USDA Weekly Retail Chicken Feature Activity

Fri. Oct 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/16 thru 10/22.

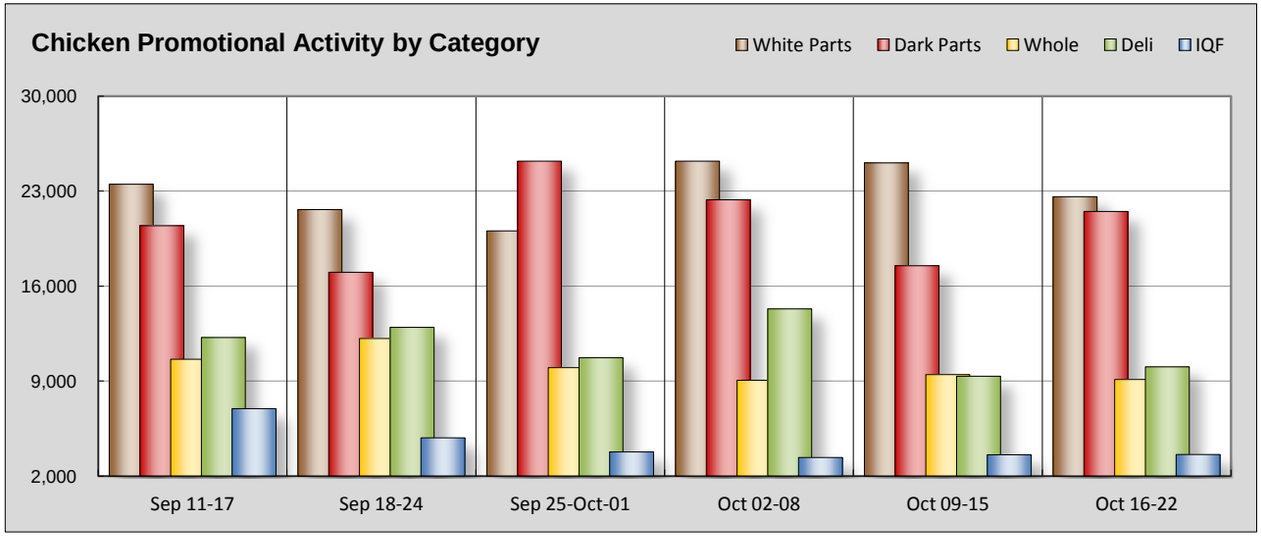
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

