USDA Weekly Retail Chicken Feature Activity

Fri. Jun 05, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

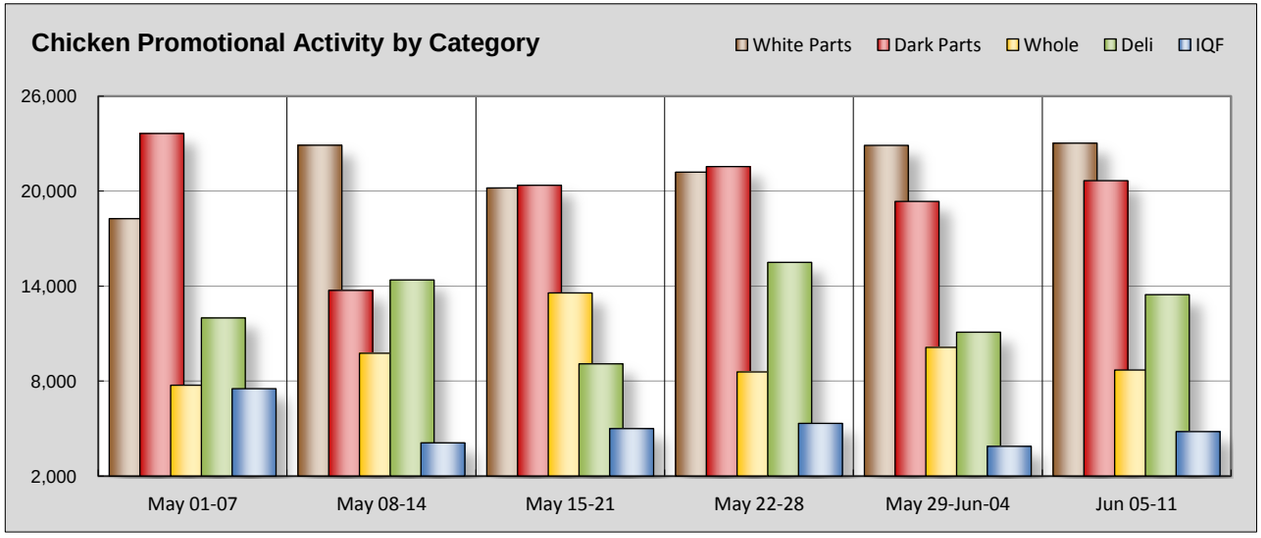
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

