USDA Weekly Retail Chicken Feature Activity

Fri. Apr 30, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

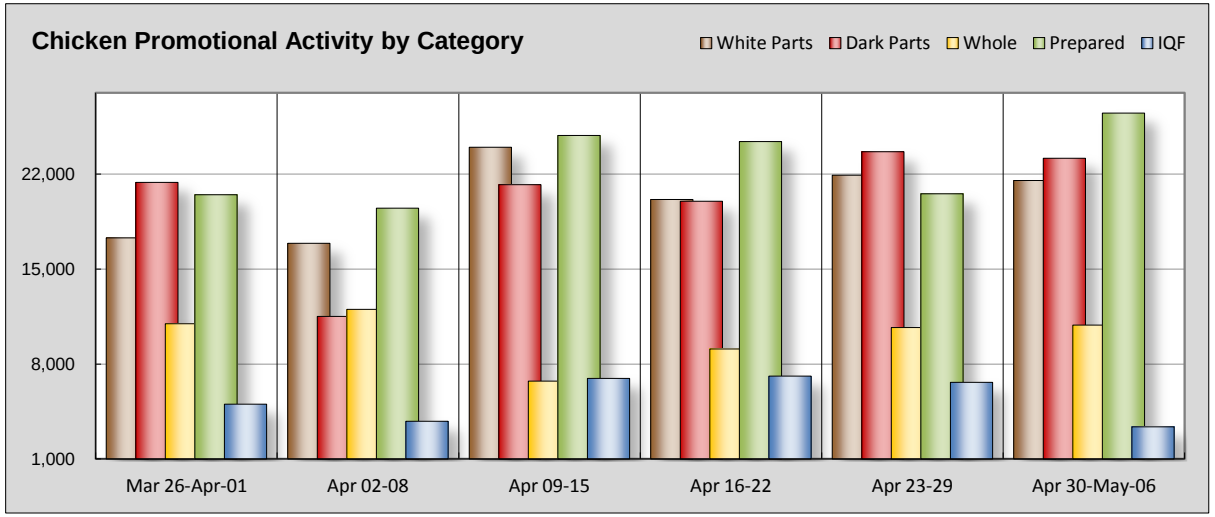
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

