



USDA Weekly Retail Chicken Feature Activity

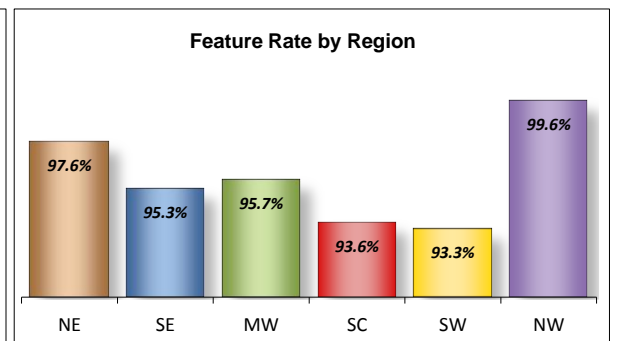
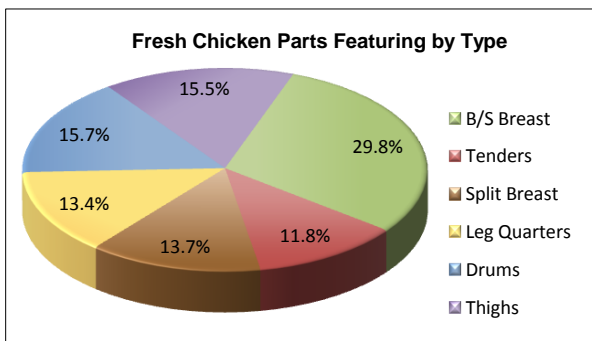
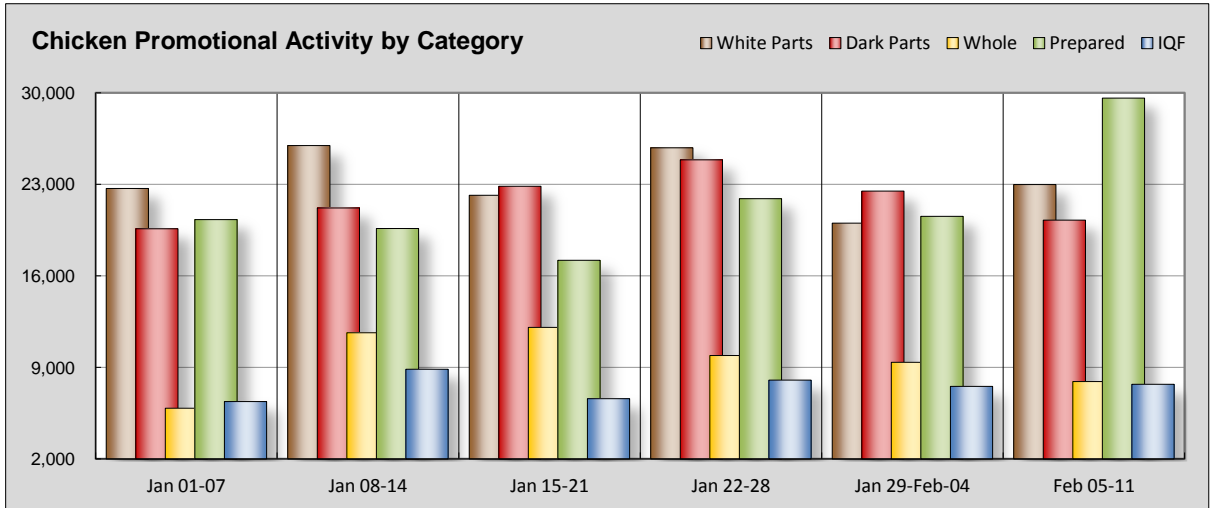
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/05 thru 02/11.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 05, 2010

