USDA Weekly Retail Chicken Feature Activity

Fri. Aug 06, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

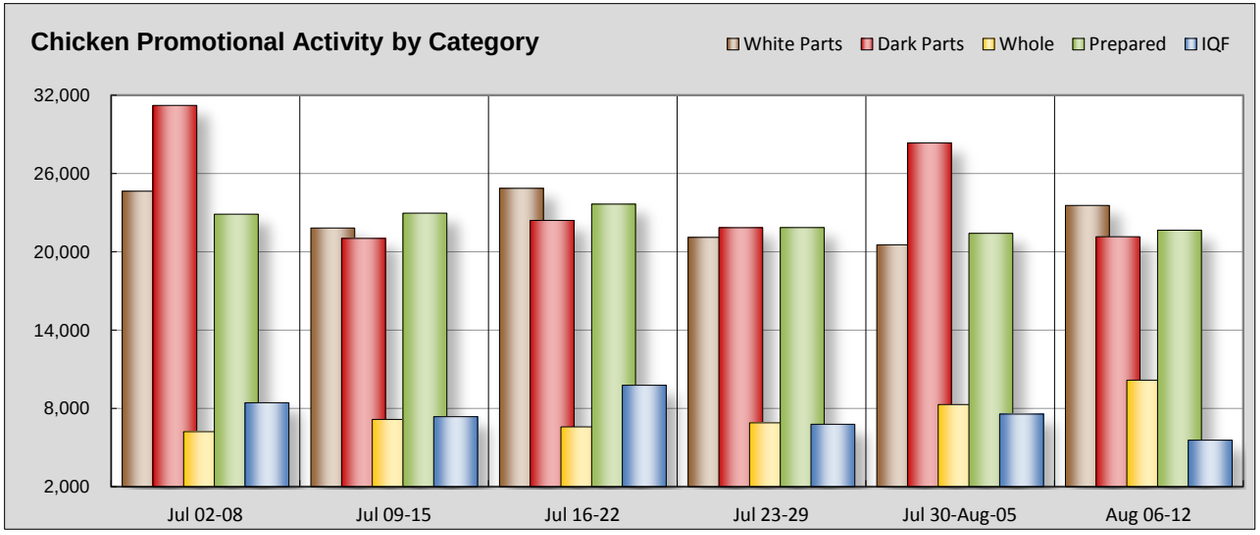
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

