



USDA Weekly Retail Chicken Feature Activity

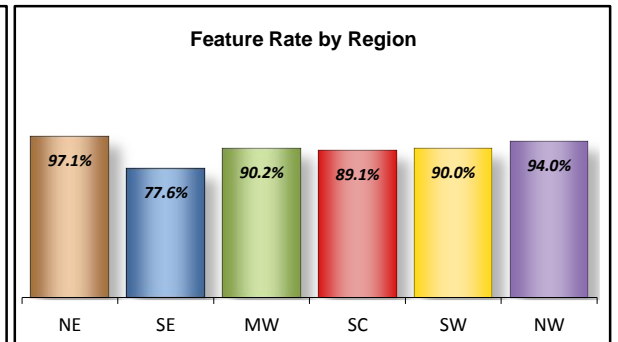
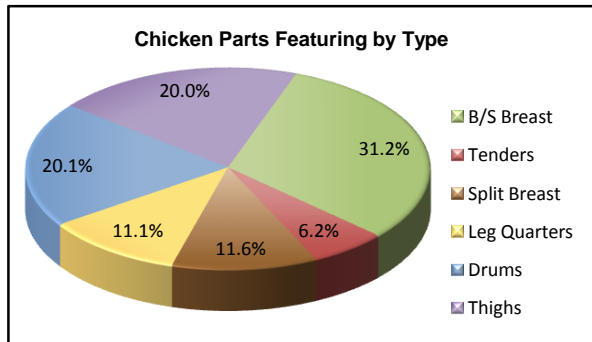
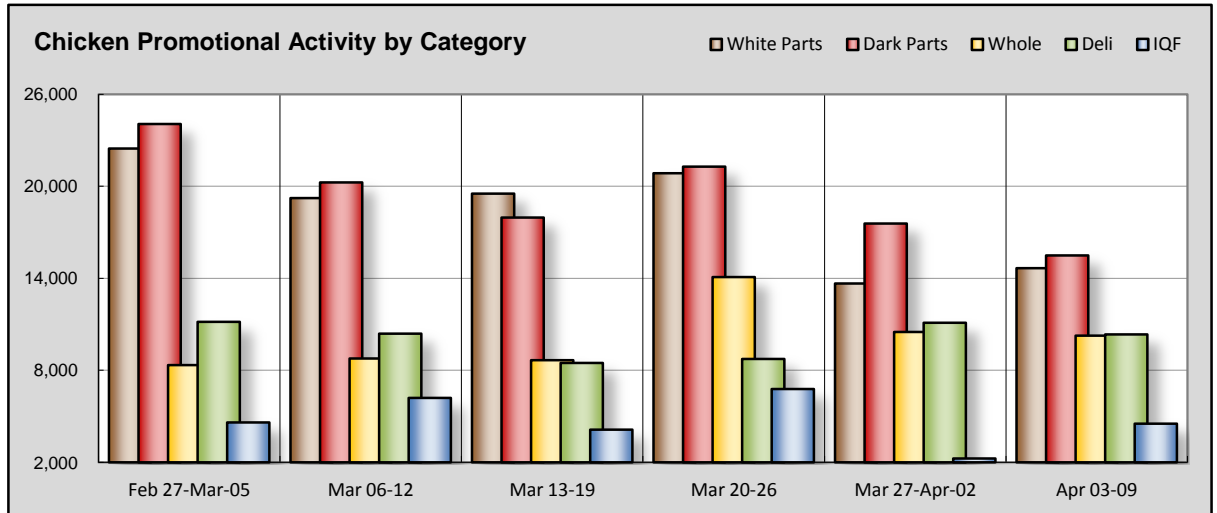
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/03 thru 04/09.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 03, 2009