| NATIONAL SUMMARY | | | |
|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| | THIS WEEK | LAST WEEK | LAST YEAR |
| Feature Rate ^{1/} | 95.5% of 19,200 outlets | 95.9% of 19,200 outlets | 97.9% of 18,600 outlets |
| Special Rate ^{4/} | 17.4% | 14.1% | 19.0% |
| Activity Index ^{2/} | 88,820 | 80,100 | 69,410 |
| WHOLE BIRD: | Stores ^{3/} Wtd Avg | Stores ^{3/} Wtd Avg | Stores ^{3/} Wtd Avg |
| bagged fryer | 4,300 1.04 | 5,010 0.92 | 3,690 1.04 |
| cut-up fryer | 1,100 1.38 | 2,000 1.24 | 1,680 1.37 |
| bagged roaster | 2,360 1.12 | 1,680 1.15 | 2,870 1.37 |
| Cornish (frs/frz) | 160 2.27 | 700 1.77 | 2,030 1.69 |
| PARTS: | | | |
| Bnls/Sknls Breast | | | |
| regular pack | 5,970 2.38 | 6,560 2.86 | 7,410 2.98 |
| value pack | 2,890 2.11 | 2,650 2.03 | 3,360 2.30 |
| thin sliced | 2,580 3.90 | 1,590 3.94 | 1,850 4.18 |
| marinated | 280 3.54 | 350 2.96 | 130 2.72 |
| Breast Tenders | | | |
| regular pack | 4,280 2.61 | 2,570 3.63 | 4,510 3.24 |
| value pack | 370 2.63 | 180 1.91 | 550 2.69 |
| Split, bn-in Breast | | | |
| regular pack | 3,270 1.46 | 3,510 1.54 | 2,360 1.54 |
| value pack | 2,130 1.01 | 2,420 1.16 | 1,970 1.31 |
| Whole Wings | 1,210 2.02 | 200 1.98 | 1,090 1.91 |
| Leg Quarters | | | |
| tray pack | 2,680 0.87 | 3,380 0.83 | 1,620 0.78 |
| bagged | 2,590 0.68 | 2,410 0.71 | 640 0.56 |
| Legs | 390 0.98 | 410 1.04 | 330 0.91 |
| Thighs | | | |
| regular pack | 2,480 1.15 | 3,670 1.16 | 2,650 1.25 |
| value pack | 3,600 1.10 | 3,210 0.99 | 4,200 1.14 |
| Drumsticks | | | |
| regular pack | 2,480 1.13 | 3,740 1.18 | 2,530 1.32 |
| value pack | 3,690 1.16 | 3,470 0.97 | 4,490 1.12 |
| Bnls/Sknls Thighs | | | |
| regular pack | 1,530 2.57 | 1,690 2.74 | 2,050 2.54 |
| value pack | 820 2.25 | 500 1.99 | 770 2.16 |
| 9-pc Combos | | | |
| drum-thigh-breast | 330 1.52 | 90 1.30 | 500 1.42 |
| drum-thigh-wing | 30 1.15 | 10 1.08 | 140 1.39 |
| IDF | | | |
| B/S Breast | 2,100 2.09 | 3,510 2.29 | 4,500 2.31 |
| Tenders | 1,340 2.17 | 1,910 2.26 | 2,070 2.48 |
| Wings | 2,370 2.12 | 820 2.42 | 510 1.92 |
| Party Wings | 1,900 2.10 | 1,310 2.06 | |

This Week's Chicken Feature Highlights

The National Summary records the second highest volume of chicken offered for sale in 2010. Incentives for additional sales are highest in the NE and SE areas of the country. Whole birds as a category drop in offerings, prices rise. White meat parts bounce around, B/S breast in regular packs offer the best deals, split breast follow closely, fresh wings increase sharply in volume for football grillers. Dark meat is anchored by drums and thighs, bulk packs rise in number as well as cost. IQF parts center on the wing, the fan favorite. Prepared foods have everything the Super Bowl viewer needs; 8 pc, wings, tenders, and popcorn chicken await the hungry pigskin revelers. Specialty chicken posts a respectable presence, Organics dwindle. What will the score be? Time will tell. One sure thing you can count on will be the appearance of chicken on the menu at the Super Bowl celebrations. A major winter storm moving up the eastern seaboard this weekend is already impacting shopping patterns.



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 02/05 thru 02/11.

