USDA Weekly Retail Chicken Feature Activity

Fri. Jul 23, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

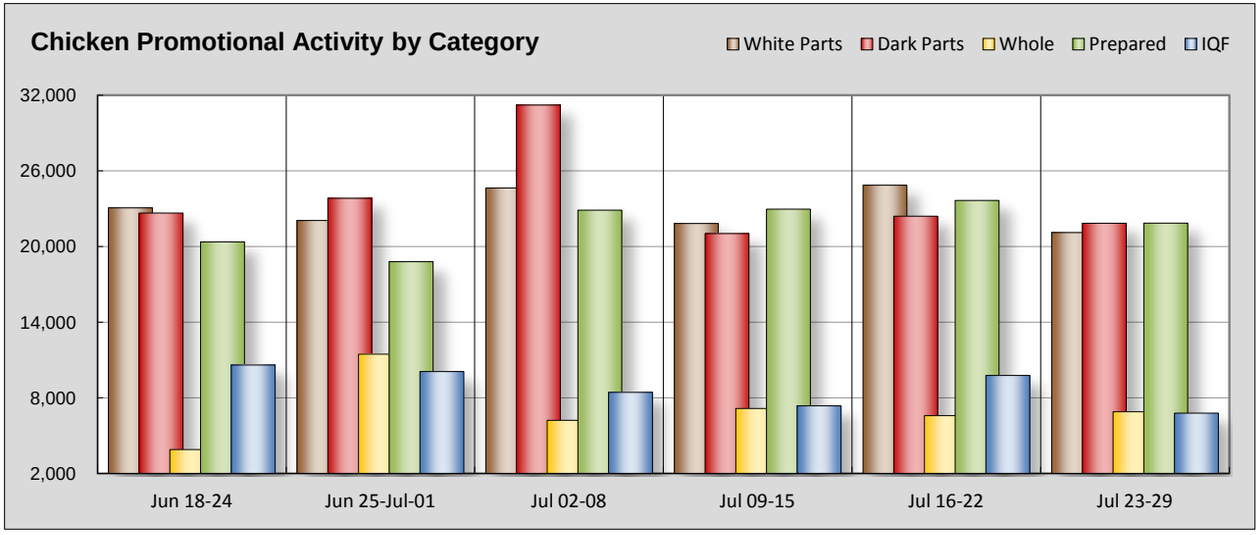
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

