USDA Weekly Retail Chicken Feature Activity

Fri. Aug 13, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

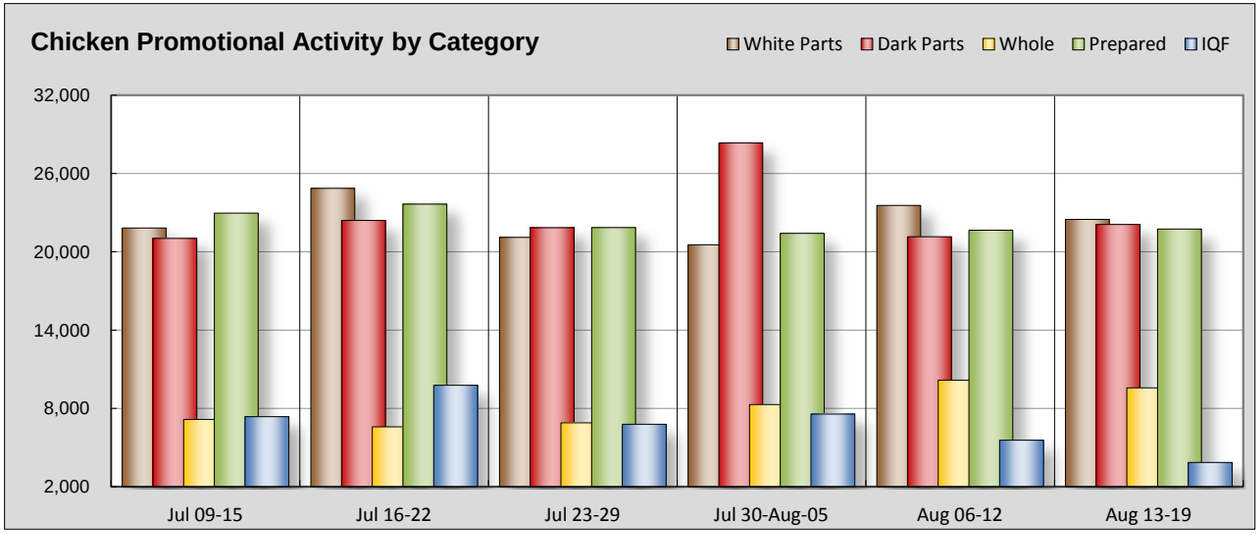
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

