# USDA Weekly Retail Chicken Feature Activity

**Fri. Jan 15, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.**

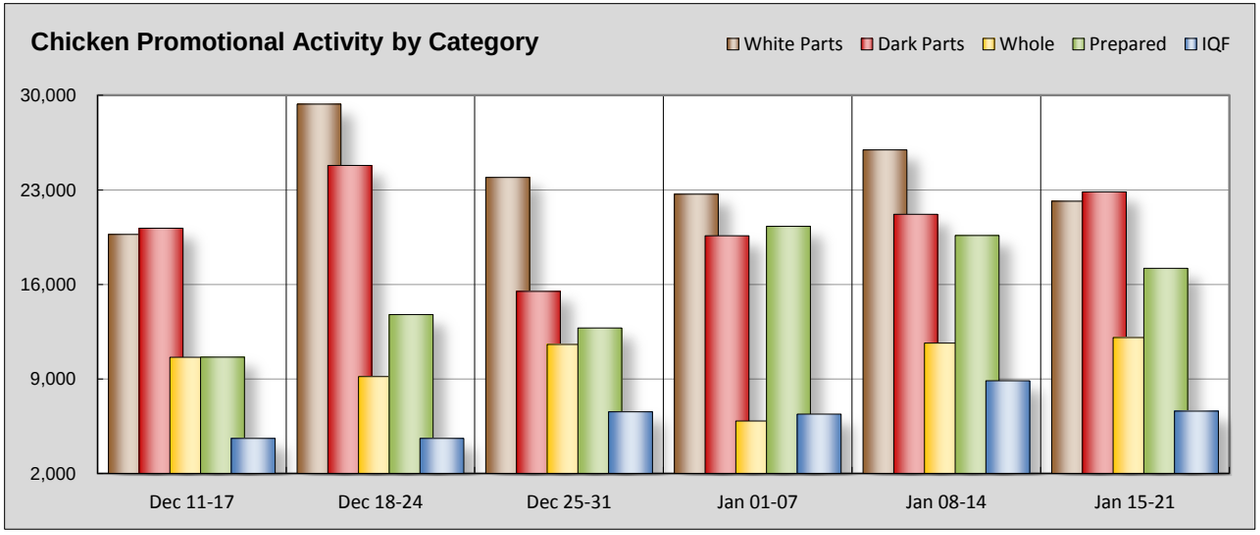
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