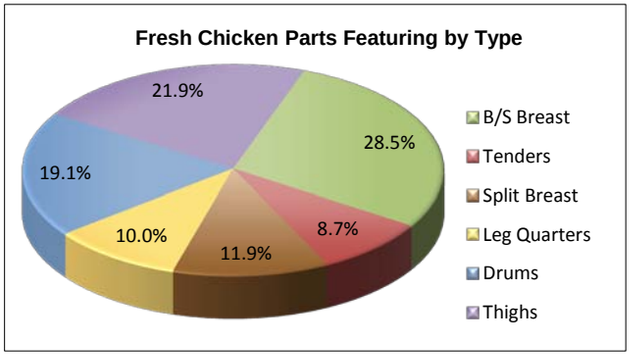
NATIONAL SUMMARY

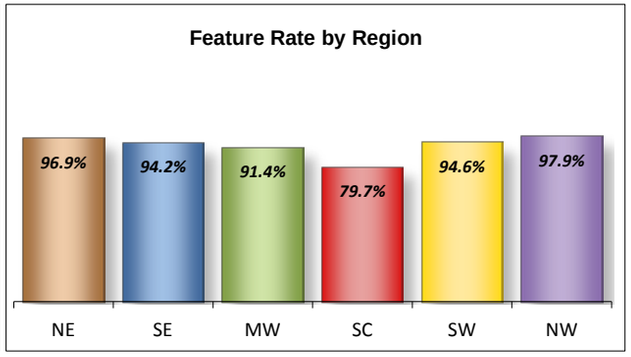
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**91.9% of 19,200 outlets**		**93.2% of 19,200 outlets**		**94.7% of 18,600 outlets**	
Special Rate 4/	**14.5%**		**17.5%**		**12.2%**	
Activity Index 2/	**78,820**		**87,710**		**75,360**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,500	0.99	3,760	1.03	4,980	0.98
cut-up fryer	1,620	1.38	1,540	1.26	2,270	1.22
bagged roaster	590	1.08	750	1.11	920	1.12
Cornish (frs/frz)	1,180	1.93	530	2.04	2,020	1.97
PARTS:						
Bnls/Sknls Breast						
regular pack	6,880	3.01	7,310	2.15	6,870	3.07
value pack	1,850	2.17	1,790	2.16	2,960	2.30
thin sliced	1,930	4.10	3,750	4.00	2,670	4.05
marinated	370	4.33	250	3.67	130	3.24
Breast Tenders						
regular pack	3,110	3.28	4,570	3.26	3,550	3.11
value pack	250	3.17	210	2.12	330	2.21
Split, bn-in Breast						
regular pack	2,700	1.64	3,990	1.54	3,850	1.57
value pack	1,910	1.28	1,750	1.43	2,000	1.21
Whole Wings	2,110	2.07	1,250	1.95	1,290	1.94
Leg Quarters						
tray pack	2,520	0.79	2,900	0.89	2,600	0.91
bagged	1,350	0.54	970	0.47	620	0.62
Legs	440	1.08	490	1.13	230	1.06
Thighs						
regular pack	3,960	1.35	4,760	1.38	3,340	1.24
value pack	4,510	1.07	2,950	1.02	4,670	1.13
Drumsticks						
regular pack	2,820	1.32	4,510	1.36	3,160	1.26
value pack	4,590	1.07	3,440	1.04	4,910	1.17
Bnls/Sknls Thighs						
regular pack	1,560	2.43	2,070	2.37	1,810	2.88
value pack	100	1.78	320	1.94	360	1.99
9-pc Combos						
drum-thigh-breast	60	1.29	200	1.59	350	1.39
drum-thigh-wing	270	1.00	220	1.47	40	1.12
IQF B/S Breast	3,340	2.59	5,070	2.58	3,390	2.27
IQF Tenders	1,810	2.67	3,880	2.67	2,070	2.24
IQF Wings	810	2.63	640	2.57	530	2.04
IQF Party Wings	820	2.18	180	1.37		

This Week's Chicken Feature Highlights

National Summary numbers drop hard headed into the second week of "The Two's". Whole body prices decline, cut-up and cornish step up volume. White meat parts increase costs to consumers, offerings fluctuate, split breast in bulk packs are a good deal in most areas. Leg quarters, thighs and drums push bagged over bulk, pricing is nothing special. IQF parts hold values, white meat volume drops, wings offer more options to purchase. Prepared foods offers an alternative for those cooks reluctant to heat up the kitchen, whole rotisserie are attractively priced, promotions are prevalent in some locations. Specialty chicken raises offerings, organics step back. Next week's ad cycle will be a hard one to figure based on the way the new month falls. Where retailers anticipate first of the month movement to begin will largely determine their push for consumer attention and dollars.







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. Jul 23, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