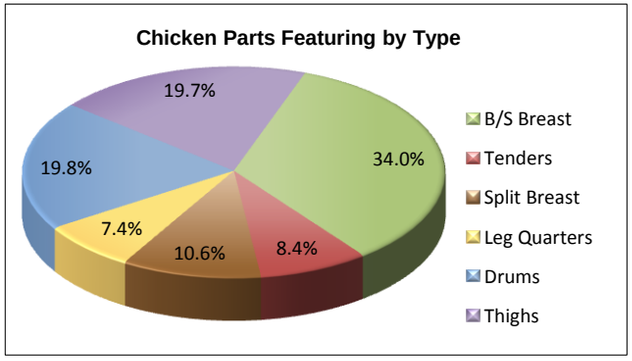
NATIONAL SUMMARY

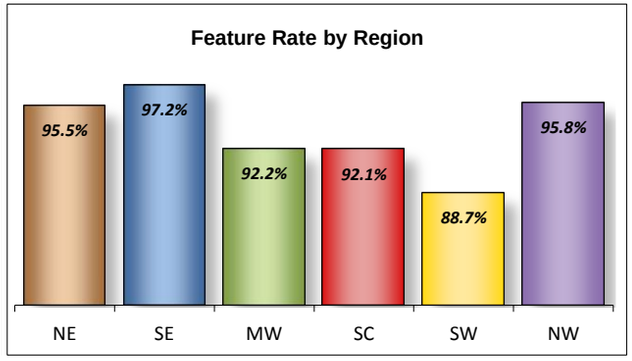
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.0% of 18,600 outlets**		**93.8% of 18,600 outlets**		**95.0% of 18,000 outlets**	
Special Rate 4/	**24.3%**		**12.9%**		**13.6%**	
Activity Index 2/	**71,780**		**67,880**		**64,570**	
WHOLE BIRD:	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores**	**Wtd Avg**
bagged fryer	4,530	1.03	5,240	0.89	4,830	0.98
cut-up fryer	2,180	1.35	2,160	1.43	760	1.16
bagged roaster	1,090	1.07	1,790	1.11	1,700	1.11
Cornish (frs/frz)	900	1.94	940	1.85	2,340	1.79
DELI **Rotisserie:**						
< 2 lbs.	5,920	5.51	6,220	5.40	3,200	5.69
2.1-3.0 lbs.	510	7.04	200	7.69	620	7.38
8-pc Fried:	7,030	5.88	4,670	5.84	3,370	6.95
PARTS:						
Bnls/Sknls Breast						
regular pack	8,120	2.59	8,460	3.20	6,150	2.72
value pack	3,420	2.21	2,460	2.35	2,540	2.33
thin sliced	1,770	4.02	2,610	3.97	2,310	4.18
Breast Tenders						
regular pack	2,720	3.14	2,650	3.06	3,870	3.60
value pack	550	2.48	150	2.39	150	2.10
Split, bn-in Breast						
regular pack	1,890	1.58	2,690	1.52	3,620	1.61
value pack	2,260	1.37	1,930	1.19	1,830	1.45
Whole Wings	2,300	2.00	1,940	1.88	2,940	1.87
Leg Quarters	2,900	0.80	3,460	0.87	2,640	0.95
Legs	220	1.09	370	0.99	290	1.15
Thighs						
regular pack	4,000	1.25	2,290	1.24	2,900	1.27
value pack	3,710	1.11	4,550	1.05	4,450	1.04
Drumsticks						
regular pack	2,590	1.28	2,490	1.20	2,880	1.28
value pack	5,170	1.16	4,600	1.09	4,370	1.05
Bnls/Sknls Thighs						
regular pack	1,790	2.42	1,570	2.67	1,010	2.46
value pack	280	2.20	20	2.99	440	2.13
9-pc Combos						
drum-thigh-breast	600	1.56	480	1.84	480	1.67
drum-thigh-wing	520	1.34	60	1.46	420	1.45
IQF **B/S Breast**	3,070	2.20	2,200	2.27	2,540	2.29
IQF **Tenders**	1,290	2.51	1,150	2.30	800	2.54
IQF **Wings**	450	1.72	530	1.77	1,120	1.95

This Week's Chicken Feature Highlights

Poultry products are offered in higher volume with incentives in place to pick up extra product in almost 25% of the retailers across the country. Whole birds remain a strong presence for the second week in a row, cut-up is a good deal in most areas. The Deli puts its faith in 8 pc, whole rotisserie remains strong in volume. Bnls breast , offered in both size packs, are where the deals are this week; tenders do nothing to help their position while split breasts and wings follow the same pattern. Leg quarters offer a change for grillers, pricing is good. Drums and thighs in small packs offer the best average price to consumers. IQF parts increase in volume, bnls breasts are the smart purchase. Specialty parts decline in number, Organics increase slightly, pricing does nothing special. Shoppers should find no problem this week locating good deals on chicken.







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. Jun 05, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

