



**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.

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

Fri. Jul 03, 2009

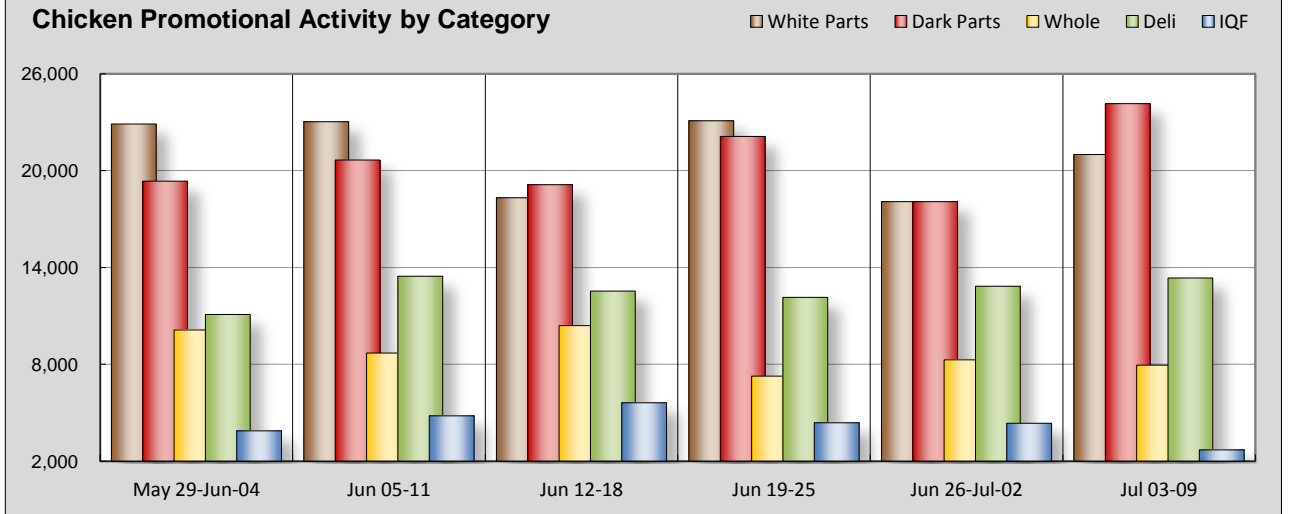
**NATIONAL SUMMARY**

	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate <sup>1/</sup></b>	<b>90.9% of 18,600 outlets</b>	<b>95.2% of 18,600 outlets</b>	<b>91.0% of 18,000 outlets</b>
<b>Special Rate <sup>4/</sup></b>	<b>17.9%</b>	<b>11.8%</b>	<b>18.2%</b>
<b>Activity Index <sup>2/</sup></b>	<b>69,920</b>	<b>62,670</b>	<b>59,730</b>
<b>WHOLE BIRD:</b>	<b>Stores <sup>3/</sup> /3 Wtd Avg</b>	<b>Stores /3 Wtd Avg</b>	<b>Stores /3 Wtd Avg</b>
bagged fryer	2,930 0.97	5,570 0.92	3,100 1.09
cut-up fryer	3,230 1.24	1,760 1.35	1,780 1.42
bagged roaster	480 1.25	610 1.18	400 1.17
Cornish (frs/frz)	1,310 1.70	340 1.94	380 1.75
<b>DELI</b>			
<b>Rotisserie:</b>			
< 2 lbs.	3,610 5.32	6,240 5.71	1,370 5.66
2.1-3.0 lbs.		430 8.62	390 7.27
<b>8-pc Fried:</b>	9,740 5.75	6,170 5.96	8,560 6.43
<b>PARTS:</b>			
<b>Bnls/Sknls Breast</b>			
regular pack	6,620 2.69	4,970 2.86	5,350 2.94
value pack	3,890 2.18	3,270 2.43	3,310 2.19
thin sliced	1,270 3.42	1,060 3.90	2,300 3.90
<b>Breast Tenders</b>			
regular pack	1,790 3.08	1,840 3.17	2,720 3.48
value pack	160 2.41	570 2.38	460 1.96
<b>Split, bn-in Breast</b>			
regular pack	2,630 1.47	2,790 1.83	1,380 1.56
value pack	2,350 1.29	1,730 1.17	1,980 1.22
<b>Whole Wings</b>	2,290 1.79	1,850 1.89	1,810 1.81
<b>Leg Quarters</b>	4,200 0.82	3,870 0.78	5,460 0.88
<b>Legs</b>	810 1.04	340 1.15	130 1.25
<b>Thighs</b>			
regular pack	4,800 1.18	2,240 1.37	1,640 1.33
value pack	4,130 1.08	2,540 1.01	4,260 1.18
<b>Drumsticks</b>			
regular pack	4,560 1.18	2,250 1.37	1,360 1.32
value pack	4,370 1.07	4,150 1.01	3,610 1.23
<b>Bnls/Sknls Thighs</b>			
regular pack	1,280 2.22	1,900 2.60	1,800 2.09
value pack		790 1.95	560 2.39
<b>9-pc Combos</b>			
drum-thigh-breast	330 1.64	490 1.48	490 1.73
drum-thigh-wing	440 1.22	550 1.18	650 1.43
<b>IQF</b>			
<b>B/S Breast</b>	2,060 2.21	2,470 2.08	2,550 2.18
<b>Tenders</b>	640 2.24	1,490 2.30	810 2.51
<b>Wings</b>		390 1.76	1,120 1.87

