USDA Weekly Retail Chicken Feature Activity

Fri. Oct 23, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

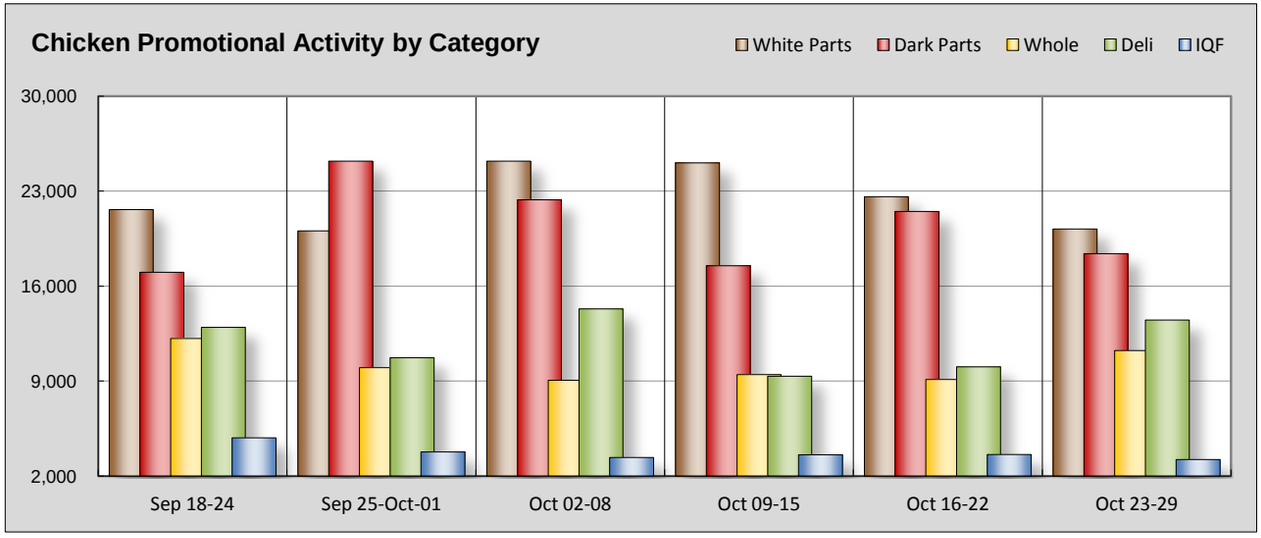
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