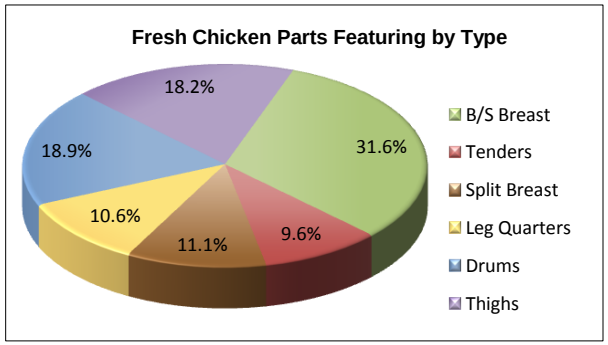
NATIONAL SUMMARY

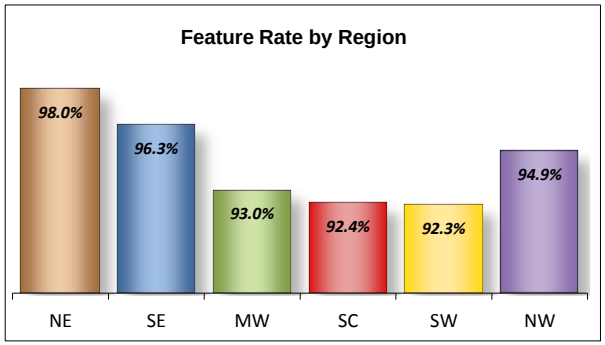
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.8% of 19,200 outlets**		**94.6% of 19,200 outlets**		**94.6% of 18,600 outlets**	
Special Rate 4/	**15.6%**		**16.3%**		**25.8%**	
Activity Index 2/	**86,170**		**84,100**		**69,350**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	5,840	1.04	5,110	0.91	4,880	1.01
cut-up fryer	2,080	1.29	3,050	1.21	1,240	1.29
bagged roaster	1,670	1.09	2,130	1.19	1,030	1.03
Cornish (frs/frz)	1,280	1.91	400	2.04	590	1.79
PARTS:						
Bnls/Sknls Breast						
regular pack	7,120	2.73	6,630	2.96	5,600	2.93
value pack	2,500	2.09	1,580	2.11	3,300	2.29
thin sliced	2,820	4.06	1,610	4.15	1,500	3.83
marinated	240	3.19	400	3.15	440	3.05
Breast Tenders						
regular pack	3,560	3.33	3,330	3.45	2,490	3.09
value pack	280	2.13	300	3.66	1,040	2.20
Split, bn-in Breast						
regular pack	2,980	1.40	4,500	1.56	1,530	1.55
value pack	1,470	1.12	2,130	1.36	2,120	1.41
Whole Wings	560	1.97	1,440	1.81	680	1.97
Leg Quarters						
tray pack	2,860	0.79	2,400	0.84	4,690	0.77
bagged	1,400	0.55	1,750	0.59	1,000	0.50
Legs	550	1.08	470	1.00	410	1.15
Thighs						
regular pack	2,610	1.27	4,580	1.19	2,420	1.30
value pack	4,690	0.97	4,100	1.00	5,370	1.11
Drumsticks						
regular pack	2,580	1.26	4,700	1.17	2,440	1.30
value pack	4,980	0.99	4,630	0.98	5,430	1.14
Bnls/Sknls Thighs						
regular pack	2,430	2.45	920	2.29	1,430	2.58
value pack	1,070	1.87	100	1.73	450	2.08
9-pc Combos						
drum-thigh-breast	400	1.37	410	1.67	60	1.88
drum-thigh-wing	330	1.08	230	2.30	140	1.20
IQF **B/S Breast**	1,740	2.27	3,520	2.20	5,210	2.25
IQF **Tenders**	1,330	2.34	2,700	2.31	2,100	2.46
IQF **Wings**	280	2.31	330	2.08	210	1.54
IQF **Party Wings**	20	2.00	100	2.10		

This Week's Chicken Feature Highlights

The activity index climbs higher for the reporting period headed in to the month of May 2010. Whole birds do nothing special, fryers rise in cost. B/S Breast and tenders lower price and raise exposure in the market, consumers should be happy in most areas. Split breast drop in volume, pricing is good, wings retreat, prices climb. Tray pack LQ's make an attempt to draw attention, bagged still offer the best option. Drums and thighs force consumers towards bulk pack, regular packs are sharply higher on price. IQF parts reduce offerings, pricing is stable. Prepared foods increase volume, Specialty chicken gains ground, Organics fall backwards. Retailers are holding all the right cards headed into the new month. Time will tell if consumers respond accordingly and provide the clearances expected for perfect marketing conditions.







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. Apr 30, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