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	88.3% of 18,600 outlets		94.5% of 18,600 outlets		93.2% of 18,000 outlets	
Special Rate ^{4/}	26.5%		10.9%		21.0%	
Activity Index ^{2/}	55,290		55,240		62,040	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores	Wtd Avg
bagged fryer	3,730	0.99	4,740	0.88	6,200	0.96
cut-up fryer	1,650	1.50	2,080	1.34	1,960	1.17
bagged roaster	2,780	1.11	2,840	1.09	350	1.11
Cornish (frs/frz)	2,100	1.94	840	1.98	740	1.84
DELI						
Rotisserie:						
< 2 lbs.	4,320	5.69	6,470	5.70	2,850	6.19
2.1-3.0 lbs.	580	6.91	780	7.72	490	7.34
8-pc Fried:	5,440	6.25	3,850	5.75	4,880	6.26
PARTS:						
Bnls/Sknls Breast						
regular pack	5,340	2.72	3,630	2.42	4,990	2.52
value pack	2,050	2.26	1,760	2.33	2,970	2.25
thin sliced	1,320	4.13	1,490	3.72	1,470	4.02
Breast Tenders						
regular pack	1,580	2.86	2,760	2.40	2,080	3.15
value pack	140	1.88	390	2.32	300	2.27
Split, bn-in Breast						
regular pack	1,980	1.37	1,200	1.62	2,000	1.72
value pack	1,250	1.25	1,050	1.35	1,050	1.33
Whole Wings	1,000	2.02	1,380	1.97	1,180	1.53
Leg Quarters	3,090	0.89	4,670	0.73	1,820	0.85
Legs	470	1.19	510	1.35	660	0.84
Thighs						
regular pack	1,990	1.09	1,570	1.32	3,820	1.25
value pack	3,590	1.13	4,200	1.23	5,380	1.05
Drumsticks						
regular pack	1,990	1.09	1,570	1.33	4,040	1.28
value pack	3,620	1.13	3,840	1.24	5,580	1.06
Bnls/Sknls Thighs						
regular pack	740	2.76	1,210	2.22	2,160	2.59
value pack					470	1.95
9-pc Combos						
drum-thigh-breast	10	1.29	150	1.83	470	1.40
drum-thigh-wing	10	0.99	10	0.99	360	1.62
IQF						
B/S Breast	2,730	2.26	1,900	2.30	2,560	2.50
Tenders	1,140	2.37	350	2.18	580	2.29
Wings	650	1.99			630	1.92

This Week's Chicken Feature Highlights

The Activity Index is almost unchanged from the past week, the balance of market indicators decline, the result of seasonal featuring. Roasters and Cornish continue in good volume, pricing is mixed. The Deli promotes 8pc, rotisserie holds a close second in volume. Bnls breast rises in volume, tenders drop offerings in half, split breast offer the best deal on white meat. Dark meat parts rely on strong volume from LQ's and small packs of drums and thighs to keep product moving, pricing is best on short bone product. IQF parts increase their presence, pricing is stable. Specialty items bump volume up for first of the month, Organics almost disappear from sight. Easter/ Passover featuring is prominent in all locations with retailers and consumers attention focused there. Normal marketing practices will soon return, consumers should reap the benefit as competition will be strong among meat items.



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 04/03 thru 04/09.