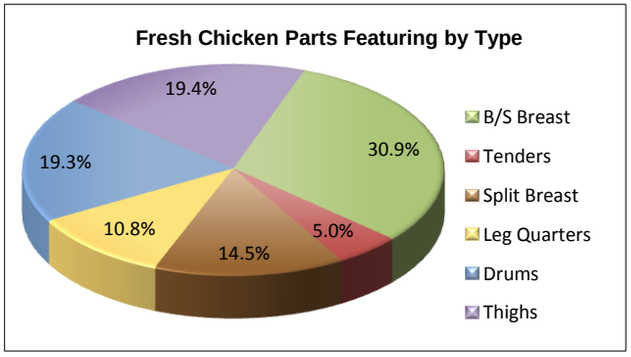
## NATIONAL SUMMARY

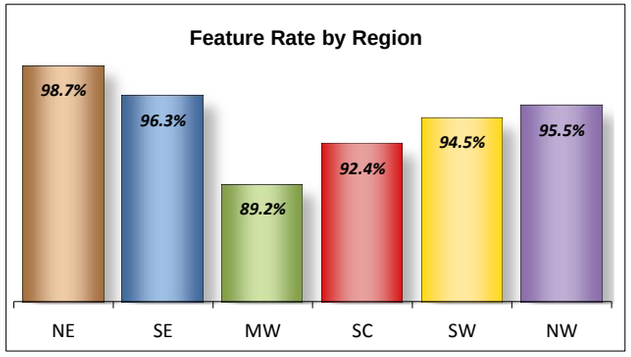
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate 1/** | **94.6% of 19,200 outlets** | | **96.3% of 19,200 outlets** | | **94.3% of 18,600 outlets** | |
| **Special Rate 4/** | **20.1%** | | **24.6%** | | **23.2%** | |
| **Activity Index 2/** | **81,650** | | **87,600** | | **63,290** | |
| **WHOLE BIRD:** | **Stores 3/** | **Wtd Avg** | **Stores /3** | **Wtd Avg** | **Stores /3** | **Wtd Avg** |
| bagged fryer | 5,970 | 0.98 | 5,060 | 0.83 | 5,390 | 0.92 |
| cut-up fryer | 3,000 | 1.17 | 3,200 | 1.18 | 2,290 | 1.23 |
| bagged roaster | 2,570 | 1.08 | 2,830 | 1.07 | 2,320 | 1.01 |
| Cornish (frs/frz) | 520 | 1.91 | 560 | 1.64 | 1,460 | 1.77 |
| **PARTS:** | | | | | | |
| **Bnls/Sknls Breast** | | | | | | |
| regular pack | 7,550 | 2.77 | 6,590 | 2.68 | 5,000 | 2.93 |
| value pack | 3,010 | 2.37 | 4,580 | 1.94 | 2,130 | 2.56 |
| thin sliced | 2,060 | 3.55 | 3,140 | 3.75 | 1,900 | 4.03 |
| marinated | 90 | 3.36 | 240 | 3.33 | 490 | 3.32 |
| **Breast Tenders** | | | | | | |
| regular pack | 1,620 | 3.05 | 3,570 | 3.59 | 1,130 | 3.30 |
| value pack | 440 | 2.05 | 870 | 2.33 | 440 | 2.45 |
| **Split, bn-in Breast** | | | | | | |
| regular pack | 3,960 | 1.57 | 3,380 | 1.63 | 5,960 | 1.72 |
| value pack | 2,000 | 1.14 | 2,810 | 1.10 | 1,520 | 1.41 |
| **Whole Wings** | 1,430 | 1.91 | 780 | 1.96 | 1,610 | 1.93 |
| **Leg Quarters** | | | | | | |
| tray pack | 2,380 | 0.86 | 2,230 | 0.86 | 2,540 | 0.77 |
| bagged | 2,060 | 0.52 | 1,060 | 0.47 | 810 | 0.56 |
| **Legs** | 420 | 1.02 | 20 | 1.19 | 900 | 1.00 |
| **Thighs** | | | | | | |
| regular pack | 2,210 | 1.34 | 3,790 | 1.19 | 1,770 | 1.39 |
| value pack | 5,770 | 1.00 | 3,660 | 0.98 | 4,700 | 1.08 |
| **Drumsticks** | | | | | | |
| regular pack | 2,260 | 1.33 | 3,820 | 1.20 | 1,760 | 1.32 |
| value pack | 5,670 | 1.03 | 3,660 | 0.99 | 4,530 | 1.06 |
| **Bnls/Sknls Thighs** | | | | | | |
| regular pack | 1,330 | 2.45 | 2,220 | 2.26 | 1,350 | 2.57 |
| value pack | 750 | 1.90 | 730 | 2.00 | 330 | 2.39 |
| **9-pc Combos** | | | | | | |
| drum-thigh-breast | 520 | 1.69 | 220 | 1.99 | 300 | 1.63 |
| drum-thigh-wing | 260 | 1.07 | 100 | 1.17 | 320 | 1.41 |
| **IQF B/S Breast** | 3,660 | 2.25 | 4,690 | 2.31 | 2,460 | 2.25 |
| **IQF Tenders** | 2,480 | 2.40 | 3,400 | 2.63 | 1,330 | 2.42 |
| **IQF Wings** | 240 | 2.30 | 470 | 2.03 | 310 | 1.86 |
| **IQF Party Wings** | 230 | 2.36 | 300 | 2.45 | | |

## This Week's Chicken Feature Highlights

Although down slightly from last week's record levels, featuring of chicken remains very active across all categories and regions of the country. Whole birds of all types are more actively featured this week with mostly higher ad pricing. As a category, featuring of white parts is down from last week but small pack b/s breasts buck the trend with increased volume and price. B/S breasts continue to be widely available and very popular in ads. Wings are seeing increased attention as the big game day approches. Dark parts out pace last week's levels on higher ad pricing. Drums and thighs shift emphasis to value packs but hold the line on pricing. Combo packs continue to see ad time. IQF is a steady perfromer but down a little in number this week. Prepared foods drop in offerings overall but featuring of wing items is on the rise. Specialty and organic retreat from last week's exceptional levels with dark parts commanding the most ad space. January has, thus far, proved to be a chicken lovers dream and it doesn't look like they'll have to wake up anytime soon!




