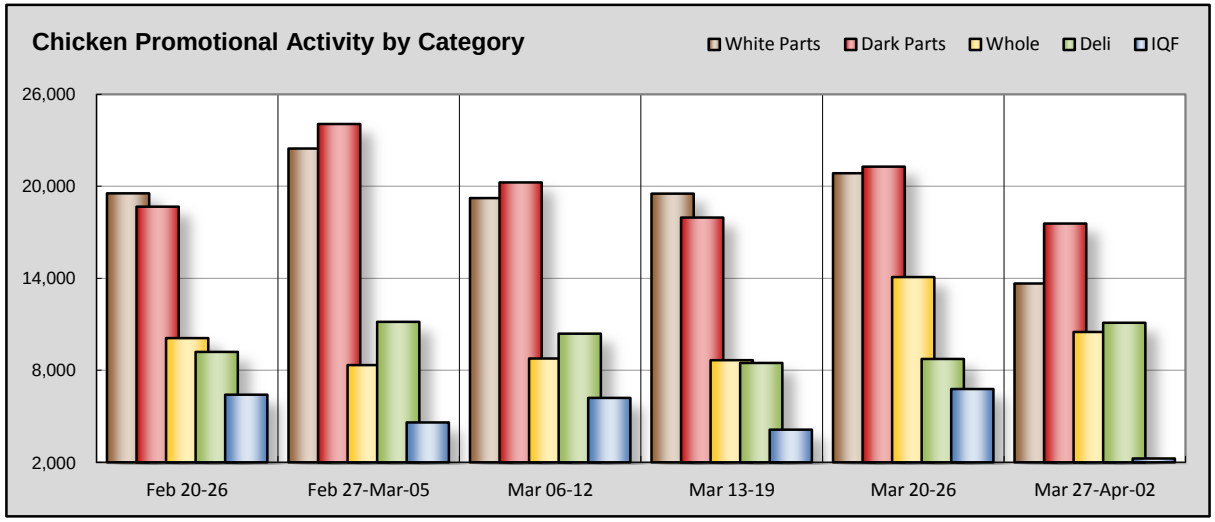
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

