USDA Weekly Retail Chicken Feature Activity

Fri. Jul 10, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

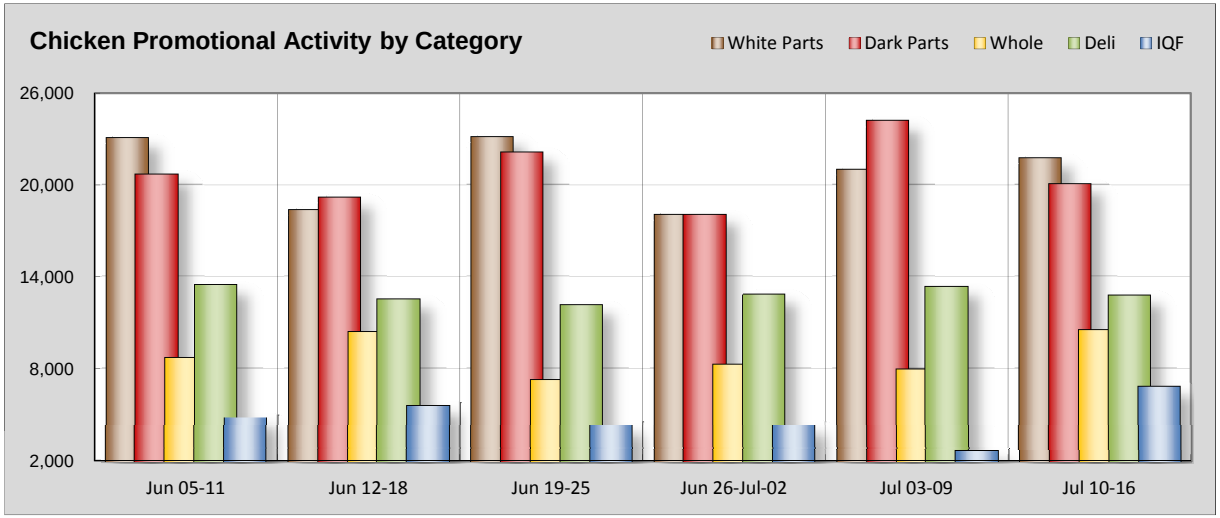
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

