USDA Weekly Retail Chicken Feature Activity

Fri. Oct 09, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/09 thru 10/15.

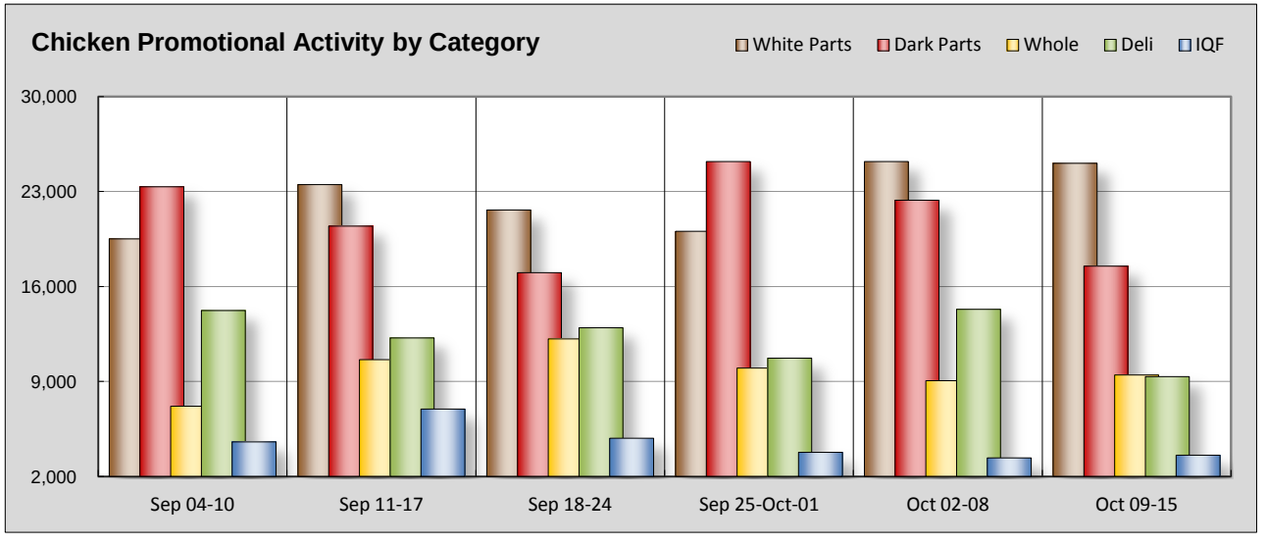
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

