



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/03 thru 09/09.

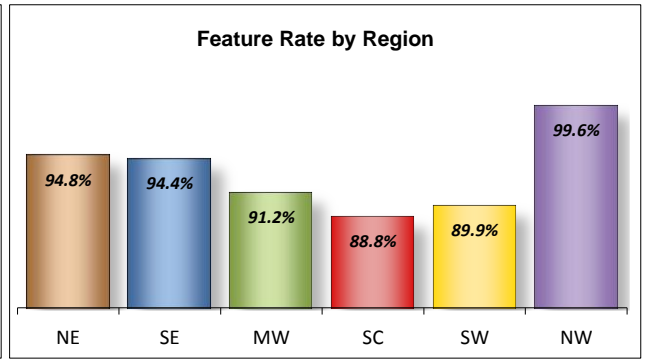
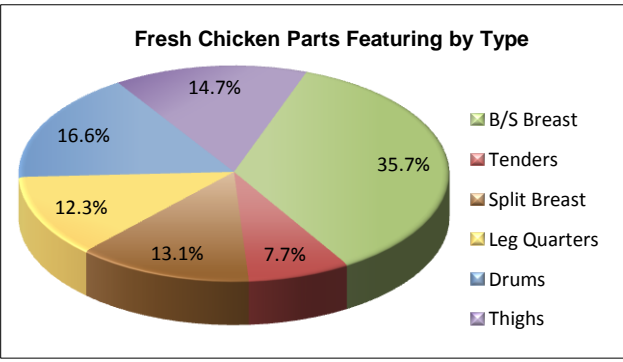
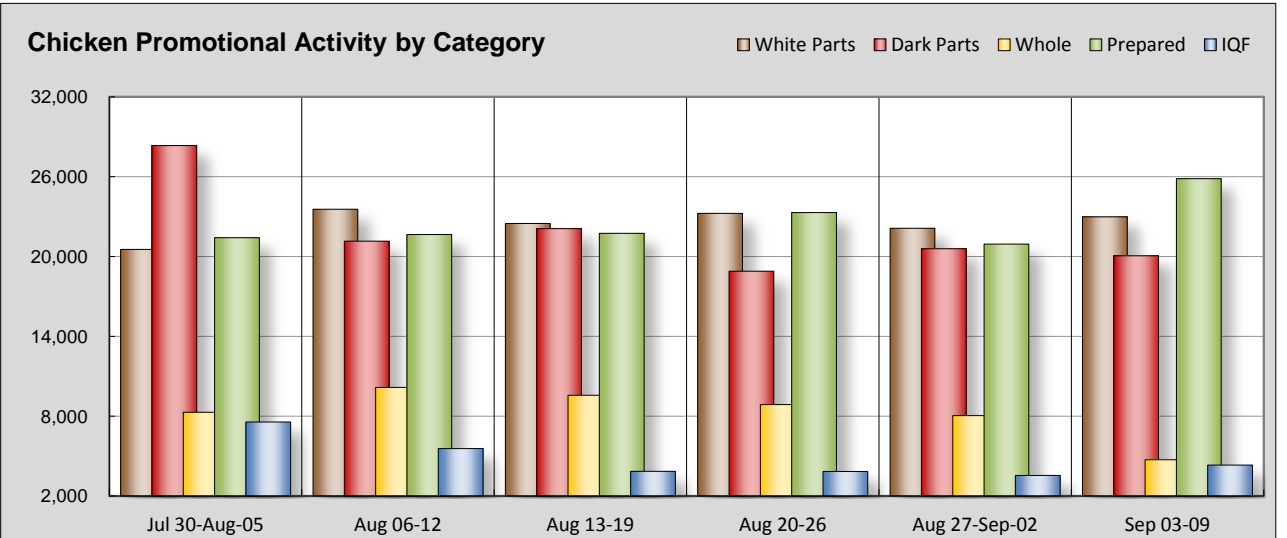
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 03, 2010