(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/	**98.0% of 4,000 sampled outlets**				**96.3% of 5,100 sampled outlets**				**93.0% of 3,200 sampled outlets**			
Special Rate 2/	**18.4% of stores w/ no-price promotions**				**13.1% of stores w/ no-price promotions**				**11.3% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,390**				**Activity Index = 14,540**				**Activity Index = 7,190**			
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		1,090	1.10	0.67 - 1.19		2,260	1.07	0.69 - 1.79		760	1.20
cut-up fryer	1.09 - 1.49		190	1.23	1.19 - 1.29		1,090	1.19	0.99 - 1.69		360	1.46
bagged roaster	0.88 - 1.19		1,150	1.02	0.88 - 1.99		340	1.21	0.99		10	0.99
Cornish (frs/frz)	1.49 - 2.19		580	2.00	1.98 - 1.99		260	1.98	1.99		40	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	2.29 - 4.99	1.99 - 3.99	2,000	3.13	1.97 - 2.49	1.99 - 2.98	1,960	2.11	1.49 - 3.33	1.79 - 2.49	960	2.16
value pack	1.99 - 2.99	1.77 - 2.99	1,250	2.07	2.79	1.89 - 2.79	170	2.65	1.97 - 3.36	1.69 - 1.99	570	2.00
thin sliced	2.99 - 4.99	2.49 - 3.99	1,690	3.63		3.69	10	3.69	2.49		10	2.49
marinated		1.69 - 5.49	180	3.14						2.69	30	2.69
Breast Tenders												
regular pack	3.99	1.99 - 3.99	1,640	3.55	1.88 - 3.99		640	2.64	1.49 - 3.99	2.69 - 2.99	290	2.53
value pack		2.49 - 2.99	50	2.92	1.99	2.99	100	2.19	1.99		10	1.99
Split, bn-in Breast												
regular pack	0.99 - 1.99	0.99 - 1.99	940	1.54	0.99 - 1.99		240	1.20	0.99 - 1.79	0.99 - 1.49	220	1.12
value pack	0.99	0.99 - 1.99	830	1.17	1.19	0.89 - 1.29	470	1.05	1.59	0.99 - 1.00	50	1.07
Whole Wings	1.99	0.89 - 1.99	50	1.22	1.78 - 1.79	1.38 - 2.29	450	2.09				
Leg Quarters												
tray pack	0.49 - 0.69	0.39 - 0.99	900	0.73	0.78 - 0.90	0.68 - 0.77	560	0.88	0.48 - 0.89	0.49 - 0.79	380	0.66
bagged	0.49 - 0.59	0.59 - 0.69	100	0.53	0.39 - 0.49	0.29 - 0.68	150	0.43		0.39 - 0.99	170	0.47
Legs	0.99	0.89 - 1.29	390	1.04	0.89	1.19	60	1.00				
Thighs												
regular pack	0.99 - 1.49	0.73 - 1.49	720	1.22	0.99 - 1.19	0.89 - 1.19	290	1.02	0.99 - 1.99	0.79 - 1.19	760	1.35
value pack	0.87 - 1.19	0.78 - 1.59	1,490	0.95	0.79 - 0.99	0.77 - 1.19	1,500	0.90	0.87 - 1.00	0.88 - 1.29	180	0.96
Drumsticks												
regular pack	0.99 - 1.49	0.99 - 1.49	640	1.26	0.99 - 1.29	0.89 - 1.19	290	1.03	0.99 - 1.99	0.89 - 1.19	770	1.34
value pack	0.97 - 1.19	0.78 - 1.59	1,450	0.94	0.79 - 0.99	0.77 - 1.19	1,580	0.97	0.97 - 1.00	0.69 - 1.29	300	0.92
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	2.99	390	2.81	1.99	1.99 - 2.99	60	2.42	1.67 - 2.40	1.98 - 1.99	290	1.98
value pack		1.78 - 2.99	50	2.71		1.79 - 2.99	150	1.97	2.38	1.78 - 1.99	230	1.97
9-pc Combos												
drum-thigh-breast	1.79 - 1.99	1.09	330	1.27	1.79 - 1.99		50	1.91	1.99	1.39	20	1.67
drum-thigh-wing	1.49	1.09	260	1.11		0.99	70	0.99				
IQF **B/S Breast**					2.00 - 3.20	1.66 - 2.80	820	2.39	1.66 - 2.66	1.33 - 2.66	620	2.16
IQF **Tenders**					2.00	2.20 - 2.89	740	2.27	2.40	2.66	140	2.63
IQF **Wings**	2.25	2.00	30	2.11		2.33	220	2.33		2.33	10	2.33
IQF **Party Wings**						1.66	10	1.66		2.33	10	2.33

