USDA Weekly Retail Chicken Feature Activity

Fri. Aug 20, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/20 thru 08/26.

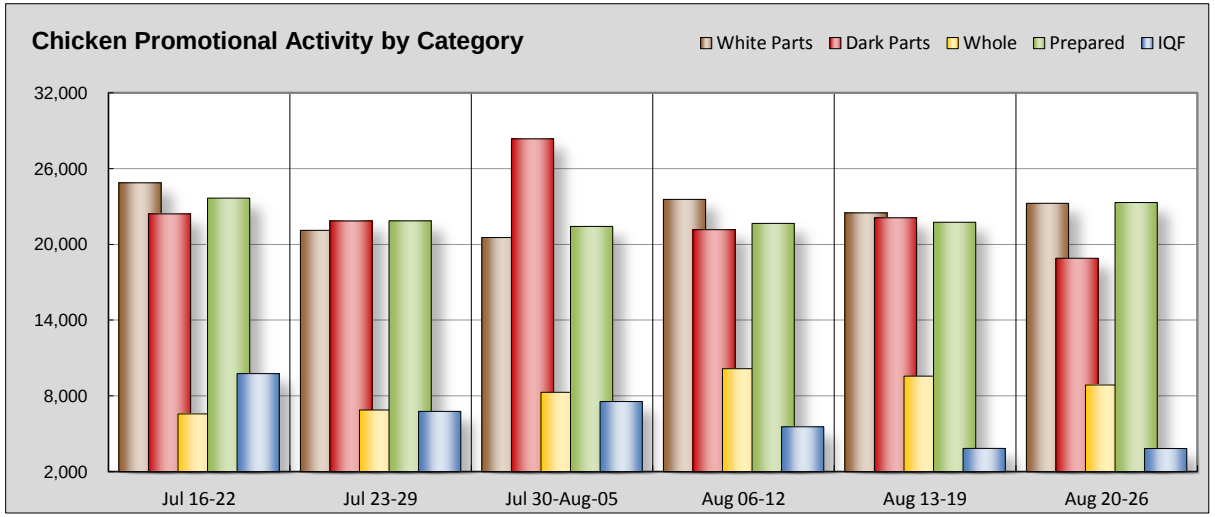
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

