



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

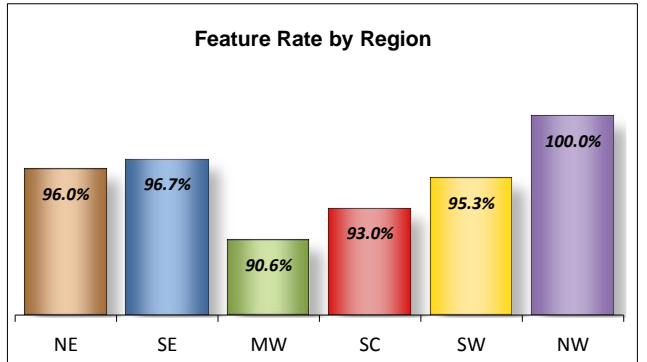
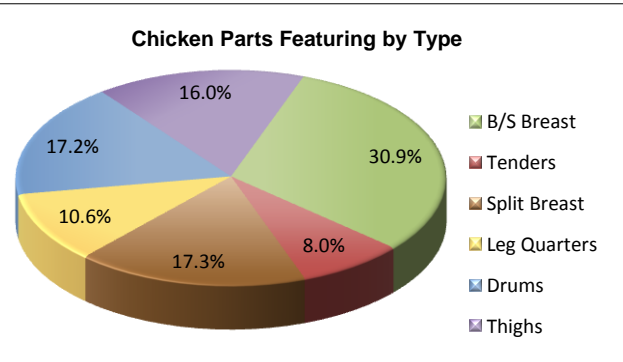
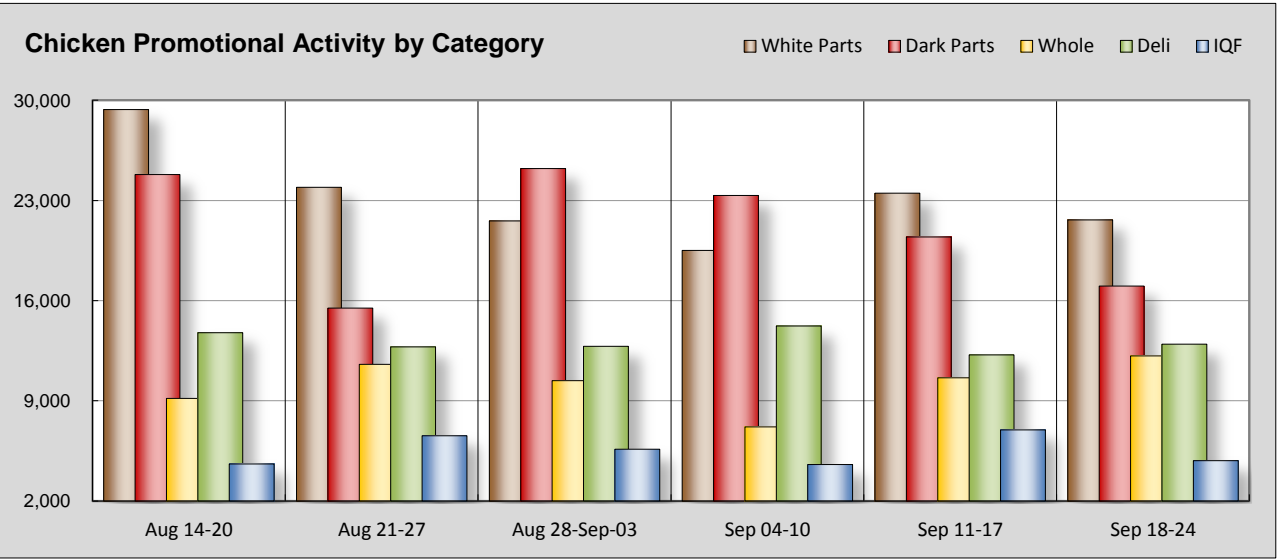
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 18, 2009