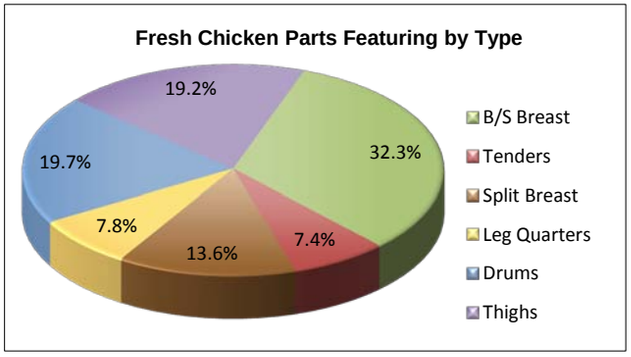
NATIONAL SUMMARY

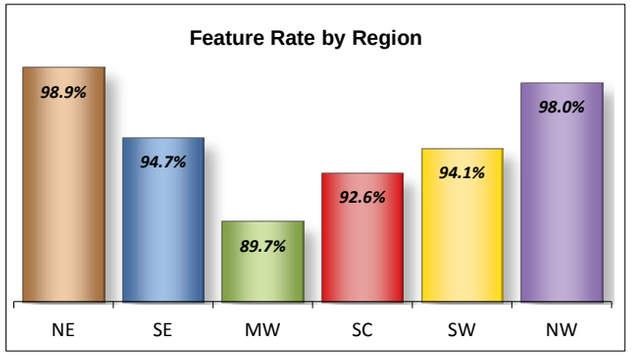
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.5% of 19,200 outlets**		**95.7% of 19,200 outlets**		**91.8% of 18,600 outlets**	
Special Rate 4/	**26.5%**		**10.8%**		**29.6%**	
Activity Index 2/	**82,420**		**87,090**		**66,590**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	5,380	1.00	4,850	1.02	5,200	0.98
cut-up fryer	3,590	1.32	1,870	1.23	3,550	1.00
bagged roaster	620	1.38	520	1.21	720	1.48
Cornish (frs/frz)	570	2.00	1,050	1.90	1,130	1.51
PARTS:						
Bnls/Sknls Breast						
regular pack	7,260	3.00	6,400	2.95	6,040	2.84
value pack	2,300	2.27	2,910	2.42	2,650	2.20
thin sliced	3,180	4.07	2,820	3.99	1,920	4.14
marinated	320	3.81	340	2.98	510	3.77
Breast Tenders						
regular pack	2,880	3.39	1,530	3.05	2,190	3.52
value pack	120	2.49	260	2.54	330	3.33
Split, bn-in Breast						
regular pack	3,910	1.60	2,620	1.72	3,800	1.31
value pack	1,600	1.34	1,730	1.29	1,410	1.12
Whole Wings	1,990	1.98	1,930	2.14	1,360	1.91
Leg Quarters						
tray pack	1,940	0.85	2,610	0.83	3,070	0.90
bagged	1,210	0.55	2,380	0.56	1,050	0.57
Legs	120	1.08	910	1.14	560	1.13
Thighs						
regular pack	3,930	1.21	3,610	1.41	3,260	1.12
value pack	3,830	1.06	5,720	1.11	3,630	1.09
Drumsticks						
regular pack	3,990	1.21	3,250	1.44	3,350	1.14
value pack	3,980	1.06	6,130	1.09	3,750	1.09
Bnls/Sknls Thighs						
regular pack	1,940	2.51	3,510	2.37	1,540	2.43
value pack	220	2.00	230	1.91	10	1.69
9-pc Combos						
drum-thigh-breast	120	1.49	590	1.52	460	1.51
drum-thigh-wing	200	0.93	340	1.21	470	1.37
IQF B/S Breast	2,870	2.24	4,610	2.85	2,850	2.34
IQF Tenders	1,590	2.40	1,990	2.80	1,180	2.34
IQF Wings	270	2.33	660	1.96	560	2.06
IQF Party Wings	830	2.25	300	2.13		

This Week's Chicken Feature Highlights

The activity index drops headed into the second week of the new month. But wait, there is good news, no price promotions are present, 26.5% for the national average, one region at more than 50%, and some good deals on price as well. Bagged whole birds drop average pricing, cut up rises in price. B/S breast and tenders reflect higher costs, the best option is on split breast, there are excellent deals scattered across the country. Wings hold their ground. Dark meat parts find that recent price increases won't move volume, regular packs drop back to a reasonable distance from bulk packs. IQF parts reduce prices from last weeks "sticker-shock" levels, movement should return. Prepared foods give tenders a try, all other offerings hold or lower prices. Specialty and organic chicken keep things moving, nothing exciting here. Shoppers dollars are directed elsewhere as the word "school" is beginning to be uttered by unhappy children and ecstatic parents. Retailers will be forced to keep shoppers attention if they want to maintain clearances until things settle down in a couple of weeks.