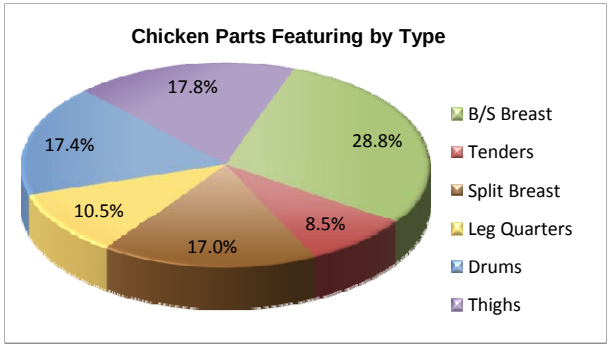
NATIONAL SUMMARY

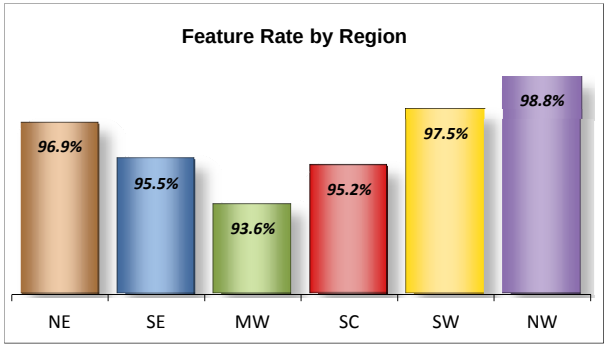
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.8% of 18,600 outlets**		**90.9% of 18,600 outlets**		**95.7% of 18,000 outlets**	
Special Rate 4/	**11.0%**		**17.9%**		**13.4%**	
Activity Index 2/	**73,010**		**69,920**		**65,310**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	5,340	0.95	2,930	0.97	5,290	1.00
cut-up fryer	2,450	1.36	3,230	1.24	2,530	1.10
bagged roaster	930	1.31	480	1.25	980	1.14
Cornish (frs/frz)	1,840	1.77	1,310	1.70	1,180	1.87
DELI **Rotisserie:**						
< 2 lbs.	8,530	5.69	3,610	5.32	5,540	5.89
2.1-3.0 lbs.	140	7.99			1,320	7.28
8-pc Fried:	4,130	6.11	9,740	5.75	2,140	6.54
PARTS:						
Bnls/Sknls Breast						
regular pack	5,010	2.84	6,620	2.69	5,150	2.97
value pack	2,900	2.25	3,890	2.18	2,470	2.42
thin sliced	2,520	4.05	1,270	3.42	1,370	4.39
Breast Tenders						
regular pack	2,790	3.58	1,790	3.08	2,870	3.40
value pack	300	1.98	160	2.41	290	2.82
Split, bn-in Breast						
regular pack	4,490	1.62	2,630	1.47	2,160	1.71
value pack	1,670	1.18	2,350	1.29	3,350	1.24
Whole Wings	2,050	2.05	2,290	1.79	1,140	1.83
Leg Quarters	3,810	0.80	4,200	0.82	2,590	0.96
Legs	400	0.96	810	1.04	660	1.00
Thighs						
regular pack	2,720	1.34	4,800	1.18	1,900	1.46
value pack	3,730	0.97	4,130	1.08	5,730	1.13
Drumsticks						
regular pack	2,500	1.35	4,560	1.18	1,750	1.43
value pack	3,820	0.97	4,370	1.07	5,490	1.16
Bnls/Sknls Thighs						
regular pack	2,810	2.69	1,280	2.22	1,100	2.80
value pack	260	1.99			610	2.04
9-pc Combos						
drum-thigh-breast	670	1.70	330	1.64	50	1.38
drum-thigh-wing	360	1.12	440	1.22	20	0.88
IQF **B/S Breast**	3,950	2.27	2,060	2.21	4,030	2.50
IQF **Tenders**	2,710	2.40	640	2.24	2,650	2.37
IQF **Wings**	180	1.88			950	1.84

This Week's Chicken Feature Highlights

Chicken products regain an upward trend on volume headed into the middle of July. Bagged fryers continue to be offered in high volume, bargains are not as prevalent as the past ad period. Deli's are anchored by whole chicken, prices creep higher, 8 pc volume declines sharply following the holiday weekend. Boneless breast retreat, prices advance, consumers may wait as the deals are not there. Tenders rise on price and offerings, split breast do the same, cost-conscious buyers will look elsewhere. Wing prices jump sharply. Dark meat parts decline in the meat case, prices jump on regular packs, the better deal is on bulk packs of drums and thighs. IQF parts come back strong, pricing follows suit. Specialty and Organics hold their ground, pricing is mixed. Vacation time is nearing its zenith, poultry is offered in increasing numbers with retail pricing climbing as well, and discounts are harder to find. At this point, it is too early to tell if this trend will continue.







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)

