



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.

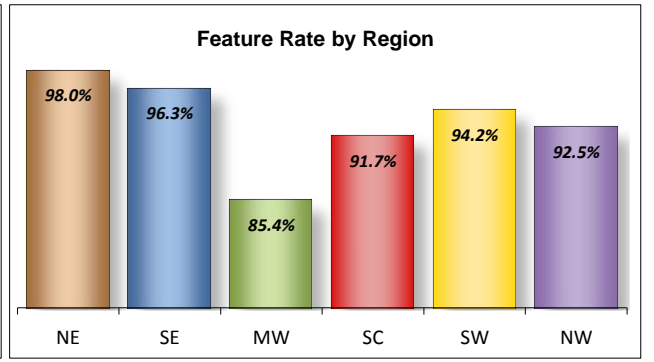
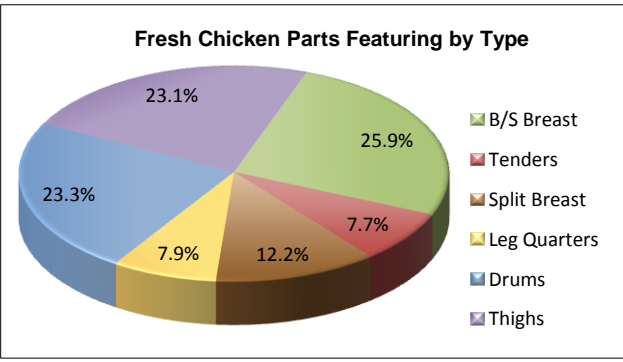
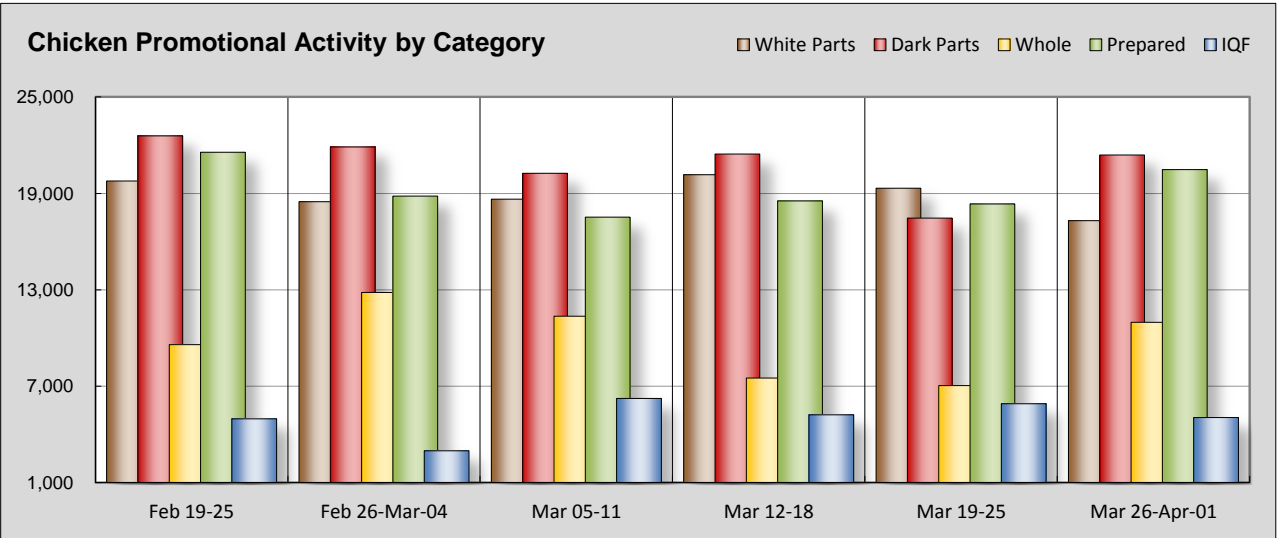
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Mar 26, 2010

