USDA Weekly Retail Chicken Feature Activity

Fri. Sep 10, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

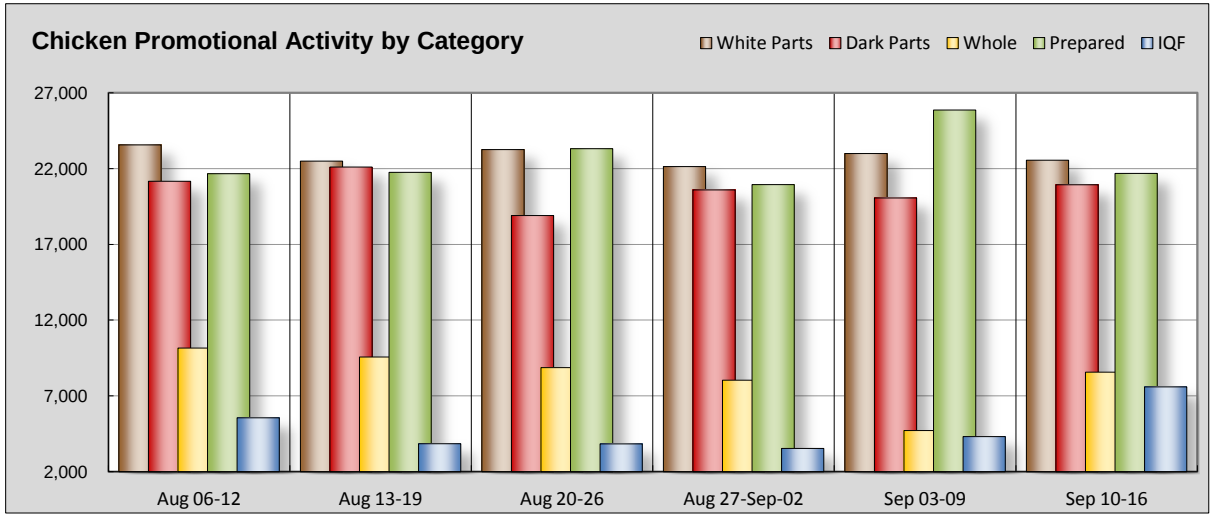
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

