USDA Weekly Retail Chicken Feature Activity

Fri. Jul 24, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

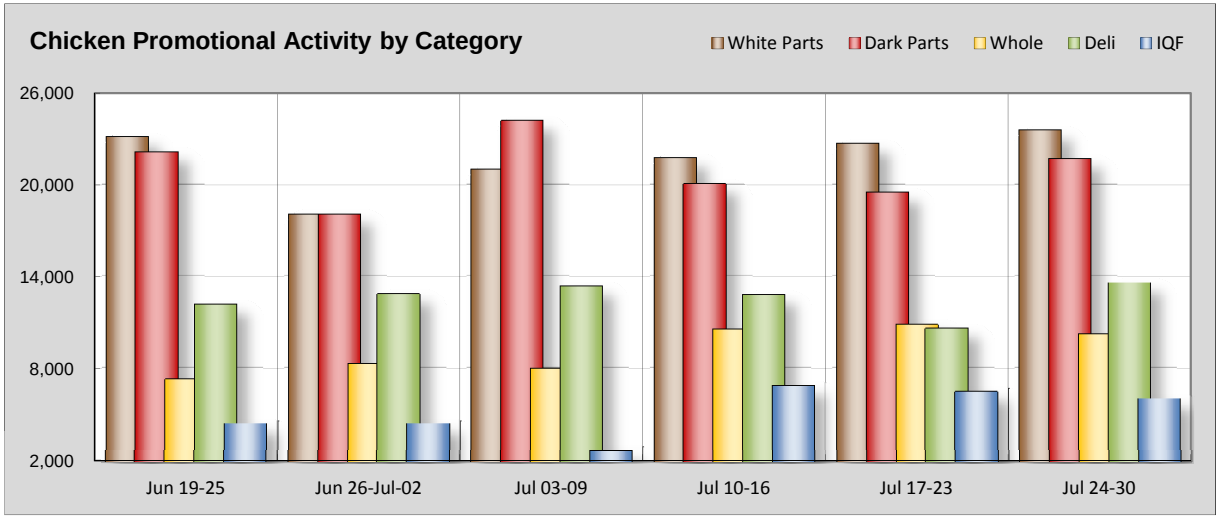
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