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. Jan 15, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.**

(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/** | **98.7% of 4,000 sampled outlets** | | | | **96.3% of 5,100 sampled outlets** | | | | **89.2% of 3,200 sampled outlets** | | | |
| **Special Rate 2/** | **28.2% of stores w/ no-price promotions** | | | | **43.8% of stores w/ no-price promotions** | | | | **10.4% of stores w/ no-price promotions** | | | |
| **Activity Index 3/** | **Activity Index = 17,870** | | | | **Activity Index = 14,590** | | | | **Activity Index = 6,460** | | | |
| **WHOLE BIRD:** | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.83 - 1.39 | | 1,220 | 0.99 | 0.68 - 1.29 | | 2,280 | 1.02 | 0.68 - 1.43 | | 550 | 1.01 |
| cut-up fryer | 0.99 - 1.69 | | 900 | 1.18 | 0.89 - 1.69 | | 1,440 | 1.23 | 1.29 | | 30 | 1.29 |
| bagged roaster | 0.79 - 1.49 | | 1,670 | 1.01 | 0.85 - 1.00 | | 520 | 0.98 | 0.99 | | 10 | 0.99 |
| Cornish (frs/frz) | 1.59 - 2.39 | | 300 | 2.00 | 1.79 | | 220 | 1.79 | | | | |
| **PARTS:** | Processor Brand | Store Brand | Stores | Wtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg |
| **Bnls/Sknls Breast** | | | | | | | | | | | | |
| regular pack | 1.79 - 3.99 | 1.88 - 3.99 | 2,400 | 2.87 | 1.78 - 2.99 | 1.79 - 3.99 | 970 | 2.59 | 1.88 - 4.00 | 1.59 - 2.99 | 1,270 | 2.31 |
| value pack | 1.79 - 2.99 | 1.79 - 3.79 | 1,160 | 2.64 | 1.78 - 2.69 | 1.79 - 2.99 | 880 | 2.30 | 1.57 - 1.97 | 1.49 - 3.79 | 520 | 2.31 |
| thin sliced | 3.29 - 3.99 | 2.49 - 4.99 | 1,310 | 3.44 | 2.29 - 3.99 | 3.99 | 480 | 3.21 | | 3.49 - 4.99 | 190 | 4.94 |
| marinated | | 3.99 - 5.49 | 30 | 4.28 | | | | | | 2.49 | 10 | 2.49 |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 2.49 - 3.99 | 2.49 - 3.99 | 790 | 3.32 | 1.88 | 1.88 - 3.99 | 410 | 3.17 | 1.88 - 2.97 | 2.39 | 280 | 2.49 |
| value pack | | 1.99 | 20 | 1.99 | 1.68 - 2.29 | | 310 | 2.14 | 1.68 - 1.78 | | 20 | 1.74 |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 1.29 - 1.99 | 1.69 - 1.99 | 780 | 1.70 | 1.48 - 1.99 | 0.88 - 1.69 | 1,760 | 1.60 | 0.88 - 2.00 | 0.88 - 1.49 | 210 | 1.22 |
| value pack | 0.99 | 0.79 - 1.99 | 850 | 1.22 | 0.98 - 0.99 | 0.99 | 240 | 0.99 | 0.97 - 0.98 | 0.88 - 1.49 | 190 | 1.32 |
| **Whole Wings** | 2.19 | 1.99 | 520 | 1.99 | 1.79 | 1.99 | 100 | 1.94 | 2.29 | | 80 | 2.29 |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.49 - 0.99 | 0.69 - 1.00 | 920 | 0.77 | | 0.69 - 1.00 | 160 | 0.80 | 0.59 - 0.88 | 0.55 - 0.99 | 280 | 0.84 |
| bagged | 0.49 | 0.39 - 0.55 | 100 | 0.48 | 0.49 | 0.29 - 0.59 | 770 | 0.50 | | 0.49 - 0.59 | 450 | 0.55 |
| **Legs** | | 0.99 - 1.39 | 90 | 1.14 | | | | | | 0.69 - 0.99 | 50 | 0.92 |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 1.19 - 1.79 | 0.99 - 1.39 | 410 | 1.56 | 0.98 - 1.39 | 1.00 - 1.09 | 110 | 1.08 | 0.98 - 1.49 | 0.77 - 1.29 | 280 | 1.15 |
| value pack | 0.88 - 1.59 | 0.78 - 1.39 | 1,490 | 1.13 | 0.78 - 0.99 | 0.79 - 0.99 | 1,730 | 0.90 | 0.78 - 1.43 | 0.79 - 1.19 | 700 | 1.04 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 1.19 - 1.79 | 0.99 - 1.39 | 420 | 1.58 | 0.78 - 1.39 | 1.00 - 1.09 | 130 | 1.02 | 0.98 - 1.49 | 0.77 - 1.29 | 240 | 1.18 |
| value pack | 0.88 - 1.69 | 0.78 - 1.39 | 1,490 | 1.15 | 0.89 - 0.99 | 0.79 - 0.99 | 1,640 | 0.97 | 0.99 - 1.43 | 0.79 - 1.19 | 700 | 1.04 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | 1.89 - 2.49 | 2.69 | 140 | 2.58 | 1.89 - 1.99 | | 430 | 1.99 | 1.99 - 3.19 | 1.99 | 250 | 2.44 |
| value pack | 1.79 | 1.59 - 1.99 | 250 | 1.79 | | | | | | | | |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | 1.29 - 1.69 | 1.19 - 1.99 | 360 | 1.62 | | | | | 1.43 | 1.99 | 150 | 1.88 |
| drum-thigh-wing | | 1.07 | 250 | 1.07 | | 1.18 | 10 | 1.18 | | | | |
| **IQF B/S Breast** | 2.00 - 2.39 | 1.99 - 2.33 | 180 | 2.09 | 2.71 - 2.80 | 1.66 - 2.33 | 550 | 2.46 | 2.39 - 2.80 | 1.33 - 2.66 | 1,140 | 2.32 |
| **IQF Tenders** | 2.39 | 2.66 | 140 | 2.59 | 2.71 - 2.80 | 1.99 - 2.33 | 320 | 2.57 | 2.00 - 2.71 | 2.00 - 2.66 | 1,000 | 2.45 |
| **IQF Wings** | 2.00 | 2.33 | 120 | 2.28 | | | | | | 2.33 | 120 | 2.33 |
| **IQF Party Wings** | | 1.66 | 10 | 1.66 | 2.33 | 1.66 | 80 | 2.25 | 2.00 | | 10 | 2.00 |