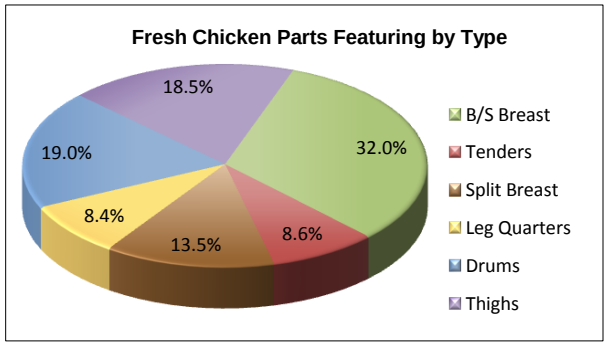
NATIONAL SUMMARY

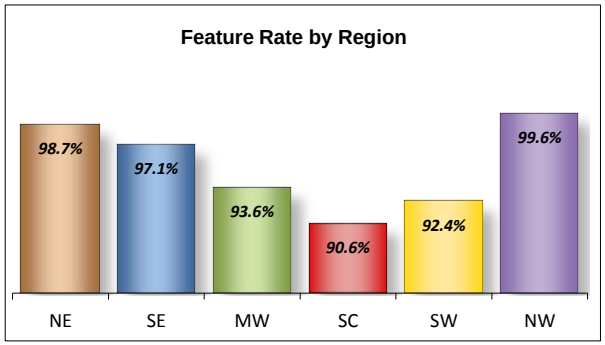
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**95.2% of 19,200 outlets**		**92.7% of 19,200 outlets**		**93.5% of 18,600 outlets**	
Special Rate [4/]	**27.0%**		**16.1%**		**17.7%**	
Activity Index [2/]	**81,780**		**78,060**		**74,830**	
WHOLE BIRD:	**Stores** [3/]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,030	1.04	2,500	0.97	3,910	0.93
cut-up fryer	1,210	1.48	1,200	1.37	3,080	1.14
bagged roaster	2,170	1.04	910	1.03	2,460	1.08
Cornish (frs/frz)	1,160	2.40	110	1.78	1,160	1.91
PARTS:						
Bnls/Sknls Breast						
regular pack	7,810	2.86	8,580	2.49	6,680	2.89
value pack	2,350	2.25	3,350	2.17	2,740	2.15
thin sliced	2,310	3.69	1,500	4.21	2,710	3.98
marinated	150	3.51	320	3.90	340	3.44
Breast Tenders						
regular pack	3,180	3.33	2,850	2.63	3,470	3.10
value pack	220	2.56	100	2.99	390	2.15
Split, bn-in Breast						
regular pack	3,750	1.61	2,370	1.61	1,900	1.56
value pack	1,580	1.41	2,670	1.22	2,470	1.12
Whole Wings	1,200	2.00	1,250	2.27	3,150	2.09
Leg Quarters						
tray pack	1,830	0.90	3,170	0.89	2,590	0.99
bagged	1,500	0.43	1,550	0.55	260	0.58
Legs	230	1.15	80	1.10	860	1.06
Thighs						
regular pack	3,360	1.24	1,910	1.39	2,850	1.27
value pack	3,950	1.04	3,770	1.17	4,510	1.11
Drumsticks						
regular pack	3,510	1.23	2,080	1.36	2,710	1.27
value pack	3,980	1.04	4,300	1.17	4,450	1.12
Bnls/Sknls Thighs						
regular pack	2,330	2.65	2,550	2.76	1,700	2.38
value pack	240	1.61	650	2.03	530	1.47
9-pc Combos						
drum-thigh-breast	130	1.69			570	1.93
drum-thigh-wing	320	1.12	110	1.56	510	1.23
IQF **B/S Breast**	3,950	2.36	2,280	2.16	3,940	2.27
Tenders	2,520	2.44	1,030	2.28	2,440	2.44
Wings	580	2.12	240	1.99	590	2.20
Party Wings	550	2.02	770	2.32	570	2.31

This Week's Chicken Feature Highlights

With the passing of the summer vacation season and the start of cooler weather, retailers begin to shift gears and promote less grill-type items and more items for oven cooking. Whole birds lead the way with ad pricing more favorable to the store than the consumer. Breast meet is no stranger to ad space but pricing is higher across the board with few exceptions. Dark parts remain a store ad staple and the best bargain for shoppers with regular and large packs offered at reduced pricing. Leg quarters fall in offerings. IQF chicken rises in frequency, posting its highest feature rate since early August. Pricing moves higher. Prepared offerings back off from the last week's holiday levels but rotisserie reflects the trend towards whole birds and prices are marked to move. Specialty and organic drop slightly in number and ad pricing is down in nearly all cases. September is marketed as chicken and as organic month and stores are trying to do their part. Temps are dropping across the nation, kids are back in school, and chicken bargains await the savvy consumer.







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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Fri. Sep 10, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