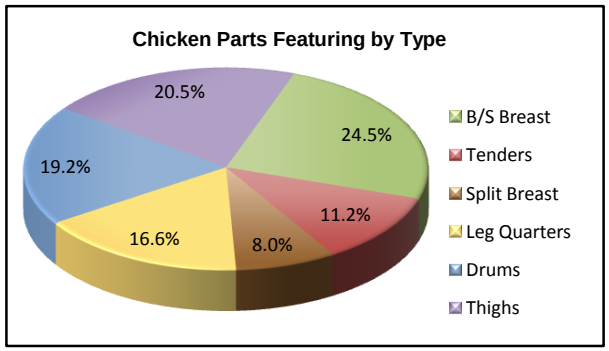
NATIONAL SUMMARY

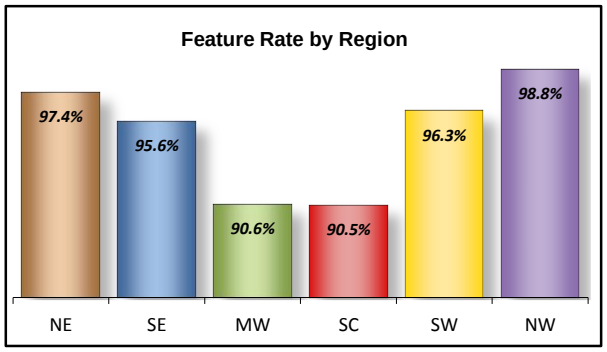
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.5% of 18,600 outlets**		**95.0% of 18,600 outlets**		**82.1% of 18,000 outlets**	
Special Rate 4/	**10.9%**		**12.3%**		**2.5%**	
Activity Index 2/	**55,240**		**71,900**		**42,630**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	4,740	0.88	7,500	0.93	2,340	0.98
cut-up fryer	2,080	1.34	2,970	1.17	510	1.37
bagged roaster	2,840	1.09	2,650	1.16	6,030	1.16
Cornish (frs/frz)	840	1.98	960	1.82	2,020	1.86
DELI **Rotisserie:**						
< 2 lbs.	6,470	5.70	3,930	5.75	2,620	6.22
2.1-3.0 lbs.	780	7.72	200	7.71		
8-pc Fried:	3,850	5.75	4,610	6.06	2,750	6.26
PARTS:						
Bnls/Sknls Breast						
regular pack	3,630	2.42	5,120	3.38	3,290	3.69
value pack	1,760	2.33	3,150	2.42	2,740	2.51
thin sliced	1,490	3.72	2,390	4.30	2,460	4.48
Breast Tenders						
regular pack	2,760	2.40	1,970	3.98	1,780	4.17
value pack	390	2.32	350	3.18	590	2.83
Split, bn-in Breast						
regular pack	1,200	1.62	3,060	1.50	1,360	2.07
value pack	1,050	1.35	2,400	1.31	590	1.53
Whole Wings	1,380	1.97	2,410	1.68	90	1.57
Leg Quarters	4,670	0.73	3,140	0.85	1,660	0.71
Legs	510	1.35	540	1.17	150	1.00
Thighs						
regular pack	1,570	1.32	3,300	1.22	1,630	1.19
value pack	4,200	1.23	4,350	1.12	1,920	1.10
Drumsticks						
regular pack	1,570	1.33	3,360	1.22	1,740	1.21
value pack	3,840	1.24	4,350	1.11	1,110	1.03
Bnls/Sknls Thighs						
regular pack	1,210	2.22	2,040	2.49	570	3.09
value pack			200	2.03		
9-pc Combos						
drum-thigh-breast	150	1.83	120	1.67		
drum-thigh-wing	10	0.99	50	1.55	60	1.49
IQF **B/S Breast**	1,900	2.30	3,680	2.37	2,070	2.29
IQF **Tenders**	350	2.18	2,280	2.50	1,530	2.31
IQF **Wings**			820	2.06	1,020	1.89

This Week's Chicken Feature Highlights

Chickens drops in volume compared to the past few weeks as the holidays close in and traditional products are moving up in prominence. Whole birds shuffle their numbers around, bagged fryers are the best deal. The Deli has whole rotisserie and fried at a price sure to please most unwilling cooks. Bnls Breast and Tenders drop hard on price, Split Breast and Wings do just the opposite. Leg Quarters are priced to move, Drums and Thighs increase prices sharply. IQF makes no effort to attract attention. Specialty chicken retains good volume, Organic products offer good volume on all types of cuts. Holiday features will be at their peak next week, chicken will suffer as seasonal items are given the best exposure, but fear not, things should return normal following Easter/Passovers hold on consumer's attention.