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. Aug 06, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

(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/	**98.9% of 4,000 sampled outlets**				**94.7% of 5,100 sampled outlets**				**89.7% of 3,200 sampled outlets**			
Special Rate 2/	**38.6% of stores w/ no-price promotions**				**13.1% of stores w/ no-price promotions**				**19.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 17,240**				**Activity Index = 15,850**				**Activity Index = 7,200**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.49		1,240	1.14	0.78 - 0.99		1,210	0.98	0.79 - 1.29		610	0.93
cut-up fryer	0.99 - 1.59		310	1.40	0.98 - 1.38		1,480	1.21	0.99 - 1.59		360	1.29
bagged roaster	0.99 - 2.69		470	1.51	0.78 - 1.18		130	0.96	0.99 - 1.19		20	1.13
Cornish (frs/frz)	1.99 - 2.59		180	2.33	1.81 - 2.00		130	1.82	1.81		10	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	1.99 - 3.99	1.68 - 3.99	1,770	3.29	2.29 - 2.50	1.68 - 2.77	1,010	2.30	1.99 - 4.99	1.68 - 3.99	910	2.64
value pack	1.99 - 2.69	1.78 - 3.99	940	2.45	1.98 - 2.69	1.98 - 2.99	550	2.20	1.78 - 1.99	1.79 - 2.49	450	2.09
thin sliced	3.69 - 3.99	2.99 - 5.49	1,500	4.07	2.99 - 3.99	3.99	790	3.91	2.99	3.19	110	3.01
marinated		2.69 - 5.99	100	3.90		3.99	10	3.99		3.99 - 4.99	160	4.03
Breast Tenders												
regular pack	2.49 - 3.99	2.99 - 3.99	1,550	3.50	2.29 - 3.99	2.99 - 3.99	370	3.67	1.99 - 4.99	2.79	170	3.15
value pack					2.49		80	2.49				
Split, bn-in Breast												
regular pack	1.49 - 2.29	1.20 - 1.99	460	1.87	0.89 - 1.49	1.69	1,520	1.47	0.99 - 1.99	1.28 - 1.49	580	1.52
value pack	1.29 - 1.99	0.99 - 1.69	410	1.84		0.99 - 1.08	40	1.02	1.39	1.00 - 1.69	150	1.60
Whole Wings	1.79 - 2.49	1.79 - 1.99	1,040	2.04	1.58 - 1.98	1.38 - 1.99	170	1.82	1.66 - 1.99	1.29 - 1.79	50	1.68
Leg Quarters												
tray pack	0.59 - 0.99	0.49 - 0.79	900	0.73		0.79 - 0.89	140	0.87	1.00	0.49 - 0.99	170	0.91
bagged		0.43 - 0.49	100	0.47	0.49	0.48 - 0.65	470	0.57	0.49 - 0.68	0.45 - 0.59	180	0.57
Legs		0.99 - 1.19	110	1.11					0.69 - 0.89		10	0.79
Thighs												
regular pack	0.99 - 1.69	0.99 - 1.59	1,160	1.30	0.88 - 1.69	1.19	1,310	1.18	0.88 - 1.66	0.99	290	1.07
value pack	0.89 - 1.50	0.88 - 1.59	1,380	1.17	0.89 - 0.99	1.19 - 1.29	1,290	0.94	0.79 - 1.19	0.79 - 1.49	510	1.12
Drumsticks												
regular pack	0.99 - 1.69	0.99 - 1.59	1,170	1.32	0.79 - 1.69	1.19	1,360	1.16	0.88 - 1.66	0.79 - 0.99	290	1.05
value pack	0.89 - 1.49	0.88 - 1.59	1,490	1.16	0.89 - 0.99	0.79 - 1.29	1,290	0.93	0.79 - 1.19	0.59 - 1.49	520	1.10
Bnls/Sknls Thighs												
regular pack	2.59 - 2.99	1.29 - 2.99	460	2.90	1.79 - 2.99	2.99	710	2.57	1.79 - 2.99	1.59 - 1.89	90	2.15
value pack		2.99	20	2.99						1.39	10	1.39
9-pc Combos												
drum-thigh-breast		1.49	100	1.49					1.25		10	1.25
drum-thigh-wing	1.69		10	1.69								
IQF **B/S Breast**					2.00 - 2.80	1.66 - 2.66	940	2.28	2.80	1.19 - 2.66	930	2.22
IQF **Tenders**					2.66 - 2.80	1.66 - 2.17	220	2.60	2.80	1.66 - 2.99	600	2.50
IQF **Wings**		2.80	150	2.80		1.75	80	1.75				
IQF **Party Wings**		2.00 - 2.25	220	2.08	2.66	1.50 - 2.29	550	2.32		2.00	10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Aug 06, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