NATIONAL SUMMARY								
	THIS WEEK		LAST WEEK		LAST YEAR			
<b>Feature Rate <sup>1/</sup></b>	<b>94.9% of 18,600 outlets</b>		<b>93.5% of 18,600 outlets</b>		<b>94.2% of 18,000 outlets</b>			
<b>Special Rate <sup>4/</sup></b>	<b>21.5%</b>		<b>17.7%</b>		<b>21.7%</b>			
<b>Activity Index <sup>2/</sup></b>	<b>69,570</b>		<b>74,830</b>		<b>62,830</b>			
<b>WHOLE BIRD:</b>	<b>Stores <sup>3/</sup></b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>	<b>Stores /3</b>	<b>Wtd Avg</b>		
bagged fryer	5,070	0.97	3,910	0.93	4,110	1.14		
cut-up fryer	2,170	1.21	3,080	1.14	990	1.30		
bagged roaster	2,140	1.09	2,460	1.08	1,970	1.14		
Cornish (frs/frz)	2,760	2.04	1,160	1.91	1,440	2.20		
<b>DELI</b>	<b>Rotisserie:</b>							
< 2 lbs.	6,710	5.73	8,200	5.78	5,630	6.18		
2.1-3.0 lbs.	760	7.45	290	8.06	310	8.61		
<b>8-pc Fried:</b>	5,490	6.19	3,720	6.04	3,380	6.88		
<b>PARTS:</b>	<b>Bnls/Sknls Breast</b>							
regular pack	6,720	2.60	6,680	2.89	5,040	2.98		
value pack	2,330	2.09	2,740	2.15	3,160	2.29		
thin sliced	2,040	3.87	2,710	3.98	2,020	4.24		
<b>Breast Tenders</b>	regular pack	2,610	3.05	3,470	3.10	3,550	3.41	
value pack	270	3.27	390	2.15	50	1.84		
<b>Split, bn-in Breast</b>	regular pack	3,810	1.31	1,900	1.56	4,640	1.69	
value pack	2,410	1.24	2,470	1.12	3,030	1.17		
<b>Whole Wings</b>	1,450	1.95	3,150	2.09	1,620	1.94		
<b>Leg Quarters</b>	3,800	0.82	2,840	0.95	2,520	0.91		
<b>Legs</b>	60	0.87	860	1.06	470	1.08		
<b>Thighs</b>	regular pack	2,540	1.23	2,850	1.27	4,360	1.55	
value pack	3,190	1.00	4,510	1.11	2,800	1.20		
<b>Drumsticks</b>	regular pack	2,720	1.20	2,710	1.27	4,360	1.59	
value pack	3,470	1.01	4,450	1.12	2,820	1.20		
<b>Bnls/Sknls Thighs</b>	regular pack	1,240	2.38	1,700	2.38	1,160	2.81	
value pack			530	1.47	320	1.96		
<b>9-pc Combos</b>	drum-thigh-breast	560	1.39	570	1.93			
drum-thigh-wing	430	1.23	510	1.23	250	1.35		
<b>IQF</b>	<b>B/S Breast</b>		3,400	2.27	3,940	2.27	1,680	2.30
<b>Tenders</b>	1,240	2.40	2,440	2.44	660	2.19		
<b>Wings</b>	180	2.23	590	2.20	490	2.07		

### This Week's Chicken Feature Highlights

Poultry remains a strong contender for consumers attention posting high volume coupled with price incentives for the second week in a row. Whole birds raise offerings, roasters withdraw, and cornish steps up to try their luck, pricing is higher on all types. The Deli holds good volume, 8pc almost doubles, pricing is unchanged to higher. White meat parts increase their presence, pricing is lower, deals are there for the persistent shopper. Dark meat parts push leg quarters at attractive levels. Drums and thighs best price option is in bulk packs. IQF is static on price, the volume offered declines. Specialty products maintain high volume, pricing is mixed. Organic retreats, pricing rises. Kosher products increased their footprint in metropolitan areas. Seasonal marketing changes in retail outlets have begun in some areas. Consumers should take advantage of the excellent bargains on chicken while they last.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

<sup>1/</sup> **Feature Rate:** the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. <sup>2/</sup> **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). <sup>3/</sup> **Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. <sup>4/</sup> **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 09/18 thru 09/24.