(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/	**98.7% of 4,000 sampled outlets**				**97.1% of 5,100 sampled outlets**				**93.6% of 3,200 sampled outlets**			
Special Rate 2/	**40.7% of stores w/ no-price promotions**				**40.6% of stores w/ no-price promotions**				**13.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,490**				**Activity Index = 12,540**				**Activity Index = 9,060**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.88 - 1.69		530	1.23	0.67 - 1.69		460	0.89	0.59 - 1.49		850	1.04
cut-up fryer	1.29		10	1.29	0.87 - 1.29		220	1.23	0.89 - 1.59		100	1.33
bagged roaster	0.78 - 1.29		1,980	1.03	0.99 - 1.29		140	1.06	1.19 - 1.29		30	1.22
Cornish (frs/frz)	1.99 - 2.59		400	2.35	2.50 - 2.55		500	2.55	1.99 - 2.18		180	2.09
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 - 4.39	1.99 - 3.99	2,440	2.98	1.79 - 2.99	1.89 - 3.49	2,060	2.72	1.88 - 2.99	1.99 - 3.99	940	2.93
value pack	1.98 - 2.49	1.69 - 2.99	710	2.47	1.99	1.69 - 2.38	350	2.01	2.79 - 2.99	1.78 - 2.59	210	2.35
thin sliced	3.59 - 4.99	3.99	650	4.03	2.98 - 3.99	3.99	430	3.52		3.59 - 4.99	120	4.63
marinated		2.49 - 4.98	120	3.60		3.99	10	3.99		2.48 - 2.98	20	2.71
Breast Tenders												
regular pack	2.79 - 4.99	2.40 - 3.99	600	3.86	1.19 - 3.49		870	3.17	1.19 - 2.99	2.49 - 4.99	230	3.57
value pack		3.69	40	3.69		1.99 - 3.69	100	2.36				
Split, bn-in Breast												
regular pack	1.49 - 1.69	1.49 - 1.99	520	1.61	1.49 - 1.79	0.99 - 1.19	720	1.53	0.98 - 2.55	0.98 - 1.29	640	1.32
value pack	1.19 - 1.49	0.99 - 1.69	690	1.47		1.08 - 1.69	40	1.50	1.71	0.99 - 1.69	210	1.50
Whole Wings	2.49	1.49 - 1.99	440	2.13	1.60 - 2.49	0.99 - 1.99	430	1.89	1.60 - 2.55	1.68 - 1.99	250	2.11
Leg Quarters												
tray pack	0.79 - 0.89	0.49 - 0.99	870	0.88	0.58	0.99	90	0.79	0.78	0.69 - 1.49	100	1.35
bagged	0.79	0.37 - 0.79	150	0.49	0.79	0.37 - 0.89	1,210	0.41	0.79	0.37 - 0.59	30	0.58
Legs	0.99	1.29	220	1.16								
Thighs												
regular pack	0.99 - 1.49	0.99	340	1.26	0.89 - 1.49	0.99 - 1.19	930	0.98	0.97 - 1.49	1.19	860	1.23
value pack	0.79 - 1.29	0.79 - 1.69	1,470	1.04	0.89 - 1.00	0.78 - 1.29	390	1.08	0.79 - 1.29	0.79 - 1.49	630	1.02
Drumsticks												
regular pack	0.99 - 1.49	0.89 - 0.99	360	1.30	0.89 - 1.49	0.99 - 1.19	930	0.98	0.97 - 1.49	0.99 - 1.19	960	1.20
value pack	0.99 - 1.29	0.69 - 1.69	1,470	1.05	0.89 - 1.00	0.69 - 1.29	440	1.08	0.79 - 1.29	0.69 - 1.99	660	1.04
Bnls/Sknls Thighs												
regular pack	2.49		50	2.49	2.99		480	2.99	2.39 - 2.49	1.99 - 2.99	200	2.66
value pack		1.69 - 1.79	100	1.75		1.69	20	1.69				
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing	1.49		10	1.49								
IQF **B/S Breast**		1.66 - 1.99	150	1.88	2.80	1.66 - 2.36	610	2.66	2.80	1.60 - 2.40	1,100	2.39
IQF **Tenders**					2.80	2.00 - 2.36	560	2.73	2.80	1.60 - 2.40	700	2.41
IQF **Wings**		2.00 - 2.40	160	2.35	2.00	2.00 - 2.40	290	2.05		2.00	10	2.00
IQF **Party Wings**	2.00		10	2.00	2.00 - 2.33	1.80 - 2.00	260	2.00		2.40	30	1.20

