



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/18 thru 06/24.

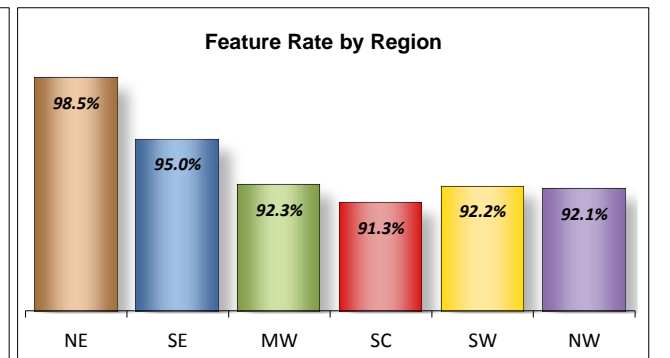
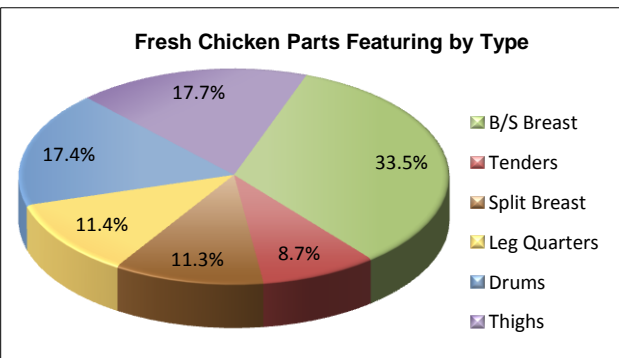
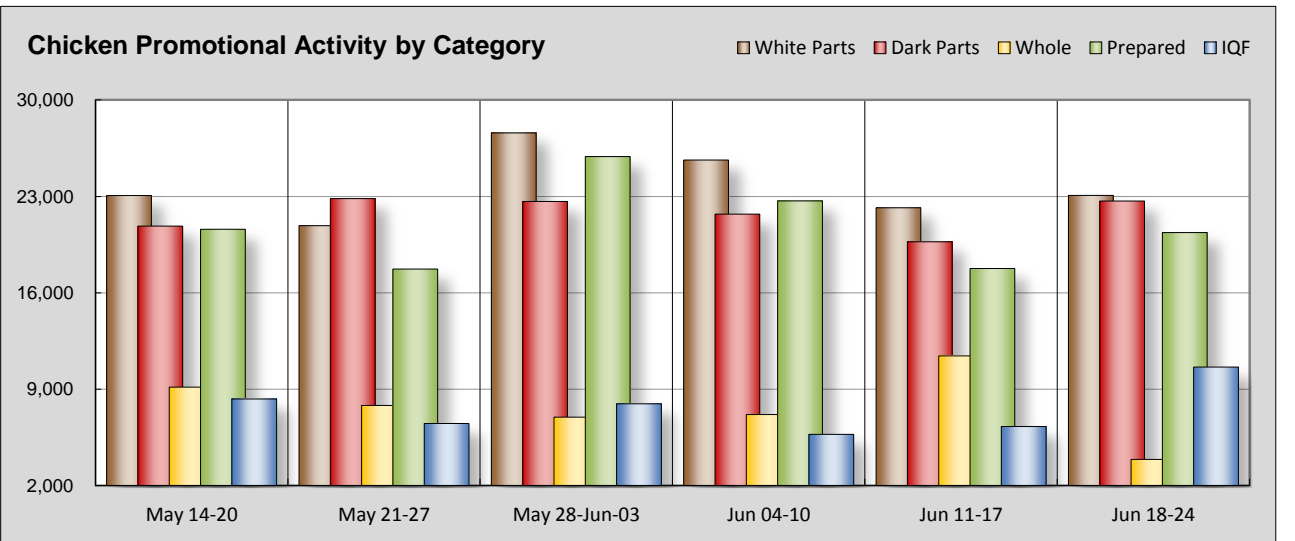
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 18, 2010