USDA Weekly Retail Chicken Feature Activity

Fri. Apr 30, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

(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/	**92.4% of 3,500 sampled outlets**				**92.3% of 2,400 sampled outlets**				**94.9% of 1,000 sampled outlets**			
Special Rate 2/	**9.7% of stores w/ no-price promotions**				**23.1% of stores w/ no-price promotions**				**33.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,710**				**Activity Index = 7,240**				**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	0.49 - 1.00		1,100	0.80	0.77 - 1.29		350	1.19	0.98 - 0.99		280	0.99
cut-up fryer					0.99 - 1.29		140	1.27	1.19 - 1.49		300	1.48
bagged roaster					1.39		170	1.39				
Cornish (frs/frz)					0.99 - 1.49		200	1.41	1.99 - 2.18		200	2.02
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	1.99 - 3.36	1.97 - 2.59	620	2.63	1.97 - 4.99	1.97 - 2.99	1,230	3.29	2.49 - 4.99	1.97 - 2.99	350	3.64
value pack	1.97	1.59 - 2.29	390	1.93						1.87 - 2.48	120	2.47
thin sliced	3.99	3.99	150	3.99	4.99 - 5.99		430	5.69	3.79 - 5.49	3.49 - 3.99	530	4.15
marinated		3.99	30	3.99								
Breast Tenders												
regular pack	1.99 - 3.49	1.99 - 3.99	440	3.08		2.59	20	2.59	3.49 - 5.49	3.49 - 3.99	530	4.15
value pack		1.77	120	1.77								
Split, bn-in Breast												
regular pack	1.39 - 2.49	0.99 - 1.79	360	1.87	0.97	0.99 - 1.79	700	1.30		1.00 - 1.29	520	1.16
value pack	0.89	0.57 - 1.00	60	0.87		0.99 - 1.39	60	1.20				
Whole Wings	1.33	2.49	50	1.63		1.99	10	1.99				
Leg Quarters												
tray pack	0.90	0.58 - 0.79	230	0.75		0.48 - 0.99	540	0.80		0.79 - 1.09	250	1.02
bagged		0.29 - 0.99	530	0.57		0.39 - 0.59	390	0.56		0.69 - 0.99	60	0.81
Legs		1.29	20	1.29						1.29	80	1.29
Thighs												
regular pack	0.88 - 1.69	1.19	300	1.54	0.99 - 1.49		420	1.29		0.99	120	0.99
value pack	0.78 - 1.19	0.69 - 1.29	770	0.99		0.99	310	0.99		1.19 - 1.29	440	1.26
Drumsticks												
regular pack	0.87 - 1.69	1.19	340	1.35	0.99 - 1.49		420	1.29		0.99	120	0.99
value pack	0.88 - 1.19	0.69 - 1.29	890	1.03		0.57 - 0.99	320	0.97		1.19 - 1.29	440	1.26
Bnls/Sknls Thighs												
regular pack	2.39	1.69 - 1.97	250	1.75	1.69 - 1.97	1.97 - 2.99	1,250	2.51		1.97 - 2.99	190	2.90
value pack		1.49 - 1.99	350	1.83		1.49 - 1.99	240	1.57		1.69 - 1.99	50	1.91
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF **B/S Breast**	2.33	1.66 - 2.40	280	2.21						1.49	20	1.49
IQF **Tenders**		1.66 - 2.50	430	2.36		2.40	20	2.40				
IQF **Wings**						2.40	20	2.40				
IQF **Party Wings**												

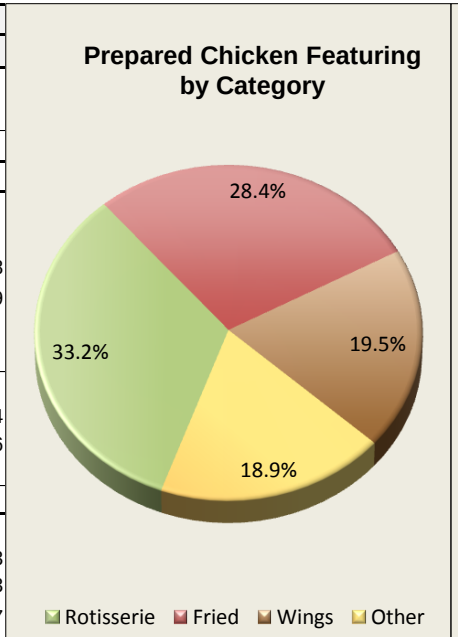
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

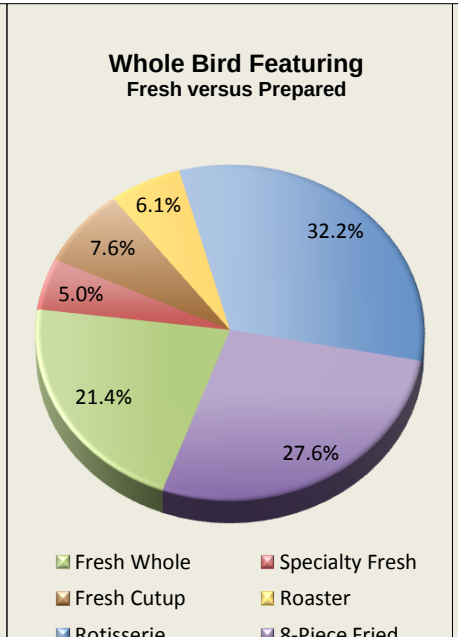
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