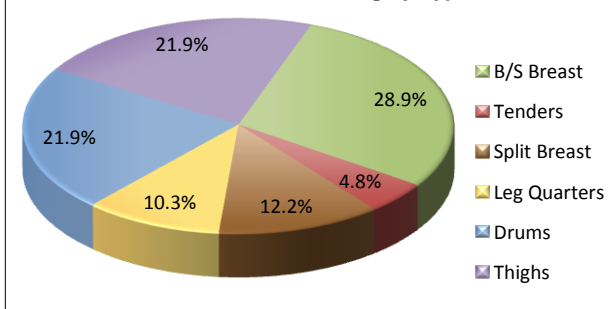
**This Week's Chicken Feature Highlights**

Activity rises sharply along with incentives to purchase additional chicken as shoppers head into the Fourth of July weekend. Cut-up fryers are known to be grillers favorite and show up in attractive numbers in most stores. Cornish hens also reappear in volume and price and are offered as an elegant alternative for the outdoor cook. Don't want to cook?, the Deli offers plenty of incentive not to with fried chicken in a variety of pack sizes. Boneless breast are a good buy in all offered pack sizes, split breast are also a good choice while wings offer lower prices than the past period. Dark meat parts raise offerings, pricing is mixed, regular packs of drums and thighs are the best option. IQF parts increase price and await another day. Specialty chicken shows more choices and is well represented in the NE and SE areas of the U.S. Organics slow down and wait. The smart shopper will have little trouble finding something to place on the grill over the long holiday weekend.

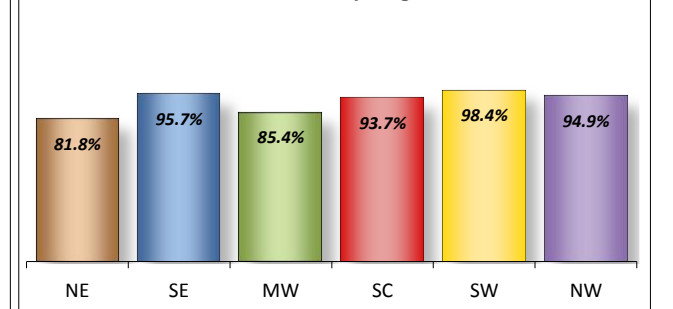
**Chicken Promotional Activity by Category**