NATIONAL SUMMARY						
		THIS WEEK	LAST WEEK	LAST YEAR		
Feature Rate ^{1/}		93.5% of 19,200 outlets	94.0% of 19,200 outlets	94.5% of 18,600 outlets		
Special Rate ^{4/}		16.0%	13.8%	10.9%		
Activity Index ^{2/}		75,460	68,350	55,240		
WHOLE BIRD:		Stores ^{3/} Wtd Avg	Stores /3 Wtd Avg	Stores /3 Wtd Avg		
bagged fryer		5,970 0.94	3,710 0.95	4,740	0.88	
cut-up fryer		2,330 1.06	1,350 1.24	2,080	1.34	
bagged roaster		1,680 1.06	1,070 1.17	2,840	1.09	
Cornish (frs/frz)		990 1.92	900 2.06	840	1.98	
PARTS:						
Bnls/Sknls Breast						
regular pack		5,000 2.79	5,340 2.98	3,630	2.42	
value pack		2,230 2.22	2,670 2.24	1,760	2.33	
thin sliced		1,620 4.04	1,540 4.23	1,490	3.72	
marinated		330 3.32	50 3.59	190	2.91	
Breast Tenders						
regular pack		2,370 3.35	3,400 3.48	2,760	2.40	
value pack		360 2.18	540 2.17	390	2.32	
Split, bn-in Breast						
regular pack		2,580 1.55	2,590 1.55	1,200	1.62	
value pack		1,740 0.98	2,940 1.21	1,050	1.35	
Whole Wings						
		1,070 2.32	250 1.92	1,380	1.97	
Leg Quarters						
tray pack		1,840 0.88	1,560 0.80	3,020	0.79	
bagged		950 0.69	950 0.63	1,680	0.61	
Legs						
Thighs		530 0.96	590 0.90	510	1.35	
regular pack		2,670 1.40	1,610 1.28	1,570	1.32	
value pack		5,520 1.06	4,730 1.05	4,200	1.23	
Drumsticks						
regular pack		2,600 1.42	1,790 1.21	1,570	1.33	
value pack		5,650 1.08	4,810 1.05	3,840	1.24	
Bnls/Sknls Thighs						
regular pack		1,320 2.31	800 2.54	1,210	2.22	
value pack		310 2.95	620 2.17			
9-pc Combos						
drum-thigh-breast		280 1.95		150	1.83	
drum-thigh-wing			300 1.56	10	0.99	
TD	B/S Breast	2,620 2.45	3,100 2.17	1,900	2.30	
	Tenders	2,240 2.46	1,340 2.28	350	2.18	
	Wings	30 2.00	590 1.76			
	Party Wings	150 2.17	870 2.00			

This Week's Chicken Feature Highlights

National Summary totals rise sharply as we move toward the last weekend of March. Easter, Lenten, and Passover peak on seasonal offerings, pricing is flexible as retailers attempt to move remaining inventories. The whole bird category increases volume, especially on roasters and cornish. White meat parts decline or hold steady on price and volume, the exception is wings, which do the opposite. Dark meat parts return to the meat case, pricing increases will hinder movement on smaller packs. IQF parts wait for another day. Deli offerings are greatest on 8pc and rotisserie, pricing is mixed. Specialty and Organics cut their exposure in half. Poultry products hold a firm and increasing presence in retailers marketing plan. Warmer weather and longer days should move most consumers to think about uncovering the grill that has lain dormant for so long.



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.)






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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.