## USDA Weekly Retail Chicken Feature Activity

**Fri. Jan 15, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.**

(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/** | **92.4% of 3,500 sampled outlets** | | | | **94.5% of 2,400 sampled outlets** | | | | **95.5% of 1,000 sampled outlets** | | | |
| **Special Rate 2/** | **5.2% 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 = 7,520** | | | | **Activity Index = 8,190** | | | | **Activity Index = 3,220** | | | |
| **WHOLE BIRD:** | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.68 - 1.49 | | 1,050 | 0.96 | 0.77 - 0.99 | | 300 | 0.81 | 0.69 - 1.00 | | 570 | 0.84 |
| cut-up fryer | 1.39 | | 40 | 1.39 | 0.99 - 1.39 | | 270 | 1.01 | 0.99 | | 320 | 0.99 |
| bagged roaster | 0.98 | | 110 | 0.98 | 1.79 | | 260 | 1.79 | | | | |
| Cornish (frs/frz) | | | | | | | | | | | | |
| **PARTS:** | Processor Brand | Store Brand | Stores | Wtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg | Processor Brand | Store Brand | Stores | Wtd Avg |
| **Bnls/Sknls Breast** | | | | | | | | | | | | |
| regular pack | 1.99 - 2.99 | 1.28 - 2.99 | 1,250 | 2.31 | 2.99 - 4.99 | 1.47 - 3.99 | 1,340 | 3.41 | 2.99 - 3.99 | 1.99 - 2.99 | 320 | 3.47 |
| value pack | 1.97 | 1.99 | 70 | 1.99 | | 1.77 | 300 | 1.77 | | 1.99 - 2.49 | 80 | 2.05 |
| thin sliced | | | | | 4.99 | | 10 | 4.99 | | 3.99 | 70 | 3.99 |
| marinated | | 2.99 | 50 | 2.99 | | | | | | | | |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 2.49 - 2.97 | 1.77 - 1.99 | 120 | 2.23 | | 2.59 | 20 | 2.59 | | | | |
| value pack | | 1.49 - 1.99 | 50 | 1.66 | | | | | | 1.99 | 40 | 1.99 |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 1.29 - 1.99 | 0.98 - 1.99 | 560 | 1.54 | 0.99 | 0.98 - 1.69 | 500 | 1.45 | 1.69 | 0.99 | 150 | 1.55 |
| value pack | 1.29 | 0.89 - 1.00 | 540 | 1.04 | | 0.79 | 60 | 0.79 | 0.99 | 0.98 - 1.88 | 120 | 1.19 |
| **Whole Wings** | 1.69 | 1.47 - 1.88 | 120 | 1.77 | | 1.69 - 1.99 | 590 | 1.84 | 1.18 | | 20 | 1.18 |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.58 | 0.55 - 0.79 | 300 | 0.69 | 0.99 | 0.79 - 1.29 | 530 | 1.12 | | 0.79 - 0.99 | 190 | 0.97 |
| bagged | | 0.25 - 0.59 | 430 | 0.46 | | 0.59 | 310 | 0.59 | | | | |
| **Legs** | | | | | | 1.00 | 280 | 1.00 | | | | |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 0.99 - 1.00 | 0.77 - 1.29 | 470 | 1.01 | 1.19 - 1.99 | 1.29 | 620 | 1.61 | 1.69 | 0.99 - 1.49 | 320 | 1.27 |
| value pack | 0.69 - 1.19 | 0.78 - 1.19 | 870 | 0.98 | 1.19 - 1.29 | 0.69 - 1.00 | 710 | 0.96 | | 0.99 - 1.18 | 270 | 1.01 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 0.99 - 1.19 | 0.77 - 1.29 | 520 | 1.02 | 0.78 - 1.99 | 1.29 | 630 | 1.60 | 1.18 - 1.69 | 0.90 - 1.29 | 320 | 1.22 |
| value pack | 0.88 - 1.19 | 0.77 - 1.19 | 860 | 0.98 | 1.19 - 1.29 | 0.69 - 1.00 | 710 | 0.96 | | 0.99 - 1.18 | 270 | 1.01 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | | 1.78 - 2.49 | 50 | 2.24 | | 2.49 - 2.99 | 320 | 2.88 | | 1.99 - 2.99 | 140 | 2.86 |
| value pack | | 1.49 | 50 | 1.49 | 2.69 | 1.77 - 2.49 | 430 | 2.00 | | 1.99 | 20 | 1.99 |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | | 1.49 | 10 | 1.49 | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | |
| **IQF** **B/S Breast** | 2.39 - 2.71 | 1.33 - 2.66 | 1,180 | 2.12 | | 1.99 - 2.66 | 510 | 2.21 | 2.40 | 2.50 | 100 | 2.49 |
| **IQF** **Tenders** | 2.71 | 1.63 - 2.40 | 660 | 2.16 | | 2.33 - 2.66 | 340 | 2.49 | | 2.33 | 20 | 2.33 |
| **IQF** **Wings** | | | | | | | | | | | | |
| **IQF** **Party Wings** | | | | | | 2.50 | 130 | 2.50 | | | | |

