



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/13 thru 11/19.

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

Fri. Nov 13, 2009

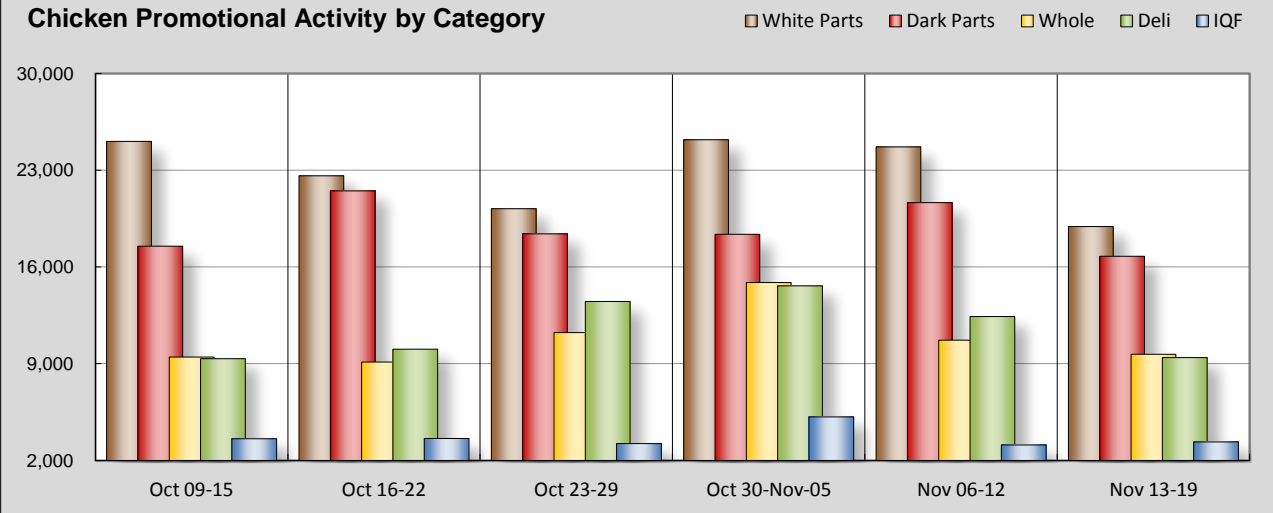
NATIONAL SUMMARY

	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	94.3% of 18,600 outlets	95.3% of 18,600 outlets	94.1% of 18,000 outlets
Special Rate ^{4/}	19.1%	12.7%	16.4%
Activity Index ^{2/}	58,880	72,620	55,460
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores /3 Wtd Avg	Stores /3 Wtd Avg
bagged fryer	2,660 0.98	5,470 0.98	4,290 1.04
cut-up fryer	830 1.24	2,430 1.42	2,710 1.39
bagged roaster	2,650 1.18	1,410 1.14	2,390 1.15
Cornish (frs/frz)	3,540 2.04	1,390 1.73	2,020 1.93
DELI			
Rotisserie:			
< 2 lbs.	5,000 5.54	6,720 5.66	5,350 6.22
2.1-3.0 lbs.	180 8.18	400 7.89	400 6.99
8-pc Fried:	4,260 5.99	5,290 6.08	5,590 6.46
PARTS:			
Bnls/Sknls Breast			
regular pack	6,270 2.70	7,970 2.94	4,350 2.73
value pack	2,550 2.06	5,600 1.91	2,540 2.30
thin sliced	1,540 4.45	2,190 3.94	1,590 3.74
Breast Tenders			
regular pack	1,860 3.04	2,480 3.27	1,470 3.25
value pack	120 2.22	490 2.28	810 2.69
Split, bn-in Breast			
regular pack	4,160 1.34	2,590 1.70	2,880 1.48
value pack	1,840 1.24	2,520 1.18	960 1.19
Whole Wings	580 2.39	840 1.93	1,060 2.05
Leg Quarters	2,880 0.81	3,070 0.84	1,720 0.96
Legs		420 1.25	900 1.12
Thighs			
regular pack	2,570 1.23	1,360 1.24	1,230 1.26
value pack	3,310 1.04	5,860 1.16	3,240 1.10
Drumsticks			
regular pack	2,940 1.21	1,360 1.24	1,620 1.21
value pack	3,290 1.05	5,660 1.20	2,440 1.14
Bnls/Sknls Thighs			
regular pack	1,540 2.80	2,580 2.37	1,560 2.72
value pack	240 2.34	340 1.72	440 1.97
9-pc Combos			
drum-thigh-breast	430 1.42	830 1.49	300 1.74
drum-thigh-wing	300 1.41	230 1.14	40 0.99
IQF			
B/S Breast	2,010 2.37	2,210 2.14	1,450 2.52
Tenders	1,090 2.80	420 2.46	1,090 3.00
Wings	240 2.33	490 1.70	1,020 2.06

