USDA Weekly Retail Chicken Feature Activity

Fri. Mar 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

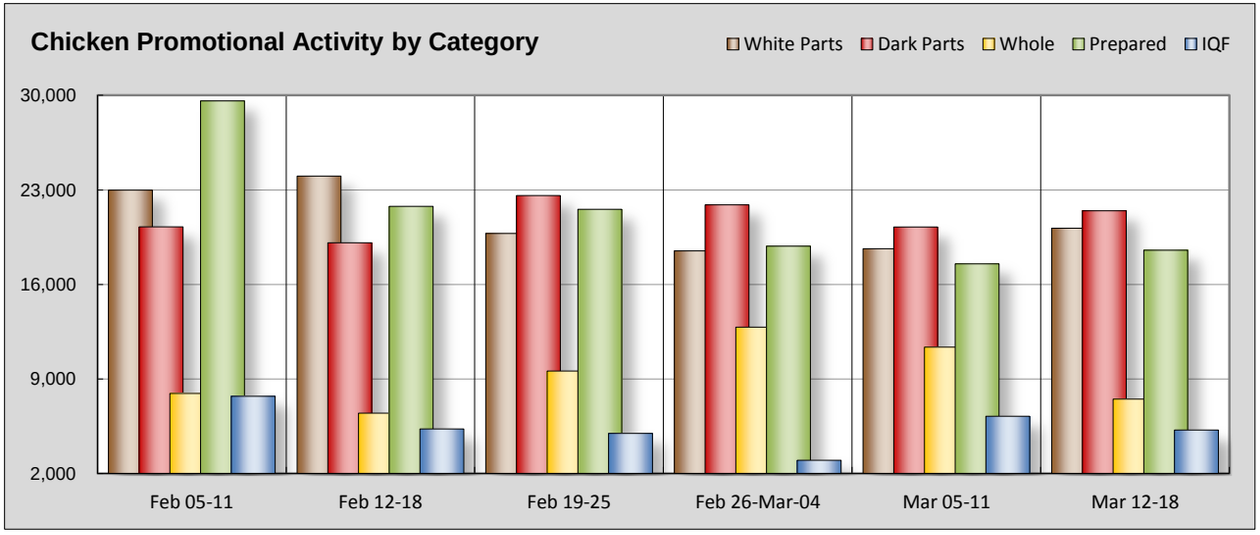
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