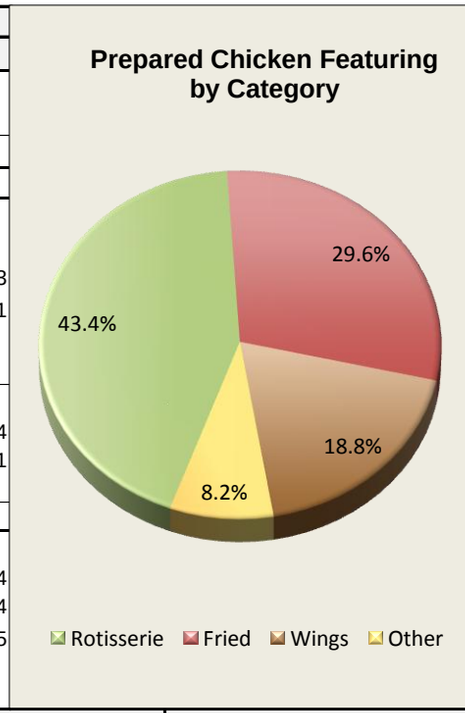
# USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

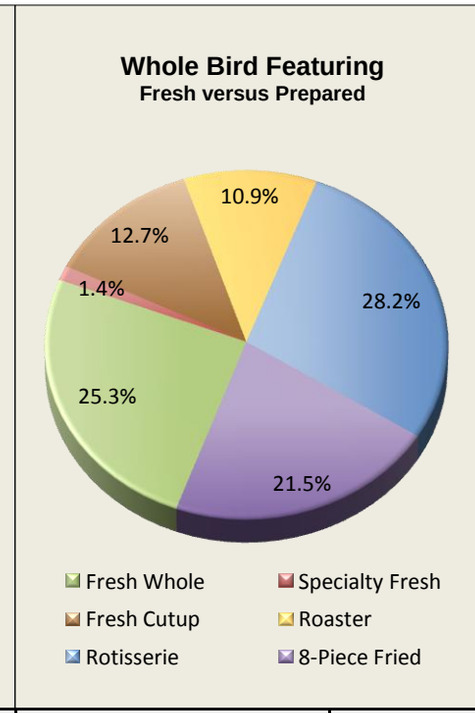
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.**

