



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/28 thru 09/03.

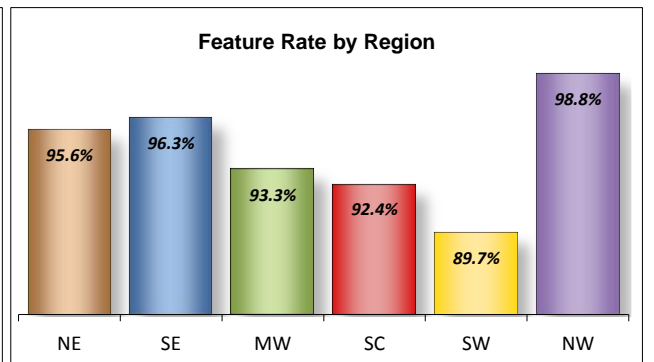
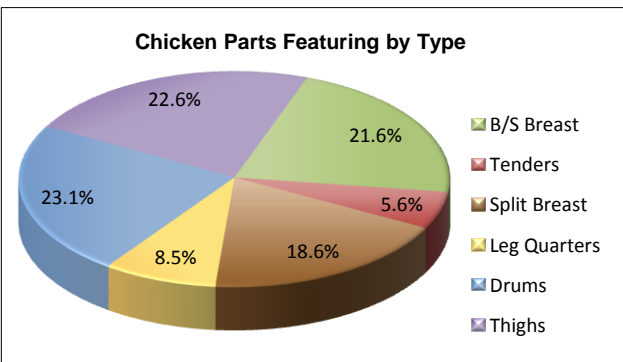
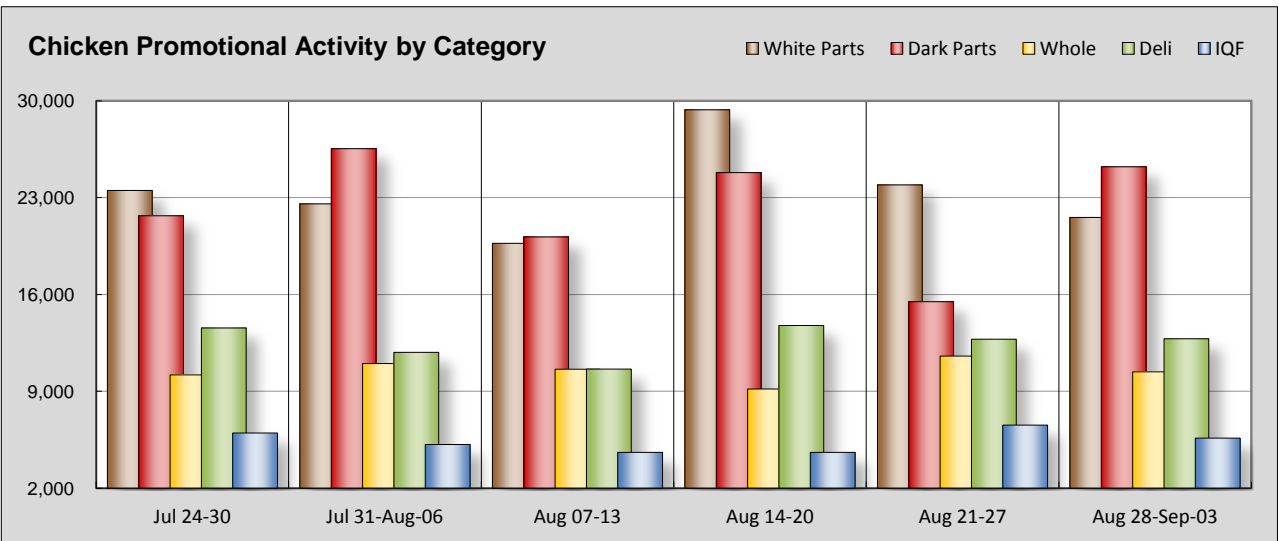
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Aug 28, 2009