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

Fri. Mar 26, 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/		98.0% of 4,000 sampled outlets 23.0% of stores w/ no-price promotions Activity Index = 12,710				96.3% of 5,100 sampled outlets 29.2% of stores w/ no-price promotions Activity Index = 14,030				85.4% of 3,200 sampled outlets 6.5% 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/			
	bagged fryer	0.67 - 1.49	1,280	1.09	0.67 - 1.49	2,570	0.96	0.67 - 1.47	210	0.99			
	cut-up fryer	0.97 - 1.49	470	1.15	0.97 - 1.05	1,090	0.97	0.97 - 1.29	30	1.07			
	bagged roaster	0.78 - 1.49	1,470	0.97				1.29 - 1.79	210	1.74			
	Cornish (frs/frz)	1.69 - 2.49	270	2.20	1.98 - 1.99	220	1.98	1.99	190	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/Sknls Breast													
	regular pack	1.99 - 3.99	1.99 - 3.99	1,100	3.38	1.88 - 2.69	1.68 - 2.99	1,040	2.20	1.88 - 3.29	1.99 - 2.49	470	2.26
	value pack	1.99 - 2.99	1.67 - 2.18	760	2.24	1.98 - 1.99	1.00 - 1.59	250	1.68	1.98 - 2.49	1.79 - 1.99	430	2.09
	thin sliced	3.29 - 4.99	2.19 - 4.99	1,240	3.99		4.49	10	4.49		2.99	190	2.99
	marinated		2.98 - 2.99	40	2.98						2.28 - 2.99	170	2.92
Breast Tenders													
	regular pack	2.39 - 4.99	1.99 - 4.99	640	4.35	1.88 - 2.49		550	2.06	1.88 - 2.49	1.99	140	1.92
	value pack		1.59 - 1.88	40	1.76		2.49	10	2.49	1.87		150	1.87
Split, bn-in Breast													
	regular pack	1.39 - 1.99	1.59	570	1.67	1.68 - 1.79	0.98 - 1.49	570	1.71	0.98 - 1.79	0.99 - 1.59	340	1.31
	value pack		0.88 - 1.69	220	1.08	0.99 - 1.69	0.77 - 0.98	180	1.07	0.97 - 1.29	0.88 - 1.00	410	0.95
Whole Wings		2.29	1.99	60	2.03	1.69 - 2.29	1.88 - 2.99	940	2.36				
Leg Quarters													
	tray pack	0.59 - 0.89	0.49 - 1.29	560	0.77	0.89	0.59 - 1.29	130	1.00	0.69 - 1.00	0.69 - 0.99	120	0.90
	bagged	0.49 - 0.79	0.69 - 4.90	160	1.56	0.39 - 0.49	0.48 - 0.68	110	0.45	0.49	0.39 - 0.59	210	0.55
Legs		0.99	0.99 - 1.29	140	1.03						0.89 - 0.99	210	0.99
Thighs													
	regular pack	1.39 - 1.49	0.99 - 1.59	530	1.46	0.89 - 1.49	1.29	160	1.31	0.89 - 1.29	0.99 - 1.29	230	1.01
	value pack	0.98 - 1.49	0.78 - 1.99	1,240	1.17	0.89 - 1.19	0.68 - 1.29	1,820	1.07	0.89 - 1.28	0.89 - 1.27	810	1.02
Drumsticks													
	regular pack	1.39 - 1.49	0.99 - 1.59	530	1.46	0.89 - 1.49	1.29	160	1.33	0.89 - 1.29	0.89 - 1.29	160	1.01
	value pack	0.98 - 1.49	0.78 - 1.99	1,240	1.18	0.89 - 1.29	0.68 - 1.29	1,830	1.13	0.89 - 1.29	0.69 - 1.27	890	1.02
Bnls/Sknls Thighs													
	regular pack	2.19 - 2.49	1.89 - 2.49	80	2.36	2.49	2.49	310	2.49	1.99	1.89 - 1.99	120	1.98
	value pack		1.67	10	1.67								
9-pc Combos													
	drum-thigh-breast	1.29		10	1.29						1.49	10	1.49
	drum-thigh-wing												
B/S Breast													
	Tenders	1.79		20	1.79	2.71 - 3.20	1.97 - 2.80	980	2.71	1.66 - 2.71	1.60 - 1.89	500	2.53
	Wings					1.79 - 3.20	2.00 - 2.80	960	2.69	1.66 - 2.71	1.75	610	2.38
	Party Wings	2.00 - 2.25	1.99	30	2.09	2.00 - 2.33	1.96 - 2.00	110	2.21	2.00		10	2.00






USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.

