USDA Weekly Retail Chicken Feature Activity

Fri. Jun 12, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

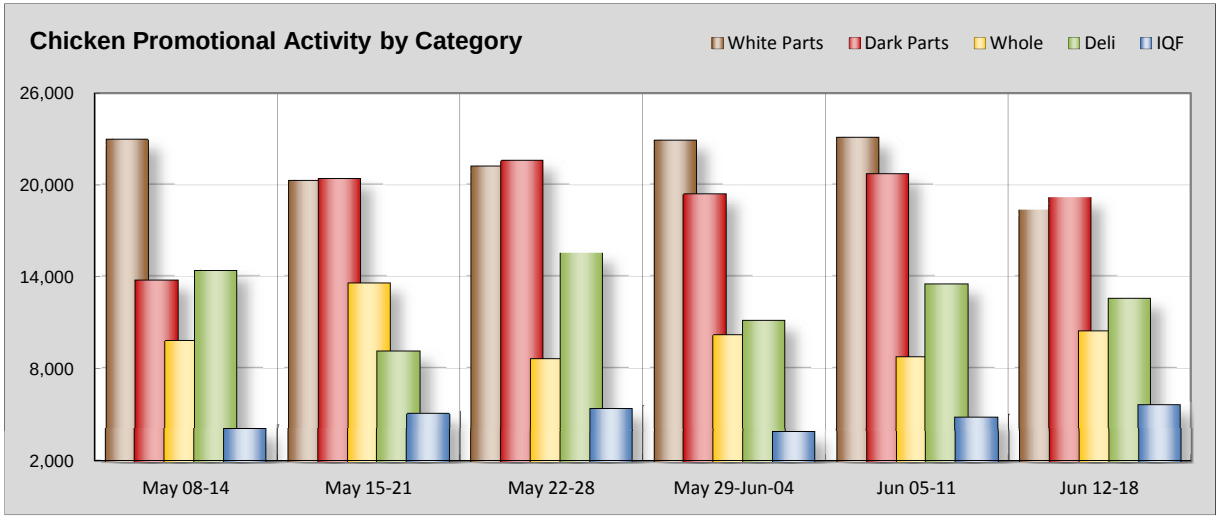
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

