



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

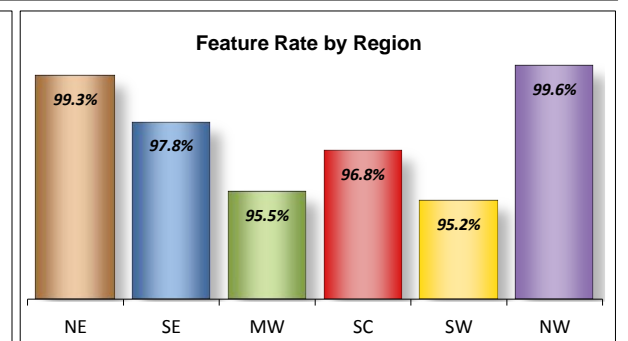
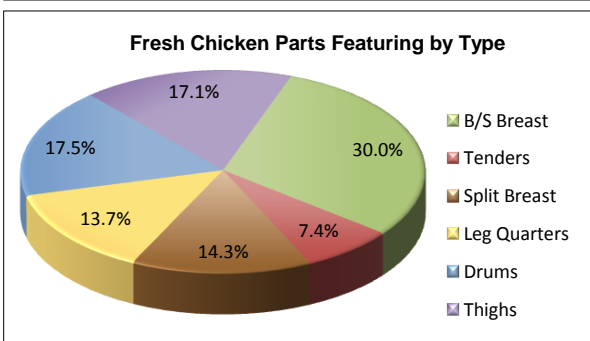
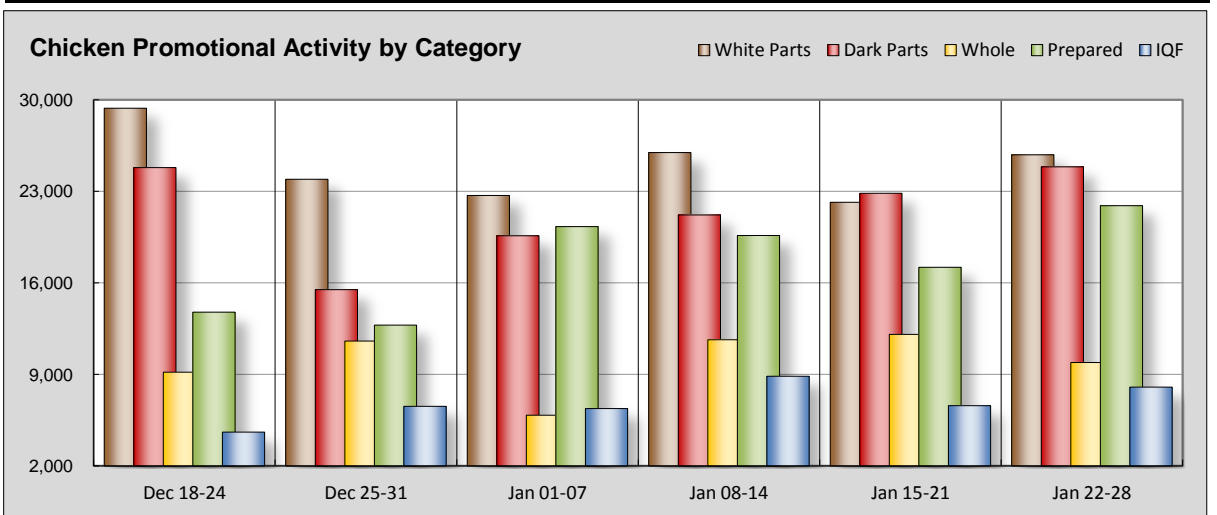
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 22, 2010