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

Fri. Mar 26, 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/		91.7% of 3,500 sampled outlets 10.9% of stores w/ no-price promotions Activity Index = 7,880				94.2% of 2,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,820				92.5% of 1,000 sampled outlets 7.1% of stores w/ no-price promotions Activity Index = 4,720			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.49 - 1.29		890	0.88	0.67 - 0.89		720	0.71	0.79 - 0.99		300	0.91
cut-up fryer		1.19 - 1.29		150	1.27	0.99 - 1.39		260	1.01	0.99 - 1.29		330	1.18
bagged roaster						1.49 - 1.88		280	1.51	2.18		30	2.18
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	1.87 - 2.99	690	2.36	1.99 - 2.33	1.59 - 3.99	1,000	2.75	2.33 - 4.99	1.99 - 2.99	700	3.57
value pack		1.96	1.00 - 2.79	210	2.36		1.79 - 2.99	510	2.53		1.39 - 2.49	70	2.13
thin sliced						4.99		10	4.99	5.49		170	5.49
marinated											3.99	120	3.99
Breast Tenders													
regular pack		2.49 - 2.99	1.88 - 2.99	160	2.79	2.99	1.59 - 3.99	330	3.75	2.99 - 5.49	2.99	550	3.77
value pack		1.87	1.77 - 2.79	160	2.56								
Split, bn-in Breast													
regular pack		1.79 - 2.49	0.99 - 1.99	360	1.89	0.99 - 1.27		440	1.18	1.69	1.29 - 1.69	300	1.46
value pack		0.88 - 1.29	0.88 - 1.00	590	0.93	0.97	0.99 - 1.49	340	0.99				
Whole Wings		2.29		50	2.29					1.28		20	1.28
Leg Quarters													
tray pack		0.69 - 0.79	0.74 - 0.79	300	0.75	0.99	0.57	440	0.92		0.99 - 1.29	290	1.11
bagged		0.49	0.29 - 0.69	320	0.52		0.39 - 0.59	120	0.44		0.69	30	0.69
Legs			0.88	20	0.88						0.88	160	0.88
Thighs													
regular pack		0.99	0.77 - 1.29	430	1.06	0.99 - 1.99	0.77	970	1.74	0.99 - 1.28	0.99 - 1.29	350	1.11
value pack		0.79 - 1.33	0.50 - 1.27	820	0.99	0.99 - 1.29	0.69 - 1.19	460	1.09		0.88 - 0.99	370	0.88
Drumsticks													
regular pack		0.99	0.77 - 1.29	430	1.06	0.99 - 1.99	0.78	970	1.74	0.99 - 1.28	0.99 - 1.29	350	1.11
value pack		0.79 - 1.33	0.50 - 1.27	840	0.99	0.99 - 1.29	0.69 - 1.19	480	1.08		0.88 - 0.99	370	0.88
Bnls/Sknls Thighs													
regular pack			1.79 - 1.99	290	1.97	1.99	2.99	510	2.48		1.99	10	1.99
value pack							2.99	300	2.99				
9-pc Combos													
drum-thigh-breast							1.99	260	1.99				
drum-thigh-wing													
DI	B/S Breast	1.60 - 2.70	1.66 - 2.80	830	2.22		1.99 - 2.50	210	2.09		2.33 - 2.50	100	2.36
	Tenders	1.60 - 2.70	2.32 - 2.80	340	2.25		1.99 - 2.33	210	2.06		2.33	100	2.33
	Wings Party Wings												

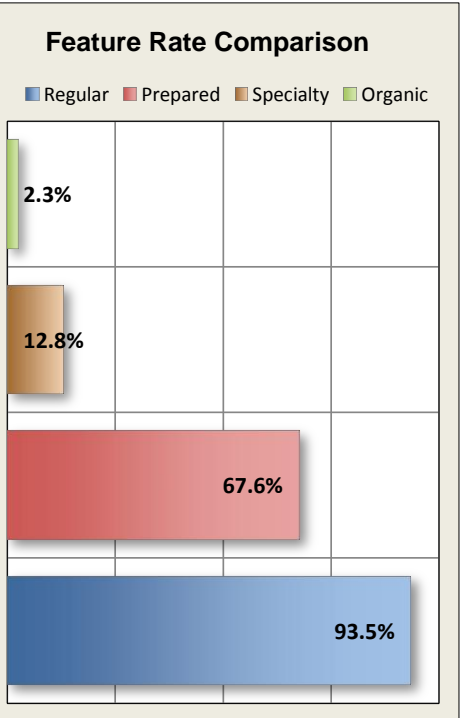
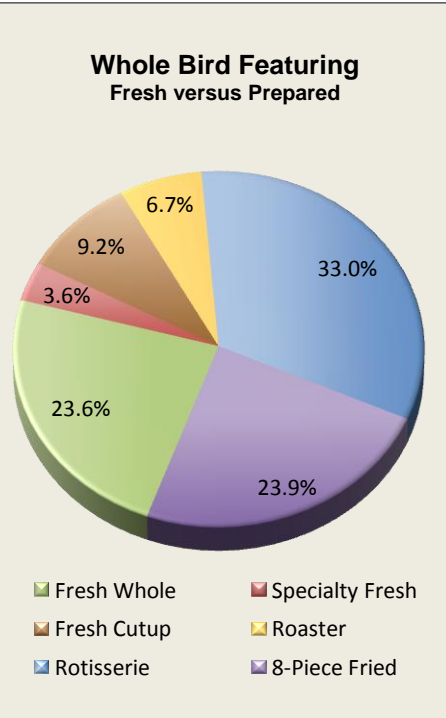
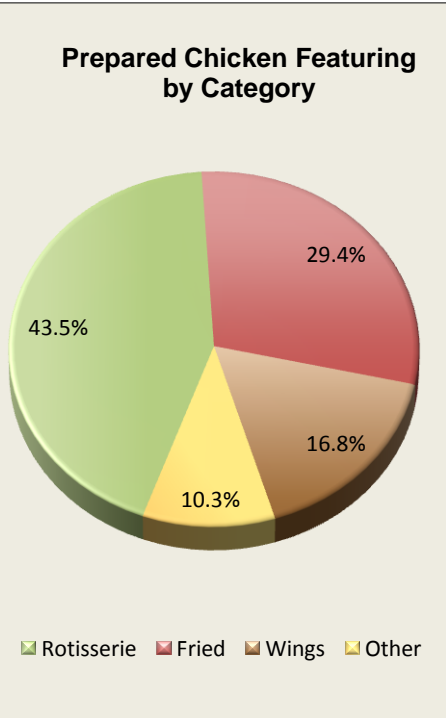


USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.

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

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	67.6% of 19,200 outlets		64.5% of 19,200 outlets		--	
Activity Index ^{3/}	20,480		18,340		16,820	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	7,930	5.48	5,340	5.36	6,470	5.70
2.1-3.0 lbs.	410	7.75	330	6.50	780	7.72
Whole Breast	400	7.11	10	7.99		
Leg Quarter	160	2.67	20	3.99		
FRIED/BAKED:						
8-Piece	4,940	5.90	3,690	6.17	3,850	5.75
8-Piece Dark	680	5.11	2,210	5.55	370	5.86
12-Piece	410	9.29	190	10.06		
Wings:						
bone-in	2,290	6.25	2,780	5.52	2,070	5.23
boneless	1,150	4.58	2,380	5.67	980	4.49
Tenders	1,560	5.18	910	5.20	1,590	6.47
Strips	370	5.06	460	5.31	420	4.52
Popcorn	180	4.82	20	2.99	290	3.94
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	66.2% of 4,000 sampled outlets		64.8% of 5,100 sampled outlets		67.0% of 3,200 sampled outlets	
Activity Index ^{3/}	Activity Index = 4,830		Activity Index = 5,170		Activity Index = 3,240	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.77 - 8.99	1,620	5.57	4.77 - 6.99	2,500	5.61
2.1-3.0 lbs.	8.99	130	8.99	6.99	250	6.99
Whole Breast	5.49 - 7.49	200	6.82			
Leg Quarter	2.67	160	2.67			
FRIED/BAKED:						
8-Piece Mixed	5.00 - 6.99	1,310	6.48	4.99 - 6.99	710	6.12
8-Piece Dark	4.95 - 4.99	270	4.98	4.99	40	4.99
12-Piece	9.99 - 11.99	210	10.27	9.49	10	9.49
Wings:						
bone-in	4.88 - 6.99	250	5.64	4.88 - 7.99	690	6.36
boneless	3.99	250	3.99	4.98 - 4.99	420	4.99
Tenders	4.99 - 7.99	210	5.25	4.99 - 5.99	550	5.84
Strips	5.99 - 6.99	50	6.20			
Popcorn	4.99	170	4.99			
				1.99	10	1.99

