



USDA Weekly Retail Chicken Feature Activity

Fri. Jul 16, 2010

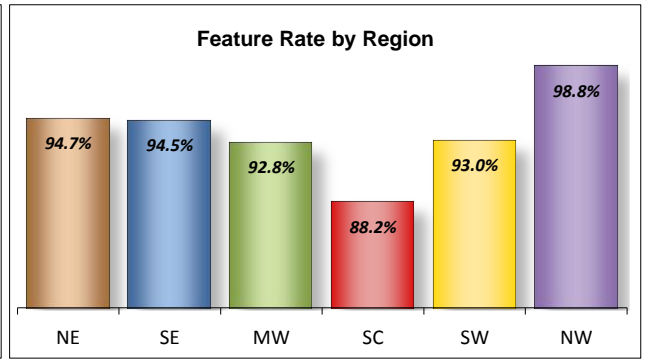
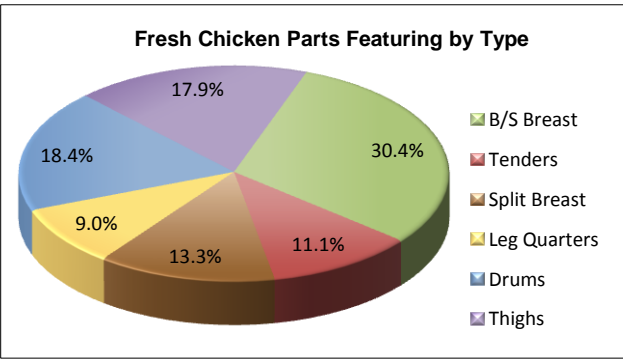
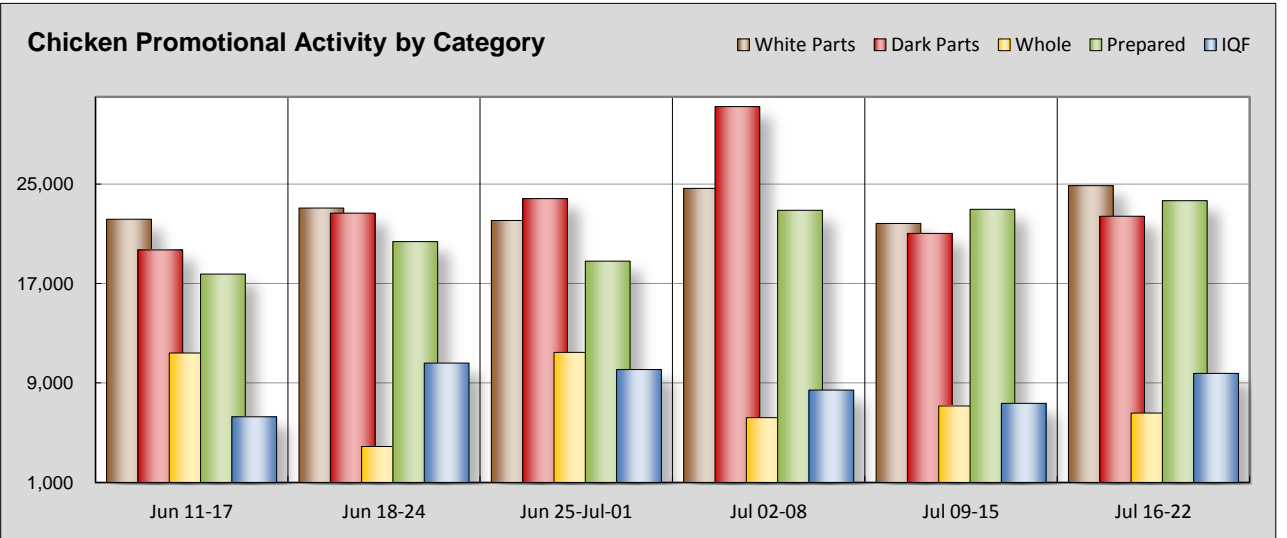
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/16 thru 07/22.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	93.2% of 19,200 outlets		92.7% of 19,200 outlets		93.1% of 18,600 outlets	
Special Rate ^{4/}	17.5%		17.1%		21.5%	
Activity Index ^{2/}	87,710		80,710		70,560	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores /3	Wtd Avg	Stores /3	Wtd Avg
bagged fryer	3,760	1.03	4,450	1.04	5,260	0.91
cut-up fryer	1,540	1.26	1,500	1.38	2,620	0.99
bagged roaster	750	1.11	710	1.14	1,630	1.01
Cornish (frs/frz)	530	2.04	490	2.23	1,330	1.84
PARTS:						
Bnls/Sknls Breast						
regular pack	7,310	2.15	5,640	3.28	5,780	2.65
value pack	1,790	2.16	2,430	2.14	2,270	1.98
thin sliced	3,750	4.00	2,360	4.23	2,150	3.89
marinated	250	3.67	390	3.57	150	3.60
Breast Tenders						
regular pack	4,570	3.26	1,810	3.26	3,860	3.24
value pack	210	2.12	240	2.21	370	2.81
Split, bn-in Breast						
regular pack	3,990	1.54	5,120	1.52	4,570	1.61
value pack	1,750	1.43	1,670	1.32	1,620	1.33
Whole Wings	1,250	1.95	2,170	2.00	2,060	1.76
Leg Quarters						
tray pack	2,900	0.89	2,280	0.98	2,210	0.86
bagged	970	0.47	1,820	0.59	910	0.70
Legs	490	1.13	520	1.20	190	0.96
Thighs						
regular pack	4,760	1.38	3,340	1.30	4,870	1.39
value pack	2,950	1.02	3,820	1.08	3,120	1.06
Drumsticks						
regular pack	4,510	1.36	3,280	1.30	3,660	1.30
value pack	3,440	1.04	3,770	1.08	3,170	1.06
Bnls/Sknls Thighs						
regular pack	2,070	2.37	1,290	2.59	1,640	2.22
value pack	320	1.94	910	1.86	50	1.93
9-pc Combos						
drum-thigh-breast	200	1.59	330	1.49	270	1.41
drum-thigh-wing	220	1.47	40	1.62	270	1.38
TD						
B/S Breast	5,070	2.58	4,410	2.45	3,920	2.20
Tenders	3,880	2.67	2,250	2.36	2,060	2.37
Wings	640	2.57	490	1.99	470	1.78
Party Wings	180	1.37	210	2.16		