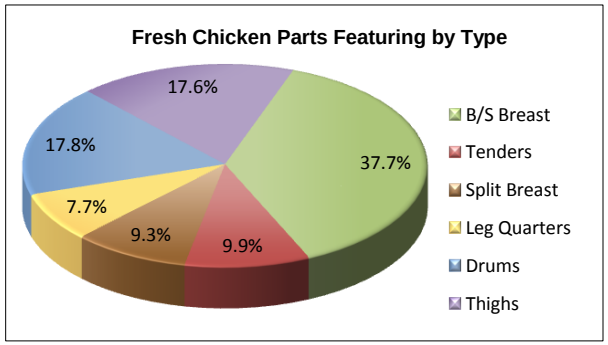
NATIONAL SUMMARY

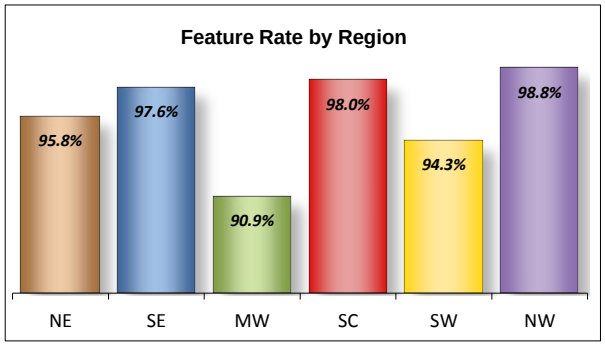
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.8% of 19,200 outlets**		**94.1% of 19,200 outlets**		**96.1% of 18,600 outlets**	
Special Rate 4/	**17.7%**		**19.4%**		**16.4%**	
Activity Index 2/	**78,870**		**80,260**		**71,320**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,440	0.98	4,460	1.06	5,450	0.87
cut-up fryer	3,140	1.22	1,920	1.26	3,290	1.13
bagged roaster	920	1.17	2,370	1.19	1,350	1.21
Cornish (frs/frz)	370	2.25	820	1.98	1,460	1.44
PARTS:						
Bnls/Sknls Breast						
regular pack	6,650	2.88	7,580	2.89	7,630	2.97
value pack	3,180	2.23	2,220	2.17	4,120	2.31
thin sliced	3,670	3.80	3,050	3.94	2,150	4.07
marinated	230	3.33	650	3.63	730	4.19
Breast Tenders						
regular pack	3,270	3.55	2,710	3.35	3,360	3.37
value pack	350	2.57	40	2.74	910	2.56
Split, bn-in Breast						
regular pack	1,660	1.62	3,000	1.67	2,270	1.58
value pack	1,720	1.20	2,350	1.31	1,470	1.11
Whole Wings	2,520	1.92	890	1.90	2,010	1.95
Leg Quarters						
tray pack	2,080	0.93	1,520	0.82	2,970	0.93
bagged	740	0.52	390	0.53	420	0.60
Legs	660	0.99	320	1.04	330	0.99
Thighs						
regular pack	2,390	1.22	4,590	1.12	2,650	1.23
value pack	4,020	1.08	4,110	1.05	2,290	1.03
Drumsticks						
regular pack	2,400	1.23	4,770	1.11	2,600	1.25
value pack	4,070	1.08	4,220	1.04	2,330	1.03
Bnls/Sknls Thighs						
regular pack	2,090	2.45	1,680	2.63	1,390	2.49
value pack	450	2.14	500	1.62	490	2.17
9-pc Combos						
drum-thigh-breast	400	1.80	360	1.63	580	1.58
drum-thigh-wing	300	1.48	140	1.48	460	1.26
IQF **B/S Breast**	2,270	2.29	1,780	2.39	3,030	2.29
Tenders	1,270	2.33	1,160	2.37	3,520	2.46
Wings	140	2.00	350	2.31	10	2.46
Party Wings	160	2.22	560	1.85		

This Week's Chicken Feature Highlights

Retail indicators continue the trend seen since the first week of the month, a slow decline in volume. Bagged and cut-up chicken lower pricing, cornish are the exception. White meat parts show scattered increases in offerings, costs are steady to lower. Dark meat parts decrease their presence, pricing rises; leg quarters are the exception, here a sharp rise in price is noted. B/S thighs offer a slight price break to their customers. IQF parts should attract attention with a price cut too. Prepared foods pushes fried/baked 8 pc, bone-in wings return, bigger rotisserie chickens attempt a comeback. Specialty chicken increases cost, gains are seen in all categories, Organics pull back to their niche markets. Summer temperatures continue hang on across the country, money is tight as consumers budgets are attacked from several fronts, store traffic is slow as the deals in retail outlets do little to draw consumers from the comfort of their air conditioned sanctuaries.







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 20, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/20 thru 08/26.