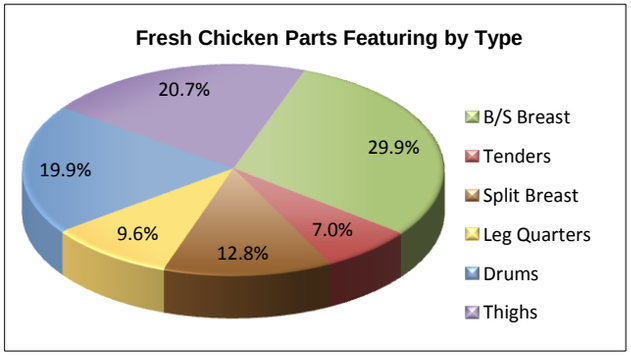
NATIONAL SUMMARY

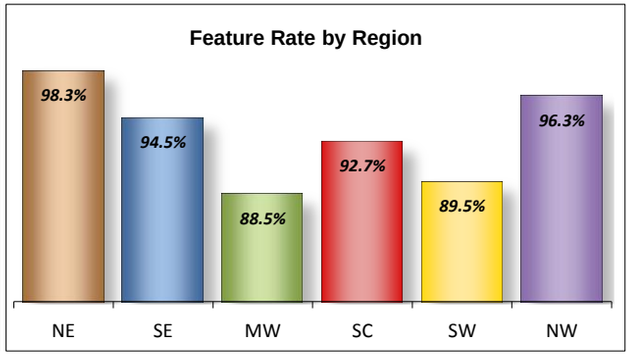
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**93.5% of 19,200 outlets**		**92.6% of 19,200 outlets**		**94.4% of 18,600 outlets**	
Special Rate 4/	**17.6%**		**11.1%**		**17.2%**	
Activity Index 2/	**73,520**		**74,600**		**58,890**	
WHOLE BIRD:	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,110	0.99	5,490	0.97	3,980	0.96
cut-up fryer	1,660	1.31	1,390	1.25	1,730	1.40
bagged roaster	2,160	1.04	3,660	1.13	1,630	1.09
Cornish (frs/frz)	570	1.73	810	2.05	1,320	1.89
PARTS:						
Bnls/Sknls Breast						
regular pack	6,800	2.59	4,640	2.59	6,690	3.03
value pack	1,960	1.99	3,190	2.17	2,990	2.27
thin sliced	2,590	3.51	2,570	3.63	1,060	4.00
marinated	40	3.49	210	3.14	310	3.56
Breast Tenders						
regular pack	2,620	3.23	2,400	2.94	1,780	3.07
value pack	60	1.97	160	2.02	250	2.25
Split, bn-in Breast						
regular pack	4,190	1.64	3,290	1.70	4,020	1.54
value pack	700	1.09	1,480	1.27	1,940	1.46
Whole Wings	1,200	2.17	700	1.94	790	2.25
Leg Quarters						
tray pack	2,630	0.71	3,000	0.77	1,630	0.90
bagged	1,040	0.64	1,160	0.56	690	0.63
Legs	30	1.00	90	1.14	750	1.04
Thighs						
regular pack	1,820	1.16	2,800	1.20	2,840	1.16
value pack	6,070	1.09	4,460	1.11	3,870	1.12
Drumsticks						
regular pack	1,800	1.16	2,220	1.21	2,810	1.16
value pack	5,780	1.13	4,970	1.11	4,080	1.12
Bnls/Sknls Thighs						
regular pack	2,090	2.16	1,150	2.53	930	2.26
value pack	190	1.92	400	1.95	360	2.11
9-pc Combos						
drum-thigh-breast	570	1.49	190	1.71		
drum-thigh-wing	100	1.17	420	1.16	140	1.39
IQF B/S Breast	2,670	2.32	3,690	1.94	2,310	2.19
IQF Tenders	1,600	2.31	1,610	2.10	1,240	2.54
IQF Wings	140	2.40	30	1.91	580	1.83
IQF Party Wings	800	2.28	900	2.26		

This Week's Chicken Feature Highlights

The activity index is unchanged, however, the feature and special rate are higher headed into the middle of March. Incentives to purchase additional poultry are highest in the NE and SE , scoring as high as 40% of outlets involved. The category of whole birds does nothing to excite buyers. B/S Breast increase volume, pricing holds steady, consumers will reap good deals if they are persistent in their search. Tenders and split breast raise prices, split breast are a excellent buy. Dark meat parts trend lower in price, bulk packs of drums and thighs are pushed in greater volume. IQF parts raise prices, shortages in volume should not be a problem. The deli ramps up slightly, whole rotisserie, tenders and wings return in force, pricing creeps up. Specialty and Organics decline in volume , cost is static. Lenten items hold counter space, traditional foods for Easter and Passover are present, and St. Patricks Day adds to the mix. Chicken continues to hold a strong presence in spite of heavy competition in most markets across the country.







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. Mar 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