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	92.7% of 19,200 outlets		92.9% of 19,200 outlets		93.4% of 18,600 outlets	
Special Rate ^{4/}	16.1%		16.1%		11.1%	
Activity Index ^{2/}	78,060		75,580		69,270	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	2,500	0.97	4,090	0.97	4,000	0.97
cut-up fryer	1,200	1.37	1,030	1.35	1,830	1.29
bagged roaster	910	1.03	2,460	1.07	850	1.15
Cornish (frs/frz)	110	1.78	460	1.98	500	1.49
PARTS:						
Bnls/Sknls Breast						
regular pack	8,580	2.49	5,890	3.33	5,420	2.47
value pack	3,350	2.17	2,080	2.40	4,430	2.04
thin sliced	1,500	4.21	2,160	4.44	1,840	3.63
marinated	320	3.90	730	4.08	450	2.96
Breast Tenders						
regular pack	2,850	2.63	3,680	3.58	1,740	3.57
value pack	100	2.99	50	2.33	640	2.34
Split, bn-in Breast						
regular pack	2,370	1.61	4,000	1.64	2,720	1.46
value pack	2,670	1.22	1,850	1.37	1,120	1.29
Whole Wings	1,250	2.27	1,690	1.96	1,600	2.04
Leg Quarters						
tray pack	3,170	0.89	2,790	0.92	3,790	0.72
bagged	1,550	0.55	1,330	0.60	1,910	0.53
Legs	80	1.10	680	1.06	420	1.09
Thighs						
regular pack	1,910	1.39	2,620	1.39	4,310	1.31
value pack	3,770	1.17	4,360	1.07	3,310	1.17
Drumsticks						
regular pack	2,080	1.36	2,610	1.42	4,360	1.35
value pack	4,300	1.17	4,600	1.05	3,510	1.16
Bnls/Sknls Thighs						
regular pack	2,550	2.76	1,080	2.75	1,780	2.36
value pack	650	2.03	520	2.13		
9-pc Combos						
drum-thigh-breast			300	2.07	360	1.45
drum-thigh-wing	110	1.56	40	1.04	90	1.52
TD						
B/S Breast	2,280	2.16	1,890	2.37	2,850	2.16
Tenders	1,030	2.28	1,080	2.39	1,250	2.36
Wings	240	1.99	190	2.04	450	1.60
Party Wings	770	2.32	380	1.94	450	2.19

This Week's Chicken Feature Highlights

The month long fall in feature activity comes to an abrupt halt, the activity index rises slightly headed into the long weekend. Marketing conditions remain uncertain as Hurricane Earl crawls up the eastern coast of the US, ads are set but delivery and consumer shopping schedules remain a mystery. Whole birds do nothing to stimulate movement. B/S Breast and tenders drop prices, clearances should be good, split breast offer the best deal on bulk packs, wings jack up prices. Dark meat's best option is on bagged leg quarters, drums and thighs raise or hold last weeks levels. Thigh meat returns in force, pricing is best on bulk packs. IQF finds out that higher pricing promoted last week does not work, current week levels should move volume. Prepared foods push fried/baked and wings, rotisserie volume drops sharply. Organics and specialty roar back in volume in an attempt to capture first of the month money. The Labor Day weekend will be the last summer holiday to actively promote chicken. Retailers will soon turn their attention to seasonal marketing, autumn is just around the corner.



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.)






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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/03 thru 09/09.