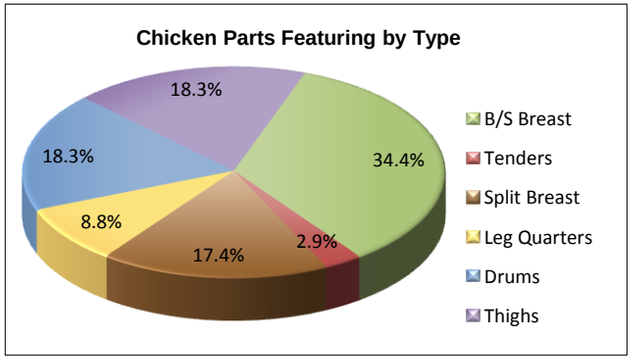
NATIONAL SUMMARY

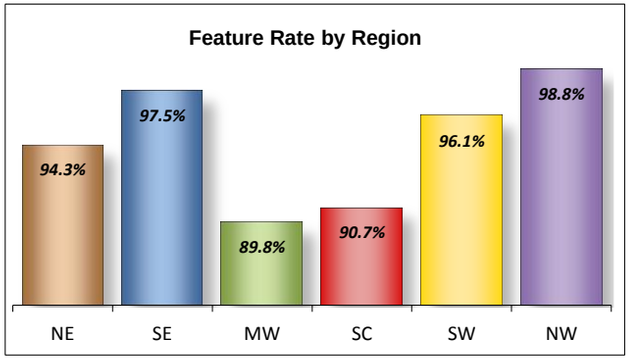
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.2% of 18,600 outlets**		**92.9% of 18,600 outlets**		**93.7% of 18,000 outlets**	
Special Rate 4/	**12.5%**		**16.4%**		**16.3%**	
Activity Index 2/	**66,650**		**67,660**		**66,180**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,950	0.83	3,830	0.92	5,040	0.96
cut-up fryer	2,390	1.01	1,890	1.44	2,820	1.24
bagged roaster	3,380	1.16	1,910	1.08	2,240	1.06
Cornish (frs/frz)	1,530	1.89	1,490	1.89	1,140	1.81
DELI **Rotisserie:**						
< 2 lbs.	7,880	5.60	3,430	5.36	4,120	5.94
2.1-3.0 lbs.	1,160	6.86	650	6.97	380	7.32
8-pc Fried:	4,460	6.23	5,970	6.17	5,070	6.72
PARTS:						
Bnls/Sknls Breast						
regular pack	7,680	2.57	7,270	2.80	5,760	3.00
value pack	1,860	2.18	3,150	2.17	2,920	2.28
thin sliced	2,700	3.81	1,940	3.75	2,310	4.47
Breast Tenders						
regular pack	930	2.97	3,020	3.07	1,910	3.79
value pack	110	2.46	670	2.18	1,050	2.62
Split, bn-in Breast						
regular pack	4,090	1.81	2,080	1.64	4,350	1.60
value pack	2,100	1.38	2,260	1.25	1,430	1.36
Whole Wings	740	2.08	2,200	1.89	1,260	2.19
Leg Quarters	3,120	0.72	4,200	0.85	3,160	0.84
Legs	160	0.93	40	0.94	560	0.90
Thighs						
regular pack	2,600	1.28	4,350	1.06	2,220	1.22
value pack	3,900	1.05	3,080	1.00	4,030	1.13
Drumsticks						
regular pack	2,680	1.30	4,350	1.09	2,400	1.22
value pack	3,840	1.07	3,210	0.99	3,880	1.12
Bnls/Sknls Thighs						
regular pack	2,090	2.49	2,210	2.42	1,610	3.11
value pack			60	2.04	400	2.62
9-pc Combos						
drum-thigh-breast			470	1.61		
drum-thigh-wing	80	0.99	340	1.33	20	1.29
IQF **B/S Breast**	2,660	2.28	2,090	2.32	2,800	2.77
IQF **Tenders**	290	2.34	1,100	2.36	2,100	2.78
IQF **Wings**	270	2.21	400	2.43	1,200	2.07

This Week's Chicken Feature Highlights

Summary levels remain near unchanged from the past week as poultry refuses to give up its position in the meat case. Cut-up and bagged fryers are a bargain, roasters and Cornish rise in offerings. The deli expects to attract the reluctant cook with market saturation, pricing is mixed. B/S Breast do their part to clear product; tenders, split breast and wings increase price. Thighs and drums raise pricing , leg quarters offer a better deal. Combos go out of sight as grilling cools with the weather. IQF does nothing special. Specialty and organic numbers rise, pricing is mixed. The new month is almost here and the push to pick up your holiday items will soon saturate the retail flyers. Chicken will be there as a choice for consumers, the downside is that bargains may not be.