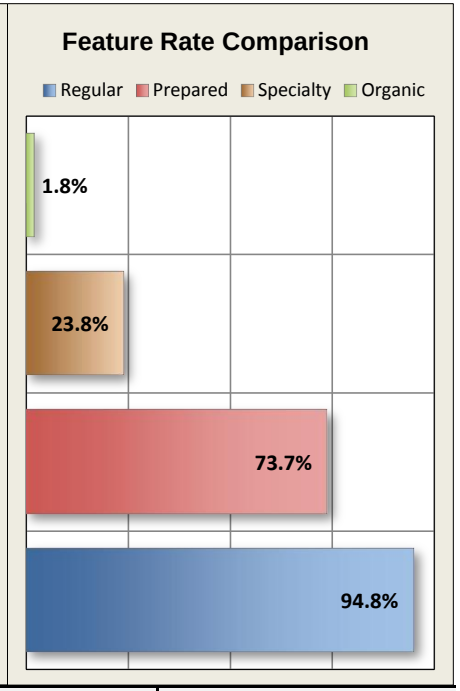
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	73.7% of 19,200 outlets		63.0% of 19,200 outlets		--	
Activity Index [3/]	**26,500**		**20,550**		**17,650**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	8,600	5.61	7,410	5.69	6,090	5.78
2.1-3.0 lbs.	190	8.15	280	7.78	310	7.49
Whole Breast			360	4.03		
Leg Quarter						
FRIED/BAKED:						
8-Piece	5,700	6.04	4,010	6.04	5,590	6.04
8-Piece Dark	1,220	5.52	1,250	5.31	290	4.46
12-Piece	610	8.44	860	10.11		
Wings:						
bone-in	3,130	6.02	1,510	5.68	1,920	5.93
boneless	2,030	5.02	2,100	4.45	580	3.53
Tenders	3,970	4.35	2,270	4.92	1,830	5.87
Strips	240	4.53	40	6.14	80	5.05
Popcorn	810	2.70	460	2.65	960	4.96







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	79.0% of 4,000 sampled outlets			87.0% of 5,100 sampled outlets			67.8% of 3,200 sampled outlets			53.8% of 3,500 sampled outlets			72.1% of 2,400 sampled outlets			77.7% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 7,290			Activity Index = 8,030			Activity Index = 3,730			Activity Index = 3,500			Activity Index = 2,860			Activity Index = 1,090		
	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	2,320	5.56	4.77 - 6.99	3,290	5.86	4.98 - 6.99	1,390	5.29	3.99 - 5.99	760	5.26	3.99 - 5.99	510	5.48	3.99 - 5.99	330	5.90
2.1-3.0 lbs.	7.99	150	7.99				8.49	20	8.49	8.99	20	8.99						
Whole Breast																		
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 7.99	1,410	6.34	4.99 - 6.99	1,950	6.05	4.99 - 7.69	720	6.15	4.99 - 6.99	770	5.78	4.99 - 5.99	700	5.60	5.00 - 5.99	150	5.80
8-Piece Dark	5.99 - 6.99	430	6.31	3.99 - 5.99	200	4.94	3.99 - 6.99	300	4.94	3.99 - 7.49	290	5.36						
12-Piece	8.99 - 11.99	280	9.58	9.99	70	9.99	5.49 - 7.99	20	6.68	5.99 - 9.99	210	6.22	10.99	30	10.99			
Wings:																		
bone-in	4.99 - 6.99	1,340	5.48	4.98 - 7.99	560	6.65	4.29 - 7.89	270	6.33	3.99	110	3.99	4.47 - 5.99	560	5.91	7.99	290	7.99
boneless	3.99 - 4.99	430	4.07	3.99 - 7.99	1,080	5.65	4.99 - 5.99	160	5.73	2.99 - 4.99	360	3.97						
Tenders	2.99 - 6.49	170	3.61	2.99 - 5.99	810	5.30	2.99 - 5.49	840	4.24	2.99 - 5.99	770	4.05	2.99 - 5.00	1,060	4.16	2.99 - 3.99	320	3.96
Strips	4.49 - 6.99	230	4.61				2.79	10	2.79									
Popcorn	2.50 - 3.49	530	2.52	2.50	70	2.50				3.20	210	3.20						

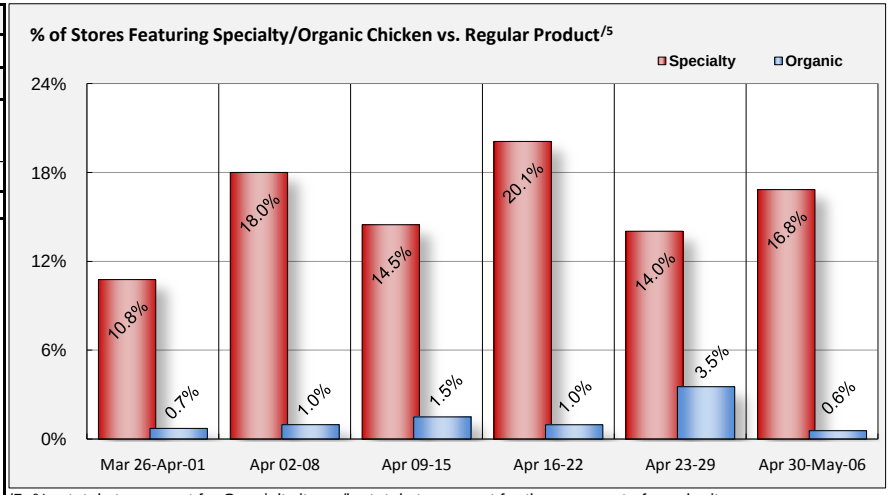
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Apr 30, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/30 thru 05/06.