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	97.3% of 19,200 outlets		94.6% of 19,200 outlets		94.1% of 18,600 outlets	
Special Rate ^{4/}	14.5%		20.1%		15.5%	
Activity Index ^{2/}	91,130		81,650		61,730	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	4,930	0.91	5,970	0.98	5,770	0.98
cut-up fryer	1,410	1.33	3,000	1.17	2,560	1.24
bagged roaster	2,560	1.01	2,570	1.08	3,370	1.15
Cornish (frs/frz)	1,010	1.88	520	1.91	940	1.89
PARTS:						
Bnls/Sknls Breast						
regular pack	8,130	3.24	7,550	2.77	5,460	2.76
value pack	3,740	1.95	3,010	2.37	2,250	2.47
thin sliced	2,050	3.57	2,060	3.55	2,130	3.87
marinated	310	2.94	90	3.36	410	3.03
Breast Tenders						
regular pack	2,770	3.36	1,620	3.05	2,330	3.18
value pack	740	2.20	440	2.05	540	2.72
Split, bn-in Breast						
regular pack	2,790	1.68	3,960	1.57	3,210	1.71
value pack	3,980	1.05	2,000	1.14	1,250	1.12
Whole Wings	1,280	2.00	1,430	1.91	620	1.85
Leg Quarters						
tray pack	3,420	0.85	2,380	0.86	3,780	0.85
bagged	3,090	0.64	2,060	0.52	2,850	0.58
Legs	210	1.03	420	1.02	560	1.01
Thighs						
regular pack	1,980	1.33	2,210	1.34	1,910	1.27
value pack	6,120	1.05	5,770	1.00	3,350	1.25
Drumsticks						
regular pack	1,950	1.35	2,260	1.33	1,920	1.27
value pack	6,330	1.05	5,670	1.03	3,290	1.21
Bnls/Sknls Thighs						
regular pack	1,620	2.73	1,330	2.45	950	2.14
value pack	150	2.19	750	1.90	300	1.99
9-pc Combos						
drum-thigh-breast	560	1.56	520	1.69	170	1.92
drum-thigh-wing	70	0.99	260	1.07		
IDF						
B/S Breast	3,860	2.39	3,660	2.25	2,260	2.06
Tenders	2,380	2.27	2,480	2.40	1,380	2.16
Wings	790	2.18	240	2.30	400	2.07
Party Wings	1,000	2.75	230	2.36		

This Week's Chicken Feature Highlights

Chicken is settling into a pattern of record-setting promotional activity as the ad cycle moves into the final week of January. Whole birds retreat on volume and price. White meat offers continue to set new record activity levels led, as in recent weeks, by an overwhelming volume of b/s breast offers; pricing is mixed and lacks clear direction. Split breasts swap activity between pack sizes, ad pricing recovers some value. Wings are rising in price and volume but fresh types are getting stiff competition from frozen and prepared varieties. Dark parts remain very prominent in ads, led by value packs of drums and thighs but followed closely by increasing offerings of leg quarters. IQF activity is up, led by wings, and pricing is mixed. Prepared foods rise in offering led by fried chicken and followed closely by wing items. Specialty and organic items follow suite with breast and leg parts leading the way. January has proven to be very kind to chicken at the retail counter and consumers are the winners as they find family favorites at real deals week after week. With the big game coming in the next cycle, attention will shift to party favorites.



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.