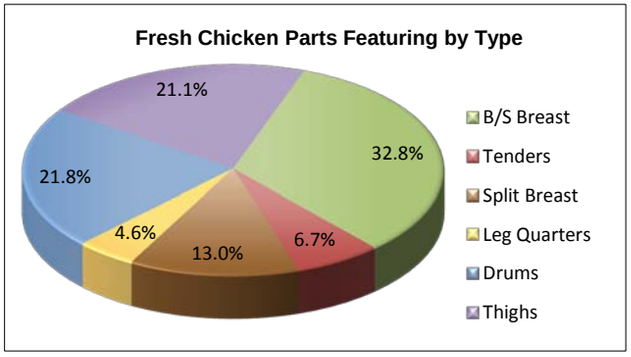
NATIONAL SUMMARY

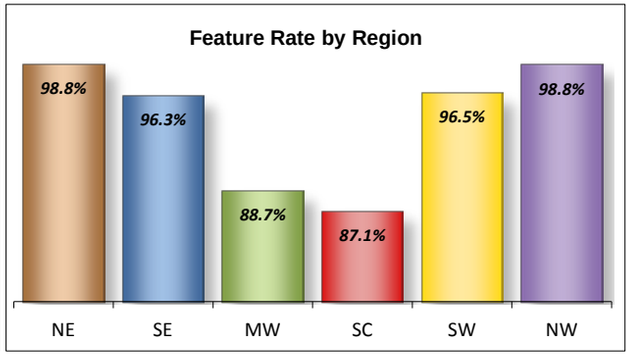
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.1% of 19,200 outlets**		**94.5% of 19,200 outlets**		**94.8% of 18,600 outlets**	
Special Rate 4/	**19.4%**		**26.5%**		**19.0%**	
Activity Index 2/	**80,260**		**82,420**		**81,990**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,460	1.06	5,380	1.00	4,340	0.97
cut-up fryer	1,920	1.26	3,590	1.32	2,010	1.31
bagged roaster	2,370	1.19	620	1.38	1,850	1.04
Cornish (frs/frz)	820	1.98	570	2.00	970	1.69
PARTS:						
Bnls/Sknls Breast						
regular pack	7,580	2.89	7,260	3.00	7,650	3.04
value pack	2,220	2.17	2,300	2.27	4,820	2.20
thin sliced	3,050	3.94	3,180	4.07	2,290	3.65
marinated	650	3.63	320	3.81	420	4.04
Breast Tenders						
regular pack	2,710	3.35	2,880	3.39	4,100	2.88
value pack	40	2.74	120	2.49	840	2.11
Split, bn-in Breast						
regular pack	3,000	1.67	3,910	1.60	4,070	1.76
value pack	2,350	1.31	1,600	1.34	3,200	1.09
Whole Wings	890	1.90	1,990	1.98	2,380	1.89
Leg Quarters						
tray pack	1,520	0.82	1,940	0.85	2,640	0.84
bagged	390	0.53	1,210	0.55	810	0.60
Legs	320	1.04	120	1.08	1,010	0.96
Thighs						
regular pack	4,590	1.12	3,930	1.21	2,080	1.29
value pack	4,110	1.05	3,830	1.06	6,850	1.16
Drumsticks						
regular pack	4,770	1.11	3,990	1.21	2,100	1.29
value pack	4,220	1.04	3,980	1.06	6,800	1.19
Bnls/Sknls Thighs						
regular pack	1,680	2.63	1,940	2.51	1,670	2.36
value pack	500	1.62	220	2.00	870	1.94
9-pc Combos						
drum-thigh-breast	360	1.63	120	1.49	250	1.64
drum-thigh-wing	140	1.48	200	0.93	60	1.51
IQF B/S Breast	1,780	2.39	2,870	2.24	2,560	2.23
IQF Tenders	1,160	2.37	1,590	2.40	1,600	2.17
IQF Wings	350	2.31	270	2.33	430	1.93
IQF Party Wings	560	1.85	830	2.25		

This Week's Chicken Feature Highlights

While retail numbers decline in volume, thankfully, incentives remain at respectable levels in the majority of marketing regions. Bagged roasters and Cornish rally for attention; bagged and cut-up jockey pricing. Average prices trend lower on white meat, regular packs of B/S breast offer good deals once again. Dark meat parts pricing drops, offering increase, especially on drums and thighs. B/S thighs increase bulk packs, pricing is good. IQF parts push B/S breast pricing higher, the remainder of parts offer slightly lower levels. Prepared foods trend higher on price and volume, cooking at home is expected to decline as the temperature rises. Specialty and organics reappear following their normal monthly pattern. School has begun in most areas of the country, money is tight as new clothes, school supplies/fees, and associated costs stress family budgets. Retailers will need to be at the top of their game to keep store traffic flowing for the next few 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 13, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

