USDA Weekly Retail Chicken Feature Activity

Fri. Dec 18, 2009

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/18 thru 12/24.

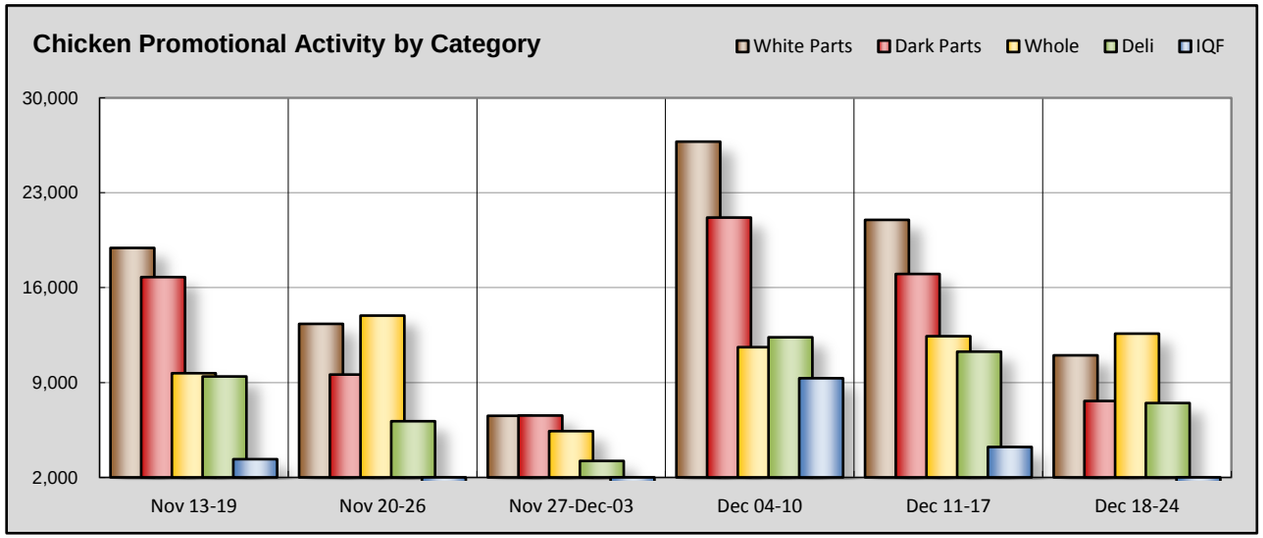
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