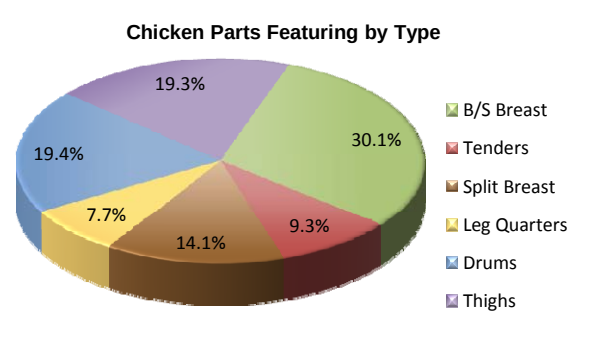
NATIONAL SUMMARY

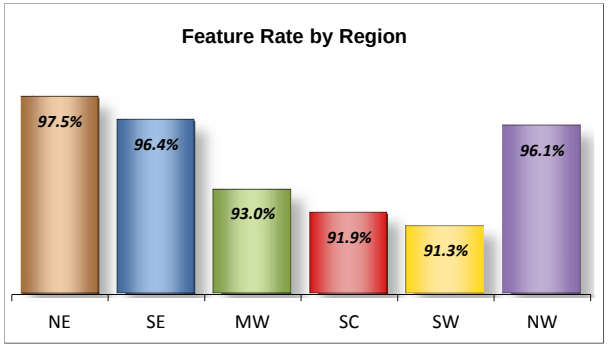
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.7% of 18,600 outlets**		**93.1% of 18,600 outlets**		**95.6% of 18,000 outlets**	
Special Rate 4/	**12.2%**		**21.5%**		**7.9%**	
Activity Index 2/	**75,360**		**70,560**		**54,360**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,980	0.98	5,260	0.91	5,370	0.94
cut-up fryer	2,270	1.22	2,620	0.99	2,240	1.22
bagged roaster	920	1.12	1,630	1.01	830	1.17
Cornish (frs/frz)	2,020	1.97	1,330	1.84	430	1.65
DELI **Rotisserie:**						
< 2 lbs.	5,900	5.65	5,220	5.58	3,480	6.01
2.1-3.0 lbs.	560	7.34	980	7.03	990	7.93
8-pc Fried:	7,120	5.59	4,380	6.08	2,730	6.57
PARTS:						
Bnls/Sknls Breast						
regular pack	6,870	3.07	5,780	2.65	4,350	3.37
value pack	2,960	2.30	2,270	1.98	2,230	2.58
thin sliced	2,670	4.05	2,150	3.89	1,810	4.28
Breast Tenders						
regular pack	3,550	3.11	3,860	3.24	1,590	3.30
value pack	330	2.21	370	2.81	910	2.52
Split, bn-in Breast						
regular pack	3,850	1.57	4,570	1.61	2,080	1.54
value pack	2,000	1.21	1,620	1.33	1,210	1.45
Whole Wings	1,290	1.94	2,060	1.76	1,210	1.82
Leg Quarters	3,210	0.85	2,770	0.82	3,290	0.82
Legs	230	1.06	190	0.96	410	1.03
Thighs						
regular pack	3,340	1.24	4,870	1.39	1,950	1.21
value pack	4,670	1.13	3,120	1.06	4,500	1.10
Drumsticks						
regular pack	3,160	1.26	3,660	1.30	1,370	1.16
value pack	4,910	1.17	3,170	1.06	4,040	1.05
Bnls/Sknls Thighs						
regular pack	1,810	2.88	1,640	2.22	1,940	2.45
value pack	360	1.99	50	1.93	300	2.47
9-pc Combos						
drum-thigh-breast	350	1.39	270	1.41	680	1.61
drum-thigh-wing	40	1.12	270	1.38	300	1.46
IQF **B/S Breast**	3,390	2.27	3,920	2.20	2,220	2.62
Tenders	2,070	2.24	2,060	2.37	1,600	2.55
Wings	530	2.04	470	1.78	300	2.00

This Week's Chicken Feature Highlights

Chicken continues to be the face of Summer in supermarkets ad space as the end of July nears. Consumers are faced with a variety of choices to fill their carts starting with whole birds in all sizes, led by Cornish hens for the grill, at higher ad pricing. The deli does not disappoint with an sharp rise in the promotion of fried chicken with rotisserie close behind. White parts rise in volume with b/s breast widely featured and at higher prices. Splits and tenders join the party but at lower prices from last week. Dark parts see a rise in ad space as well although drums and thighs switch gears and focus more on value packs at higher average ad prices; b/s thigh remain accessible and prices rise. IQF maintains visibility. Specialty chicken continues to enjoy ad space with all cuts getting equal billing while organic , though down slightly on volume, remains a popular offering. Summer is winding down, back-to-school ads are popping up, and consumer preferences will soon be changing but there is still time left for 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.)