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

Fri. Sep 18, 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>96.0% of 4,000 sampled outlets</b> <b>24.4% of stores w/ no-price promotions</b> <b>Activity Index = 20,260</b>				<b>96.7% of 5,100 sampled outlets</b> <b>36.2% of stores w/ no-price promotions</b> <b>Activity Index = 12,730</b>				<b>90.6% of 3,100 sampled outlets</b> <b>19.9% of stores w/ no-price promotions</b> <b>Activity Index = 9,280</b>			
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.49		1,480	0.95	0.89 - 0.99		390	0.91	0.88 - 1.49		1,110	0.96
cut-up fryer		0.89 - 1.39		410	0.96	0.98 - 0.99		220	0.98	1.18 - 1.43		120	1.19
bagged roaster		0.78 - 1.49		1,650	1.08	0.78 - 1.49		360	1.22	0.88 - 0.99		130	0.90
Cornish (frs/frz)		1.99 - 2.29		440	2.06	1.81 - 2.80		890	2.48	1.81		530	1.81
<b>DELI</b>	<b>Rotisserie:</b>												
	< 2 lbs.	4.88 - 6.99	each	1,360	5.58	4.88 - 6.99	each	1,140	5.92	4.97 - 6.49	each	1,340	5.29
	2.1-3.0 lbs.	7.99	each	260	7.99	6.99	each	120	6.99	5.99 - 6.99	each	130	6.03
	<b>8-pc Fried:</b>	5.99 - 7.99	each	860	6.64	4.99 - 6.99	each	1,430	6.32	4.99 - 7.99	each	1,060	6.21
<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		2.34 - 3.99	1.49 - 3.99	1,430	3.15	1.98 - 2.99	1.58 - 2.49	1,890	2.21	1.97 - 4.99	1.19 - 2.69	1,200	2.50
value pack		1.69 - 2.64	1.69 - 2.98	610	2.07	2.99	1.69 - 1.99	250	2.28	1.89 - 1.99	1.49 - 1.99	400	1.92
thin sliced		2.74 - 3.99	2.49 - 4.99	1,490	3.94	3.49	3.49	230	3.49	3.49	4.99	140	4.93
<b>Breast Tenders</b>													
regular pack		1.98 - 3.99	1.88 - 3.99	1,120	3.28	1.98 - 3.49	2.99	260	3.08	1.97 - 4.99		110	4.20
value pack			1.88 - 3.99	140	3.58						2.29	10	2.29
<b>Split, bn-in Breast</b>													
regular pack		1.74 - 1.99	0.87 - 1.99	1,110	1.46	0.99 - 1.49	0.87 - 1.97	2,130	1.11	0.99 - 1.49	0.87 - 1.09	80	1.08
value pack		1.49	0.99 - 1.59	490	1.27	0.98 - 1.49	0.88 - 2.28	510	1.11	0.98 - 1.97	1.19 - 1.99	470	1.69
<b>Whole Wings</b>			1.49 - 1.99	360	1.93		1.38 - 1.99	320	1.79	2.06 - 2.29	1.49 - 1.99	500	2.03
<b>Leg Quarters</b>		0.59 - 0.99	0.48 - 0.99	1,320	0.79	0.29 - 0.79	0.53 - 0.59	520	0.61	0.49	0.69 - 0.99	350	0.78
<b>Legs</b>		0.89	0.69	50	0.85								
<b>Thighs</b>													
regular pack		0.98 - 1.69	0.79 - 0.87	660	1.21	1.28 - 1.73	0.79 - 0.99	530	1.19	0.99 - 1.73	0.99 - 1.50	380	1.50
value pack		0.99 - 1.49	0.69 - 1.19	1,610	1.01	0.76 - 0.99	0.78 - 0.99	370	0.90	0.79 - 0.99	0.99 - 1.19	330	1.06
<b>Drumsticks</b>													
regular pack		0.98 - 1.59	0.79 - 0.87	660	1.20	1.28 - 1.87	0.79 - 0.99	530	1.22	0.99 - 1.87	0.67 - 1.50	400	1.47
value pack		0.99 - 1.39	0.69 - 1.19	1,730	1.04	0.76 - 0.99	0.78 - 0.99	520	0.86	0.79	0.99 - 1.19	330	1.06
<b>Bnls/Sknls Thighs</b>													
regular pack			2.29	120	2.29		2.79	110	2.79	2.39	2.49	130	2.48
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast		1.24 - 1.59	1.00 - 1.49	530	1.37					1.79		30	1.79
drum-thigh-wing		1.14 - 1.49		370	1.24		0.97	10	0.97				
<b>IQF</b>	<b>B/S Breast</b>		2.50 - 2.67	230	2.60	2.50 - 2.80	2.33 - 2.50	390	2.66	2.00 - 3.60	1.60 - 2.50	670	2.12
	<b>Tenders</b>		3.20	130	3.20	2.40 - 3.49		340	3.09	2.00 - 2.40	1.67 - 2.00	200	1.87
	<b>Wings</b>		2.25	140	2.25	2.80	2.25	10	2.35	2.40	1.75	30	2.08