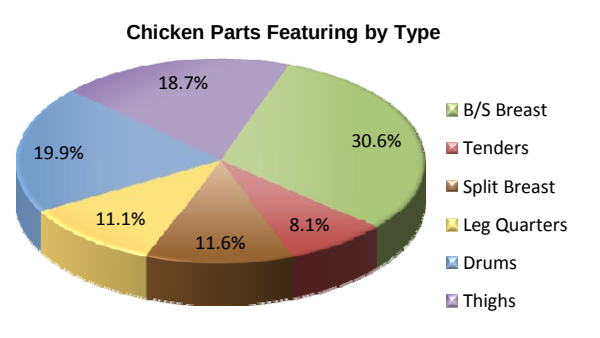
NATIONAL SUMMARY

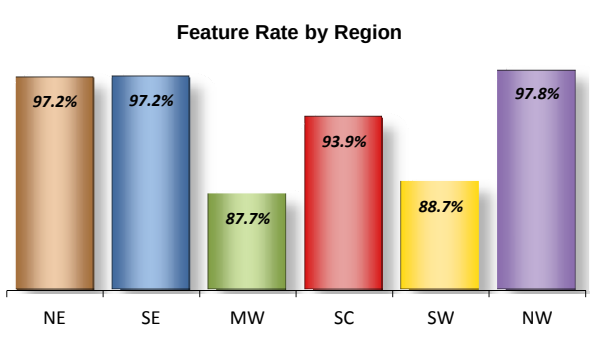
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.0% of 18,600 outlets**		**94.0% of 18,600 outlets**		**95.5% of 18,000 outlets**	
Special Rate 4/	**17.1%**		**24.3%**		**9.1%**	
Activity Index 2/	**66,670**		**71,780**		**59,050**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	6,660	0.97	4,530	1.03	4,710	1.04
cut-up fryer	1,780	1.15	2,180	1.35	2,270	1.46
bagged roaster	1,260	1.20	1,090	1.07	2,010	1.14
Cornish (frs/frz)	700	1.61	900	1.94	680	1.78
DELI **Rotisserie:**						
< 2 lbs.	6,770	5.29	5,920	5.51	2,490	6.29
2.1-3.0 lbs.	470	8.41	510	7.04	240	6.74
8-pc Fried:	5,300	5.77	7,030	5.88	4,610	6.43
PARTS:						
Bnls/Sknls Breast						
regular pack	5,410	2.76	8,120	2.59	4,120	3.03
value pack	2,570	2.31	3,420	2.21	3,570	2.25
thin sliced	2,110	3.66	1,770	4.02	2,470	4.14
Breast Tenders						
regular pack	2,350	2.86	2,720	3.14	1,940	3.63
value pack	320	2.59	550	2.48	450	2.59
Split, bn-in Breast						
regular pack	2,340	1.55	1,890	1.58	1,050	1.48
value pack	1,470	1.33	2,260	1.37	2,720	1.41
Whole Wings	1,750	1.91	2,300	2.00	2,710	1.80
Leg Quarters	3,640	0.92	2,900	0.80	5,090	0.84
Legs	710	1.11	220	1.09	120	1.02
Thighs						
regular pack	3,360	1.20	4,000	1.25	2,320	1.36
value pack	2,810	1.11	3,710	1.11	3,590	1.08
Drumsticks						
regular pack	3,330	1.25	2,590	1.28	2,080	1.36
value pack	3,230	1.10	5,170	1.16	3,610	1.08
Bnls/Sknls Thighs						
regular pack	1,690	2.40	1,790	2.42	1,670	2.27
value pack	360	2.82	280	2.20	420	1.89
9-pc Combos						
drum-thigh-breast	340	1.70	600	1.56	220	1.65
drum-thigh-wing	320	1.36	520	1.34	10	1.18
IQF **B/S Breast**	3,910	2.18	3,070	2.20	2,020	2.34
Tenders	1,320	2.10	1,290	2.51	980	2.32
Wings	390	1.96	450	1.72	880	1.95

This Week's Chicken Feature Highlights

National Summary figures are generally lower, but the activity index remains strong going into the third week of June. Whole body chickens are present in both bagged and whole rotisserie, reduced pricing will draw consumers attention. Bnls breast and tenders withdraw from the heavy volume shown the past few weeks, pricing moves higher. Split breast rise in volume, wings drop values slightly. Dark meat parts are mixed, but generally stable in pricing, the exception is leg quarters which raise average prices sharply. Bnls thighs mirror last week's numbers on small packs. IQF parts offer bnls breast and tenders in good volume at levels sure to cause extra interest. Specialty and Organic products are not hard to find, the volume offered doubles from the past week. Summer officially begins next weekend, surely a sign that outdoor culinary activities will increase. Chicken products will be a strong contender for the cook's consideration when the coals are glowing.