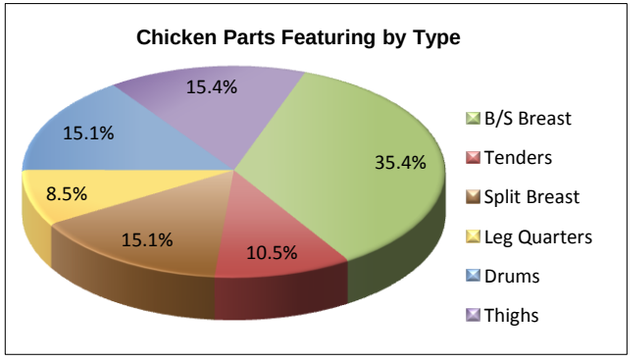
NATIONAL SUMMARY

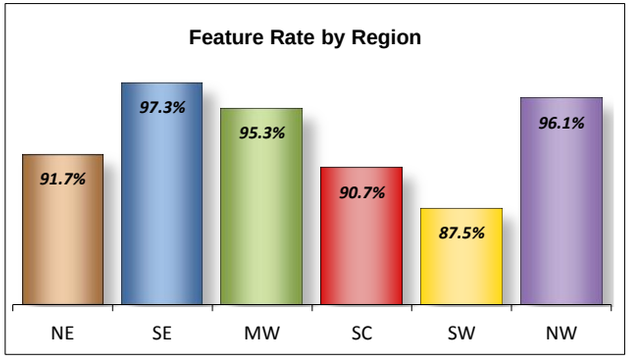
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	93.3% of 18,600 outlets		94.6% of 18,600 outlets		92.3% of 18,000 outlets	
Special Rate 4/	22.2%		20.4%		9.9%	
Activity Index 2/	65,460		74,830		61,680	
WHOLE BIRD:	Stores /3	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	3,380	1.00	3,610	0.95	5,220	0.99
cut-up fryer	1,120	1.34	1,540	1.30	2,880	1.29
bagged roaster	3,150	1.04	2,600	1.10	3,190	1.11
Cornish (frs/frz)	1,830	1.68	1,310	1.87	1,590	1.85
DELI **Rotisserie:**						
< 2 lbs.	4,070	5.27	6,340	5.47	2,790	5.76
2.1-3.0 lbs.	440	8.29	800	7.58	300	7.27
8-pc Fried:	4,850	6.22	7,180	5.88	5,020	6.76
PARTS:						
Bnls/Sknls Breast						
regular pack	7,970	2.80	6,930	2.30	7,690	2.86
value pack	2,970	2.01	1,960	2.18	2,180	2.07
thin sliced	2,300	3.86	3,200	3.70	1,960	3.89
Breast Tenders						
regular pack	3,430	3.18	5,310	2.80	2,240	2.59
value pack	480	2.96	560	2.14	380	2.56
Split, bn-in Breast						
regular pack	3,700	1.27	3,010	1.51	2,250	1.60
value pack	1,930	1.25	1,140	1.14	2,200	1.48
Whole Wings	2,300	1.97	3,100	1.76	1,240	1.85
Leg Quarters	3,190	0.79	4,260	0.75	2,680	0.88
Legs	510	1.03	440	1.16	790	1.03
Thighs						
regular pack	2,500	1.14	2,830	1.26	1,340	1.40
value pack	3,240	1.10	5,250	1.08	3,720	1.17
Drumsticks						
regular pack	2,560	1.13	2,880	1.27	1,400	1.39
value pack	3,100	1.10	5,130	1.08	3,510	1.17
Bnls/Sknls Thighs						
regular pack	2,320	2.33	1,450	2.37	2,170	2.85
value pack	80	1.50	120	2.27	320	2.96
9-pc Combos						
drum-thigh-breast	200	1.65	40	1.33	190	1.75
drum-thigh-wing	270	1.49	470	1.18	340	1.57
IQF **B/S Breast**	2,360	2.28	2,120	2.06	2,550	2.47
IQF **Tenders**	880	2.44	540	2.43	1,090	2.72
IQF **Wings**	330	2.22	710	1.97	450	1.74

This Week's Chicken Feature Highlights

Traditional marketing practices begin to erode the volume of chicken featured in retail outlets. Competition is fierce in the meat case as pork, beef, poultry, and the early onset of holiday items vie for consumers attention. No price promotions are highest in the Midwest with over 50% of retailers attempting to stimulate clearances. Bagged roasters and Cornish move to the front of the whole bird section. Small rotisserie are the best deal in the deli. White meat parts raise prices, regular packs of split breast and b/s breast in bulk packs will be the winner for shoppers. Dark meat parts hold their position on price while retreating on volume. B/S thighs maintain their seasonal footprint. IQF parts raise price and volume. Specialty chicken and organics raise pricing. Marketing practice have begun to swing away from the normal items associated with summer. The transition to seasonal items and the holidays associated with the time of year has begun.







