USDA Weekly Retail Chicken Feature Activity

Fri. Mar 19, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

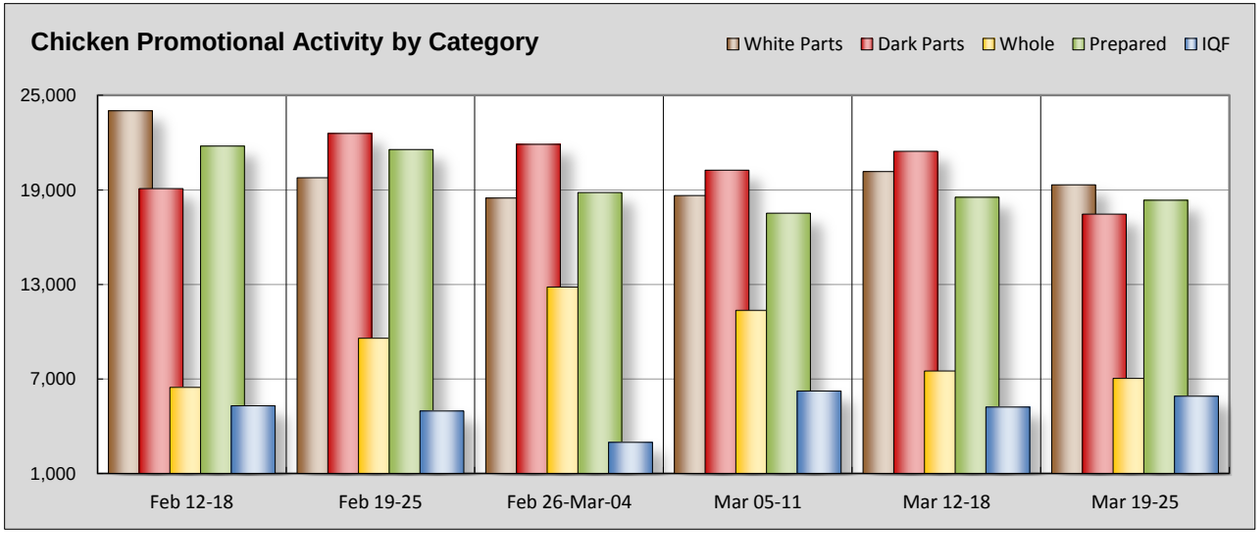
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

