USDA Weekly Retail Chicken Feature Activity

Fri. Sep 25, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

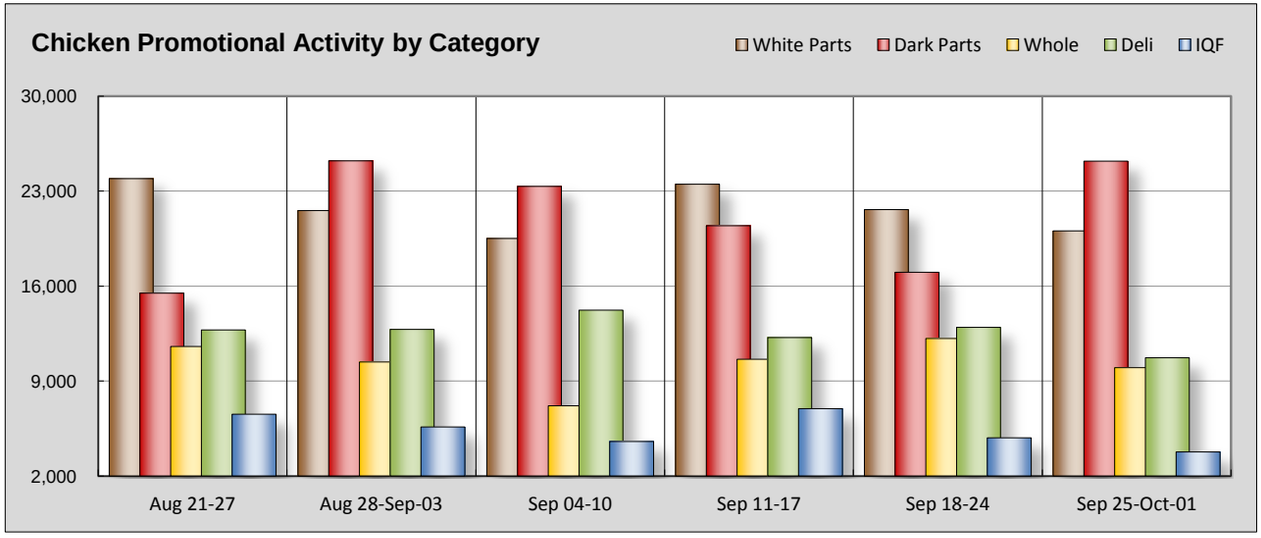
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