**Chicken Parts Featuring by Type**



**Feature Rate by Region**



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

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		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/		81.8% of 4,000 sampled outlets 27.8% of stores w/ no-price promotions Activity Index = 19,940				95.7% of 5,100 sampled outlets 36.9% of stores w/ no-price promotions Activity Index = 12,100				85.4% of 3,100 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 8,770			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
			4/	4/		4/	4/		4/	4/			
	bagged fryer	0.83 - 1.29	710	1.10	0.99	630	0.99	0.88 - 0.99	450	0.95			
	cut-up fryer	0.99 - 1.99	220	1.33	0.99 - 1.28	1,210	1.00	0.98 - 1.71	430	1.39			
	bagged roaster	0.78 - 1.49	430	1.23	1.49	50	1.49						
	Cornish (frs/frz)	1.19 - 1.99	1,010	1.77	1.99	70	1.99						
DELI	<b>Rotisserie:</b>												
	< 2 lbs.	4.97 - 6.99 each	980	5.65	3.99 - 5.99 each	710	4.89	3.99 - 6.49 each	530	5.03			
	2.1-3.0 lbs.												
	<b>8-pc Fried:</b>	3.99 - 7.99 each	2,660	6.03	4.99 - 6.99 each	2,040	5.29	4.88 - 7.99 each	1,690	5.75			
<b>PARTS:</b>		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
	regular pack	1.99 - 3.99	1.99 - 3.29	740	2.99	1.99 - 2.99	1.98 - 2.79	1,840	2.68	1.99 - 3.49	1.67 - 2.99	1,390	2.44
	value pack	1.99 - 2.19	1.69 - 2.99	2,310	2.21	1.88 - 1.98	1.79 - 2.99	480	2.04	1.88 - 2.79	1.79 - 2.99	240	2.45
	thin sliced	3.99 - 4.99	2.49 - 3.99	620	3.57	3.49	3.49	230	3.49	3.49		10	3.49
<b>Breast Tenders</b>													
	regular pack		1.98 - 3.99	490	3.71	3.49	1.94 - 2.99	400	3.12	1.97 - 3.49	2.29	170	2.10
	value pack		1.88	10	1.88								
<b>Split, bn-in Breast</b>													
	regular pack	1.79 - 1.99	0.99 - 1.99	770	1.67	0.99 - 1.59		560	1.50	0.99 - 1.89	0.98 - 1.39	110	1.45
	value pack	0.99 - 1.19	0.69 - 2.49	1,230	1.41	0.99	0.99 - 1.27	120	1.05	0.99 - 2.28	1.19 - 1.57	160	1.79
<b>Whole Wings</b>		0.99 - 1.89	0.99 - 1.99	1,490	1.72	1.58 - 1.89	1.77 - 1.99	140	1.89	1.79 - 2.66	1.57 - 1.99	590	2.00
<b>Leg Quarters</b>		0.79	0.39 - 0.99	1,520	0.77	0.58 - 1.19	0.49 - 2.99	590	0.84	0.49 - 1.19	0.48 - 0.99	510	0.80
<b>Legs</b>			0.99 - 1.29	210	1.01		1.49	10	1.49		0.99	10	0.99
<b>Thighs</b>													
	regular pack	1.19 - 1.49	0.88 - 1.39	770	1.21	1.73	0.99	1,120	1.07	1.29 - 1.73	0.99 - 1.19	230	1.29
	value pack	1.19 - 1.29	0.88 - 1.29	1,190	1.08	0.88 - 1.18	0.99	150	0.96	0.98 - 1.31	0.97 - 1.59	990	1.07
<b>Drumsticks</b>													
	regular pack	1.39 - 1.49	0.88 - 1.39	520	1.22	1.87	0.99 - 1.09	1,120	1.09	1.49 - 1.87	0.98 - 1.29	240	1.28
	value pack	1.29 - 1.39	0.88 - 1.29	1,210	1.09	0.88 - 1.18	0.78 - 0.99	340	0.86	0.98 - 1.31	0.76 - 1.59	1,000	1.07
<b>Bnls/Sknls Thighs</b>													
	regular pack	2.49	1.88 - 1.99	170	1.98	1.98	1.99	240	1.98		1.99	10	1.99
	value pack												
<b>Combo Packs (9 pc)</b>													
	drum-thigh-breast	1.99	1.39 - 1.89	270	1.65	1.39 - 1.99		50	1.64		1.39	10	1.39
	drum-thigh-wing		0.94 - 1.49	410	1.24								
IQF	<b>B/S Breast</b>		1.66 - 2.50	370	2.17		1.66 - 3.20	510	2.52	1.66	1.66 - 2.33	520	2.10
	<b>Tenders</b>		1.99 - 2.50	220	2.29		1.99 - 2.29	140	2.02		2.29 - 2.33	140	2.31
	<b>Wings</b>												