**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/18 thru 09/24.

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

Fri. Sep 18, 2009

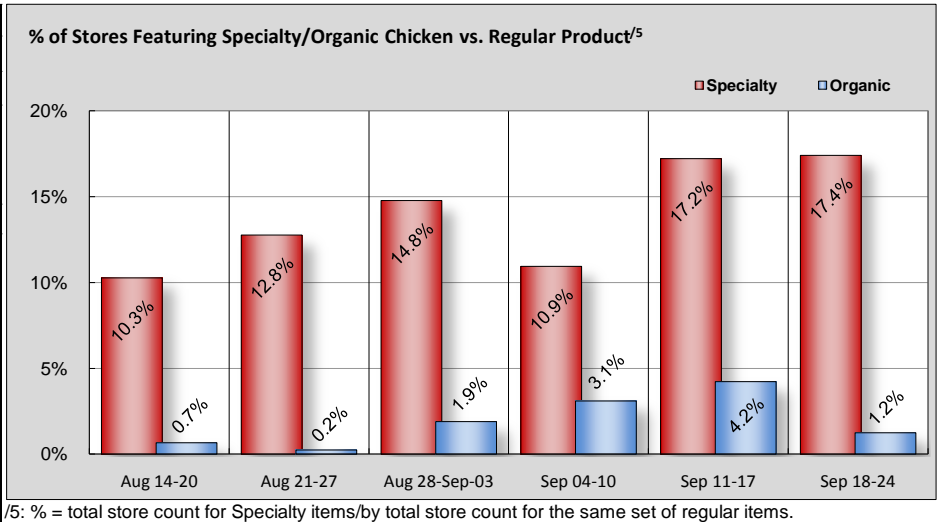
		<b>SOUTH CENTRAL U.S.</b> <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				<b>SOUTHWEST U.S.</b> <small>(CA,NV)</small> 				<b>NORTHWEST U.S.</b> <small>(ID,MT,OR,WA,WY)</small> 			
<b>Feature Rate 1/ Special Rate 2/ Activity Index 3/</b>		<b>93.0% of 3,200 sampled outlets 9.8% of stores w/ no-price promotions Activity Index = 10,270</b>				<b>95.3% of 2,300 sampled outlets 5.7% of stores w/ no-price promotions Activity Index = 8,460</b>				<b>100.0% of 900 sampled outlets 14.1% of stores w/ no-price promotions Activity Index = 3,750</b>			
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.29		490	1.03	0.69 - 1.29		1,220	0.99	0.79 - 1.29		380	1.00
cut-up fryer		0.99 - 1.49		410	1.33	1.27 - 1.47		600	1.37	0.99 - 1.49		410	1.25
bagged roaster													
Cornish (frs/frz)		1.81 - 2.55		480	1.89	0.99 - 1.81		240	1.29	1.81 - 1.99		180	1.97
<b>DELI</b>	<b>Rotisserie:</b>												
	< 2 lbs.	4.98 - 6.49	each	1,340	5.55	5.99 - 6.99	each	1,170	6.33	5.00 - 5.99	each	360	5.97
	2.1-3.0 lbs.	5.99 - 7.99	each	190	7.80	7.99	each	40	7.99	7.99	each	20	7.99
	<b>8-pc Fried:</b>	4.99 - 6.99	each	1,180	5.76	5.99	each	640	5.99	5.00 - 6.99	each	320	6.29
<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		2.55 - 3.19	1.77 - 2.99	930	2.54	2.89 - 4.99	1.77 - 2.99	1,070	2.65	2.89 - 3.36	2.49 - 2.99	200	2.97