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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Fri. Mar 27, 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/	**97.4% of 4,000 sampled outlets**				**95.6% of 5,100 sampled outlets**				**90.6% of 3,100 sampled outlets**			
Special Rate 2/	**21.0% of stores w/ no-price promotions**				**5.1% of stores w/ no-price promotions**				**17.8% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 15,970**				**Activity Index = 14,240**				**Activity Index = 7,110**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.39		1,080	0.96	0.68 - 1.05		1,630	0.80	0.88 - 1.19		510	0.97
cut-up fryer	1.18 - 1.39		230	1.20	0.98 - 1.49		940	1.34	0.99 - 1.84		410	1.39
bagged roaster	0.69 - 1.49		1,210	1.06	0.99 - 1.49		1,190	1.00	0.99 - 1.39		180	1.32
Cornish (frs/frz)	0.99 - 1.99		550	1.85	1.88		10	1.88	1.69		10	1.69
DELI **Rotisserie:**												
< 2 lbs.	4.99 - 6.99	each	1,640	6.12	4.97 - 6.99	each	1,360	5.43	4.99 - 6.99	each	720	5.59
2.1-3.0 lbs.	6.88 - 8.99	each	350	8.20	6.88 - 6.99	each	230	6.91	6.89 - 7.49	each	60	7.44
8-pc Fried:	5.00 - 7.99	each	540	6.98	4.88 - 6.99	each	570	5.50	4.99 - 8.79	each	740	5.67
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	1.49 - 2.99	770	2.73	1.98 - 2.98	1.89 - 3.99	920	2.50	1.88 - 4.80	1.79 - 3.69	970	2.06
value pack	2.99	1.77 - 2.99	810	2.31	2.99	1.69 - 2.77	290	2.47		1.49 - 3.49	60	1.97
thin sliced	3.29 - 3.99	2.49 - 5.99	810	4.22	3.69	3.99	250	3.96	1.87		150	1.87
Breast Tenders												
regular pack	2.99 - 3.99	1.79 - 3.99	250	2.60	1.78 - 2.99	1.79 - 3.99	1,770	2.15	1.78 - 4.80	1.79 - 2.95	280	2.85
value pack					1.98		30	1.98	1.87		150	1.87
Split, bn-in Breast												
regular pack	1.39 - 2.69	0.99 - 1.99	720	1.55	1.29 - 1.48		140	1.33	1.39 - 1.99	0.99 - 1.00	70	1.33
value pack	1.29 - 1.39	0.99 - 1.79	320	1.41	1.39 - 1.88	0.87 - 1.49	370	1.28		1.00	30	1.00
Whole Wings		1.48 - 1.99	700	1.95	1.48	1.99	260	1.94	1.99	1.99	190	1.99
Leg Quarters	0.59 - 0.99	0.58 - 0.99	980	0.73	0.47 - 0.89	0.49 - 0.99	2,380	0.74	0.38 - 0.79	0.39 - 0.79	530	0.63
Legs	1.29 - 1.49	0.99 - 1.49	470	1.38					0.99		20	0.99
Thighs												
regular pack		0.99 - 1.29	170	1.21	0.99	0.99	80	0.99	0.99 - 1.43		410	1.01
value pack	0.99 - 1.99	0.78 - 1.49	1,720	1.38	0.99 - 1.19	0.89 - 1.29	880	1.10	1.14 - 1.71	0.99 - 1.29	620	1.16
Drumsticks												
regular pack	1.59	0.99 - 1.29	260	1.35	0.99	0.99	80	0.99	0.99 - 1.43	0.67 - 1.19	160	1.03
value pack	0.99 - 1.99	0.68 - 1.49	1,790	1.38	0.99 - 1.19	0.89 - 1.29	630	1.15	1.14 - 1.71	0.89 - 1.29	630	1.14
Bnls/Sknls Thighs												
regular pack	1.98 - 2.69	1.79 - 2.79	480	2.32	1.99 - 2.69	1.99 - 2.49	220	2.08		1.99 - 2.49	210	2.46
value pack												
Combo Packs (9 pc)												
drum-thigh-breast		1.79	120	1.79								
drum-thigh-wing						0.99	10	0.99				
IQF **B/S Breast**		2.49	140	2.49		2.49 - 2.80	140	2.77	1.66 - 2.00	1.66 - 2.80	480	1.94
Tenders									2.00	2.29 - 2.63	30	2.37
Wings												