(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/		**95.5% of 4,000 sampled outlets**				**97.2% of 5,100 sampled outlets**				**92.2% of 3,100 sampled outlets**			
Special Rate 2/		**17.8% of stores w/ no-price promotions**				**38.2% of stores w/ no-price promotions**				**17.7% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 18,820**				**Activity Index = 12,160**				**Activity Index = 8,750**			
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		970	1.22	0.88 - 1.19		530	0.97	0.88 - 1.49		1,120	0.97
	cut-up fryer	0.99 - 1.49		320	1.35	0.99 - 1.19		250	1.00	1.19 - 1.49		440	1.34
	bagged roaster	0.95 - 1.49		640	1.05	0.98 - 1.17		290	1.01				
	Cornish (frs/frz)	0.98 - 1.99		800	1.95	1.99		30	1.99	1.99 - 2.18		30	2.03
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.49	each	890	5.84	4.98 - 6.99	each	1,240	5.24	4.99 - 6.99	each	940	5.28
	2.1-3.0 lbs.	6.98 - 7.99	each	60	7.08	6.99	each	220	6.99				
	8-pc Fried:	4.99 - 7.95	each	700	6.08	4.99 - 6.99	each	2,880	5.75	4.99 - 7.49	each	1,060	5.90
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	1.88 - 3.99	1,400	2.98	1.89 - 3.69	1.69 - 2.99	2,040	2.82	1.97 - 2.49	1.49 - 2.99	1,540	2.19
	value pack	1.99 - 2.99	1.49 - 2.99	1,220	2.25	1.78 - 2.49	1.98 - 2.99	610	2.20	1.78 - 2.49	1.99	230	1.98
	thin sliced	3.29 - 4.99	2.40 - 4.99	1,340	3.86					2.67		10	2.67
Breast Tenders													
	regular pack	3.49	1.99 - 3.99	1,430	3.30	2.49 - 3.69	2.99 - 3.69	300	2.91	2.19 - 2.67	2.39 - 2.97	190	2.29
	value pack		2.29	10	2.29	2.50		460	2.50				
Split, bn-in Breast													
	regular pack	0.98 - 1.99	1.29 - 1.79	490	1.78	1.59 - 1.99	0.97 - 0.99	130	1.29		0.88 - 1.49	110	1.19
	value pack		0.99 - 2.49	570	1.68	0.99 - 1.38	0.99 - 1.38	330	1.02		1.30 - 1.79	40	1.48
Whole Wings		1.67 - 2.29	1.89 - 1.99	410	1.88	1.69 - 2.49	1.48 - 2.38	870	1.96	1.89 - 2.49	1.69 - 1.99	320	2.04
Leg Quarters		0.59 - 1.00	0.49 - 0.79	400	0.64	0.58 - 1.19	0.48 - 0.74	720	0.70	0.39 - 1.19	0.59 - 1.19	400	0.62
Legs			0.99 - 1.29	190	1.11						1.00	20	1.00
Thighs													
	regular pack	1.29 - 1.39	0.99 - 1.49	820	1.32	0.99 - 1.51		90	1.42	0.78 - 1.51	0.99 - 1.19	420	1.13
	value pack	1.00 - 1.59	0.79 - 1.39	1,540	1.15	0.79 - 1.19	0.68 - 1.29	530	0.99	0.78 - 0.79	0.79 - 1.49	730	1.05
Drumsticks													
	regular pack	1.39	0.99 - 1.59	790	1.34	0.99 - 1.51		60	1.47	0.78 - 1.51	0.99 - 1.19	220	0.94
	value pack	1.00 - 1.59	0.79 - 1.39	1,570	1.16	0.79 - 1.19	0.68 - 1.29	530	0.99	0.78 - 0.99	0.79 - 1.49	830	1.08
Bnls/Sknls Thighs													
	regular pack	1.79 - 3.49	1.99 - 2.49	970	2.52		2.49	30	2.49	1.19 - 2.50		10	1.94
	value pack		1.99 - 2.49	280	2.20								
Combo Packs (9 pc)													
	drum-thigh-breast	1.69	1.39 - 1.49	510	1.49		1.38	10	1.38	1.99		80	1.99
	drum-thigh-wing	0.99 - 1.49	1.39	500	1.35		0.97	10	0.97		1.39	10	1.39
IQF	**B/S Breast**		1.66 - 2.00	260	1.85	2.40 - 2.80	1.96 - 2.40	200	2.21	1.66 - 2.80	1.66 - 3.00	1,430	2.36
	Tenders		2.00	140	2.00	2.40 - 2.80		50	2.45	2.80	1.77 - 2.40	530	2.77
	Wings		1.50	140	1.50		2.00	20	2.00	2.40		10	2.40

