

USDA Weekly Retail Chicken Feature Activity

Fri. Dec 25, 2009

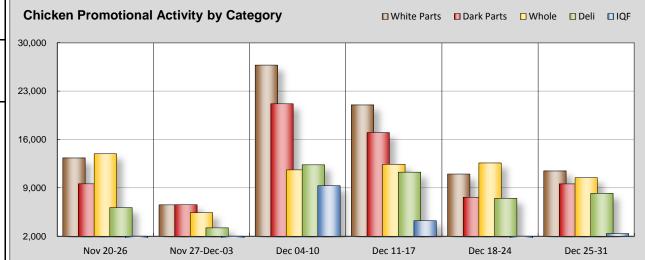
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/25 thru 12/31.

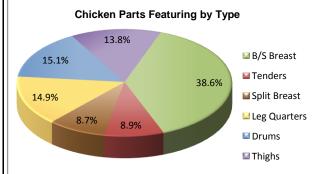
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

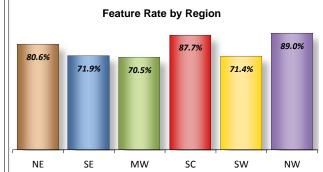
NATIONAL SUMMARY												
		THIS V		LAST \		LAST YEAR						
	1/	77.0% of		87.6% of		69.0% of 18,000 outlets 8.5%						
F	Feature Rate 1/	outl	-	outl	•							
	Special Rate 4/	16.9		9.6								
	Activity Index 2/	42,7		40,4		40,280						
	OLE BIRD:	Stores ^{/3} W		Stores /3 \		Stores /3 Wtd Avg						
	bagged fryer	1,770	0.95	2,070	0.94	3,340	1.08					
	cut-up fryer		1.29	1,010	1.26	620	1.47					
	bagged roaster		1.16	7,510	1.17	2,830	1.18					
	Cornish (frs/frz)	1,430	1.72	2,010	2.03	1,840	1.78					
	Rotisserie:	1,100		2,0.0	2.00	1,010						
D	< 2 lbs.	4,600	5.61	4,410	5.43	2,240	6.06					
DELI	2.1-3.0 lbs.	380	7.40	290	7.23	430	8.33					
	8-pc Fried:	3,210	6.16	2,780	6.26	3,080	6.69					
PAF	RTS:											
Bnl	s/Sknls Breast											
	regular pack	4,770	2.98	5,410	2.74	4,260	3.41					
	value pack	1,560	2.17	1,690	2.10	2,570	2.13					
	thin sliced	1,170	3.86	1,170	3.79	1,370	4.51					
Bre	ast Tenders											
	regular pack	1,480	3.37	1,360	3.36	1,630	3.32					
	value pack	250	2.33	70	1.96	290	2.15					
Spli	it, bn-in Breast											
	regular pack	1,500	1.44	660	1.39	80	1.32					
	value pack		0.96	320	1.00	1,520	1.27					
	ole Wings	520	2.00	320	1.99	520	1.61					
_	Quarters	2,900	0.61	2,100	0.60	1,750	0.67					
Leg	•					30	1.08					
Thi	gns regular pack	1,080	1.30	660	1.35	640	1.28					
	value pack	1	0.97	1,820	1.03	3,110	1.26 1.14					
Dru	msticks	1,000	0.57	1,020	1.00	3,110	1.14					
٥. ۵	regular pack	1,340	1.35	670	1.34	600	1.30					
	value pack	· '	0.97	1,820	1.04	3,180	1.22					
Bnl	s/Sknls Thighs	,		,		.,						
	regular pack	790	2.63	300	2.82	660	3.05					
	value pack	260	2.99	260	2.39	710	2.06					
9-pc	c Combos											
	drum-thigh-breast	220	1.99	280	1.29	140	1.49					
	drum-thigh-wing	480	1.33									
	B/S Breast	1,470	2.35	810	2.59	960	2.19					
ᅙ	Tenders	590	2.40	250	2.59	940 2.19						
	Wings	320	2.21	440	2.11	940	1.86					

This Week's Chicken Feature Highlights

Retail featuring of poultry rises slightly but continues to feel the weight of holiday features throughout the complex. Incentives to purchase additional poultry returns and is highest in the NE and SE areas of the country. Whole birds reduce volume at unchanged pricing. The deli regains some confidence in their ability to sell, offerings increase from the past week. White meat parts raise prices, split breast offer the best deals. Leg quarters are another option to purchasers of dark meat, drumsticks hold their ground, thighs show the best price going. IQF parts lower prices, pricing is mixed. Specialty and Organics roughly hold their positions from the past week. The holidays will soon pass, the new year will begin, and chicken should ease back into consumers baskets as the meat of choice.







