USDA Weekly Retail Chicken Feature Activity

Fri. Aug 07, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/07 thru 08/13.

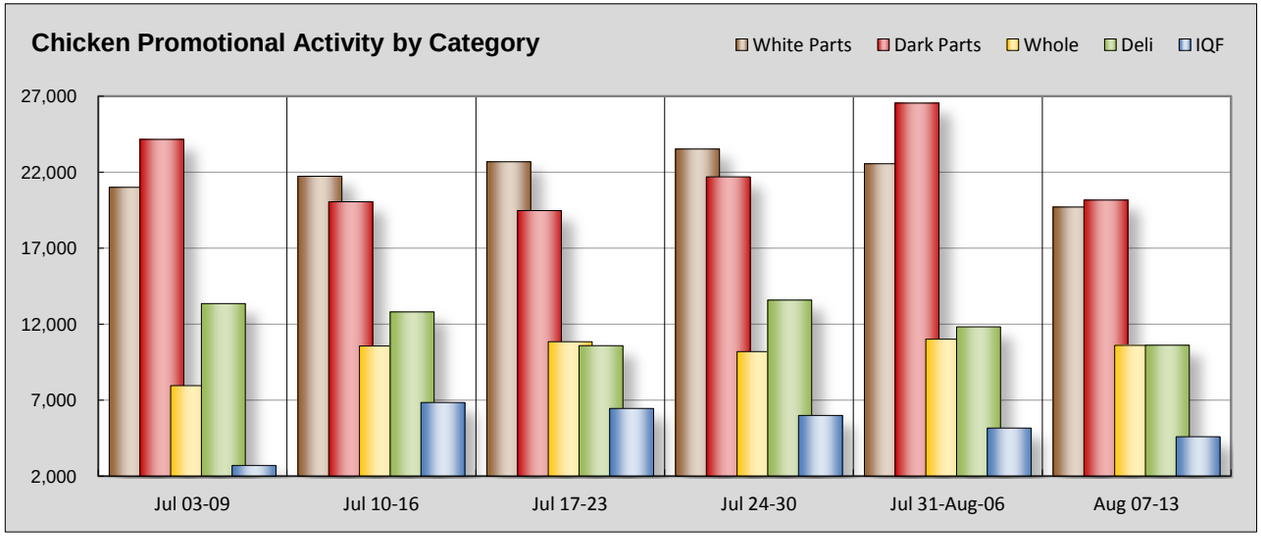
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