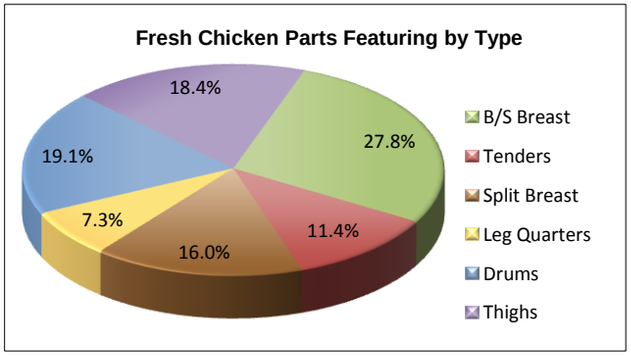
NATIONAL SUMMARY

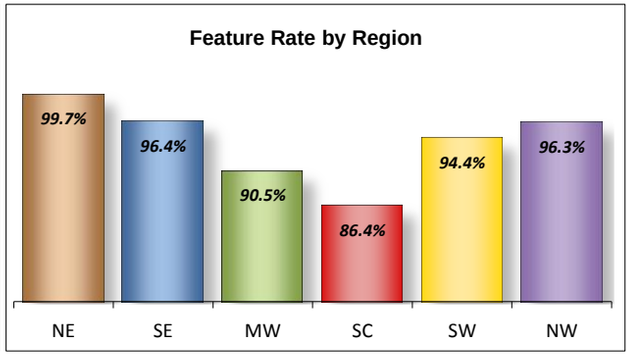
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.0% of 19,200 outlets**		**93.5% of 19,200 outlets**		**95.0% of 18,600 outlets**	
Special Rate 4/	**13.8%**		**17.6%**		**12.3%**	
Activity Index 2/	**68,350**		**73,520**		**71,900**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,710	0.95	3,110	0.99	7,500	0.93
cut-up fryer	1,350	1.24	1,660	1.31	2,970	1.17
bagged roaster	1,070	1.17	2,160	1.04	2,650	1.16
Cornish (frs/frz)	900	2.06	570	1.73	960	1.82
PARTS:						
Bnls/Sknls Breast						
regular pack	5,340	2.98	6,800	2.59	5,120	3.38
value pack	2,670	2.24	1,960	1.99	3,150	2.42
thin sliced	1,540	4.23	2,590	3.51	2,390	4.30
marinated	50	3.59	40	3.49	20	2.69
Breast Tenders						
regular pack	3,400	3.48	2,620	3.23	1,970	3.98
value pack	540	2.17	60	1.97	350	3.18
Split, bn-in Breast						
regular pack	2,590	1.55	4,190	1.64	3,060	1.50
value pack	2,940	1.21	700	1.09	2,400	1.31
Whole Wings	250	1.92	1,200	2.17	2,410	1.68
Leg Quarters						
tray pack	1,560	0.80	2,630	0.71	1,820	1.01
bagged	950	0.63	1,040	0.64	1,330	0.62
Legs	590	0.90	30	1.00	540	1.17
Thighs						
regular pack	1,610	1.28	1,820	1.16	3,300	1.22
value pack	4,730	1.05	6,070	1.09	4,350	1.12
Drumsticks						
regular pack	1,790	1.21	1,800	1.16	3,360	1.22
value pack	4,810	1.05	5,780	1.13	4,350	1.11
Bnls/Sknls Thighs						
regular pack	800	2.54	2,090	2.16	2,040	2.49
value pack	620	2.17	190	1.92	200	2.03
9-pc Combos						
drum-thigh-breast			570	1.49	120	1.67
drum-thigh-wing	300	1.56	100	1.17	50	1.55
IQF B/S Breast	3,100	2.17	2,670	2.32	3,680	2.37
IQF Tenders	1,340	2.28	1,600	2.31	2,280	2.50
IQF Wings	590	1.76	140	2.40	820	2.06
IQF Party Wings	870	2.00	800	2.28		

This Week's Chicken Feature Highlights

Chicken featuring activity is down this week on an equal test with last week. Whole birds maintain ad space but prices retreat, Cornish defy the trend and move upward on price and volume. Breast cuts are well-represented with bnls product priced higher and bone-in reduced. Wings continue to languish in ads on volume and price despite the ongoing national basketball tournament (although cooked offerings in the deli remain strong). Dark part offerings are fewer this week with leg quarter ad pricing firm to higher and thighs and drums mixed with regular packs priced higher. Frozen cuts show good activity but prices are marked to move. The deli remains as active as last week but the share of bnls wing offerings increases dramatically, as do all wings offerings. Specialty/organic offerings are widely promoted with specialty accounting for over 20% of all chicken activity. As Easter approaches, chicken will bow to its bigger cousin and stores can be expected to concentrate more on whole body fryers and roasters which could result in some good deals on chicken parts for the shopper who is willing to look.







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 19, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