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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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/25 thru 12/31.

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

		NORTHEAST U.	S.		1	SOUTHEAST U.	S.		局	MIDWEST U.S.			Him		
		(CT,DE,MA,MD,ME	,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,	SC,TN,VA,WV)		(IA,IL,IN,KY,MI,MN,I	ND,NE,OH,SD,WI)					
Feature Rate 1/		80.6	% of 4,000 sampled	doutlets		71.9	% of 5,100 sample	doutlets		70.5% of 3,100 sampled outlets					
Special Rate 2/		27.3% of	stores w/ no-price	promotio	ns	32.5% of	stores w/ no-price	promotio	ns	4.4% of stores w/ no-price promotions					
Activity Index 3/			Activity Index = 16	,090			Activity Index = 8,	440		Activity Index = 4,990					
		Price Range		Stores \	Ntd Avg	Price Range	-	Stores	Wtd Avg	Price Range		Stores	Wtd Avg		
WHOLE BIRD:				4	1/			,	4/				4/		
	bagged fryer	0.89 - 1.29		390	1.14	0.69 - 1.39		170	0.80	0.67 - 1.15		180	0.92		
	cut-up fryer	1.13 - 1.49		370	1.21	0.99 - 1.29		60	1.23	1.29		20	1.29		
bagged roaster		0.79 - 1.29		1,940	1.11	0.97 - 1.77		1,960	0.99	0.99 - 1.59		740	1.10		
	Cornish (frs/frz)	1.39 - 2.59		560	1.71	0.99 - 2.38		370	1.47	1.69 - 2.38		210	2.15		
	Rotisserie:														
DELI	< 2 lbs.	4.99 - 6.99	each	1,100	6.12	4.98 - 6.99	each	1,110	5.32	4.98 - 6.99	each	760	5.55		
DELI	2.1-3.0 lbs.	6.99 - 7.99	each	360	7.37										
	8-pc Fried:	5.99 - 8.99	each	1,000	6.75	4.99 - 5.99	each	680	5.90	5.98 - 6.99	each	690	6.10		
PARTS:		Processor Label	Private Label	Stores \	Ntd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg		
Bnls/Sk	nls Breast														
	regular pack		1.49 - 3.99	1,620	3.36	1.98 - 2.99	1.99 - 3.69	780	2.16	1.99 - 3.99	1.49 - 2.49	500	2.55		
	value pack		1.79 - 3.99	910	2.26		1.88 - 1.99	70	1.90						
thin sliced		3.29 - 3.99	1.99 - 4.99	1,090	3.82					4.29		80	4.29		
Breast Tenders		0.50	4.00	4 440	0.00	1	4.70	400	0.50	1		000	0.00		
	regular pack	2.59 - 3.99	1.98 - 3.99 1.59 - 1.99	1,110 40	3.60 1.86	1.98 - 3.99	1.79	160	2.53	1.99 - 3.99		200	2.82		
value pack Split, bn-in Breast			1.59 - 1.99	40	1.00										
Spiit, bi	regular pack	1.29 - 1.79	1.49 - 1.89	920	1.51	0.99		220	0.99	1.29	1.59	150	1.55		
	value pack		0.99	20	0.99	0.99	0.97 - 0.99	100	0.98	1.20	0.99	10	0.99		
Whole V			1.99	250	1.99		1.99	250	1.99	2.29		20	2.29		
Leg Qua	arters	0.49 - 0.99	0.49 - 0.89	990	0.76	0.49 - 0.58	0.39 - 0.49	1,430	0.48		0.49 - 0.79	150	0.75		
Legs															
Thighs															
	regular pack		1.19	630	1.26	1				1.49	1.19 - 1.29	310	1.31		
D	value pack	0.99	0.99	340	0.99	0.98 - 1.18	0.99	540	0.99	1.29	0.79	260	0.97		
Drumsti		1.19 - 1.49	1.19 - 1.59	890	1 25					1.49	0.99 - 1.29	310	1 20		
	regular pack value pack		1.19 - 1.59	340	1.35 0.99	0.98 - 1.18	0.99	540	0.99	1.49	0.99 - 1.29	260	1.30 0.97		
Bnls/Sknls Thighs		0.99	0.99	340	0.55	0.30 - 1.10	0.99	340	0.55	1.29	0.79	200	0.31		
21113/UK	regular pack	2.99	2.39 - 2.99	640	2.62					2.69		10	2.69		
	value pack		2.99	260	2.99								00		
Combo	Packs (9 pc)		2.50												
drum-thigh-breast			1.99	90	1.99						1.99	130	1.99		
	drum-thigh-wing	1.37		230	1.37										
	B/S Breast		2.80	90	2.80	2.40	1.79 - 2.40	290	2.24		1.66 - 2.80	580	2.42		
IQF	Tenders		2.66	90	2.66	2.40		10	2.40		2.66	130	2.66		
	Wings	1		1		2.00	1.75 - 2.00	200	1.93		2.00 - 2.79	110	2.75		