(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/	**98.8% of 4,000 sampled outlets**				**96.3% of 5,100 sampled outlets**				**88.7% of 3,200 sampled outlets**			
Special Rate 2/	**41.2% of stores w/ no-price promotions**				**26.8% of stores w/ no-price promotions**				**3.5% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 18,440**				**Activity Index = 12,770**				**Activity Index = 7,300**			
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		920	1.13	0.89 - 1.49		1,130	1.18	0.69 - 1.49		560	1.14
cut-up fryer	0.95 - 1.59		870	1.16	1.09 - 1.29		110	1.16	1.09 - 1.69		100	1.46
bagged roaster	0.95 - 1.39		1,080	1.01	1.29 - 1.39		1,170	1.30	1.29		10	1.29
Cornish (frs/frz)	1.49 - 2.99		480	2.04	2.99		40	2.99	1.99		80	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	1.98 - 3.49	1.69 - 2.99	1,350	2.72	1.99 - 2.99	1.99 - 2.58	1,950	2.65	1.79 - 3.99	1.99 - 3.49	1,150	2.35
value pack	1.99	1.49 - 2.49	1,060	2.09	1.77 - 1.99	1.98	80	1.90	1.99	1.69 - 2.99	240	2.00
thin sliced	2.99 - 3.99	2.99 - 4.49	1,730	3.78	1.99 - 3.99		390	3.41		3.19 - 4.99	200	4.90
marinated		2.69 - 4.99	240	3.35		2.99 - 3.99	40	3.16		2.69 - 3.49	40	2.93
Breast Tenders												
regular pack	2.49 - 3.99	2.69 - 3.99	1,180	3.65	2.49 - 2.98		450	2.73	1.98 - 3.49	2.79 - 3.99	200	2.30
value pack		1.99	10	1.99								
Split, bn-in Breast												
regular pack	0.98 - 1.99	1.29 - 1.59	770	1.74	0.98 - 1.99	0.99 - 1.39	690	1.74	1.19 - 2.00	1.39 - 1.49	360	1.48
value pack	1.00 - 1.49	0.99 - 2.49	690	1.67	0.89 - 1.39	0.77 - 1.96	950	1.09	0.98 - 1.49	0.99 - 2.49	390	1.40
Whole Wings	1.79 - 2.49	1.99	440	1.90		1.28 - 1.99	180	1.78	2.19	1.69 - 1.99	230	2.00
Leg Quarters												
tray pack	0.59 - 0.79	0.68 - 0.99	650	0.75	0.89	0.39	30	0.56	0.88 - 0.97	0.99	120	0.89
bagged		0.49 - 0.69	30	0.66	0.49	0.59 - 0.69	150	0.54		0.59	20	0.59
Legs	0.79	0.99 - 1.29	230	0.94								
Thighs												
regular pack	0.86 - 1.69	0.95 - 1.69	1,240	1.22	0.86 - 1.69	1.19 - 1.49	1,410	0.95	0.78 - 1.49	1.19 - 1.29	590	1.26
value pack	0.88 - 1.29	0.78 - 1.39	1,520	1.08	0.99	0.68 - 1.19	470	1.02	1.14 - 1.29	0.79 - 1.19	520	0.98
Drumsticks												
regular pack	0.86 - 1.69	0.95 - 1.69	1,240	1.22	0.86 - 1.69	1.19 - 1.49	1,420	0.95	0.78 - 1.49	1.19 - 1.29	590	1.26
value pack	0.88 - 1.29	0.78 - 1.39	1,530	1.08	0.99	0.59 - 1.19	540	0.99	1.14 - 1.29	0.79 - 1.19	510	0.99
Bnls/Sknls Thighs												
regular pack	1.79 - 2.99	1.98 - 1.99	470	2.26	2.79 - 2.99		70	2.93	2.99	1.59 - 2.49	180	2.05
value pack						1.99	10	1.99		1.09 - 1.99	390	1.67
9-pc Combos												
drum-thigh-breast		1.69	140	1.69					1.43		70	1.43
drum-thigh-wing						1.28	10	1.28				
IQF **B/S Breast**	2.00		20	2.00	2.00	2.20 - 3.20	640	2.36	2.00 - 3.33	1.59 - 2.80	560	2.54
IQF **Tenders**	2.77		20	2.77		2.20 - 3.20	610	2.37		2.00 - 2.80	140	2.59
IQF **Wings**		2.00	10	2.00	2.00 - 2.66	1.56	220	2.15	1.75 - 2.00		20	1.82
IQF **Party Wings**		1.75 - 2.00	520	1.86		1.80	10	1.80	2.00	1.50	30	1.74