NATIONAL SUMMARY							
		THIS WEEK		LAST WEEK		LAST YEAR	
<b>Feature Rate <sup>1/</sup></b>		<b>94.3% of 18,600 outlets</b>		<b>96.1% of 18,600 outlets</b>		<b>96.1% of 18,000 outlets</b>	
<b>Special Rate <sup>4/</sup></b>		<b>24.5%</b>		<b>16.4%</b>		<b>21.9%</b>	
<b>Activity Index <sup>2/</sup></b>		<b>76,930</b>		<b>71,320</b>		<b>65,540</b>	
<b>WHOLE BIRD:</b>		<b>Stores <sup>3/</sup> Wtd Avg</b>		<b>Stores /3 Wtd Avg</b>		<b>Stores /3 Wtd Avg</b>	
	bagged fryer	4,980	0.97	5,450	0.87	4,760	1.07
	cut-up fryer	2,460	1.24	3,290	1.13	2,000	1.58
	bagged roaster	1,510	1.19	1,350	1.21	1,010	1.26
	Cornish (frs/frz)	1,460	2.03	1,460	1.44	800	1.75
<b>DELI</b>	<b>Rotisserie:</b>						
	< 2 lbs.	6,640	5.60	7,940	5.36	5,300	5.60
	2.1-3.0 lbs.	1,110	7.30	290	7.12	590	8.13
	<b>8-pc Fried:</b>	5,050	5.85	4,540	5.99	9,620	6.22
<b>PARTS:</b>							
<b>Bnls/Sknls Breast</b>							
	regular pack	4,570	2.69	7,630	2.97	4,580	2.96
	value pack	2,430	2.43	4,120	2.31	3,620	2.40
	thin sliced	1,940	3.95	2,150	4.07	2,080	4.06
<b>Breast Tenders</b>							
	regular pack	2,210	3.29	3,360	3.37	2,250	3.22
	value pack	110	2.52	910	2.56	570	2.29
<b>Split, bn-in Breast</b>							
	regular pack	5,960	1.50	2,270	1.58	2,450	1.44
	value pack	1,760	1.13	1,470	1.11	1,590	1.30
<b>Whole Wings</b>		2,590 1.85		2,010 1.95		2,230 2.17	
<b>Leg Quarters</b>		3,510 0.79		3,400 0.89		4,240 0.87	
<b>Legs</b>		490 1.25		330 0.99		690 1.09	
<b>Thighs</b>							
	regular pack	3,600	1.21	2,650	1.23	3,050	1.15
	value pack	5,760	1.06	2,290	1.03	2,020	1.18
<b>Drumsticks</b>							
	regular pack	3,590	1.22	2,600	1.25	2,880	1.15
	value pack	5,960	1.06	2,330	1.03	2,050	1.18
<b>Bnls/Sknls Thighs</b>							
	regular pack	2,320	2.58	1,390	2.49	1,420	2.65
	value pack			490	2.17	360	2.54
<b>9-pc Combos</b>							
	drum-thigh-breast	650	1.37	580	1.58	300	1.90
	drum-thigh-wing	650	1.41	460	1.26	180	1.29
<b>IQF</b>	<b>B/S Breast</b>	3,220	2.30	3,030	2.29	2,610	2.54
	<b>Tenders</b>	1,800	2.35	3,520	2.46	1,070	2.43
	<b>Wings</b>	600	2.18	10	2.46	1,220	2.09

### This Week's Chicken Feature Highlights

Chicken feature activity rebounds headed into the last full week of August. Almost 25% of the retailers in the USA offer no price promotions, the SE area alone hits 50% offering incentives to purchase extra poultry. Pricing on whole body products adjusts upward, the Deli follows the same path, 8pc values decline. Boneless white meat parts drop in offerings, lower pricing will attract interest. Split breasts will attract consumers as well, pricing is excellent for the second week in a row. Leg quarters push prices lower, drums and thighs offer more supply, pricing is unchanged from the past week. IQF parts drop pricing. Specialty products increase their presence, Organics rise slightly, pricing trends higher on both. All poultry cuts have good bargains in place for the consumer who is diligent in their search. Marketing practices will soon change, consumers should take advantage of the deals while they last.



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.)