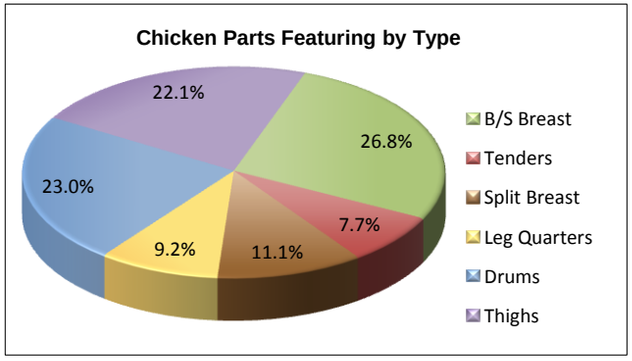
NATIONAL SUMMARY

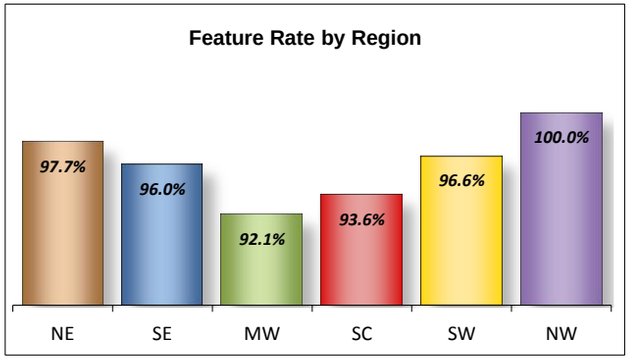
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.6% of 18,600 outlets**		**94.9% of 18,600 outlets**		**91.7% of 18,000 outlets**	
Special Rate 4/	**24.4%**		**21.5%**		**21.1%**	
Activity Index 2/	**70,400**		**69,570**		**55,100**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	5,100	0.89	5,070	0.97	6,010	1.07
cut-up fryer	2,310	1.42	2,170	1.21	2,530	1.47
bagged roaster	1,230	1.06	2,140	1.09	2,360	1.10
Cornish (frs/frz)	1,350	1.93	2,760	2.04	1,290	1.61
DELI **Rotisserie:**						
< 2 lbs.	5,950	5.56	6,710	5.73	2,640	6.53
2.1-3.0 lbs.	90	7.99	760	7.45	530	8.48
8-pc Fried:	4,680	5.64	5,490	6.19	4,730	6.28
PARTS:						
Bnls/Sknls Breast						
regular pack	7,030	3.02	6,720	2.60	4,230	2.83
value pack	2,920	2.07	2,330	2.09	1,860	2.12
thin sliced	1,490	3.88	2,040	3.87	2,040	4.13
Breast Tenders						
regular pack	2,390	3.06	2,610	3.05	1,820	3.27
value pack	880	2.11	270	3.27	330	2.52
Split, bn-in Breast						
regular pack	2,260	1.73	3,810	1.31	2,580	1.50
value pack	2,490	1.35	2,410	1.24	1,280	1.38
Whole Wings	610	1.81	1,450	1.95	1,610	1.88
Leg Quarters	3,930	0.77	3,800	0.82	2,490	0.86
Legs	410	1.22	60	0.87	600	1.19
Thighs						
regular pack	2,900	1.16	2,540	1.23	1,820	1.11
value pack	6,510	1.01	3,190	1.00	3,190	1.17
Drumsticks						
regular pack	2,890	1.17	2,720	1.20	2,120	1.12
value pack	6,920	1.03	3,470	1.01	3,380	1.16
Bnls/Sknls Thighs						
regular pack	1,630	2.60	1,240	2.38	1,460	2.63
value pack	20	1.85			400	1.99
9-pc Combos						
drum-thigh-breast	550	1.53	560	1.39	50	1.67
drum-thigh-wing	80	1.48	430	1.23	40	1.04
IQF **B/S Breast**	2,080	2.25	3,400	2.27	2,050	2.41
Tenders	970	2.35	1,240	2.40	1,280	2.45
Wings	730	1.87	180	2.23	380	1.90

This Week's Chicken Feature Highlights

As the Fall season begins, chicken continues to hold its spell over consumers as grocers once again offer volume, variety, and attractive pricing. Whole birds are widely available for cool-weather cooking but the deli ovens are still warm for the less ambitious cook. White part featuring falls off slightly from last week but all types are still easy to find with ad prices, for the most part, holding steady. Wings are quiet this week as many football fans begin to trade their initial optimism for reality. Dark parts are the crowd pleasers this week as consumers face mountains of drums and thighs throughout the country, prices about steady to lower on regular packs. Leg quarters are plentiful and attractively priced. IQF product cools its heels this week. Over in the specialty section, chicken continues to set feature activity records and mirrors regular chicken in the types and quantities of offerings, price levels are unsettled. Summer is over, temps are dropping, and it looks like shoppers will have no problem finding deals on chicken at the retail counter.