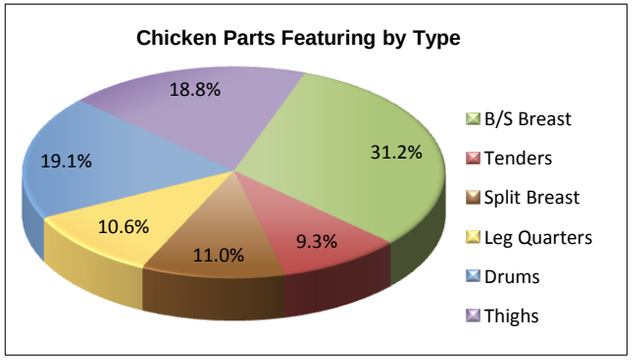
NATIONAL SUMMARY

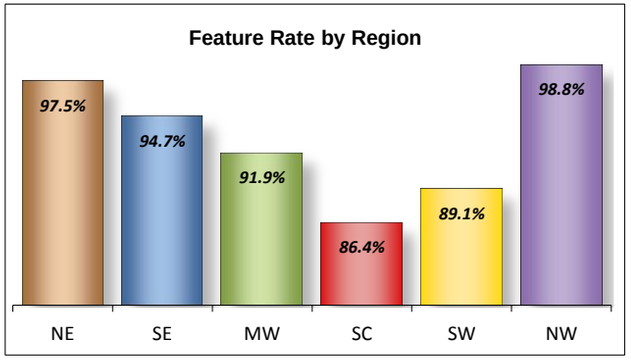
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**92.9% of 18,600 outlets**		**93.3% of 18,600 outlets**		**93.5% of 18,000 outlets**	
Special Rate 4/	**16.4%**		**22.2%**		**13.8%**	
Activity Index 2/	**67,660**		**65,460**		**68,810**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,830	0.92	3,380	1.00	2,580	1.04
cut-up fryer	1,890	1.44	1,120	1.34	2,030	1.37
bagged roaster	1,910	1.08	3,150	1.04	4,030	1.07
Cornish (frs/frz)	1,490	1.89	1,830	1.68	890	1.54
DELI **Rotisserie:**						
< 2 lbs.	3,430	5.36	4,070	5.27	5,060	6.17
2.1-3.0 lbs.	650	6.97	440	8.29	330	7.96
8-pc Fried:	5,970	6.17	4,850	6.22	3,240	6.70
PARTS:						
Bnls/Sknls Breast						
regular pack	7,270	2.80	7,970	2.80	6,760	3.37
value pack	3,150	2.17	2,970	2.01	1,780	2.18
thin sliced	1,940	3.75	2,300	3.86	2,070	4.13
Breast Tenders						
regular pack	3,020	3.07	3,430	3.18	4,520	3.88
value pack	670	2.18	480	2.96	530	2.52
Split, bn-in Breast						
regular pack	2,080	1.64	3,700	1.27	4,260	1.36
value pack	2,260	1.25	1,930	1.25	1,960	1.54
Whole Wings	2,200	1.89	2,300	1.97	1,650	1.82
Leg Quarters	4,200	0.85	3,190	0.79	4,360	0.87
Legs	40	0.94	510	1.03	270	1.24
Thighs						
regular pack	4,350	1.06	2,500	1.14	3,110	1.29
value pack	3,080	1.00	3,240	1.10	2,910	1.14
Drumsticks						
regular pack	4,350	1.09	2,560	1.13	3,420	1.27
value pack	3,210	0.99	3,100	1.10	2,820	1.17
Bnls/Sknls Thighs						
regular pack	2,210	2.42	2,320	2.33	1,710	2.62
value pack	60	2.04	80	1.50	460	2.13
9-pc Combos						
drum-thigh-breast	470	1.61	200	1.65	510	1.67
drum-thigh-wing	340	1.33	270	1.49	350	1.34
IQF **B/S Breast**	2,090	2.32	2,360	2.28	4,050	2.86
IQF **Tenders**	1,100	2.36	880	2.44	2,170	2.42
IQF **Wings**	400	2.43	330	2.22	980	1.93

This Week's Chicken Feature Highlights

The volume of chicken represented in retail outlets rebounds from the past week, overall incentives and the feature rate decline. The NE and MW are the best locations to find price incentives, ranging 25-30% in outlets featuring there. Whole birds revert to bagged fryers and cut-up, the Deli comes back to 8pc as its attention-getter. B/S breasts, tenders, split breasts, and wings show steady price and volume. Leg quarters increase their presence and price. Drums and thighs attempt to attract customers. Thigh meat continues its seasonal pattern, nothing special here. IQF parts hold their ground. Specialty products maintain good volume, organics retreat, pricing is generally lower. Like the change in weather, chicken and its adversarial competition begin their seasonal migration, exchanging positions of prominence in the meat case. Shoppers should take advantage of the transition, bargains remain for the diligent.







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 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/16 thru 10/22.