**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/28 thru 09/03.

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

Fri. Aug 28, 2009

		<b>NORTHEAST U.S.</b> <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> 				<b>SOUTHEAST U.S.</b> <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> 				<b>MIDWEST U.S.</b> <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> 						
<b>Feature Rate 1/ Special Rate 2/ Activity Index 3/</b>		<b>95.6% of 4,000 sampled outlets 25.5% of stores w/ no-price promotions Activity Index = 23,560</b>				<b>96.3% of 5,100 sampled outlets 54.5% of stores w/ no-price promotions Activity Index = 16,200</b>				<b>93.3% of 3,100 sampled outlets 15.9% of stores w/ no-price promotions Activity Index = 9,460</b>						
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
				4/	4/			4/	4/			4/	4/			
	bagged fryer	0.78	- 1.29	1,730	1.04	0.78	- 1.00	440	0.85	0.68	- 1.00	830	0.93			
	cut-up fryer	0.99	- 1.49	610	1.22	0.98	- 1.06	220	0.99	1.09	- 1.79	210	1.72			
	bagged roaster	0.79	- 1.49	1,410	1.19	1.19	- 1.29	80	1.28	1.19	- 1.29	20	1.25			
	Cornish (frs/frz)	1.49	- 1.99	490	1.75	1.98	- 2.33	50	2.03	2.00	- 2.33	520	2.16			
<b>DELI</b>	<b>Rotisserie:</b>															
	< 2 lbs.	3.69	- 7.99	each	1,430	6.10	4.88	- 6.99	each	2,910	5.49	4.79	- 6.89	each	1,220	5.30
	2.1-3.0 lbs.	6.88	- 7.99	each	520	7.48	6.88	- 6.99	each	340	6.97	6.49	- 6.49	each	100	6.49
	<b>8-pc Fried:</b>	4.99	- 7.99	each	1,310	6.19	4.99	- 5.99	each	1,210	5.77	5.99	- 6.99	each	1,040	6.05
<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	1.89	- 3.99	1.79	- 3.29	860	2.90	1.69	- 2.50	1.78	- 2.49	740	2.09			
	value pack	1.69	- 1.99	1.49	- 3.79	1,880	2.28	1.98	- 2.49	1.79	- 2.49	180	2.20			
	thin sliced	2.99	- 3.99	2.49	- 4.99	1,580	3.84			2.99	- 3.49	140	3.39			
<b>Breast Tenders</b>																
	regular pack	3.69	- 3.99	1.89	- 3.99	1,300	3.42	1.99	- 2.88	1.99	- 2.99	330	2.57			
	value pack									1.99		10	1.99			
<b>Split, bn-in Breast</b>																
	regular pack	1.29	- 2.49	0.88	- 1.99	1,360	1.78	1.29	- 1.99	0.88	- 1.99	2,040	1.15			
	value pack	1.49		0.87	- 0.99	90	1.01	1.00	- 1.28	0.99	- 1.89	350	1.14			
<b>Whole Wings</b>		1.19	- 1.99	1.39	- 1.99	1,130	1.87	1.38	- 1.79	1.07	- 2.07	680	1.83			
<b>Leg Quarters</b>		0.59	- 1.29	0.47	- 0.99	720	0.70			0.49	- 0.99	210	0.65			
<b>Legs</b>		0.99		1.19	- 1.49	460	1.27									
<b>Thighs</b>																
	regular pack			0.78	- 1.69	310	1.42	1.50	- 1.73	0.99		1,130	1.10			
	value pack	1.19	- 1.49	0.78	- 1.49	2,030	1.18	0.69	- 1.19	0.79	- 1.19	2,000	0.96			
<b>Drumsticks</b>																
	regular pack			0.78	- 1.69	310	1.42	1.50	- 1.83	0.99		1,120	1.11			
	value pack	1.19	- 1.49	0.78	- 1.49	2,030	1.18	0.85	- 1.19	0.97	- 1.19	1,960	0.97			
<b>Bnls/Sknls Thighs</b>																
	regular pack	2.29	- 2.99	1.78	- 3.29	1,070	2.72	2.99				50	2.99			
	value pack															
<b>Combo Packs (9 pc)</b>																
	drum-thigh-breast			1.39		370	1.39			1.79		1.89	30	1.82		
	drum-thigh-wing	1.31		1.39	- 1.59	560	1.38			0.99			10	0.99		
<b>IQF</b>	<b>B/S Breast</b>	1.99		1.77	- 2.40	490	2.04	2.00	- 2.33	1.77	- 2.80	340	2.63			
	<b>Tenders</b>							2.00	- 2.33	2.33	- 2.80	350	2.34			
	<b>Wings</b>			2.25	- 2.33	230	2.28	2.00	- 2.25	2.00	- 2.25	230	2.01			
										2.00	- 2.79	1.63	- 2.80	1,470	2.25	
												2.33	- 2.80	660	2.29	
												1.80	- 2.33	140	2.27	