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. Jun 12, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(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/	**97.2% of 4,000 sampled outlets**				**97.2% of 5,100 sampled outlets**				**87.7% of 3,100 sampled outlets**			
Special Rate 2/	**40.3% of stores w/ no-price promotions**				**10.1% of stores w/ no-price promotions**				**9.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 15,800**				**Activity Index = 15,400**				**Activity Index = 6,750**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.83 - 1.49		1,210	1.06	0.78 - 1.49		2,760	0.94	0.69 - 1.49		1,170	0.98
cut-up fryer	1.09 - 1.69		500	1.27	1.05 - 1.09		1,170	1.09	0.99 - 1.39		40	1.08
bagged roaster	0.89 - 1.39		800	1.07	0.99 - 1.19		130	1.15	0.69 - 1.19		40	0.78
Cornish (frs/frz)	1.19 - 1.99		180	1.80	1.99		70	1.99				
DELI **Rotisserie:**												
< 2 lbs.	4.88 - 6.49	each	750	5.40	4.88 - 6.78	each	1,790	5.05	4.99 - 6.99	each	900	5.05
2.1-3.0 lbs.	5.49 - 6.98	each	60	6.82								
8-pc Fried:	4.99 - 6.99	each	740	5.76	4.99 - 7.99	each	2,490	5.53	3.99 - 8.99	each	930	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	1.99 - 4.49	1.29 - 3.99	1,670	2.61	2.98 - 2.99	1.88 - 2.99	750	2.45	2.27 - 2.99	1.79 - 2.99	1,110	2.23
value pack	1.78	1.68 - 3.59	930	2.38	2.99	1.78 - 2.49	180	2.36		1.69 - 2.59	200	2.35
thin sliced	2.99 - 4.99	2.49 - 4.99	1,630	3.69	2.98 - 3.99		320	3.37	3.99	3.99	40	3.99
Breast Tenders												
regular pack	2.69 - 4.49	1.88 - 3.59	820	3.06	1.99 - 3.99	1.88	500	2.89	1.99 - 3.99	2.29	70	2.54
value pack		1.99	40	1.99		1.99	10	1.99		2.49	150	2.49
Split, bn-in Breast												
regular pack	0.99 - 1.99	1.99	410	1.63	0.99 - 1.99	1.29	770	1.42	0.99	2.29	120	1.88
value pack	1.39	1.28 - 2.49	500	1.93	0.88 - 1.39	0.77 - 1.89	390	1.05	0.98	0.88 - 1.29	230	0.91
Whole Wings	1.69 - 1.99	1.89 - 2.19	1,120	1.97	1.33	1.39 - 1.99	260	1.68		1.69	10	1.69
Leg Quarters	0.59	0.59 - 0.99	940	0.73	0.57 - 1.29	0.59 - 0.99	790	1.10	0.88 - 0.99	0.59 - 0.89	420	0.80
Legs	0.79 - 0.99	0.88 - 1.88	270	1.03								
Thighs												
regular pack	1.19 - 1.49	0.88 - 1.49	520	1.05	0.99	0.99 - 1.19	270	1.00	0.78 - 1.19	0.99 - 1.19	350	1.16
value pack	0.97 - 1.18	0.99 - 1.29	520	1.01	0.89 - 1.29	0.75 - 1.19	1,040	1.15	0.78 - 1.42	0.99 - 1.29	170	1.21
Drumsticks												
regular pack	1.19 - 1.49	0.99 - 1.49	310	1.20	0.99 - 1.87	0.99 - 1.29	440	1.29	0.78 - 1.87	0.99 - 1.19	360	1.17
value pack	0.88 - 1.29	0.97 - 1.29	880	1.02	0.89 - 1.29	0.75 - 0.99	1,030	1.15	0.78 - 1.42	0.99 - 1.29	190	1.21
Bnls/Sknls Thighs												
regular pack	1.99 - 2.79	1.99 - 2.49	420	2.64	1.99 - 2.48		140	2.18	1.99 - 2.99	1.99 - 2.39	250	2.62
value pack		1.99	40	1.99		1.99	20	1.99				
Combo Packs (9 pc)												
drum-thigh-breast	1.59 - 1.79	1.49 - 1.79	250	1.75	1.79	1.49	80	1.57				
drum-thigh-wing	1.39	1.39 - 1.49	290	1.39								
IQF **B/S Breast**	3.33 - 3.99	1.49 - 2.50	510	2.39	3.33	1.96 - 2.50	960	2.10	1.66 - 2.66	1.66 - 3.00	560	2.00
Tenders		1.99	90	1.99		1.99 - 2.00	590	2.00		2.00	30	2.00
Wings		2.33	10	2.33						2.00 - 2.33	240	2.07

