USDA Weekly Retail Chicken Feature Activity

Fri. Sep 11, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/11 thru 09/17.

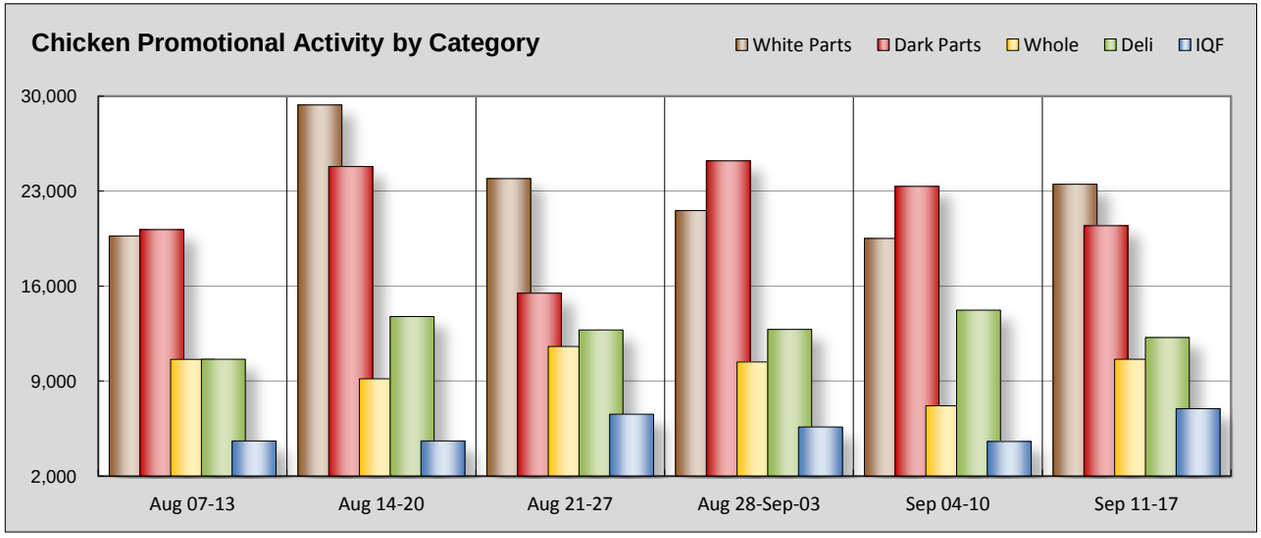
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