(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/		**97.5% of 4,000 sampled outlets**				**94.7% of 5,100 sampled outlets**				**91.9% of 3,100 sampled outlets**			
Special Rate 2/		**24.2% of stores w/ no-price promotions**				**30.5% of stores w/ no-price promotions**				**11.0% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 19,400**				**Activity Index = 14,930**				**Activity Index = 8,950**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.58 - 1.39		1,350	1.06	0.69 - 0.99		770	0.91	0.79 - 1.59		230	1.01
	cut-up fryer	0.79 - 1.79		530	1.41	0.89 - 1.69		600	1.43	1.00 - 1.85		500	1.53
	bagged roaster	0.69 - 1.29		1,450	1.06	0.99 - 1.18		110	1.01	0.88 - 1.99		350	1.21
	Cornish (frs/frz)	1.39 - 1.99		40	1.81	1.69 - 2.19		190	1.76	1.76 - 2.19		590	2.15
DELI	**Rotisserie:**												
	< 2 lbs.	4.88 - 6.99	each	840	5.51	4.88 - 6.99	each	880	5.50	3.88 - 6.99	each	910	5.04
	2.1-3.0 lbs.	5.99 - 9.99	each	180	6.32	6.99	each	10	6.99	6.99	each	400	6.99
	8-pc Fried:	4.95 - 7.99	each	1,480	6.38	4.99 - 7.99	each	1,350	6.05	5.99 - 6.99	each	1,190	6.25
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	1.79 - 3.99	1.59 - 3.99	2,000	2.87	1.99 - 3.99	2.27 - 2.49	2,390	2.72	1.99 - 3.98	1.79 - 2.49	880	2.43
	value pack	1.88 - 2.99	1.69 - 2.99	1,380	2.36	0.99 - 1.87	1.69 - 1.99	410	1.39	1.79 - 1.99	1.29 - 2.49	410	2.10
	thin sliced	3.29 - 4.99	2.99 - 4.99	1,390	4.06	4.99		50	4.99		1.99 - 3.49	140	2.06
Breast Tenders													
	regular pack	1.99 - 4.99	1.99 - 3.99	960	3.32	1.99 - 4.99	2.69	1,690	3.02	1.99 - 3.98	2.19 - 2.97	60	2.73
	value pack					1.78 - 1.99		270	1.81	1.99		20	1.99
Split, bn-in Breast													
	regular pack	1.29 - 1.99	0.99 - 1.79	690	1.56	0.99	0.99 - 1.49	210	1.06	0.98 - 2.39	0.99 - 1.69	280	1.31
	value pack	1.19 - 1.99	0.99 - 1.69	820	1.47	0.89 - 0.99	0.77 - 2.69	590	1.18	0.98 - 1.29	0.99 - 1.59	340	1.25
Whole Wings		1.99 - 2.49	1.89 - 1.99	690	2.02		1.48 - 1.99	110	1.82	1.89	1.78 - 1.88	430	1.79
Leg Quarters		0.69 - 0.89	0.49 - 1.79	940	0.95	0.69	0.49 - 0.79	670	0.61	0.69 - 0.89	0.59 - 0.99	440	0.91
Legs			0.79 - 1.19	40	0.94								
Thighs													
	regular pack	0.67 - 1.29	0.98 - 1.49	890	1.17	0.67 - 1.49	1.19 - 1.29	1,670	0.82	0.67 - 1.73	0.99	110	1.03
	value pack	0.79 - 1.39	0.89 - 1.19	720	1.09	0.79 - 0.99	0.89	610	0.96	1.00 - 1.42	0.79 - 1.19	560	1.11
Drumsticks													
	regular pack	0.77 - 1.29	0.98 - 1.49	890	1.19	0.77 - 1.49	1.19 - 1.29	1,670	0.89	0.77 - 1.73	0.99	110	1.04
	value pack	0.79 - 1.39	0.58 - 1.19	730	1.08	0.79 - 0.99	0.88 - 0.89	650	0.96	1.00 - 1.42	0.79 - 1.19	570	1.10
Bnls/Sknls Thighs													
	regular pack	1.78 - 2.99	1.59 - 2.59	1,000	2.46		2.49	20	2.49	1.92 - 2.59		350	2.16
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast		1.59 - 1.89	250	1.63		1.49	10	1.49	1.43		80	1.43
	drum-thigh-wing	1.39		140	1.39								
IQF	**B/S Breast**		2.33	90	2.33	2.80	1.66 - 2.50	470	2.21	1.66 - 3.00	1.33 - 2.50	1,030	2.38
	Tenders					2.80	1.83 - 2.33	160	2.00	2.80	1.83 - 2.00	730	2.44
	Wings					1.60 - 2.80		80	1.71	2.80		250	2.80

USDA Weekly Retail Chicken Feature Activity

Fri. Oct 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/16 thru 10/22.