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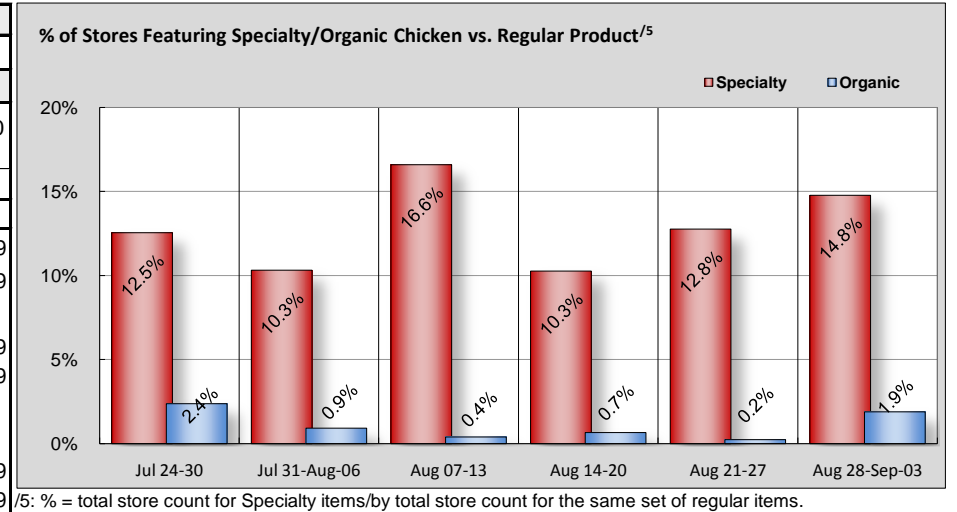
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 				SOUTHWEST U.S. (CA,NV) 				NORTHWEST U.S. (ID,MT,OR,WA,WY) 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		92.4% of 3,200 sampled outlets 7.3% of stores w/ no-price promotions Activity Index = 9,290				89.7% of 2,300 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 8,830				98.8% of 900 sampled outlets 4.7% of stores w/ no-price promotions Activity Index = 3,970			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.49		700	0.92	0.69 - 1.29		1,030	0.97	0.79 - 0.99		250	0.90
cut-up fryer		0.88 - 1.49		280	1.05	0.99 - 1.39		770	1.25	0.79 - 1.69		370	1.29
bagged roaster													
Cornish (frs/frz)		2.00 - 2.50		180	2.46					1.99 - 2.00		220	1.99
DELI	<b>Rotisserie:</b>												
	< 2 lbs.	3.00 - 6.99	each	820	5.22					5.99 - 6.99	each	260	6.52
	2.1-3.0 lbs.	7.99	each	140	7.99					7.99	each	10	7.99
	<b>8-pc Fried:</b>	3.99 - 7.99	each	1,010	5.49	4.99 - 6.99	each	310	5.05	4.99 - 6.99	each	170	6.18
<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	1.78 - 2.99	960	2.83	4.99 - 5.49	1.79 - 2.99	950	2.84	3.49 - 4.99	1.98 - 2.49	220	4.36
value pack			1.48 - 1.99	60	1.79		1.79	10	1.79	3.79	3.98	150	3.83
thin sliced						4.99		10	4.99	5.49		160	5.49
<b>Breast Tenders</b>													
regular pack		2.79	2.77	90	2.79					5.49		160	5.49
value pack			1.99 - 2.99	50	2.65						2.49	40	2.49
<b>Split, bn-in Breast</b>													
regular pack		0.97 - 2.49	0.88 - 1.99	740	1.73	0.99 - 2.49	1.69	870	1.75	0.99	0.98 - 2.59	260	1.04
value pack			0.88 - 1.68	480	1.15	1.49	0.77 - 1.29	500	0.95	0.99	0.99 - 1.38	40	1.21
<b>Whole Wings</b>		1.79	1.49 - 1.69	80	1.73	1.99		300	1.99		1.00	10	1.00
<b>Leg Quarters</b>		0.38 - 0.99	0.49 - 1.88	1,120	0.82	0.99	0.59 - 0.89	480	0.77		0.88 - 1.29	450	1.09
<b>Legs</b>													
<b>Thighs</b>													
regular pack		1.49	0.77 - 1.19	380	1.11	0.99 - 1.99	0.99	980	1.30	1.69	0.88 - 1.29	410	1.30
value pack		0.85 - 1.29	0.78 - 1.19	750	0.96		0.77 - 0.99	200	0.82		0.98 - 0.99	150	0.99
<b>Drumsticks</b>													
regular pack		1.49	0.77 - 1.29	390	1.11	0.99 - 1.99	0.99	980	1.30	1.69	0.88 - 1.29	410	1.30
value pack		0.85 - 1.29	0.78 - 1.19	760	0.96	0.99	0.67 - 0.99	390	0.88		0.98 - 0.99	150	0.99
<b>Bnls/Sknls Thighs</b>													
regular pack		2.28 - 2.99	1.99 - 2.49	300	2.61		1.97 - 2.99	760	2.45		1.98 - 2.69	40	2.13
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast							1.29	250	1.29				
drum-thigh-wing						1.29	1.78	40	1.55		1.78	40	1.78
IQF	<b>B/S Breast</b>	2.00 - 2.80	2.00 - 2.80	700	2.52	1.99		130	1.99	2.00 - 2.80	1.33	90	2.07
	<b>Tenders</b>	2.00 - 2.80	2.00 - 2.80	630	2.45					2.00	2.33	160	2.25
	<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 08/28 thru 09/03.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Aug 28, 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>	16.8% of 18,600 outlets	11.3% of 18,600 outlets	11.5% of 18,000 outlets	2.4% of 18,600 outlets	0.3% of 18,600 outlets	0.7% of 18,000 outlets
<b>Activity Index</b> <sup>3/</sup>	<b>7,020</b>	<b>5,210</b>	<b>5,170</b>	<b>790</b>	<b>80</b>	<b>790</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	610 1.87	840 1.58	1,200 1.54	340 3.07	40 2.12	170 2.99
Bnls/Sknl's Breast	2,340 4.87	1,390 5.10	2,030 4.71	450 7.09	40 7.14	250 7.99
Breast Tenders	660 4.96	600 4.31	10 3.99			
Split, bn-in Breast	220 1.44	290 3.00	260 3.00			10 5.49
Whole Wings	90 1.60					120 2.99
Leg Quarters	160 1.22	70 1.05	90 0.98	-- --	-- --	-- --
Legs	80 1.77	130 1.81	120 1.57			
Thighs	1,430 2.07	960 1.71	730 1.57			120 2.99
Drumsticks	1,430 2.07	930 1.67	730 1.57			120 2.99