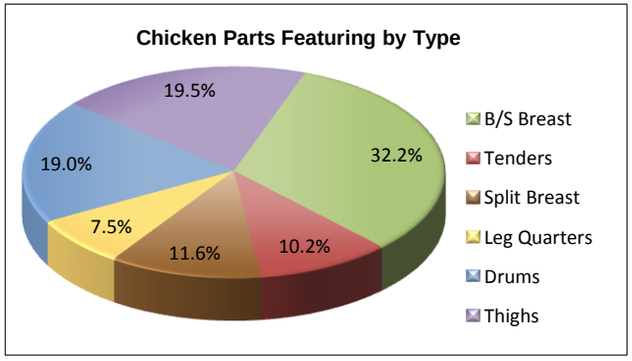
NATIONAL SUMMARY

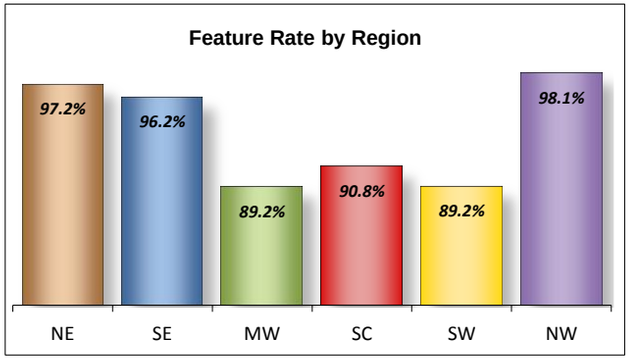
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**93.5% of 18,600 outlets**		**93.4% of 18,600 outlets**		**94.6% of 18,000 outlets**	
Special Rate 4/	**17.7%**		**11.1%**		**14.70%**	
Activity Index 2/	**74,830**		**69,270**		**57,290**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,910	0.93	4,000	0.97	3,550	0.98
cut-up fryer	3,080	1.14	1,830	1.29	2,780	1.18
bagged roaster	2,460	1.08	850	1.15	1,900	1.03
Cornish (frs/frz)	1,160	1.91	500	1.49	1,340	1.75
DELI **Rotisserie:**						
< 2 lbs.	8,200	5.78	5,930	5.33	3,540	6.36
2.1-3.0 lbs.	290	8.06	290	7.96	1,530	6.74
8-pc Fried:	3,720	6.04	8,010	5.82	2,360	7.07
PARTS:						
Bnls/Sknls Breast						
regular pack	6,680	2.89	5,420	2.47	5,880	3.13
value pack	2,740	2.15	4,430	2.04	2,310	2.30
thin sliced	2,710	3.98	1,840	3.63	1,980	3.86
Breast Tenders						
regular pack	3,470	3.10	1,740	3.57	1,640	3.81
value pack	390	2.15	640	2.34	440	2.00
Split, bn-in Breast						
regular pack	1,900	1.56	2,720	1.46	1,590	1.69
value pack	2,470	1.12	1,120	1.29	2,440	1.38
Whole Wings	3,150	2.09	1,600	2.04	3,660	1.82
Leg Quarters	2,840	0.95	5,660	0.66	2,450	0.98
Legs	860	1.06	420	1.09	340	1.27
Thighs						
regular pack	2,850	1.27	4,310	1.31	2,950	1.08
value pack	4,510	1.11	3,310	1.17	4,170	1.10
Drumsticks						
regular pack	2,710	1.27	4,360	1.35	2,390	1.11
value pack	4,450	1.12	3,510	1.16	4,580	1.13
Bnls/Sknls Thighs						
regular pack	1,700	2.38	1,780	2.36	740	2.92
value pack	530	1.47			20	1.77
9-pc Combos						
drum-thigh-breast	570	1.93	360	1.45	160	1.74
drum-thigh-wing	510	1.23	90	1.52	40	1.79
IQF **B/S Breast**	3,940	2.27	2,850	2.16	1,450	2.44
Tenders	2,440	2.44	1,250	2.36	420	2.64
Wings	590	2.20	450	1.60	640	2.12

This Week's Chicken Feature Highlights

Promotional activity for chicken products is on the increase this ad cycle with more stores offering a wider range of products and no price specials. Whole birds are well-represented across categories and priced to move as consumers begin to switch off their central air and switch on their ovens. The Deli looses some steam with a drop in fried chicken but rotisserie takes up much of the slack on increased pricing. Boneless breasts continue to enjoy excellent promotion for regular packs and price levels advance. Tenders share in the activity but not in the price increase while split breasts swap package size and price trends. Dark parts ads focus more on value packs and prices take a noticeable decline. IQF offerings rise in both availability and price. A variety of specialty chicken can be found readily across the nation as well as their Organic counterparts as "September is Organic" month continues. A variety of Kosher chicken items are seeing ad space for the coming Rosh Hashanah holiday. There is a chill in the air as September advances but the promise of a few more warm days should help to keep chicken parts moving.







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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Fri. Sep 11, 2009