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Fri. Jun 05, 2009

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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/		**92.1% of 3,200 sampled outlets**				**88.7% of 2,300 sampled outlets**				**95.8% of 900 sampled outlets**			
Special Rate 2/		**16.5% of stores w/ no-price promotions**				**27.8% of stores w/ no-price promotions**				**17.8% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 12,480**				**Activity Index = 10,720**				**Activity Index = 4,040**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.69 - 1.09		750	0.84	0.79 - 1.29		650	1.11	0.79 - 1.09		510	0.99
	cut-up fryer	1.09 - 1.59		220	1.40	1.29 - 1.69		560	1.51	1.29 - 1.49		390	1.35
	bagged roaster					1.29		160	1.29				
	Cornish (frs/frz)	2.18		10	2.18	0.99 - 1.49		30	1.33				
DELI	**Rotisserie:**												
	< 2 lbs.	4.46 - 6.99	each	1,110	5.21	4.99 - 5.99	each	1,230	5.93	4.99 - 5.99	each	510	5.69
	2.1-3.0 lbs.	6.99	each	140	6.99	6.99	each	70	6.99	7.99	each	20	7.99
	8-pc Fried:	4.99 - 6.99	each	1,270	5.61	5.99 - 6.99	each	590	6.42	5.00 - 6.99	each	530	6.30
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	1.67 - 2.99	1.58 - 3.99	1,110	2.48	1.97 - 2.99	1.97 - 2.99	1,570	2.25	5.99	1.99 - 2.99	460	3.19
	value pack	1.78 - 2.25	1.69 - 2.49	640	2.06		1.79 - 2.99	660	2.35	3.99	1.89 - 1.99	60	2.53
	thin sliced						3.99	300	3.99	5.99		120	5.99
Breast Tenders													
	regular pack	1.67 - 2.49	1.99 - 3.99	530	2.66		1.99	50	1.99	6.49	1.99 - 2.50	220	4.60
	value pack	2.50	2.19	80	2.38								
Split, bn-in Breast													
	regular pack	1.00 - 2.29	0.97 - 1.79	640	1.60	1.99	0.99	170	1.75	1.28 - 1.99	0.99	350	1.41
	value pack		0.78 - 1.79	370	1.37	0.99 - 1.49	0.99 - 1.69	940	1.29	1.99		10	1.99
Whole Wings			1.79 - 1.99	130	1.92		1.99 - 2.29	570	2.15				
Leg Quarters		0.39 - 0.78	0.39 - 1.29	910	0.83		0.89 - 1.49	290	1.41	1.28	0.79 - 1.19	180	0.89
Legs			0.99	10	0.99								
Thighs													
	regular pack	0.69 - 1.19	0.89 - 1.29	1,760	1.12	0.99	0.89 - 1.69	770	1.43	1.99	0.89 - 1.19	140	1.81
	value pack	0.88 - 1.29	0.99 - 1.49	520	1.12		1.19 - 1.39	270	1.20		1.09	120	1.09
Drumsticks													
	regular pack	0.69 - 1.19	0.89 - 1.29	620	1.00	0.99	0.89 - 1.69	760	1.43	1.99	0.89 - 1.19	140	1.81
	value pack	0.88 - 1.29	0.99 - 1.49	1,660	1.24	1.29	1.19 - 1.39	460	1.23		1.09	120	1.09
Bnls/Sknls Thighs													
	regular pack					1.97	1.99 - 2.49	620	2.11		2.99	160	2.99
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	**B/S Breast**	1.66 - 2.80	1.69 - 2.50	950	2.08		1.99 - 2.50	200	2.09		1.69 - 2.50	30	2.16
	Tenders	2.80	1.77 - 3.00	410	2.56		1.99	160	1.99				
	Wings		1.79	280	1.79								