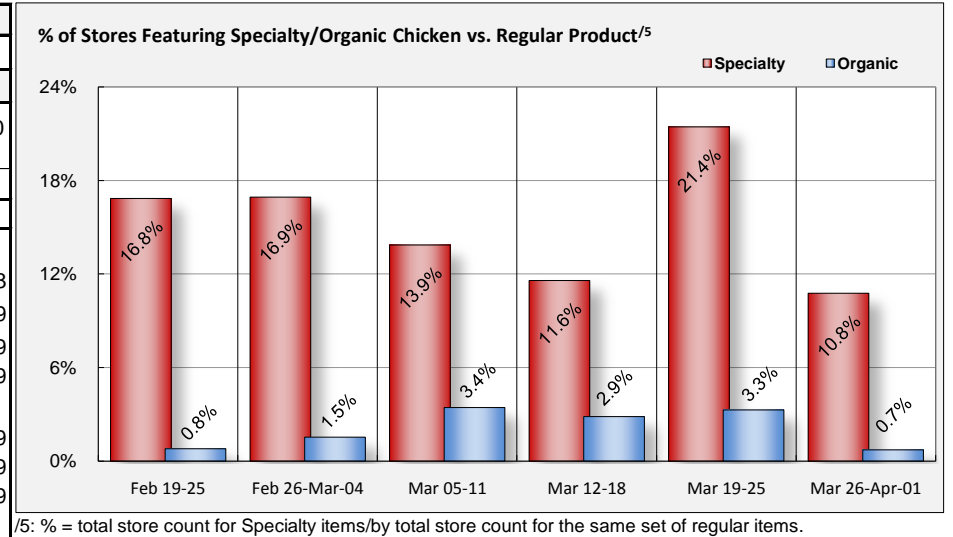




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 03/26 thru 04/01.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Mar 26, 2010

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	12.8% of 19,200 outlets	22.9% of 19,200 outlets	11.9% of 18,600 outlets	2.3% of 19,200 outlets	4.0% of 19,200 outlets	2.3% of 18,600 outlets
Activity Index ^{3/}	4,320	7,830	4,100	270	1,070	1,290
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	900 1.80	620 1.83	890 1.58	70 3.02	230 2.55	
Bnls/Sknl's Breast	1,150 5.20	2,940 4.56	1,290 5.16	150 6.99	420 7.54	530 6.28
Breast Tenders	120 5.10	500 4.53	240 5.33			110 6.99
Split, bn-in Breast	80 2.92	1,220 3.00	130 2.88			120 2.99
Whole Wings	20 2.99	210 2.36	10 2.99		10 2.49	20 2.99
Leg Quarters	40 1.49	230 1.76	10 1.69	-- --	-- --	
Legs	360 1.79	30 1.42	10 1.99			10 2.99
Thighs	730 1.78	850 1.93	760 1.69	20 2.89	80 2.49	250 2.99
Drumsticks	740 1.78	930 1.81	760 1.69	20 2.89	260 2.49	250 2.99
B/S Thighs	180 3.04	300 3.65	540 3.16	10 3.99	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/}	29.3% of 4,000 sampled outlets			1.8% of 5,100 sampled outlets			14.6% of 3,200 sampled outlets			6.6% of 3,500 sampled outlets			14.2% of 2,400 sampled outlets			14.8% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,710			Activity Index = 290			Activity Index = 480			Activity Index = 520			Activity Index = 50			Activity Index = 270		
	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	1.19 - 2.19	540	1.90	1.79 - 2.00	150	1.84				1.69 - 1.99	70	1.80	0.79 - 2.59	10	2.59	0.79 - 1.99	130	1.29
Bnls/Sknl's Breast	3.99 - 5.99	600	5.14				3.99 - 5.99	380	5.69	4.98 - 5.49	70	5.22	2.99 - 5.99	20	4.93	2.99 - 4.99	80	3.32
Breast Tenders	4.59 - 5.99	40	5.69				3.99	20	3.99	4.99 - 5.49	50	5.29				4.00	10	4.00
Split, bn-in Breast	3.29 - 3.99	20	3.82				1.59	20	1.59	2.99	20	2.99				3.29	20	3.29
Whole Wings	2.99	20	2.99															
Leg Quarters													0.99 - 1.99	20	1.99	0.99	20	0.99
Legs	1.49 - 2.19	350	1.81				0.99	10	0.99									
Thighs	1.49 - 2.19	560	1.90	1.00	30	1.00	0.99 - 1.49	20	1.18	1.49	120	1.49						
Drumsticks	1.69 - 1.99	570	1.91	1.00	30	1.00	0.99	20	0.99	1.49	120	1.49						
B/S Thighs	2.79	10	2.79	1.99	80	1.99	1.99	10	1.99	3.99 - 4.99	70	4.30				4.00	10	4.00
ORGANIC	1.1% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			16.8% of 2,400 sampled outlets			0.6% of 1,000 sampled outlets		
	Activity Index = 90			Activity Index = 0			Activity Index = 0			Activity Index = 10			Activity Index = 150			Activity Index = 20		
Whole Fryer	2.49	30	2.49							3.99	10	3.99	2.69 - 3.49	10	2.69	3.49	20	3.49
Bnls/Sknl's Breast	6.99	20	6.99										6.99	130	6.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs	2.89	20	2.89															
Drumsticks	2.89	20	2.89															
B/S Thighs													3.99	10	3.99			

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/>.