(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/	**99.7% of 4,000 sampled outlets**				**96.4% of 5,100 sampled outlets**				**90.5% of 3,200 sampled outlets**			
Special Rate 2/	**20.6% of stores w/ no-price promotions**				**15.8% of stores w/ no-price promotions**				**7.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,030**				**Activity Index = 9,440**				**Activity Index = 6,750**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.49		1,740	1.09	0.59 - 1.28		370	0.85	0.79 - 1.39		300	0.95
cut-up fryer	0.99 - 1.49		110	1.04	0.78 - 1.28		70	1.06	0.89 - 1.29		130	1.08
bagged roaster	0.59 - 1.49		750	1.11	0.99 - 1.29		70	1.08	0.99 - 1.39		130	1.02
Cornish (frs/frz)	1.59 - 2.99		440	2.20	1.81		120	1.81	1.59 - 2.00		210	1.98
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 - 3.99	1.99 - 3.99	1,510	3.32	1.99 - 3.99	1.67 - 2.98	800	2.35	1.99 - 4.99	1.89 - 2.99	800	2.75
value pack	1.69 - 1.99	1.77 - 2.99	780	2.12	1.88 - 1.97	1.67 - 2.48	180	1.97		1.89 - 2.79	440	2.25
thin sliced	2.99 - 4.99	2.99 - 4.99	810	4.23	4.99		50	4.99	4.99		190	4.99
marinated		2.99	20	2.99								
Breast Tenders												
regular pack	2.49 - 4.99	1.79 - 3.99	1,190	3.80	1.78 - 4.99	1.98	1,370	3.37	3.49 - 3.79	1.99 - 2.19	50	2.84
value pack		1.79 - 2.49	70	2.20		1.79 - 2.49	30	2.28	1.78 - 1.79		20	1.78
Split, bn-in Breast												
regular pack	1.29 - 1.79	1.59 - 1.69	340	1.59	0.99 - 1.29	1.35 - 1.69	1,560	1.51	1.19 - 2.29	0.79 - 0.99	400	1.72
value pack	1.29 - 1.39	0.99 - 1.59	520	1.32	1.00 - 1.79	0.88 - 1.59	1,000	1.41	0.88 - 1.69	1.19	210	1.07
Whole Wings	1.99 - 2.19	1.99	40	2.03	1.58 - 1.99	1.68 - 1.98	110	1.83	1.99 - 2.29	1.79 - 1.98	90	1.97
Leg Quarters												
tray pack	0.49 - 0.89	0.49 - 0.89	810	0.74	0.78	0.79	60	0.79	0.69	0.59 - 0.79	200	0.77
bagged	0.79	0.38 - 0.69	220	0.69	0.79	0.28 - 0.88	260	0.53	0.39 - 0.68	0.49 - 0.59	170	0.48
Legs	0.89		40	0.89						0.99	10	0.99
Thighs												
regular pack	1.19 - 1.29		50	1.20	0.99 - 1.19	0.99	140	1.00	0.99 - 1.19	1.29	290	1.08
value pack	0.87 - 1.39	0.78 - 1.39	1,810	1.19	0.75 - 0.98	0.78 - 1.29	690	0.93	0.97 - 1.49	0.79	400	1.09
Drumsticks												
regular pack	1.29		50	1.29	0.99 - 1.19	0.99	140	1.00	0.99 - 1.19	0.89 - 1.39	320	1.10
value pack	0.87 - 1.39	0.69 - 1.39	1,820	1.19	0.75 - 0.98	0.78 - 1.29	690	0.93	0.97 - 1.29	0.69 - 0.99	440	1.04
Bnls/Sknls Thighs												
regular pack	2.29	1.99 - 2.69	200	2.53	1.88 - 2.29	2.41	80	2.18	1.88 - 2.29		40	2.02
value pack										1.99	90	1.99
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing		1.59	30	1.59		1.18	10	1.18	1.18		10	1.18
IQF **B/S Breast**		1.67 - 2.40	160	1.90	2.40 - 2.71	1.50 - 2.40	480	1.96	1.66 - 3.33	1.33 - 2.50	1,240	2.25
Tenders		2.40	10	2.40	2.40 - 2.71	1.50 - 2.40	480	2.11	2.40 - 2.71	1.50 - 2.40	550	2.61
Wings		1.75	510	1.75		1.75 - 2.50	70	1.81		1.75	10	1.75
Party Wings					2.00	2.00	610	2.00	2.00		10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Mar 19, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