(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/	**96.9% of 4,000 sampled outlets**				**94.2% of 5,100 sampled outlets**				**91.4% of 3,200 sampled outlets**			
Special Rate 2/	**36.6% of stores w/ no-price promotions**				**17.1% of stores w/ no-price promotions**				**10.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 17,600**				**Activity Index = 10,910**				**Activity Index = 6,780**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.39 - 1.49		1,260	1.04	0.88 - 1.49		320	0.94	0.88 - 1.19		150	0.96
cut-up fryer	0.95 - 1.59		580	1.37	0.99 - 1.49		90	1.25	0.99 - 1.59		40	1.20
bagged roaster	0.99 - 1.59		480	1.06	0.99 - 1.29		80	1.12	1.39		10	1.39
Cornish (frs/frz)	0.99 - 2.29		510	1.91	1.81 - 2.29		200	1.93	1.81 - 2.00		50	1.88
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	2.19 - 3.99	1.89 - 3.99	1,150	3.31	1.98 - 3.99	1.78 - 3.99	1,900	2.73	1.88 - 3.99	1.79 - 3.99	860	2.79
value pack		1.68 - 2.99	1,260	2.20		1.88 - 2.49	50	2.32		1.69 - 1.99	270	1.98
thin sliced	2.99 - 3.99	2.99 - 4.29	760	3.76	3.99	3.99	140	3.99	4.29	3.99	270	4.08
marinated		3.99 - 5.99	330	4.47		3.99	10	3.99		1.99 - 3.99	30	2.89
Breast Tenders												
regular pack	2.99 - 3.99	2.49 - 3.49	620	3.28	1.98 - 4.29		410	3.01	1.99 - 4.29		150	3.56
value pack		3.49	150	3.49		2.68 - 2.69	60	2.69		2.68	20	2.68
Split, bn-in Breast												
regular pack	1.99 - 2.85	0.99 - 3.99	510	2.12	0.99 - 1.49	0.99 - 1.29	880	1.26	1.19 - 2.49	0.98 - 1.99	370	1.75
value pack		0.99 - 1.79	400	1.46	0.99	0.98 - 1.08	140	0.99	1.29 - 1.85	0.96 - 1.69	310	1.33
Whole Wings	1.99 - 2.49	1.99	880	2.10	2.19 - 2.49	1.39 - 1.99	720	2.09	1.38 - 1.99	1.69 - 1.99	410	1.95
Leg Quarters												
tray pack	0.59 - 0.89	0.49 - 1.19	1,250	0.72		0.63 - 0.89	250	0.80		0.49 - 0.99	20	0.76
bagged	0.59	0.49 - 0.59	90	0.56	0.59	0.48 - 0.59	490	0.54	0.38 - 0.59	0.49 - 0.69	90	0.55
Legs	0.89 - 1.19	1.19 - 1.29	420	1.07								
Thighs												
regular pack	0.99 - 1.69	1.19 - 1.29	740	1.45	0.99 - 1.69	1.19	1,350	1.36	0.98 - 1.69		510	1.22
value pack	0.59 - 1.39	0.88 - 1.29	2,050	1.15	0.79 - 1.39	0.98 - 1.89	630	1.03	0.79 - 1.33	0.69 - 1.19	540	1.00
Drumsticks												
regular pack	0.99 - 1.69	1.19 - 1.29	640	1.48	0.99 - 1.69	1.19	280	1.26	0.98 - 1.69	0.99	400	1.22
value pack	0.98 - 1.39	0.88 - 1.29	2,040	1.16	0.79 - 1.39	0.79 - 1.29	660	1.02	0.79 - 1.33	0.59 - 1.19	550	1.00
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	0.99 - 2.99	870	2.51	1.98 - 2.99		240	2.17		1.59 - 2.99	90	2.80
value pack										1.39	10	1.39
9-pc Combos												
drum-thigh-breast									1.29		20	1.29
drum-thigh-wing	0.99		10	0.99	1.38		10	1.38				
IQF **B/S Breast**		1.66 - 3.99	180	2.54	2.40 - 2.80	1.66 - 3.99	600	2.68	1.66 - 2.80	1.59 - 2.80	960	2.57
IQF **Tenders**					2.40 - 2.80		500	2.70	1.66 - 2.80	2.00 - 2.80	520	2.75
IQF **Wings**	3.00	2.00 - 3.99	270	3.46	2.00 - 2.40	2.00	420	2.18	1.66 - 2.40		120	2.33
IQF **Party Wings**		1.75 - 2.33	150	1.78		2.00 - 2.29	480	2.28	2.00		10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Jul 23, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