This Week's Chicken Feature Highlights

Summary totals rebound headed into the middle of the week. Whole birds as a category reduce costs slightly to consumers. Packs of B/S breast are offered at the same price as bulk packs, tenders show more volume at unchanged money, split breast hold last weeks levels, wings wait for another day. Leg quarters are reasonably priced, an alternative to drums and thighs, which climb higher. B/S thighs attempt to raise interest with lower pricing. IQF parts offer more volume, but are coupled with an anchor, higher costs. Prepared foods push 8pc, otherwise its business as usual. Specialty chicken offers dark parts, Organics hold their ground. Deals return on a few items this week, but are not noted as spectacular. The dog days of summer have just begun, retailers seem to be feeling the effect early this year based on their choice of loss-leaders.



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/16 thru 07/22.

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

Fri. Jul 16, 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/		94.7% of 4,000 sampled outlets 38.3% of stores w/ no-price promotions Activity Index = 15,820				94.5% of 5,100 sampled outlets 12.2% of stores w/ no-price promotions Activity Index = 14,920				92.8% of 3,200 sampled outlets 12.1% of stores w/ no-price promotions Activity Index = 9,240			
WHOLE BIRD:		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
				4/	4/			4/	4/			4/	4/
	bagged fryer	0.88 - 1.49		1,260	1.10	0.79 - 1.49		320	1.04	0.69 - 1.14		650	0.95
	cut-up fryer	0.95 - 1.99		610	1.29	1.09 - 1.99		170	1.37	0.99 - 1.63		200	1.24
	bagged roaster	0.99 - 1.29		600	1.14	0.98		40	0.98	0.99		110	0.99
	Cornish (frs/frz)	1.59 - 2.29		310	2.20	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 - 2.99	1.99 - 3.99	1,320	2.30	1.79 - 2.99	1.99 - 2.49	2,010	1.07	1.99 - 3.99	1.85 - 2.49	770	2.35
	value pack	2.49	1.78 - 2.99	620	2.23	1.99	1.94 - 2.49	240	2.36	1.99	1.99	300	1.99
	thin sliced	2.99 - 4.99	2.49 - 4.99	500	4.06	3.49	3.99	1,060	3.97	2.85 - 3.49	2.59 - 4.99	620	3.47
	marinated		2.99 - 3.89	20	3.57						2.58 - 5.99	200	3.81
Breast Tenders													
	regular pack	1.99 - 4.49	1.99 - 3.99	1,570	3.41	2.49 - 3.49	2.98 - 2.99	410	2.79	1.99 - 3.49	2.49 - 3.49	850	2.78
	value pack	1.99 - 2.49	1.99	60	2.04		1.99	80	1.99		1.99	10	1.99
Split, bn-in Breast													
	regular pack	0.97 - 1.99	1.29 - 1.99	1,050	1.68	0.97 - 1.58	0.93 - 1.49	1,160	1.00	0.97 - 2.99	0.99 - 1.69	430	1.69
	value pack	1.29 - 1.79	0.79 - 2.49	620	1.72	0.99	1.29 - 1.96	380	1.42	0.88 - 1.71	1.00 - 1.69	90	1.26
Whole Wings		1.79	1.49 - 1.99	430	1.85	1.58 - 2.19	0.89 - 1.99	710	2.01	1.99	1.18 - 1.69	50	1.75
Leg Quarters													
	tray pack	0.59 - 0.79	0.68 - 1.49	840	0.87	0.69 - 0.89	0.49 - 1.49	710	0.88	0.69 - 1.00	0.59	180	0.70
	bagged		0.39 - 0.69	150	0.51		0.35 - 0.59	320	0.46		0.49 - 0.59	160	0.53
Legs		0.99 - 1.19	0.89 - 1.49	490	1.13								
Thighs													
	regular pack	0.97 - 1.69	0.99 - 1.69	1,200	1.38	0.97 - 1.69	1.29 - 1.49	240	1.30	0.89 - 1.49	0.79 - 1.29	500	1.32
	value pack	0.99 - 1.19	0.88 - 1.29	990	1.07	0.89 - 1.18	0.88 - 0.99	420	0.96	0.88 - 1.66	0.79 - 1.09	390	0.94
Drumsticks													
	regular pack	0.97 - 1.69	0.99 - 1.49	1,100	1.36	0.97 - 1.69	1.29 - 1.49	220	1.34	0.89 - 1.39	0.89 - 1.49	500	1.32
	value pack	0.99 - 1.29	0.88 - 1.29	980	1.08	0.99 - 1.18	0.59 - 1.29	440	0.96	0.88 - 1.66	0.79 - 1.09	390	0.94
Bnls/Sknls Thighs													
	regular pack	2.59 - 2.69	1.29 - 1.99	240	2.20	1.79 - 2.69	1.99	660	2.44	1.79 - 1.99	1.69 - 2.99	280	2.01
	value pack												
9-pc Combos													
	drum-thigh-breast						1.39	10	1.39	1.43	1.39	50	1.42
	drum-thigh-wing		1.39 - 1.59	160	1.58		1.39	10	1.39	1.19		30	1.19
DI	B/S Breast		1.96 - 2.80	120	2.63		1.96 - 3.15	2,670	2.87	2.40 - 3.20	1.66 - 2.80	1,520	2.23
	Tenders	3.00	2.33	130	2.52		2.33 - 3.20	2,440	2.76	2.40	1.88 - 3.00	930	2.55
	Wings	2.25	2.00 - 3.99	280	3.16	2.25 - 2.50	1.20	190	2.38	2.50	2.35	20	2.40
	Party Wings		1.25 - 2.33	170	1.34					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 07/16 thru 07/22.