USDA Weekly Retail Chicken Feature Activity

Fri. Jul 24, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

(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/	**97.5% of 4,000 sampled outlets**				**96.4% of 5,100 sampled outlets**				**93.0% of 3,100 sampled outlets**			
Special Rate 2/	**33.3% of stores w/ no-price promotions**				**7.4% of stores w/ no-price promotions**				**3.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 21,180**				**Activity Index = 16,470**				**Activity Index = 8,890**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.78 - 1.99		1,670	1.12	0.77 - 1.58		510	1.03	0.88 - 1.19		1,100	0.95
cut-up fryer	1.00 - 1.49		460	1.25	0.97 - 1.29		270	1.03	1.28 - 1.54		290	1.49
bagged roaster	0.79 - 1.59		910	1.12	0.98		10	0.98				
Cornish (frs/frz)	1.89 - 1.99		1,080	1.99	1.98 - 2.18		750	2.11				
DELI **Rotisserie:**												
< 2 lbs.	4.00 - 6.99	each	1,910	6.16	4.88 - 6.99	each	1,260	5.21	4.99 - 7.99	each	770	5.24
2.1-3.0 lbs.	6.49 - 6.99	each	280	6.74	6.49	each	10	6.49				
8-pc Fried:	4.99 - 7.99	each	1,330	6.13	4.99 - 6.49	each	3,020	5.26	4.99 - 7.99	each	1,140	5.87
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	1.49 - 3.99	1,990	2.93	1.98 - 2.99	1.88 - 3.49	1,600	3.13	1.98 - 3.49	1.79 - 3.49	480	2.74
value pack	1.88 - 2.99	1.69 - 2.99	1,020	2.01	2.99	2.19 - 2.77	280	2.84		1.49 - 2.49	560	2.11
thin sliced	3.49 - 4.99	2.49 - 4.99	1,240	4.10	3.99		940	3.99	2.79		10	2.79
Breast Tenders												
regular pack	3.99 - 4.39	1.88 - 3.99	900	3.10	1.98 - 2.99	2.99 - 3.49	1,420	3.24	2.79 - 3.99	1.99 - 3.49	430	2.34
value pack										2.49	150	2.49
Split, bn-in Breast												
regular pack	1.39 - 1.99	1.24 - 2.49	950	1.66	0.99 - 1.99	0.99 - 1.97	520	1.36	0.98 - 1.79	0.88 - 1.79	840	1.57
value pack	0.99 - 1.29	0.98 - 1.99	800	1.21	0.99 - 1.00	0.99 - 1.19	280	1.00	1.00 - 1.59	1.79	320	1.67
Whole Wings	1.99	1.79 - 1.99	970	1.99		1.68 - 1.98	60	1.91	1.69 - 1.99	1.69	200	1.73
Leg Quarters	0.69 - 1.29	0.49 - 0.89	770	0.78	0.99		20	0.99	0.59 - 0.89	0.59 - 1.29	710	0.81
Legs	0.99 - 1.19	0.79 - 1.39	210	1.06					0.99 - 1.19	0.79	20	0.98
Thighs												
regular pack	1.19 - 1.49	0.89 - 1.99	900	1.35	0.99 - 1.19	0.99 - 1.19	350	1.01	0.99 - 1.19	0.99 - 1.29	620	1.15
value pack	0.98 - 1.39	0.78 - 1.49	1,220	1.05	0.77 - 1.19	0.88 - 1.49	2,320	1.22	0.99 - 1.19	0.89 - 1.49	130	1.09
Drumsticks												
regular pack	1.19 - 1.49	0.89 - 1.99	890	1.35	0.99 - 1.19	0.79 - 1.19	140	1.03	0.99 - 1.19	0.99 - 1.29	630	1.15
value pack	0.98 - 1.49	0.78 - 1.59	1,210	1.06	0.77 - 1.19	0.88 - 1.59	2,540	1.27	0.99 - 1.19	0.89 - 1.59	130	1.19
Bnls/Sknls Thighs												
regular pack	2.29 - 2.49	1.99	340	2.30		2.49	110	2.49	1.99	1.99 - 2.39	170	2.01
value pack		1.48	30	1.48								
Combo Packs (9 pc)												
drum-thigh-breast		1.59 - 1.69	90	1.68		1.59	60	1.59		1.19	190	1.19
drum-thigh-wing		1.49	10	1.49								
IQF **B/S Breast**		1.98 - 1.99	170	1.99	2.00 - 2.80	1.66 - 2.33	840	1.92	1.66 - 2.40	1.58 - 2.40	730	2.18
Tenders					2.00 - 2.80	1.66 - 2.33	820	1.92		1.99 - 2.40	380	2.26
Wings		2.33	20	2.33	2.00	2.00 - 2.33	330	2.04		2.33	10	2.33