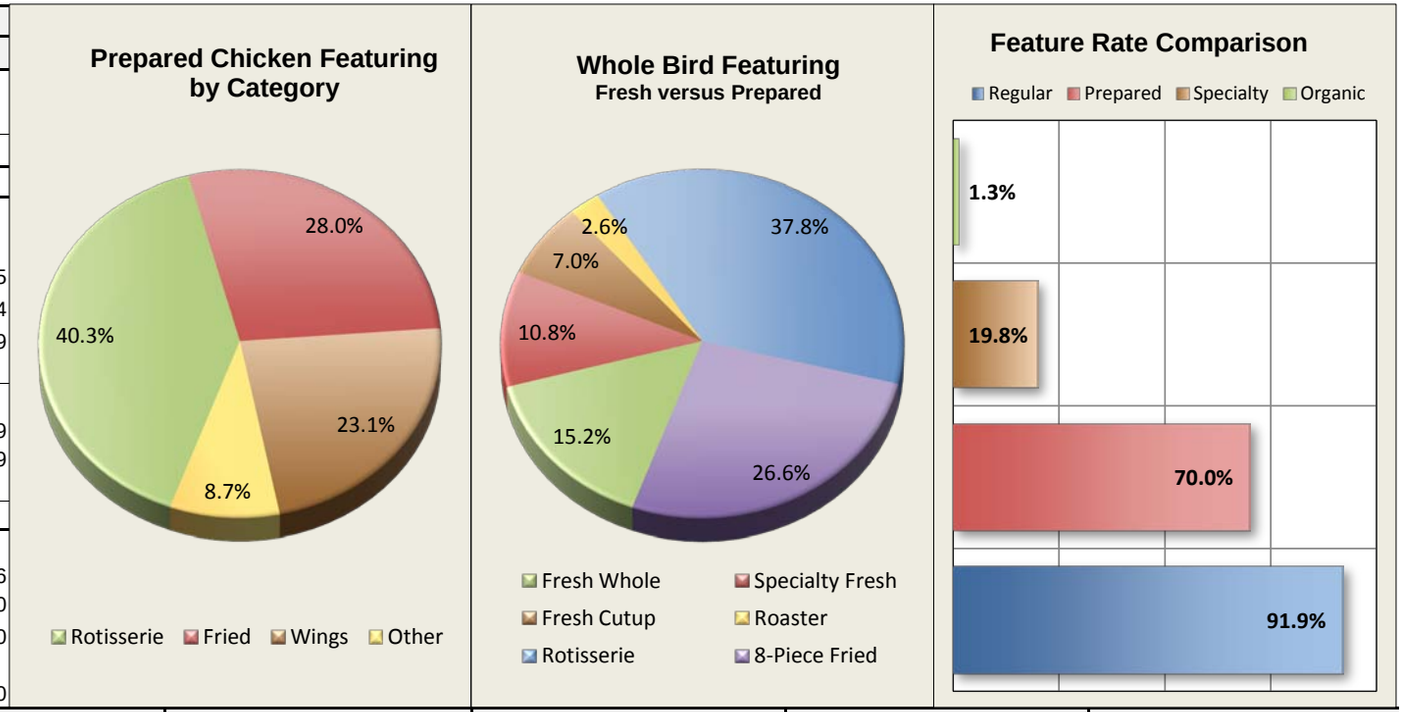
	SOUTH CENTRAL U.S (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/	**79.7% of 3,500 sampled outlets**				**94.6% of 2,400 sampled outlets**				**97.9% of 1,000 sampled outlets**			
Special Rate 2/	**3.3% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**0.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,020**				**Activity Index = 9,810**				**Activity Index = 4,840**			
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		270	0.99	0.59 - 1.29		1,250	0.95	0.99		250	0.99
cut-up fryer	0.88 - 1.27		260	1.02	1.49 - 1.69		440	1.63	1.29 - 1.49		210	1.46
bagged roaster	1.29		20	1.29								
Cornish (frs/frz)	1.88		140	1.88	1.99 - 2.50		280	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 - 2.99	1.88 - 2.99	890	2.37	2.99 - 4.99	2.29 - 3.49	1,260	3.59	3.98 - 4.99	2.29 - 2.99	820	3.25
value pack		1.99	110	1.99		1.87 - 2.49	60	2.13	2.99	1.87 - 2.68	100	2.51
thin sliced		1.99	50	1.99	5.49		300	5.49	5.99	2.99 - 3.49	410	4.00
marinated												
Breast Tenders												
regular pack	2.49 - 3.49	1.88 - 2.99	440	2.55	2.99 - 4.99	2.99	830	3.70	3.49 - 4.99	2.88 - 2.99	660	3.36
value pack		2.68 - 2.69	20	2.68								
Split, bn-in Breast												
regular pack	1.29 - 2.49	1.79	450	1.96	0.97 - 1.59		300	1.32		1.39 - 1.69	190	1.66