(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/	**86.4% of 3,500 sampled outlets**				**94.4% of 2,400 sampled outlets**				**96.3% of 1,000 sampled outlets**			
Special Rate 2/	**11.2% of stores w/ no-price promotions**				**11.6% of stores w/ no-price promotions**				**11.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,500**				**Activity Index = 7,420**				**Activity Index = 3,870**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.67 - 1.29		330	0.78	0.69 - 0.99		530	0.79	0.69 - 0.88		440	0.79
cut-up fryer	0.99 - 1.39		360	1.22	0.99 - 1.47		310	1.45	0.99 - 1.49		370	1.24
bagged roaster	1.79		120	1.79								
Cornish (frs/frz)	2.18		20	2.18	1.19		30	1.19	2.18		80	2.18
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 - 3.36	1.77 - 2.59	910	2.25	2.99 - 4.99	1.97 - 2.99	850	3.98		1.99 - 2.99	470	2.93
value pack	1.79 - 2.49	1.49 - 2.79	620	2.16	2.79	1.77 - 2.99	630	2.55		1.99	20	1.99
thin sliced					4.35		200	4.35		3.49	290	3.49
marinated		3.99	30	3.99								
Breast Tenders												
regular pack	1.77 - 2.49	1.99	270	2.36	4.35	1.99	230	4.01		3.49	290	3.49
value pack	1.79 - 2.49	1.88	420	2.18								
Split, bn-in Breast												
regular pack	1.39	0.89 - 1.49	100	1.17					1.69	0.99 - 1.99	190	1.66
value pack	1.79	0.88 - 1.19	710	1.02	0.99 - 1.29	0.99 - 1.49	480	1.01		1.38	20	1.38
Whole Wings		1.98	10	1.98								
Leg Quarters												
tray pack		0.79	130	0.79		0.79 - 0.99	340	0.97		0.79	20	0.79
bagged		0.29 - 0.88	290	0.77		0.59	10	0.59				
Legs		0.99	20	0.99		0.87	280	0.87		0.87 - 1.69	240	0.94
Thighs												
regular pack	0.99 - 1.69	0.99 - 1.29	560	1.38	1.19 - 1.29		370	1.22	1.29 - 1.69	1.29	200	1.64
value pack	0.78 - 0.99	0.77 - 1.19	760	0.95	0.99	0.69 - 1.18	830	0.94		0.87 - 1.39	240	1.01
Drumsticks												
regular pack	0.99 - 1.69	0.99 - 1.29	560	1.31	1.19 - 1.29	0.67	520	1.06	1.29 - 1.69	1.29	200	1.64
value pack	0.78 - 0.99	0.77 - 1.19	750	0.96	0.99	0.57 - 1.18	870	0.93		0.87 - 1.39	240	1.01
Bnls/Sknls Thighs												
regular pack	1.88		20	1.88		1.99	130	1.99	2.99	2.69 - 2.99	330	2.96
value pack		1.49	280	1.49		2.99	250	2.99				
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing					1.59		250	1.59				
IQF **B/S Breast**	2.40 - 2.70	1.66 - 2.40	710	2.02	2.66	2.50	310	2.51		1.78 - 2.50	200	2.41
IQF **Tenders**	2.40	1.66 - 2.40	270	1.95						1.78 - 2.00	30	1.89
IQF **Wings**												
IQF **Party Wings**	2.00	2.00	250	2.00								

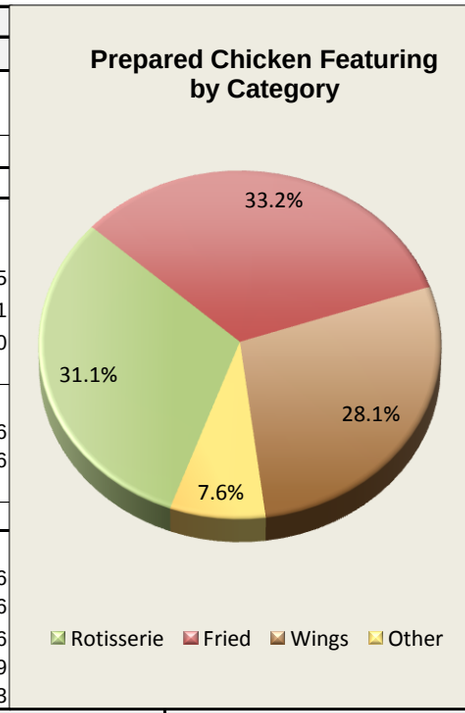
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