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	94.1% of 19,200 outlets		93.9% of 19,200 outlets		94.3% of 18,600 outlets	
Special Rate ^{4/}	15.5%		15.4%		9.7%	
Activity Index ^{2/}	81,340		78,110		69,620	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	1,990	1.05	6,050	0.97	3,650	1.08
cut-up fryer	1,100	1.26	3,290	1.31	1,840	1.43
bagged roaster	470	1.17	1,190	1.31	870	1.22
Cornish (frs/frz)	330	1.95	880	1.87	910	1.70
PARTS:						
Bnls/Sknls Breast						
regular pack	6,590	2.72	6,790	3.06	5,680	2.60
value pack	2,860	2.25	2,630	2.25	4,840	1.90
thin sliced	3,560	3.96	2,500	3.73	1,840	4.01
marinated	450	4.56	950	3.42	380	3.91
Breast Tenders						
regular pack	3,370	3.16	2,990	3.14	3,530	3.20
value pack	140	1.99	240	2.51	670	1.93
Split, bn-in Breast						
regular pack	3,320	1.52	3,960	1.64	1,880	1.58
value pack	1,200	1.19	1,750	1.29	2,260	1.25
Whole Wings	1,580	1.90	360	1.88	2,390	1.85
Leg Quarters						
tray pack	2,060	0.88	2,400	0.86	4,810	0.78
bagged	2,520	0.63	900	0.55	30	0.83
Legs	820	1.17	410	1.08	750	1.22
Thighs						
regular pack	2,730	1.17	3,300	1.36	2,120	1.30
value pack	4,370	1.14	4,130	1.12	5,170	1.13
Drumsticks						
regular pack	2,740	1.17	2,200	1.32	2,130	1.31
value pack	4,240	1.15	4,190	1.12	5,440	1.13
Bnls/Sknls Thighs						
regular pack	2,560	2.72	1,730	2.42	1,110	2.29
value pack	620	1.93	440	2.84	560	1.92
9-pc Combos						
drum-thigh-breast	610	1.41	450	1.58	380	1.42
drum-thigh-wing	140	1.39	340	1.66	230	1.27
TD						
B/S Breast	4,720	2.48	4,420	2.51	2,470	2.30
Tenders	3,960	2.63	1,780	2.50	1,300	2.43
Wings	1,270	2.78	50	2.18	610	1.80
Party Wings	650	2.22	30	2.08		

This Week's Chicken Feature Highlights

National summary figures creep higher, the activity index increases by over 2000 instances of appearance. Incentives to buy continue to maintain good position, the NE area leads the way with 36% of retailers offering extra for consumer dollars. Whole birds await another day, volume declines, pricing is mixed. B/S Breast, tenders, and splits offer deals if you search, otherwise premium pricing is beginning to return in most areas. Bagged leg quarters increase volume and cost. Thighs and Drums bulk packs are the way to go. B/S Thighs raise prices, value packs are the best option. IQF parts test the consumers desire to purchase, prices are higher. Prepared Foods begin to build volume, whole rotisserie and 8 pc return in force. Specialty and Organics offer good volume, pricing is mixed. What will the last full marketing period of June offer with a major three day holiday following closely behind? It stands to reason that the best deals have yet to surface for consumers, time will tell.



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 06/18 thru 06/24.