(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/	**95.8% of 4,000 sampled outlets**				**97.6% of 5,100 sampled outlets**				**90.9% of 3,200 sampled outlets**			
Special Rate 2/	**22.5% of stores w/ no-price promotions**				**39.4% of stores w/ no-price promotions**				**2.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 17,270**				**Activity Index = 11,530**				**Activity Index = 6,850**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.78 - 1.49		1,540	1.04	0.88 - 1.19		1,300	0.90	0.87 - 1.29		440	1.03
cut-up fryer	0.88 - 1.59		710	1.08	0.99 - 1.19		1,140	1.18	0.99 - 1.54		280	1.25
bagged roaster	0.79 - 1.39		620	1.04	0.99		20	0.99	0.99		110	0.99
Cornish (frs/frz)	1.89 - 2.29		210	2.25					2.00 - 2.99		60	2.46
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 - 2.99	1.98 - 3.99	1,370	2.81	1.97 - 3.99	1.88 - 2.79	1,920	2.28	1.97 - 4.50	1.98 - 2.99	750	3.23
value pack	1.99	1.68 - 3.99	1,450	2.14	1.99	1.99 - 2.28	280	2.00	2.49	1.79 - 2.49	150	2.03
thin sliced	2.49 - 4.99	2.19 - 3.99	1,730	3.69	3.29 - 3.99		1,200	3.98		2.69 - 3.49	40	3.27
marinated		4.99	30	4.99						2.38 - 3.99	160	3.04
Breast Tenders												
regular pack	2.49 - 3.99	2.49 - 3.99	1,460	3.63	3.29 - 3.99		640	3.61	2.49	2.99	30	2.70
value pack	1.99		20	1.99		2.68	30	2.68				
Split, bn-in Breast												
regular pack	1.79 - 3.99	1.59 - 1.79	590	2.04	0.99	0.99 - 1.29	370	1.00	0.99 - 2.79	0.99 - 1.69	370	1.67
value pack		0.99 - 1.99	180	1.23		0.99 - 1.79	110	1.74	0.98 - 0.99	0.99 - 1.99	510	1.36
Whole Wings	1.99 - 2.29	0.89 - 1.99	740	1.79	1.48 - 2.19	1.69 - 1.99	890	2.07	1.74 - 2.43	1.78 - 2.19	560	2.01
Leg Quarters												
tray pack	0.59 - 0.99	0.89	450	0.84	0.69 - 0.99	0.48 - 0.49	180	0.74		0.58 - 0.99	490	0.82
bagged		0.49 - 0.79	120	0.54	0.49 - 0.68	0.39 - 0.49	190	0.49	0.49 - 0.59	0.48	50	0.55
Legs	0.99	0.89 - 1.19	540	0.99					0.99		10	0.99
Thighs												
regular pack	0.79 - 1.19	0.88 - 1.18	510	0.97	0.99	0.99	240	0.99	0.99	0.59 - 1.00	210	0.96
value pack	0.79 - 1.29	0.88 - 1.29	1,590	1.13	0.89	0.79 - 0.99	830	0.91	0.88 - 1.14	0.88 - 4.99	350	1.09
Drumsticks												
regular pack	0.99 - 1.19	0.88 - 1.19	460	1.02	0.99	0.99	240	0.99		0.79 - 1.00	290	0.93
value pack	0.79 - 1.39	0.88 - 1.29	1,580	1.16	0.89	0.99	810	0.92	0.88 - 1.14	0.79 - 1.29	370	0.99
Bnls/Sknls Thighs												
regular pack	1.99 - 2.99	1.49 - 2.69	760	2.32	1.98 - 2.99	1.99	620	2.84	1.98 - 2.99	1.49	220	2.07
value pack		0.99	10	0.99					2.29	1.99 - 2.49	130	2.05
9-pc Combos												
drum-thigh-breast	1.59	1.69	150	1.67								
drum-thigh-wing		1.69	30	1.69						0.99	10	0.99
IQF **B/S Breast**	2.40	1.66 - 1.99	290	2.00	2.40 - 3.55	1.66 - 2.40	430	2.93	1.79 - 3.00	1.63 - 2.40	760	2.11
Tenders	2.40		120	2.40	2.40 - 2.80	1.66 - 2.40	90	2.31	1.79 - 2.50	1.66 - 2.40	480	2.13
Wings												
Party Wings		2.00	10	2.00						2.00 - 2.33	20	2.12

USDA Weekly Retail Chicken Feature Activity

Fri. Aug 20, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/20 thru 08/26.