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Fri. Sep 10, 2010

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

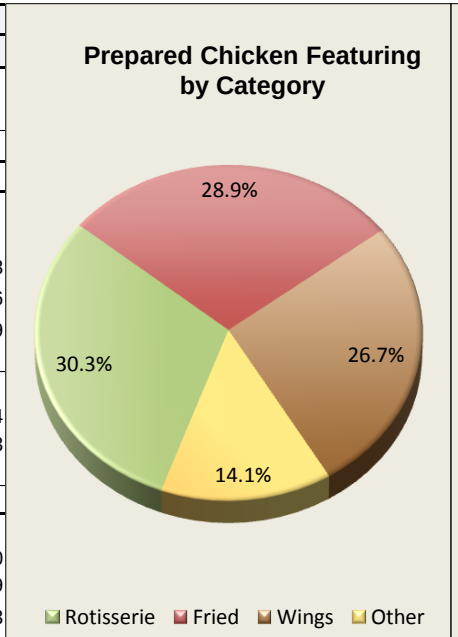
	SOUTH CENTRAL U.S (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/	**90.6% of 3,500 sampled outlets**				**92.4% of 2,400 sampled outlets**				**99.6% of 1,000 sampled outlets**			
Special Rate 2/	**13.6% of stores w/ no-price promotions**				**12.9% of stores w/ no-price promotions**				**25.8% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,000**				**Activity Index = 9,730**				**Activity Index = 5,280**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.77 - 1.19		790	0.93	0.99 - 1.29		760	1.09	0.69 - 1.29		640	1.05
cut-up fryer	0.97 - 1.39		40	1.23	1.39 - 1.69		560	1.68	0.89 - 1.49		280	1.38
bagged roaster	1.29		20	1.29								
Cornish (frs/frz)	2.00 - 2.55		70	2.45					2.00		10	2.00
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 - 3.99	1.98 - 2.99	420	2.65	1.97 - 3.99	1.97 - 3.49	1,360	2.75	4.99	1.89 - 3.99	590	3.20
value pack	1.69 - 2.99	1.77 - 2.49	810	2.22		1.77 - 1.99	200	1.91	2.49	1.99 - 2.99	70	2.24
thin sliced	4.79	2.49 - 3.99	290	3.98		2.49	280	2.49	5.49	2.49 - 3.49	540	3.66
marinated												
Breast Tenders												
regular pack	1.99 - 4.49	2.27 - 3.49	660	3.06		2.49	280	2.49	5.49	2.49 - 3.49	540	3.66
value pack		1.99	40	1.99						2.49	40	2.49
Split, bn-in Breast												
regular pack	0.98 - 1.79	1.49	630	1.22	1.49 - 2.49	1.48	1,050	2.04	1.69 - 1.79		190	1.70
value pack		0.99	40	0.99	0.97 - 1.29	1.29 - 1.69	360	1.06	1.69 - 1.88	1.29 - 1.69	240	1.71
Whole Wings	1.60	1.47 - 1.68	80	1.59								
Leg Quarters												
tray pack	0.69 - 0.99	0.89 - 0.99	370	0.93		0.59 - 0.77	280	0.75		0.99	120	0.99
bagged		0.37 - 0.59	90	0.52						0.78	20	0.78
Legs		0.99	10	0.99								
Thighs												
regular pack	0.89 - 1.29	1.19	350	1.20	1.19 - 1.99		560	1.62	0.98 - 1.69	0.99	320	1.38
value pack	0.99	0.68 - 1.29	770	1.05	0.99 - 1.29	0.59 - 0.99	520	0.96	1.29	1.18 - 1.19	170	1.21
Drumsticks												
regular pack	0.89 - 1.29	0.69 - 1.19	380	1.17	1.19 - 1.99		560	1.62	0.98 - 1.69	0.99	320	1.38
value pack	0.99	0.48 - 1.29	650	1.09	0.99 - 1.29	0.49 - 0.99	590	0.91	1.29	1.18 - 1.19	170	1.21
Bnls/Sknls Thighs												
regular pack	2.99	0.99	170	1.61	1.97 - 3.99	1.59 - 3.49	1,130	2.74		1.99 - 2.99	300	2.40
value pack		1.39 - 1.59	120	1.49								
9-pc Combos												
drum-thigh-breast					1.69		130	1.69				
drum-thigh-wing	0.99		10	0.99	0.99 - 1.29		300	1.12				
IQF **B/S Breast**	1.66 - 3.20	1.29 - 2.60	1,180	2.10	2.55	1.99 - 2.33	340	2.40	2.40 - 3.20	1.99 - 2.40	570	2.59
IQF **Tenders**	1.66 - 2.40	1.59 - 2.60	770	2.29	2.55	1.97 - 2.33	340	2.40	2.40	1.97 - 2.40	150	2.36
IQF **Wings**		2.00	120	2.00								
IQF **Party Wings**		2.00	120	2.00		2.25	130	2.25				