value pack		1.97	0.98 - 1.99	410	1.90	1.97	1.39 - 1.99	270	1.87	2.88 - 3.99	1.58 - 2.49	390	2.51
thin sliced		2.99	2.88	80	2.91	4.99		10	4.99		2.88	90	2.88
<b>Breast Tenders</b>													
regular pack		2.69 - 3.99	1.77 - 2.99	800	2.62	2.89		40	2.89	2.89	1.99 - 3.49	280	2.94
value pack		2.99		120	2.99								
<b>Split, bn-in Breast</b>													
regular pack		1.49 - 2.49	0.98 - 1.79	490	1.85								
value pack		0.88 - 0.98	0.88 - 1.79	670	1.10	0.99	0.99	270	0.99				
<b>Whole Wings</b>		2.06	1.79	110	2.05	1.99		160	1.99				
<b>Leg Quarters</b>		0.49 - 0.99	0.52 - 0.99	570	0.79	0.99	0.59 - 1.29	780	0.98	0.70 - 0.99	0.99	260	0.98
<b>Legs</b>			0.99	10	0.99								
<b>Thighs</b>													
regular pack		0.89 - 0.99	0.88 - 1.50	480	1.12	1.59	1.29	310	1.30		0.99 - 1.19	180	1.00
value pack		0.88 - 1.19	0.69 - 1.29	420	0.97	0.99	0.59 - 1.28	320	0.97		0.88 - 1.29	140	1.23
<b>Drumsticks</b>													
regular pack		0.89 - 0.99	0.88 - 1.50	480	1.12	1.59	0.67 - 1.29	470	1.09		0.99 - 1.19	180	1.00
value pack		0.98 - 1.19	0.59 - 1.29	460	0.93	0.99	1.28	290	1.01		0.88 - 1.29	140	1.23
<b>Bnls/Sknls Thighs</b>													
regular pack		1.79	2.49	150	1.92		1.99 - 2.99	560	2.24		2.99	170	2.99
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast										1.29	0.99	50	1.19
drum-thigh-wing													
<b>IQF</b>	<b>B/S Breast</b>	1.66 - 2.79	0.57 - 2.50	1,200	1.98		2.50 - 2.66	690	2.53		1.69 - 2.50	220	2.39
	<b>Tenders Wings</b>	2.00 - 2.79	0.57	320	1.59		2.66	130	2.66		2.33	120	2.33