USDA Weekly Retail Chicken Feature Activity

Fri. Jul 24, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

(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/	**91.9% of 3,200 sampled outlets**				**91.3% of 2,300 sampled outlets**				**96.1% of 900 sampled outlets**			
Special Rate 2/	**12.8% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**4.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,400**				**Activity Index = 10,550**				**Activity Index = 3,880**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.88 - 0.99		290	0.95	0.59 - 0.99		1,090	0.78	0.79 - 1.49		320	0.93
cut-up fryer	1.39 - 1.53		90	1.41	0.89 - 1.69		1,010	1.20	0.99		150	0.99
bagged roaster												
Cornish (frs/frz)	2.18		50	2.18	0.99 - 1.59		140	1.03				
DELI **Rotisserie:**												
< 2 lbs.	3.00 - 5.99	each	840	4.87	4.99 - 6.99	each	620	6.31	4.99 - 5.99	each	500	5.94
2.1-3.0 lbs.					7.99	each	270	7.99				
8-pc Fried:	3.99 - 7.99	each	940	5.26	4.99 - 5.99	each	480	5.71	5.00 - 6.99	each	210	6.42
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 - 3.49	1.67 - 2.49	790	2.46	1.97 - 4.99	1.97 - 3.49	1,500	3.45	3.49 - 4.99	1.98 - 2.69	510	3.60
value pack	2.99	1.49 - 2.49	400	2.32	2.99	1.49 - 2.99	500	2.91		1.78 - 2.49	200	1.95
thin sliced	2.79 - 4.99	2.88	280	3.79					5.49	2.88	200	4.38
Breast Tenders												
regular pack	1.67 - 3.99	2.49 - 2.99	680	2.90					5.49		120	5.49
value pack	1.88	2.29 - 2.49	90	2.06						1.88	90	1.88
Split, bn-in Breast												
regular pack	1.00 - 2.49	0.99 - 1.79	310	1.90	1.27 - 1.69	1.99	1,020	1.59	0.99 - 1.69		210	1.11
value pack	1.00 - 1.78	0.99 - 1.29	100	1.19	0.97 - 1.49	0.99 - 1.29	360	1.02	0.99	1.28	140	1.03
Whole Wings	1.99	1.89 - 1.97	60	1.96								
Leg Quarters	0.78 - 0.99	0.59 - 0.99	890	0.81		0.49 - 1.29	650	1.03		0.78 - 0.99	170	0.94
Legs												
Thighs												
regular pack	1.19	0.88 - 1.19	450	1.06	1.59 - 1.69	1.29	700	1.52	0.99 - 1.49	0.99 - 1.19	320	1.04
value pack	0.77 - 0.99	0.89 - 1.19	640	0.97	0.99 - 1.59	1.19 - 1.29	250	1.22	1.28	0.99	110	1.06
Drumsticks												
regular pack	1.19	0.88 - 1.19	450	1.06	1.59 - 1.69	1.29	700	1.52	0.99 - 1.49	0.99 - 1.28	350	1.06
value pack	0.77 - 0.99	0.78 - 1.39	660	1.01	0.99 - 1.59	0.79 - 1.29	280	1.17		0.99	90	0.99
Bnls/Sknls Thighs												
regular pack	3.19	2.29 - 2.79	360	2.90	1.97 - 3.99	3.99	670	3.50		2.69	160	2.69
value pack		2.49	30	2.49		1.99	300	1.99				
Combo Packs (9 pc)												
drum-thigh-breast					1.29		10	1.29				
drum-thigh-wing										0.99	30	0.99
IQF **B/S Breast**	2.00 - 3.20	1.66 - 2.50	1,110	2.43	3.20	1.88 - 2.50	460	2.83	2.00	1.88 - 2.50	80	2.04
Tenders	2.00 - 3.20	1.66 - 2.33	680	2.53		2.33 - 2.66	170	2.58		2.33	20	2.33
Wings	2.00	2.00	170	2.00								

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

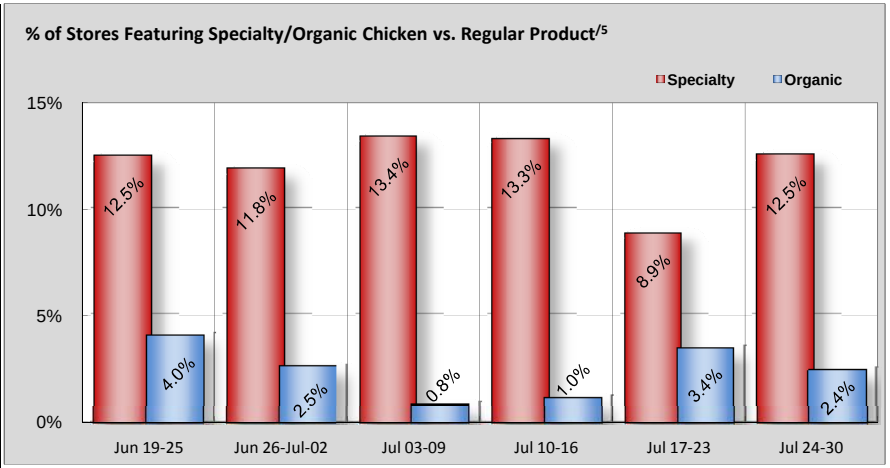
Fri. Jul 24, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/24 thru 07/30.