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/	**94.3% of 4,000 sampled outlets**				**97.5% of 5,100 sampled outlets**				**89.8% of 3,100 sampled outlets**			
Special Rate 2/	**15.4% of stores w/ no-price promotions**				**27.6% of stores w/ no-price promotions**				**2.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 20,610**				**Activity Index = 15,410**				**Activity Index = 7,760**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.59 - 1.33		770	0.97	0.59 - 1.09		1,470	0.65	0.59 - 1.43		250	0.94
cut-up fryer	0.79		100	0.79	0.79 - 1.29		1,200	0.81	0.79 - 1.29		30	0.99
bagged roaster	0.77 - 1.49		1,770	1.17	0.99 - 1.49		1,450	1.15	0.99		90	0.99
Cornish (frs/frz)	1.19 - 1.99		60	1.65	1.99 - 2.18		600	2.18	0.99 - 2.19		150	2.12
DELI **Rotisserie:**												
< 2 lbs.	3.49 - 7.99	each	1,920	6.30	4.88 - 6.49	each	1,660	5.28	4.99 - 6.99	each	1,270	5.59
2.1-3.0 lbs.	5.99 - 7.99	each	430	6.84	4.99 - 5.99	each	230	5.04				
8-pc Fried:	5.99 - 6.99	each	710	6.71	4.99 - 6.99	each	1,880	6.26	4.99 - 7.99	each	870	6.08
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	1.99 - 3.99	2,440	2.76	1.68 - 2.99	1.69 - 2.49	1,810	2.25	1.68 - 3.99	1.29 - 2.49	1,030	2.41
value pack	1.79 - 2.49	1.49 - 4.00	1,320	2.16	2.00 - 2.99	1.99 - 2.79	220	2.59		1.99	190	1.99
thin sliced	2.99 - 4.49	2.99 - 4.49	1,860	3.94		2.88	50	2.88	4.29	2.99 - 3.79	350	3.48
Breast Tenders												
regular pack	3.29	3.99	30	3.83	1.99		220	1.99	1.99 - 3.99	2.29 - 3.79	110	3.41
value pack		1.79 - 2.99	60	2.66		2.99	20	2.99				
Split, bn-in Breast												
regular pack	1.39 - 3.20	0.99 - 1.99	900	2.34	0.89 - 1.79	0.99 - 1.79	1,650	1.76	0.98 - 2.80	0.99 - 1.29	310	1.59
value pack	1.19	0.69 - 1.99	960	1.59	0.88 - 1.38	0.99 - 1.00	240	0.97	0.88	1.00 - 1.59	300	1.46
Whole Wings	1.99 - 2.29	1.99 - 2.29	500	2.07		1.99 - 2.29	70	2.19	1.99 - 2.42	1.88	120	2.28
Leg Quarters	0.39 - 0.89	0.48 - 0.79	860	0.71	0.39 - 0.79	0.52 - 0.79	200	0.59	0.39 - 0.89	0.47 - 1.49	820	0.70
Legs	0.79 - 0.89	0.79 - 0.99	160	0.93								
Thighs												
regular pack	1.09 - 1.69	0.79 - 1.49	1,220	1.32	0.67 - 0.99	0.69	50	0.75	0.69 - 1.49	0.99 - 1.49	470	1.36
value pack	0.99 - 1.39	0.88 - 1.29	1,110	1.09	0.79 - 1.29	0.69 - 1.29	1,140	0.99	0.69 - 1.29	0.99 - 1.29	480	1.19
Drumsticks												
regular pack	1.09 - 1.69	0.89 - 1.49	1,340	1.34	0.77 - 0.99		40	0.84	1.19 - 1.49	0.99 - 1.49	440	1.39
value pack	0.99 - 1.49	0.88 - 1.29	1,240	1.12	0.79 - 1.29	0.69 - 1.29	1,140	0.99	0.99 - 1.29	0.99 - 1.29	460	1.22
Bnls/Sknls Thighs												
regular pack	2.29 - 2.99	1.88 - 2.59	840	2.50					1.79		20	1.79
value pack												
Combo Packs (9 pc)												
drum-thigh-breast												
drum-thigh-wing	0.98		10	0.98		0.99	70	0.99				
IQF **B/S Breast**		1.79	90	1.79	2.80	2.00 - 2.80	500	2.50	1.33 - 2.99	1.66 - 3.00	1,300	2.26
Tenders						2.90	30	2.90	1.33	1.79 - 2.99	110	2.13
Wings		2.33	90	2.33		1.60	30	1.60	1.66	2.33	150	2.26