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

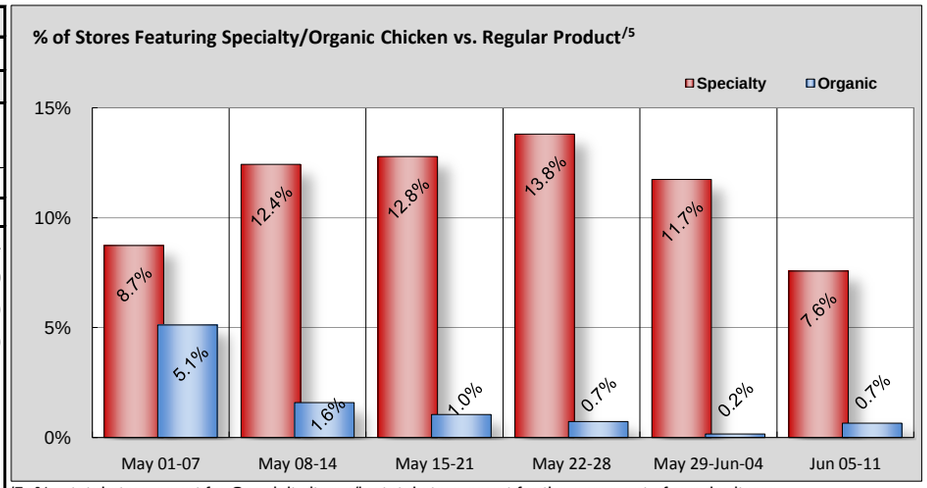
Fri. Jun 05, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/05 thru 06/11.

(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/]	9.2% of 18,600 outlets		10.8% of 18,600 outlets		16.0% of 18,000 outlets		0.2% of 18,600 outlets		0.2% of 18,600 outlets		1.6% of 18,000 outlets	
Activity Index [3/]	**3,360**		**5,080**		**5,130**		**250**		**60**		**670**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	530	1.75	1,370	1.61	580	1.79	20	2.99	40	2.59	390	2.44
Bnls/Sknls Breast	980	5.00	1,620	5.08	2,090	4.98	170	6.32			150	8.50
Breast Tenders	230	4.07	900	5.23	830	4.25					120	4.99
Split, bn-in Breast	770	2.68	350	2.93	160	2.25			20	7.25	10	2.69
Whole Wings			40	1.99	10	1.99	20	2.99				
Leg Quarters	10	0.99	40	0.89	70	0.82	--	--	--	--	--	--
Legs			150	1.84	190	1.86						
Thighs	420	1.87	260	1.89	600	1.71	20	2.99				
Drumsticks	420	1.87	350	1.95	600	1.71	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/]	21.9% of 4,000 sampled outlets			5.8% of 5,100 sampled outlets			2.4% of 3,100 sampled outlets			5.8% of 3,200 sampled outlets			1.8% of 2,300 sampled outlets			10.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,150			Activity Index = 590			Activity Index = 160			Activity Index = 260			Activity Index = 80			Activity Index = 120		
	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 - 2.59	310	1.91	1.69	10	1.69	1.09 - 1.49	30	1.23	1.49 - 1.99	150	1.56				1.49 - 1.79	30	1.61
Bnls/Sknls Breast	3.79 - 6.77	590	5.37	3.98 - 5.49	310	4.53	3.49 - 4.99	50	3.83				4.29 - 4.99	20	4.29	4.99	10	4.99
Breast Tenders	3.99 - 5.49	30	4.66	3.98	200	3.98												
Split, bn-in Breast	2.49 - 3.29	660	2.69	2.49	70	2.49	1.29 - 2.99	20	1.86				3.99	20	3.99			
Whole Wings																		
Leg Quarters										0.99	10	0.99						
Legs																		
Thighs	1.89 - 2.49	280	1.95				1.00 - 1.19	30	1.11	1.29 - 1.39	50	1.37	2.29	20	2.29	2.29	40	2.29
Drumsticks	1.89 - 2.49	280	1.95				1.00 - 1.19	30	1.11	1.29 - 1.39	50	1.37	2.29	20	2.29	2.29	40	2.29

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/]	0.0% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.7% of 2,300 sampled outlets			3.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 20			Activity Index = 0			Activity Index = 0			Activity Index = 80			Activity Index = 50			Activity Index = 100		
	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	20	2.99															
Bnls/Sknls Breast										5.99	80	5.99	5.99 - 8.99	50	6.49	5.99 - 7.99	40	6.76
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																2.99	20	2.99
Legs																		
Thighs																2.99	20	2.99
Drumsticks																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/.