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

Fri. Sep 03, 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/		94.8% of 4,000 sampled outlets 32.5% of stores w/ no-price promotions Activity Index = 12,880				94.4% of 5,100 sampled outlets 15.3% of stores w/ no-price promotions Activity Index = 10,290				91.2% of 3,200 sampled outlets 14.7% of stores w/ no-price promotions Activity Index = 8,610			
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	0.79 - 1.49		920	1.17	0.99		60	0.99	0.79 - 1.49		580	0.96
	cut-up fryer	0.99 - 1.59		620	1.43	0.99 - 1.29		20	1.13	0.99 - 1.89		60	1.43
	bagged roaster	0.99 - 1.49		770	1.02	0.99 - 1.28		140	1.10				
	Cornish (frs/frz)	1.29		20	1.29	1.29		10	1.29	1.81 - 2.40		30	2.04
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 - 3.99	1.88 - 3.99	1,170	2.83	1.77 - 2.99	1.88 - 2.50	3,340	2.32	1.77 - 3.99	1.79 - 3.49	1,170	2.12
	value pack	1.99 - 2.59	1.69 - 3.99	1,130	2.22	1.98 - 1.99	1.99 - 2.49	520	2.20	1.99	1.69 - 2.59	310	2.18
	thin sliced	3.29 - 4.99	3.29 - 4.99	750	4.43	3.49		40	3.49		3.49 - 3.99	120	3.83
	marinated		2.69 - 4.99	60	3.96						2.99 - 3.99	60	3.52
Breast Tenders													
	regular pack	1.97 - 3.49	3.99	570	3.46	1.97 - 3.49		1,150	2.04	1.97 - 3.98	3.99	560	2.50
	value pack												
Split, bn-in Breast													
	regular pack	0.98 - 1.99	1.59 - 1.99	890	1.70	1.39 - 1.65		110	1.54	0.99 - 2.49	0.99 - 1.49	160	1.84
	value pack	0.98 - 1.49	0.98 - 1.69	770	1.48	0.99	0.59 - 1.29	500	0.96	0.99	0.98 - 1.69	280	1.31
Whole Wings		1.99 - 2.19	1.98 - 2.49	150	2.13	1.00 - 2.19	1.48 - 2.49	280	1.65	1.48 - 2.49		210	2.40
Leg Quarters													
	tray pack	0.69 - 0.79	0.49 - 1.49	870	0.74	0.79 - 0.89	0.79	600	0.87	0.69 - 0.89	0.59 - 0.89	330	0.78
	bagged	0.49	0.49 - 0.79	120	0.57	0.49 - 0.59	0.49 - 0.69	680	0.57		0.39 - 0.59	170	0.57
Legs		0.99	1.29	80	1.10								
Thighs													
	regular pack	0.99 - 1.69	1.29 - 1.49	120	1.31		1.19	10	1.19	0.89 - 1.49	1.00 - 1.19	570	1.23
	value pack	0.99 - 1.49	0.88 - 1.69	1,410	1.21	0.99	0.99 - 1.19	60	1.10	0.78 - 1.29	0.79 - 1.49	730	1.14
Drumsticks													
	regular pack	0.99 - 1.69	1.29 - 1.49	130	1.31		1.19	10	1.19	0.89 - 1.49	0.69 - 1.19	580	1.21
	value pack	0.99 - 1.49	0.88 - 1.89	1,430	1.21	0.99	0.99 - 1.99	190	1.18	0.78 - 1.29	0.39 - 1.99	920	1.20
Bnls/Sknls Thighs													
	regular pack	1.99 - 2.29	2.99	410	2.96		2.49 - 2.99	1,130	2.94	1.79	1.49 - 1.99	420	1.86
	value pack		1.99 - 2.49	60	2.33		2.49	20	2.49		1.97 - 1.99	160	1.97
9-pc Combos													
	drum-thigh-breast												
	drum-thigh-wing		1.39 - 1.69	100	1.60								
B/S Breast			1.66 - 1.99	230	1.96	2.40 - 2.49	2.00 - 2.40	480	2.37	1.80 - 2.66	1.33 - 2.79	780	2.04
Tenders						2.40	2.00 - 2.40	360	2.39	1.80 - 2.66	1.99 - 2.40	260	2.13
Wings			1.99	100	1.99					1.91	1.99 - 2.00	140	1.99
Party Wings						2.66	2.28 - 2.40	580	2.34		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 09/03 thru 09/09.