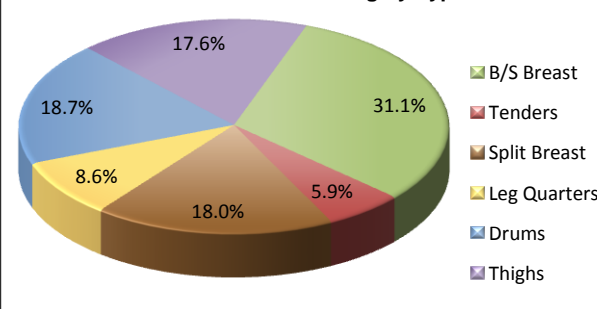
This Week's Chicken Feature Highlights

The activity index falls sharply as Thanksgiving-centered sales approach their zenith, drawing consumer attention and money away from normal purchasing patterns. Cornish and roasters now occupy the bulk of the whole bird category. The deli maintains its supply of whole and 8-pc for those who are too busy to cook. White meat parts are still a good deal, bargains still exist for those who search. Dark meat offers more small packs of drums and thighs, shoppers will quickly notice bulk packs are a better deal. IQF parts raise prices, nothing special here. Specialty and organic products retreat on volume. Chicken must wait, its larger cousin and Thanksgiving-associated brethren have center stage for the next few weeks. Fear not, poultry items will return in volume, incentives to purchase will be offered, and things will soon return to normal.

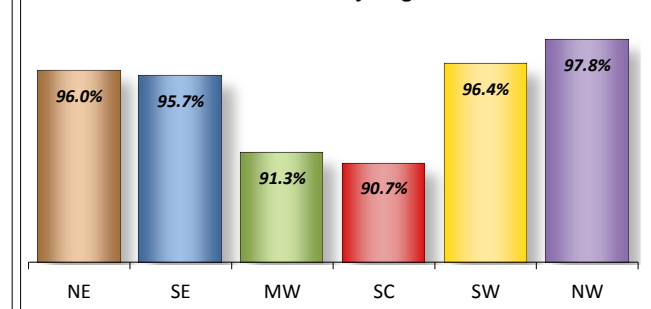
Chicken Promotional Activity by Category