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

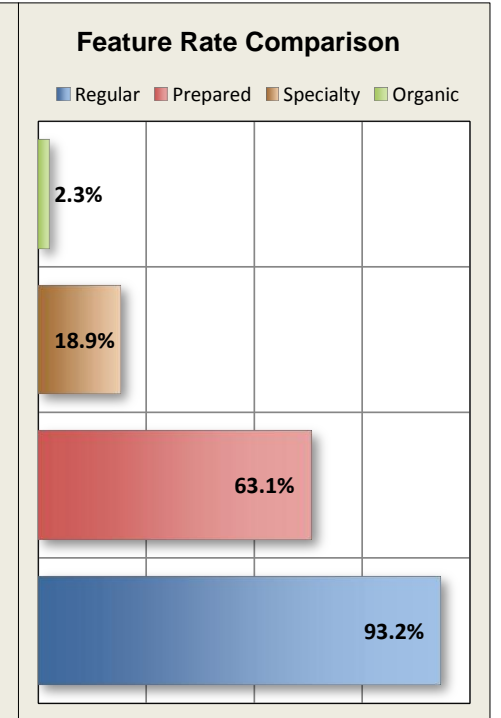
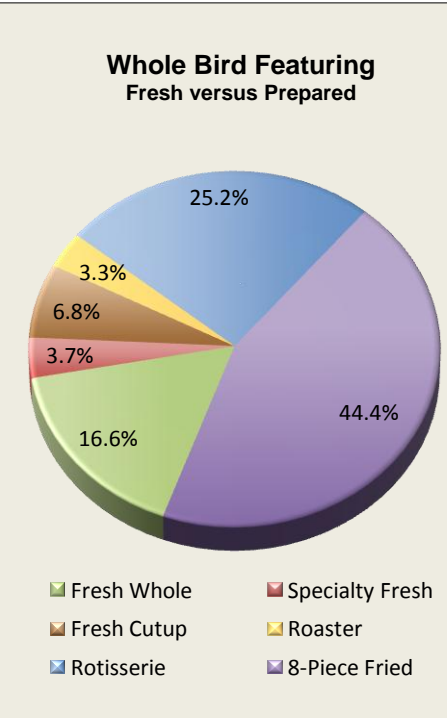
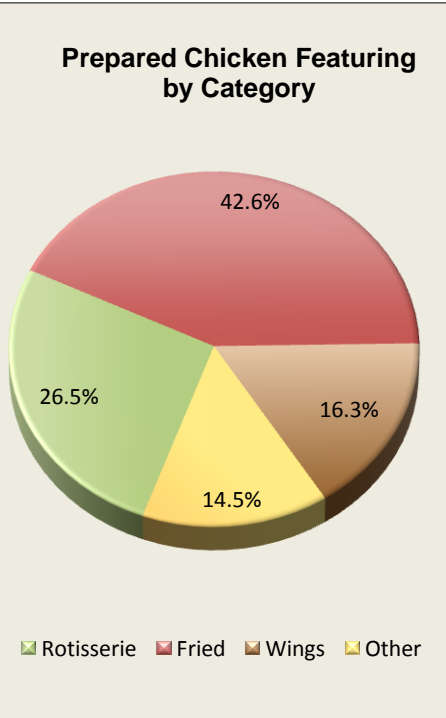
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		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 				SOUTHWEST U.S. (CA,NV) 				NORTHWEST U.S. (ID,MT,OR,WA,WY) 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		88.2% of 3,500 sampled outlets 22.9% of stores w/ no-price promotions Activity Index = 8,340				93.0% of 2,400 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 10,900				98.8% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 4,830			
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		1,010	0.95	0.99		190	0.99	0.99 - 1.49		330	1.17
cut-up fryer		0.98 - 1.49		360	1.33	0.99		180	0.99	0.98		20	0.98
bagged roaster													
Cornish (frs/frz)		1.81		210	1.81								
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		1.77 - 2.99	1.77 - 2.99	1,190	2.32	1.97 - 5.49	1.88 - 3.99	1,460	3.32	2.99	1.99	560	2.01
value pack		1.99	1.77 - 1.99	210	1.88		1.97	300	1.97		2.79	120	2.79
thin sliced		2.99 - 3.49	3.99	150	3.52	3.49 - 5.99	2.99 - 3.99	870	4.66	3.49 - 5.49	2.49 - 3.99	550	3.66
marinated			2.00	10	2.00						2.49 - 3.99	20	3.16
Breast Tenders													
regular pack		1.77 - 3.49	1.99 - 2.99	350	2.85	5.49 - 5.99	1.99 - 2.59	680	4.18	3.49 - 5.49	1.99 - 2.49	710	3.07
value pack			2.27	30	2.27						2.49	30	2.49
Split, bn-in Breast													
regular pack		1.99 - 2.49	0.98 - 1.99	70	1.89	2.49	0.99 - 1.99	720	1.99	1.00 - 1.85	1.99	560	1.66
value pack		1.49	0.89 - 1.69	570	1.14	0.99	1.27 - 1.29	50	1.20		1.98	40	1.98
Whole Wings		2.19	1.99	60	2.15								
Leg Quarters													
tray pack		0.89	0.79	360	0.81	0.99	0.99	810	0.99				
bagged			0.39 - 0.59	180	0.50		0.38 - 0.49	160	0.39				
Legs													
Thighs													
regular pack		0.99 - 1.29	0.99 - 1.19	620	1.20	0.99 - 1.99	0.99 - 1.49	1,680	1.41	0.99 - 1.99	0.99 - 1.49	520	1.63
value pack		0.68 - 1.49	0.77 - 1.29	570	1.02	0.99	0.69 - 1.29	450	0.99	1.00 - 1.49	0.99	130	1.31
Drumsticks													
regular pack		0.99 - 1.29	0.99 - 1.19	620	1.20	0.99 - 1.99	0.99	1,550	1.35	0.99 - 1.99	0.99 - 1.49	520	1.63