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

Fri. Jan 22, 2010

		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,WA)</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/		99.3% of 4,000 sampled outlets 22.1% of stores w/ no-price promotions Activity Index = 21,830				97.8% of 5,100 sampled outlets 26.6% of stores w/ no-price promotions Activity Index = 12,320				95.5% of 3,200 sampled outlets 9.2% of stores w/ no-price promotions Activity Index = 6,820			
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		0.49 - 1.39		1,990	0.93	0.55 - 0.99		390	0.75	0.79 - 1.43		650	0.97
cut-up fryer		1.07 - 1.39		290	1.11	0.75 - 1.29		60	1.01	0.98 - 1.69		400	1.47
bagged roaster		0.78 - 1.29		1,440	0.98	0.99		680	0.99	0.88 - 1.49		220	0.92
Cornish (frs/frz)		1.79 - 2.29		290	2.18	1.82 - 1.99		90	1.85	1.76 - 3.29		80	3.16
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknl's Breast													
regular pack		2.49 - 3.99	1.99 - 4.99	2,020	3.35	2.29 - 3.99	2.50 - 3.99	2,670	3.18	2.00 - 3.99	1.99 - 3.99	770	2.89
value pack		1.88 - 2.79	1.68 - 2.99	1,540	1.97	1.68 - 2.79	1.59 - 1.99	860	1.82	1.68 - 2.19	1.59 - 2.79	540	2.18
thin sliced		3.29 - 4.99	2.49 - 4.99	1,610	3.57	3.49 - 3.99		130	3.53	3.49	2.49 - 2.99	30	2.95
marinated			2.49 - 4.99	150	3.35						2.49 - 2.99	160	2.56
Breast Tenders													
regular pack		2.59 - 3.99	1.99 - 3.99	1,600	3.35	3.49 - 3.99	2.99	200	3.35	2.49 - 3.49	1.78 - 2.99	70	2.65
value pack		1.88	1.49 - 1.99	70	1.79	1.68 - 1.99	1.79 - 2.49	490	1.99	1.68 - 1.99	2.19	50	1.95
Split, bn-in Breast													
regular pack		1.39 - 1.99	1.29 - 1.99	1,260	1.66	1.28	0.99 - 1.99	610	1.80	1.38 - 2.00	0.99 - 1.59	240	1.59
value pack		0.99 - 1.49	0.87 - 1.49	840	1.21	0.97 - 1.39	0.88 - 0.99	1,150	1.03	0.97 - 1.75	0.79 - 1.19	530	1.02
Whole Wings		1.99 - 2.49	1.99	60	2.33	2.49	1.48 - 2.69	630	2.08	1.69 - 2.49		70	2.30
Leg Quarters													
tray pack		0.59 - 0.89	0.79 - 0.99	1,130	0.84		0.69 - 0.99	680	0.75	0.58 - 1.00	0.69 - 1.29	350	0.93
bagged		0.59	0.47 - 0.89	170	0.74	0.58	0.29 - 0.89	1,940	0.69	0.49 - 0.89	0.49 - 0.89	110	0.62
Legs		1.29	0.99	160	1.01					0.99 - 1.00		30	1.00
Thighs													
regular pack		0.99 - 1.39	0.99 - 1.49	590	1.19		1.00	10	1.00	0.98 - 1.33	1.19 - 1.69	200	1.12
value pack		0.59 - 1.39	0.78 - 1.59	2,430	1.11	0.84 - 1.18	0.68 - 1.29	760	0.97	0.97 - 1.00	0.89 - 1.29	950	1.03
Drumsticks													
regular pack		1.19 - 1.59	1.00 - 1.49	570	1.23		1.00	10	1.00	0.98 - 1.33	1.19 - 1.69	200	1.12
value pack		0.99 - 1.49	0.78 - 1.59	2,430	1.12	0.98 - 1.18	0.79 - 1.29	790	0.99	0.97 - 1.29	0.79 - 1.29	1,000	1.03
Bnls/Sknl's Thighs													
regular pack		2.69 - 2.99	2.49 - 3.29	830	2.86	2.39	2.69	100	2.45	2.00 - 3.00	1.99	100	2.40
value pack		1.99		30	1.99						1.69	10	1.69
9-pc Combos													
drum-thigh-breast		1.39 - 1.59	1.34 - 1.59	330	1.49					1.43 - 2.00		60	1.60
drum-thigh-wing							0.99	70	0.99				
IDF	B/S Breast		2.19 - 2.60	310	2.36	2.00 - 2.71	1.75 - 2.60	1,750	2.47	2.00 - 3.33	1.50 - 2.66	1,150	2.55
	Tenders	1.79	2.66	120	2.53	1.79 - 2.71	1.75	400	2.23	2.00 - 2.71	1.75 - 2.66	730	2.53
	Wings					1.98	1.75	120	1.83	2.80	1.75 - 2.00	230	2.08
	Party Wings	2.25 - 4.00	2.33	230	3.19		1.66 - 1.87	80	1.84		2.33 - 2.60	140	2.36