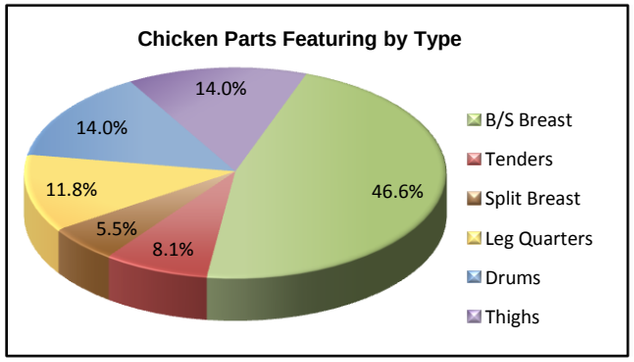
NATIONAL SUMMARY

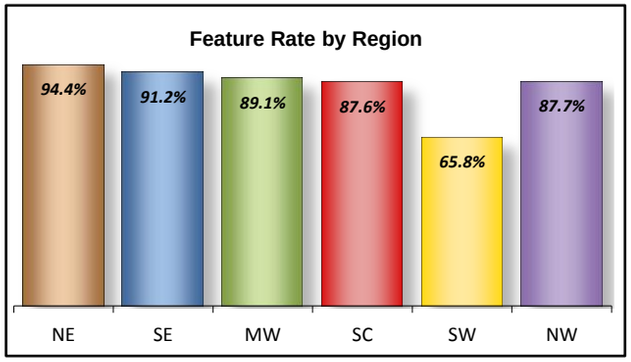
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**87.6% of 18,600 outlets**		**93.4% of 18,600 outlets**		**92.0% of 18,000 outlets**	
Special Rate 4/	**9.6%**		**27.4%**		**7.1%**	
Activity Index 2/	**40,490**		**66,050**		**54,320**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	2,070	0.94	5,280	0.94	3,770	1.10
cut-up fryer	1,010	1.26	2,330	1.06	660	1.54
bagged roaster	7,510	1.17	2,940	1.18	8,830	1.23
Cornish (frs/frz)	2,010	2.03	1,860	1.90	5,150	1.95
DELI **Rotisserie:**						
< 2 lbs.	4,410	5.43	5,340	5.33	4,830	6.50
2.1-3.0 lbs.	290	7.23	560	7.90	1,040	7.25
8-pc Fried:	2,780	6.26	5,370	5.57	2,060	6.39
PARTS:						
Bnls/Sknls Breast						
regular pack	5,410	2.74	6,450	2.64	4,810	3.54
value pack	1,690	2.10	2,870	2.03	2,800	2.30
thin sliced	1,170	3.79	1,580	3.66	1,430	4.54
Breast Tenders						
regular pack	1,360	3.36	1,810	3.35	560	4.45
value pack	70	1.96	180	1.90	420	2.20
Split, bn-in Breast						
regular pack	660	1.39	5,230	1.51	700	1.76
value pack	320	1.00	1,960	1.09	810	1.29
Whole Wings	320	1.99	910	1.85	240	1.66
Leg Quarters	2,100	0.60	2,790	0.74	2,670	0.69
Legs			400	0.86	630	1.33
Thighs						
regular pack	660	1.35	3,700	1.12	680	1.36
value pack	1,820	1.03	2,530	1.11	2,440	1.18
Drumsticks						
regular pack	670	1.34	3,560	1.10	690	1.35
value pack	1,820	1.04	2,570	1.11	2,500	1.17
Bnls/Sknls Thighs						
regular pack	300	2.82	1,170	2.05	1,000	2.78
value pack	260	2.39	280	2.08	420	1.84
9-pc Combos						
drum-thigh-breast	280	1.29	130	1.59	140	1.59
drum-thigh-wing			10	0.98		
IQF **B/S Breast**	810	2.59	2,590	2.15	2,650	2.56
Tenders	250	2.59	1,100	2.08	2,250	2.60
Wings	440	2.11	550	2.00	140	1.78

This Week's Chicken Feature Highlights

The holiday season continues to reduce the amount of chicken offered for sale. Grocery retailers are engaged in the last big push to clear inventories of seasonal products with incentives to purchase any other items slim to non-existent. Traditional poultry products such as roasters and cornish hens are there in good numbers and priced higher than the week before. The deli knows that next weeks sales will be slow and reduce inventories accordingly. White meat parts raise prices on boneless product, the best deals are on split breast, but the volume available drops to almost nothing. Leg quarters offer good value, thighs and drums sharply raise the price of small retail packs. IQF parts dwindle to low levels on volume, pricing is higher. Organic and specialty chicken wait for the new month. The new year is close enough to touch, normal marketing practices will soon return, and chicken will once again rule the roost in retail meat cases.







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/		**94.4% of 4,000 sampled outlets**				**91.2% of 5,100 sampled outlets**				**89.1% of 3,100 sampled outlets**			
Special Rate 2/		**14.9% of stores w/ no-price promotions**				**15.7% of stores w/ no-price promotions**				**2.8% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 13,290**				**Activity Index = 8,120**				**Activity Index = 6,650**			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
	bagged fryer	0.89 - 1.29		380	0.98	0.68 - 1.39		270	0.85	0.67 - 0.99		60	0.80
	cut-up fryer	1.19 - 1.49		280	1.26	0.99 - 1.29		80	1.17	0.99 - 1.55		90	1.10
	bagged roaster	0.79 - 1.99		2,930	1.19	0.97 - 1.19		1,880	1.00	0.88 - 1.49		1,250	1.06
	Cornish (frs/frz)	1.59 - 2.49		610	2.02	1.69 - 2.58		610	2.30	1.69 - 2.58		190	1.97
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.99	each	720	6.24	3.99 - 6.99	each	1,280	5.23	3.99 - 6.99	each	1,400	5.40
	2.1-3.0 lbs.	7.99	each	70	7.99	6.99	each	220	6.99				
	8-pc Fried:	4.99 - 6.99	each	570	6.93	5.49 - 6.99	each	630	5.98	5.88 - 7.99	each	1,070	6.17
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	1.49 - 3.49	1,650	2.86	1.88 - 2.49	1.79 - 2.99	740	2.17	1.88 - 3.99	1.49 - 2.49	990	2.42
	value pack	1.99	1.78 - 2.99	820	2.20	1.98	1.77	50	1.93		1.69 - 1.88	340	1.78
	thin sliced	2.99 - 3.99	2.79 - 4.99	800	3.90					4.29		80	4.29
Breast Tenders													
	regular pack	2.59 - 3.99	1.89 - 3.99	810	3.74	1.99 - 3.99	1.99 - 2.99	160	2.97	1.89 - 4.29		210	3.39
	value pack		1.99	20	1.99	1.98		30	1.98				
Split, bn-in Breast													
	regular pack	1.39 - 1.59	1.39 - 1.49	320	1.45	0.99		40	0.99	0.98 - 1.29	0.99	140	1.03
	value pack		0.99	170	0.99	0.99		20	0.99	1.29	0.99	80	1.07
Whole Wings		1.89	1.99	140	1.98		1.99	180	1.99				
Leg Quarters		0.79 - 0.99	0.49 - 1.19	530	0.78	0.99	0.49	1,190	0.50		0.49 - 0.59	20	0.54
Legs													
Thighs													
	regular pack	0.99 - 1.49	0.98	200	1.44	1.49	0.99	30	1.40	1.49	0.99 - 1.29	250	1.28
	value pack	0.99 - 1.29	0.99 - 1.19	830	1.08	0.98 - 1.18	0.89 - 1.19	340	0.99	1.29 - 1.43		100	1.30
Drumsticks													
	regular pack	0.99 - 1.49	0.98	200	1.44	1.49	0.99	30	1.40	1.49	0.99 - 1.29	260	1.26
	value pack	0.99 - 1.29	0.99 - 1.19	830	1.10	0.98 - 1.18	0.99 - 1.19	340	1.00	1.29 - 1.43		100	1.30
Bnls/Sknls Thighs													
	regular pack	1.99	2.99	150	2.94					2.69		10	2.69
	value pack		2.39	260	2.39								
Combo Packs (9 pc)													
	drum-thigh-breast										1.39	10	1.39
	drum-thigh-wing												
IQF	**B/S Breast**		1.66	20	1.66		1.66 - 2.80	260	2.65		1.33 - 2.80	450	2.59
	Tenders						3.99	20	3.99		2.66	10	2.66
	Wings	2.25 - 2.50		220	2.27					3.00	1.33 - 2.33	80	2.32

