USDA Weekly Retail Chicken Feature Activity

Fri. Oct 02, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/02 thru 10/08.

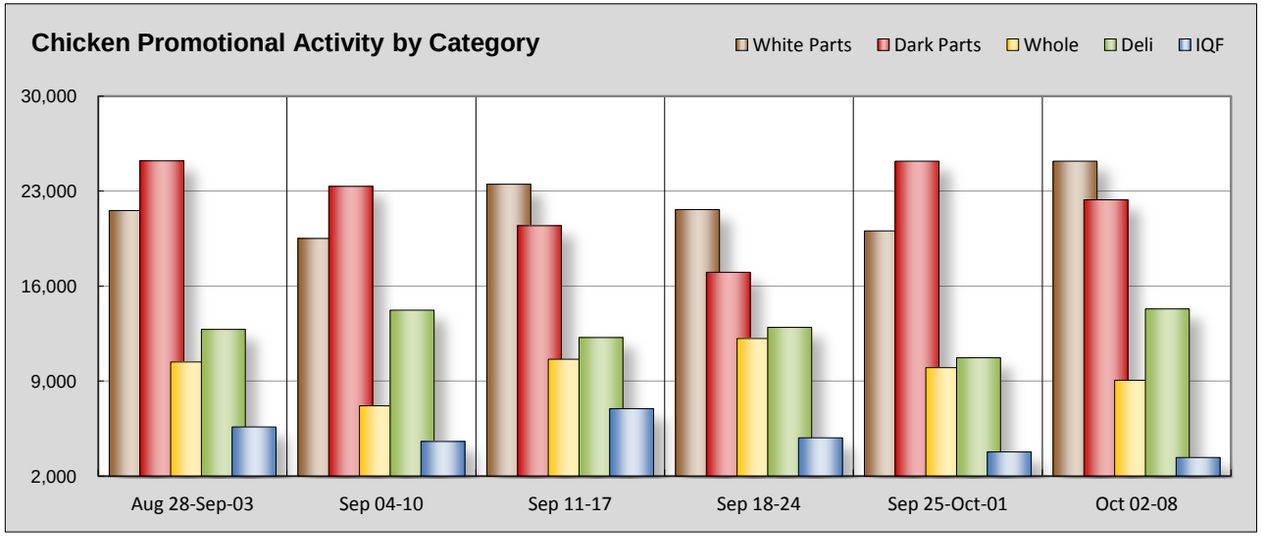
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