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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(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/	**91.7% of 4,000 sampled outlets**				**97.3% of 5,100 sampled outlets**				**95.3% of 3,100 sampled outlets**			
Special Rate 2/	**24.5% of stores w/ no-price promotions**				**53.5% of stores w/ no-price promotions**				**3.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 19,830**				**Activity Index = 12,520**				**Activity Index = 9,190**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.39		900	1.05	0.67 - 0.99		360	0.79	0.58 - 1.39		520	0.92
cut-up fryer	0.89 - 1.59		110	1.54					0.99 - 1.79		130	1.56
bagged roaster	0.78 - 1.29		1,450	1.06	0.99		1,340	0.99	0.79 - 1.49		350	1.17
Cornish (frs/frz)	0.99 - 1.99		480	1.33	1.81 - 2.18		150	1.85	1.81 - 2.18		550	1.81
DELI **Rotisserie:**												
< 2 lbs.	3.99 - 6.99	each	840	5.13	3.99 - 5.99	each	1,040	5.03	3.99 - 7.99	each	1,320	5.21
2.1-3.0 lbs.	7.99 - 8.99	each	390	8.33	7.99	each	30	7.99				
8-pc Fried:	4.95 - 7.99	each	1,290	6.64	4.99 - 6.99	each	1,040	6.42	4.99 - 6.99	each	1,080	5.91
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	1.49 - 3.99	1.68 - 3.99	2,690	2.77	1.88 - 3.49	1.68 - 3.99	1,690	3.24	1.88 - 2.99	1.49 - 2.99	430	2.32
value pack	1.69 - 2.64	1.49 - 3.99	1,280	1.98	1.88 - 1.99	1.69	360	1.87	1.77 - 1.98	1.49 - 1.99	290	1.88
thin sliced	2.75 - 3.99	2.49 - 4.99	1,160	3.71	3.29 - 3.49	2.99	290	3.32	2.49 - 3.49	2.67 - 4.49	330	3.70
Breast Tenders												
regular pack	2.75 - 3.49	1.99 - 4.29	1,170	3.14	2.50 - 3.49	2.99 - 3.49	800	2.88	2.49 - 3.49	1.79 - 2.19	130	2.61
value pack		3.99	20	3.99	1.99	1.99	90	1.99	1.99 - 2.49		110	2.43
Split, bn-in Breast												
regular pack	0.87 - 1.79	0.99 - 1.79	720	1.55	0.87 - 1.49	0.99	1,740	1.00	0.87 - 2.63	0.99	100	2.25
value pack		0.99 - 2.29	630	1.41	1.28	0.88 - 0.98	160	0.96		0.99 - 1.79	520	1.16
Whole Wings	1.79 - 1.99	1.99	510	1.99	1.38 - 1.99	1.54 - 1.79	980	1.74	1.69 - 2.29	1.88	140	2.09
Leg Quarters	0.89	0.39 - 0.89	910	0.69	0.58 - 0.89	0.49 - 1.00	300	0.69	0.69 - 0.89	0.39 - 1.79	670	0.89
Legs		0.89 - 1.49	270	1.39		0.45 - 0.59	220	0.58		1.00	20	1.00
Thighs												
regular pack	0.79 - 1.49	1.09 - 1.29	590	1.31	0.98 - 1.49	0.99 - 1.29	380	1.10	1.19 - 1.43	0.99 - 1.19	570	1.17
value pack	0.99 - 1.49	0.79 - 1.69	1,510	1.16	0.99	0.88 - 1.29	460	0.97	0.99 - 1.19	0.99 - 1.19	330	1.08
Drumsticks												
regular pack	0.99 - 1.49	1.19 - 1.29	560	1.33	0.98 - 1.49	0.79 - 1.29	390	1.09	1.19 - 1.43	0.89 - 1.19	650	1.14
value pack	1.29 - 1.49	0.79 - 1.69	1,400	1.18	0.99	0.88 - 1.29	460	0.97	0.99 - 1.19	0.69 - 1.19	450	0.99
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	1.68 - 2.49	550	2.42	1.89	1.68 - 2.79	240	2.26	1.89 - 2.99	1.79 - 2.99	410	2.57
value pack		1.49	10	1.49						1.49	10	1.49
Combo Packs (9 pc)												
drum-thigh-breast		1.79	120	1.79					1.43		80	1.43
drum-thigh-wing	1.39	1.59	270	1.49								
IQF **B/S Breast**	3.00	1.33 - 2.33	270	2.49		1.66 - 2.40	110	1.93	2.00 - 2.79	1.66 - 2.49	1,190	2.25
Tenders		2.33	10	2.33					2.79	1.67 - 2.99	320	2.26
Wings		2.33	90	2.33	2.00		70	2.00		2.33	130	2.33