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		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**				**96.1% of 2,300 sampled outlets**				**98.8% of 900 sampled outlets**			
Special Rate 2/		**7.1% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**2.5% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 7,650**				**Activity Index = 8,560**				**Activity Index = 3,440**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.88 - 1.29		630	1.00	0.49 - 0.99		460	0.87	0.69 - 1.09		370	0.87
	cut-up fryer	0.99		270	0.99	0.99 - 1.49		590	1.47	0.99		200	0.99
	bagged roaster	0.99 - 1.49		70	1.33								
	Cornish (frs/frz)	0.99 - 2.18		470	1.62	0.99 - 1.81		80	1.41	0.99 - 1.99		170	1.77
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.49	each	1,020	5.19	4.98 - 6.99	each	1,380	5.42	4.99 - 6.49	each	630	5.42
	2.1-3.0 lbs.	6.98 - 7.99	each	90	7.91	6.99 - 7.99	each	390	7.66	7.99	each	20	7.99
	8-pc Fried:	4.99 - 8.99	each	660	5.90	5.99	each	200	5.99	5.00 - 6.99	each	140	6.34
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	1.77 - 2.99	1.47 - 2.59	580	2.30	3.99 - 4.99	1.49 - 2.99	1,480	2.79		1.68 - 3.99	340	2.91
	value pack		1.29 - 1.88	40	1.70		1.88 - 2.00	30	1.96		1.98 - 2.00	60	1.99
	thin sliced		2.88	50	2.88		3.99	300	3.99		2.88	90	2.88
Breast Tenders													
	regular pack	1.99 - 2.99	1.88 - 2.59	240	2.43		1.88 - 3.99	330	3.79				
	value pack		1.69	30	1.69								
Split, bn-in Breast													
	regular pack	1.29 - 1.99	0.88 - 1.79	380	1.40	1.99	0.69 - 1.69	610	1.78	1.49	0.99 - 1.19	240	1.24
	value pack	0.97 - 1.49	0.88 - 1.29	230	1.24	0.99	0.69 - 1.39	230	1.26	0.97	0.98	140	0.97
Whole Wings			1.47 - 1.69	50	1.54								
Leg Quarters		0.39 - 0.68	0.33 - 1.29	690	0.83	0.69	0.47 - 0.69	390	0.60		0.49 - 1.19	160	0.90
Legs													
Thighs													
	regular pack	1.29	0.99 - 1.29	400	1.20	0.99 - 1.29	0.99 - 1.29	190	1.18	1.29 - 1.49	0.99 - 1.19	270	1.23
	value pack	0.89 - 1.29	0.99 - 1.19	480	1.03	0.89 - 1.19	0.99	520	1.01	0.99 - 1.33	0.88 - 1.19	170	1.03
Drumsticks													
	regular pack	1.29	0.99 - 1.29	400	1.20	0.99 - 1.29	0.99 - 1.29	190	1.18	1.29 - 1.49	0.99 - 1.19	270	1.23
	value pack	0.97 - 1.29	0.99 - 1.19	490	1.03	0.99 - 1.19	0.99	340	1.07	0.99 - 1.33	0.88 - 1.19	170	1.03
Bnls/Sknls Thighs													
	regular pack	3.49	2.49	380	2.80		1.97 - 2.99	850	2.36				
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	**B/S Breast**	2.40	1.33 - 2.80	480	2.21	2.49	2.33	210	2.39		2.00	80	2.00
	Tenders	2.40	2.00	150	2.38								
	Wings												

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

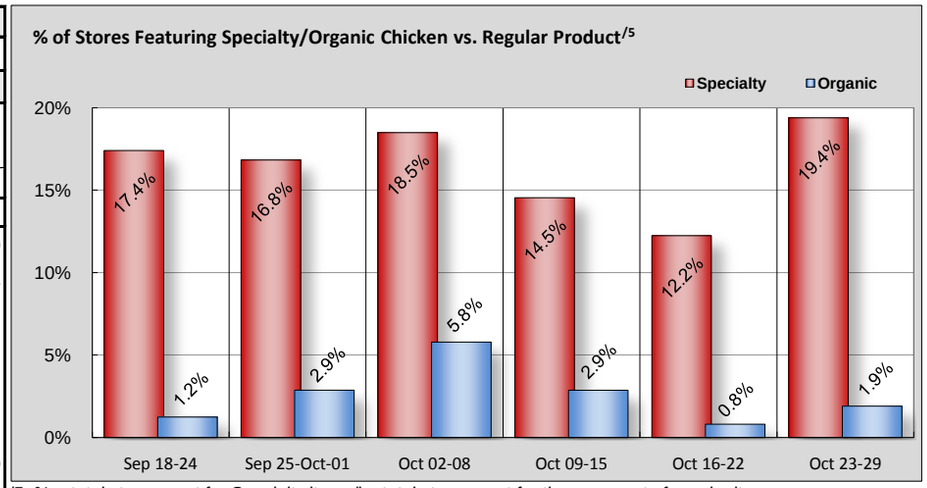
Fri. Oct 23, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/23 thru 10/29.