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

Fri. Feb 05, 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,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/ | | 97.6% of 4,000 sampled outlets 20.8% of stores w/ no-price promotions Activity Index = 16,260 | | | | 95.3% of 5,100 sampled outlets 38.7% of stores w/ no-price promotions Activity Index = 11,260 | | | | 95.7% of 3,200 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 5,030 | | | |
| WHOLE BIRD: | | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | | 0.89 - 1.49 | | 1,480 | 1.15 | 0.59 - 1.29 | | 600 | 0.90 | 0.89 - 1.29 | | 420 | 1.03 |
| cut-up fryer | | 1.39 - 1.69 | | 270 | 1.53 | 1.09 | | 30 | 1.09 | 1.14 - 1.29 | | 120 | 1.26 |
| bagged roaster | | 0.68 - 1.29 | | 1,560 | 1.07 | 0.99 - 1.19 | | 580 | 1.16 | | | | |
| Cornish (frs/frz) | | 2.29 | | 150 | 2.29 | | | | | | | | |
| 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 | | 1.57 - 3.99 | 1.49 - 3.49 | 1,360 | 2.69 | 1.57 - 2.49 | 1.88 - 2.49 | 1,820 | 1.76 | 1.57 - 4.49 | 1.49 - 2.99 | 770 | 2.31 |
| value pack | | 1.88 - 2.49 | 1.59 - 3.99 | 1,380 | 2.03 | 1.78 - 2.68 | 1.99 | 270 | 2.00 | 1.78 - 1.87 | 1.79 - 1.99 | 350 | 1.84 |
| thin sliced | | 2.99 - 4.99 | 2.39 - 4.99 | 1,630 | 3.75 | 3.69 | 2.97 - 2.99 | 140 | 3.15 | | 2.49 | 30 | 2.49 |
| marinated | | | 2.69 - 5.49 | 60 | 3.22 | | | | | 2.00 - 2.49 | | 50 | 2.38 |
| Breast Tenders | | | | | | | | | | | | | |
| regular pack | | 1.67 - 3.99 | 2.99 | 900 | 3.21 | 1.67 - 2.50 | 1.79 - 2.28 | 1,860 | 1.92 | 1.67 - 4.49 | 2.19 - 2.29 | 150 | 2.42 |
| value pack | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | |
| regular pack | | 0.98 - 1.79 | 0.99 - 1.99 | 550 | 1.66 | 0.98 - 1.39 | 0.89 - 1.59 | 1,540 | 1.48 | 0.99 - 1.39 | 0.99 - 1.99 | 390 | 1.50 |
| value pack | | 1.29 - 1.49 | 0.88 - 1.69 | 590 | 1.11 | 0.99 | 0.98 - 1.29 | 120 | 1.01 | 0.88 - 1.19 | 0.88 - 1.30 | 110 | 1.09 |
| Whole Wings | | | 1.69 - 2.29 | 520 | 1.70 | | 1.69 - 1.97 | 240 | 1.89 | 2.29 | 1.69 - 1.99 | 110 | 1.92 |
| Leg Quarters | | | | | | | | | | | | | |
| tray pack | | 0.59 - 0.99 | 0.39 - 0.89 | 1,130 | 0.81 | 0.89 | 0.79 | 530 | 0.88 | | 0.59 - 0.99 | 220 | 0.85 |
| bagged | | | 0.39 - 0.89 | 180 | 0.69 | 0.49 | 0.45 - 0.89 | 1,720 | 0.74 | | 0.39 - 0.89 | 390 | 0.54 |
| Legs | | 0.89 - 1.19 | 0.59 - 0.89 | 300 | 1.01 | | | | | | 1.00 | 20 | 1.00 |
| Thighs | | | | | | | | | | | | | |
| regular pack | | 0.98 - 1.29 | 0.99 - 1.18 | 280 | 1.08 | 0.98 | 0.98 - 1.19 | 440 | 1.09 | 0.99 - 1.69 | 0.99 - 1.19 | 380 | 1.16 |
| value pack | | 0.88 - 1.39 | 0.88 - 1.59 | 1,410 | 1.21 | 0.69 - 1.19 | 0.98 - 1.29 | 450 | 1.06 | 0.99 - 1.29 | 0.79 - 0.99 | 410 | 1.00 |
| Drumsticks | | | | | | | | | | | | | |
| regular pack | | 0.98 - 1.29 | 0.99 - 1.18 | 280 | 1.08 | 0.98 | 0.98 - 1.19 | 440 | 1.09 | 0.99 - 1.49 | 0.99 - 1.19 | 360 | 1.13 |
| value pack | | 0.88 - 1.39 | 0.88 - 1.59 | 1,410 | 1.21 | 0.68 - 1.19 | 0.88 - 1.29 | 450 | 1.06 | 0.99 - 1.29 | 0.59 - 1.19 | 440 | 0.99 |
| Bnls/Sknl's Thighs | | | | | | | | | | | | | |
| regular pack | | 1.79 - 2.59 | 2.49 - 2.99 | 380 | 2.66 | | 2.49 | 20 | 2.49 | 1.99 | 2.49 - 2.99 | 300 | 2.33 |
| value pack | | | 2.69 | 120 | 2.69 | | | | | | | | |
| 9-pc Combos | | | | | | | | | | | | | |
| drum-thigh-breast | | 1.39 - 1.59 | 1.59 - 1.69 | 320 | 1.52 | | | | | | 1.39 | 10 | 1.39 |
| drum-thigh-wing | | | | | | 1.49 | | 10 | 1.49 | | | | |
| IDE | B/S Breast | 2.00 | 1.66 | 70 | 1.75 | 2.00 | 1.66 - 2.33 | 420 | 2.09 | 2.00 - 3.00 | 1.33 - 2.50 | 780 | 1.95 |
| | Tenders | | | | | | 1.99 - 2.33 | 290 | 2.25 | 2.40 - 2.71 | 2.33 - 2.40 | 260 | 2.37 |
| | Wings | 1.99 - 2.00 | 2.00 - 3.20 | 970 | 2.45 | 1.99 - 2.00 | 1.57 - 2.40 | 750 | 1.84 | 2.00 - 3.00 | 1.50 - 2.40 | 450 | 1.95 |
| | Party Wings | 1.75 - 2.50 | 2.00 | 840 | 2.03 | 2.00 | 1.59 - 2.40 | 510 | 2.12 | 2.00 - 3.49 | 2.25 - 2.80 | 230 | 2.55 |