value pack	0.89 - 1.99	0.97 - 1.38	350	1.32	0.99	0.99 - 1.49	590	1.16	1.39		120	1.39
Whole Wings	1.79 - 2.19	1.99	80	2.11		1.79	10	1.79		1.79	10	1.79
Leg Quarters												
tray pack		0.79 - 0.99	160	0.95	0.89 - 0.99	0.77	670	0.89	0.98	0.69 - 0.99	170	0.76
bagged		0.39 - 0.69	670	0.55		0.49	10	0.49				
Legs	1.19		10	1.19		1.39	10	1.39				
Thighs												
regular pack	0.99 - 1.79	0.79 - 1.39	270	1.40	0.99 - 1.99	0.97 - 1.39	780	1.37	0.98	0.69 - 1.49	310	1.15
value pack	0.88 - 1.19	0.58 - 1.19	700	1.03		0.69 - 0.99	360	0.92		0.99	230	0.99
Drumsticks												
regular pack	0.99 - 1.79	0.79 - 1.39	250	1.42	0.99 - 1.99	0.57 - 1.39	940	1.30	0.98	0.69 - 1.49	310	1.15
value pack	0.88 - 1.19	0.33 - 1.19	750	1.01		0.69 - 0.99	360	0.92		0.99	230	0.99
Bnls/Sknls Thighs												
regular pack	2.99	1.77 - 1.99	130	2.05		1.49 - 1.99	90	1.76	3.99	1.99 - 2.99	140	2.93
value pack		1.49	30	1.49		1.99	20	1.99		1.99	40	1.99
9-pc Combos												
drum-thigh-breast										1.29	40	1.29
drum-thigh-wing						0.99	250	0.99				
IQF **B/S Breast**	1.68 - 2.80	2.33 - 2.71	630	2.30	2.80	2.80 - 3.20	570	2.89	2.40 - 2.80	1.68	400	2.61
IQF **Tenders**	1.68 - 2.80	2.33 - 2.71	290	2.47		2.80 - 3.20	300	2.98	2.40	1.68 - 2.00	200	2.27
IQF **Wings**												
IQF **Party Wings**		2.29	50	2.29		2.25	130	2.25				

USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

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

PREPARED FOODS NATIONAL SUMMARY	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	70.0% of 19,200 outlets		63.1% of 19,200 outlets		--	
Activity Index [3/]	**21,860**		**23,660**		**18,600**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	8,550	5.66	5,170	5.82	5,900	5.65
2.1-3.0 lbs.	150	7.99	560	8.03	560	7.34
Whole Breast	100	5.09	240	2.63	90	5.89
Leg Quarter			310	1.83		
FRIED/BAKED:						
8-Piece	4,200	6.06	8,820	5.96	7,120	5.59
8-Piece Dark	960	4.83	640	5.20	390	5.29
12-Piece	960	9.85	630	10.35		
Wings:						
bone-in	3,490	5.90	2,730	5.02	1,990	6.96
boneless	1,550	4.43	1,120	4.63	1,370	4.70
Tenders	1,610	4.98	2,550	5.04	610	4.80
Strips	90	5.73	300	3.47		
Popcorn	200	3.22	590	2.50	570	2.50



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	77.4% of 4,000 sampled outlets			84.3% of 5,100 sampled outlets			57.2% of 3,200 sampled outlets			47.7% of 3,500 sampled outlets			76.1% of 2,400 sampled outlets			72.1% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,610			Activity Index = 6,320			Activity Index = 3,370			Activity Index = 3,080			Activity Index = 2,410			Activity Index = 1,070		
	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.	4.99 - 6.99	2,220	5.53	4.98 - 6.99	3,220	5.89	4.77 - 6.99	910	5.44	4.50 - 7.49	1,090	5.38	4.98 - 6.99	780	5.70	4.99 - 6.99	330	5.82
2.1-3.0 lbs.	7.99	10	7.99							7.99	140	7.99						
Whole Breast	3.99	70	3.99							7.99	20	7.99				6.99	10	6.99
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	4.98 - 8.00	1,080	6.78	3.99 - 6.99	810	6.03	3.99 - 6.99	1,290	5.90	3.99 - 6.99	580	5.21	4.99 - 5.99	290	5.49	5.98 - 6.99	150	6.79
8-Piece Dark	3.29 - 4.99	310	4.84	2.99 - 5.99	270	4.99	2.99 - 6.00	110	5.03	2.99 - 4.99	260	4.52				4.99 - 5.99	10	5.49
12-Piece	8.99 - 10.99	660	10.37	9.49 - 9.99	80	9.91	8.79 - 9.99	50	9.10				7.99	170	7.99			
Wings:																		
bone-in	3.99 - 5.99	860	4.86	3.99 - 5.00	180	4.96	3.99 - 7.99	220	5.91	3.97 - 7.99	680	6.79	4.77 - 7.99	1,110	6.47	2.99 - 7.99	440	5.53
boneless	3.99 - 7.99	200	5.93	3.99 - 7.99	1,130	4.16	3.99 - 4.99	100	4.06	3.99 - 4.99	120	4.72						
Tenders	4.99 - 6.99	130	6.08	4.98 - 5.99	610	5.35	3.99 - 5.99	550	4.30	3.99 - 5.49	190	4.87	3.99	40	3.99	3.99 - 5.99	90	5.65
Strips	6.99	10	6.99				3.49 - 4.99	20	4.31				5.99	20	5.99	5.99	40	5.99
Popcorn	1.99 - 3.99	60	2.34	1.99	20	1.99	2.59 - 3.99	120	3.87									

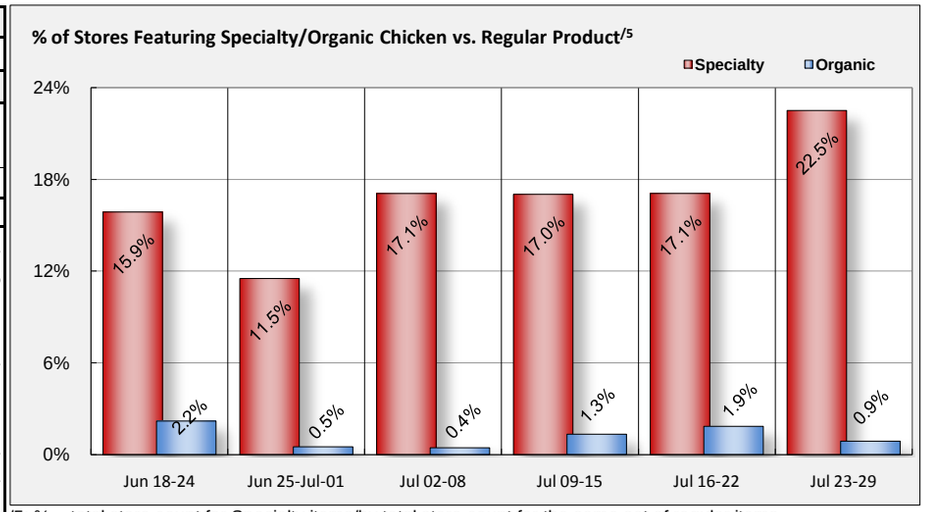
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Jul 23, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/23 thru 07/29.