(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/	**98.0% of 3,500 sampled outlets**				**94.3% of 2,400 sampled outlets**				**98.8% of 1,000 sampled outlets**			
Special Rate 2/	**9.2% of stores w/ no-price promotions**				**3.3% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,680**				**Activity Index = 7,330**				**Activity Index = 4,900**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.19		310	0.93	0.77 - 1.29		600	1.02	0.99 - 1.09		250	0.99
cut-up fryer	1.19 - 1.29		240	1.24	1.27 - 1.47		590	1.37	1.43 - 1.49		180	1.49
bagged roaster	1.79		170	1.79								
Cornish (frs/frz)	2.18		10	2.18	1.59		10	1.59	2.18		80	2.18
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	1.78 - 2.99	1.99 - 2.99	900	2.49	2.99 - 4.99	1.77 - 3.99	1,070	3.75	2.99 - 4.99	2.99	640	3.50
value pack	2.49	1.88 - 2.99	730	2.55		1.88	250	1.88	2.99 - 3.49	1.99 - 2.99	320	2.53
thin sliced					3.99 - 4.99		290	4.03	4.49 - 5.49	2.49 - 3.49	410	3.66
marinated		2.99	30	2.99						3.99	10	3.99
Breast Tenders												
regular pack	2.29 - 3.49	2.49	200	2.79	2.29	3.99	290	3.92	2.99 - 5.49	2.49 - 3.49	650	3.42
value pack	2.49	2.37 - 2.79	300	2.60								
Split, bn-in Breast												
regular pack	0.99	1.39 - 1.69	40	1.36					1.29 - 1.69		290	1.53
value pack	0.99 - 1.39	0.99 - 1.49	500	1.04	0.99	1.49	250	1.08	0.98 - 0.99	0.98	170	0.99
Whole Wings	1.39 - 2.19	1.29 - 1.99	330	1.66								
Leg Quarters												
tray pack	0.69 - 0.89	0.58 - 0.79	150	0.71	0.99	1.29	770	1.15	0.99		40	0.99
bagged	0.39	0.29 - 0.69	230	0.56		0.49	150	0.49				
Legs	1.19	0.99	30	1.09						0.99	80	0.99
Thighs												
regular pack	0.99 - 1.19	0.99 - 1.09	530	1.03	0.97 - 1.99	1.29	540	1.71	0.97 - 1.69	1.28	360	1.44
value pack	0.79 - 1.09	0.45 - 1.29	550	1.01	1.19	0.67 - 1.09	290	1.10	0.99	0.99 - 1.99	410	1.29
Drumsticks												
regular pack	0.99 - 1.19	0.99 - 1.09	510	1.02	0.97 - 1.99	1.29	540	1.71	0.97 - 1.69	1.28	360	1.44
value pack	0.79 - 1.09	0.45 - 1.29	580	0.98	1.19	0.57 - 1.09	320	1.05	0.99	0.99 - 1.99	410	1.29
Bnls/Sknls Thighs												
regular pack	1.98 - 2.99	1.99 - 2.29	480	2.34	2.29		10	2.29				
value pack		2.49	130	2.49						1.99 - 2.49	180	2.02
9-pc Combos												
drum-thigh-breast						1.88	250	1.88				
drum-thigh-wing					1.19 - 1.49		260	1.48				
IQF **B/S Breast**	1.79 - 2.00	1.66 - 2.75	410	2.12	2.40	2.00 - 2.40	360	2.34		2.00	20	2.00
IQF **Tenders**	1.79	1.97 - 3.18	240	2.39	2.40	3.18	320	2.50		3.18	20	3.18
IQF **Wings**		2.00	80	2.00		2.00	40	2.00		2.00	20	2.00
IQF **Party Wings**						2.25	130	2.25				