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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/		**90.7% of 3,200 sampled outlets**				**87.5% of 2,300 sampled outlets**				**96.1% of 900 sampled outlets**			
Special Rate 2/		**3.7% of stores w/ no-price promotions**				**4.0% of stores w/ no-price promotions**				**14.6% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 8,810**				**Activity Index = 7,790**				**Activity Index = 3,750**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.49 - 0.99		530	0.85	0.98 - 1.29		860	1.18	0.98 - 0.99		210	0.99
	cut-up fryer	1.19 - 1.29		110	1.26	1.29 - 1.49		550	1.40	0.99 - 1.29		220	1.03
	bagged roaster									1.49		10	1.49
	Cornish (frs/frz)	1.19 - 1.81		280	1.55	1.81 - 1.99		340	1.97	1.80 - 1.99		30	1.90
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 5.99	each	320	5.41	5.99	each	430	5.99	5.99	each	120	5.99
	2.1-3.0 lbs.									7.99	each	20	7.99
	8-pc Fried:	4.77 - 7.99	each	1,030	5.79	5.99	each	170	5.99	5.99 - 6.99	each	240	6.44
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	1.99 - 3.99	1.38 - 2.59	1,170	2.39	1.77 - 2.99	1.97 - 3.99	1,540	2.51	3.99 - 4.99	1.88 - 1.99	450	3.89
	value pack		1.48 - 2.99	700	1.97	2.79	1.59 - 1.79	200	2.40		1.79 - 2.99	140	2.59
	thin sliced	4.49		120	4.49					5.49	2.49	400	4.61
Breast Tenders													
	regular pack	2.48 - 2.69	1.99 - 2.99	740	2.43		3.99	300	3.99	3.99 - 5.49		290	5.45
	value pack	3.99	2.99	170	3.67						2.99	90	2.99
Split, bn-in Breast													
	regular pack	0.89 - 1.30	0.99	310	1.03	0.97 - 1.99	1.69	670	1.56		1.69	160	1.69
	value pack		0.88 - 1.79	130	1.52	1.29 - 1.59	0.99	470	1.17		0.98	20	0.98
Whole Wings		1.79	1.69	70	1.77	2.69	1.99	600	2.34				
Leg Quarters			0.48 - 1.19	880	0.79		0.45 - 0.59	40	0.48		0.48 - 1.19	390	0.93
Legs													
Thighs													
	regular pack	0.99	0.99 - 1.19	590	1.03	1.27	0.97	80	1.01		0.99 - 1.19	290	1.00
	value pack	0.99 - 1.39	0.67 - 1.29	480	1.17	0.99	0.79 - 1.19	390	0.99		0.78 - 1.19	70	0.97
Drumsticks													
	regular pack	0.99	0.99 - 1.19	590	1.03	1.27	0.97	80	1.01		0.99 - 1.19	290	1.00
	value pack	1.29 - 1.39	0.67 - 1.29	510	1.16		0.79 - 1.19	210	0.99		0.78 - 1.19	70	0.97
Bnls/Sknls Thighs													
	regular pack		2.49	50	2.49	1.97 - 3.49	1.97	850	2.21		1.99 - 2.49	220	2.19
	value pack		1.25	30	1.25		1.25	10	1.25		1.99	20	1.99
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	**B/S Breast**	2.00 - 2.80	1.68 - 2.40	500	2.48		2.00	160	2.00	2.40	1.99	130	2.03
	Tenders	2.40 - 2.80	2.32	390	2.60		2.40	160	2.40				
	Wings	2.00		40	2.00								

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

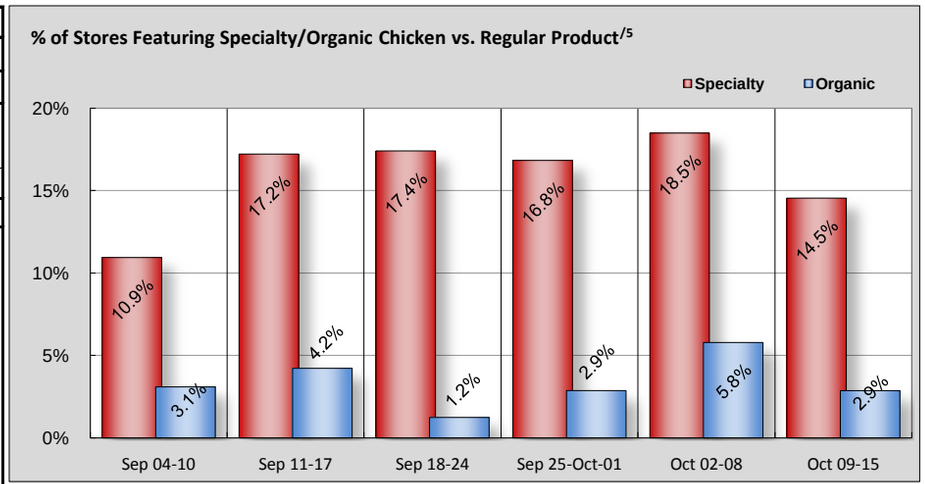
Fri. Oct 09, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/09 thru 10/15.