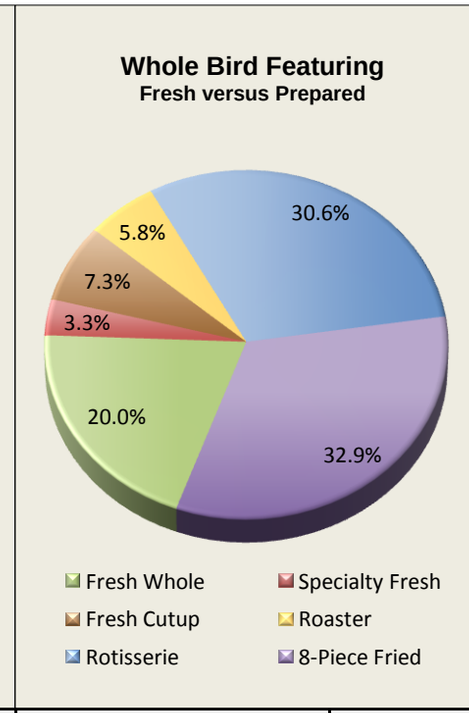
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

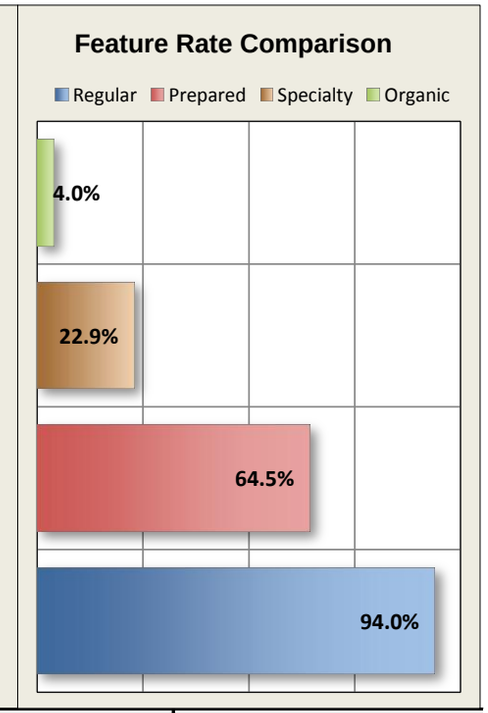
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	64.5% of 19,200 outlets		54.6% of 19,200 outlets		--	
Activity Index [3/]	**18,340**		**18,530**		**14,990**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,340	5.36	6,650	5.81	3,930	5.75
2.1-3.0 lbs.	330	6.50	290	7.27	200	7.71
Whole Breast	10	7.99	10	5.99	280	7.30
Leg Quarter	20	3.99				
FRIED/BAKED:						
8-Piece	3,690	6.17	3,860	6.31	4,610	6.06
8-Piece Dark	2,210	5.55	720	6.10	280	4.76
12-Piece	190	10.06	730	9.46		
Wings:						
bone-in	2,780	5.52	2,380	5.89	3,430	5.66
boneless	2,380	5.67	650	4.96	1,300	4.56
Tenders	910	5.20	3,180	5.31	830	5.26
Strips	460	5.31	40	4.09	30	6.99
Popcorn	20	2.99	20	2.99	100	4.83