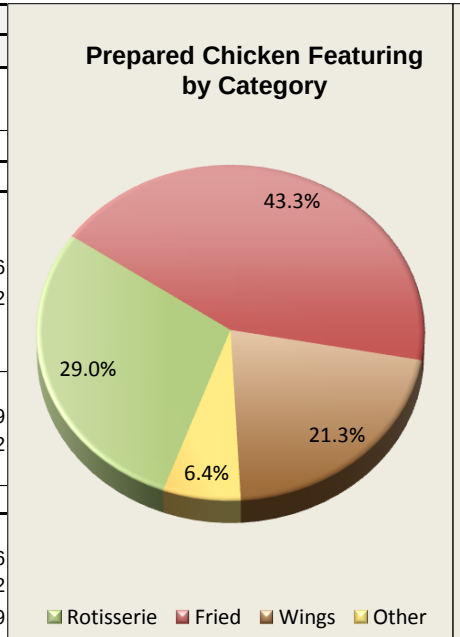
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

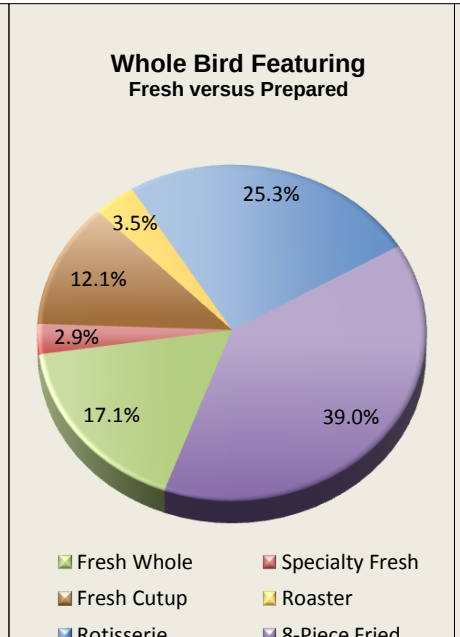
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/20 thru 08/26.

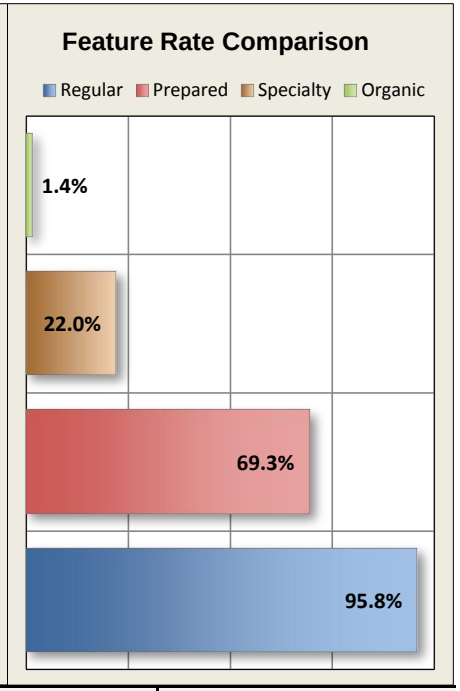
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	69.3% of 19,200 outlets		64.1% of 19,200 outlets		--	
Activity Index [3/]	**23,310**		**21,750**		**16,340**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,320	5.92	7,010	5.63	7,940	5.36
2.1-3.0 lbs.	1,250	7.38	440	7.56	290	7.12
Whole Breast	60	7.58				
Leg Quarter	130	1.30	320	1.53		
FRIED/BAKED:						
8-Piece	6,700	5.83	4,960	6.18	4,540	5.99
8-Piece Dark	1,520	6.49	1,280	5.13	590	5.52
12-Piece	1,880	9.89	900	10.21		
Wings:						
bone-in	3,840	6.61	2,270	6.16	1,030	4.56
boneless	1,120	6.01	2,310	4.34	670	5.92
Tenders	1,160	5.04	1,320	5.21	1,210	5.09
Strips	10	6.49	230	5.99	70	4.54
Popcorn	320	3.06	710	3.23		