USDA Weekly Retail Chicken Feature Activity

Fri. Jun 12, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(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/	**93.9% of 3,200 sampled outlets**				**88.7% of 2,300 sampled outlets**				**97.8% of 900 sampled outlets**			
Special Rate 2/	**17.6% of stores w/ no-price promotions**				**2.7% of stores w/ no-price promotions**				**14.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,920**				**Activity Index = 10,050**				**Activity Index = 3,130**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.67 - 0.99		670	0.78	0.79 - 1.29		690	1.09	0.69 - 0.99		160	0.87
cut-up fryer	1.29		70	1.29								
bagged roaster	0.99		20	0.99	1.69		270	1.69				
Cornish (frs/frz)	2.18 - 2.25		180	2.19	0.99		270	0.99				
DELI **Rotisserie:**												
< 2 lbs.	4.97 - 6.99	each	1,550	5.49	4.99 - 5.99	each	1,170	5.47	4.99 - 5.99	each	610	5.39
2.1-3.0 lbs.	7.99	each	140	7.99	8.99	each	270	8.99				
8-pc Fried:	3.99 - 6.99	each	730	5.69	4.98 - 5.99	each	320	5.95	5.99 - 6.99	each	90	6.82
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	2.27 - 4.99	1.47 - 3.49	980	2.95	2.99 - 4.99		460	4.65	3.99 - 4.99	1.99	440	2.84
value pack	1.79 - 2.59	1.67 - 2.99	650	2.17	1.97 - 3.99	1.89 - 2.99	410	2.14	3.98 - 3.99	1.89 - 2.49	200	2.76
thin sliced	3.99		120	3.99								
Breast Tenders												
regular pack	1.99 - 3.49	2.29 - 3.29	960	2.70								
value pack	2.99	2.49	120	2.97								
Split, bn-in Breast												
regular pack	1.59	0.88	70	1.40	0.97 - 1.99	1.88	810	1.60	1.49		160	1.49
value pack	0.88 - 0.98	0.88 - 1.29	250	0.97	1.19 - 1.59	0.99 - 1.27	80	1.28	1.28		20	1.28
Whole Wings	1.68	1.47 - 1.99	180	1.84	1.99		160	1.99	1.18		20	1.18
Leg Quarters	0.57 - 1.29	0.49 - 0.79	200	0.85	0.99 - 1.29	0.77 - 0.99	1,010	0.94		0.99 - 1.49	280	1.28
Legs		0.88	50	0.88		1.29	300	1.29		0.88	90	0.88
Thighs												
regular pack	0.89 - 1.69	0.99 - 1.49	690	1.29	1.59 - 1.99	0.99 - 1.29	1,270	1.29		0.99 - 1.19	260	1.05
value pack	0.79 - 1.29	0.88 - 1.19	630	1.08		0.89 - 1.29	350	1.25	1.18	0.88	100	0.92
Drumsticks												
regular pack	0.89 - 1.69	0.99 - 1.49	690	1.29	1.59 - 1.99	0.99 - 1.29	1,270	1.29		0.99 - 1.19	260	1.05
value pack	0.79 - 1.29	0.79 - 1.19	640	1.07		0.69 - 1.29	390	1.20	1.18	0.88	100	0.92
Bnls/Sknls Thighs												
regular pack	2.48	1.99 - 2.49	330	2.43	1.99 - 2.99	2.49	250	2.30		1.99 - 2.99	300	2.02
value pack						2.99	300	2.99				
Combo Packs (9 pc)												
drum-thigh-breast									1.39		10	1.39
drum-thigh-wing										0.99	30	0.99
IQF **B/S Breast**	2.00 - 3.00	1.48 - 2.50	870	2.17		1.75 - 2.50	600	2.23		1.66 - 2.50	410	2.29
Tenders	2.80 - 3.00	1.79 - 2.33	470	2.29		2.33	40	2.33		1.79 - 2.33	100	1.87
Wings		1.75	80	1.75		1.75	40	1.75		1.75	20	1.75