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

Fri. Jun 18, 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/		98.5% of 4,000 sampled outlets 36.3% of stores w/ no-price promotions Activity Index = 14,620				95.0% of 5,100 sampled outlets 15.7% of stores w/ no-price promotions Activity Index = 17,200				92.3% of 3,200 sampled outlets 2.7% of stores w/ no-price promotions Activity Index = 7,140			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
				4/			4/			4/			
	bagged fryer	0.89 - 1.49	550	1.07	0.67 - 1.49	270	0.96	0.88 - 1.49	700	1.12			
	cut-up fryer	1.09 - 1.29	310	1.19	0.99 - 1.28	50	1.09	0.89 - 1.59	240	1.44			
	bagged roaster	0.99 - 1.29	430	1.16	1.19	20	1.19	1.19 - 1.39	20	1.26			
	Cornish (frs/frz)	0.98 - 2.29	130	2.11	1.99	10	1.99	1.99	20	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 - 4.99	1.79 - 3.99	1,780	2.91	1.99 - 3.99	1.79 - 3.00	1,580	2.41	1.98 - 4.00	1.98 - 3.99	720	2.86
	value pack	1.79 - 2.49	1.69 - 3.99	830	2.27	1.79 - 1.99	1.79 - 2.99	470	2.21	2.49	1.73 - 2.79	320	2.51
	thin sliced	3.49 - 4.99	1.99 - 5.49	1,090	4.21	3.49 - 3.99	2.49 - 3.49	1,430	3.48	4.00	4.49 - 4.99	280	4.81
	marinated						2.38	10	2.38		2.49	10	2.49
Breast Tenders													
	regular pack	2.99 - 3.99	1.99 - 3.99	1,120	3.30	1.98 - 3.49	2.49 - 2.99	220	2.67	1.89 - 4.00	2.49 - 4.49	360	2.94
	value pack					1.99		80	1.99				
Split, bn-in Breast													
	regular pack	0.99 - 1.99	0.99 - 1.99	1,170	1.72	0.99 - 1.38	1.00 - 1.49	230	1.25	0.99 - 1.99	0.99 - 1.00	710	1.36
	value pack	0.99 - 1.49	0.99 - 1.99	670	1.28	0.99	0.99 - 1.18	300	1.01	0.99 - 1.69		50	1.40
Whole Wings		2.19	1.19 - 2.59	610	1.96	1.58	1.49 - 2.29	500	2.07	1.33	1.48 - 1.99	340	1.65
Leg Quarters													
	tray pack	0.69 - 0.99	0.49 - 0.99	460	0.72	0.69	0.89	90	0.82	0.88	0.68 - 0.99	240	0.78
	bagged		0.39 - 0.79	290	0.54	0.49	0.39 - 0.79	1,570	0.70	0.38 - 0.79	0.49 - 0.79	220	0.52
Legs		0.89	1.00 - 1.69	420	1.27								
Thighs													
	regular pack	0.99 - 1.69	0.99 - 1.49	630	1.29	1.49 - 1.69	0.99 - 1.00	130	1.31	1.19 - 1.49	0.99 - 1.00	570	1.07
	value pack	0.79 - 1.49	0.89 - 1.69	1,170	1.26	0.97 - 1.49	0.80 - 1.19	480	1.08	0.79 - 1.29	0.69 - 1.49	430	1.21
Drumsticks													
	regular pack	0.99 - 1.69	0.99 - 1.49	620	1.30	1.49 - 1.69	0.99 - 1.00	130	1.31	1.19 - 1.49	0.79 - 1.00	580	1.07
	value pack	0.79 - 1.49	0.89 - 1.69	1,170	1.26	0.97 - 1.49	0.99 - 1.19	450	1.09	0.79 - 1.29	0.69 - 1.49	390	1.25
Bnls/Sknls Thighs													
	regular pack		2.99	20	2.99	2.79 - 2.99	2.99	1,610	2.98	2.99	1.59 - 1.99	100	1.92
	value pack		1.48 - 1.59	70	1.54								
9-pc Combos													
	drum-thigh-breast	1.31 - 1.69	1.29 - 1.59	560	1.42		1.39	10	1.39		1.39	10	1.39
	drum-thigh-wing	1.29 - 1.49		110	1.48		1.28	10	1.28				
B/S Breast			1.99 - 2.50	250	2.19	2.29 - 2.80	2.33 - 3.00	3,020	2.57	1.66 - 3.33	1.66 - 3.20	530	2.47
Tenders			2.33 - 3.33	130	2.62	2.29 - 2.80	1.92 - 3.16	3,000	2.63	2.40	2.00 - 3.20	250	3.02
Wings			2.00	20	2.00		1.60 - 3.00	1,060	2.97		1.50 - 2.66	40	2.01
Party Wings			2.25	10	2.25	2.29		470	2.29		2.00	10	2.00