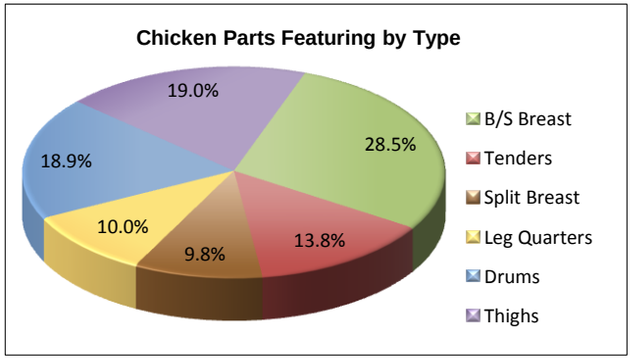
NATIONAL SUMMARY

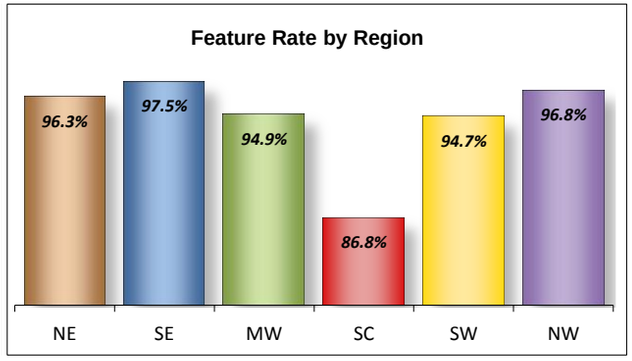
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.6% of 18,600 outlets**		**95.6% of 18,600 outlets**		**94.6% of 18,000 outlets**	
Special Rate 4/	**20.4%**		**24.4%**		**16.7%**	
Activity Index 2/	**74,830**		**70,400**		**70,080**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,610	0.95	5,100	0.89	4,190	1.07
cut-up fryer	1,540	1.30	2,310	1.42	2,380	1.45
bagged roaster	2,600	1.10	1,230	1.06	1,610	1.12
Cornish (frs/frz)	1,310	1.87	1,350	1.93	1,180	1.98
DELI **Rotisserie:**						
< 2 lbs.	6,340	5.47	5,950	5.56	3,950	6.45
2.1-3.0 lbs.	800	7.58	90	7.99	2,000	7.14
8-pc Fried:	7,180	5.88	4,680	5.64	4,650	6.36
PARTS:						
Bnls/Sknls Breast						
regular pack	6,930	2.30	7,030	3.02	6,430	3.11
value pack	1,960	2.18	2,920	2.07	2,700	2.27
thin sliced	3,200	3.70	1,490	3.88	2,780	4.48
Breast Tenders						
regular pack	5,310	2.80	2,390	3.06	2,390	3.51
value pack	560	2.14	880	2.11	600	2.26
Split, bn-in Breast						
regular pack	3,010	1.51	2,260	1.73	3,890	1.59
value pack	1,140	1.14	2,490	1.35	2,320	1.44
Whole Wings	3,100	1.76	610	1.81	1,890	1.75
Leg Quarters	4,260	0.75	3,930	0.77	3,680	0.85
Legs	440	1.16	410	1.22	1,100	1.18
Thighs						
regular pack	2,830	1.26	2,900	1.16	3,670	1.41
value pack	5,250	1.08	6,510	1.01	3,950	1.13
Drumsticks						
regular pack	2,880	1.27	2,890	1.17	3,640	1.45
value pack	5,130	1.08	6,920	1.03	3,970	1.13
Bnls/Sknls Thighs						
regular pack	1,450	2.37	1,630	2.60	2,020	2.47
value pack	120	2.27	20	1.85	180	2.32
9-pc Combos						
drum-thigh-breast	40	1.33	550	1.53	440	1.75
drum-thigh-wing	470	1.18	80	1.48	220	1.10
IQF **B/S Breast**	2,120	2.06	2,080	2.25	2,010	2.17
Tenders	540	2.43	970	2.35	1,500	2.09
Wings	710	1.97	730	1.87	740	2.00

This Week's Chicken Feature Highlights

Chicken remains a strong contender for consumer attention as we head into the new month. Roasters and Cornish continue to increase in volume weekly as their seasonal appearance has begun. The Deli is waiting for those who are afraid of the kitchen, pricing is reasonable and lack of availability is no excuse. Bnls breasts, tenders, split breasts, and wings make a strong bid to travel through the checkout and on to the house; pricing is very attractive. Leg quarters are a good deal for those who purchase in bulk. Drums and thighs maintain volume, but movement will slow with a rise in average price. IQF parts, especially breasts, hold their position on price. Specialty product volume sets a record high; Organics follow the trend. Seasonal products will begin to consistently appear as the weather cools and anticipation of the holidays builds. Consumers should take advantage of the deals on poultry 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

Fri. Oct 02, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/02 thru 10/08.