(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/	**92.6% of 3,500 sampled outlets**				**94.1% of 2,400 sampled outlets**				**98.0% of 1,000 sampled outlets**			
Special Rate 2/	**19.7% of stores w/ no-price promotions**				**43.6% of stores w/ no-price promotions**				**51.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,550**				**Activity Index = 7,560**				**Activity Index = 4,360**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.39		970	0.84	0.77 - 1.39		1,020	1.06	0.79 - 1.29		330	0.94
cut-up fryer	0.88 - 1.99		520	1.37	1.29 - 1.69		590	1.50	1.29 - 1.49		330	1.36
bagged roaster												
Cornish (frs/frz)	1.81 - 2.66		220	1.86					1.81 - 2.00		30	1.92
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	1.68 - 3.49	1,590	2.43	2.99 - 5.99	1.77 - 2.99	1,340	4.09	2.99 - 4.99	1.99 - 2.99	640	2.99
value pack	1.99	1.88 - 1.99	190	1.97	2.59	1.69 - 1.99	90	1.95	2.59	1.99 - 2.99	80	2.67
thin sliced	3.99	2.49 - 3.99	100	3.51	3.99 - 5.99		430	5.38		2.49 - 3.99	250	2.97
marinated		2.99	30	2.99		2.49	10	2.49		2.99	10	2.99
Breast Tenders												
regular pack	3.59 - 3.99	1.99 - 3.98	490	3.03	3.99		130	3.99		2.49	170	2.49
value pack	2.49		40	2.49								
Split, bn-in Breast												
regular pack	1.19 - 1.59	1.99	240	1.46	1.49 - 1.99		550	1.72	1.29 - 1.69	1.29 - 1.99	560	1.79
value pack	1.69	0.99 - 1.19	100	1.42	0.99 - 1.29	0.99 - 1.49	760	1.02	1.29 - 1.99	0.99	140	1.41
Whole Wings		1.38 - 1.99	140	1.85		1.99	340	1.99		1.99	250	1.99
Leg Quarters												
tray pack		0.49 - 0.89	140	0.76	0.89	0.89 - 0.99	280	0.97	0.89	0.79 - 1.29	310	1.10
bagged	0.68	0.29 - 0.59	430	0.54		0.45	10	0.45		0.58	20	0.58
Legs												
Thighs												
regular pack	1.19 - 1.29	0.77 - 1.29	590	0.95	1.29 - 1.69	0.99	280	1.41	1.29 - 1.69	1.29	300	1.44
value pack	0.98 - 0.99	0.89 - 1.19	270	1.08	0.99	0.69 - 0.99	230	0.94		0.99 - 1.19	150	1.14
Drumsticks												
regular pack	1.19 - 1.29	0.77 - 1.29	590	0.95	1.29 - 1.69	0.99	280	1.41	1.29 - 1.69	1.29	300	1.44
value pack	0.98 - 0.99	0.39 - 1.19	280	1.05	0.99	0.69 - 0.99	250	0.92		0.99 - 1.19	150	1.14
Bnls/Sknls Thighs												
regular pack	1.99 - 2.59	2.49	340	2.34		1.99 - 2.29	170	2.23		1.99	170	1.99
value pack		1.99	80	1.99		1.79 - 1.99	60	1.92		1.79 - 1.99	50	1.85
9-pc Combos												
drum-thigh-breast		1.69	10	1.69								
drum-thigh-wing	0.89		10	0.89	0.89		180	0.89				
IQF **B/S Breast**	2.00 - 2.78	1.66 - 2.40	600	1.91	2.87		280	2.87		2.25	120	2.25
IQF **Tenders**	2.00 - 2.78	1.66 - 2.40	490	1.96	2.80		280	2.80				
IQF **Wings**		1.75	40	1.75								
IQF **Party Wings**		2.29	50	2.29								