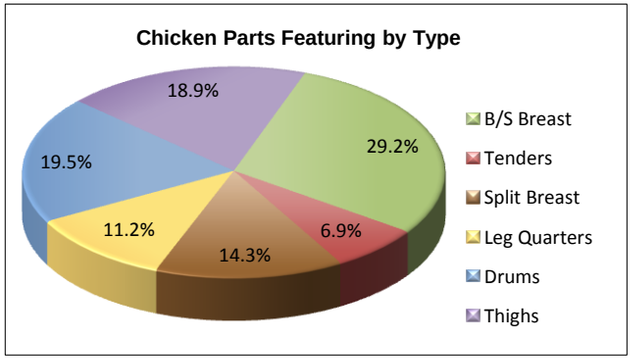
NATIONAL SUMMARY

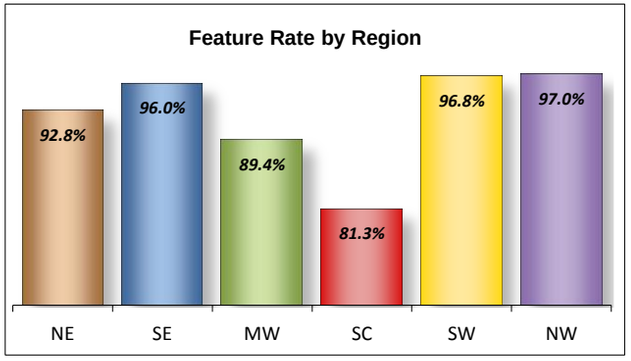
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**91.8% of 18,600 outlets**		**95.8% of 18,600 outlets**		**91.7% of 18,000 outlets**	
Special Rate 4/	**29.6%**		**15.1%**		**14.9%**	
Activity Index 2/	**66,590**		**77,740**		**62,660**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	5,200	0.98	5,040	0.98	4,160	0.99
cut-up fryer	3,550	1.00	2,500	1.32	2,050	1.19
bagged roaster	720	1.48	980	1.08	1,510	1.06
Cornish (frs/frz)	1,130	1.51	2,490	1.89	1,220	2.44
DELI **Rotisserie:**						
< 2 lbs.	5,610	5.32	5,500	5.56	2,910	5.79
2.1-3.0 lbs.	400	8.14	720	7.72	1,030	7.74
8-pc Fried:	4,600	5.56	5,600	5.77	2,460	6.52
PARTS:						
Bnls/Sknls Breast						
regular pack	6,040	2.84	6,850	2.74	7,250	3.24
value pack	2,650	2.20	3,000	2.15	2,520	2.51
thin sliced	1,920	4.14	1,670	3.69	3,570	4.35
Breast Tenders						
regular pack	2,190	3.52	2,560	3.08	4,060	3.85
value pack	330	3.33	990	2.28	870	2.90
Split, bn-in Breast						
regular pack	3,800	1.31	3,040	1.68	1,430	1.88
value pack	1,410	1.12	1,420	1.39	2,240	1.30
Whole Wings	1,360	1.91	3,020	2.08	1,970	1.96
Leg Quarters	4,060	0.82	5,830	0.86	2,040	1.00
Legs	560	1.13	1,060	1.09	490	1.02
Thighs						
regular pack	3,260	1.12	4,220	1.30	2,060	1.21
value pack	3,630	1.09	4,320	1.05	3,830	1.15
Drumsticks						
regular pack	3,350	1.14	4,440	1.28	1,990	1.22
value pack	3,750	1.09	4,700	1.04	3,560	1.17
Bnls/Sknls Thighs						
regular pack	1,540	2.43	1,940	2.21	2,530	2.46
value pack	10	1.69	30	1.65	520	2.53
9-pc Combos						
drum-thigh-breast	460	1.51	330	1.39	470	1.70
drum-thigh-wing	470	1.37	330	1.37	170	1.36
IQF **B/S Breast**	2,850	2.34	2,850	2.22	3,530	2.44
IQF **Tenders**	1,180	2.34	1,630	2.22	1,570	2.52
IQF **Wings**	560	2.06	680	2.01	650	2.13

This Week's Chicken Feature Highlights

The activity index takes a hard dive, but lost volume is replaced by a sharp rise in incentives to purchase additional poultry. Promotions are ranging from 15%-43% across the nation, averaging almost 30% this week. Whole birds continue their static pace, a few more cut-up appear and are the deal this week. The deli stays with a proven performer in whole rotisserie. White meat parts best option is split breast, value packs will draw the most attention. Dark meat parts are about steady or lower on price, the biggest change is a steep decline in volume. IQF parts raise prices. Specialty increases its footprint on the market, Organics retreat. Consumer's dollars are redirected with the start of the new school year. Competition will remain strong for the next few weeks as retailers fight for those remaining funds.