(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/]	16.6% of 18,600 outlets		11.3% of 18,600 outlets		18.5% of 18,000 outlets		1.3% of 18,600 outlets		1.2% of 18,600 outlets		0.1% of 18,000 outlets	
Activity Index [3/]	**7,320**		**5,350**		**5,960**		**640**		**290**		**200**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,850	1.77	890	1.93	1,070	1.77	150	2.29	20	3.49	10	2.79
Bnls/Sknls Breast	2,530	4.93	2,220	4.89	2,170	5.02	20	7.26	250	7.88	40	6.51
Breast Tenders	860	4.32	310	4.40	150	5.34						
Split, bn-in Breast	440	2.93	110	2.41	1,120	3.50	10	5.29				
Whole Wings	90	2.06	290	2.16	30	3.28			10	1.99		
Leg Quarters	60	1.21	20	1.44			--	--	--	--	--	--
Legs	30	1.92	320	1.01	10	1.89						
Thighs	730	1.51	530	1.62	700	1.49	230	2.99			70	2.49
Drumsticks	730	1.51	660	1.70	710	1.50	230	2.99	10	1.99	80	2.44



/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/]	33.8% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			15.2% of 3,100 sampled outlets			10.6% of 3,200 sampled outlets			12.4% of 2,300 sampled outlets			34.7% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 4,600			Activity Index = 480			Activity Index = 680			Activity Index = 750			Activity Index = 390			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	1.18 - 2.99	1,310	1.64	1.39 - 2.99	190	2.83	0.99 - 2.49	320	1.69							1.49 - 1.99	30	1.69
Bnls/Sknls Breast	3.74 - 5.29	1,300	4.76	2.99 - 5.99	220	4.35	1.87 - 5.29	200	4.59	2.99 - 5.99	340	4.98	4.49 - 6.99	330	5.87	4.49 - 6.99	140	5.58
Breast Tenders	3.98 - 3.99	550	3.99	3.99	70	3.99	3.49 - 3.99	10	3.81	4.99 - 5.49	230	5.22						
Split, bn-in Breast	2.79 - 3.99	320	3.13				1.55 - 3.49	30	2.31							1.49 - 4.99	90	2.43
Whole Wings										1.79 - 1.89	60	1.88				1.99 - 2.99	30	2.43
Leg Quarters										1.19 - 1.28	60	1.21						
Legs	1.49	20	1.49													2.79	10	2.79
Thighs	1.39 - 1.71	550	1.56				1.00 - 1.49	60	1.27	1.39	30	1.39	1.00 - 2.99	30	1.12	1.00 - 2.99	60	1.47
Drumsticks	1.39 - 1.71	550	1.56				1.00 - 1.49	60	1.27	1.39	30	1.39	1.00 - 2.99	30	1.12	1.00 - 2.99	60	1.47

USDA ORGANIC CHICKEN

Feature Rate [1/]	3.9% of 4,000 sampled outlets			0.2% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			1.2% of 2,300 sampled outlets			2.2% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 460			Activity Index = 10			Activity Index = 0			Activity Index = 0			Activity Index = 60			Activity Index = 110		
	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	10	2.69							1.99 - 2.99	60	2.62	1.99	80	1.99
Bnls/Sknls Breast																6.99 - 7.99	20	7.26
Breast Tenders																		
Split, bn-in Breast																5.29	10	5.29
Whole Wings																		
Legs																		
Thighs	2.99	230	2.99															
Drumsticks	2.99	230	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/.