Chicken Parts Featuring by Type



Feature Rate by Region



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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		NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> 				SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> 				MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		96.0% of 4,000 sampled outlets 16.7% of stores w/ no-price promotions Activity Index = 17,740				95.7% of 5,100 sampled outlets 35.6% of stores w/ no-price promotions Activity Index = 9,970				91.3% of 3,100 sampled outlets 13.3% of stores w/ no-price promotions Activity Index = 7,280			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
			4/	4/		4/	4/		4/	4/			
	bagged fryer	0.79 - 1.29	580	1.01	0.79 - 0.98	190	0.83	0.69 - 1.29	260	1.04			
	cut-up fryer	0.89 - 0.99	160	0.98	0.89 - 0.99	20	0.94	0.79 - 1.49	40	1.37			
	bagged roaster	0.78 - 1.69	1,570	1.20	0.99 - 1.69	730	1.02	1.19 - 1.29	20	1.26			
	Cornish (frs/frz)	0.88 - 2.29	920	1.91	1.79 - 2.54	520	2.48	1.81 - 2.36	840	2.05			
DELI	Rotisserie:												
	< 2 lbs.	3.49 - 6.99 each	1,660	5.48	3.99 - 6.99 each	610	5.09	3.99 - 6.99 each	1,110	5.59			
	2.1-3.0 lbs.	9.99 each	10	9.99									
	8-pc Fried:	4.95 - 6.99 each	1,160	6.28	3.99 - 6.99 each	660	5.61	4.99 - 8.49 each	820	6.16			
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 - 3.99	1,210	2.94	1.99 - 3.99	1,410	2.53	1.89 - 3.99	1,160	2.64			
	value pack	1.68	1,500	2.00	1.99	110	1.93	1.77	410	2.14			
	thin sliced	2.99 - 4.99	1,170	4.10	3.99	50	3.99						
Breast Tenders													
	regular pack	2.49 - 3.99	550	4.03	1.88	290	2.39	2.49 - 3.49	330	2.87			
	value pack							2.19	10	2.19			
Split, bn-in Breast													
	regular pack	0.97 - 1.79	1,430	1.54	0.97 - 1.49	1,710	1.04	0.97 - 1.69	90	1.34			
	value pack	1.29 - 1.59	620	1.47	0.98 - 1.28	450	1.00	0.98 - 0.99	230	1.35			
Whole Wings													
			120	1.99	1.73	80	1.97	2.29	80	2.29			
Leg Quarters													
		0.69 - 0.79	850	0.91	0.49	720	0.59	0.39 - 0.99	260	0.72			
Legs													
Thighs													
	regular pack	0.79 - 0.99	240	1.22	0.99 - 1.48	330	1.06	0.99 - 1.49	360	1.25			
	value pack	0.99 - 1.29	1,230	1.19	0.88 - 1.29	810	0.97	0.89 - 1.19	350	1.05			
Drumsticks													
	regular pack	0.99	420	1.16	0.99 - 1.48	330	1.06	0.99 - 1.49	390	1.24			
	value pack	0.90 - 0.99	1,230	1.19	0.88 - 1.29	810	0.97	0.89 - 1.19	370	1.04			
Bnls/Sknls Thighs													
	regular pack	2.59 - 2.99	420	2.83	1.73	120	1.73	1.73 - 1.99	130	1.96			
	value pack	2.49	40	2.49	2.49	20	2.49						
Combo Packs (9 pc)													
	drum-thigh-breast	1.39	390	1.39				1.59	20	1.72			
	drum-thigh-wing	1.39	260	1.39									
IQF	B/S Breast	1.66 - 3.99	510	2.94	2.33 - 2.50	280	2.37	1.66 - 2.80	700	2.14			
	Tenders	2.00 - 3.99	490	3.17				2.00 - 3.20	260	2.85			
	Wings	2.33	90	2.33	3.00	10	3.00	1.75 - 2.33	140	2.28			