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

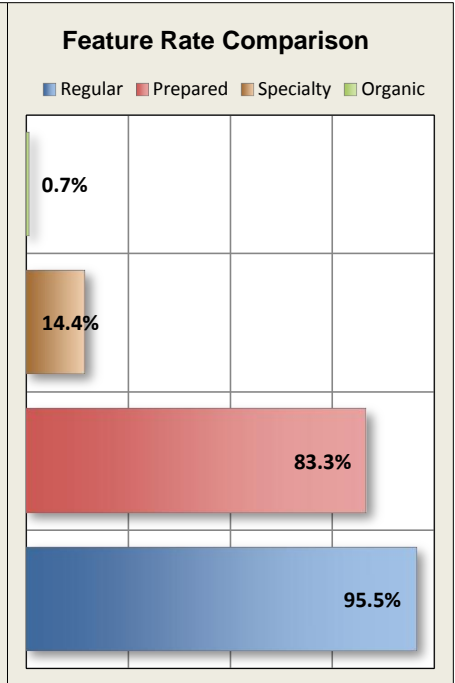
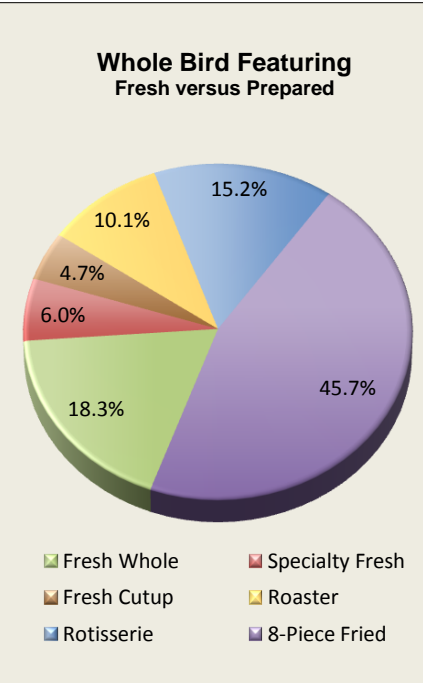
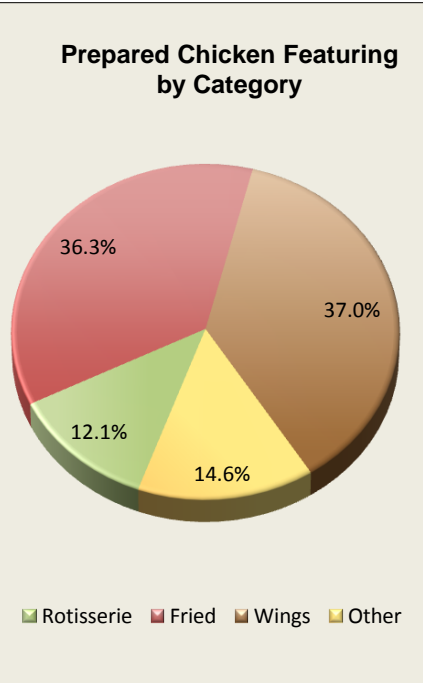
Fri. Feb 05, 2010