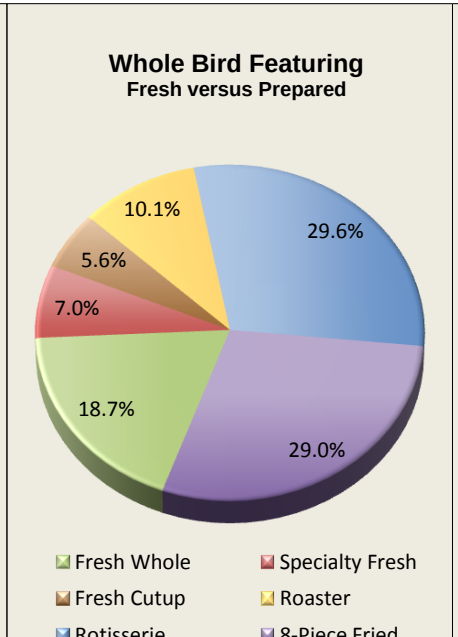
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

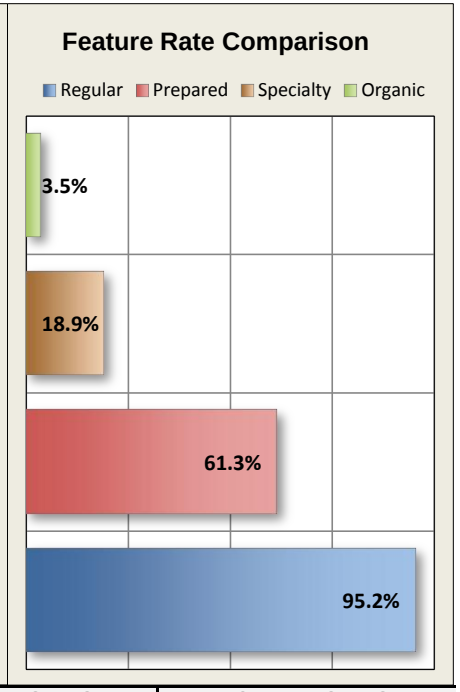
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

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

PREPARED FOODS NATIONAL SUMMARY	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	61.3% of 19,200 outlets		73.1% of 19,200 outlets		--	
Activity Index [3/]	**21,680**		**25,860**		**20,040**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	6,170	5.26	2,980	5.48	8,200	5.78
2.1-3.0 lbs.	210	7.99	480	6.51	290	8.06
Whole Breast			40	5.48	290	5.99
Leg Quarter	190	1.49				
FRIED/BAKED:						
8-Piece	4,860	6.17	8,590	5.69	3,720	6.04
8-Piece Dark	1,160	5.39	1,920	5.42	460	4.73
12-Piece	240	9.89	1,600	10.44		
Wings:						
bone-in	4,180	5.91	5,220	6.13	2,270	4.90
boneless	1,610	5.72	3,760	4.75	1,250	5.49
Tenders	2,940	5.50	970	4.88	2,950	4.43
Strips	10	2.29	130	5.99	400	5.14
Popcorn	110	2.63	170	3.99	210	3.99