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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/		**97.2% of 4,000 sampled outlets**				**96.2% of 5,100 sampled outlets**				**89.2% of 3,100 sampled outlets**			
Special Rate 2/		**26.0% of stores w/ no-price promotions**				**26.7% of stores w/ no-price promotions**				**3.1% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 23,080**				**Activity Index = 14,060**				**Activity Index = 8,260**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.49 - 1.29		1,120	0.96	0.79 - 1.29		350	0.88	0.69 - 1.29		940	1.00
	cut-up fryer	0.89 - 1.49		630	1.26	0.89 - 1.49		1,300	0.96	0.89 - 1.49		150	1.13
	bagged roaster	0.78 - 1.49		2,100	1.06	0.89 - 1.49		240	1.29	0.99 - 1.49		120	1.06
	Cornish (frs/frz)	1.99 - 2.29		630	2.04					2.55		10	2.55
DELI	**Rotisserie:**												
	< 2 lbs.	4.69 - 6.99	each	1,580	5.98	4.49 - 6.99	each	2,870	5.91	4.49 - 6.99	each	1,300	5.46
	2.1-3.0 lbs.												
	8-pc Fried:	4.99 - 6.99	each	1,240	6.21	4.99 - 6.99	each	610	5.86	4.99 - 6.99	each	1,180	6.11
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	1.99 - 3.99	1,430	3.14	1.89 - 3.99	1.69 - 2.29	1,540	3.38	1.98 - 3.99	1.49 - 2.99	1,090	2.67
	value pack	1.99 - 2.99	1.59 - 2.99	1,120	2.36		1.79 - 1.98	70	1.86	1.97 - 1.99	1.69 - 2.49	360	2.16
	thin sliced	2.74 - 5.29	2.99 - 4.99	1,780	3.90	3.99	2.99	490	3.93	2.99		10	2.99
Breast Tenders													
	regular pack	2.59 - 3.99	2.29 - 3.99	1,290	3.39	1.78 - 3.49	1.99 - 2.99	970	2.60	1.99 - 2.99		40	2.60
	value pack		1.79	20	1.79		2.48	50	2.48	1.99	2.48 - 2.49	40	2.33
Split, bn-in Breast													
	regular pack	1.39 - 2.99	1.59 - 1.99	410	1.79	0.99 - 1.99	1.35 - 1.69	380	1.24	0.89 - 1.29	1.29 - 1.99	340	1.66
	value pack	1.29	0.98 - 1.79	650	1.23	0.97 - 0.99	0.77 - 1.39	280	0.97	0.98 - 1.99	0.98 - 1.79	540	1.06
Whole Wings		1.99 - 2.49	1.79 - 2.19	930	2.11	1.48 - 2.49	1.69 - 2.19	1,320	1.88	1.42 - 2.99	1.69 - 1.99	260	2.12
Leg Quarters		0.59 - 0.89	0.49 - 1.49	1,020	0.87	0.56 - 1.19	0.58 - 1.49	620	1.11	0.79 - 0.99	0.49 - 1.59	450	0.98
Legs		0.77 - 0.99	0.88 - 1.49	690	1.11						0.69 - 0.89	10	0.79
Thighs													
	regular pack	0.98 - 1.59	1.19 - 1.69	930	1.34	0.79 - 1.73	1.49	450	1.22	0.99 - 1.73	1.19	50	1.23
	value pack	0.98 - 1.39	0.79 - 1.49	1,600	1.17	0.89 - 0.98	0.88 - 1.29	780	1.01	0.99 - 1.71	0.88 - 1.49	580	1.19
Drumsticks													
	regular pack	0.98 - 1.69	1.19 - 1.69	780	1.34	0.85 - 1.87	1.49	440	1.26	0.99 - 1.87	0.79 - 1.29	70	1.20
	value pack	0.98 - 1.59	0.79 - 1.49	1,700	1.20	0.89 - 0.98	0.88 - 1.29	790	1.01	0.99 - 1.71	0.88 - 1.49	590	1.19
Bnls/Sknls Thighs													
	regular pack	2.49	2.39	460	2.43	2.59		460	2.59	1.99 - 2.39		110	2.28
	value pack		1.39 - 1.99	490	1.45		1.99	20	1.99				
Combo Packs (9 pc)													
	drum-thigh-breast	1.99	1.49 - 2.69	330	2.07	1.99	2.69	30	2.25		1.39	10	1.39
	drum-thigh-wing		1.59	150	1.59					1.53		10	1.53
IQF	**B/S Breast**		1.67 - 1.96	80	1.76	2.33 - 2.80	1.66 - 2.66	1,140	2.22	2.00 - 3.33	1.66 - 2.66	1,050	2.45
	Tenders					2.33 - 2.80	2.00 - 3.20	870	2.31	2.00 - 2.80	2.00 - 3.20	720	2.42
	Wings	2.50	2.33	150	2.39	2.50	2.00	230	2.04		1.70 - 2.50	180	2.22