USDA Weekly Retail Chicken Feature Activity

Fri. Aug 13, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

(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/	**87.1% of 3,500 sampled outlets**				**96.5% of 2,400 sampled outlets**				**98.8% of 1,000 sampled outlets**			
Special Rate 2/	**4.1% of stores w/ no-price promotions**				**12.4% of stores w/ no-price promotions**				**16.4% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,750**				**Activity Index = 6,940**				**Activity Index = 4,310**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.19		550	0.93	0.79 - 0.99		550	0.98	0.77 - 1.19		750	0.89
cut-up fryer	0.99 - 1.29		160	1.09	1.29 - 1.49		430	1.43	0.99 - 1.49		250	1.34
bagged roaster	1.79		110	1.79								
Cornish (frs/frz)	2.66		10	2.66	1.19 - 1.49		180	1.47	2.50		30	2.50
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	1.97 - 3.99	1.99 - 3.99	1,190	2.84	2.99 - 3.99	1.79 - 3.99	1,180	3.36	2.99 - 4.99	2.49 - 3.99	760	3.97
value pack		1.79 - 2.99	280	2.49	1.97 - 2.99	1.88 - 2.69	530	2.26		1.99 - 2.68	30	2.51
thin sliced						3.99	280	3.99	5.49	3.99	450	4.57
marinated		2.98	20	2.98		3.99	300	3.99		5.69	10	5.69
Breast Tenders												
regular pack	1.98 - 3.49	2.59	520	2.84					3.49 - 5.49	3.49	360	4.46
value pack		2.99	30	2.99								
Split, bn-in Breast												
regular pack	1.69 - 2.49	1.19 - 1.99	520	1.96	1.49 - 1.79	0.99	460	1.34	1.79	1.39 - 1.79	200	1.44
value pack	0.89	0.99 - 1.29	230	0.97		0.99 - 1.97	70	1.33		0.99 - 1.97	20	1.48
Whole Wings	1.99	1.69 - 1.99	40	1.89								
Leg Quarters												
tray pack		0.47 - 0.99	410	0.94		0.47 - 0.99	280	0.77	0.99	0.99	30	0.99
bagged	0.49	0.29 - 0.59	160	0.49		0.49	30	0.49				
Legs		1.29	10	1.29						1.29	80	1.29
Thighs												
regular pack	0.98 - 1.79	0.99 - 1.29	810	1.16		0.88	260	0.88	1.00 - 1.39	0.88 - 1.29	280	1.31
value pack	1.00	0.89 - 1.00	770	0.99	0.99 - 1.19	0.57 - 0.99	530	0.97		0.99 - 1.39	300	1.36
Drumsticks												
regular pack	0.99 - 1.79	0.89 - 1.29	820	1.16		0.59 - 0.99	420	0.91	1.00 - 1.39	0.88 - 1.29	280	1.31
value pack	1.00	0.49 - 1.00	810	0.97	0.99 - 1.19	0.57 - 0.99	530	0.97		0.99 - 1.39	300	1.36
Bnls/Sknls Thighs												
regular pack	1.79	1.95 - 2.49	300	2.12	3.99	1.99 - 3.49	610	3.29		2.49 - 2.98	50	2.86
value pack		1.29 - 1.97	100	1.39								
9-pc Combos												
drum-thigh-breast					1.69		130	1.69	1.48		20	1.48
drum-thigh-wing					1.49		130	1.49				
IQF B/S Breast	2.40	1.63 - 2.50	450	2.28		2.50	40	2.50	2.40	2.00 - 2.50	70	2.22
IQF Tenders	2.40	1.99 - 2.20	350	2.26					2.40	2.00	40	2.22
IQF Wings	2.80		100	2.80								
IQF Party Wings												