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

Fri. Apr 03, 2009

		NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small>				SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small>				MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small>			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		97.1% of 4,000 sampled outlets 21.9% of stores w/ no-price promotions Activity Index = 15,080				77.6% of 5,100 sampled outlets 43.1% of stores w/ no-price promotions Activity Index = 13,570				90.2% of 3,100 sampled outlets 11.5% of stores w/ no-price promotions Activity Index = 5,310			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.49		1,090	1.15	0.59 - 1.49		1,360	0.83	0.59 - 1.49		340	1.13
cut-up fryer		1.19 - 1.59		150	1.56	1.19 - 1.59		470	1.58	1.18 - 1.29		80	1.20
bagged roaster		0.79 - 1.49		1,450	1.08	0.99 - 1.49		1,260	1.15	0.99 - 1.29		70	1.13
Cornish (frs/frz)		0.99 - 2.59		1,400	1.79	1.49 - 2.40		580	2.28				
DELI	Rotisserie:												
	< 2 lbs.	4.99 - 6.99	each	1,140	5.59	4.69 - 6.99 each		1,890	5.82	4.99 - 6.99 each		710	5.33
	2.1-3.0 lbs.	6.98 - 6.99	each	470	6.99					6.49 each		100	6.49
	8-pc Fried:	4.99 - 7.99	each	1,580	6.76	4.99 - 6.99 each		780	6.45	4.98 - 7.99 each		1,210	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		1.99 - 3.99	1.97 - 4.99	1,150	3.59	1.88 - 2.50	1.78 - 2.49	850	2.24	1.89 - 2.99	1.47 - 3.49	790	2.34
value pack		1.49 - 2.49	1.68 - 2.99	960	1.95	1.79	1.69 - 2.99	610	2.61		1.99 - 2.49	170	2.10
thin sliced		2.99 - 4.49	2.69 - 5.99	870	4.35						2.99	40	2.99
Breast Tenders													
regular pack		2.50 - 2.99	1.99 - 3.99	380	3.55	2.50	2.69	540	2.51	1.99 - 2.99	2.39 - 2.99	80	2.83
value pack			1.99	60	1.99	1.79		80	1.79				
Split, bn-in Breast													
regular pack		1.39 - 1.45	0.99 - 1.99	170	1.23	0.99 - 1.29	0.99 - 1.97	620	1.36	0.88 - 1.69	0.99	70	1.00
value pack		1.29 - 1.86	0.98 - 1.59	550	1.44	0.98 - 1.39	0.99 - 1.05	290	1.08	0.89 - 1.49	0.79 - 1.29	60	1.02
Whole Wings		1.99 - 2.29	1.69 - 2.29	450	2.07	1.99 - 2.29	1.28 - 1.99	300	2.01	1.99	1.79 - 1.98	110	1.84
Leg Quarters		0.69 - 1.19	0.79 - 0.99	1,060	0.87	0.89	0.48 - 0.99	530	0.73	0.49	0.49 - 1.29	280	0.52
Legs			0.79 - 1.29	20	1.06	0.99		110	0.99	0.69 - 0.79	0.89	30	0.84
Thighs													
regular pack		0.99	0.89	20	0.96	0.98 - 1.28		210	1.03	0.98 - 1.19	0.99 - 1.29	350	1.01
value pack		1.19	0.99 - 1.29	990	1.25	0.99 - 1.28	0.88 - 1.29	1,430	1.05		0.79 - 0.99	220	0.97
Drumsticks													
regular pack		0.99	0.99	20	0.99	0.97 - 0.98	0.99	210	0.98	0.98 - 1.19	0.99 - 1.29	350	1.01
value pack		1.29	0.99 - 1.29	990	1.26	0.99 - 1.28	0.88 - 1.29	1,430	1.05		0.89 - 0.99	200	0.99
Bnls/Sknls Thighs													
regular pack		2.49	1.89 - 2.49	100	2.34		2.49	20	2.49		1.99 - 2.99	40	2.38
value pack													
Combo Packs (9 pc)													
drum-thigh-breast			1.29	10	1.29								
drum-thigh-wing										0.99		10	0.99
IQF	B/S Breast		1.99 - 2.50	180	2.10	2.40	1.79 - 2.49	570	2.36	2.39 - 2.40	1.66 - 2.40	910	2.27
	Tenders		1.99 - 2.00	100	1.99	2.40	2.40 - 2.49	70	2.43	2.39 - 2.40	1.99 - 2.40	550	2.28
	Wings		1.75 - 1.99	100	1.97		2.00	60	2.00		1.99 - 2.00	340	2.00






USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/03 thru 04/09.