	NORTHEAST U.S.	SOUTHEAST U.S.	MIDWEST U.S.	SOUTH CENTRAL U.S.	SOUTHWEST U.S.	NORTHWEST U.S.
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SPECIALTY CHICKEN												
Feature Rate <sup>1/</sup>	24.1% of 4,000 sampled outlets		24.3% of 5,100 sampled outlets		8.1% of 3,100 sampled outlets		10.2% of 3,200 sampled outlets		3.4% of 2,300 sampled outlets		14.9% of 900 sampled outlets	
Activity Index <sup>3/</sup>	Activity Index = 2,670		Activity Index = 2,610		Activity Index = 640		Activity Index = 600		Activity Index = 130		Activity Index = 370	
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.69 - 2.19	260	1.80	1.99	170	1.99	1.59 - 2.29	90	2.22	1.29	60	1.29
Bnls/Sknl's Breast	3.99 - 5.99	1,510	5.04	2.99 - 4.99	260	4.56	2.80 - 5.99	160	5.37	2.99 - 5.99	250	4.88
Breast Tenders	4.99	400	4.99	4.88 - 5.49	140	5.36	3.99	10	3.99	4.99	80	4.99
Split, bn-in Breast	1.19 - 1.49	70	1.27	1.19	20	1.19	1.35 - 1.99	80	1.77			
Whole Wings	1.99	20	1.99							1.00 - 2.29	10	2.29
Leg Quarters							0.99 - 1.29	160	1.22			
Legs	1.69 - 2.49	30	2.27				1.19	20	1.19	1.00	10	1.00
Thighs	1.69 - 2.79	190	1.95	1.69 - 2.29	1,010	2.25	1.19 - 1.49	140	1.42	0.88 - 1.49	20	1.03
Drumsticks	1.69 - 2.79	190	1.95	1.69 - 2.29	1,010	2.25	1.19 - 1.49	140	1.42	0.88 - 1.49	20	1.03

USDA ORGANIC CHICKEN												
Feature Rate <sup>1/</sup>	3.9% 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		11.2% of 2,300 sampled outlets		5.0% of 900 sampled outlets	
Activity Index <sup>3/</sup>	Activity Index = 260		Activity Index = 200		Activity Index = 0		Activity Index = 0		Activity Index = 300		Activity Index = 30	
	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	3.99	20	3.99							2.99 - 3.49	300	2.99
Bnls/Sknl's Breast	7.99 - 10.99	240	8.21	5.68	200	5.68						
Breast Tenders										8.49	10	8.49
Split, bn-in Breast												
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/>.