(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/	**98.3% of 4,000 sampled outlets**				**94.5% of 5,100 sampled outlets**				**88.5% of 3,200 sampled outlets**			
Special Rate 2/	**26.1% of stores w/ no-price promotions**				**40.3% of stores w/ no-price promotions**				**4.6% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 13,130**				**Activity Index = 17,600**				**Activity Index = 4,600**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.77 - 1.29		970	1.01	0.47 - 0.99		1,070	0.93	0.59 - 1.58		150	1.24
cut-up fryer	0.99 - 1.39		170	1.05	1.19		470	1.19	1.39		10	1.39
bagged roaster	0.77 - 1.79		1,190	1.05	0.79 - 1.29		490	1.08	0.99		270	0.99
Cornish (frs/frz)	1.99 - 2.39		170	2.01	1.99		60	1.99	1.59		10	1.59
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	1.88 - 3.99	1.58 - 3.49	1,520	2.54	1.98 - 2.99	1.59 - 1.99	1,750	2.73	1.79 - 5.59	1.49 - 3.99	670	2.35
value pack		1.77 - 2.99	880	2.10	1.88 - 2.19	1.58 - 2.19	160	1.86	1.87 - 2.19	1.49 - 3.49	280	1.89
thin sliced	3.99	2.99 - 3.99	860	3.92	2.99 - 3.00	3.99	770	3.13	2.49	2.19 - 2.97	30	2.57
marinated		4.99	10	4.99						2.99	20	2.99
Breast Tenders												
regular pack	3.49 - 3.99	2.99 - 3.99	820	3.96	1.99 - 3.99		980	2.58	2.29 - 2.49	2.29	50	2.44
value pack					2.19	1.88 - 1.99	20	2.11	2.19		10	2.19
Split, bn-in Breast												
regular pack	0.99 - 2.66	0.99 - 1.39	460	1.62	0.99 - 1.89	0.99 - 1.49	1,820	1.67	0.98 - 1.99	0.99	440	1.59
value pack	0.99	0.98 - 0.99	90	0.99	0.98 - 0.99	0.99 - 1.39	50	1.05	0.98 - 1.49	0.99	120	1.40
Whole Wings		1.99	510	1.99	1.78	0.88 - 1.99	150	1.93	2.00 - 2.29	1.99	120	2.20
Leg Quarters												
tray pack	0.59 - 0.79	0.49 - 0.79	540	0.66		0.49 - 0.79	1,110	0.59	0.59	0.59 - 0.69	30	0.62
bagged		0.49 - 0.69	100	0.56		0.39 - 0.69	520	0.67		0.59	40	0.59
Legs	1.00		30	1.00								
Thighs												
regular pack	0.99 - 1.29	0.99	410	1.00	1.38	0.99	20	1.17	0.99 - 1.99	0.99	300	1.77
value pack	0.99 - 1.19	0.77 - 1.39	1,820	1.14	0.97 - 1.19	0.49 - 1.29	2,180	1.08	0.99 - 1.19	0.79 - 1.19	430	1.12
Drumsticks												
regular pack	0.99 - 1.29	0.99	400	1.00	1.38	0.99	20	1.17	0.99 - 1.99	0.99	300	1.77
value pack	0.99 - 1.29	0.99 - 1.39	1,570	1.20	0.97 - 1.29	0.59 - 1.29	2,170	1.14	0.99 - 1.29	0.89 - 1.19	440	1.12
Bnls/Sknls Thighs												
regular pack	1.99	2.39 - 2.99	520	2.67	1.98 - 2.00		680	1.99	1.99		80	1.99
value pack												
9-pc Combos												
drum-thigh-breast	1.59		30	1.59	1.49		470	1.49				
drum-thigh-wing		1.59	30	1.59		0.99	70	0.99				
IQF **B/S Breast**		1.99	20	1.99	2.00 - 2.40	1.66 - 3.19	1,130	2.30	2.00 - 3.00	0.98 - 3.99	620	2.63
IQF **Tenders**					2.00 - 2.40	2.20 - 3.29	890	2.32	2.25 - 3.00	1.99 - 3.29	180	2.43
IQF **Wings**												
IQF **Party Wings**		2.33	10	2.33	2.33	1.99 - 2.29	550	2.29				