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	58.9% of 4,000 sampled outlets			57.6% of 5,100 sampled outlets			73.2% of 3,200 sampled outlets			58.4% of 3,500 sampled outlets			60.5% of 2,400 sampled outlets			63.4% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,700			Activity Index = 4,670			Activity Index = 5,050			Activity Index = 2,790			Activity Index = 3,020			Activity Index = 1,450		
	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	650	5.63	3.99 - 5.99	1,240	5.27	3.98 - 6.99	1,810	5.17	3.99 - 6.79	1,100	5.16	4.99 - 6.99	1,080	5.20	4.99 - 6.99	290	5.54
2.1-3.0 lbs.	7.49	140	7.49							8.99	70	8.99						
Whole Breast																		
Leg Quarter	1.49	10	1.49	1.49	180	1.49												
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 7.99	1,440	6.57	3.99 - 7.99	750	6.15	4.99 - 7.99	1,150	6.02	3.99 - 6.99	530	5.54	5.99	560	5.99	5.88 - 6.99	430	6.24
8-Piece Dark	4.99 - 5.99	280	5.13	2.99 - 4.99	90	4.28	3.99 - 6.96	180	5.83	2.99 - 6.99	40	6.25	4.99	280	4.99	5.99	290	5.99
12-Piece	9.99 - 11.99	80	10.78	8.99 - 9.99	100	9.19	8.99 - 9.99	60	9.88									
Wings:																		
bone-in	3.99 - 6.99	1,030	5.13	4.78 - 7.99	1,700	6.86	3.99 - 7.99	560	5.63	3.97 - 6.99	530	5.37	3.77 - 4.99	340	4.89	4.99	20	4.99
boneless	3.99 - 6.99	490	4.55	4.78 - 7.99	420	6.99	3.99 - 7.99	550	5.86	2.99 - 5.98	140	5.48	4.99	10	4.99			
Tenders	3.99 - 5.99	570	4.63	4.99 - 7.99	190	5.93	3.99 - 7.99	630	5.10	3.99 - 5.99	380	5.46	3.99 - 6.99	750	6.31	3.99 - 5.99	420	5.66
Strips							2.29	10	2.29									
Popcorn	3.99	10	3.99				2.49	100	2.49									

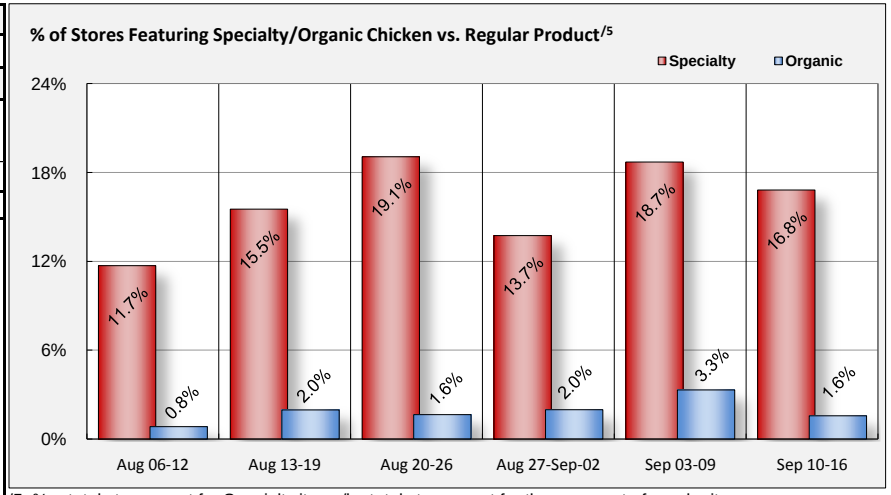
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Sep 10, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/10 thru 09/16.