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	75.6% of 4,000 sampled outlets			68.8% of 5,100 sampled outlets			54.8% of 3,200 sampled outlets			63.7% of 3,500 sampled outlets			46.6% of 2,400 sampled outlets			73.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,460			Activity Index = 4,900			Activity Index = 3,060			Activity Index = 2,910			Activity Index = 1,430			Activity Index = 580		
	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.	3.98 - 6.99	2,080	5.50	3.99 - 6.99	1,510	5.09	4.99 - 6.99	850	5.41	4.50 - 5.99	570	5.07	5.50 - 6.98	190	6.04	5.00 - 6.98	140	6.07
2.1-3.0 lbs.				5.99	220	5.99	4.99 - 5.99	20	5.44	7.99	90	7.99						
Whole Breast	7.99	10	7.99															
Leg Quarter	3.99	20	3.99															
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 8.00	1,300	6.69	4.99 - 6.99	1,020	5.88	4.99 - 7.99	180	6.90	4.99 - 6.99	860	5.74	4.78 - 5.99	190	5.04	5.99 - 6.98	140	6.51
8-Piece Dark	4.99 - 6.99	410	5.69	4.99 - 5.99	1,100	5.96	4.99 - 5.99	80	5.79	4.99	370	4.99	3.99	170	3.99	4.99	80	4.99
12-Piece	11.99	20	11.99	9.49 - 9.99	80	9.91	8.99 - 9.99	70	9.70	9.99	20	9.99						
Wings:																		
bone-in	4.26 - 5.99	570	5.42	3.99 - 7.49	380	5.89	3.99 - 8.99	960	6.13	3.97 - 5.99	350	4.53	4.47 - 5.00	320	4.95	4.00 - 5.99	200	4.81
boneless	3.99 - 6.49	860	5.47	4.99 - 7.49	260	6.48	3.49 - 7.49	880	5.96	3.99 - 4.99	120	4.56	5.00	260	5.00			
Tenders	8.99	20	8.99	3.99 - 5.99	260	5.82	4.99	10	4.99	3.98 - 5.00	300	4.63	4.99 - 5.00	300	5.00	4.99	20	4.99
Strips	4.99 - 5.99	170	5.85	4.99	70	4.99	4.99	10	4.99	4.99	210	4.99						
Popcorn										2.99	20	2.99						

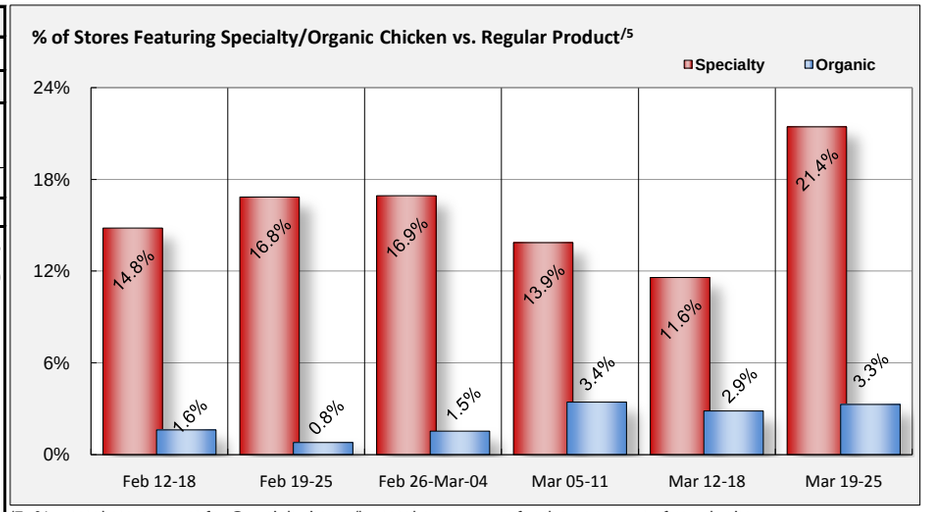
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Mar 19, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/19 thru 03/25.