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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/		**87.6% of 3,200 sampled outlets**				**65.8% of 2,300 sampled outlets**				**87.7% of 900 sampled outlets**			
Special Rate 2/		**9.7% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**			
Activity Index 3/		**Activity Index = 5,340**				**Activity Index = 3,830**				**Activity Index = 1,760**			
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		290	0.86	0.67 - 1.29		930	0.97	0.98 - 0.99		140	0.99
	cut-up fryer	1.29 - 1.49		10	1.39	1.29		550	1.29				
	bagged roaster	0.99 - 1.79		710	1.37	0.79 - 1.69		600	1.54	1.29 - 1.79		140	1.41
	Cornish (frs/frz)	1.66 - 2.58		280	1.96	0.99 - 1.49		100	1.34	1.45 - 2.99		220	1.79
DELI	**Rotisserie:**												
	< 2 lbs.	4.99 - 6.49	each	470	5.09	4.98 - 5.00	each	460	4.99	5.99	each	80	5.99
	2.1-3.0 lbs.												
	8-pc Fried:	4.99 - 6.99	each	200	5.40	5.99	each	160	5.99	6.98 - 6.99	each	150	6.99
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	1.98 - 3.99	1.49 - 2.99	1,180	2.50	3.99 - 4.99	1.99	470	4.47	2.99	1.99 - 2.99	380	2.76
	value pack		1.77 - 2.99	310	1.89		1.49	10	1.49		1.98 - 3.98	160	2.73
	thin sliced							10			3.49	280	3.49
Breast Tenders													
	regular pack	1.98 - 1.99	1.99	180	1.99								
	value pack		1.89	20	1.89								
Split, bn-in Breast													
	regular pack									1.69		160	1.69
	value pack		0.68 - 0.99	50	0.92								
Whole Wings													
Leg Quarters		0.79	0.59 - 0.79	210	0.73		0.59	150	0.59				
Legs													
Thighs													
	regular pack	0.99	0.99 - 1.49	170	1.32	1.59		10	1.59				
	value pack		0.87 - 0.99	480	0.92		0.79 - 0.99	50	0.95		0.99	20	0.99
Drumsticks													
	regular pack	0.99	0.99 - 1.49	170	1.32	1.59		10	1.59				
	value pack		0.87 - 0.99	480	0.92		0.79 - 0.99	50	0.95		0.99	20	0.99
Bnls/Sknls Thighs													
	regular pack	2.69		130	2.69					2.69		10	2.69
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast					1.19 - 1.29		270	1.29				
	drum-thigh-wing												
IQF	**B/S Breast**		2.66	80	2.66								
	Tenders		2.33 - 2.66	160	2.50		2.33	40	2.33		2.33	20	2.33
	Wings		1.75	80	1.75		1.75	40	1.75		1.75	20	1.75