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

Fri. Sep 03, 2010

		SOUTH CENTRAL U.S. <small>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)</small> 				SOUTHWEST U.S. <small>(CA,NV)</small> 				NORTHWEST U.S. <small>(ID,MT,OR,WA,WY)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		88.8% of 3,500 sampled outlets 11.7% of stores w/ no-price promotions Activity Index = 6,750				89.9% of 2,400 sampled outlets 0.4% of stores w/ no-price promotions Activity Index = 9,110				99.6% of 1,000 sampled outlets 12.2% of stores w/ no-price promotions Activity Index = 4,560			
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		0.59 - 1.09		440	0.73	0.79 - 0.89		230	0.79	0.68 - 0.99		270	0.81
cut-up fryer		1.29		100	1.29	0.99 - 1.49		230	1.29	0.99 - 1.49		170	1.34
bagged roaster										1.33		20	1.33
Cornish (frs/frz)		2.22 - 2.39		30	2.30								
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	1.88 - 2.99	1,320	2.62	2.99 - 3.99	1.88 - 3.49	970	2.85	2.99 - 3.99	1.88 - 2.99	610	2.63
value pack		1.99	1.79 - 2.99	500	2.20	1.97	1.99 - 2.59	460	2.00		1.97 - 2.69	430	2.14
thin sliced						4.99		300	4.99		2.49 - 3.49	290	3.09
marinated							3.99	170	3.99		3.99	30	3.99
Breast Tenders													
regular pack		1.97 - 3.49	2.99	270	3.10					3.49	2.49 - 3.49	300	3.10
value pack			2.99	100	2.99								
Split, bn-in Breast													
regular pack		1.38 - 1.49	1.79	70	1.53	0.99 - 1.49	1.79	790	1.43	1.69	1.79	350	1.76
value pack		1.19 - 1.49	0.88 - 1.69	270	1.19	0.97 - 1.29	0.99 - 1.27	750	1.10	1.49	1.29	100	1.33
Whole Wings		1.58 - 2.19		300	2.12	2.99		300	2.99		2.29	10	2.29
Leg Quarters													
tray pack		0.67 - 0.99	0.77	260	0.90	0.99	0.97 - 1.29	940	1.06		0.99	170	0.99
bagged		0.69	0.38 - 0.69	580	0.51								
Legs													
Thighs													
regular pack		1.19 - 1.29	0.99 - 1.69	360	1.35	1.69 - 1.99	1.09 - 1.19	550	1.67	1.69	0.99 - 1.09	300	1.26
value pack		0.98 - 1.14	0.79 - 1.29	380	1.03		0.97 - 1.29	900	1.18	1.33	0.88 - 1.29	290	1.23
Drumsticks													
regular pack		1.19 - 1.29	0.99 - 1.69	360	1.35	1.69 - 1.99	0.99 - 1.19	700	1.53	1.69	0.99 - 1.09	300	1.26
value pack		0.98 - 1.14	0.35 - 1.29	550	0.99		0.97 - 1.29	920	1.17	1.33	0.88 - 1.29	290	1.23
Bnls/Sknls Thighs													
regular pack		1.99		30	1.99		3.49	250	3.49		1.97 - 2.99	310	2.55
value pack			1.97 - 1.99	270	1.99		1.99	60	1.99		1.97 - 1.99	80	1.99
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing						1.19		10	1.19				
D T	B/S Breast	1.77 - 2.78	1.93 - 2.80	350	2.40	1.77	2.33 - 2.80	320	2.05		2.00	120	2.00
	Tenders	2.40 - 2.78	1.93	160	2.46		2.33	130	2.33		2.00	120	2.00
	Wings												
	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 09/03 thru 09/09.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	73.1% of 19,200 outlets		60.6% of 19,200 outlets		--	
Activity Index ^{3/}	25,860		20,940		20,260	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	2,980	5.48	6,100	5.75	5,930	5.33
2.1-3.0 lbs.	480	6.51	340	6.16	290	7.96
Whole Breast	40	5.48	340	3.62	20	8.49
Leg Quarter			490	1.49		
FRIED/BAKED:						
8-Piece	8,590	5.69	3,920	6.25	8,010	5.82
8-Piece Dark	1,920	5.42	1,130	5.29	810	4.66
12-Piece	1,600	10.44	230	9.24		
Wings:						
bone-in	5,220	6.13	4,790	6.14	2,170	5.23
boneless	3,760	4.75	1,090	4.87	1,040	5.24
Tenders	970	4.88	2,060	5.83	960	6.10
Strips	130	5.99	440	4.62	380	5.79
Popcorn	170	3.99	10	1.79	650	4.84

Prepared Chicken Featuring by Category		
46.8%	34.7%	13.5%
4.9%		

Whole Bird Featuring Fresh versus Prepared		
56.4%	16.1%	11.6%
6.0%	5.6%	4.2%

Feature Rate Comparison			
Regular	Prepared	Specialty	Organic
92.7%	73.1%	17.7%	3.4%