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

Fri. Sep 25, 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/		**97.7% of 4,000 sampled outlets**				**96.0% of 5,100 sampled outlets**				**92.1% of 3,100 sampled outlets**			
Special Rate 2/		**35.2% of stores w/ no-price promotions**				**34.1% of stores w/ no-price promotions**				**2.7% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 22,000**				**Activity Index = 13,960**				**Activity Index = 9,220**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.69 - 1.49		1,230	0.97	0.49 - 1.19		1,050	0.78	0.88 - 1.19		450	0.96
	cut-up fryer	0.99 - 1.69		890	1.43	1.48 - 1.69		90	1.58	0.99 - 1.84		390	1.59
	bagged roaster	0.59 - 1.49		1,200	1.06	0.79		10	0.79	0.88 - 0.99		20	0.96
	Cornish (frs/frz)	1.39 - 2.29		330	2.07	1.81		80	1.81	1.79 - 1.99		620	1.81
DELI	**Rotisserie:**												
	< 2 lbs.	4.88 - 6.99	each	1,550	6.08	4.99 - 6.00	each	2,600	5.32	4.99 - 6.99	each	920	5.42
	2.1-3.0 lbs.	7.99	each	70	7.99								
	8-pc Fried:	4.88 - 6.99	each	1,040	6.25	4.88 - 6.99	each	1,050	5.24	4.88 - 7.99	each	740	5.84
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 - 4.49	1.49 - 3.99	2,100	3.30	1.79 - 3.99	1.88 - 2.49	1,240	2.91	1.99 - 4.00	1.79 - 3.99	1,260	2.53
	value pack	1.99 - 2.79	1.59 - 2.99	1,640	2.17	1.77 - 2.79	1.79 - 2.49	310	2.13	1.99	1.49 - 1.89	320	1.84
	thin sliced	3.29 - 3.99	2.49 - 4.29	1,220	3.72	3.29 - 3.98		70	3.75		2.99 - 4.99	200	4.89
Breast Tenders													
	regular pack	2.49 - 3.99	2.19 - 3.99	1,270	3.31	1.99 - 3.98	1.99	550	2.90	1.99 - 3.29	2.39 - 2.50	220	2.27
	value pack		1.99	260	1.99	1.77	3.49	180	2.83		2.19	10	2.19
Split, bn-in Breast													
	regular pack	1.69 - 2.19	1.48 - 2.49	450	1.79	1.79 - 2.19	1.49	680	1.78	0.88 - 2.49	1.29 - 2.49	360	2.04
	value pack	0.99 - 1.39	0.99 - 1.79	1,080	1.39	0.98 - 0.99	1.19 - 1.69	210	1.36	0.98 - 1.68	0.99 - 1.79	660	1.38
Whole Wings			1.99	10	1.99	1.79	1.54 - 1.77	490	1.79	1.69 - 2.49	1.88 - 1.99	60	1.99
Leg Quarters		0.59 - 0.99	0.39 - 0.89	880	0.77	0.89	0.49 - 0.89	420	0.68	0.58 - 0.79	0.43 - 1.00	330	0.67
Legs		0.99	0.78 - 1.49	370	1.27					0.79		40	0.79
Thighs													
	regular pack	0.98 - 1.39	1.19 - 1.49	930	1.30	0.99 - 1.19	1.19	40	1.13	0.79 - 1.59	0.99 - 1.19	530	1.16
	value pack	0.99 - 1.39	0.77 - 1.29	1,630	1.08	0.98 - 1.19	0.77 - 1.29	2,340	0.89	0.79 - 1.19	0.69 - 1.49	750	1.13
Drumsticks													
	regular pack	0.98 - 1.39	1.19 - 1.49	930	1.30	0.99 - 1.19	0.79 - 1.19	50	1.07	0.99 - 1.59	0.79 - 1.49	510	1.23
	value pack	0.99 - 1.59	0.87 - 1.29	1,660	1.10	0.98 - 1.19	0.67 - 1.29	2,420	0.94	0.99 - 1.19	0.69 - 1.49	720	1.14
Bnls/Sknls Thighs													
	regular pack	2.09	1.49 - 2.99	680	2.61	2.09		20	2.09		1.99 - 2.69	100	2.59
	value pack	1.88	1.79	20	1.85								
Combo Packs (9 pc)													
	drum-thigh-breast	1.49 - 1.69	1.49	550	1.53								
	drum-thigh-wing		1.49	10	1.49		1.49	60	1.49		1.39	10	1.39
IQF	**B/S Breast**		1.99	120	1.99		2.40	10	2.40	1.66 - 2.00	1.66 - 2.40	590	2.32
	Tenders						1.78 - 2.40	40	1.90	2.00	2.40	260	2.39
	Wings	2.20	2.33	120	2.30		2.00	70	2.00		1.50 - 2.33	490	1.74