	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/	**96.9% of 4,000 sampled outlets**				**95.5% of 5,100 sampled outlets**				**93.6% of 3,100 sampled outlets**			
Special Rate 2/	**21.5% of stores w/ no-price promotions**				**7.6% of stores w/ no-price promotions**				**6.4% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 21,680**				**Activity Index = 13,150**				**Activity Index = 8,350**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.39		1,440	0.98	0.59 - 1.19		450	0.80	0.79 - 1.49		1,750	1.00
cut-up fryer	1.09 - 1.49		680	1.36	1.19 - 1.49		510	1.46	0.88 - 1.49		170	1.33
bagged roaster	0.98 - 1.89		860	1.33					0.99 - 1.19		70	1.01
Cornish (frs/frz)	0.98 - 1.99		1,040	1.96	1.99		70	1.99	2.00 - 2.18		30	2.03
DELI **Rotisserie:**												
< 2 lbs.	4.88 - 6.49	each	1,610	5.50	3.99 - 6.99	each	2,240	6.31	4.99 - 6.99	each	1,250	5.37
2.1-3.0 lbs.												
8-pc Fried:	4.99 - 7.00	each	1,240	6.49	4.99 - 6.66	each	610	5.88	4.49 - 7.99	each	1,020	5.93
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	2.98 - 3.99	1.79 - 3.99	1,270	3.16	1.99 - 2.98	1.68 - 3.59	590	2.45	1.79 - 4.50	1.47 - 2.49	710	2.50
value pack	1.76 - 1.79	1.68 - 2.99	1,660	2.33		1.77 - 1.99	70	1.90	1.97 - 2.99	1.79 - 1.99	500	2.29
thin sliced	3.99 - 4.99	2.69 - 3.99	1,060	3.82	2.98 - 3.98	3.79 - 4.88	750	3.75				
Breast Tenders												
regular pack	3.49 - 3.99	1.99 - 3.99	1,150	3.47	1.99 - 3.99	2.99 - 4.99	570	2.91	0.99 - 4.50	2.49 - 3.29	180	3.40
value pack	1.97	1.67 - 2.49	150	1.94						2.49	10	2.49
Split, bn-in Breast												
regular pack	0.99 - 2.19	0.77 - 2.99	1,200	1.68	1.99 - 2.39	0.99 - 1.79	1,140	1.58	1.49	0.99 - 1.79	810	1.53
value pack	1.29	0.98 - 1.49	480	1.34	0.98 - 0.99	0.77 - 1.49	570	0.93	0.98 - 2.39	1.29	120	1.97
Whole Wings	1.97 - 2.29	1.89 - 1.99	920	2.09	1.97 - 2.36	1.28 - 1.99	410	2.01	2.29 - 2.49	1.48 - 1.99	460	2.12
Leg Quarters	0.79 - 0.99	0.39 - 0.97	1,310	0.72		0.59 - 0.97	500	0.74	0.49 - 0.89	0.55 - 1.29	510	0.88
Legs	0.99	0.59 - 1.29	220	1.00					0.98		10	0.98
Thighs												
regular pack	1.19 - 1.49	0.98 - 1.29	790	1.27	0.98 - 1.49	0.98 - 0.99	580	1.02	1.99	0.89 - 1.29	100	1.28
value pack	0.99 - 1.19	0.79 - 1.27	1,430	0.92	0.79	0.79 - 1.27	1,150	0.99	0.98 - 1.99	1.17 - 1.19	110	1.74
Drumsticks												
regular pack	1.49	0.98 - 1.29	530	1.31	0.98 - 1.49	0.98 - 0.99	600	1.02	1.99	0.89 - 1.29	120	1.28
value pack	0.99 - 1.19	0.78 - 1.27	1,450	0.91	0.79	0.79 - 1.27	1,160	0.99	0.98 - 1.99	0.69 - 1.19	140	1.59
Bnls/Sknls Thighs												
regular pack	1.99 - 2.49	1.79 - 2.79	170	2.22	1.89 - 2.28	2.79 - 2.99	1,100	2.87	1.79 - 2.28	2.39 - 2.99	260	2.31
value pack		1.99	260	1.99								
Combo Packs (9 pc)												
drum-thigh-breast	1.59 - 1.79	1.39	450	1.44	1.79	2.28	70	2.14	1.49		10	1.49
drum-thigh-wing	0.99 - 1.49	0.99 - 1.59	310	1.10		1.28	10	1.28		1.19	10	1.19
IQF **B/S Breast**		1.49 - 1.67	200	1.66	2.80	1.66 - 4.00	1,060	2.77	2.80 - 3.00	1.63 - 2.40	1,120	2.13
Tenders					2.80	2.00 - 3.20	1,000	2.68	2.33 - 3.20	2.00 - 2.40	690	2.28
Wings	2.33	1.75	180	1.88								