(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/		**86.4% of 3,200 sampled outlets**				**89.1% of 2,300 sampled outlets**				**98.8% of 900 sampled outlets**			
Special Rate 2/		**4.3% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**8.3% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 8,420**				**Activity Index = 7,980**				**Activity Index = 4,390**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.49 - 1.19		850	0.79	0.69 - 0.99		350	0.74	0.68 - 1.00		280	0.86
	cut-up fryer	0.99 - 1.53		140	1.26					1.49 - 1.53		120	1.49
	bagged roaster												
	Cornish (frs/frz)	1.81 - 2.18		290	1.82	1.19 - 1.81		200	1.31	1.81 - 1.99		180	1.97
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.99	each	620	5.28	4.99	each	30	4.99	5.99	each	150	5.99
	2.1-3.0 lbs.	6.99 - 8.99	each	60	8.81								
	8-pc Fried:	4.99 - 6.99	each	660	5.63	5.99 - 6.99	each	880	6.00	5.00 - 6.99	each	410	6.83
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	2.69 - 3.99	1.49 - 2.59	480	2.95	2.99 - 4.99	1.69 - 2.99	1,150	3.22	2.79	1.88 - 2.99	370	2.42
	value pack	1.87	1.28 - 2.49	370	2.23	1.97	1.69 - 1.99	310	1.96	3.98	1.78 - 2.99	270	2.63
	thin sliced		3.38	80	3.38						2.49 - 3.49	280	2.90
Breast Tenders													
	regular pack	2.69 - 2.99	2.79 - 2.97	150	2.85						2.49	160	2.49
	value pack	1.87	2.49 - 2.99	330	2.46						2.49	50	2.49
Split, bn-in Breast													
	regular pack		1.29 - 1.99	340	1.71	2.49	1.29 - 1.69	400	2.25	1.69		160	1.69
	value pack	0.97 - 0.98	0.77 - 1.00	440	0.99		0.99 - 1.49	50	1.12		0.99	20	0.99
Whole Wings			1.00 - 1.99	580	1.37	2.49 - 2.99	1.99	370	2.59		1.99	20	1.99
Leg Quarters		0.58 - 0.99	0.28 - 0.89	790	0.77	0.99	0.39 - 0.99	1,030	0.89		0.79 - 0.99	330	0.97
Legs													
Thighs													
	regular pack	1.29	0.77 - 0.99	290	1.06	1.99	0.77 - 0.99	1,060	1.23	1.69	0.99	330	1.34
	value pack	0.88 - 0.99	0.77 - 1.19	780	0.87	0.99	0.59 - 0.99	100	0.86	1.49	0.79 - 1.49	310	1.04
Drumsticks													
	regular pack	1.29	0.77 - 0.99	290	1.06	1.99	0.77 - 0.99	1,060	1.23	1.69	0.99	330	1.34
	value pack	0.88 - 0.99	0.59 - 1.19	840	0.85	0.99	0.69 - 0.99	110	0.90	1.49	0.79 - 1.49	310	1.04
Bnls/Sknls Thighs													
	regular pack		2.49	10	2.49	1.99	2.29 - 2.99	550	2.52		1.99 - 2.99	280	2.40
	value pack		1.59	30	1.59						2.49	30	2.49
Combo Packs (9 pc)													
	drum-thigh-breast					1.69		130	1.69				
	drum-thigh-wing					1.29		200	1.29				
IQF	**B/S Breast**	2.38 - 2.80	1.83 - 2.80	410	2.37		2.50	10	2.50		2.00	80	2.00
	Tenders	1.83 - 2.80	1.83 - 2.80	210	2.35								
	Wings	1.60 - 2.40	2.40	70	1.91								

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

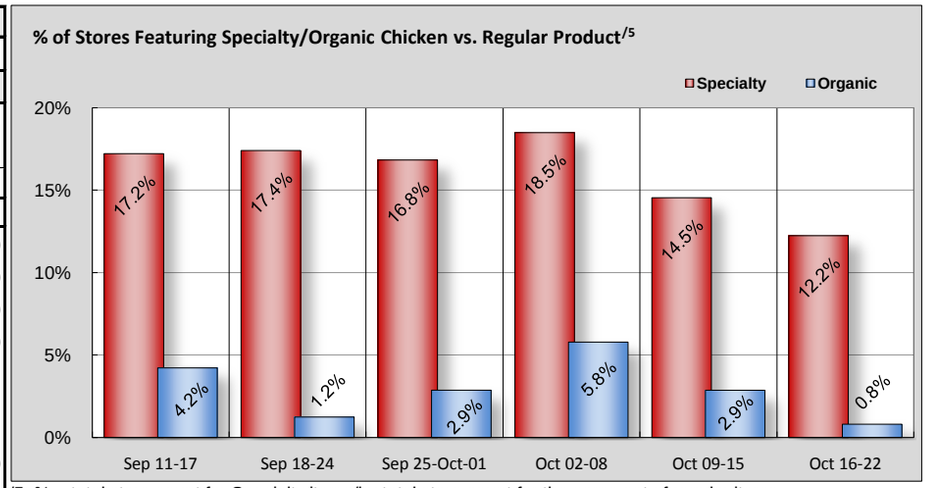
Fri. Oct 16, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/16 thru 10/22.