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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/	**90.5% of 3,200 sampled outlets**				**96.3% of 2,300 sampled outlets**				**98.8% of 900 sampled outlets**			
Special Rate 2/	**7.5% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**14.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,160**				**Activity Index = 4,970**				**Activity Index = 2,540**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.57 - 0.99		630	0.84	0.79 - 0.99		690	0.90	0.79 - 1.29		200	0.89
cut-up fryer	0.99 - 1.49		150	1.34	1.39		300	1.39	0.98 - 1.49		50	1.33
bagged roaster	1.39 - 1.49		150	1.49	1.39 - 1.49		40	1.44	1.39		70	1.39
Cornish (frs/frz)	2.49		80	2.49	2.00 - 2.49		170	2.11	2.49		20	2.49
DELI **Rotisserie:**												
< 2 lbs.	3.99 - 6.99	each	1,420	5.71	5.00 - 6.99	each	720	5.08	5.00 - 6.99	each	610	5.97
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 - 6.99	each	650	5.58	5.00 - 5.99	each	800	5.14	5.00 - 7.98	each	550	5.97
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	1.79 - 2.99	1.69 - 2.99	490	2.22		1.89 - 2.99	380	2.88		1.88 - 2.99	100	2.04
value pack	2.99	1.89 - 2.49	320	2.56	1.97	1.99 - 2.69	230	2.06		1.99	50	1.99
thin sliced	1.87	2.49 - 3.99	110	3.18						2.49 - 3.49	170	2.99
Breast Tenders												
regular pack	1.78 - 2.99	2.19 - 3.99	260	2.91					2.49	2.88 - 3.49	200	3.09
value pack	1.68 - 2.99	2.27	170	2.73						2.49	40	2.49
Split, bn-in Breast												
regular pack	1.49 - 1.87	0.99 - 2.49	170	1.85	0.99		10	0.99		2.49	90	2.49
value pack		0.88 - 1.29	120	1.09		1.19 - 1.69	160	1.60	0.98 - 1.98		50	1.57
Whole Wings		1.99 - 2.49	90	2.06	2.29	1.99	110	2.18	1.00	1.99	30	1.46
Leg Quarters	0.39 - 0.59	0.47 - 1.19	730	0.75	1.29	0.69	50	0.92				
Legs									1.00		20	1.00
Thighs												
regular pack	0.99 - 1.29	1.19	490	1.21	0.99 - 1.89	1.99	420	1.87				
value pack	0.99 - 1.29	0.97 - 1.99	680	1.06	1.29	0.69	190	1.25	0.98 - 1.59	1.29	110	1.28
Drumsticks												
regular pack	0.99 - 1.29	1.19	490	1.21	0.99 - 1.89	0.67 - 1.99	580	1.55				
value pack	0.99	0.97 - 1.99	670	1.06		0.69	10	0.69	0.98 - 1.59	1.29	110	1.28
Bnls/Sknls Thighs												
regular pack		1.79	210	1.79		2.49	70	2.49		2.49	20	2.49
value pack												
Combo Packs (9 pc)												
drum-thigh-breast									1.98		30	1.98
drum-thigh-wing												
IQF **B/S Breast**	2.40	1.66 - 2.80	860	2.35	2.39	2.50	50	2.48	2.39 - 2.80	1.99 - 2.50	230	2.38
Tenders		2.00 - 2.63	290	2.18						1.99	30	1.99
Wings												

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

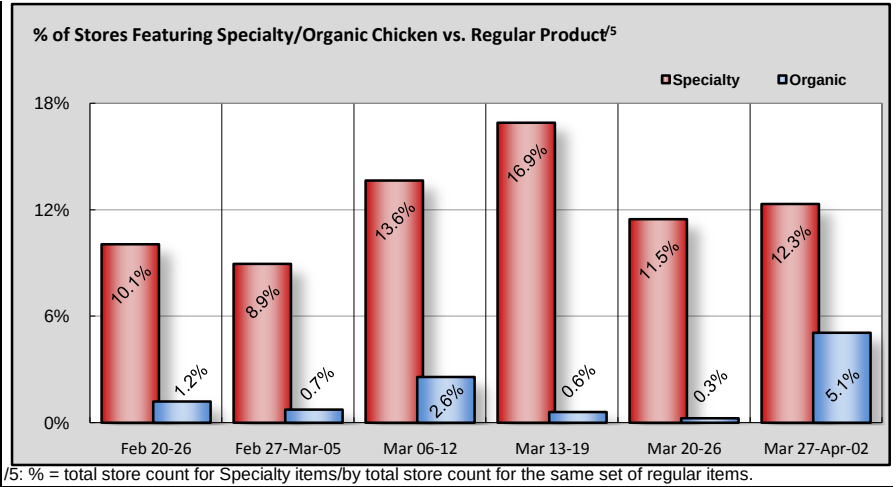
Fri. Mar 27, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/27 thru 04/02.