(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		18.0% of 18,600 outlets		15.4% of 18,000 outlets		3.0% of 18,600 outlets		3.9% of 18,600 outlets		3.7% of 18,000 outlets	
Activity Index [3/]	**6,000**		**8,580**		**5,870**		**980**		**2,100**		**1,550**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	990	1.55	1,860	1.64	580	1.62	20	3.69	440	2.67	20	4.99
Bnls/Sknls Breast	2,610	5.02	1,330	4.82	3,420	5.23	740	7.00	560	6.66	970	8.30
Breast Tenders	230	5.88	470	4.73	700	4.39					530	8.99
Split, bn-in Breast	400	2.63	270	2.67	200	2.68						
Whole Wings	20	2.34			10	1.89			180	2.49	10	2.99
Leg Quarters	80	1.06	70	0.95	10	1.79	--	--	--	--	--	--
Legs	80	2.03	100	1.81	20	2.19						
Thighs	810	1.68	2,240	1.83	470	1.84			350	2.93	10	2.99
Drumsticks	780	1.67	2,240	1.83	460	1.83	220	1.99	570	2.20	10	2.99



/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/]	25.5% of 4,000 sampled outlets			24.1% of 5,100 sampled outlets			10.1% of 3,100 sampled outlets			8.0% of 3,200 sampled outlets			13.0% of 2,300 sampled outlets			20.6% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 2,500			Activity Index = 1,790			Activity Index = 600			Activity Index = 480			Activity Index = 390			Activity Index = 240		
	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	1.49 - 2.59	550	1.64	1.28	200	1.28	0.99 - 1.99	50	1.70	1.49 - 1.79	190	1.50						
Bnls/Sknls Breast	3.99 - 5.99	640	4.79	3.29 - 5.99	1,270	4.97	3.29 - 5.99	220	5.66	1.59 - 4.98	30	3.13	1.99 - 5.99	340	5.63	3.50 - 5.99	110	4.15
Breast Tenders	5.49 - 5.99	40	5.87	5.99	170	5.99				4.98	20	4.98						
Split, bn-in Breast	3.49	80	3.49				1.19 - 2.99	130	2.70	3.29	60	3.29	0.99 - 2.99	40	1.26	1.49 - 2.99	90	1.92
Whole Wings							1.69	10	1.69							2.99	10	2.99
Leg Quarters				0.68	10	0.68				0.99	60	0.99				1.89	10	1.89
Legs	1.99 - 2.29	80	2.03															
Thighs	1.69 - 2.49	590	1.75	1.69	70	1.69	0.89 - 1.59	80	1.05	1.59	60	1.59				2.99	10	2.99
Drumsticks	1.69 - 2.49	520	1.71	1.69	70	1.69	0.89 - 2.15	110	1.35	1.59	60	1.59	1.59 - 2.99	10	1.59	2.99	10	2.99

USDA ORGANIC CHICKEN

Feature Rate [1/]	8.2% of 4,000 sampled outlets			3.1% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.3% of 2,300 sampled outlets			0.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 530			Activity Index = 440			Activity Index = 0			Activity Index = 0			Activity Index = 10			Activity Index = 0		
	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	3.69	20	3.69															
Bnls/Sknls Breast	6.99 - 7.99	510	7.43	5.99	220	5.99							6.99	10	6.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks				1.99	220	1.99												

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/.