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

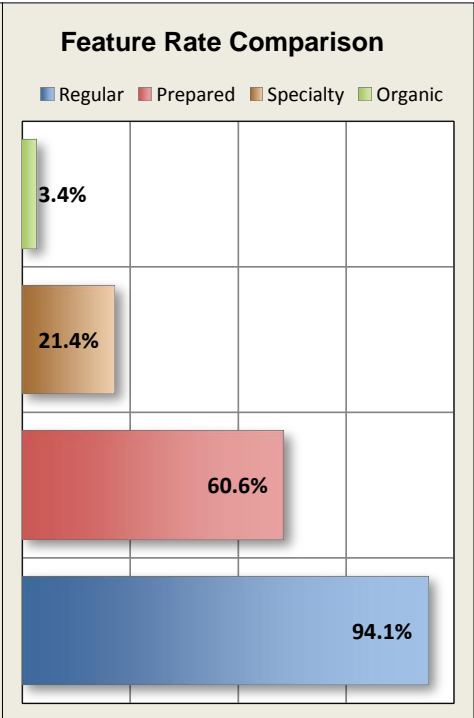
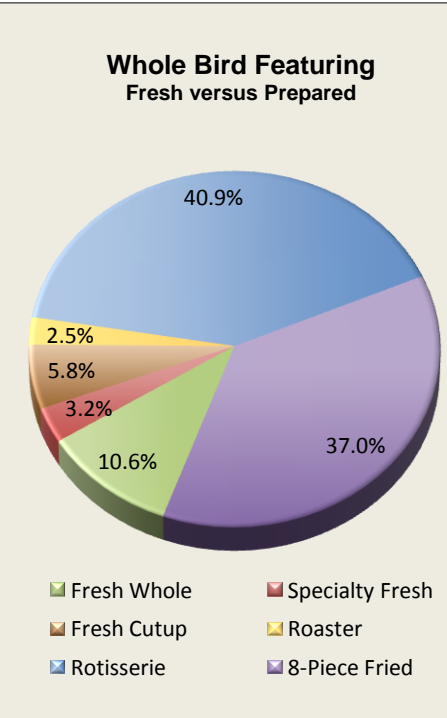
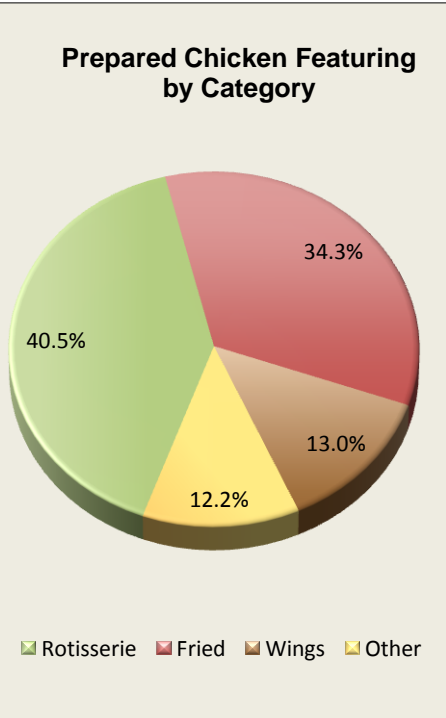
Fri. Jun 18, 2010