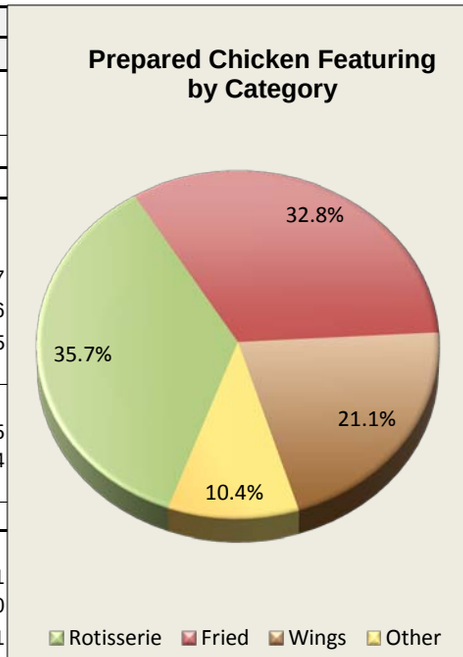
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

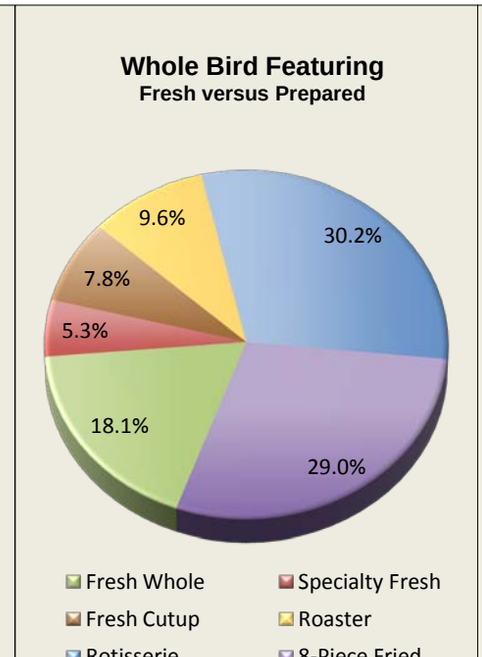
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

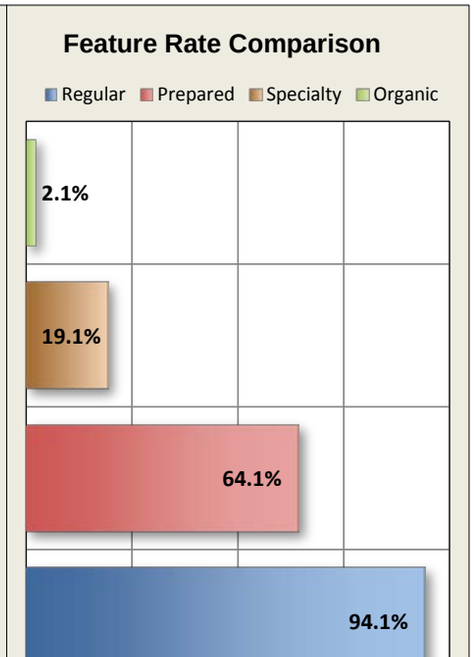
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	64.1% of 19,200 outlets		63.4% of 19,200 outlets		--	
Activity Index [3/]	**21,750**		**21,660**		**19,970**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	7,010	5.63	5,070	5.33	4,900	5.47
2.1-3.0 lbs.	440	7.56	900	7.50	320	7.76
Whole Breast			40	4.36	440	5.55
Leg Quarter	320	1.53				
FRIED/BAKED:						
8-Piece	4,960	6.18	4,630	6.05	8,540	5.85
8-Piece Dark	1,280	5.13	2,760	5.53	1,390	5.14
12-Piece	900	10.21	1,520	10.04		
Wings:						
bone-in	2,270	6.16	1,760	5.21	1,410	5.21
boneless	2,310	4.34	200	4.73	1,010	5.10
Tenders	1,320	5.21	4,130	4.97	1,620	5.11
Strips	230	5.99	70	5.40	290	5.54
Popcorn	710	3.23	580	2.49	50	4.77