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

Fri. Dec 18, 2009

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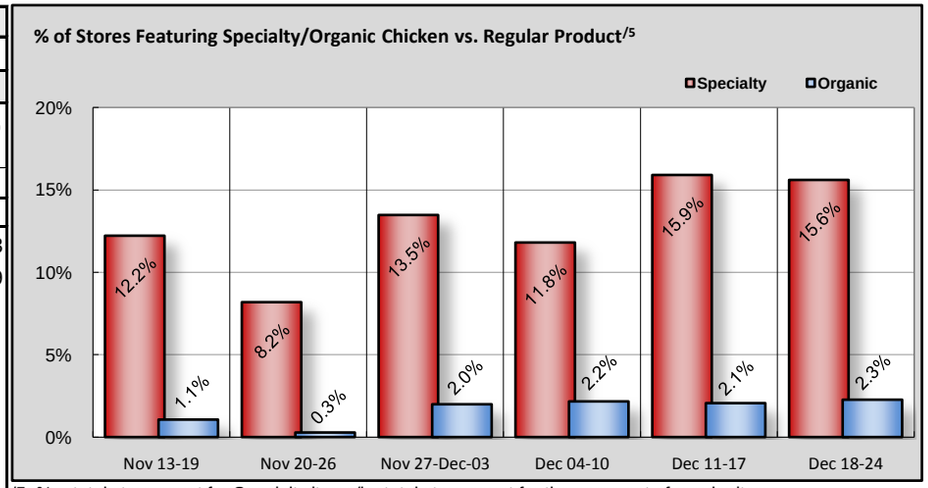
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY

	SPECIALTY CHICKEN						USDA ORGANIC CHICKEN					
	THIS WEEK		LAST WEEK		LAST YEAR		THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	7.7% of 18,600 outlets		12.5% of 18,600 outlets		6.5% of 18,000 outlets		1.0% of 18,600 outlets		2.7% of 18,600 outlets		1.4% of 18,000 outlets	
Activity Index [3/]	**2,960**		**6,400**		**1,870**		**350**		**730**		**330**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,030	1.51	1,140	1.79	690	1.88	340	2.49	120	2.50	320	2.93
Bnls/Sknls Breast	620	5.03	2,070	4.74	710	5.64	10	7.99	390	6.36	10	8.99
Breast Tenders	90	4.48	560	4.55	140	5.99			10	5.49		
Split, bn-in Breast	300	2.98	60	2.07								
Whole Wings			190	2.49	50	2.49			30	2.82		
Leg Quarters			10	0.99			--	--	--	--	--	--
Legs			10	1.49								
Thighs	460	1.61	1,150	1.77	110	1.96			90	2.99		
Drumsticks	460	1.61	1,210	1.79	170	2.08			90	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/]	15.3% of 4,000 sampled outlets			4.0% of 5,100 sampled outlets			5.5% of 3,100 sampled outlets			7.4% of 3,200 sampled outlets			2.1% of 2,300 sampled outlets			7.3% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 1,920			Activity Index = 260			Activity Index = 380			Activity Index = 280			Activity Index = 30			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	1.19 - 2.59	670	1.58	0.99 - 1.59	110	1.48	0.89 - 1.19	50	1.11	0.99 - 1.69	190	1.37				1.69	10	1.69
Bnls/Sknls Breast	3.98 - 5.49	220	4.80	4.98 - 5.49	150	5.34	2.99 - 4.99	160	4.57	4.99	10	4.99				5.99	80	5.99
Breast Tenders	3.98 - 5.49	60	4.23				4.99	20	4.99	4.99	10	4.99						
Split, bn-in Breast	3.29	170	3.29				1.79	30	1.79	1.98 - 2.99	70	2.74	2.99	30	2.99			
Whole Wings																		
Leg Quarters																		
Legs																		
Thighs	1.49 - 2.49	400	1.67				0.99 - 1.49	60	1.25									
Drumsticks	1.49 - 2.49	400	1.67				0.99 - 1.49	60	1.25									

USDA ORGANIC CHICKEN

Feature Rate [1/]	3.7% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			0.0% of 900 sampled outlets		
Activity Index [3/]	Activity Index = 230			Activity Index = 0			Activity Index = 110			Activity Index = 0			Activity Index = 0			Activity Index = 10		
	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	2.49	230	2.49				2.50	110	2.50									
Bnls/Sknls Breast																7.99	10	7.99
Breast Tenders																		
Split, bn-in Breast																		
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/.