value pack		0.68 - 1.49	0.49 - 1.29	770	0.92	0.99	0.69 - 1.49	730	1.18	1.00 - 1.49	0.99	130	1.31
Bnls/Sknls Thighs													
regular pack		2.59	2.49 - 2.99	170	2.76	1.97 - 3.99	2.29	430	2.68		1.99	290	1.99
value pack			1.48	20	1.48		1.97	300	1.97				
9-pc Combos													
drum-thigh-breast						1.69		130	1.69	1.39		10	1.39
drum-thigh-wing						0.99 - 1.19		20	1.11				
D T	B/S Breast	2.29 - 2.33	1.66 - 2.70	550	2.34		2.25	40	2.25		2.00 - 2.25	170	2.02
	Tenders	2.33	1.66 - 2.80	260	2.37					2.66		120	2.66
	Wings Party Wings						1.75	150	1.75				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/16 thru 07/22.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	63.1% of 19,200 outlets		66.1% of 19,200 outlets		--	
Activity Index ^{3/}	23,660		22,970		20,170	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,170	5.82	9,070	5.61	5,220	5.58
2.1-3.0 lbs.	560	8.03	120	8.35	980	7.03
Whole Breast	240	2.63				
Leg Quarter	310	1.83				
FRIED/BAKED:						
8-Piece	8,820	5.96	3,390	6.05	4,380	6.08
8-Piece Dark	640	5.20	1,070	4.89	1,980	5.46
12-Piece	630	10.35	1,150	9.18		
Wings:						
bone-in	2,730	5.02	2,210	4.85	2,760	5.06
boneless	1,120	4.63	1,780	4.25	1,500	4.91
Tenders	2,550	5.04	2,520	5.38	2,990	4.77
Strips	300	3.47	410	4.64	100	4.73
Popcorn	590	2.50	1,250	3.09	260	5.26
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	66.4% of 4,000 sampled outlets		80.3% of 5,100 sampled outlets		60.7% of 3,200 sampled outlets	
Activity Index ^{3/}	Activity Index = 7,270		Activity Index = 6,830		Activity Index = 3,190	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.77 - 6.99	1,680	5.63	4.77 - 6.99	1,410	5.89
2.1-3.0 lbs.	6.99 - 8.99	560	8.03			
Whole Breast	2.49 - 7.99	240	2.63			
Leg Quarter	1.99 - 2.00	250	1.99		1.99	10 1.99
FRIED/BAKED:						
8-Piece Mixed	4.99 - 8.00	1,670	6.44	3.99 - 6.99	3,620	6.01
8-Piece Dark	4.99 - 5.49	70	5.03	7.50	20	7.50
12-Piece	8.99 - 10.99	550	10.45			
Wings:						
bone-in	4.99 - 6.49	890	5.38	4.80 - 5.00	700	4.99
boneless	3.99 - 4.99	480	4.51	4.99	330	4.99
Tenders	4.98 - 6.99	350	5.33	4.99 - 5.99	500	5.54
Strips	3.25	10	3.25	2.59 - 3.25	180	3.23
Popcorn	2.49 - 2.50	520	2.50	2.50	70	2.50