		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/ Special Rate 2/ Activity Index 3/		91.3% of 3,500 sampled outlets 12.8% of stores w/ no-price promotions Activity Index = 9,630				92.2% of 2,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,920				92.1% of 1,000 sampled outlets 18.9% of stores w/ no-price promotions Activity Index = 3,460			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.31		140	0.94	0.99		180	0.99	0.99 - 1.00		150	0.99
cut-up fryer		0.99 - 1.59		200	1.32	0.99		180	0.99	1.49		120	1.49
bagged roaster													
Cornish (frs/frz)		1.81		140	1.81	1.47		10	1.47	1.99		20	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 - 3.29	1.77 - 2.99	1,060	2.51	2.99	1.99 - 2.49	680	2.42	2.99 - 4.99	1.99 - 2.99	770	3.34
value pack		1.99	1.88 - 2.99	570	2.35		1.97 - 2.59	610	1.99		1.99 - 2.49	60	2.36
thin sliced		2.49 - 4.19	3.99	50	3.77	4.49	3.99	370	4.00	3.49 - 5.49		340	4.49
marinated							4.99	300	4.99		2.99 - 3.99	130	3.91
Breast Tenders													
regular pack		1.89 - 3.49	1.77 - 3.99	710	2.53		1.99 - 3.99	440	3.62	3.49 - 5.49	1.99 - 2.49	520	3.69
value pack		1.99	1.99	60	1.99								
Split, bn-in Breast													
regular pack		0.99 - 1.09	0.97 - 1.39	470	1.02	0.99 - 2.49		590	1.82	1.00 - 2.80	1.69	150	1.65
value pack			0.98 - 1.49	140	1.12		1.19	10	1.19	1.00		30	1.00
Whole Wings		1.58 - 1.99	1.29	110	1.67		1.48	10	1.48	1.33		10	1.33
Leg Quarters													
tray pack		0.69	0.68 - 0.99	170	0.92	0.69 - 1.29	0.99	950	0.94		0.67 - 1.29	150	1.19
bagged		0.48 - 0.49	0.38 - 0.59	420	0.50						0.67	20	0.67
Legs			1.29	10	1.29		0.99 - 1.29	390	1.06				
Thighs													
regular pack		0.99 - 1.19	0.79 - 1.19	740	1.10	0.99 - 1.69		540	1.16		1.29 - 1.33	120	1.29
value pack		0.99 - 1.19	0.79 - 1.29	980	1.03	1.19	0.69 - 1.29	1,100	1.05	1.49	0.99 - 1.29	210	1.41
Drumsticks													
regular pack		0.99 - 1.19	0.79 - 1.19	740	1.10	0.99 - 1.69	0.67	550	1.15	1.33	1.29	120	1.29
value pack		0.99 - 1.19	0.79 - 1.29	920	1.08	1.19	0.69 - 1.29	1,100	1.05	1.49	1.09 - 1.29	210	1.42
Bnls/Sknls Thighs													
regular pack		2.99	1.77 - 2.19	440	2.11		1.99 - 2.29	210	2.19		1.99 - 2.99	180	2.93
value pack							1.97 - 1.99	550	1.98				
9-pc Combos													
drum-thigh-breast		1.19		30	1.19								
drum-thigh-wing											0.98	20	0.98
D	B/S Breast	1.99 - 2.80	1.66 - 2.88	790	2.28						1.99 - 2.35	130	2.02
	Tenders	1.99 - 2.80	1.66 - 3.33	580	2.52								
	Wings						1.75	150	1.75				
	Party Wings	2.29	1.90	160	2.02								