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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/		**90.8% of 3,200 sampled outlets**				**89.2% of 2,300 sampled outlets**				**98.1% of 900 sampled outlets**			
Special Rate 2/		**10.3% of stores w/ no-price promotions**				**12.9% of stores w/ no-price promotions**				**20.1% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 11,100**				**Activity Index = 7,620**				**Activity Index = 3,740**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.59 - 0.99		1,020	0.87	0.79 - 0.99		250	0.97	0.69 - 1.29		230	0.88
	cut-up fryer	0.99 - 1.49		420	1.32	1.29		250	1.29	0.99 - 1.49		330	1.24
	bagged roaster												
	Cornish (frs/frz)	2.00 - 2.22		180	2.18	0.99 - 1.59		340	1.52				
DELI	**Rotisserie:**												
	< 2 lbs.	4.50 - 6.99	each	1,460	5.42	4.98 - 6.99	each	570	5.90	4.99 - 6.99	each	420	6.18
	2.1-3.0 lbs.	8.99	each	20	8.99	7.99	each	270	7.99				
	8-pc Fried:	4.99 - 7.49	each	460	5.58	5.99	each	130	5.99	5.00 - 6.99	each	100	6.45
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	2.49 - 2.59	1.49 - 2.49	1,040	2.30		1.97 - 2.99	1,130	2.54	3.50 - 4.99	1.99 - 2.49	450	3.20
	value pack	1.97 - 2.28	1.39 - 2.49	850	1.98	3.99	1.49 - 1.99	280	1.99		1.48 - 1.98	60	1.80
	thin sliced	3.99	3.99	220	3.99	4.99		10	4.99	5.49	3.99	200	4.85
Breast Tenders													
	regular pack	2.49 - 3.99	1.99 - 3.99	800	2.77					5.49	3.29 - 3.99	370	4.15
	value pack		1.68 - 2.49	280	2.09								
Split, bn-in Breast													
	regular pack		0.99 - 1.58	130	1.46	1.29	1.79	520	1.55		1.69	120	1.69
	value pack	0.97 - 1.78	0.77 - 1.79	330	1.31	0.97 - 0.99	0.99 - 1.29	490	1.02	0.98 - 1.49	0.98	180	1.09
Whole Wings		1.79	1.99	140	1.91	2.49 - 2.69		500	2.61				
Leg Quarters		0.81 - 1.19	0.29 - 1.19	550	0.93	0.79	0.49 - 0.59	70	0.57		0.99 - 1.19	130	1.01
Legs			0.88 - 0.99	70	0.90						0.88	90	0.88
Thighs													
	regular pack	0.99 - 1.39	1.19 - 1.27	440	1.19	0.99 - 1.59		810	1.30	0.99 - 1.39	0.99 - 1.19	170	1.03
	value pack	0.99 - 1.19	0.88 - 1.29	1,020	1.10	0.99	0.79 - 1.19	260	1.00		0.88 - 1.28	270	1.01
Drumsticks													
	regular pack	0.99 - 1.39	1.19 - 1.27	440	1.19	0.99 - 1.59		810	1.30	0.99 - 1.39	0.99 - 1.19	170	1.03
	value pack	0.99 - 1.19	0.78 - 1.29	1,020	1.06		0.79 - 1.19	80	1.01		0.88 - 1.28	270	1.01
Bnls/Sknls Thighs													
	regular pack	2.59	1.77 - 2.49	200	2.41		1.77 - 1.97	310	1.96		2.49	160	2.49
	value pack		1.69	10	1.69		1.29	10	1.29				
Combo Packs (9 pc)													
	drum-thigh-breast					1.69		200	1.69				
	drum-thigh-wing					0.99 - 1.29		330	1.06	1.18		20	1.18
IQF	**B/S Breast**	1.92 - 2.80	1.62 - 2.80	1,370	2.34		1.66	300	1.66				
	Tenders	2.00 - 2.80	2.00 - 2.80	850	2.59								
	Wings		2.31	30	2.31								

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

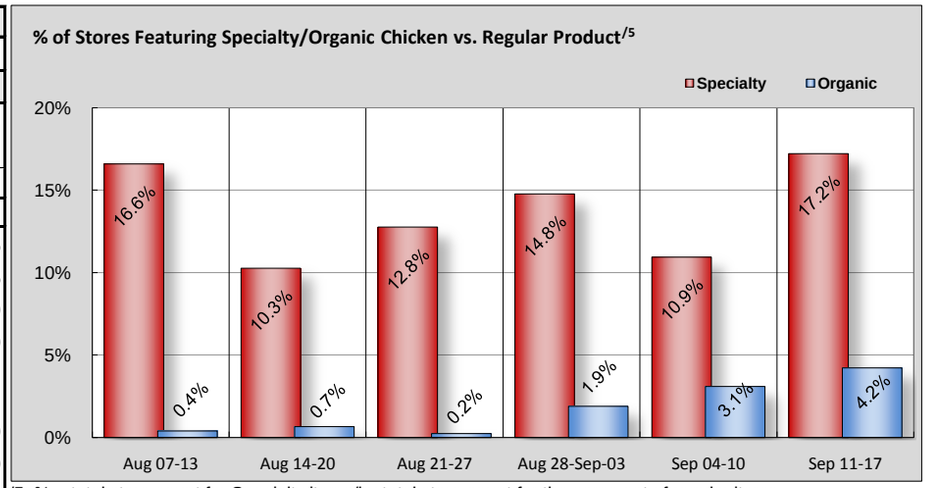
Fri. Sep 11, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/11 thru 09/17.