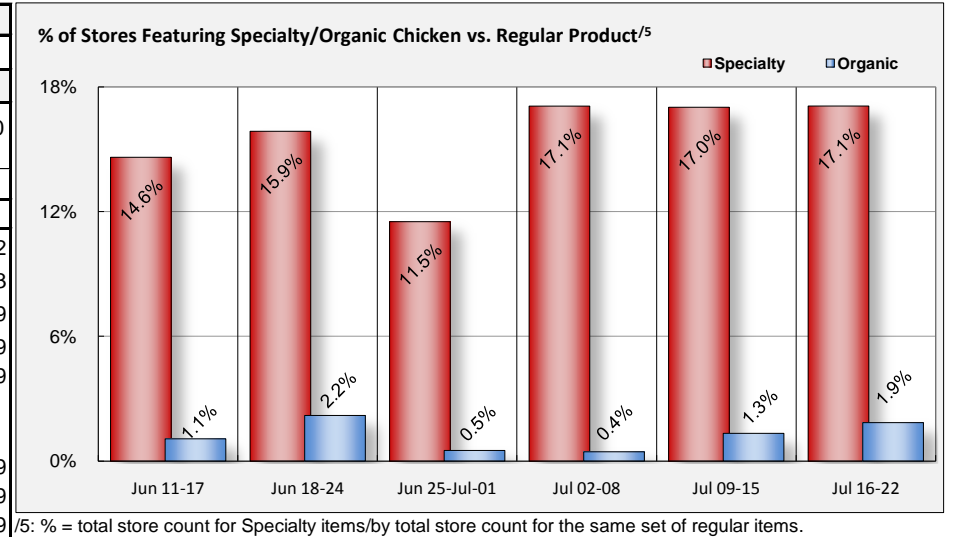




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/16 thru 07/22.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jul 16, 2010