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/18 thru 06/24.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY																		
	THIS WEEK		LAST WEEK		LAST YEAR													
Feature Rate ^{1/}	60.6% of 19,200 outlets		68.6% of 19,200 outlets		--													
Activity Index ^{3/}	20,370		17,760		16,720													
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg												
ROTISSERIE:																		
Whole Bird																		
< 2 lbs.	7,250	5.52	5,400	5.32	4,540	5.34												
2.1-3.0 lbs.	460	6.93	980	7.39	120	6.45												
Whole Breast	350	6.56	30	3.49														
Leg Quarter	200	1.52	170	2.00														
FRIED/BAKED:																		
8-Piece	6,190	5.99	3,980	5.79	7,490	5.74												
8-Piece Dark	420	4.11	1,760	5.66	110	5.19												
12-Piece	370	9.43	1,010	10.50														
Wings:																		
bone-in	1,840	5.89	1,080	5.03	950	5.32												
boneless	800	5.43	400	5.18	1,090	5.46												
Tenders	1,940	5.77	2,210	5.34	2,070	5.93												
Strips			160	4.58	230	5.69												
Popcorn	550	4.23	580	2.50	120	3.22												
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.							
Feature Rate ^{1/}	73.8% of 4,000 sampled outlets			61.7% of 5,100 sampled outlets			58.6% of 3,200 sampled outlets			48.1% of 3,500 sampled outlets			54.0% of 2,400 sampled outlets			67.4% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 5,040			Activity Index = 5,620			Activity Index = 3,620			Activity Index = 2,830			Activity Index = 2,350			Activity Index = 910		
	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.	3.99 - 6.99	1,870	5.40	3.99 - 6.99	2,470	5.41	3.99 - 7.99	1,470	5.55	4.98 - 7.99	550	5.24	4.97 - 6.99	590	6.30	5.99	300	5.99
2.1-3.0 lbs.				5.99	220	5.99	6.46	30	6.46	7.99	210	7.99						
Whole Breast	2.99 - 7.99	350	6.56															
Leg Quarter	1.49 - 2.00	20	1.82	1.49	180	1.49												
FRIED/BAKED:																		
8-Piece Mixed	4.98 - 7.99	1,800	6.46	4.98 - 6.49	750	5.85	3.99 - 7.99	1,180	5.97	4.79 - 6.99	1,150	5.51	3.99 - 6.99	840	5.62	4.99 - 6.99	470	6.29
8-Piece Dark				3.99	20	3.99	2.99 - 3.99	40	3.29	4.49 - 4.99	70	4.90	2.99 - 3.99	280	3.97	5.99	10	5.99
12-Piece	9.99 - 11.99	160	10.18	9.99	20	9.99	9.49 - 9.99	30	9.75	7.99	120	7.99	9.99	30	9.99	10.99	10	10.99
Wings:																		
bone-in	3.99 - 6.99	350	5.82	4.99 - 7.99	300	5.47	3.99 - 7.99	560	7.15	3.97 - 7.99	460	5.31	3.98	150	3.98	5.99	20	5.99
boneless	4.99 - 5.99	260	5.96	4.99 - 5.99	350	5.34	3.99 - 5.99	140	5.16	3.99	50	3.99						
Tenders	4.99	60	4.99	4.98 - 5.99	1,280	5.97	4.49 - 6.99	40	5.90				4.99 - 5.99	460	5.32	4.99 - 5.99	100	5.79
Strips																		
Popcorn	2.79 - 4.99	170	4.91	4.88	30	4.88	3.20 - 4.88	130	3.46	4.00 - 4.88	220	4.06						

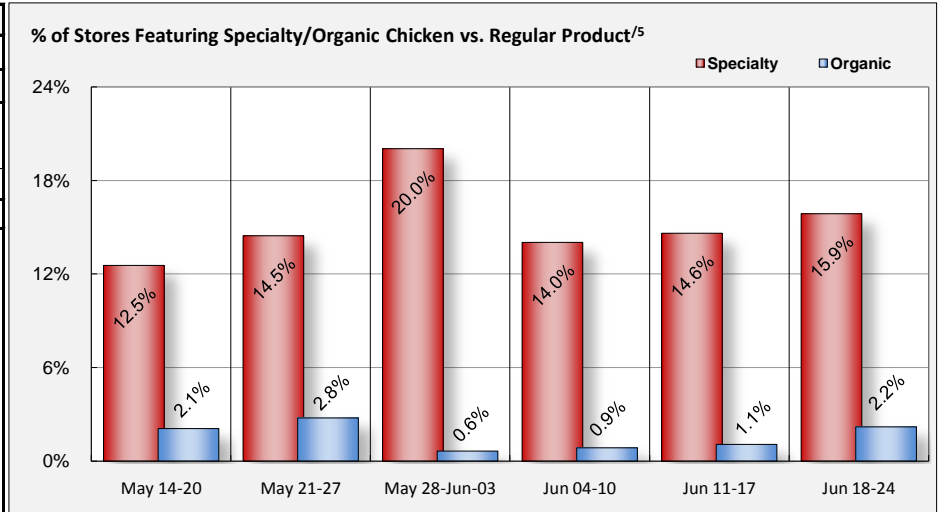




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 06/18 thru 06/24.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jun 18, 2010