(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/]	11.9% of 18,600 outlets		16.1% of 18,600 outlets		6.6% of 18,000 outlets		2.3% of 18,600 outlets		0.3% of 18,600 outlets		1.6% of 18,000 outlets	
Activity Index [3/]	**4,100**		**5,160**		**2,920**		**1,290**		**100**		**270**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	890	1.58	930	1.72	820	1.46			60	3.33	30	3.76
Bnls/Sknls Breast	1,290	5.16	2,000	5.54	870	5.07	530	6.28	40	6.99	240	9.07
Breast Tenders	240	5.33	220	4.53	70	4.40	110	6.99				
Split, bn-in Breast	130	2.88	130	3.11	110	1.93	120	2.99				
Whole Wings	10	2.99	30	2.49			20	2.99				
Leg Quarters	10	1.69	90	1.34	230	1.91	--	--	--	--	--	--
Legs	10	1.99	10	1.89			10	2.99				
Thighs	760	1.69	860	1.69	380	1.59	250	2.99				
Drumsticks	760	1.69	890	1.74	440	1.65	250	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/]	27.0% of 4,000 sampled outlets			5.1% of 5,100 sampled outlets			5.9% of 3,100 sampled outlets			6.3% of 3,200 sampled outlets			12.2% of 2,300 sampled outlets			5.7% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,440			Activity Index = 310			Activity Index = 510			Activity Index = 400			Activity Index = 360			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	1.39 - 2.49	760	1.60	1.49 - 1.59	80	1.58	0.99 - 1.99	20	1.28				0.99 - 1.59	10	0.99	1.59	20	1.59
Bnls/Sknls Breast	3.79 - 5.49	720	5.12	4.58 - 4.99	50	4.75	2.99 - 4.99	30	3.64	4.98 - 5.99	150	5.86	4.99 - 6.59	320	5.03	6.59	20	6.59
Breast Tenders	3.99 - 5.49	90	4.90				2.99	20	2.99	5.99	130	5.99						
Split, bn-in Breast	1.99 - 3.49	110	3.07				1.19 - 2.29	20	1.86									
Whole Wings																2.99	10	2.99
Leg Quarters																1.69	10	1.69
Legs													1.99	10	1.99			
Thighs	0.86 - 2.49	380	1.88	0.99	90	0.99	0.79 - 1.89	210	1.60	1.69	60	1.69	1.49 - 2.99	10	1.49	2.99	10	2.99
Drumsticks	0.86 - 2.49	380	1.88	0.99	90	0.99	0.79 - 1.88	210	1.59	1.69	60	1.69	1.49 - 2.99	10	1.49	2.99	10	2.99

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/]	3.5% of 4,000 sampled outlets			4.4% 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			2.6% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 880			Activity Index = 220			Activity Index = 0			Activity Index = 120			Activity Index = 0			Activity Index = 70		
	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																		
Bnls/Sknls Breast	5.98 - 6.19	420	6.09	6.99	110	6.99												
Breast Tenders				6.99	110	6.99												
Split, bn-in Breast										2.99	120	2.99						
Whole Wings																2.99	20	2.99
Legs																2.99	10	2.99
Thighs	2.99	230	2.99													2.99	20	2.99
Drumsticks	2.99	230	2.99													2.99	20	2.99

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/.