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	54.2% of 4,000 sampled outlets			86.5% of 5,100 sampled outlets			64.2% of 3,200 sampled outlets			48.9% of 3,500 sampled outlets			59.7% of 2,400 sampled outlets			54.1% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 6,720			Activity Index = 6,920			Activity Index = 2,810			Activity Index = 2,750			Activity Index = 1,650			Activity Index = 900		
	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	1,410	5.90	3.99 - 6.99	2,340	5.61	4.98 - 6.49	1,010	5.23	2.79 - 5.99	840	5.07	4.99 - 5.99	810	5.98	4.99 - 6.98	600	6.03
2.1-3.0 lbs.	6.99 - 7.99	290	7.48	7.99	110	7.99	6.99	40	6.99									
Whole Breast																		
Leg Quarter	2.00	170	2.00							1.00	150	1.00						
FRIED/BAKED:																		
8-Piece Mixed	5.00 - 7.99	1,570	6.70	3.99 - 7.99	1,100	6.30	3.99 - 6.99	1,280	5.75	4.99 - 6.99	650	5.61	5.99	260	5.99	5.88 - 6.99	100	6.69
8-Piece Dark				2.99 - 4.99	180	4.55	2.99 - 9.49	150	5.23	4.99 - 6.49	350	5.08	4.99 - 5.99	580	5.29	5.00 - 5.99	20	5.70
12-Piece	8.99 - 10.99	570	10.46	8.99	70	8.99	8.99 - 10.99	220	9.96	10.00	40	10.00						
Wings:																		
bone-in	4.99 - 6.49	750	5.38	4.98 - 6.99	1,250	6.64	6.99	10	6.99	3.99 - 6.99	260	6.03						
boneless	3.99 - 5.00	760	4.68	3.88 - 5.00	1,310	4.12	3.88 - 4.99	40	4.20	3.88 - 4.99	200	4.50						
Tenders	4.99 - 7.99	270	5.08	4.98 - 6.99	560	5.44	3.49 - 4.99	50	4.55	4.99	260	4.99				4.99 - 5.99	180	5.17
Strips	5.99	230	5.99															
Popcorn	2.99 - 3.99	700	3.25				1.99	10	1.99									

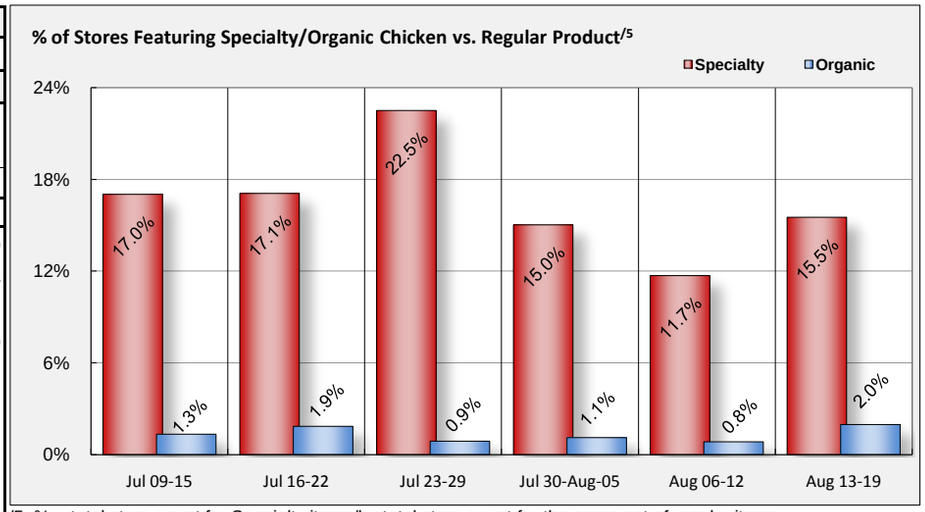
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Aug 13, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