| | | 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/ | | 93.6% of 3,500 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 8,210 | | | | 93.3% of 2,400 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 7,200 | | | | 99.6% of 1,000 sampled outlets 9.1% of stores w/ no-price promotions Activity Index = 3,560 | | | |
| WHOLE BIRD: | | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | | 0.59 - 0.99 | | 1,090 | 0.90 | 0.78 - 1.29 | | 360 | 1.16 | 0.88 - 1.49 | | 350 | 1.15 |
| cut-up fryer | | 1.19 - 1.29 | | 60 | 1.27 | 1.19 - 1.49 | | 450 | 1.39 | 1.29 | | 170 | 1.29 |
| bagged roaster | | 1.19 | | 50 | 1.19 | 1.39 | | 170 | 1.39 | | | | |
| Cornish (frs/frz) | | | | | | 1.99 | | 10 | 1.99 | | | | |
| 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 | | 1.88 - 2.59 | 1.39 - 2.79 | 810 | 2.19 | 1.97 - 4.99 | 2.29 | 570 | 3.54 | 2.99 - 3.99 | 1.69 - 2.99 | 640 | 2.80 |
| value pack | | 1.67 - 1.77 | 1.97 - 1.99 | 410 | 1.88 | 3.49 | 1.39 - 2.99 | 360 | 2.82 | 3.49 - 3.99 | 1.69 - 2.48 | 120 | 2.73 |
| thin sliced | | 3.93 - 4.99 | | 230 | 4.47 | 5.99 | | 260 | 5.99 | | 2.49 - 3.49 | 290 | 2.89 |
| marinated | | | | | | | | | | | 3.99 | 170 | 3.99 |
| Breast Tenders | | | | | | | | | | | | | |
| regular pack | | 1.67 - 3.49 | 1.77 - 2.99 | 760 | 2.52 | 5.99 | 1.77 | 280 | 5.76 | 2.99 - 3.49 | 1.99 - 2.49 | 330 | 2.51 |
| value pack | | 1.77 - 3.99 | 1.99 - 2.99 | 370 | 2.63 | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | |
| regular pack | | 0.77 - 1.49 | 0.99 - 1.49 | 220 | 1.03 | 1.27 | 0.99 - 1.69 | 450 | 1.39 | | 1.19 | 120 | 1.19 |
| value pack | | 0.98 - 0.99 | 0.88 - 0.99 | 130 | 0.95 | 0.97 - 0.99 | 0.88 - 0.99 | 940 | 0.95 | 0.99 | 0.99 - 1.38 | 240 | 1.02 |
| Whole Wings | | 1.79 | 1.98 - 2.49 | 40 | 2.05 | 2.69 | | 300 | 2.69 | | | | |
| Leg Quarters | | | | | | | | | | | | | |
| tray pack | | 0.89 | 0.59 - 0.99 | 230 | 0.86 | 0.99 | 0.99 | 570 | 0.99 | | | | |
| bagged | | 0.39 - 0.69 | 0.39 - 0.59 | 290 | 0.51 | | 0.45 | 10 | 0.45 | | | | |
| Legs | | | | | | | | | | | 0.89 | 70 | 0.89 |
| Thighs | | | | | | | | | | | | | |
| regular pack | | 1.19 - 1.69 | 0.99 - 1.19 | 990 | 1.19 | 1.15 | | 250 | 1.15 | 1.29 | 1.19 - 1.28 | 140 | 1.20 |
| value pack | | 0.88 - 1.19 | 0.69 - 1.19 | 490 | 1.03 | 0.99 - 1.29 | 0.69 - 0.99 | 620 | 0.97 | | 0.89 - 1.19 | 220 | 1.08 |
| Drumsticks | | | | | | | | | | | | | |
| regular pack | | 1.19 - 1.69 | 0.99 - 1.19 | 990 | 1.19 | 1.15 | 0.99 | 400 | 1.09 | 1.29 | | 10 | 1.29 |
| value pack | | 0.77 - 6.99 | 0.69 - 1.19 | 640 | 1.45 | 0.99 - 1.29 | 0.57 - 0.99 | 650 | 0.97 | | 0.89 - 0.99 | 100 | 0.96 |
| Bnls/Sknl's Thighs | | | | | | | | | | | | | |
| regular pack | | | 2.29 - 2.99 | 410 | 2.59 | | 2.49 | 20 | 2.49 | | 2.49 - 2.99 | 400 | 2.65 |
| value pack | | | | | | | 1.97 - 2.49 | 530 | 2.24 | | 1.99 | 170 | 1.99 |
| 9-pc Combos | | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | 0.98 | 20 | 0.98 |
| IDF | B/S Breast | 2.00 - 3.00 | 1.66 - 1.99 | 570 | 2.18 | 2.49 | 2.40 | 250 | 2.43 | | 2.40 | 10 | 2.40 |
| | Tenders | 1.99 - 2.79 | 1.66 - 1.75 | 540 | 2.11 | 2.49 | 1.75 - 2.00 | 220 | 1.98 | | 1.75 - 2.40 | 30 | 2.01 |
| | Wings | 2.00 - 2.50 | 1.57 - 2.00 | 200 | 1.90 | | | | | | | | |
| | Party Wings | | 1.75 - 2.33 | 260 | 1.97 | | 1.75 | 40 | 1.75 | | 1.75 | 20 | 1.75 |