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	18.9% of 19,200 outlets	25.4% of 19,200 outlets	8.8% of 18,600 outlets	2.3% of 19,200 outlets	0.8% of 19,200 outlets	1.5% of 18,600 outlets
Activity Index ^{3/}	7,460	6,900	3,860	740	520	1,250
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	830 2.19	1,110 1.53	500 1.69	200 3.33	90 2.81	40 2.62
Bnls/Sknl's Breast	2,800 4.62	3,910 4.59	1,490 4.92	330 7.59	30 7.99	280 7.93
Breast Tenders	660 4.56	560 5.52	230 4.77			160 6.99
Split, bn-in Breast	80 2.37	200 3.01	50 1.24		130 2.99	230 4.49
Whole Wings	10 1.49		80 1.74			180 2.49
Leg Quarters	60 1.26	60 1.24	90 1.16	-- --	-- --	-- --
Legs	30 1.26	60 1.49	90 1.25			
Thighs	1,250 1.58	410 1.94	660 1.67	10 1.99	130 1.99	180 2.49
Drumsticks	1,280 1.58	380 1.94	670 1.66	10 1.99	130 1.99	180 2.49
B/S Thighs	460 2.61	210 2.98	120 3.25	190 5.99	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/}	53.2% of 4,000 sampled outlets			10.3% of 5,100 sampled outlets			11.9% of 3,200 sampled outlets			11.7% of 3,500 sampled outlets			2.4% of 2,400 sampled outlets			12.8% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 4,650			Activity Index = 720			Activity Index = 750			Activity Index = 790			Activity Index = 70			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	1.89 - 2.49	400	1.94	5.99	80	5.99	0.99 - 5.99	210	1.86	1.69	40	1.69	0.99 - 1.49	100	1.04	0.99 - 1.49	100	1.04
Bnls/Sknl's Breast	3.79 - 5.99	1,730	4.65	1.98 - 5.49	480	4.33	1.99 - 5.99	130	3.67	4.98 - 5.49	280	5.02	3.48 - 6.99	30	6.12	3.48 - 6.99	150	5.00
Breast Tenders	3.99	250	3.99	4.99	10	4.99				4.98 - 5.49	370	5.05	2.99	30	2.99			
Split, bn-in Breast							0.99 - 2.49	40	1.68	3.38	20	3.38	1.99 - 3.59	10	1.99	3.29 - 3.59	10	3.46
Whole Wings																1.49	10	1.49
Leg Quarters										0.99 - 1.19	50	1.13				1.89	10	1.89
Legs	0.99 - 1.59	20	1.14													1.49	10	1.49
Thighs	1.49 - 1.99	940	1.64	1.28 - 1.49	70	1.46	0.99 - 1.59	160	1.45				1.29 - 1.49	80	1.31	1.29 - 1.49	80	1.31
Drumsticks	1.29 - 1.99	960	1.63	1.28 - 1.49	80	1.45	0.99 - 1.59	160	1.44				1.29 - 1.99	80	1.37	1.29 - 1.99	80	1.37
B/S Thighs	2.49 - 3.29	350	2.74				1.49 - 1.99	50	1.67	2.99	30	2.99	1.99 - 2.79	30	2.24	1.99 - 2.79	30	2.24
ORGANIC	5.9% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.2% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			0.4% of 2,400 sampled outlets			1.4% of 1,000 sampled outlets		
	Activity Index = 310			Activity Index = 190			Activity Index = 200			Activity Index = 0			Activity Index = 20			Activity Index = 20		
Whole Fryer										3.33	190	3.33				3.29	10	3.29
Bnls/Sknl's Breast	6.99 - 8.99	300	7.45	8.99	10	8.99				9.69	10	9.69				8.29	10	8.29
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													1.99	10	1.99			
Drumsticks													1.99	10	1.99			
B/S Thighs	5.99	10	5.99	5.99	180	5.99												

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/>.