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 chicken 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/		**92.8% of 4,000 sampled outlets**				**96.0% of 5,100 sampled outlets**				**89.4% of 3,100 sampled outlets**			
Special Rate 2/		**31.1% of stores w/ no-price promotions**				**42.7% of stores w/ no-price promotions**				**14.6% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 16,770**				**Activity Index = 15,760**				**Activity Index = 7,590**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.78 - 1.39		1,190	1.00	0.59 - 0.99		1,630	0.86	0.88 - 1.29		470	1.08
	cut-up fryer	1.09 - 1.49		610	1.29	0.11 - 1.49		1,750	0.56	0.99 - 1.69		420	1.43
	bagged roaster	0.88 - 1.99		640	1.48					1.49		80	1.49
	Cornish (frs/frz)	1.29 - 1.99		300	1.72	1.99		20	1.99	1.79		10	1.79
DELI	**Rotisserie:**												
	< 2 lbs.	4.88 - 7.99	each	1,260	5.82	0.99 - 6.99	each	1,960	4.96	4.79 - 6.99	each	940	5.51
	2.1-3.0 lbs.												
	8-pc Fried:	5.00 - 7.99	each	270	5.82	4.99 - 6.49	each	1,180	5.51	4.99 - 9.99	each	720	5.81
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	2.50 - 3.99	1.49 - 3.99	1,860	3.22	1.89 - 2.50	1.78 - 2.50	500	2.16	1.98 - 4.49	1.49 - 2.99	1,370	2.55
	value pack	2.49	1.69 - 3.99	1,470	2.03	2.38 - 2.99	1.69 - 2.59	320	2.33	1.97 - 2.49	1.88 - 2.49	350	2.12
	thin sliced	3.69 - 4.99	2.99 - 3.99	1,270	3.92	2.98	2.99	220	2.98				
Breast Tenders													
	regular pack	2.99 - 3.99	3.99	730	3.81	1.99 - 2.98	3.99	450	3.23	1.99 - 2.49	2.49	280	2.48
	value pack		3.99	20	3.99								
Split, bn-in Breast													
	regular pack	1.69 - 2.39	0.87 - 1.79	990	1.43	0.99 - 2.38	0.87 - 1.99	1,900	1.11	0.99 - 1.79	0.87 - 1.59	310	1.57
	value pack		0.99 - 2.99	90	1.53	0.88 - 0.98	0.99	500	0.97	0.88 - 1.59	1.29 - 1.79	140	1.51
Whole Wings			1.49 - 1.99	520	1.98	1.38	1.49 - 1.99	420	1.91	1.99	1.49 - 2.19	170	1.95
Leg Quarters		0.59 - 0.89	0.49 - 0.89	1,180	0.72	0.69 - 0.99	0.29 - 0.68	510	0.70	0.69	0.49 - 1.29	730	0.78
Legs		0.99	0.99	110	0.99								
Thighs													
	regular pack	1.19 - 1.59	0.78 - 1.19	650	1.26		0.99 - 1.19	970	0.99	0.98 - 1.19	0.99 - 1.19	220	1.02
	value pack	0.98 - 1.39	0.78 - 1.29	720	1.21	0.85 - 1.19	0.88 - 1.29	1,170	0.99	0.79 - 0.99	0.89 - 1.49	480	1.22
Drumsticks													
	regular pack	0.99 - 1.99	0.78 - 1.19	660	1.31		0.99 - 1.19	970	0.99	0.98 - 1.19	0.99 - 1.19	220	1.02
	value pack	0.98 - 1.49	0.78 - 1.29	720	1.23	0.85 - 1.19	0.88 - 1.29	1,170	0.99	0.79 - 0.99	0.59 - 1.49	560	1.19
Bnls/Sknls Thighs													
	regular pack	1.99 - 2.69	2.29 - 2.69	720	2.45	2.98	2.69	60	2.92	2.99	1.88 - 1.99	100	2.83
	value pack										1.69	10	1.69
Combo Packs (9 pc)													
	drum-thigh-breast		1.39 - 1.79	380	1.51		1.49	60	1.49				
	drum-thigh-wing	1.69	1.39	410	1.40						1.39	10	1.39
IQF	**B/S Breast**		1.99	120	1.99	2.00 - 2.80	2.25 - 2.40	400	2.27	2.00 - 2.80	1.66 - 2.80	780	2.39
	Tenders					2.00	2.33 - 2.40	340	2.23	2.80	2.33 - 2.80	480	2.54
	Wings		1.99 - 2.00	180	2.00	1.60 - 2.33	1.99	160	1.97				