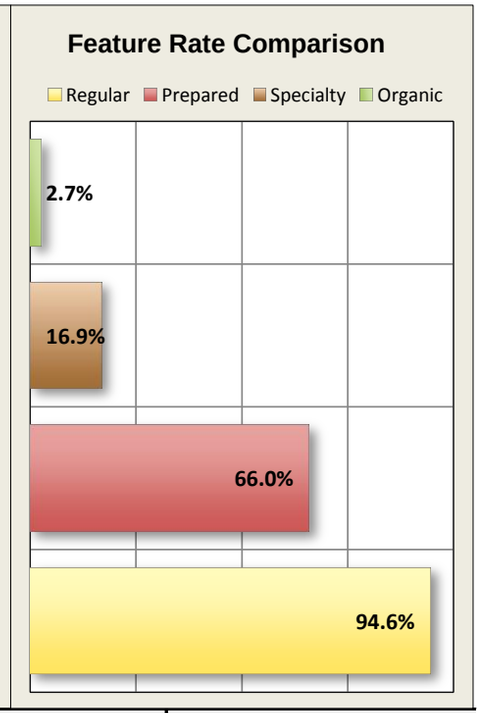
(prices in dollars per unit or per pound unless otherwise noted)

**PREPARED FOODS NATIONAL SUMMARY**

| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 66.0% of 19,200 outlets | | 63.2% of 19,200 outlets | | -- | |
| **Activity Index** [3/] | **17,190** | | **19,620** | | **13,330** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| **ROTISSERIE:** | | | | | | |
| Whole Bird | | | | | | |
| < 2 lbs. | 5,820 | 5.74 | 6,840 | 5.41 | 3,730 | 5.73 |
| 2.1-3.0 lbs. | 850 | 6.16 | 560 | 8.07 | 250 | 7.61 |
| Whole Breast | 550 | 7.68 | 80 | 5.62 | | |
| Leg Quarter | 240 | 3.56 | 220 | 2.86 | | |
| **FRIED/BAKED:** | | | | | | |
| 8-Piece | 3,400 | 5.95 | 4,250 | 6.21 | 4,750 | 6.44 |
| 8-Piece Dark | 620 | 5.87 | 2,050 | 5.56 | 610 | 4.91 |
| 12-Piece | 1,070 | 9.86 | 1,170 | 9.75 | | |
| **Wings:** | | | | | | |
| bone-in | 2,010 | 4.79 | 1,790 | 4.72 | 1,400 | 5.04 |
| boneless | 1,220 | 4.77 | 780 | 4.07 | 1,060 | 4.24 |
| **Tenders** | 1,330 | 5.69 | 1,210 | 5.31 | 1,530 | 5.65 |
| **Strips** | 50 | 5.79 | 80 | 4.58 | | |
| **Popcorn** | 30 | 2.49 | 590 | 2.53 | | |




| | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 73.0% of 4,000 sampled outlets | | | 86.7% of 5,100 sampled outlets | | | 51.2% of 3,200 sampled outlets | | | 45.4% of 3,500 sampled outlets | | | 66.5% of 2,400 sampled outlets | | | 51.2% of 1,000 sampled outlets | | |
| **Activity Index** [3/] | Activity Index = 5,060 | | | Activity Index = 4,770 | | | Activity Index = 3,440 | | | Activity Index = 1,730 | | | Activity Index = 1,330 | | | Activity Index = 860 | | |
| | 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 |
| **ROTISSERIE:** | | | | | | | | | | | | | | | | | | |
| Whole Bird | | | | | | | | | | | | | | | | | | |
| < 2 lbs. | 4.88 - 6.99 | 1,100 | 6.05 | 4.88 - 6.99 | 1,850 | 5.62 | 4.99 - 7.49 | 1,260 | 5.40 | 4.99 - 7.99 | 640 | 5.68 | 4.99 - 7.99 | 590 | 5.97 | 4.99 - 6.99 | 380 | 6.28 |
| 2.1-3.0 lbs. | 5.00 - 9.99 | 590 | 5.69 | 6.99 | 220 | 6.99 | | | | 6.98 - 8.99 | 30 | 8.36 | | | | 8.99 | 10 | 8.99 |
| Whole Breast | 6.99 - 7.99 | 330 | 7.76 | 7.98 | 30 | 7.98 | 7.49 | 190 | 7.49 | | | | | | | | | |
| Leg Quarter | 2.85 | 160 | 2.85 | | | | | | | 4.99 | 80 | 4.99 | | | | | | |
| **FRIED/BAKED:** | | | | | | | | | | | | | | | | | | |
| 8-Piece Mixed | 4.95 - 7.99 | 850 | 6.66 | 3.99 - 6.99 | 1,050 | 5.84 | 3.99 - 8.99 | 930 | 5.87 | 3.99 - 6.99 | 490 | 5.16 | 4.99 - 5.97 | 40 | 5.61 | 5.00 - 6.99 | 40 | 5.52 |
| 8-Piece Dark | 4.88 - 5.99 | 80 | 5.90 | 2.99 - 6.99 | 160 | 5.49 | 2.99 - 7.15 | 140 | 5.57 | | | | 5.99 | 170 | 5.99 | 6.99 | 70 | 6.99 |
| 12-Piece | 9.75 - 9.99 | 870 | 9.95 | 9.99 | 70 | 9.99 | 11.99 | 10 | 11.99 | 8.99 | 120 | 8.99 | | | | | | |
| **Wings:** | | | | | | | | | | | | | | | | | | |
| bone-in | 3.00 - 6.49 | 870 | 4.94 | 3.99 - 5.89 | 660 | 4.78 | 2.99 - 4.80 | 210 | 3.30 | 2.99 - 5.99 | 150 | 5.37 | | | | 4.99 - 5.76 | 120 | 5.72 |
| boneless | | | | 3.99 - 5.62 | 140 | 4.74 | 4.99 - 5.99 | 600 | 5.42 | 2.99 - 3.99 | 90 | 3.10 | 2.99 - 4.44 | 300 | 4.25 | 2.99 - 3.99 | 90 | 3.82 |
| **Tenders** | 3.99 - 7.99 | 190 | 5.17 | 4.98 - 5.99 | 590 | 5.88 | 3.99 - 5.69 | 70 | 4.67 | 4.99 - 5.99 | 130 | 5.62 | 4.49 - 5.99 | 230 | 5.80 | 5.99 | 120 | 5.99 |
| **Strips** | 5.99 | 10 | 5.99 | | | | 4.98 | 10 | 4.98 | | | | | | | 5.99 | 30 | 5.99 |
| **Popcorn** | 3.49 | 10 | 3.49 | | | | 1.99 | 20 | 1.99 | | | | | | | | | |