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: http://www.ams.usda.gov/pymarketnews



Wings

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NORTHWEST U.S. SOUTH CENTRAL U.S SOUTHWEST U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) (CA,NV) (ID,MT,OR,WA,WY) Feature Rate 1/ 87.7% of 3,200 sampled outlets 71.4% of 2,300 sampled outlets 89.0% of 900 sampled outlets Special Rate 2/ 7.0% of stores w/ no-price promotions 0.9% of stores w/ no-price promotions 4.2% of stores w/ no-price promotions **Activity Index 3/** Activity Index = 5,510 Activity Index = 3,980 Activity Index = 1,360 Price Range Stores Wtd Avg Price Range Stores Wtd Avg Price Range Stores Wtd Avg WHOLE BIRD: 4/ 4/ 4/ bagged fryer 0.89 - 0.99110 0.96 0.67 - 1.29 770 0.90 0.98 - 0.99 150 0.99 cut-up fryer 0.99 30 0.99 1.27 - 1.49 550 1.37 bagged roaster 0.99 - 1.79 700 1.36 1.29 - 1.69 1.51 1.29 - 1.49 120 1.37 780 Cornish (frs/frz) 1.66 - 2.38 110 1.91 1.49 80 1.49 1.48 - 2.00 100 1.83 Rotisserie: < 2 lbs. 4.77 - 6.98 740 5.44 4.77 - 6.99 620 5.42 4.99 - 5.99 270 5.85 each each each DELI 2.1-3.0 lbs. 7.99 each 20 7.99 8-pc Fried: 4.99 - 6.99 680 5.65 5.99 160 5.99 each each 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 - 2.99 870 2.71 4.99 1.99 - 2.99 570 4.02 2.99 - 3.591.49 - 2.99 430 2.72 80 value pack 1.48 - 2.49 500 1.98 3.98 1.99 2.74 thin sliced **Breast Tenders** regular pack 1.98 10 1.98 value pack 1.99 - 2.99 210 2.42 Split, bn-in Breast regular pack 1.49 20 1.49 0.89 30 0.89 1.69 160 1.69 value pack 0.88 - 0.99 60 0.92 Whole Wings Leg Quarters 0.59 - 0.79 0.99 180 0.74 0.59 150 0.59 Legs Thighs regular pack 1.39 1.49 130 1.48 1.29 10 1.29 value pack 1.19 0.79 - 0.99 450 0.91 1.19 10 1.19 **Drumsticks** regular pack 1.39 1.49 130 1.48 1.29 10 1.29 value pack 1.19 0.79 - 0.99450 0.91 1.19 10 1.19 **Bnls/Sknls Thighs** regular pack 2.69 130 2.69 2.69 10 2.69 value pack Combo Packs (9 pc) drum-thigh-breast drum-thigh-wing 1.29 250 1.29 **B/S Breast** 1.99 - 2.40 40 2.40 2.27 1.66 - 2.66 450 2.24 2.40 2.00 - 2.4020 IQF **Tenders** 1.99 - 2.40 1.66 - 2.40 300 2.21 40 20 2.40 2.40 2.40 2.40

10

2.00



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/25 thru 12/31.