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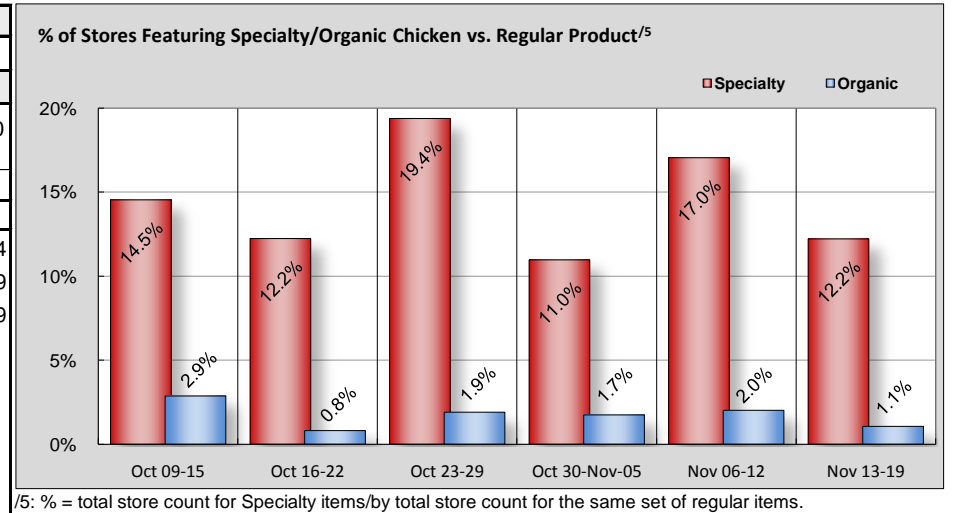
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		90.7% of 3,200 sampled outlets 8.2% of stores w/ no-price promotions Activity Index = 7,800				96.4% of 2,300 sampled outlets 13.7% of stores w/ no-price promotions Activity Index = 8,430				97.8% of 900 sampled outlets 9.9% of stores w/ no-price promotions Activity Index = 4,320			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.29		570	1.02	0.69 - 0.99		670	0.92	0.88 - 1.29		390	0.98
cut-up fryer		0.99 - 1.49		270	1.23	1.29		20	1.29	1.29 - 1.49		320	1.37
bagged roaster		0.99 - 1.39		130	1.22	1.59		200	1.59				
Cornish (frs/frz)		1.81 - 2.66		720	2.00	1.81 - 1.99		340	1.97	1.48 - 1.81		200	1.68
DELI	Rotisserie:												
	< 2 lbs.	4.50 - 7.49	each	630	5.57	4.99 - 6.99 each		650	5.79	4.99 - 6.99 each		340	6.01
	2.1-3.0 lbs.	6.98 - 8.99	each	170	8.07								
	8-pc Fried:	4.99 - 6.99 each		870	5.80	5.99 each		560	5.99	4.99 - 6.99 each		190	5.79
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		1.57 - 2.99	1.57 - 3.49	1,140	2.06	1.99 - 4.99	2.49 - 2.99	1,230	3.31	2.99	1.97 - 2.99	120	2.77
value pack			1.38 - 1.99	130	1.76	2.79	1.59 - 1.99	200	2.45		1.97 - 2.48	200	2.27
thin sliced		2.99		20	2.99	5.99		300	5.99				
Breast Tenders													
regular pack		1.99 - 3.49	1.89 - 2.99	550	2.57		1.88	30	1.88	3.49	1.99 - 2.99	110	2.97
value pack			1.59 - 2.99	60	2.29						1.99 - 2.49	50	2.15
Split, bn-in Breast													
regular pack		0.89	1.49	160	1.32	1.49 - 1.69	0.99 - 1.69	470	1.64	1.49 - 1.69		300	1.68
value pack		0.98 - 1.43	0.59 - 0.99	330	1.00	1.49	0.97 - 0.99	200	1.31		1.49	10	1.49
Whole Wings													
Leg Quarters		0.27 - 0.89		290	0.58	2.69	0.99	300	2.69				
Legs										0.48 - 1.29		300	1.07
Thighs													
regular pack		0.99 - 1.29	0.88 - 0.95	360	1.08	1.29 - 1.69	0.99	590	1.31	1.29 - 1.69	0.88 - 1.29	690	1.33
value pack		0.79 - 1.29	0.69 - 0.99	460	0.94	0.99 - 1.29	0.69 - 0.99	290	0.81	1.29	0.99	170	1.06
Drumsticks													
regular pack		0.99 - 1.29	0.88 - 0.95	360	1.08	1.29 - 1.69	0.99	750	1.24	1.29 - 1.69	0.88 - 1.29	690	1.33
value pack		0.88 - 1.29	0.69 - 0.99	420	0.95	0.99 - 1.29	0.69 - 0.99	290	0.81	1.29	0.99	170	1.06
Bnls/Sknls Thighs													
regular pack			1.98 - 2.49	130	2.44	3.99	2.49 - 2.99	740	3.17				
value pack			1.48	20	1.48		2.49	130	2.49		1.98	30	1.98
Combo Packs (9 pc)													
drum-thigh-breast		1.43		10	1.43					1.99		10	1.99
drum-thigh-wing						2.29		10	2.29	1.29		30	1.29
IQF	B/S Breast	2.80	1.66 - 2.80	350	2.29		1.75	40	1.75		1.33 - 1.99	130	1.85
	Tenders		1.75 - 2.80	270	2.34		1.75	40	1.75		1.75 - 1.98	30	1.87
	Wings												