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	81.3% of 4,000 sampled outlets			83.6% of 5,100 sampled outlets			64.6% of 3,200 sampled outlets			49.0% of 3,500 sampled outlets			50.7% of 2,400 sampled outlets			79.3% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,790			Activity Index = 7,330			Activity Index = 4,230			Activity Index = 3,570			Activity Index = 1,430			Activity Index = 960		
	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.	4.77 - 6.99	1,800	5.57	4.99 - 6.99	1,690	6.57	4.99 - 6.95	630	5.59	4.97 - 6.99	840	5.45	4.99 - 6.99	270	6.37	4.99 - 5.99	90	5.92
2.1-3.0 lbs.	6.99	150	6.99	6.99 - 7.99	350	7.34	5.98 - 7.99	390	7.00	7.99	290	7.99	7.99	70	7.99			
Whole Breast	6.99 - 7.99	40	7.13				8.49	20	8.49									
Leg Quarter	1.68 - 2.00	50	1.77							1.00	80	1.00						
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 6.99	1,190	6.33	3.99 - 6.99	2,520	5.57	4.99 - 7.99	1,420	6.07	3.99 - 6.99	760	5.51	4.78 - 5.99	320	5.17	5.49 - 6.99	490	6.16
8-Piece Dark	6.95	90	6.95	2.99 - 6.95	1,170	6.72	4.99 - 6.95	250	5.37	2.99 - 4.99	10	3.82						
12-Piece	9.99 - 11.99	870	11.16	6.99 - 11.99	150	9.45	7.99 - 9.99	180	9.10	7.99 - 8.99	490	8.15	8.99 - 9.99	170	9.76	8.99	20	8.99
Wings:																		
bone-in	3.99 - 7.99	910	5.19	3.99 - 7.99	550	6.47	3.99 - 7.99	690	5.97	2.99 - 7.99	800	7.51	7.99	550	7.99	4.99 - 7.99	340	7.61
boneless	4.99	250	4.99	5.98 - 7.99	510	6.86	4.99 - 5.98	230	5.94	2.99 - 4.99	130	4.79						
Tenders	3.99 - 8.99	290	4.43	4.98 - 7.99	320	5.72	3.49 - 7.99	310	5.53	3.99 - 4.99	170	4.28	3.99 - 4.99	50	4.21	3.99	20	3.99
Strips	6.49	10	6.49															
Popcorn	2.99	140	2.99	2.99	70	2.99	3.20	110	3.20									

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

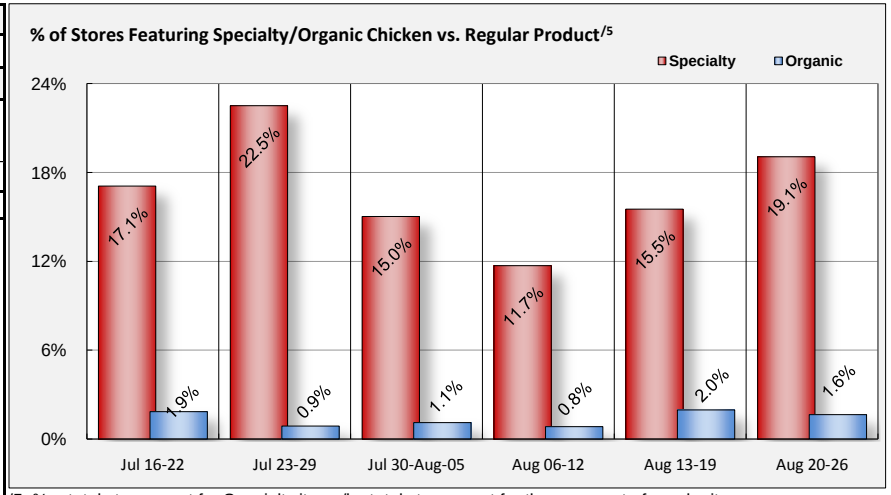
Fri. Aug 20, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 08/20 thru 08/26.