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

	NATIONAL SUMMARY										0/ -5 54			! . ! /	Ourania Chialana	Danulau	Dun dun at	/5		
	SPECIALTY CHICKEN					USDA ORGANIC CHICKEN						% of Stores Featuring Specialty/Organic Chicken vs. Regular Product ^{/5}								
	THIS WEEK	LAST W	/EEK	LAST Y	EAR	THIS	NEEK	LAST WEEK		LAST YEAR		20%							■Specialty	□Organic
Feature Rate 1/	6.9% of 18,600 7.7% of 18,600		13.7%	13.7% of		1.5% of 18,600		1.0% of 18,600		0.9% of 18,000										
	outlets outlets		ts	18,000 outlets		outlets		outlets		outlets										
Activity Index 3/	2,480	2,96		4,50		23	30	350		22	20	15%								
	Stores Wtd Avg	Stores W	td Avg	Stores W	td Avg	Stores \	Wtd Avg Stores Wtd Avg		Stores V	Vtd Avg						, so.	000	15.0%		
Whole Fryer	640 1.58	3 1,030	1.51	1,410	1.62			340	2.49	90	2.95				13:00				K .3	
Bnls/Sknls Breast	1,480 5.09	620	5.03	2,110	5.42	230	7.99	10	7.99	130	5.30	10%	<u> </u>		ν', ₂ ,	80/0	_			10,00
Breast Tenders	20 4.99	90	4.48	640	5.10											×.				
Split, bn-in Breast	100 3.34	300	2.98	120	2.92							F0/	35/0							
Whole Wings												5%	•			2,0%	50/0	10/0	30/0	80/0
Leg Quarters														30/0		V	<i>,</i>	۱٬۷۰	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	/p.
Legs												0%	0)."						
Thighs	120 1.8°	1 460	1.61	110	2.16							0,0	Nov 20-2	26	Nov 27-D	ec-03 Dec 04-	10 De	ec 11-17	Dec 18-24	Dec 25-31
Drumsticks	120 1.81 460 1.61			110 2.16							/5: % = to	tal store cou	ınt for S	Specialty	items/by total stor	e count for t	he same	set of regular items	S.	
				OUTHE	EAST U.S. MIDWES				ST U.S.		SOL	JTH CENT	RAL	U.S.	SOUTHWEST U.S.			NORTHW	/EST U.S.	
										SPEC	CIALTY	CHICK	EN							
Feature Rate 1/	18.4% of 4,000 sampled outlets		2.8% of 5,100 sampled outlets			1.1% of 3,100 sampled outlets			6.6% of 3,200 sampled outlets				1.2% of 2,300 sampled outlets			0.8% of 900 sampled outlets				
Activity Index 3/	Activity Index = 1,570)	Activity Index = 260		0	Activity Index = 120			Activity Index = 410			Activity Index = 40		Activity In	ndex = 80				
	price range	stores	wtd avg	price ra	ange	stores	wtd avg	price r	ange	stores	wtd avg	price	range s	stores	wtd av	price range	stores	wtd avg	price range	stores wtd avg
Whole Fryer	1.59 - 2.59	250	1.84		1.59	70	1.59	0.89 -	1.69	60	1.16	0.99	- 1.69	250	1.41	1.99	10	1.99		_
Bnls/Sknls Breast	4.99 - 5.49	1,190	5.00	4.99 -	5.49	190	5.28						4.99	20	4.99	9			5.99	80 5.99
Breast Tenders													4.99	20	4.99					
Split, bn-in Breast	3.49	70	3.49													2.99	30	2.99		
Whole Wings																				
Leg Quarters																				
Legs																				
Thighs	2.49	30	2.49					0.99 -		30	1.38		1.69	60						
Drumsticks	2.49	30	2.49			0.99 - 1.49			30	1.38		1.69	60	1.69	9					
Feature Rate 1/	E 60/ of 4 000	compled -	utloto	0.00/ 55	E 100 -	ompled	outlete.	0.00/ -4		USDA (mnla-l	Outlote	0.00/ at 2.20/) nomple-	outlote.	0.00/ of 000 -	ampled cutlets
Activity Index 3/	5.6% of 4,000 sampled outlets		ullels	0.0% of 5,100 sampled outlets Activity Index = 0			0.0% of 3,100 sampled outlets Activity Index = 0			0.0% of 3,200 sampled outlets Activity Index = 0			0.0% of 2,300 sampled outlets Activity Index = 0			0.0% of 900 sampled outlets Activity Index = 0				
Activity index	Activity Index = 230 Activity I price range stores wtd avg price range			stores wtd avg price range						price range stores wtd avo		,								
Whole Fryer	price range	310163	wiu avy	price re	inge	310163	wiu avy	price i	arige	310163	wiu avy	price	ialige 3	310163	wiu av	price range	310163	wiu avy	price range	Stores wid avg
Bnls/Sknls Breast	7.99	230	7.99																	
Breast Tenders	7.55	200	7.00																	
Split, bn-in Breast																				
Whole Wings																				
Legs																				
Thighs																				
Drumsticks																				
DIUIIISUCKS																1				

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/.