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

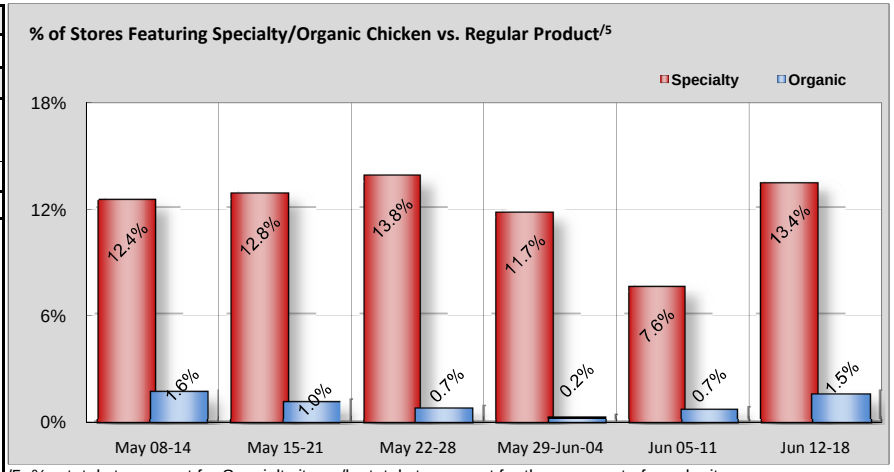
Fri. Jun 12, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/12 thru 06/18.

(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/]	12.9% of 18,600 outlets		9.2% of 18,600 outlets		14.9% of 18,000 outlets		1.5% of 18,600 outlets		0.2% of 18,600 outlets		2.3% of 18,000 outlets	
Activity Index [3/]	**5,370**		**3,360**		**5,750**		**510**		**250**		**600**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	590	1.78	530	1.75	1,820	1.83	20	2.49	20	2.99	270	2.01
Bnls/Sknls Breast	2,110	4.99	980	5.00	910	5.12	390	6.55	170	6.32	330	6.69
Breast Tenders	40	4.42	230	4.07	210	5.49	20	7.99				
Split, bn-in Breast	120	2.91	770	2.68	810	2.87	20	4.99				
Whole Wings	30	1.96					20	2.99	20	2.99		
Leg Quarters	90	0.92	10	0.99			--	--	--	--	--	--
Legs	20	1.99			20	1.19						
Thighs	1,130	1.72	420	1.87	990	1.61	20	2.99	20	2.99		
Drumsticks	1,240	1.66	420	1.87	990	1.61	20	2.99	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/]	17.2% of 4,000 sampled outlets			19.7% of 5,100 sampled outlets			7.0% of 3,100 sampled outlets			7.0% of 3,200 sampled outlets			1.0% of 2,300 sampled outlets			15.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,470			Activity Index = 1,550			Activity Index = 440			Activity Index = 530			Activity Index = 50			Activity Index = 330		
	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	1.49 - 2.59	240	1.84	1.69 - 2.29	130	1.80	0.98 - 1.19	40	1.04	1.69 - 2.49	150	1.84	1.59 - 1.99	10	1.99	1.59 - 1.79	20	1.71
Bnls/Sknls Breast	2.99 - 5.99	700	4.96	2.99 - 5.99	1,200	5.00	2.99 - 5.99	160	5.19				3.99 - 4.99	20	4.99	3.99	30	3.99
Breast Tenders	5.49	10	5.49				3.59	20	3.59				4.99	10	4.99			
Split, bn-in Breast							1.69 - 1.79	40	1.76							3.49	80	3.49
Whole Wings										1.89	10	1.89				1.99	20	1.99
Leg Quarters							0.77 - 0.99	40	0.84	0.99	50	0.99						
Legs	1.99	20	1.99															
Thighs	1.69 - 2.59	750	1.75	1.69	70	1.69	0.99 - 1.49	60	1.09	1.29 - 1.49	160	1.45				1.99 - 2.49	90	2.40
Drumsticks	1.69 - 2.59	750	1.75	0.99 - 1.69	150	1.30	0.99 - 1.49	80	1.08	1.29 - 1.49	160	1.45	1.49 - 2.49	10	1.49	1.99 - 2.49	90	2.40

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			3.1% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.4% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			13.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 0			Activity Index = 220			Activity Index = 0			Activity Index = 0			Activity Index = 0			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																2.49	20	2.49
Bnls/Sknls Breast				5.99	220	5.99										6.99 - 8.98	170	7.26
Breast Tenders																7.99	20	7.99
Split, bn-in Breast																4.99	20	4.99
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/.