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	10.9% of 18,600 outlets	20.5% of 18,600 outlets	7.4% of 18,000 outlets	0.8% of 18,600 outlets	3.0% of 18,600 outlets	0.4% of 18,000 outlets
Activity Index ^{3/}	4,280	7,790	6,800	320	800	390
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,690 1.63	1,510 1.79	570 1.74	260 2.51	20 3.14	20 3.14
Bnls/Sknl's Breast	570 4.90	3,250 5.12	1,440 4.78	160 6.49	500 6.64	220 8.99
Breast Tenders	120 4.87	600 4.57	230 3.94	140 5.99		150 8.99
Split, bn-in Breast	170 2.39	500 2.58	590 2.32	20 6.99		
Whole Wings	90 1.79	10 2.29	150 1.85			
Leg Quarters	200 1.15	10 1.89	120 1.19	-- --	-- --	-- --
Legs	50 1.99	50 1.99	10 0.99			
Thighs	560 1.60	690 1.98	1,760 1.52		20 3.99	
Drumsticks	830 1.72	1,170 1.96	1,930 1.56		20 3.99	



	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.							
	SPECIALTY CHICKEN																	
Feature Rate ^{1/}	25.7% of 4,000 sampled outlets			3.8% of 5,100 sampled outlets			4.0% of 3,100 sampled outlets			8.3% of 3,200 sampled outlets			4.3% of 2,300 sampled outlets			20.1% of 900 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,670			Activity Index = 540			Activity Index = 240			Activity Index = 420			Activity Index = 100			Activity Index = 310		
	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	1.29 - 2.59	1,180	1.71	1.28 - 1.79	310	1.40	0.99 - 1.79	60	1.41	1.49	30	1.49	1.49 - 1.99	20	1.99	1.49 - 1.68	90	1.51
Bnls/Sknl's Breast	3.79 - 6.49	290	4.99	3.99 - 5.49	190	4.83	3.49 - 3.99	20	3.78	2.79 - 5.99	30	4.11	4.99 - 5.99	30	5.99	4.99	10	4.99
Breast Tenders	3.79 - 5.49	50	4.71				4.99	10	4.99	4.99	60	4.99						
Split, bn-in Breast				2.49	20	2.49	1.99 - 2.49	60	2.34	2.49	60	2.49				1.49 - 2.99	30	2.24
Whole Wings										1.69	60	1.69				1.99	30	1.99
Leg Quarters							0.88	10	0.88	0.99 - 1.19	180	1.13				1.89	10	1.89
Legs	1.99	50	1.99															
Thighs	1.49 - 2.49	430	1.66				0.88 - 1.69	40	1.05				1.29 - 1.99	20	1.29	1.29 - 1.99	70	1.62
Drumsticks	0.99 - 2.49	670	1.81	1.29	20	1.29	0.88 - 1.69	40	1.05	0.99 - 1.99	30	1.20	1.29 - 1.99	30	1.20	1.29 - 1.99	70	1.62

	USDA ORGANIC CHICKEN																	
Feature Rate ^{1/}	0.3% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			3.9% of 3,200 sampled outlets			0.6% of 2,300 sampled outlets			1.6% of 900 sampled outlets		
Activity Index ^{3/}	Activity Index = 40			Activity Index = 0			Activity Index = 0			Activity Index = 280			Activity Index = 0			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																		
Bnls/Sknl's Breast	9.99	20	9.99							5.99	140	5.99						
Breast Tenders										5.99	140	5.99						
Split, bn-in Breast	6.99	20	6.99															
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		

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/>.