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	21.4% of 19,200 outlets	19.1% of 19,200 outlets	12.3% of 18,600 outlets	3.4% of 19,200 outlets	1.8% of 19,200 outlets	3.7% of 18,600 outlets
Activity Index ^{3/}	6,030	6,050	5,670	800	420	1,460
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	600 1.83	1,780 1.58	910 1.58	80 2.55		220 2.99
Bnls/Sknl's Breast	2,410 4.98	1,920 5.09	1,330 5.52	350 8.20	40 7.07	300 8.99
Breast Tenders	570 5.03	430 5.40	590 5.43			300 8.99
Split, bn-in Breast	370 3.13	460 2.44	380 2.82		10 6.99	100 3.99
Whole Wings	10 1.59	30 2.66				40 2.84
Leg Quarters	30 1.79	30 0.99	40 1.72	-- --	-- --	-- --
Legs	60 1.16	30 1.16	110 1.91			
Thighs	370 1.72	620 1.82	1,120 1.74		70 2.19	230 2.99
Drumsticks	370 1.72	650 1.81	1,190 1.78	370 1.99	300 2.03	270 2.97
B/S Thighs	1,240 3.25	100 2.41	120 2.96			10 5.99



⁵: % = total store count for Specialty items/by total store count for the same set of regular items.

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
Feature Rate ^{1/}	44.5% of 4,000 sampled outlets			22.0% of 5,100 sampled outlets			15.0% of 3,200 sampled outlets			14.6% of 3,500 sampled outlets			6.0% of 2,400 sampled outlets			7.6% of 1,000 sampled outlets			
Activity Index ^{3/}	Activity Index = 3,100			Activity Index = 1,340			Activity Index = 600			Activity Index = 610			Activity Index = 120			Activity Index = 260			
	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	1.99 - 2.49	270	2.09	1.79	110	1.79	1.39 - 1.49	70	1.45	1.49 - 1.79	110	1.72	0.99 - 1.49	10	1.49	0.99 - 1.00	30	0.99	
Bnls/Sknl's Breast	3.99 - 5.99	1,670	4.96	3.99 - 4.56	90	4.43	2.59 - 5.99	350	5.44	4.99	190	4.99	3.50 - 6.99	10	5.99	3.50 - 6.99	100	4.13	
Breast Tenders	4.49 - 5.69	400	5.21	4.49	10	4.49				4.99	120	4.99	2.99 - 4.99	40	3.41				
Split, bn-in Breast	2.49 - 3.99	290	3.17	2.49	10	2.49	1.29 - 2.49	30	1.77				3.29 - 4.99	20	3.99	3.29 - 4.99	20	3.94	
Whole Wings																	1.59	10	1.59
Leg Quarters													1.39 - 1.99	10	1.39		1.99	20	1.99
Legs	0.99	20	0.99				0.79 - 0.99	30	0.89								2.29	10	2.29
Thighs	1.59 - 1.99	210	1.82				0.99 - 1.49	50	1.29	1.59 - 1.69	80	1.66				1.59 - 1.99	30	1.84	
Drumsticks	1.59 - 1.99	210	1.82				0.99 - 1.49	50	1.29	1.59 - 1.69	80	1.66				1.59 - 1.99	30	1.84	
B/S Thighs	2.69 - 3.99	30	2.93	1.99 - 3.49	1,120	3.37	1.99	20	1.99	1.99	30	1.99	1.49 - 2.79	30	1.49	2.79	10	2.79	
ORGANIC	6.4% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			5.9% of 2,400 sampled outlets			7.6% of 1,000 sampled outlets			
	Activity Index = 250			Activity Index = 180			Activity Index = 0			Activity Index = 0			Activity Index = 290			Activity Index = 80			
Whole Fryer													2.49 - 2.99	10	2.99	2.49	70	2.49	
Bnls/Sknl's Breast	8.99 - 9.99	20	9.70	8.99	180	8.99							6.99 - 7.99	140	6.99	7.99	10	7.99	
Breast Tenders																			
Split, bn-in Breast																			
Whole Wings																			
Legs																			
Thighs																			
Drumsticks	1.99	230	1.99										1.99	140	1.99				
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/>.