USDA Weekly Retail Chicken Feature Activity

Fri. Sep 25, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

(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/		**93.6% of 3,200 sampled outlets**				**96.6% of 2,300 sampled outlets**				**100.0% of 900 sampled outlets**			
Special Rate 2/		**15.0% of stores w/ no-price promotions**				**23.7% of stores w/ no-price promotions**				**32.9% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 8,960**				**Activity Index = 8,680**				**Activity Index = 3,800**			
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		190	0.86	0.59 - 1.00		1,680	0.90	0.67 - 0.99		500	0.87
	cut-up fryer	0.99 - 1.49		460	1.43	0.99 - 1.29		270	1.00	1.39 - 1.49		210	1.48
	bagged roaster												
	Cornish (frs/frz)	1.18 - 2.40		270	2.08					1.81 - 2.00		50	1.87
DELI	**Rotisserie:**												
	< 2 lbs.	3.99 - 6.98	each	690	5.45	3.99 - 6.99	each	60	5.09	4.99 - 5.99	each	130	5.87
	2.1-3.0 lbs.									7.99	each	20	7.99
	8-pc Fried:	4.88 - 6.99	each	1,070	5.21	3.99 - 6.99	each	510	5.88	4.98 - 6.99	each	270	5.55
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	1.97 - 3.99	1.88 - 2.99	1,150	2.42	5.99	1.97 - 2.99	940	3.58	3.99	1.99 - 3.99	340	3.94
	value pack	1.77	1.69 - 1.99	460	1.80		1.59 - 1.89	60	1.76		1.99 - 2.49	130	2.19
	thin sliced												
Breast Tenders													
	regular pack		1.89 - 3.99	350	2.90								
	value pack	1.77 - 1.88	1.69 - 1.99	410	1.85		2.49	20	2.49				
Split, bn-in Breast													
	regular pack	1.39 - 1.79	0.88 - 2.49	210	1.48		2.49	130	2.49	0.99	1.29 - 2.49	430	1.23
	value pack	1.49	0.99 - 1.79	330	1.27	0.99	0.99 - 1.39	140	1.16		0.98 - 1.38	70	1.19
Whole Wings		1.79		50	1.79								
Leg Quarters		0.79	0.39 - 1.00	800	0.71	0.68	0.47 - 1.89	1,130	0.79	0.98	0.77 - 1.89	370	1.01
Legs													
Thighs													
	regular pack	0.79 - 1.19	1.00 - 1.19	460	0.98	1.19 - 1.68	0.87	470	1.23	0.99 - 1.19	0.99 - 1.00	470	1.00
	value pack	0.59 - 1.29	0.78 - 1.19	750	0.99	1.16 - 1.18	0.79 - 1.29	870	1.07	1.49	0.99 - 1.00	170	1.10
Drumsticks													
	regular pack	0.79 - 1.19	1.00 - 1.19	460	0.98	1.19 - 1.68	0.87	470	1.23	0.99 - 1.19	0.99 - 1.00	470	1.00
	value pack	0.59 - 1.29	0.78 - 1.19	840	1.00	0.99 - 1.18	0.77 - 1.29	1,110	1.06	1.49	0.99 - 1.00	170	1.10
Bnls/Sknls Thighs													
	regular pack		1.59	10	1.59	3.49	1.97 - 2.99	820	2.62				
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	**B/S Breast**	1.66 - 2.88	1.66 - 2.40	650	2.16		2.29 - 2.33	570	2.29	2.40	2.00 - 2.33	140	2.37
	Tenders	2.88	2.33	230	2.41		2.29 - 2.33	310	2.30	2.40	2.33	130	2.39
	Wings		1.50 - 2.00	50	1.95								