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/05 thru 02/11.
 (prices in dollars per unit or per pound unless otherwise noted)

| PREPARED FOODS NATIONAL SUMMARY | | | | | | |
|-------------------------------------|-------------------------|---------|-------------------------|---------|---------------|---------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 83.3% of 19,200 outlets | | 64.3% of 19,200 outlets | | -- | |
| Activity Index ^{3/} | 29,590 | | 20,550 | | 16,940 | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| ROTISSERIE: | | | | | | |
| Whole Bird | | | | | | |
| < 2 lbs. | 3,330 | 5.57 | 6,480 | 5.58 | 4,710 | 6.05 |
| 2.1-3.0 lbs. | 240 | 7.05 | 250 | 6.35 | 360 | 7.99 |
| Whole Breast | 20 | 2.99 | 290 | 6.46 | 330 | 4.74 |
| Leg Quarter | | | 50 | 3.60 | | |
| FRIED/BAKED: | | | | | | |
| 8-Piece | 7,310 | 5.67 | 3,610 | 5.99 | 3,950 | 6.16 |
| 8-Piece Dark | 1,380 | 5.01 | 1,460 | 5.27 | 700 | 4.82 |
| 12-Piece | 2,050 | 9.87 | 920 | 9.93 | | |
| Wings: | | | | | | |
| bone-in | 6,910 | 5.00 | 2,980 | 5.11 | 2,810 | 4.36 |
| boneless | 4,040 | 4.88 | 1,240 | 4.09 | 630 | 3.08 |
| Tenders | 2,980 | 5.84 | 2,820 | 5.80 | 3,330 | 5.62 |
| Strips | 20 | 5.49 | 170 | 5.53 | 120 | 5.13 |
| Popcorn | 1,310 | 5.68 | 280 | 3.84 | 390 | 4.68 |