(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/]	22.0% of 19,200 outlets		19.1% of 19,200 outlets		11.3% of 18,600 outlets		1.4% of 19,200 outlets		2.1% of 19,200 outlets		0.3% of 18,600 outlets	
Activity Index [3/]	**7,510**		**6,640**		**5,210**		**620**		**830**		**80**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	750	1.76	1,300	1.51	840	1.58	80	2.62			40	2.12
Bnls/Sknls Breast	2,230	4.93	2,140	4.30	1,390	5.10	470	8.06	190	7.67	40	7.14
Breast Tenders	640	5.04	840	4.86	600	4.31						
Split, bn-in Breast	380	2.99	250	3.10	290	3.00			20	4.99		
Whole Wings	60	2.29	30	2.36					190	2.99		
Leg Quarters	30	1.42	220	0.89	70	1.05	--	--	--	--		
Legs	60	1.44	100	1.65	130	1.81						
Thighs	1,610	1.81	760	1.64	960	1.71			210	3.09		
Drumsticks	1,530	1.79	690	1.61	930	1.67			210	3.09		
B/S Thighs	220	2.01	310	2.64	30	3.32	70	4.99	10	3.99		



/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/]	50.6% of 4,000 sampled outlets			8.2% of 5,100 sampled outlets			17.2% of 3,200 sampled outlets			6.8% of 3,500 sampled outlets			25.3% of 2,400 sampled outlets			37.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,560			Activity Index = 540			Activity Index = 1,000			Activity Index = 330			Activity Index = 560			Activity Index = 520		
	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	1.79 - 1.99	400	1.86				1.58 - 1.89	210	1.63	1.58	40	1.58	1.59 - 1.99	10	1.99	1.59 - 1.99	90	1.64
Bnls/Sknls Breast	3.79 - 5.88	950	4.57	3.98 - 4.99	280	4.03	2.75 - 5.99	390	5.28	4.57 - 5.99	30	5.28	2.99 - 6.59	320	5.59	3.99 - 6.59	260	5.87
Breast Tenders	3.99 - 5.99	510	5.07				3.99 - 4.99	130	4.91									
Split, bn-in Breast	2.29 - 3.49	180	3.05	2.99	20	2.99	1.49 - 2.99	140	2.63				3.49 - 4.69	20	3.99	3.49 - 4.69	20	4.05
Whole Wings													2.29	20	2.29	2.29	40	2.29
Leg Quarters										0.99	20	0.99				2.29	10	2.29
Legs	0.99	20	0.99	1.49	20	1.49							1.39 - 2.29	10	1.39	2.29	10	2.29
Thighs	1.49 - 2.29	1,220	1.80	1.49	70	1.49	0.99 - 1.89	60	1.51	1.49	120	1.49	2.29 - 3.59	90	2.44	2.29 - 3.59	50	2.51
Drumsticks	1.49 - 2.29	1,150	1.79	1.49	70	1.49	0.99 - 1.89	60	1.51	1.49	120	1.49	2.29 - 2.49	90	2.44	2.29	40	2.29
B/S Thighs	1.78 - 2.79	130	2.03	1.99	80	1.99	1.99	10	1.99									

ORGANIC

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
	0.2% 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			8.5% of 2,400 sampled outlets			5.8% of 1,000 sampled outlets		
	Activity Index = 10			Activity Index = 180			Activity Index = 0			Activity Index = 30			Activity Index = 340			Activity Index = 60		
Whole Fryer													2.49 - 3.49	70	2.49	3.49	10	3.49
Bnls/Sknls Breast	6.99 - 8.99	10	8.07	8.99	180	8.99				7.99	30	7.99	5.98 - 7.99	200	7.64	5.98 - 6.98	50	6.38
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs													4.99	70	4.99			

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/.