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

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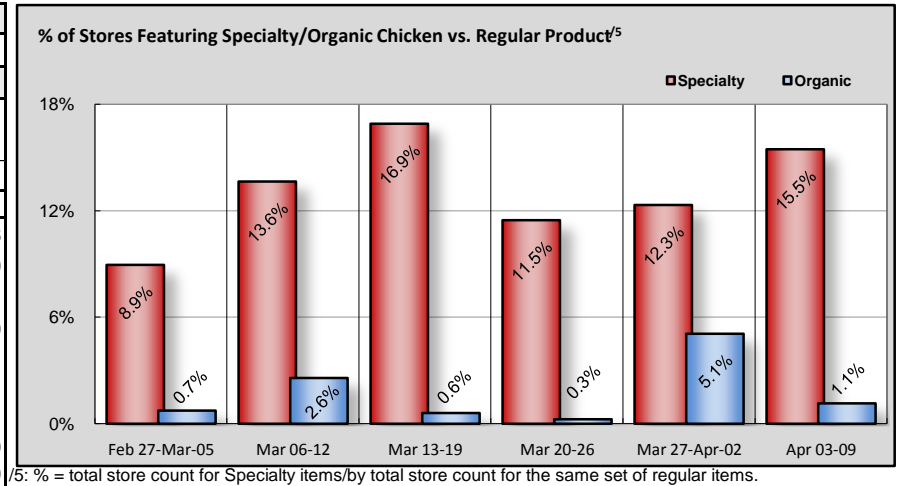
		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				SOUTHWEST U.S. <small>(CA,NV)</small> 				NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		89.1% of 3,200 sampled outlets 22.7% of stores w/ no-price promotions Activity Index = 8,380				90.0% of 2,300 sampled outlets 27.8% of stores w/ no-price promotions Activity Index = 5,780				94.0% of 900 sampled outlets 15.9% of stores w/ no-price promotions Activity Index = 2,650			
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		230	0.89	0.79 - 1.39		580	1.02	0.69 - 1.19		130	1.08
cut-up fryer		1.19 - 1.59		250	1.32	1.29 - 1.69		690	1.53	1.29		10	1.29
bagged roaster													
Cornish (frs/frz)		1.81 - 2.40		90	2.13	1.49		20	1.49	1.81		10	1.81
DELI	Rotisserie:												
	< 2 lbs.	4.69 - 6.99	each	350	5.67	3.99 each		30	3.99	5.99 - 6.99 each		200	6.59
	2.1-3.0 lbs.	7.49	each	10	7.49								
	8-pc Fried:	4.98 - 7.99	each	1,100	6.03	5.99 each		660	5.99	5.99 - 6.99 each		110	6.79
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		2.25 - 4.49	1.99 - 2.99	1,130	2.56	2.49 - 2.99	1.47 - 1.99	1,090	2.31	3.99 - 4.99	1.98 - 2.99	330	3.79
value pack		1.79 - 1.99	1.69	120	1.74	3.99	1.69	90	2.72	3.99	1.69	100	3.64
thin sliced		4.49	3.49 - 3.99	410	3.79								
Breast Tenders													
regular pack		1.79 - 2.99	2.49 - 2.99	450	2.76	2.99		40	2.99	2.49		90	2.49
value pack													
Split, bn-in Breast													
regular pack		0.96 - 1.39	0.99 - 1.99	780	1.42	1.49 - 1.99		160	1.89	0.99	1.39	180	1.03
value pack		0.99	0.99 - 1.59	140	1.13	0.99 - 1.19		50	1.13	1.99	0.99 - 1.39	160	1.15
Whole Wings													
Leg Quarters		0.49 - 0.99	0.49 - 1.29	610	0.95	0.39 - 1.29		320	1.23	0.99 - 1.29		290	1.12
Legs						1.29 - 1.79		310	1.30				
Thighs													
regular pack		0.79 - 1.99	0.99 - 1.29	650	1.09	1.29		300	1.29	0.99	0.99 - 1.29	460	1.07
value pack		0.79 - 1.28	0.89 - 1.19	530	1.11	1.29 - 1.49		380	1.26	0.98 - 0.99		40	0.98
Drumsticks													
regular pack		0.79 - 1.99	0.99 - 1.29	650	1.09	1.29		300	1.29	0.99	0.99 - 1.29	460	1.07
value pack		0.79 - 1.28	0.79 - 1.19	550	1.11	1.29 - 1.49		410	1.24	0.98 - 0.99		40	0.98
Bnls/Sknls Thighs													
regular pack		2.49 - 2.99		250	2.75	2.99		310	2.99	1.99	2.99	20	2.47
value pack													
Combo Packs (9 pc)													
drum-thigh-breast													
drum-thigh-wing													
IQF	B/S Breast	2.39 - 2.80	1.66 - 2.80	690	2.20	2.40		150	2.40	2.80	1.69	230	2.25
	Tenders	2.39 - 2.80	2.80	270	2.67	2.40		150	2.40				
	Wings					2.00		150	2.00				