USDA Weekly Retail Chicken Feature Activity

Fri. Mar 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

(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/	**92.7% of 3,500 sampled outlets**				**89.5% of 2,400 sampled outlets**				**96.3% of 1,000 sampled outlets**			
Special Rate 2/	**4.0% 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 = 9,060**				**Activity Index = 6,700**				**Activity Index = 3,900**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.49 - 0.99		380	0.79	0.99 - 1.29		500	1.17	0.99 - 1.18		40	1.11
cut-up fryer	0.99 - 1.69		540	1.22	1.69		300	1.69	1.49		170	1.49
bagged roaster	0.99		210	0.99								
Cornish (frs/frz)	1.79		30	1.79	0.99 - 2.18		300	1.52				
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 - 4.49	0.98 - 2.99	1,170	2.51	1.97	1.97 - 4.99	1,030	2.71	2.99 - 4.99	1.99 - 2.49	660	2.54
value pack	1.87 - 1.88	1.49 - 1.99	420	1.78		1.39 - 2.49	40	2.06		1.99 - 2.49	180	2.13
thin sliced	2.49 - 4.79	2.97 - 2.99	300	3.56	3.99		130	3.99	5.49	1.99 - 2.99	500	3.26
marinated										2.99	10	2.99
Breast Tenders												
regular pack	2.50 - 4.49	1.99 - 2.99	370	3.41		1.99	20	1.99	5.49	1.99 - 2.49	380	3.31
value pack		1.77 - 1.88	30	1.79								
Split, bn-in Breast												
regular pack	0.99 - 1.88	0.88 - 1.79	390	1.38	1.99 - 2.39	0.99 - 1.79	730	1.70		1.69 - 1.79	350	1.76
value pack	0.98 - 1.00	0.79 - 1.19	310	1.00		0.97 - 1.39	60	1.20	0.98	0.98 - 1.79	70	1.06
Whole Wings		1.39 - 2.79	120	1.86	2.69		300	2.69				
Leg Quarters												
tray pack	0.69 - 1.39	0.68 - 0.79	400	0.77	0.89 - 0.99	0.79	430	0.87		1.29	120	1.29
bagged	0.59	0.48 - 0.69	270	0.54		0.59 - 0.99	110	0.84				
Legs												
Thighs												
regular pack	1.29	0.88 - 1.19	370	1.07	0.99	0.99	580	0.99	1.29	1.29	140	1.29
value pack	0.69 - 1.19	0.88 - 1.19	1,010	1.03		0.59 - 0.99	380	0.93		0.98 - 1.29	250	1.23
Drumsticks												
regular pack	1.29	0.88 - 1.19	370	1.07	0.99	0.99	580	0.99	1.29	1.29	130	1.29
value pack	0.69 - 1.19	0.69 - 1.19	1,070	1.02		0.59 - 0.99	200	0.88	1.19	0.98 - 1.29	330	1.22
Bnls/Sknls Thighs												
regular pack	2.00		50	2.00	1.97	1.97	460	1.97		1.99	300	1.99
value pack		1.89	80	1.89		1.89 - 1.99	60	1.93		1.89 - 1.99	50	1.96
9-pc Combos												
drum-thigh-breast	1.49		50	1.49	1.29		20	1.29				
drum-thigh-wing												
IQF **B/S Breast**	2.00	1.66 - 2.80	450	2.24		1.99 - 2.40	300	2.04	1.80	1.99 - 2.40	150	2.01
IQF **Tenders**	2.00	1.66 - 2.80	460	2.25		2.40	40	2.40	1.80	2.40	30	2.07
IQF **Wings**		2.40	80	2.40		2.40	40	2.40		2.40	20	2.40
IQF **Party Wings**		2.29 - 2.40	130	2.36		1.75 - 2.40	90	2.05		2.40	20	2.40

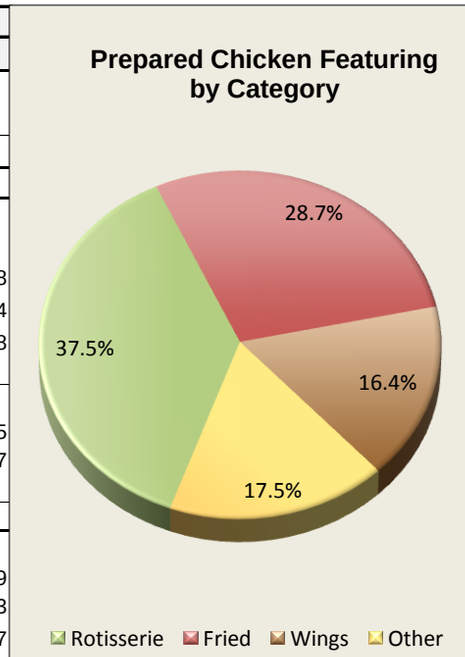
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

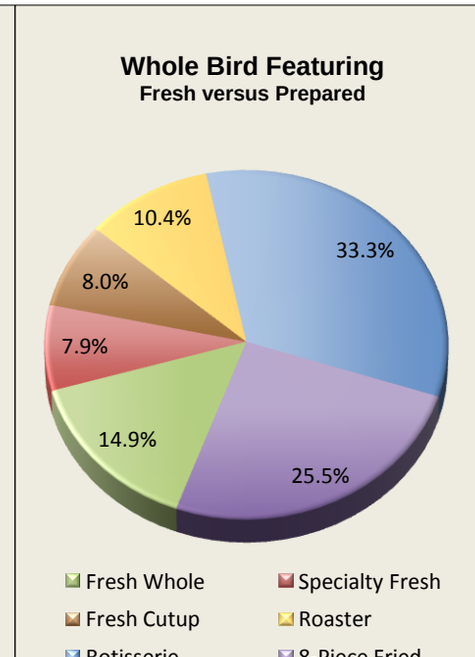
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