(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/]	22.9% of 19,200 outlets		18.7% of 19,200 outlets		16.1% of 18,600 outlets		4.0% of 19,200 outlets		4.1% of 19,200 outlets		0.3% of 18,600 outlets	
Activity Index [3/]	**7,830**		**4,490**		**5,160**		**1,070**		**1,030**		**100**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	620	1.83	1,650	1.67	930	1.72	230	2.55	740	2.71	60	3.33
Bnls/Sknls Breast	2,940	4.56	1,110	4.66	2,000	5.54	420	7.54	290	6.12	40	6.99
Breast Tenders	500	4.53	390	5.07	220	4.53						
Split, bn-in Breast	1,220	3.00	150	2.49	130	3.11						
Whole Wings	210	2.36	80	1.45	30	2.49	10	2.49				
Leg Quarters	230	1.76	120	0.99	90	1.34	--	--	--	--		
Legs	30	1.42			10	1.89						
Thighs	850	1.93	430	1.67	860	1.69	80	2.49				
Drumsticks	930	1.81	520	1.71	890	1.74	260	2.49				
B/S Thighs	300	3.65	40	3.10	290	3.25	70	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/]	41.8% of 4,000 sampled outlets			27.2% of 5,100 sampled outlets			23.1% of 3,200 sampled outlets			10.4% of 3,500 sampled outlets			3.1% of 2,400 sampled outlets			16.1% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,450			Activity Index = 1,770			Activity Index = 1,320			Activity Index = 870			Activity Index = 50			Activity Index = 370		
	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	1.48 - 2.29	440	1.90	1.48 - 1.69	50	1.56	1.69 - 1.79	80	1.71	1.69	10	1.69				1.49 - 1.89	40	1.65
Bnls/Sknls Breast	3.98 - 5.99	1,550	4.70	3.29 - 5.49	290	4.27	2.99 - 4.99	370	3.96	2.99 - 5.49	510	4.83	3.99 - 5.99	20	5.52	3.99 - 4.99	200	4.25
Breast Tenders	3.98 - 5.49	170	4.08				3.99 - 4.99	90	4.08	4.49 - 5.49	230	5.03				4.99	10	4.99
Split, bn-in Breast	1.99 - 4.29	140	3.39	1.99 - 2.99	1,050	2.97	1.59	10	1.59							2.58	20	2.58
Whole Wings				2.49	180	2.49										1.49 - 1.89	30	1.57
Leg Quarters	1.79	220	1.79				0.99	10	0.99									
Legs							0.98	10	0.98				1.49 - 1.79	10	1.49	1.79	10	1.79
Thighs	1.48 - 2.19	300	1.77	1.48 - 2.49	190	2.44	1.48 - 1.99	290	1.79	1.99	40	1.99				1.49 - 1.89	30	1.57
Drumsticks	1.48 - 2.19	550	1.83	1.48	10	1.48	1.48 - 1.99	290	1.79	1.99	40	1.99	1.49 - 1.89	10	1.49	1.49 - 1.89	30	1.57
B/S Thighs	2.58 - 2.99	80	2.73				3.99	170	3.99	3.99	40	3.99	3.99	10	3.99			
ORGANIC	12.1% of 4,000 sampled outlets			3.6% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			3.9% of 2,400 sampled outlets			0.6% of 1,000 sampled outlets		
	Activity Index = 570			Activity Index = 190			Activity Index = 10			Activity Index = 0			Activity Index = 280			Activity Index = 20		
Whole Fryer	2.59 - 2.99	140	2.64				0.98	10	0.98				2.49 - 3.29	70	2.49	3.29	10	3.29
Bnls/Sknls Breast	6.99 - 8.99	400	7.50	8.99	10	8.99										7.99	10	7.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings	2.49	10	2.49															
Legs																		
Thighs	2.49	10	2.49										2.49	70	2.49			
Drumsticks	2.49	10	2.49	2.49	180	2.49							2.49	70	2.49			
B/S Thighs													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/.