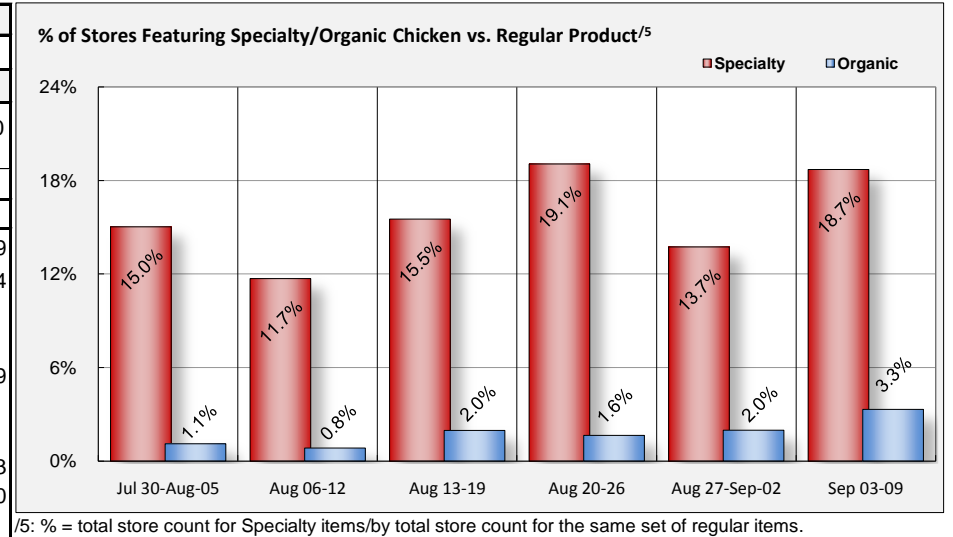
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	72.2% of 4,000 sampled outlets			82.5% of 5,100 sampled outlets			76.4% of 3,200 sampled outlets			65.8% of 3,500 sampled outlets			53.4% of 2,400 sampled outlets			89.8% of 1,000 sampled outlets		
Activity Index ^{3/}	Activity Index = 6,970			Activity Index = 6,400			Activity Index = 4,120			Activity Index = 3,840			Activity Index = 2,870			Activity Index = 1,660		
	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	1,350	5.42	4.99 - 6.99	780	5.84	4.99 - 6.99	400	5.53	3.00 - 5.99	300	4.42	5.49	30	5.49	5.95 - 6.98	120	6.29
2.1-3.0 lbs.	5.99 - 6.99	480	6.51															
Whole Breast	5.48	40	5.48															
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	3.99 - 8.00	1,540	6.08	3.99 - 6.49	1,710	5.61	3.99 - 7.99	1,740	5.68	3.99 - 6.99	1,680	5.79	3.98 - 7.99	1,060	5.19	4.98 - 6.99	860	5.59
8-Piece Dark	3.19 - 5.99	170	5.28	2.99 - 5.99	1,170	5.76	2.99 - 5.99	510	4.90	2.99 - 3.99	60	3.60				5.99	10	5.99
12-Piece	8.99 - 11.99	690	11.28	9.99 - 11.99	80	11.66	8.79 - 13.99	360	9.75	7.99 - 11.99	270	9.20	9.99	200	9.99			
Wings:																		
bone-in	4.49 - 7.99	1,090	5.65	3.99 - 7.99	1,880	5.07	4.48 - 7.99	270	6.50	4.99 - 7.99	900	7.36	4.99 - 7.99	750	7.19	3.99 - 7.99	330	7.65
boneless	3.25 - 5.99	1,010	4.55	3.25 - 7.99	530	6.59	3.25 - 7.99	610	6.51	3.25 - 5.49	630	3.82	3.25 - 4.99	680	3.58	3.25	300	3.25
Tenders	3.99 - 4.00	430	3.99	4.98 - 7.99	250	5.93	3.49 - 7.99	230	5.72				0.99	20	0.99	4.99	40	4.99
Strips													5.99	130	5.99			
Popcorn	3.99	170	3.99															



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 09/03 thru 09/09.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 03, 2010