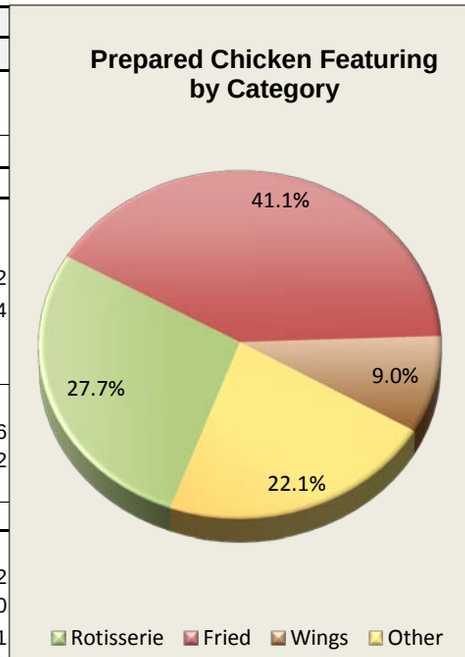
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

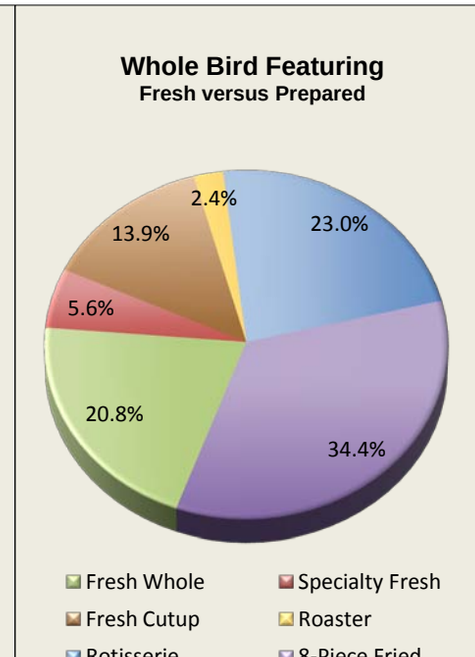
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

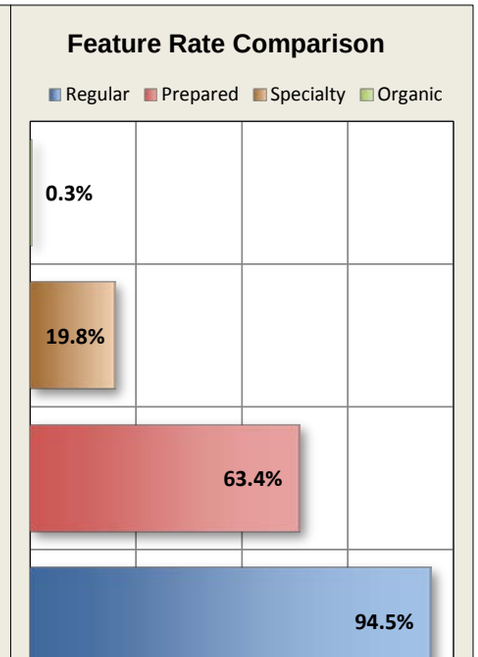
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	63.4% of 19,200 outlets		63.5% of 19,200 outlets		--	
Activity Index [3/]	**21,660**		**21,420**		**17,740**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,070	5.33	5,300	5.41	5,610	5.32
2.1-3.0 lbs.	900	7.50	390	7.99	400	8.14
Whole Breast	40	4.36	50	5.03		
Leg Quarter			80	1.00		
FRIED/BAKED:						
8-Piece	4,630	6.05	6,860	6.06	4,600	5.56
8-Piece Dark	2,760	5.53	2,700	6.00	1,810	5.02
12-Piece	1,520	10.04	790	10.34		
Wings:						
bone-in	1,760	5.21	2,710	6.80	2,460	6.02
boneless	200	4.73	180	5.33	1,080	5.40
Tenders	4,130	4.97	1,470	5.31	1,550	5.41
Strips	70	5.40	190	5.44	20	2.59
Popcorn	580	2.49	700	2.89	210	4.99