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

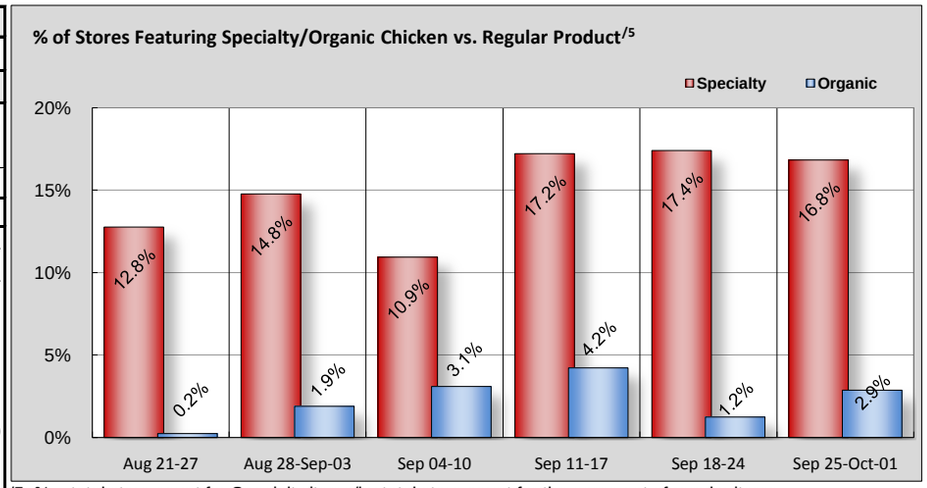
Fri. Sep 25, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

(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/]	20.5% of 18,600 outlets		15.4% of 18,600 outlets		8.4% of 18,000 outlets		2.5% of 18,600 outlets		1.2% of 18,600 outlets		0.6% of 18,000 outlets	
Activity Index [3/]	**7,950**		**7,040**		**4,540**		**1,150**		**420**		**230**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	2,520	1.79	1,640	1.73	400	1.46	310	2.89	10	2.79	60	3.14
Bnls/Sknls Breast	2,830	4.77	2,220	5.00	1,700	5.02	440	6.66	120	7.18	150	6.44
Breast Tenders	820	5.09	740	4.80	400	4.57	10	7.99				
Split, bn-in Breast	240	3.08	310	2.88	210	2.65						
Whole Wings	60	2.11							10	2.49		
Leg Quarters	50	1.06	190	1.13			--	--	--	--	--	--
Legs	160	2.13	170	1.87	400	1.92			230	2.99	20	2.99
Thighs	430	1.71	670	1.50	710	1.46			20	2.99		
Drumsticks	840	1.82	1,100	1.72	720	1.48	390	2.79	30	2.82		



/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/]	27.6% of 4,000 sampled outlets			19.8% of 5,100 sampled outlets			15.6% of 3,100 sampled outlets			19.1% of 3,200 sampled outlets			13.3% of 2,300 sampled outlets			23.2% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,610			Activity Index = 1,600			Activity Index = 910			Activity Index = 930			Activity Index = 360			Activity Index = 540		
	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	1.39 - 2.49	1,040	1.69	1.39 - 1.99	1,180	1.92	0.99 - 1.99	180	1.59							1.29 - 1.79	120	1.64
Bnls/Sknls Breast	3.99 - 5.29	1,070	4.54	3.98 - 4.99	400	4.00	2.99 - 5.99	480	5.62	3.99 - 5.99	520	4.52	2.99 - 5.99	340	5.69	2.99	20	2.99
Breast Tenders	4.49 - 5.49	660	5.07	4.99	20	4.99	3.99 - 5.29	140	5.21									
Split, bn-in Breast	2.49 - 3.29	180	3.21				1.59	20	1.59	3.49	20	3.49	2.99	20	2.99			
Whole Wings																1.99 - 2.29	60	2.11
Leg Quarters										0.98 - 0.99	30	0.99				1.18	20	1.18
Legs	1.29	20	1.29													1.99 - 2.29	140	2.26
Thighs	1.99	110	1.99				1.00 - 1.29	40	1.09	1.49 - 1.59	180	1.52				1.59 - 2.29	100	2.00
Drumsticks	1.99	530	1.99				0.79 - 1.29	50	1.04	1.49 - 1.59	180	1.52				1.59 - 2.29	80	1.90

USDA ORGANIC CHICKEN

Feature Rate [1/]	6.4% of 4,000 sampled outlets			0.8% of 5,100 sampled outlets			2.5% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			4.1% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 920			Activity Index = 60			Activity Index = 100			Activity Index = 30			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	2.99	260	2.99							1.99	30	1.99	2.79 - 2.99	10	2.99	2.79	10	2.79
Bnls/Sknls Breast	6.99	270	6.99	5.99	60	5.99	5.99	100	5.99							8.49	10	8.49
Breast Tenders																7.99	10	7.99
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/.