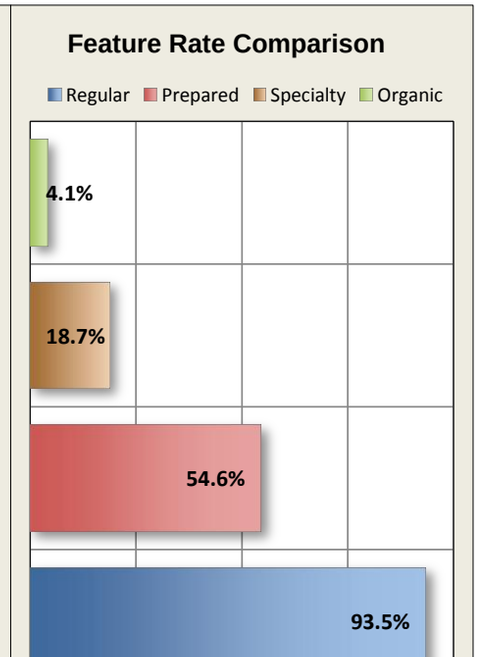
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	54.6% of 19,200 outlets		62.5% of 19,200 outlets		--	
Activity Index [3/]	**18,530**		**17,520**		**12,940**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	6,650	5.81	5,810	5.48	3,310	5.88
2.1-3.0 lbs.	290	7.27	500	8.03	520	7.94
Whole Breast	10	5.99	10	7.99	100	6.48
Leg Quarter						
FRIED/BAKED:						
8-Piece	3,860	6.31	5,920	6.20	4,650	6.45
8-Piece Dark	720	6.10	1,370	5.76	280	5.37
12-Piece	730	9.46	770	10.41		
Wings:						
bone-in	2,380	5.89	140	4.99	1,270	5.39
boneless	650	4.96	590	4.27	870	4.93
Tenders	3,180	5.31	1,200	4.72	1,930	5.77
Strips	40	4.09	340	3.49	10	3.49
Popcorn	20	2.99	870	2.65	580	3.00







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	67.0% of 4,000 sampled outlets			74.6% of 5,100 sampled outlets			48.5% of 3,200 sampled outlets			38.1% of 3,500 sampled outlets			28.2% of 2,400 sampled outlets			42.9% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,880			Activity Index = 7,100			Activity Index = 2,270			Activity Index = 1,950			Activity Index = 1,210			Activity Index = 1,120		
	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.	4.99 - 6.99	1,790	5.63	3.99 - 6.99	2,610	6.12	3.99 - 6.99	990	5.49	4.47 - 6.99	810	5.56	4.98 - 5.99	130	5.05	4.99 - 6.99	320	6.15
2.1-3.0 lbs.	9.99	10	9.99	6.99	250	6.99				8.99	20	8.99				7.99	10	7.99
Whole Breast	5.99	10	5.99															
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	5.99 - 6.99	840	6.47	4.99 - 7.99	1,080	6.38	5.99	500	5.99	5.99 - 6.99	600	6.26	4.99 - 5.99	470	5.92	5.00 - 6.99	370	6.80
8-Piece Dark				5.99	110	5.99	4.99 - 7.99	410	6.11	4.98 - 4.99	50	4.99				5.00 - 6.99	150	6.54
12-Piece	8.99 - 9.99	370	9.59	7.99 - 9.99	80	8.12	8.99 - 10.99	130	9.32	9.99	20	9.99	9.99	130	9.99			
Wings:																		
bone-in	4.99 - 6.49	640	5.88	4.98 - 5.99	1,250	5.81	4.99	10	4.99	3.99 - 6.99	200	6.25	5.99	280	5.99			
boneless	3.99 - 5.00	370	4.32	4.99 - 6.99	230	6.04	6.99	10	6.99	3.99 - 4.99	40	4.22						
Tenders	2.69 - 7.99	830	6.10	4.98 - 6.49	1,490	5.16	3.98 - 6.99	210	4.65	3.00 - 4.99	190	4.32	4.99	200	4.99	4.99 - 5.99	260	5.10
Strips	2.69	20	2.69				4.99	10	4.99							5.99	10	5.99
Popcorn										2.99	20	2.99						