(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/		**96.3% of 4,000 sampled outlets**				**97.5% of 5,100 sampled outlets**				**94.9% of 3,100 sampled outlets**			
Special Rate 2/		**37.8% of stores w/ no-price promotions**				**26.1% of stores w/ no-price promotions**				**13.2% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 20,030**				**Activity Index = 20,650**				**Activity Index = 7,810**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.57 - 1.29		820	0.98	0.57 - 1.19		1,130	0.88	0.78 - 1.19		450	0.98
	cut-up fryer	0.99 - 1.99		210	1.21	1.49		460	1.49	1.09 - 1.39		130	1.21
	bagged roaster	0.78 - 1.39		1,660	1.08	0.79 - 1.19		640	1.12	0.79 - 1.29		120	0.83
	Cornish (frs/frz)	0.88 - 2.59		610	1.99	1.98		50	1.98	1.81 - 2.18		260	2.01
DELI	**Rotisserie:**												
	< 2 lbs.	4.88 - 6.99	each	1,300	5.68	3.99 - 6.99	each	780	5.16	3.99 - 6.99	each	1,370	5.46
	2.1-3.0 lbs.	7.99 - 9.99	each	150	8.12	4.99 - 6.99	each	250	6.53	6.99 - 7.99	each	10	7.63
	8-pc Fried:	5.00 - 7.99	each	1,580	6.36	4.99 - 6.99	each	1,850	5.92	5.00 - 7.99	each	590	6.15
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	1.49 - 3.99	1,370	2.40	0.99 - 2.99	1.69 - 3.69	1,910	1.98	1.09 - 4.99	1.67 - 2.49	1,400	2.16
	value pack	1.99	1.68 - 2.99	1,110	2.11	1.79 - 1.98	1.48	170	1.79	1.49 - 1.98	1.49 - 2.49	230	2.24
	thin sliced	4.49 - 4.99	2.44 - 4.99	1,200	3.79	3.49 - 3.99	3.49 - 3.79	1,180	3.54	5.29	3.49 - 4.99	220	5.06
Breast Tenders													
	regular pack	3.99	1.69 - 3.99	1,690	3.02	1.99 - 3.49	1.79 - 3.49	2,220	2.58	2.49 - 5.29	1.79	150	4.05
	value pack		2.49	260	2.49	1.98	1.78 - 1.88	260	1.83	1.98		20	1.98
Split, bn-in Breast													
	regular pack	1.19 - 2.19	1.24 - 1.79	680	1.54	0.98 - 1.59	0.99 - 1.29	830	1.33	1.68	0.98 - 1.79	60	1.33
	value pack	0.99 - 1.59	0.99 - 1.49	600	1.17		1.49	30	1.49	1.29	1.29 - 1.49	60	1.36
Whole Wings		1.59 - 1.99	1.89 - 2.99	860	1.94	1.59 - 1.79	1.48 - 1.79	1,650	1.64	1.59 - 1.99	2.29	210	2.24
Leg Quarters		0.79 - 0.99	0.49 - 0.99	830	0.83	0.39	0.39 - 0.99	590	0.49	0.58 - 0.69	0.39 - 1.49	1,250	0.74
Legs		0.59	0.79 - 1.29	250	1.13		0.99	20	0.99	0.69 - 0.99	1.00	30	0.94
Thighs													
	regular pack		0.99 - 1.19	280	1.17	1.73	0.99	1,070	1.08	1.19 - 1.73	1.19 - 1.49	120	1.42
	value pack	1.15 - 1.19	0.78 - 1.29	1,780	1.13	0.89 - 1.19	0.69 - 1.29	2,050	0.99	0.99 - 1.19	0.89 - 1.49	540	1.22
Drumsticks													
	regular pack		0.99 - 1.19	280	1.17	1.28 - 1.87	0.99	1,110	1.10	1.19 - 1.87	1.19 - 1.49	130	1.41
	value pack	1.15 - 1.19	0.78 - 1.29	1,780	1.13	0.89 - 1.19	0.69 - 1.29	2,070	0.99	0.99 - 1.19	0.89 - 1.49	400	1.30
Bnls/Sknls Thighs													
	regular pack	1.88 - 2.99	1.99 - 2.99	460	2.42	2.29 - 2.99	2.99	260	2.61		1.69 - 2.49	20	2.12
	value pack		1.79 - 2.29	120	2.27								
Combo Packs (9 pc)													
	drum-thigh-breast									1.29	1.39	40	1.33
	drum-thigh-wing		1.59	150	1.59		0.99	70	0.99				
IQF	**B/S Breast**		2.33	90	2.33	2.80	2.80	240	2.80	2.40	1.33 - 3.00	820	2.10
	Tenders					2.80	2.80	240	2.80	2.40		10	2.40
	Wings		2.25	140	2.25		1.75 - 2.25	230	1.77	2.00		10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Oct 02, 2009