Feature Rate ^{1/}	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	17.7% of 19,200 outlets	18.2% of 19,200 outlets	16.2% of 18,600 outlets	3.4% of 19,200 outlets	2.0% of 19,200 outlets	1.9% of 18,600 outlets
Activity Index ^{3/}	7,290	5,630	4,730	1,150	740	1,090
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,280 1.93	1,660 1.46	1,220 1.74	110 2.85	250 2.88	60 3.89
Bnls/Sknl's Breast	2,300 4.99	1,700 4.73	1,600 4.70	460 6.98	250 7.69	240 6.24
Breast Tenders	1,020 4.47	240 5.19	50 4.58		10 9.99	
Split, bn-in Breast	280 2.42	330 2.84	1,090 2.54			
Whole Wings	180 2.99	30 1.69	10 2.49	190 2.99		180 2.49
Leg Quarters	380 1.50	40 1.26		-- --	-- --	
Legs	100 1.23	150 1.53	10 1.79			
Thighs	700 1.66	520 1.62	350 1.38	190 2.99		190 2.53
Drumsticks	780 1.69	520 1.65	400 1.33	190 2.99	230 1.99	420 2.20
B/S Thighs	270 2.63	440 2.77	10 1.99	10 3.49		



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/}	44.0% of 4,000 sampled outlets			4.0% of 5,100 sampled outlets			11.5% of 3,200 sampled outlets			10.1% of 3,500 sampled outlets			14.3% of 2,400 sampled outlets			36.1% of 1,000 sampled outlets			
Activity Index ^{3/}	Activity Index = 4,450			Activity Index = 630			Activity Index = 960			Activity Index = 470			Activity Index = 420			Activity Index = 360			
	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 - 2.19	560	1.79	1.39 - 1.99	60	1.77	1.19	10	1.19	1.49 - 2.19	130	1.66	1.99 - 2.19	280	2.19	1.99 - 2.19	240	2.18	
Bnls/Sknl's Breast	3.99 - 5.99	1,570	5.22	3.99 - 4.99	90	4.18	2.75 - 5.49	410	4.77	3.99 - 4.99	80	4.52	2.99 - 4.99	60	3.56	3.99 - 4.99	90	4.15	
Breast Tenders	2.49 - 5.99	810	4.41	3.99 - 4.99	50	4.30	2.99 - 4.99	140	4.77	4.99	20	4.99							
Split, bn-in Breast	2.49	230	2.49				1.79 - 1.99	40	1.89								2.99	10	2.99
Whole Wings				2.99	180	2.99													
Leg Quarters	1.19 - 1.99	380	1.50																
Legs	0.99	20	0.99				0.99	20	0.99	1.39	40	1.39	1.39	20	1.39				
Thighs	1.69 - 1.99	410	1.86				0.98 - 1.49	170	1.35	1.39 - 1.49	100	1.45	1.39	20	1.39				
Drumsticks	1.69 - 1.99	470	1.87				0.98 - 1.49	170	1.35	1.39 - 1.49	100	1.45	0.99 - 1.99	30	1.30	1.99	10	1.99	
B/S Thighs				2.48 - 2.99	250	2.58				2.99 - 3.49	10	3.49	2.99 - 3.49	10	3.49	2.99	10	2.99	
ORGANIC	3.8% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			4.4% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			5.5% of 2,400 sampled outlets			4.1% of 1,000 sampled outlets			
	Activity Index = 270			Activity Index = 540			Activity Index = 140			Activity Index = 30			Activity Index = 130			Activity Index = 40			
Whole Fryer	2.49 - 3.99	70	2.91							2.49	30	2.49					3.49	10	3.49
Bnls/Sknl's Breast	5.99 - 9.99	170	7.00				5.99 - 6.49	140	6.05				5.98 - 7.99	130	7.99	5.98 - 7.99	20	6.73	
Breast Tenders																			
Split, bn-in Breast																			
Whole Wings	2.99	10	2.99	2.99	180	2.99													
Legs																			
Thighs	2.99	10	2.99	2.99	180	2.99													
Drumsticks	2.99	10	2.99	2.99	180	2.99													
B/S Thighs																	3.49	10	3.49

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/>.