**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 09/18 thru 09/24.  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 18, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate <sup>1/</sup></b>	15.4% of 18,600 outlets	18.4% of 18,600 outlets	16.1% of 18,000 outlets	1.2% of 18,600 outlets	2.9% of 18,600 outlets	0.7% of 18,000 outlets
<b>Activity Index <sup>3/</sup></b>	<b>7,040</b>	<b>7,390</b>	<b>6,310</b>	<b>420</b>	<b>1,530</b>	<b>330</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,640 1.73	1,270 1.70	1,320 1.66	10 2.79	480 2.07	170 2.58
Bnls/Sknls Breast	2,220 5.00	2,360 5.07	1,760 5.40	120 7.18	660 6.79	20 8.49
Breast Tenders	740 4.80	430 4.54	760 4.75			140 5.99
Split, bn-in Breast	310 2.88	190 2.43	180 2.19			
Whole Wings		70 1.91	10 2.29	10 2.49		
Leg Quarters	190 1.13	260 1.13	10 0.99	-- --	-- --	-- --
Legs	170 1.87	90 1.56	10 1.59	230 2.99		
Thighs	670 1.50	1,040 1.81	1,040 1.70	20 2.99		
Drumsticks	1,100 1.72	1,680 1.86	1,220 1.70	30 2.82	390 2.79	



<sup>5</sup>: % = 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 <sup>1/</sup>	28.7% of 4,000 sampled outlets				3.6% of 5,100 sampled outlets				12.3% of 3,100 sampled outlets				19.0% of 3,200 sampled outlets				13.0% of 2,300 sampled outlets				15.9% of 900 sampled outlets			
Activity Index <sup>3/</sup>	Activity Index = 4,400				Activity Index = 260				Activity Index = 930				Activity Index = 860				Activity Index = 340				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	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.29 - 2.59	1,380	1.73	1.39 - 1.99	70	1.67	0.99 - 2.29	140	1.86	4.44 - 5.99	470	4.90	0.99 - 1.49	10	0.99	0.99 - 1.49	40	1.23	0.99 - 1.49	40	1.23			
Bnls/Sknls Breast	3.99 - 6.49	1,100	4.69				2.29 - 5.99	210	5.02	4.44 - 5.99	470	4.90	3.99 - 5.99	300	5.99	3.99 - 5.99	140	5.54	3.99 - 5.99	140	5.54			
Breast Tenders	4.49 - 5.49	670	4.70				4.99 - 5.99	60	5.89	4.99 - 5.99	60	5.89				4.49	10	4.49	4.49	10	4.49			
Split, bn-in Breast	2.79 - 2.99	80	2.93	0.98	10	0.98	2.99 - 3.49	150	3.06	2.99 - 3.49	150	3.06	2.99	30	2.99	2.99	30	2.99	2.99	30	2.99			
Whole Wings																								
Leg Quarters	0.99	80	0.99				0.99	20	0.99	0.99	60	0.99				1.89	30	1.89						
Legs	1.59 - 1.89	170	1.87				0.99	60	0.99	0.99	60	0.99												
Thighs	1.69 - 2.49	250	1.91	0.99 - 1.69	90	1.52	0.99 - 1.39	270	1.22	0.99 - 1.39	270	1.22												
Drumsticks	1.69 - 2.49	670	1.96	0.79 - 1.39	280	1.26	0.79 - 1.39	280	1.26	1.39	60	1.39												
	USDA ORGANIC CHICKEN																							
Feature Rate <sup>1/</sup>	3.9% of 4,000 sampled outlets				0.3% of 5,100 sampled outlets				0.0% of 3,100 sampled outlets				0.0% of 3,200 sampled outlets				0.6% of 2,300 sampled outlets				1.9% of 900 sampled outlets			
Activity Index <sup>3/</sup>	Activity Index = 260				Activity Index = 0				Activity Index = 0				Activity Index = 0				Activity Index = 30				Activity Index = 130			
	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	price range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer																						2.79	10	2.79
Bnls/Sknls Breast	6.99	30	6.99										6.99 - 8.49	10	7.99	6.99 - 8.49	80	7.15	6.99 - 8.49	80	7.15			
Breast Tenders																								
Split, bn-in Breast																								
Whole Wings													2.49	10	2.49									
Legs	2.99	230	2.99																					
Thighs																						2.99	20	2.99
Drumsticks													2.49 - 2.99	10	2.49	2.99	20	2.99	2.99	20	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/>.