(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/]	19.1% of 19,200 outlets		19.8% of 19,200 outlets		18.9% of 18,600 outlets		2.1% of 19,200 outlets		0.3% of 19,200 outlets		1.2% of 18,600 outlets	
Activity Index [3/]	**6,640**		**5,060**		**5,510**		**830**		**350**		**300**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,300	1.51	1,440	1.64	1,120	1.75			30	2.56	30	2.49
Bnls/Sknls Breast	2,140	4.30	1,820	4.84	1,850	5.51	190	7.67	20	7.49	40	7.24
Breast Tenders	840	4.86	550	5.25								
Split, bn-in Breast	250	3.10	220	2.50	170	2.96	20	4.99			230	4.49
Whole Wings	30	2.36	10	2.19	20	2.06	190	2.99				
Leg Quarters	220	0.89			210	1.02	--	--	--	--		
Legs	100	1.65	60	1.49	80	1.69						
Thighs	760	1.64	440	1.66	1,030	1.75	210	3.09	150	2.26		
Drumsticks	690	1.61	520	1.73	1,030	1.74	210	3.09	150	2.26		
B/S Thighs	310	2.64			340	2.62	10	3.99			30	5.98



/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/]	52.0% of 4,000 sampled outlets			5.8% of 5,100 sampled outlets			9.0% of 3,200 sampled outlets			17.7% of 3,500 sampled outlets			5.1% of 2,400 sampled outlets			23.8% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,010			Activity Index = 320			Activity Index = 480			Activity Index = 1,210			Activity Index = 240			Activity Index = 380		
	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 - 2.49	1,100	1.56	1.59	20	1.59	1.19 - 1.89	50	1.46				0.79 - 1.69	40	1.49	0.79 - 1.69	90	0.94
Bnls/Sknls Breast	3.29 - 6.99	1,030	4.55	3.29 - 3.99	80	3.89	2.99 - 4.99	60	4.08	2.40 - 5.99	630	4.21	1.99 - 5.99	140	3.71	2.99 - 4.99	200	3.95
Breast Tenders	3.98 - 6.99	460	5.37	4.99	10	4.99				2.40 - 5.99	360	4.23				3.99	10	3.99
Split, bn-in Breast	2.99 - 3.99	180	3.27	2.99	20	2.99	1.49	10	1.49	2.99 - 3.19	20	3.09	1.99 - 2.99	10	1.99	2.99	10	2.99
Whole Wings													1.99 - 2.99	10	2.29	1.99 - 2.99	20	2.39
Leg Quarters							0.68 - 0.78	30	0.74	0.78 - 0.99	190	0.92						
Legs	0.99 - 1.99	70	1.73	1.49	20	1.49							1.49	10	1.49			
Thighs	1.29 - 1.99	570	1.70	1.29	40	1.29	1.29 - 1.48	140	1.44							2.99	10	2.99
Drumsticks	1.29 - 1.99	500	1.66	1.29	40	1.29	1.29 - 1.48	140	1.44							2.99	10	2.99
B/S Thighs	2.48 - 3.29	100	2.56	2.49 - 2.79	90	2.72	1.99 - 2.99	50	2.44	1.49	10	1.49	1.99 - 3.99	30	1.99	3.99	30	3.99
ORGANIC	0.8% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			1.4% of 3,500 sampled outlets			5.5% of 2,400 sampled outlets			0.6% of 1,000 sampled outlets		
	Activity Index = 100			Activity Index = 540			Activity Index = 0			Activity Index = 50			Activity Index = 130			Activity Index = 10		
Whole Fryer																		
Bnls/Sknls Breast										6.99	50	6.99	6.99 - 7.99	130	7.99	6.99	10	6.99
Breast Tenders																		
Split, bn-in Breast	4.99	20	4.99															
Whole Wings	2.99	10	2.99	2.99	180	2.99												
Legs																		
Thighs	2.99 - 3.99	30	3.71	2.99	180	2.99												
Drumsticks	2.99 - 3.99	30	3.71	2.99	180	2.99												
B/S Thighs	3.99	10	3.99															

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/.