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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/	**95.2% of 3,200 sampled outlets**				**97.5% of 2,300 sampled outlets**				**98.8% of 900 sampled outlets**			
Special Rate 2/	**16.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**9.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,130**				**Activity Index = 10,210**				**Activity Index = 3,650**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.87 - 1.29		270	0.96	0.77 - 1.19		1,010	0.96	0.69 - 0.99		420	0.76
cut-up fryer	1.49 - 1.59		60	1.51	1.29 - 1.49		750	1.44	0.99		280	0.99
bagged roaster												
Cornish (frs/frz)	1.99		40	1.99	1.29 - 1.89		650	1.41	2.18		10	2.18
DELI **Rotisserie:**												
< 2 lbs.	3.99 - 7.99	each	1,760	5.53	5.00 - 5.99	each	1,150	5.37	5.00 - 5.99	each	520	5.68
2.1-3.0 lbs.	7.99	each	140	7.99								
8-pc Fried:	4.99 - 6.99	each	790	5.60	5.99 - 6.99	each	340	6.87	4.99 - 6.99	each	130	6.23
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 - 2.99	1.79 - 3.49	1,120	2.60	2.99 - 4.99	1.77 - 1.99	1,110	2.81	2.99 - 4.99	2.49 - 2.99	210	4.53
value pack	1.77 - 2.99	1.77 - 1.99	320	1.91		1.17 - 1.99	130	1.63		1.98 - 2.88	220	2.48
thin sliced		2.19 - 3.99	140	3.58	4.99	4.99	320	4.99	5.49	3.99	250	4.97
Breast Tenders												
regular pack	1.99 - 2.99	1.98 - 3.99	300	2.98		1.99 - 4.99	340	4.67	5.49	3.99	250	4.97
value pack		1.99	140	1.99								
Split, bn-in Breast												
regular pack	1.49 - 1.79	0.98 - 1.49	630	1.55	1.29 - 1.99		530	1.67	1.49	1.99	180	1.95
value pack	0.97 - 1.58	0.99	370	1.12		0.99 - 1.19	90	1.07	1.71	0.99 - 1.38	40	1.30
Whole Wings		1.79 - 1.99	90	1.98		1.49 - 1.79	170	1.77				
Leg Quarters	0.77	0.39 - 0.79	870	0.66	0.99	1.29	460	1.18		0.99	160	0.99
Legs		0.88 - 0.99	80	0.92						0.88	90	0.88
Thighs												
regular pack	1.19	0.77 - 1.49	240	1.28	1.19 - 1.99	0.79 - 1.99	850	1.71		0.99	160	0.99
value pack	0.69 - 1.00	0.87 - 1.19	640	0.93		0.89 - 0.99	210	0.91	0.98	0.88 - 0.99	190	0.92
Drumsticks												
regular pack	1.19	0.77 - 1.49	240	1.28	1.19 - 1.99	0.79 - 1.99	850	1.71		0.99	160	0.99
value pack	0.69 - 1.00	0.87 - 1.19	670	0.93		0.89 - 0.99	210	0.91	0.98	0.88 - 0.99	190	0.92
Bnls/Sknls Thighs												
regular pack	2.28 - 2.49	2.49	220	2.47	2.49 - 3.99	1.88 - 2.49	910	2.75	3.29	1.88 - 2.49	150	2.48
value pack												
Combo Packs (9 pc)												
drum-thigh-breast						2.29	130	2.29		2.99	10	2.99
drum-thigh-wing									1.18 - 1.49		30	1.32
IQF **B/S Breast**	2.33	1.32 - 2.50	810	2.11		1.69 - 2.88	600	2.09	1.66 - 2.00	1.99 - 2.50	160	2.29
Tenders		2.27 - 2.49	260	2.38		1.69 - 2.88	560	2.06		2.33 - 2.49	200	2.40
Wings												