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	74.3% of 4,000 sampled outlets			54.8% of 5,100 sampled outlets			65.5% of 3,200 sampled outlets			54.7% of 3,500 sampled outlets			64.3% of 2,400 sampled outlets			83.7% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 7,520			Activity Index = 4,490			Activity Index = 2,800			Activity Index = 3,100			Activity Index = 2,060			Activity Index = 1,690		
	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	2,070	5.51	3.99 - 6.99	700	5.11	3.99 - 6.48	980	5.28	4.99 - 6.79	940	5.12	4.98 - 5.99	250	5.12	4.99 - 5.99	130	5.88
2.1-3.0 lbs.	6.99 - 7.99	400	7.62	6.99	180	6.99	6.99	110	6.99	7.99	210	7.99						
Whole Breast	3.79 - 7.99	40	4.36															
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	5.00 - 7.99	1,660	7.04	2.99 - 6.99	530	5.63	5.00 - 7.99	380	6.22	3.99 - 6.99	810	5.42	5.00 - 5.99	570	5.02	4.98 - 6.99	680	5.47
8-Piece Dark	5.99 - 6.49	480	6.00	3.50 - 5.99	1,180	5.83	4.88 - 6.99	580	5.44	2.99 - 3.98	230	3.95				5.00	290	5.00
12-Piece	8.99 - 11.99	910	10.43	9.49 - 10.99	150	10.39	8.79 - 10.00	250	9.83	10.00	40	10.00	7.99	170	7.99			
Wings:																		
bone-in	3.99 - 5.99	850	4.85	4.99 - 5.99	170	5.58	4.98 - 5.99	40	5.65	3.99 - 6.99	190	6.43	3.99 - 5.49	500	5.16	5.99	10	5.99
boneless	4.97	20	4.97				4.99 - 5.99	30	5.41	3.99 - 4.99	150	4.57						
Tenders	3.99 - 7.99	570	4.85	3.99 - 5.99	1,490	5.07	3.99 - 4.99	410	4.00	3.99 - 5.99	530	5.07	4.99	570	4.99	4.99 - 5.99	560	5.41
Strips	6.99	10	6.99	6.99	20	6.99	2.49 - 4.99	20	3.43							4.99	20	4.99
Popcorn	2.49	510	2.49	2.49	70	2.49												

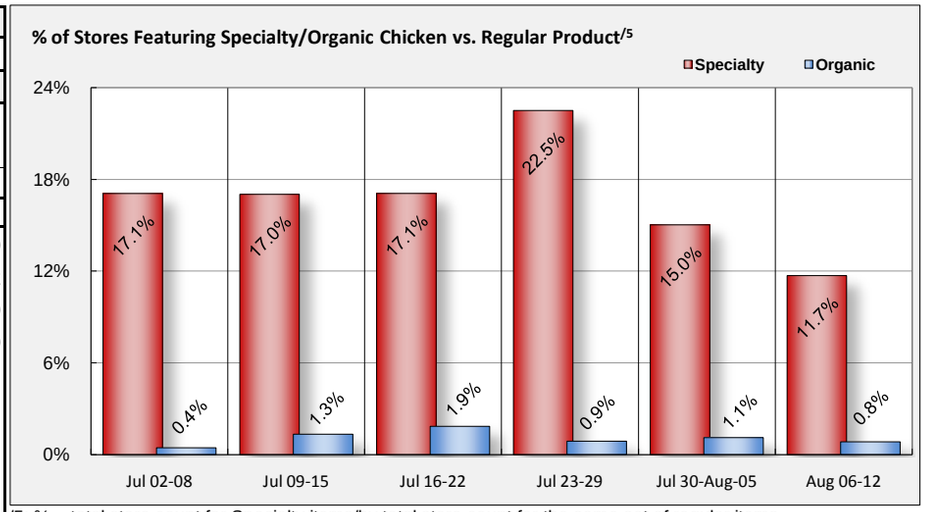
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Aug 06, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/06 thru 08/12.