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

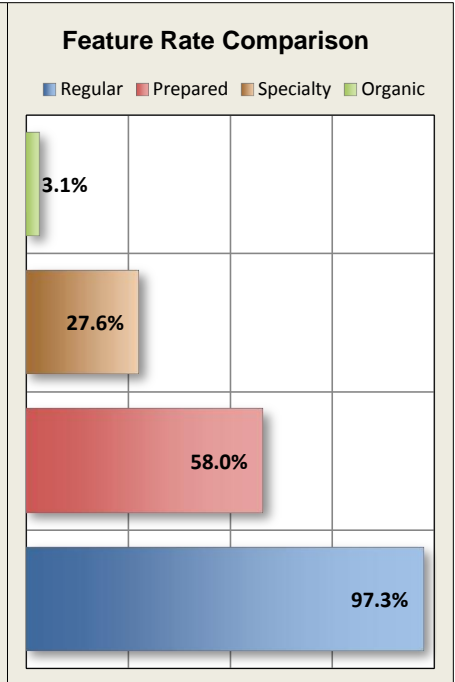
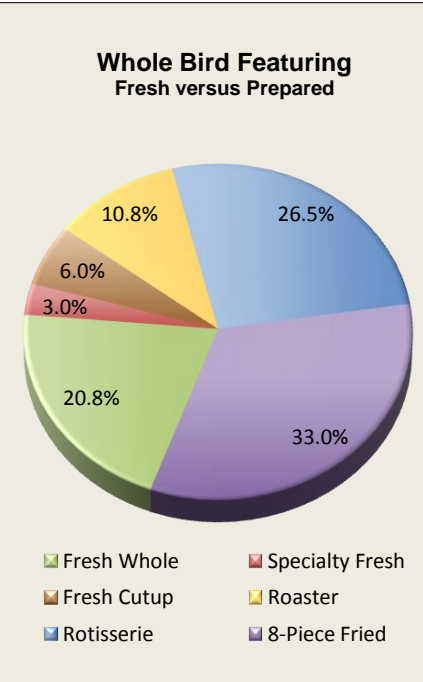
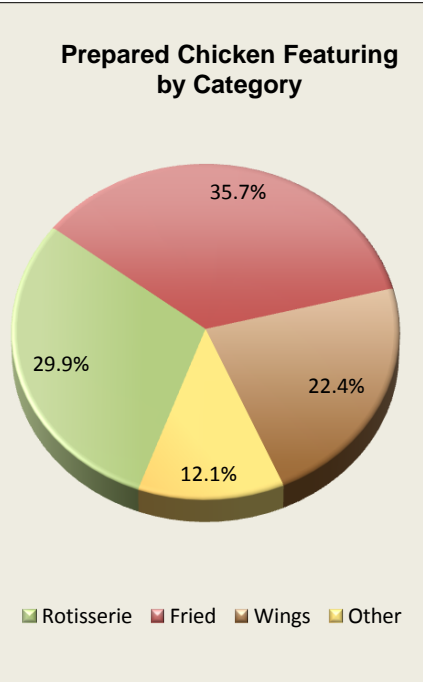
Fri. Jan 22, 2010