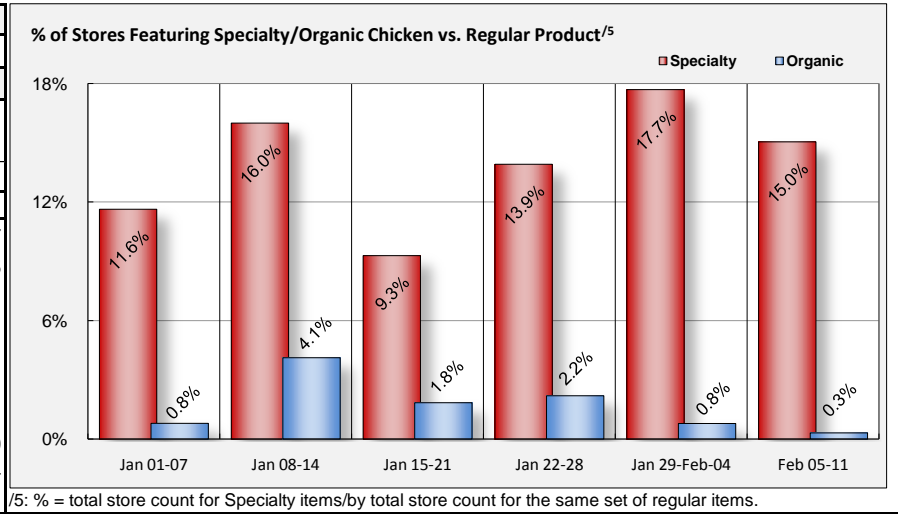
| | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|-------------------------------------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|
| Feature Rate ^{1/} | 91.6% of 4,000 sampled outlets | | | 91.6% of 5,100 sampled outlets | | | 78.9% of 3,200 sampled outlets | | | 69.2% of 3,500 sampled outlets | | | 73.7% of 2,400 sampled outlets | | | 93.6% of 1,000 sampled outlets | | |
| Activity Index ^{3/} | Activity Index = 8,530 | | | Activity Index = 8,010 | | | Activity Index = 3,890 | | | Activity Index = 4,060 | | | Activity Index = 3,330 | | | Activity Index = 1,770 | | |
| | 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 | 1,350 | 5.66 | 4.77 - 6.99 | 730 | 5.21 | 4.99 - 6.99 | 690 | 5.82 | 4.99 - 6.99 | 370 | 5.70 | 4.98 | 150 | 4.98 | 5.98 | 40 | 5.98 |
| 2.1-3.0 lbs. | 8.99 | 10 | 8.99 | 6.99 | 220 | 6.99 | 6.49 | 10 | 6.49 | 2.99 | 20 | 2.99 | | | | | | |
| Whole Breast | | | | | | | | | | | | | | | | | | |
| Leg Quarter | | | | | | | | | | | | | | | | | | |
| FRIED/BAKED: | | | | | | | | | | | | | | | | | | |
| 8-Piece Mixed | 4.98 - 6.99 | 920 | 5.95 | 3.99 - 6.99 | 1,520 | 5.84 | 4.50 - 6.99 | 1,100 | 5.77 | 3.99 - 6.99 | 1,870 | 5.43 | 4.99 - 5.99 | 1,310 | 5.51 | 4.99 - 6.99 | 590 | 5.73 |
| 8-Piece Dark | 4.95 - 4.99 | 80 | 4.96 | 2.99 - 5.00 | 200 | 4.71 | 3.99 - 6.99 | 350 | 5.18 | 2.99 - 7.49 | 190 | 5.21 | 3.99 | 200 | 3.99 | 4.99 - 5.99 | 360 | 5.47 |
| 12-Piece | 4.98 - 12.99 | 1,150 | 10.48 | 9.49 - 9.99 | 100 | 9.92 | 5.99 - 10.99 | 350 | 8.16 | 8.99 - 9.99 | 270 | 9.53 | 8.99 - 9.99 | 150 | 9.90 | 8.99 | 30 | 8.99 |
| Wings: | | | | | | | | | | | | | | | | | | |
| bone-in | 3.99 - 7.99 | 1,860 | 5.49 | 3.99 - 7.49 | 1,960 | 4.46 | 3.98 - 5.99 | 790 | 5.00 | 2.49 - 5.99 | 950 | 4.42 | 3.99 - 6.99 | 970 | 5.88 | 2.99 - 5.00 | 380 | 4.58 |
| boneless | 3.99 - 6.99 | 2,110 | 5.05 | 3.99 - 6.49 | 360 | 5.06 | 2.99 - 6.99 | 360 | 4.95 | 3.99 - 5.49 | 330 | 4.25 | 4.99 - 5.00 | 540 | 4.99 | 3.99 | 340 | 3.99 |
| Tenders | 3.49 - 6.99 | 820 | 6.00 | 3.99 - 5.99 | 1,890 | 5.89 | 3.98 - 4.99 | 180 | 4.92 | 3.98 - 5.99 | 80 | 5.27 | 4.99 | 10 | 4.99 | | | |
| Strips | 6.99 | 10 | 6.99 | | | | | | | | | | | | | 3.99 | 10 | 3.99 |
| Popcorn | 3.00 - 4.99 | 220 | 4.53 | 5.99 | 1,030 | 5.99 | 4.98 | 40 | 4.98 | | | | | | | 3.99 | 20 | 3.99 |



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 02/05 thru 02/11.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 05, 2010

| | NATIONAL SUMMARY | | | | | |
|-------------------------------------|-------------------------|-------------------------|-------------------------|------------------------|------------------------|------------------------|
| | SPECIALTY CHICKEN | | | USDA ORGANIC CHICKEN | | |
| | THIS WEEK | LAST WEEK | LAST YEAR | THIS WEEK | LAST WEEK | LAST YEAR |
| Feature Rate ^{1/} | 14.4% of 19,200 outlets | 21.1% of 19,200 outlets | 10.2% of 18,600 outlets | 0.7% of 18,600 outlets | 1.1% of 18,600 outlets | 7.2% of 18,600 outlets |
| Activity Index ^{3/} | 5,980 | 7,250 | 3,660 | 110 | 290 | 3,280 |
| | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg |
| Whole Fryer | 1,410 1.85 | 1,850 1.83 | 850 1.79 | 10 2.49 | 10 2.50 | 1,630 2.97 |
| Bnls/Sknls Breast | 2,100 4.81 | 2,020 5.57 | 1,700 5.85 | 60 7.65 | 220 5.78 | 1,580 8.55 |
| Breast Tenders | 590 4.42 | 280 6.26 | 290 4.49 | | | |
| Split, bn-in Breast | 190 2.44 | 650 2.43 | 320 2.56 | | | |
| Whole Wings | 30 2.31 | 40 1.52 | | 10 2.99 | | |
| Leg Quarters | 270 1.10 | 60 0.99 | | -- -- | -- -- | -- -- |
| Legs | | | 130 1.98 | | | |
| Thighs | 480 1.95 | 1,040 1.68 | 140 1.81 | 10 2.99 | 20 2.98 | 20 3.99 |
| Drumsticks | 500 1.91 | 1,040 1.68 | 230 1.97 | 10 2.99 | 30 2.72 | 50 2.54 |
| B/S Thighs | 410 3.61 | 270 2.73 | 230 2.93 | 10 4.99 | 10 4.99 | |



| | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|-------------------------------------|--------------------------------|--------|---------|-------------------------------|--------|---------|-------------------------------|--------|---------|-------------------------------|--------|---------|--------------------------------|--------|---------|--------------------------------|--------|---------|
| SPECIALTY | 38.4% of 4,000 sampled outlets | | | 5.9% of 5,100 sampled outlets | | | 8.3% of 3,200 sampled outlets | | | 2.9% of 3,500 sampled outlets | | | 12.2% of 2,400 sampled outlets | | | 24.6% of 1,000 sampled outlets | | |
| Activity Index ^{3/} | Activity Index = 3,710 | | | Activity Index = 460 | | | Activity Index = 380 | | | Activity Index = 600 | | | Activity Index = 300 | | | 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 | 1.59 - 2.29 | 870 | 1.74 | 1.58 - 1.66 | 140 | 1.60 | 1.29 - 2.29 | 40 | 1.67 | 1.66 - 2.49 | 110 | 1.80 | | | | 1.69 - 2.49 | 250 | 2.45 |
| Bnls/Sknls Breast | 3.99 - 6.49 | 1,280 | 4.77 | 3.99 - 4.99 | 100 | 4.67 | 2.99 - 5.89 | 140 | 3.72 | 3.99 - 4.99 | 240 | 4.47 | 3.99 - 5.99 | 280 | 5.99 | 3.99 - 5.99 | 60 | 4.53 |
| Breast Tenders | 3.99 - 5.49 | 330 | 4.13 | 3.99 - 5.49 | 190 | 4.83 | 3.98 - 3.99 | 20 | 3.99 | 4.99 | 50 | 4.99 | | | | | | |
| Split, bn-in Breast | 2.79 - 3.49 | 60 | 3.05 | | | | 1.79 - 3.39 | 50 | 2.04 | 1.79 | 10 | 1.79 | | | | 2.29 | 70 | 2.29 |
| Whole Wings | 2.69 | 10 | 2.69 | | | | | | | | | | 1.99 - 2.29 | 20 | 2.12 | | | |
| Leg Quarters | | | | | | | 0.89 - 1.29 | 80 | 1.06 | 0.99 - 1.19 | 190 | 1.11 | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | 1.89 - 2.49 | 390 | 1.97 | | | | 1.19 - 1.99 | 20 | 1.50 | | | | | | | 1.99 | 70 | 1.99 |
| Drumsticks | 1.89 - 2.49 | 390 | 1.97 | | | | 0.80 - 1.99 | 30 | 1.30 | | | | | | | 0.99 - 1.99 | 80 | 1.89 |
| B/S Thighs | 2.99 - 4.99 | 380 | 3.70 | 2.58 | 30 | 2.58 | | | | | | | | | | | | |
| ORGANIC | 1.9% of 4,000 sampled outlets | | | 0.3% of 5,100 sampled outlets | | | 0.0% of 3,200 sampled outlets | | | 0.0% of 3,500 sampled outlets | | | 0.0% of 2,400 sampled outlets | | | 3.7% of 1,000 sampled outlets | | |
| | Activity Index = 20 | | | Activity Index = 20 | | | Activity Index = 0 | | | Activity Index = 0 | | | Activity Index = 10 | | | Activity Index = 60 | | |
| Whole Fryer | | | | | | | | | | | | | | | | 2.49 | 10 | 2.49 |
| Bnls/Sknls Breast | 9.99 | 20 | 9.99 | 6.99 | 20 | 6.99 | | | | | | | | | | 5.98 | 20 | 5.98 |
| Breast Tenders | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | 2.99 | 10 | 2.99 |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | 2.99 | 10 | 2.99 |
| Drumsticks | | | | | | | | | | | | | | | | 2.99 | 10 | 2.99 |
| B/S Thighs | | | | | | | | | | 4.99 | 10 | 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/>.