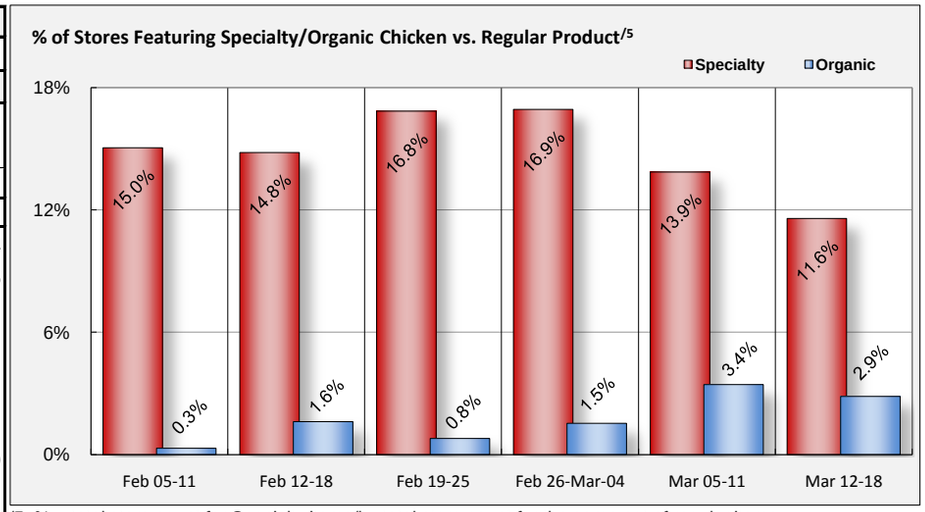
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Mar 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/12 thru 03/18.

(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/]	18.7% of 19,200 outlets		22.0% of 19,200 outlets		13.2% of 18,600 outlets		4.1% of 19,200 outlets		6.2% of 19,200 outlets		0.2% of 18,600 outlets	
Activity Index [3/]	**4,490**		**5,390**		**6,610**		**1,030**		**1,240**		**210**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,650	1.67	1,160	1.86	750	1.63	740	2.71	610	2.76	20	3.24
Bnls/Sknls Breast	1,110	4.66	1,340	4.81	1,790	4.82	290	6.12	620	7.01	180	6.46
Breast Tenders	390	5.07	110	5.24	560	5.08						
Split, bn-in Breast	150	2.49	260	2.08	1,210	2.84						
Whole Wings	80	1.45	60	1.31	10	2.49						
Leg Quarters	120	0.99	60	0.99	40	0.69	--	--	--	--	--	--
Legs			20	1.99	10	1.79						
Thighs	430	1.67	320	1.72	1,130	1.76					10	3.99
Drumsticks	520	1.71	400	1.79	1,110	1.75						
B/S Thighs	40	3.10	1,660	2.95	180	2.71			10	4.99	10	4.99



/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/]	40.4% of 4,000 sampled outlets			16.3% of 5,100 sampled outlets			14.5% of 3,200 sampled outlets			14.5% of 3,500 sampled outlets			0.7% of 2,400 sampled outlets			14.4% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 2,320			Activity Index = 570			Activity Index = 580			Activity Index = 630			Activity Index = 50			Activity Index = 340		
	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 - 2.59	1,120	1.63	1.39 - 1.79	90	1.42	0.99 - 1.99	260	1.78	1.89 - 1.99	150	1.95	0.99 - 1.59	10	0.99	1.59	20	1.59
Bnls/Sknls Breast	3.99 - 6.99	420	4.84	3.29 - 5.32	350	4.43	2.99 - 4.99	170	4.51	3.99 - 4.99	110	4.66	4.99 - 5.59	20	5.31	4.99 - 5.29	40	5.08
Breast Tenders	4.00 - 5.99	160	5.27	5.49	110	5.49				3.99 - 4.99	90	4.23				4.99	30	4.99
Split, bn-in Breast	2.59 - 3.99	70	3.10	3.39	20	3.39	0.99 - 1.99	50	1.31				2.29	10	2.29			
Whole Wings							0.99	20	0.99							1.39 - 1.99	60	1.60
Leg Quarters										0.99	120	0.99						
Legs																		
Thighs	1.69 - 2.49	230	1.91				0.99 - 1.49	30	1.25	1.49	80	1.49				0.99 - 1.99	90	1.37
Drumsticks	1.69 - 2.49	300	1.92				0.99 - 1.59	40	1.33	1.49	80	1.49	0.99 - 1.99	10	1.79	0.99 - 1.99	90	1.37
B/S Thighs	2.49 - 3.69	20	2.95				1.99	10	1.99							4.49	10	4.49
ORGANIC	12.7% of 4,000 sampled outlets			1.3% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			5.6% of 2,400 sampled outlets			7.6% of 1,000 sampled outlets		
	Activity Index = 530			Activity Index = 270			Activity Index = 0			Activity Index = 0			Activity Index = 130			Activity Index = 100		
Whole Fryer	2.79 - 4.99	530	2.87	2.79	70	2.79							1.99 - 2.99	130	1.99	2.99	10	2.99
Bnls/Sknls Breast				5.68	200	5.68										6.99 - 7.99	90	7.11
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
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/.