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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/		**81.3% of 3,200 sampled outlets**				**96.8% of 2,300 sampled outlets**				**97.0% of 900 sampled outlets**			
Special Rate 2/		**15.1% of stores w/ no-price promotions**				**36.6% of stores w/ no-price promotions**				**34.3% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 10,410**				**Activity Index = 9,560**				**Activity Index = 1,910**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.69 - 1.29		430	0.94	0.77 - 1.29		1,180	1.10	0.99		300	0.99
	cut-up fryer	1.49 - 1.69		220	1.59	1.69		300	1.69	1.29 - 1.49		250	1.36
	bagged roaster												
	Cornish (frs/frz)	2.18		60	2.18	0.88 - 1.99		740	1.35				
DELI	**Rotisserie:**												
	< 2 lbs.	3.99 - 6.99	each	1,310	5.21	4.97 - 4.99	each	50	4.99	4.99 - 5.99	each	90	5.86
	2.1-3.0 lbs.	6.98 - 7.99	each	100	7.90	7.99 - 9.99	each	290	8.19	8.99	each	10	8.99
	8-pc Fried:	4.99 - 6.99	each	1,210	5.59	5.00 - 7.99	each	740	5.27	4.99 - 6.99	each	480	5.59
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	1.88 - 3.99	1.47 - 3.49	1,300	2.42	1.97 - 4.99	2.99 - 3.99	980	3.44		1.88 - 1.98	30	1.94
	value pack	2.49 - 3.49	1.79 - 2.49	260	2.80	2.79	1.99 - 2.29	180	2.57	2.98	1.69 - 2.49	70	2.28
	thin sliced	3.99	3.99	130	3.99	5.99		300	5.99				
Breast Tenders													
	regular pack	1.88 - 2.79	1.99 - 2.99	430	2.27	5.99		300	5.99				
	value pack	2.49 - 3.99		280	3.32		2.99	30	2.99				
Split, bn-in Breast													
	regular pack	1.29 - 1.59	0.98 - 1.99	230	1.67	0.99	1.69	210	1.44		1.69	160	1.69
	value pack	0.88 - 0.99	0.88 - 1.79	270	1.22	0.99 - 1.59	0.97 - 0.99	380	1.02	1.29	0.99	30	1.12
Whole Wings			0.99 - 1.77	90	1.35	1.99		160	1.99				
Leg Quarters		0.69	0.29 - 1.29	780	0.78	0.99 - 1.29	0.77 - 1.29	850	1.08		0.99	10	0.99
Legs			0.88	50	0.88		1.29 - 1.39	310	1.29		0.88	90	0.88
Thighs													
	regular pack	0.83 - 1.69	0.99 - 1.29	840	1.18	0.99	0.99 - 1.29	560	1.15	1.33	1.19	20	1.24
	value pack	0.69 - 1.29	0.79 - 1.39	600	0.93	1.29	0.59 - 1.39	510	1.25	0.99	0.79 - 0.99	150	0.90
Drumsticks													
	regular pack	0.99 - 1.69	0.99 - 1.29	920	1.19	0.99	0.99 - 1.29	560	1.15	1.33	1.19	20	1.24
	value pack	0.69 - 1.29	0.79 - 1.39	610	0.94	1.29	0.69 - 1.39	540	1.23	0.99	0.79 - 0.99	150	0.90
Bnls/Sknls Thighs													
	regular pack	2.49	1.88 - 2.99	280	2.41	1.97	2.49	370	2.26		1.88	10	1.88
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast		1.59	10	1.59					1.49		10	1.49
	drum-thigh-wing					1.29		20	1.29		0.99	30	0.99
IQF	**B/S Breast**		1.66 - 2.80	420	1.96	3.20	2.50	820	2.73	1.66	1.66 - 2.40	310	1.89
	Tenders	1.99	1.99 - 2.80	240	2.13						2.33	120	2.33
	Wings	1.60	2.00 - 2.33	70	1.81		2.33	150	2.33				