(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/]	18.9% of 19,200 outlets		17.7% of 19,200 outlets		18.4% of 18,600 outlets		3.5% of 19,200 outlets		3.4% of 19,200 outlets		2.9% of 18,600 outlets	
Activity Index [3/]	**6,890**		**7,290**		**7,390**		**600**		**1,150**		**1,530**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	1,520	1.89	1,280	1.93	1,270	1.70	190	2.64	110	2.85	480	2.07
Bnls/Sknls Breast	2,750	4.08	2,300	4.99	2,360	5.07	60	8.91	460	6.98	660	6.79
Breast Tenders	500	4.33	1,020	4.47	430	4.54	190	7.99				
Split, bn-in Breast	180	2.72	280	2.42	190	2.43						
Whole Wings	60	1.99	180	2.99	70	1.91	10	3.49	190	2.99		
Leg Quarters	180	1.04	380	1.50	260	1.13	--	--	--	--		
Legs			100	1.23	90	1.56						
Thighs	790	1.52	700	1.66	1,040	1.81	10	3.99	190	2.99		
Drumsticks	780	1.52	780	1.69	1,680	1.86	130	1.99	190	2.99	390	2.79
B/S Thighs	130	3.47	270	2.63	730	2.90	10	3.49	10	3.49	390	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/]	56.7% of 4,000 sampled outlets			9.1% of 5,100 sampled outlets			13.6% of 3,200 sampled outlets			10.6% of 3,500 sampled outlets			1.3% of 2,400 sampled outlets			5.3% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,540			Activity Index = 1,570			Activity Index = 610			Activity Index = 1,030			Activity Index = 70			Activity Index = 70		
	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	1.19 - 2.49	580	1.82	1.69 - 2.20	610	2.08	0.99 - 1.99	240	1.53	1.98 - 2.20	70	2.15				1.49	20	1.49
Bnls/Sknls Breast	2.69 - 6.99	1,340	4.81	2.20 - 5.99	780	3.05	2.99 - 5.99	170	4.65	2.20 - 3.99	400	3.36	3.99 - 4.99	30	4.22	3.99 - 4.99	30	4.47
Breast Tenders	3.99 - 4.99	220	4.45	4.99	20	4.99	4.99	120	4.99	3.50	140	3.50						
Split, bn-in Breast	1.99 - 3.49	140	2.92	1.99	20	1.99	1.48 - 2.49	20	2.05									
Whole Wings										1.99	60	1.99						
Leg Quarters	0.99	20	0.99							0.99	150	0.99				1.89	10	1.89
Legs																		
Thighs	1.49 - 1.99	590	1.55	1.49	70	1.49	0.99 - 1.19	30	1.15	1.39 - 1.59	80	1.50	1.39	20	1.39			
Drumsticks	1.49 - 1.99	520	1.49	1.49	70	1.49	0.99 - 1.19	30	1.15	1.39 - 1.99	130	1.69	1.39 - 1.99	20	1.39	1.99	10	1.99
B/S Thighs	2.99 - 3.49	130	3.47															
ORGANIC	5.8% of 4,000 sampled outlets			5.6% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			5.9% of 2,400 sampled outlets			1.4% of 1,000 sampled outlets		
	Activity Index = 250			Activity Index = 180			Activity Index = 0			Activity Index = 0			Activity Index = 150			Activity Index = 20		
Whole Fryer	2.49 - 3.99	190	2.64															
Bnls/Sknls Breast	7.99 - 10.99	40	9.49										7.49 - 7.99	10	7.49	7.99	10	7.99
Breast Tenders	7.99	10	7.99	7.99	180	7.99												
Split, bn-in Breast																		
Whole Wings													3.49	10	3.49			
Legs																		
Thighs	3.99	10	3.99															
Drumsticks													1.99	130	1.99			
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/.