(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/]	19.8% of 19,200 outlets		18.9% of 19,200 outlets		12.4% of 18,600 outlets		1.3% of 19,200 outlets		2.3% of 19,200 outlets		0.5% of 18,600 outlets	
Activity Index [3/]	**9,260**		**7,460**		**5,690**		**330**		**740**		**910**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	2,480	1.73	830	2.19	510	2.00	70	2.79	200	3.33	100	2.91
Bnls/Sknls Breast	2,990	4.94	2,800	4.62	1,880	4.78	200	8.01	330	7.59	90	8.05
Breast Tenders	510	4.43	660	4.56	520	4.11						
Split, bn-in Breast	330	2.51	80	2.37	310	2.69	10	4.99				
Whole Wings	230	2.24	10	1.49	80	1.94					40	2.87
Leg Quarters	190	1.14	60	1.26	190	0.96	--	--	--	--	--	--
Legs	20	1.09	30	1.26	70	1.25						
Thighs	1,060	1.62	1,250	1.58	1,060	1.71	20	3.99	10	1.99	340	2.87
Drumsticks	1,210	1.65	1,280	1.58	1,070	1.76	20	3.99	10	1.99	340	2.87
B/S Thighs	240	2.86	460	2.61	370	2.54	10	6.99	190	5.99	90	5.38



/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/]	44.3% of 4,000 sampled outlets			8.5% of 5,100 sampled outlets			20.5% of 3,200 sampled outlets			8.5% of 3,500 sampled outlets			13.4% of 2,400 sampled outlets			30.8% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,560			Activity Index = 1,630			Activity Index = 760			Activity Index = 390			Activity Index = 590			Activity Index = 330		
	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	1.39 - 1.89	1,280	1.56	1.28 - 1.39	260	1.31	0.99 - 2.29	300	1.47	1.69 - 2.49	100	1.84	1.49 - 2.49	280	2.49	1.49 - 2.49	260	2.40
Bnls/Sknls Breast	3.74 - 5.99	1,540	4.39	3.99 - 5.99	1,110	5.88	1.99 - 5.89	270	4.21	4.99	30	4.99				4.98 - 4.99	40	4.98
Breast Tenders	3.99 - 4.29	370	4.09	4.98 - 5.49	110	5.45				4.99	30	4.99						
Split, bn-in Breast	2.61	230	2.61				1.99 - 3.39	30	2.29	1.99	30	1.99	0.99 - 2.99	30	2.99	0.99	10	0.99
Whole Wings	2.24	230	2.24															
Leg Quarters							0.89	20	0.89	0.99 - 1.00	140	1.00	1.89 - 1.99	20	1.99	1.89	10	1.89
Legs	0.99 - 1.39	20	1.09															
Thighs	1.49 - 1.99	780	1.58	1.49 - 1.79	80	1.55	0.99 - 1.99	70	1.48				1.99	130	1.99			
Drumsticks	1.49 - 1.99	930	1.62	1.49	70	1.49	0.99 - 1.99	70	1.48				1.99	130	1.99	1.99	10	1.99
B/S Thighs	2.99	180	2.99							1.99 - 2.99	60	2.47						
ORGANIC	0.6% 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			5.5% of 2,400 sampled outlets			8.5% of 1,000 sampled outlets		
	Activity Index = 60			Activity Index = 180			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 90		
Whole Fryer																2.79	70	2.79
Bnls/Sknls Breast	7.99	10	7.99	7.99	180	7.99										8.29	10	8.29
Breast Tenders																		
Split, bn-in Breast																4.99	10	4.99
Whole Wings																		
Legs																		
Thighs	3.99	20	3.99															
Drumsticks	3.99	20	3.99															
B/S Thighs	6.99	10	6.99															

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/.