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(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/		**86.8% of 3,200 sampled outlets**				**94.7% of 2,300 sampled outlets**				**96.8% of 900 sampled outlets**			
Special Rate 2/		**9.3% of stores w/ no-price promotions**				**10.9% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 8,610**				**Activity Index = 10,130**				**Activity Index = 4,230**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.69 - 0.99		390	0.87	0.69 - 1.29		550	0.94	0.69 - 1.49		270	1.21
	cut-up fryer	1.19 - 1.49		120	1.36	0.99 - 1.39		500	1.12	1.49		120	1.49
	bagged roaster	1.19		50	1.19	1.59		130	1.59				
	Cornish (frs/frz)	1.81		200	1.81	1.19		160	1.19	1.99		30	1.99
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.99	each	1,380	5.22	4.99 - 6.99	each	1,160	5.70	4.99 - 6.49	each	350	5.71
	2.1-3.0 lbs.	6.99 - 8.99	each	90	8.09	7.99	each	270	7.99	7.99 - 8.99	each	30	8.35
	8-pc Fried:	4.99 - 7.49	each	1,070	5.48	4.99 - 6.99	each	1,580	5.64	4.99 - 6.99	each	510	5.60
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	1.87 - 3.49	1.49 - 2.99	1,480	2.38	4.99	1.67 - 1.79	490	3.70		1.79 - 2.49	280	1.94
	value pack	1.98	2.39 - 2.99	60	2.53	1.97	1.29 - 1.99	200	1.91	2.49 - 3.97	1.49 - 1.99	190	3.12
	thin sliced		2.79	50	2.79		3.99	300	3.99		2.49 - 2.79	250	2.59
Breast Tenders													
	regular pack	1.99 - 2.99	1.69 - 3.49	780	2.36		1.89 - 3.99	310	3.93		2.49	160	2.49
	value pack	1.98		20	1.98								
Split, bn-in Breast													
	regular pack	1.29 - 1.59	0.99 - 1.79	390	1.38	0.99 - 2.49	1.29	730	1.74	1.49 - 1.69	1.49	320	1.59
	value pack	1.00	0.77 - 1.49	160	1.12	0.99	0.97 - 1.27	290	1.01				
Whole Wings		1.79	1.69 - 2.49	80	1.88		1.49	300	1.49				
Leg Quarters		0.49 - 0.99	0.49 - 0.99	570	0.68	0.99	0.68 - 0.87	950	0.90		0.68 - 0.99	70	0.81
Legs			1.29	50	1.29						1.29	90	1.29
Thighs													
	regular pack	1.27	1.19 - 1.29	180	1.21	1.99	0.87 - 1.29	850	1.39	1.49 - 1.69	1.18 - 1.49	330	1.56
	value pack	0.87 - 1.39	0.79 - 1.29	530	1.09		0.79 - 1.19	50	1.11	0.98	0.88 - 1.29	300	1.08
Drumsticks													
	regular pack	1.27	1.19 - 1.29	180	1.21	1.99	0.87 - 1.29	850	1.39	1.49 - 1.69	1.18 - 1.49	330	1.56
	value pack	0.87 - 1.39	0.79 - 1.29	530	1.09		0.79 - 1.19	50	1.11	0.98	0.88 - 1.29	300	1.08
Bnls/Sknls Thighs													
	regular pack	2.49	2.49	250	2.49	1.99		160	1.99		1.88 - 2.99	300	2.21
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing					0.99		250	0.99				
IQF	**B/S Breast**	1.47 - 2.80	1.33 - 2.00	780	1.65		2.19 - 2.66	150	2.60		2.19	40	2.19
	Tenders	2.80	1.60 - 2.00	160	1.67		2.66	130	2.66				
	Wings										1.99	330	1.99

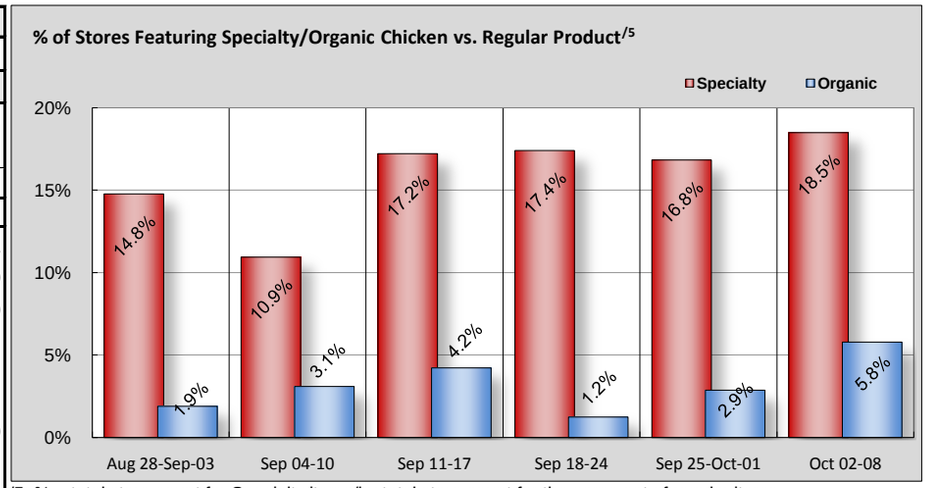
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Oct 02, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/02 thru 10/08.