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

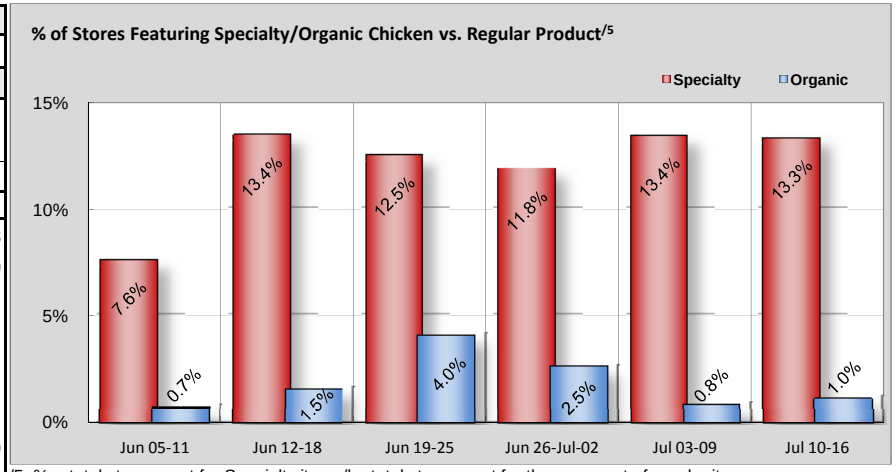
Fri. Jul 10, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/10 thru 07/16.

(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/]	10.5% of 18,600 outlets		12.9% of 18,600 outlets		17.6% of 18,000 outlets		0.8% of 18,600 outlets		1.8% of 18,600 outlets		2.6% of 18,000 outlets	
Activity Index [3/]	**5,530**		**6,110**		**6,070**		**360**		**300**		**830**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,130	1.72	500	1.86	510	1.59	50	3.07	240	2.70	260	2.68
Bnls/Sknls Breast	2,480	5.05	960	4.76	3,250	5.15	270	6.96	20	7.99	560	8.99
Breast Tenders	410	4.41	210	4.03	140	3.92	10	7.99	10	7.99		
Split, bn-in Breast	60	2.67	340	3.14	270	2.59	30	4.99				
Whole Wings	250	1.87	60	1.99	220	2.07			10	2.49		
Leg Quarters	190	1.19	110	1.22	10	1.79	--	--	--	--	--	--
Legs	20	1.69			200	1.64						
Thighs	380	1.68	1,980	2.31	710	1.91			10	2.49	10	2.29
Drumsticks	610	1.61	1,950	2.33	760	1.91			10	2.49		



/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/]	23.0% of 4,000 sampled outlets			5.1% of 5,100 sampled outlets			10.2% of 3,100 sampled outlets			6.6% of 3,200 sampled outlets			2.9% of 2,300 sampled outlets			3.4% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,740			Activity Index = 560			Activity Index = 630			Activity Index = 390			Activity Index = 60			Activity Index = 150		
	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	1.29 - 2.99	950	1.74				0.98 - 1.49	80	1.24	0.99 - 3.48	50	1.80	1.49 - 3.19	10	3.19	1.49 - 1.98	40	1.71
Bnls/Sknls Breast	3.99 - 5.99	1,620	4.92	3.99 - 5.99	410	5.39	2.99 - 5.99	260	5.57	3.99 - 5.49	90	4.51	2.99 - 5.99	50	5.49	2.99 - 4.99	50	4.34
Breast Tenders	4.29 - 4.79	290	4.62	4.49	50	4.49	2.99 - 4.99	30	3.76	2.99 - 4.99	40	3.27						
Split, bn-in Breast	2.99 - 3.49	30	3.27				1.59 - 2.99	30	2.08									
Whole Wings	1.79 - 1.86	230	1.86													1.99 - 2.19	20	2.04
Leg Quarters										0.99 - 1.29	190	1.19						
Legs	1.89	10	1.89	1.49	10	1.49												
Thighs	1.71 - 2.49	240	1.74				1.49	110	1.49	1.49	10	1.49				1.99 - 2.19	20	2.04
Drumsticks	1.71 - 2.49	370	1.80	0.99	90	0.99	0.99 - 1.49	120	1.44	1.49	10	1.49				1.99 - 2.19	20	2.04

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			0.2% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			2.1% of 3,200 sampled outlets			2.1% of 2,300 sampled outlets			4.8% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 0			Activity Index = 10			Activity Index = 0			Activity Index = 80			Activity Index = 190			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				2.99	10	2.99							2.69 - 3.49	20	2.69	3.49	20	3.49
Bnls/Sknls Breast										5.99	80	5.99	5.99 - 7.99	170	7.53	5.99	20	5.99
Breast Tenders																7.99	10	7.99
Split, bn-in Breast																4.99	30	4.99
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		

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/.