		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				SOUTHWEST U.S. <small>(CA,NV)</small> 				NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		96.8% of 3,500 sampled outlets 5.0% of stores w/ no-price promotions Activity Index = 7,880				95.2% of 2,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,340				99.6% of 1,000 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 4,010			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.59 - 1.29		560	0.86	0.77 - 0.99		720	0.91	0.79 - 1.19		620	0.96
cut-up fryer		0.99 - 1.49		70	1.24	0.99 - 1.49		270	1.46	0.99 - 1.49		320	1.33
bagged roaster		0.99 - 1.49		210	1.30					1.49		10	1.49
Cornish (frs/frz)		1.79 - 2.25		280	2.04	0.99 - 1.59		270	1.02				
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		2.49 - 2.69	1.89 - 2.99	690	2.68	2.49 - 4.99	1.99 - 3.99	1,300	3.77	2.49 - 3.99	2.00 - 2.99	680	3.09
value pack		1.68 - 1.98	1.37 - 2.79	220	1.61		1.69 - 1.99	160	1.96		1.88 - 2.48	420	2.07
thin sliced		3.93		110	3.93						3.49	170	3.49
marinated													
Breast Tenders													
regular pack		2.49 - 3.99	2.77 - 2.99	400	3.10		2.77 - 3.99	330	3.83		3.49	170	3.49
value pack		1.98 - 3.59		120	3.43						1.98	10	1.98
Split, bn-in Breast													
regular pack		1.29	1.28 - 1.99	150	1.65	1.99	1.69	260	1.84		1.49	270	1.49
value pack		0.97 - 1.29	0.88 - 1.19	500	1.02	0.99	0.88 - 0.99	780	0.95	1.28 - 1.49	0.99 - 1.49	180	1.14
Whole Wings		1.79	1.79 - 1.99	300	1.83	1.88	1.49 - 1.79	200	1.84		1.79	20	1.79
Leg Quarters													
tray pack		0.79 - 0.99	0.59 - 1.00	780	0.85		0.59 - 0.99	330	0.95	0.99	0.68 - 0.99	150	0.95
bagged		0.49 - 0.59	0.25 - 0.69	670	0.49		0.49 - 0.59	200	0.55				
Legs		0.99		10	0.99	1.49		10	1.49				
Thighs													
regular pack		0.99 - 1.69	1.19	160	1.54	1.19 - 1.99		790	1.50		1.19	230	1.19
value pack		0.69 - 1.19	0.79 - 1.00	1,010	0.97	0.99 - 1.29	0.99 - 1.19	820	1.07		0.98 - 0.99	150	0.99
Drumsticks													
regular pack		1.69	0.97 - 1.19	150	1.57	1.19 - 1.99		790	1.50		1.19	230	1.19
value pack		0.79 - 1.19	0.59 - 1.00	1,130	0.94	0.99 - 1.29	0.67 - 1.19	830	1.06		0.98 - 0.99	150	0.99
Bnls/Sknls Thighs													
regular pack		2.39	1.99 - 2.49	250	2.42	2.39 - 2.69	2.69	150	2.67	2.39	2.99	190	2.92
value pack			2.29	110	2.29								
9-pc Combos													
drum-thigh-breast						1.69		130	1.69	1.49 - 1.99		40	1.64
drum-thigh-wing													
IDF	B/S Breast	2.00 - 2.71	1.29 - 2.00	460	1.88		1.98 - 2.00	150	2.00		1.98	40	1.98
	Tenders	2.00 - 2.71	1.60 - 2.00	700	1.95		2.00 - 2.49	430	2.34				
	Wings		1.75 - 2.00	140	1.97	2.49		300	2.49				
	Party Wings	3.00	1.87	120	2.64	2.50 - 2.99		430	2.84				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 01/22 thru 01/28.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	58.0% of 19,200 outlets		66.0% of 19,200 outlets		--	
Activity Index ^{3/}	21,900		17,190		13,720	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,670	5.49	5,820	5.74	3,640	6.11
2.1-3.0 lbs.	600	7.58	850	6.16	60	10.89
Whole Breast	270	7.74	550	7.68		
Leg Quarter			240	3.56		
FRIED/BAKED:						
8-Piece	5,790	5.82	3,400	5.95	4,500	6.35
8-Piece Dark	1,970	5.50	620	5.87	500	5.08
12-Piece	50	9.67	1,070	9.86		
Wings:						
bone-in	3,220	4.38	2,010	4.79	1,790	5.55
boneless	1,690	5.21	1,220	4.77	2,120	3.44
Tenders	2,450	5.58	1,330	5.69	960	5.30
Strips	90	5.01	50	5.79	150	3.89
Popcorn	100	5.35	30	2.49	140	5.78