(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/]	11.3% of 18,600 outlets		18.4% of 18,600 outlets		8.2% of 18,000 outlets		1.2% of 18,600 outlets		3.0% of 18,600 outlets		1.4% of 18,000 outlets	
Activity Index [3/]	**5,350**		**6,000**		**2,880**		**290**		**980**		**1,120**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	890	1.93	990	1.55	780	1.68	20	3.49	20	3.69	320	2.69
Bnls/Sknls Breast	2,220	4.89	2,610	5.02	1,170	4.51	250	7.88	740	7.00	220	6.99
Breast Tenders	310	4.40	230	5.88	30	2.40					10	7.99
Split, bn-in Breast	110	2.41	400	2.63	10	2.56					190	4.49
Whole Wings	290	2.16	20	2.34	20	2.64	10	1.99				
Leg Quarters	20	1.44	80	1.06	80	1.19	--	--	--	--	--	--
Legs	320	1.01	80	2.03	20	1.74						
Thighs	530	1.62	810	1.68	270	1.71					190	2.49
Drumsticks	660	1.70	780	1.67	500	2.29	10	1.99	220	1.99	190	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/]	24.4% of 4,000 sampled outlets			4.0% of 5,100 sampled outlets			9.7% of 3,100 sampled outlets			8.0% of 3,200 sampled outlets			2.4% of 2,300 sampled outlets			17.3% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 3,510			Activity Index = 300			Activity Index = 550			Activity Index = 560			Activity Index = 60			Activity Index = 370		
	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	1.79 - 2.99	640	2.04	1.79	130	1.79	0.88 - 1.99	50	1.51	0.99	10	0.99	1.09 - 1.79	30	1.69	1.09 - 1.79	30	1.42
Bnls/Sknls Breast	3.99 - 6.49	1,580	4.92	3.99 - 4.99	110	4.71	3.98 - 5.99	200	5.45	4.49 - 4.99	200	4.85	3.50 - 5.99	10	3.99	3.50 - 5.99	120	3.88
Breast Tenders	3.99 - 5.49	130	4.11	4.49 - 4.98	50	4.77	3.98 - 4.49	50	4.40	4.49 - 4.99	80	4.62						
Split, bn-in Breast	2.49 - 2.98	30	2.83	2.98	10	2.98	2.98 - 3.29	30	3.19				0.99 - 1.49	10	0.99	1.49	30	1.49
Whole Wings	2.29	230	2.29													1.49 - 2.99	60	1.65
Leg Quarters										0.99	10	0.99				1.89	10	1.89
Legs	0.99	310	0.99										1.49	10	1.49			
Thighs	0.99 - 2.49	230	1.66				1.29 - 1.49	110	1.47	1.59 - 1.98	130	1.68				1.49 - 2.99	60	1.65
Drumsticks	0.99 - 2.49	360	1.78				1.29 - 1.49	110	1.47	1.59 - 1.98	130	1.68				1.49 - 2.99	60	1.65

USDA ORGANIC CHICKEN

Feature Rate [1/]	0.5% of 4,000 sampled outlets			2.5% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			1.3% of 3,200 sampled outlets			0.6% of 2,300 sampled outlets			2.4% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 10			Activity Index = 170			Activity Index = 0			Activity Index = 50			Activity Index = 30			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																3.49	20	3.49
Bnls/Sknls Breast	7.99	10	7.99	7.99	170	7.99				7.99	50	7.99	5.29 - 7.99	10	7.99	5.29	10	5.29
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings													1.99	10	1.99			
Legs																		
Thighs																		
Drumsticks													1.99	10	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/.