(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		19.7% of 19,200 outlets		16.7% of 18,600 outlets		0.3% of 19,200 outlets		2.5% of 19,200 outlets		0.2% of 18,600 outlets	
Activity Index [3/]	**5,060**		**6,680**		**6,900**		**350**		**480**		**140**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,440	1.64	1,470	1.63	1,030	1.60	30	2.56	10	1.99	40	3.99
Bnls/Sknls Breast	1,820	4.84	2,610	4.82	1,350	5.01	20	7.49	40	7.64	60	7.82
Breast Tenders	550	5.25	170	5.55	80	4.57					20	7.99
Split, bn-in Breast	220	2.50	250	2.73	510	3.12			240	4.80	20	4.99
Whole Wings	10	2.19			60	1.79						
Leg Quarters			150	1.04	90	1.04	--	--	--	--	--	--
Legs	60	1.49	60	1.16	20	2.49						
Thighs	440	1.66	860	1.58	1,880	1.76	150	2.26	20	3.99		
Drumsticks	520	1.73	860	1.59	1,880	1.76	150	2.26	150	2.26		
B/S Thighs			250	3.22	280	2.24			20	5.99		



/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/]	53.9% of 4,000 sampled outlets			6.1% of 5,100 sampled outlets			9.9% of 3,200 sampled outlets			7.2% of 3,500 sampled outlets			20.2% of 2,400 sampled outlets			27.8% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,010			Activity Index = 550			Activity Index = 420			Activity Index = 330			Activity Index = 330			Activity Index = 420		
	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 - 1.99	810	1.54	1.58 - 1.69	130	1.64	1.49	140	1.49	1.79	60	1.79	1.49 - 1.99	280	1.99	1.49 - 1.69	20	1.54
Bnls/Sknls Breast	3.99 - 6.99	1,300	4.71	3.99	70	3.99	1.99 - 4.99	70	3.10	5.99	10	5.99	2.98 - 5.99	10	5.99	2.98 - 5.99	360	5.77
Breast Tenders	5.69 - 6.99	260	5.91	3.99 - 4.98	280	4.69	3.99	10	3.99									
Split, bn-in Breast	1.99 - 3.99	120	2.29	1.48 - 2.99	50	2.24	2.49	10	2.49	3.99	30	3.99				1.77	10	1.77
Whole Wings																2.19	10	2.19
Leg Quarters																		
Legs	0.99	20	0.99	1.49	20	1.49							1.99	20	1.99			
Thighs	1.69 - 1.99	250	1.81				0.98 - 1.39	80	1.16	1.59 - 1.69	100	1.64				2.19	10	2.19
Drumsticks	1.69 - 1.99	250	1.81				0.98 - 2.69	110	1.65	1.59 - 2.00	130	1.70	0.99 - 2.19	20	1.21	2.19	10	2.19
B/S Thighs																		
ORGANIC	0.5% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.5% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			0.7% of 2,400 sampled outlets			0.6% of 1,000 sampled outlets		
	Activity Index = 40			Activity Index = 0			Activity Index = 20			Activity Index = 0			Activity Index = 280			Activity Index = 10		
Whole Fryer							2.49	20	2.49				2.69	10	2.69			
Bnls/Sknls Breast													6.99 - 7.99	10	7.99	6.99	10	6.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs	3.99	20	3.99										1.99	130	1.99			
Drumsticks	3.99	20	3.99										1.99	130	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/.