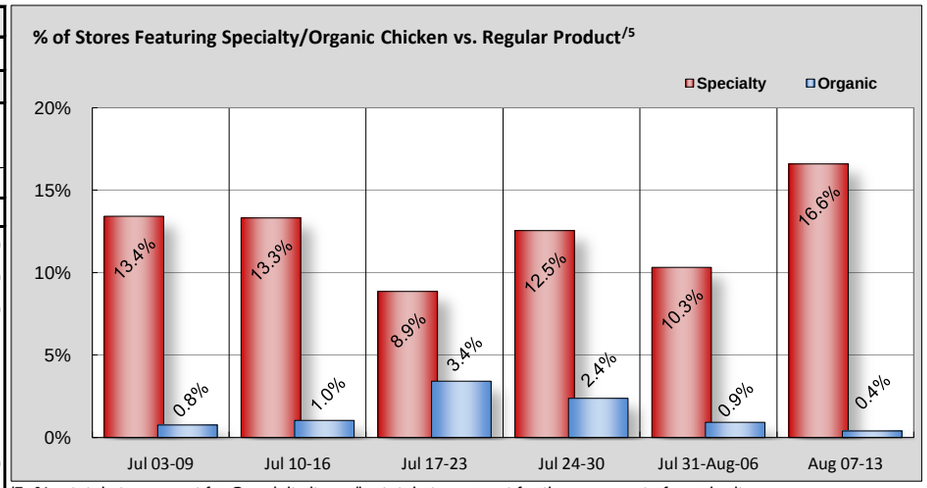
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Aug 07, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/07 thru 08/13.

(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/]	16.7% of 18,600 outlets		13.7% of 18,600 outlets		16.3% of 18,000 outlets		0.2% of 18,600 outlets		1.6% of 18,600 outlets		2.3% of 18,000 outlets	
Activity Index [3/]	**6,900**		**5,210**		**8,500**		**140**		**380**		**1,340**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,030	1.60	1,060	1.68	2,030	1.53	40	3.99	10	2.99	220	2.69
Bnls/Sknls Breast	1,350	5.01	1,330	4.74	1,960	5.19	60	7.82	360	7.68	410	8.89
Breast Tenders	80	4.57	470	4.95	400	4.40	20	7.99			370	8.99
Split, bn-in Breast	510	3.12	530	2.65	240	2.59	20	4.99	10	5.99		
Whole Wings	60	1.79	210	2.16	60	1.88						
Leg Quarters	90	1.04	20	1.44	110	0.88	--	--	--	--	--	--
Legs	20	2.49	90	2.10	20	1.94						
Thighs	1,880	1.76	770	1.73	1,780	1.55					170	2.49
Drumsticks	1,880	1.76	730	1.72	1,900	1.49					170	2.49



/5: % = total store count for Specialty items/by 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 [1/]	29.5% of 4,000 sampled outlets			18.2% of 5,100 sampled outlets			10.1% of 3,100 sampled outlets			9.4% of 3,200 sampled outlets			1.6% of 2,300 sampled outlets			18.7% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,490			Activity Index = 2,250			Activity Index = 460			Activity Index = 480			Activity Index = 20			Activity Index = 200		
	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	0.99 - 1.99	900	1.60	1.59	70	1.59				1.98	20	1.98				1.29	40	1.29
Bnls/Sknls Breast	3.79 - 5.99	840	5.15	3.99 - 5.49	160	5.14	2.59 - 5.89	120	5.00	4.49 - 4.99	100	4.65				2.87 - 5.99	130	4.22
Breast Tenders	3.99	20	3.99							4.49 - 4.99	60	4.76						
Split, bn-in Breast	3.29	90	3.29				2.99 - 3.29	240	3.16	2.79 - 2.99	150	2.83	2.99 - 3.99	20	3.99	2.99 - 3.39	10	3.14
Whole Wings										1.79	60	1.79						
Leg Quarters										0.99	70	0.99				0.99 - 1.89	20	1.22
Legs	2.49	20	2.49															
Thighs	1.19 - 2.79	810	1.66	1.69 - 1.89	1,010	1.88	0.79 - 1.49	50	1.03	1.49	10	1.49						
Drumsticks	1.19 - 2.79	810	1.66	1.69 - 1.89	1,010	1.88	0.79 - 1.49	50	1.03	1.49	10	1.49						
	USDA ORGANIC CHICKEN																	
Feature Rate [1/]	0.3% 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			0.3% of 2,300 sampled outlets			3.2% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 20			Activity Index = 0			Activity Index = 0			Activity Index = 50			Activity Index = 10			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	4.99	20	4.99										2.99	10	2.99	2.99	10	2.99
Bnls/Sknls Breast										7.99	50	7.99				6.99	10	6.99
Breast Tenders																7.99	20	7.99
Split, bn-in Breast																4.99	20	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/.