(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/]	12.4% of 18,600 outlets		8.8% of 18,600 outlets		12.8% of 18,000 outlets		0.5% of 18,600 outlets		1.5% of 18,600 outlets		0.8% of 18,000 outlets	
Activity Index [3/]	**5,690**		**3,860**		**4,840**		**910**		**1,250**		**220**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	510	2.00	500	1.69	860	1.48	100	2.91	40	2.62	30	1.99
Bnls/Sknls Breast	1,880	4.78	1,490	4.92	1,750	4.87	90	8.05	280	7.93		
Breast Tenders	520	4.11	230	4.77	230	4.91			160	6.99	170	7.99
Split, bn-in Breast	310	2.69	50	1.24	420	2.88			230	4.49		
Whole Wings	80	1.94	80	1.74	30	1.62	40	2.87	180	2.49		
Leg Quarters	190	0.96	90	1.16	40	0.99	--	--	--	--	--	--
Legs	70	1.25	90	1.25	20	2.04						
Thighs	1,060	1.71	660	1.67	750	1.60	340	2.87	180	2.49	10	3.49
Drumsticks	1,070	1.76	670	1.66	740	1.59	340	2.87	180	2.49	10	3.49



/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/]	30.3% of 4,000 sampled outlets			5.3% of 5,100 sampled outlets			10.4% of 3,100 sampled outlets			3.2% of 3,200 sampled outlets			3.5% of 2,300 sampled outlets			9.9% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 4,010			Activity Index = 390			Activity Index = 620			Activity Index = 220			Activity Index = 120			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	1.33 - 2.59	280	1.95	1.79	20	1.79	0.99 - 2.49	130	2.18	1.79 - 1.88	70	1.81	2.79	10	2.79			
Bnls/Sknls Breast	3.49 - 5.99	1,450	4.89	3.20 - 4.99	130	3.75	1.59 - 6.39	290	4.65							4.99	10	4.99
Breast Tenders	3.88 - 4.99	380	4.47	3.99	50	3.99	3.59	20	3.59	1.99	30	1.99	1.99 - 2.99	40	2.77			
Split, bn-in Breast	0.99 - 4.99	120	1.98				1.59 - 3.49	20	2.35	2.99	10	2.99	2.99 - 3.49	60	2.99	2.99 - 3.49	100	3.40
Whole Wings	1.99	20	1.99	1.99	10	1.99	1.99	10	1.99	1.88 - 1.89	40	1.89						
Leg Quarters	0.99	10	0.46	0.99	170	0.99	0.99	10	0.99									
Legs	1.89	10	1.89	1.49	10	1.49	1.19	20	1.19	0.99	30	0.99						
Thighs	0.99 - 2.49	870	1.69				1.00 - 2.39	60	1.26	1.49 - 1.69	20	1.55				1.49 - 2.49	110	2.17
Drumsticks	1.29 - 2.49	870	1.75				1.00 - 2.39	60	1.26	1.49 - 1.69	20	1.55	1.49 - 2.49	10	1.49	1.49 - 2.49	110	2.17

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/]	0.3% of 4,000 sampled outlets			0.2% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			3.0% of 2,300 sampled outlets			2.3% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 480			Activity Index = 10			Activity Index = 0			Activity Index = 0			Activity Index = 310			Activity Index = 110		
	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							2.59 - 3.98	70	2.59	3.98	20	3.98
Bnls/Sknls Breast	9.99	20	9.99										7.49	70	7.49			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings													2.49 - 2.99	10	2.49	2.99	30	2.99
Legs																		
Thighs	2.99	230	2.99										2.49 - 2.99	80	2.49	2.99	30	2.99
Drumsticks	2.99	230	2.99										2.49 - 2.99	80	2.49	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/.