(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/]	23.8% of 19,200 outlets		18.8% of 19,200 outlets		10.1% of 18,600 outlets		1.8% of 19,200 outlets		3.9% of 19,200 outlets		7.1% of 18,600 outlets	
Activity Index [3/]	**7,170**		**6,440**		**3,790**		**220**		**1,480**		**1,750**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,360	1.99	890	1.78	1,170	1.72	30	2.84	20	3.49	180	2.99
Bnls/Sknls Breast	1,710	5.39	2,740	4.59	1,400	5.17	110	7.49	510	6.87	1,560	8.41
Breast Tenders	500	5.24	610	5.41	600	5.07						
Split, bn-in Breast	380	2.77	90	2.20	150	2.84			130	2.99		
Whole Wings	10	1.99	30	1.99	50	2.01						
Leg Quarters	20	1.35	20	0.99	70	0.99	--	--	--	--	--	--
Legs	20	1.17	20	0.99					220	2.99		
Thighs	1,340	1.65	990	1.57	110	1.73			290	2.87	10	3.99
Drumsticks	1,590	1.69	1,000	1.57	240	1.83			290	2.87		
B/S Thighs	240	2.60	50	3.69	110	2.46	80	4.99	20	4.69		



/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/]	52.4% of 4,000 sampled outlets			13.5% of 5,100 sampled outlets			13.7% of 3,200 sampled outlets			17.3% of 3,500 sampled outlets			16.5% of 2,400 sampled outlets			33.7% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,670			Activity Index = 730			Activity Index = 650			Activity Index = 1,070			Activity Index = 570			Activity Index = 480		
	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	1.29 - 2.29	610	1.76	1.69	20	1.69	1.69 - 2.66	40	2.13	1.69 - 2.79	190	2.25	0.99 - 2.49	110	2.26	0.99 - 2.49	390	2.13
Bnls/Sknls Breast	3.99 - 7.98	480	5.78	4.99	180	4.99	2.66 - 5.99	170	5.49	2.66 - 5.99	560	4.95	2.99 - 5.99	290	5.83	4.99	30	4.99
Breast Tenders	4.99	10	4.99	4.99	180	4.99	5.99	70	5.99	4.99 - 5.59	240	5.21						
Split, bn-in Breast	1.99 - 2.99	290	2.82	1.99	20	1.99	0.99 - 3.99	40	2.62	2.79 - 2.99	20	2.88				3.49	10	3.49
Whole Wings																1.99	10	1.99
Leg Quarters																0.99 - 1.79	20	1.35
Legs	0.99 - 1.69	20	1.17															
Thighs	1.39 - 2.49	1,000	1.64	1.49	70	1.49	0.98 - 1.99	160	1.42	0.99 - 1.99	30	1.59	1.79 - 2.49	80	2.42			
Drumsticks	1.39 - 2.49	1,250	1.69	1.49	70	1.49	0.98 - 1.99	160	1.42	0.99 - 1.99	30	1.59	1.49 - 2.49	80	2.35			
B/S Thighs	2.59	10	2.59	1.99 - 2.99	190	2.55	1.99	10	1.99				2.99 - 3.49	10	3.49	2.99	20	2.99
ORGANIC	6.1% 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			3.3% of 2,400 sampled outlets			1.4% of 1,000 sampled outlets		
	Activity Index = 20			Activity Index = 20			Activity Index = 0			Activity Index = 0			Activity Index = 160			Activity Index = 20		
Whole Fryer													2.69 - 2.99	10	2.69	2.79 - 2.99	20	2.91
Bnls/Sknls Breast	6.99 - 9.99	20	9.24	7.49	20	7.49							6.99	70	6.99			
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs													4.99	80	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/.