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
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 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 03, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	12.2% of 18,600 outlets	11.9% of 18,600 outlets	8.9% of 18,000 outlets	0.7% of 18,600 outlets	2.3% of 18,600 outlets	1.5% of 18,000 outlets
Activity Index ^{3/}	4,920	4,100	3,230	310	1,290	620
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	730 1.83	890 1.58	390 1.52	30 2.79		160 2.16
Bnls/Sknls Breast	2,230 5.03	1,290 5.16	1,510 4.74	160 6.62	530 6.28	30 6.99
Breast Tenders	800 4.74	240 5.33	440 4.40		110 6.99	
Split, bn-in Breast	340 2.94	130 2.88	480 2.42	30 4.99	120 2.99	10 2.49
Whole Wings	60 2.26	10 2.99	20 1.99	30 2.99	20 2.99	
Leg Quarters	230 0.94	10 1.69	10 0.69	-- --	-- --	-- --
Legs	30 2.25	10 1.99	20 1.54		10 2.99	
Thighs	250 1.90	760 1.69	180 1.79	30 2.99	250 2.99	210 2.49
Drumsticks	250 1.90	760 1.69	180 1.84	30 2.99	250 2.99	210 2.49



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/}	29.2% of 4,000 sampled outlets				4.5% of 5,100 sampled outlets				4.9% of 3,100 sampled outlets				9.5% of 3,200 sampled outlets				1.4% of 2,300 sampled outlets				23.5% of 900 sampled outlets			
Activity Index ^{3/}	Activity Index = 3,110				Activity Index = 260				Activity Index = 690				Activity Index = 430				Activity Index = 100				Activity Index = 330			
	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg
Whole Fryer	1.49 - 2.49	570	1.88				0.99 - 1.19	50	1.13	1.69 - 2.79	20	2.47												
Bnls/Sknls Breast	3.99 - 5.49	1,550	4.93	3.99 - 4.99	90	4.77	2.99 - 5.49	390	5.25	5.49	100	5.49	5.49 - 5.99	10	5.99							5.49	90	5.49
Breast Tenders	3.99 - 5.49	580	4.56				2.99 - 5.49	170	5.11	5.49	50	5.49												
Split, bn-in Breast	1.99 - 3.29	310	3.01				1.99	10	1.99	2.29	20	2.29												
Whole Wings													1.49 - 2.39	30	2.12							2.39	30	2.39
Leg Quarters	0.99	10	0.99	0.99	170	0.99	0.59	30	0.59	0.99	20	0.99												
Legs	1.89 - 2.49	30	2.25																					
Thighs	2.49	30	2.49				0.89 - 1.00	20	0.96	1.69 - 1.89	110	1.79	1.49 - 2.39	30	2.12	1.69 - 2.39	60	2.02						
Drumsticks	2.49	30	2.49				0.89 - 1.00	20	0.96	1.69 - 1.89	110	1.79	1.49 - 2.39	30	2.12	1.69 - 2.39	60	2.02						
	USDA ORGANIC CHICKEN																							
Feature Rate ^{1/}	0.3% of 4,000 sampled outlets				0.0% of 5,100 sampled outlets				0.0% of 3,100 sampled outlets				2.1% of 3,200 sampled outlets				1.5% of 2,300 sampled outlets				4.8% of 900 sampled outlets			
Activity Index ^{3/}	Activity Index = 20				Activity Index = 0				Activity Index = 0				Activity Index = 80				Activity Index = 40				Activity Index = 170			
	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg	price range	stores	wt d avg
Whole Fryer																						2.79	30	2.79
Bnls/Sknls Breast	10.99	20	10.99							5.99	80	5.99	5.99	40	5.99							5.99	20	5.99
Breast Tenders																								
Split, bn-in Breast																						4.99	30	4.99
Whole Wings																						2.99	30	2.99
Legs																								
Thighs																						2.99	30	2.99
Drumsticks																						2.99	30	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/>.