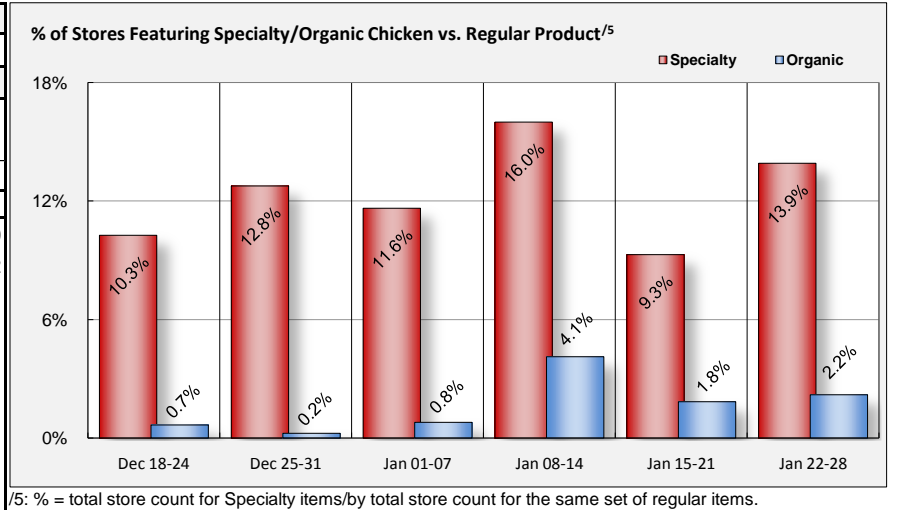
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	61.5% of 4,000 sampled outlets			47.3% of 5,100 sampled outlets			64.3% of 3,200 sampled outlets			52.0% of 3,500 sampled outlets			64.6% of 2,400 sampled outlets			81.6% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 4,380			Activity Index = 4,460			Activity Index = 3,890			Activity Index = 3,760			Activity Index = 3,650			Activity Index = 1,760		
	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.	4.77 - 6.99	1,280	5.68	4.77 - 5.99	1,020	5.13	4.98 - 7.99	1,050	5.36	4.99 - 5.99	1,140	5.26	4.99 - 6.99	770	5.86	5.99 - 6.99	410	6.08
2.1-3.0 lbs.	7.99 - 8.99	280	8.44	6.99	220	6.99	6.49	100	6.49									
Whole Breast	7.99	250	7.99				4.59	20	4.59									
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	5.99	100	5.99	4.98 - 6.99	1,740	6.23	4.98 - 7.99	1,170	5.72	4.99 - 6.99	950	5.50	4.99 - 5.99	1,570	5.47	5.00 - 6.99	260	6.69
8-Piece Dark	4.88 - 6.99	970	5.81	4.88 - 5.99	120	5.47	3.33 - 5.99	490	5.37	4.99	60	4.99	3.99 - 4.56	40	4.13	5.00	290	5.00
12-Piece	11.99	20	11.99	9.49	10	9.49	9.99	10	9.99	4.88	10	4.88						
Wings:																		
bone-in	4.88 - 4.99	120	4.98	2.67 - 5.00	750	4.53	2.67 - 5.99	860	3.81	2.58 - 4.99	650	3.98	4.42 - 5.99	420	5.45	2.99 - 4.99	420	4.64
boneless	3.99 - 6.49	700	5.93	2.99 - 6.49	230	4.92	2.99 - 4.98	80	3.42	2.99 - 5.99	360	4.42	5.00 - 5.99	300	5.13	5.99	20	5.99
Tenders	3.99 - 5.99	480	5.26	4.29 - 5.99	370	5.15	4.99 - 5.99	100	5.15	3.98 - 6.49	590	5.40	5.99 - 6.49	550	6.22	4.99 - 5.99	360	5.90
Strips	4.99 - 6.99	80	5.33				2.49	10	2.49									
Popcorn	5.16 - 5.79	100	5.35															