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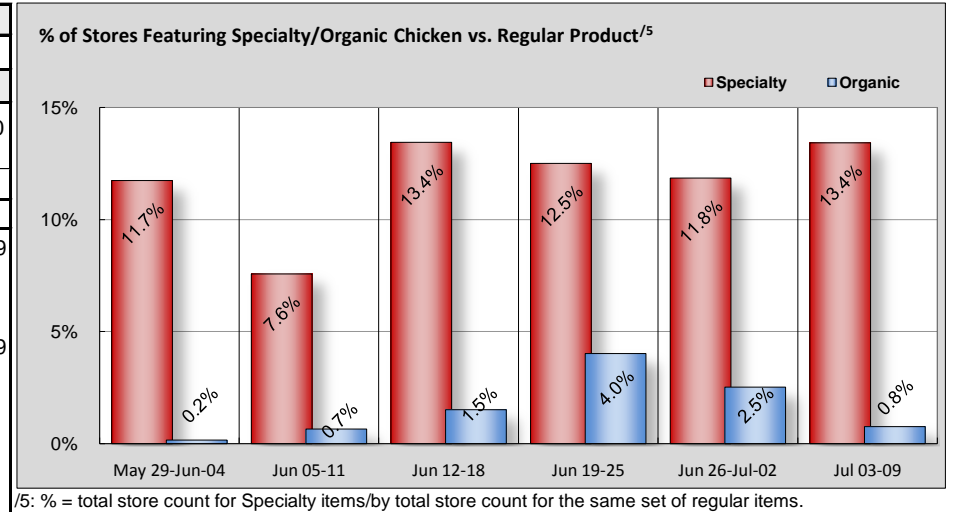
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		93.7% of 3,200 sampled outlets 7.4% of stores w/ no-price promotions Activity Index = 11,120				98.4% of 2,300 sampled outlets 0.9% of stores w/ no-price promotions Activity Index = 10,740				94.9% of 900 sampled outlets 4.2% of stores w/ no-price promotions Activity Index = 4,550			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.65 - 1.09		810	0.87	0.77 - 0.99		220	0.79	0.98 - 1.09		110	1.07
cut-up fryer		1.19 - 1.69		370	1.50	0.99 - 1.29		550	1.20	0.99 - 1.69		450	1.54
bagged roaster Cornish (frs/frz)						0.99 - 1.59		170	1.02	1.99 - 2.18		60	2.01
DELI	<b>Rotisserie:</b>												
	< 2 lbs.	4.49 - 5.99 each		440	5.12	4.97 - 5.99 each		610	5.49	4.99 - 6.98 each		340	5.65
	2.1-3.0 lbs.												
	<b>8-pc Fried:</b>	3.99 - 7.99 each		1,480	5.82	4.98 - 7.99 each		1,280	5.78	4.99 - 6.99 each		590	5.85
<b>PARTS:</b>		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack		1.98 - 2.99	1.58 - 2.99	1,280	2.53	2.49 - 2.99	1.97 - 3.29	880	3.03	2.49 - 4.99	1.98 - 2.99	490	2.83
value pack		1.88	1.96 - 2.49	390	2.16	1.97	1.87 - 1.99	320	1.93		1.98 - 2.49	150	2.15
thin sliced		3.49	2.99	320	3.19					3.49	2.99	90	3.03
<b>Breast Tenders</b>													
regular pack		1.97 - 3.49	2.29 - 2.99	580	2.86	2.49		40	2.49	2.49 - 3.49	2.99	110	2.98
value pack			2.29 - 2.49	150	2.45								
<b>Split, bn-in Breast</b>													
regular pack		1.27 - 1.79	1.99	230	1.67	0.99	1.19 - 2.29	610	1.36	0.99 - 1.49		350	1.04
value pack		1.29 - 1.49	0.99 - 1.39	150	1.20	0.99	0.99	580	0.99	1.00 - 1.29		110	1.20
<b>Whole Wings</b>													
Leg Quarters		0.59	1.69 - 1.99	40	1.86	0.99	0.59 - 1.29	820	1.03	0.99	0.89 - 0.99	130	0.90
Legs			1.09	190	1.09		0.99	300	0.99		1.09	90	1.09
<b>Thighs</b>													
regular pack		0.99 - 1.49	0.69 - 1.59	1,200	1.17	0.99 - 1.69	1.19 - 1.29	1,160	1.28	0.99 - 1.39	0.99	320	1.00
value pack		1.19	0.97 - 1.29	680	1.14	0.99 - 1.29	0.99 - 1.29	800	1.07	0.99 - 1.29	0.98 - 1.19	320	1.10
<b>Drumsticks</b>													
regular pack		0.99 - 1.49	0.69 - 1.59	1,200	1.16	0.99 - 1.69	1.19 - 1.29	1,160	1.28	0.99 - 1.39	0.99	320	1.00
value pack		1.19	0.79 - 1.29	700	1.13	0.99 - 1.29	0.69 - 1.29	800	1.06	0.99 - 1.29	0.98 - 1.19	320	1.10
<b>Bnls/Sknls Thighs</b>													
regular pack			1.99	280	1.99	1.99 - 2.99	3.49	440	2.62	3.59	1.99	140	2.13
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast													
drum-thigh-wing										0.99		30	0.99
IQF	<b>B/S Breast</b>		1.49 - 2.40	350	2.15		1.99	170	1.99		1.90 - 2.00	140	1.99
	<b>Tenders</b>		2.40	120	2.40						2.00	20	2.00
	<b>Wings</b>												



**USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken**  
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/03 thru 07/09.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jul 03, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	12.9% of 18,600 outlets	9.4% of 18,600 outlets	9.0% of 18,000 outlets	1.8% of 18,600 outlets	2.2% of 18,600 outlets	0.0% of 18,000 outlets
<b>Activity Index</b> <sup>3/</sup>	<b>6,110</b>	<b>4,500</b>	<b>4,870</b>	<b>300</b>	<b>800</b>	<b>20</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	500 1.86	700 1.89	440 1.53	240 2.70	130 2.79	10 2.89
Bnls/Sknl's Breast	960 4.76	1,270 5.12	2,170 5.17	20 7.99	500 7.00	
Breast Tenders	210 4.03	230 4.75	230 5.23	10 7.99		
Split, bn-in Breast	340 3.14	400 2.34	330 2.87		20 4.99	10 2.99
Whole Wings	60 1.99	170 1.77	20 2.99	10 2.49		
Leg Quarters	110 1.22	140 1.38	20 1.19	-- --	-- --	-- --
Legs		80 1.97	80 2.09			
Thighs	1,980 2.31	740 1.64	890 1.96	10 2.49	70 2.49	
Drumsticks	1,950 2.33	770 1.67	690 1.66	10 2.49	80 2.47	



<sup>5</sup>: % = total store count for Specialty items/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 <sup>1/</sup>	18.0% of 4,000 sampled outlets			21.7% of 5,100 sampled outlets			3.4% of 3,100 sampled outlets			7.5% of 3,200 sampled outlets			2.9% of 2,300 sampled outlets			4.9% of 900 sampled outlets		
Activity Index <sup>3/</sup>	Activity Index = 2,520			Activity Index = 2,650			Activity Index = 450			Activity Index = 340			Activity Index = 90			Activity Index = 60		
	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	1.69 - 2.99	280	2.18				0.98 - 1.99	100	1.28	1.39 - 1.98	100	1.63	1.39 - 1.59	10	1.39	1.59	10	1.59
Bnls/Sknl's Breast	4.99 - 5.49	230	5.18	3.29 - 5.49	430	4.28	2.39 - 4.99	70	3.90	5.99	150	5.99	2.99 - 5.99	80	4.59			
Breast Tenders				3.98	200	3.98	4.99	10	4.99									
Split, bn-in Breast	3.29	170	3.29				2.99	100	2.99	2.99	60	2.99				2.99	10	2.99
Whole Wings	1.99	60	1.99															
Leg Quarters	1.49	60	1.49				0.89	50	0.89									
Legs																		
Thighs	1.49 - 2.49	860	1.77	1.69 - 2.99	1,010	2.90	0.99 - 1.59	60	1.12	0.99	30	0.99				1.39	20	1.39
Drumsticks	1.49 - 2.49	860	1.77	1.69 - 2.99	1,010	2.90	0.99 - 1.59	60	1.12							1.39	20	1.39

	USDA ORGANIC CHICKEN																	
Feature Rate <sup>1/</sup>	3.6% of 4,000 sampled outlets			2.6% of 5,100 sampled outlets			0.3% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			1.4% of 900 sampled outlets		
Activity Index <sup>3/</sup>	Activity Index = 260			Activity Index = 10			Activity Index = 0			Activity Index = 0			Activity Index = 10			Activity Index = 20		
	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	2.69	230	2.69	2.99	10	2.99												
Bnls/Sknl's Breast													6.98 - 8.99	10	8.99	6.98	10	6.98
Breast Tenders													7.99	10	7.99			
Split, bn-in Breast																		
Whole Wings	2.49	10	2.49															
Legs																		
Thighs	2.49	10	2.49															
Drumsticks	2.49	10	2.49															

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/>.