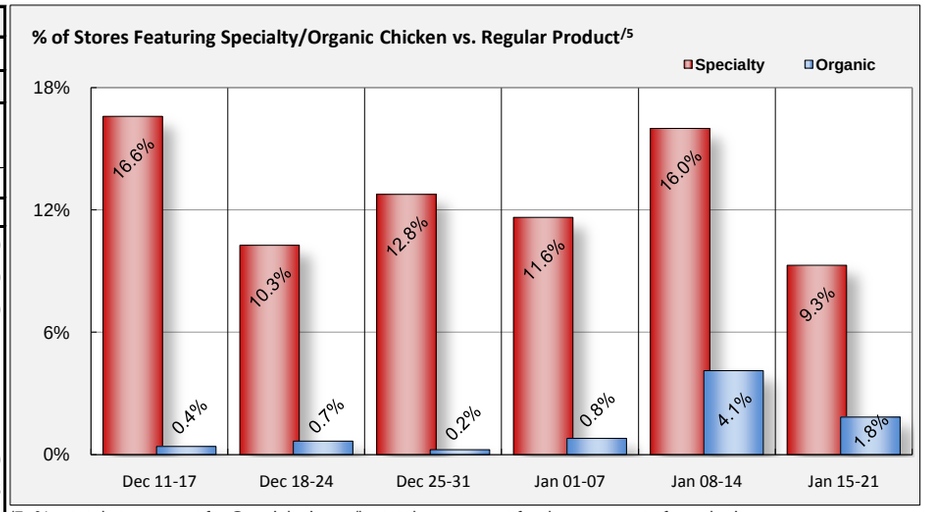
# USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

**Fri. Jan 15, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/15 thru 01/21.**

(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/] | 16.9% of 19,200 outlets | | 20.6% of 19,200 outlets | | 10.6% of 18,600 outlets | | 2.7% of 18,600 outlets | | 10.5% of 18,600 outlets | | 1.4% of 18,600 outlets | |
| **Activity Index** [3/] | **4,150** | | **7,170** | | **5,160** | | **780** | | **1,710** | | **820** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Whole Fryer | 320 | 1.59 | 1,550 | 1.74 | 1,060 | 1.79 | 350 | 2.95 | 30 | 4.99 | 10 | 3.29 |
| Bnls/Sknls Breast | 940 | 4.77 | 3,390 | 4.90 | 1,110 | 4.89 | 400 | 6.77 | 1,680 | 7.80 | 610 | 7.19 |
| Breast Tenders | 170 | 5.96 | 620 | 5.01 | 160 | 3.84 | 10 | 6.99 | | | 30 | 10.99 |
| Split, bn-in Breast | 100 | 2.92 | 470 | 2.86 | 310 | 4.51 | | | | | | |
| Whole Wings | | | | | 10 | 0.99 | | | | | | |
| Leg Quarters | 420 | 1.00 | 120 | 1.25 | 110 | 1.37 | -- | -- | -- | -- | -- | -- |
| Legs | | | 20 | 2.12 | 110 | 1.98 | | | | | | |
| Thighs | 1,050 | 1.70 | 370 | 1.53 | 1,180 | 1.73 | 10 | 2.99 | | | 80 | 2.99 |
| Drumsticks | 1,070 | 1.71 | 360 | 1.50 | 1,110 | 1.71 | 10 | 2.99 | | | 90 | 3.08 |
| B/S Thighs | 80 | 2.97 | 270 | 2.57 | 210 | 2.53 | | | | | | |