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 01/22 thru 01/28.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jan 22, 2010

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	27.6% of 19,200 outlets	16.9% of 19,200 outlets	11.1% of 18,600 outlets	3.1% of 18,600 outlets	2.7% of 18,600 outlets	2.1% of 18,600 outlets
Activity Index ^{3/}	6,730	4,150	3,720	960	780	530
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	710 1.58	320 1.59	1,280 1.82	100 2.53	350 2.95	80 2.79
Bnls/Sknls Breast	3,780 5.34	940 4.77	1,290 4.58	330 6.23	400 6.77	450 7.42
Breast Tenders	290 5.03	170 5.96	480 3.97		10 6.99	
Split, bn-in Breast	410 3.11	100 2.92	140 2.83			
Whole Wings			90 2.20			
Leg Quarters	220 1.02	420 1.00		-- --	-- --	-- --
Legs	20 1.59		40 1.93			
Thighs	530 1.80	1,050 1.70	180 1.81	220 2.99	10 2.99	
Drumsticks	550 1.80	1,070 1.71	220 1.84	230 2.95	10 2.99	
B/S Thighs	220 3.21	80 2.97	550 3.14	80 5.24		



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

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	49.0% of 4,000 sampled outlets			30.0% of 5,100 sampled outlets			16.7% of 3,200 sampled outlets			16.8% of 3,500 sampled outlets			12.9% of 2,400 sampled outlets			36.2% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,920			Activity Index = 1,590			Activity Index = 680			Activity Index = 700			Activity Index = 310			Activity Index = 530		
	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	1.49 - 2.29	260	1.76	1.49 - 1.59	30	1.55	1.59 - 1.99	70	1.89	0.99 - 1.69	330	1.38				1.69	20	1.69
Bnls/Sknls Breast	3.99 - 5.99	1,500	4.88	3.99 - 5.79	1,200	5.66	3.80 - 5.99	430	5.59	2.99 - 5.99	120	4.27	5.99	280	5.99	5.99	250	5.99
Breast Tenders	4.99 - 5.49	130	5.26	4.99	10	4.99	5.29	120	5.29	2.99	30	2.99						
Split, bn-in Breast	3.29 - 3.99	290	3.33	2.99	20	2.99				2.99	30	2.99				2.29	70	2.29
Whole Wings																		
Leg Quarters	0.99 - 1.69	10	1.31	0.99	180	0.99	0.89	20	0.89				1.49	10	1.49			
Legs																		
Thighs	1.39 - 2.49	340	1.84	1.39	20	1.39	1.00	20	1.00	1.69 - 1.98	80	1.75				1.99	70	1.99
Drumsticks	1.39 - 2.49	360	1.85	1.39	20	1.39	1.00	20	1.00	1.69 - 1.98	80	1.75				1.99	70	1.99
B/S Thighs	2.59	10	2.59	2.79	110	2.79				2.99	30	2.99	3.99 - 4.49	20	3.99	3.99 - 4.49	50	4.08
ORGANIC	11.8% of 4,000 sampled outlets Activity Index = 700			0.0% of 5,100 sampled outlets Activity Index = 0			0.0% of 3,200 sampled outlets Activity Index = 0			0.4% of 3,500 sampled outlets Activity Index = 10			3.3% of 2,400 sampled outlets Activity Index = 220			2.6% of 1,000 sampled outlets Activity Index = 30		
Whole Fryer													2.48 - 2.99	80	2.54	2.48	20	2.48
Bnls/Sknls Breast	5.99	250	5.99							6.99	10	6.99	6.99	70	6.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs	2.99	220	2.99															
Drumsticks	2.99	220	2.99													1.99	10	1.99
B/S Thighs	6.99	10	6.99										4.99	70	4.99			

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/>.