(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/]	18.0% of 18,600 outlets		20.5% of 18,600 outlets		16.5% of 18,000 outlets		3.9% of 18,600 outlets		2.5% of 18,600 outlets		3.9% of 18,000 outlets	
Activity Index [3/]	**8,580**		**7,950**		**5,500**		**2,100**		**1,150**		**1,020**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,860	1.64	2,520	1.79	440	1.83	440	2.67	310	2.89	520	2.51
Bnls/Sknls Breast	1,330	4.82	2,830	4.77	2,210	5.35	560	6.66	440	6.66	370	7.69
Breast Tenders	470	4.73	820	5.09	490	4.80			10	7.99	120	8.99
Split, bn-in Breast	270	2.67	240	3.08	210	2.84						
Whole Wings			60	2.11			180	2.49				
Leg Quarters	70	0.95	50	1.06	30	0.69	--	--	--	--	--	--
Legs	100	1.81	160	2.13	80	1.90					10	2.99
Thighs	2,240	1.83	430	1.71	1,050	1.65	350	2.93				
Drumsticks	2,240	1.83	840	1.82	990	1.63	570	2.20	390	2.79		



/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/]	33.5% of 4,000 sampled outlets			17.7% of 5,100 sampled outlets			10.8% of 3,100 sampled outlets			6.2% of 3,200 sampled outlets			3.3% of 2,300 sampled outlets			30.6% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 4,800			Activity Index = 2,430			Activity Index = 450			Activity Index = 380			Activity Index = 100			Activity Index = 420		
	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	0.89 - 2.59	1,230	1.70	1.59	70	1.59	0.98 - 1.99	260	1.64	0.98 - 2.49	80	2.12	0.77 - 1.99	20	1.99	0.77 - 1.69	200	1.08
Bnls/Sknls Breast	3.98 - 5.99	970	5.01	3.99 - 4.49	90	4.12	3.99 - 4.99	40	4.51	4.99	70	4.99	1.99 - 5.99	30	1.99	2.97 - 5.99	130	4.54
Breast Tenders	3.25 - 5.99	370	4.86	3.25	10	3.25	3.99	20	2.14	4.99	70	4.99						
Split, bn-in Breast	1.99 - 3.49	100	2.97				1.69 - 1.99	60	1.82	3.29	60	3.29	1.38 - 2.99	30	2.99	1.38	20	1.38
Whole Wings																		
Leg Quarters							0.69	10	0.69	0.99	60	0.99						
Legs	1.99	70	1.99				1.19	20	1.19							1.79	10	1.79
Thighs	1.39 - 2.49	1,030	1.71	1.39 - 2.49	1,130	1.97	1.19 - 1.29	20	1.22	1.59	20	1.59	1.18 - 1.49	10	1.49	1.18 - 1.49	30	1.35
Drumsticks	1.39 - 2.49	1,030	1.71	1.39 - 2.49	1,130	1.97	1.19 - 1.29	20	1.22	1.59	20	1.59	1.18 - 1.49	10	1.49	1.18 - 1.49	30	1.35
	USDA ORGANIC CHICKEN																	
Feature Rate [1/]	7.8% of 4,000 sampled outlets			5.6% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			3.0% of 2,300 sampled outlets			0.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 1,090			Activity Index = 610			Activity Index = 0			Activity Index = 30			Activity Index = 280			Activity Index = 90		
	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	2.69 - 3.69	250	2.79							2.49	30	2.49	2.49 - 2.59	70	2.59	2.49	90	2.49
Bnls/Sknls Breast	6.99	270	6.99	5.99	220	5.99							7.49	70	7.49			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings	2.49	10	2.49	2.49	170	2.49												
Legs																		
Thighs	2.49 - 3.99	280	3.04										2.49	70	2.49			
Drumsticks	2.49 - 3.99	280	3.04	0.99	220	0.99							2.59	70	2.59			

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/.