(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/	18.4% of 18,600 outlets		16.2% of 18,600 outlets		14.9% of 18,000 outlets		2.9% of 18,600 outlets		1.9% of 18,600 outlets		1.2% of 18,000 outlets	
Activity Index 3/	**7,390**		**4,730**		**5,120**		**1,530**		**1,090**		**950**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,270	1.70	1,220	1.74	1,080	1.63	480	2.07	60	3.89	230	2.56
Bnls/Sknls Breast	2,360	5.07	1,600	4.70	1,880	5.37	660	6.79	240	6.24	340	7.95
Breast Tenders	430	4.54	50	4.58	1,010	4.84					20	8.99
Split, bn-in Breast	190	2.43	1,090	2.54	90	2.21					190	4.59
Whole Wings	70	1.91	10	2.49					180	2.49		
Leg Quarters	260	1.13					--	--	--	--	--	--
Legs	90	1.56	10	1.79	30	1.29					10	2.99
Thighs	1,040	1.81	350	1.38	510	1.46			190	2.53	80	2.49
Drumsticks	1,680	1.86	400	1.33	520	1.47	390	2.79	420	2.20	80	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/	24.5% of 4,000 sampled outlets			24.1% of 5,100 sampled outlets			13.0% of 3,100 sampled outlets			18.0% of 3,200 sampled outlets			1.2% of 2,300 sampled outlets			10.6% of 900 sampled outlets		
Activity Index 3/	Activity Index = 3,940			Activity Index = 1,920			Activity Index = 560			Activity Index = 670			Activity Index = 50			Activity Index = 250		
	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	1.59 - 2.59	800	1.78	1.28 - 2.33	290	1.47	1.49 - 1.79	80	1.63	1.79 - 2.79	60	1.99				0.77 - 1.79	40	1.35
Bnls/Sknls Breast	3.99 - 6.99	480	4.29	2.33 - 5.79	1,060	5.49	2.99 - 5.99	330	5.37	4.44 - 5.99	390	4.70	3.79 - 6.99	20	6.32	3.79 - 4.99	80	4.47
Breast Tenders	4.49 - 5.49	430	4.54															
Split, bn-in Breast	2.99	50	2.99				0.99 - 2.56	110	2.29							1.99	30	1.99
Whole Wings										1.79 - 1.89	50	1.87				1.99	20	1.99
Leg Quarters	0.99	10	0.99	0.99	170	0.99	1.19	20	1.19				0.99 - 1.99	20	1.99	0.99 - 1.89	40	1.28
Legs	0.99 - 1.99	80	1.57										1.49	10	1.49			
Thighs	1.69 - 2.49	850	1.81	1.69 - 2.99	90	2.02	1.49	10	1.49	1.59	70	1.59				1.99	20	1.99
Drumsticks	1.69 - 2.49	1,240	1.87	1.69 - 2.99	310	2.00	1.49	10	1.49	0.99 - 1.59	100	1.41				1.99	20	1.99

USDA ORGANIC CHICKEN

Feature Rate 1/	7.0% of 4,000 sampled outlets			3.3% of 5,100 sampled outlets			0.2% of 3,100 sampled outlets			0.6% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			1.1% of 900 sampled outlets		
Activity Index 3/	Activity Index = 1,230			Activity Index = 230			Activity Index = 10			Activity Index = 20			Activity Index = 10			Activity Index = 30		
	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	1.99 - 2.48	430	2.01	2.48	10	2.48	2.48	10	2.48	2.49	20	2.49	2.99	10	2.99			
Bnls/Sknls Breast	6.99 - 10.99	410	7.16	5.99	220	5.99										6.99 - 7.99	30	7.58
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks	2.79	390	2.79															

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/.