/5: % = total store count for Specialty items/by total store count for the same set of regular items.

| **SPECIALTY** | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Feature Rate [1/] | 43.8% of 4,000 sampled outlets | | | 9.5% of 5,100 sampled outlets | | | 12.9% of 3,200 sampled outlets | | | 10.6% of 3,500 sampled outlets | | | 3.0% of 2,400 sampled outlets | | | 14.9% of 1,000 sampled outlets | | |
| Activity Index [3/] | Activity Index = 2,730 | | | Activity Index = 520 | | | Activity Index = 300 | | | Activity Index = 420 | | | Activity Index = 110 | | | Activity Index = 70 | | |
| | 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 | 1.39 - 2.49 | 100 | 1.81 | 1.39 - 1.48 | 50 | 1.44 | 0.99 - 1.69 | 90 | 1.44 | 1.69 | 50 | 1.69 | 1.19 - 1.59 | 10 | 1.19 | 1.49 - 1.59 | 20 | 1.54 |
| Bnls/Sknls Breast | 2.99 - 5.99 | 570 | 4.78 | 5.49 | 110 | 5.49 | 2.75 - 4.99 | 170 | 4.83 | 3.99 - 4.99 | 40 | 4.26 | 1.88 - 5.29 | 30 | 1.88 | 4.99 - 5.29 | 20 | 5.13 |
| Breast Tenders | 5.49 - 5.99 | 170 | 5.96 | | | | | | | | | | | | | | | |
| Split, bn-in Breast | 3.49 | 20 | 3.49 | 2.99 | 20 | 2.99 | 1.59 - 2.49 | 20 | 2.00 | | | | 2.99 - 3.29 | 30 | 2.99 | 3.29 | 10 | 3.29 |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Leg Quarters | 0.99 - 1.69 | 10 | 1.34 | 0.99 | 180 | 0.99 | 0.89 | 20 | 0.89 | 0.89 - 0.99 | 200 | 0.96 | | | | 1.89 | 10 | 1.89 |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | 1.49 - 2.49 | 910 | 1.70 | 1.69 - 1.99 | 80 | 1.74 | | | | 1.69 | 60 | 1.69 | | | | | | |
| Drumsticks | 1.49 - 2.49 | 930 | 1.71 | 1.69 - 1.99 | 80 | 1.74 | | | | 1.69 | 60 | 1.69 | | | | | | |
| B/S Thighs | 2.59 - 3.69 | 20 | 3.17 | | | | | | | 3.99 | 10 | 3.99 | 1.99 - 4.49 | 40 | 2.25 | 4.49 | 10 | 4.49 |
| **ORGANIC** | 11.8% of 4,000 sampled outlets | | | 0.0% of 5,100 sampled outlets | | | 0.3% of 3,200 sampled outlets | | | 0.0% of 3,500 sampled outlets | | | 0.6% of 2,400 sampled outlets | | | 1.7% of 1,000 sampled outlets | | |
| | Activity Index = 590 | | | Activity Index = 10 | | | Activity Index = 0 | | | Activity Index = 0 | | | Activity Index = 150 | | | Activity Index = 30 | | |
| Whole Fryer | 2.49 - 3.99 | 310 | 2.78 | 3.49 | 10 | 3.49 | | | | | | | 2.69 - 7.99 | 20 | 2.85 | 7.99 | 10 | 7.99 |
| Bnls/Sknls Breast | 5.99 - 9.99 | 260 | 6.19 | | | | | | | | | | 5.99 - 7.99 | 130 | 7.99 | 5.99 | 10 | 5.99 |
| Breast Tenders | | | | | | | | | | | | | | | | 6.99 | 10 | 6.99 |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | 2.99 | 10 | 2.99 | | | | | | | | | | | | | | | |
| Drumsticks | 2.99 | 10 | 2.99 | | | | | | | | | | | | | | | |
| B/S Thighs | | | | | | | | | | | | | | | | | | |

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/.