USDA Weekly Retail Chicken Feature Activity

Fri. Sep 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.

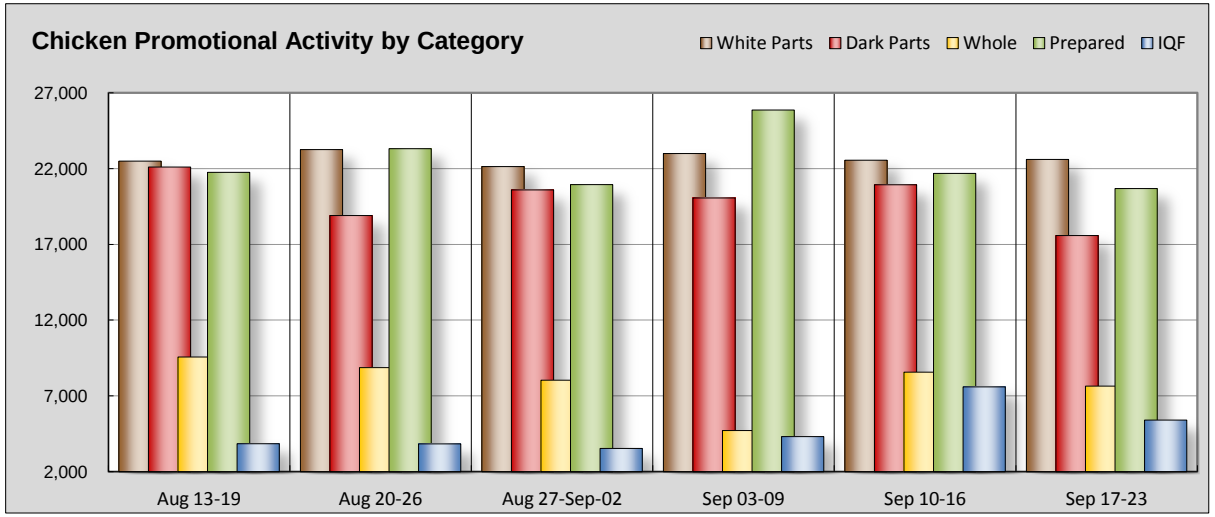
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

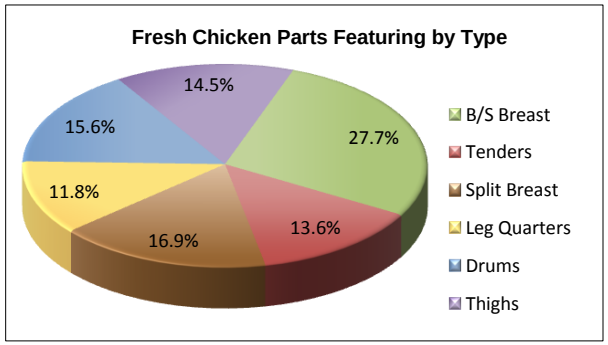
NATIONAL SUMMARY

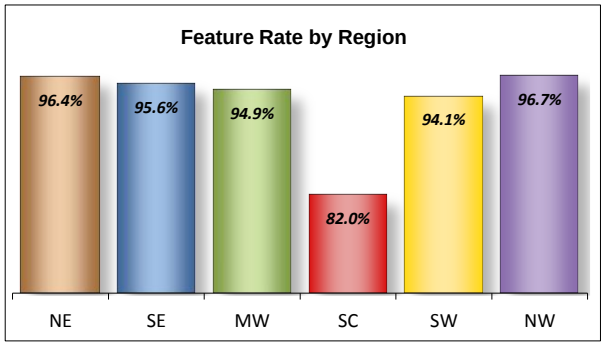
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**93.1% of 19,200 outlets**		**95.2% of 19,200 outlets**		**94.9% of 18,600 outlets**	
Special Rate 4/	**14.2%**		**27.0%**		**21.5%**	
Activity Index 2/	**74,360**		**81,780**		**69,570**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,370	1.00	4,030	1.04	5,070	0.97
cut-up fryer	1,610	1.33	1,210	1.48	2,170	1.21
bagged roaster	1,750	1.04	2,170	1.04	2,140	1.09
Cornish (frs/frz)	920	2.03	1,160	2.40	2,760	2.04
PARTS:						
Bnls/Sknls Breast						
regular pack	5,650	2.89	7,810	2.86	6,720	2.60
value pack	2,820	2.42	2,350	2.25	2,330	2.09
thin sliced	1,540	4.42	2,310	3.69	2,040	3.87
marinated	210	3.31	150	3.51	50	3.53
Breast Tenders						
regular pack	4,810	3.23	3,180	3.33	2,610	3.05
value pack	190	2.02	220	2.56	270	3.27
Split, bn-in Breast						
regular pack	2,860	1.49	3,750	1.61	3,810	1.31
value pack	3,360	1.02	1,580	1.41	2,410	1.24
Whole Wings	1,160	1.95	1,200	2.00	1,450	1.95
Leg Quarters						
tray pack	2,270	0.88	1,830	0.90	2,950	0.88
bagged	2,070	0.67	1,500	0.43	860	0.61
Legs	270	0.83	230	1.15	410	1.22
Thighs						
regular pack	2,610	1.31	3,360	1.24	2,900	1.16
value pack	2,740	1.06	3,950	1.04	6,510	1.01
Drumsticks						
regular pack	2,780	1.29	3,510	1.23	2,890	1.17
value pack	2,970	1.03	3,980	1.04	6,920	1.03
Bnls/Sknls Thighs						
regular pack	1,670	2.20	2,330	2.65	1,630	2.60
value pack	200	1.99	240	1.61	20	1.85
9-pc Combos						
drum-thigh-breast	410	1.37	130	1.69	550	1.53
drum-thigh-wing	30	1.19	320	1.12	80	1.48
IQF						
B/S Breast	3,740	2.34	3,950	2.36	2,080	2.25
Tenders	1,380	2.48	2,520	2.44	970	2.35
Wings	200	1.80	580	2.12	730	1.87
Party Wings	90	2.12	550	2.02	430	2.15

This Week's Chicken Feature Highlights

Chicken featuring drops sharply in retail outlets. Bagged fryers are a good deal for the second week in a row, roasters and cornish add to the attraction. B/S Breast prices creep higher, the bargains are disappearing fast. Split breast should be a favorite with shoppers, pricing is about as good as it gets. Leg quarters fall back to regular packs, cheaper bulk options have dried up. Thighs and drums lose volume while drifting higher on smaller pack pricing. Thigh meat fails to move at higher money, levels slide much lower. IQF mirrors last week. The deli regroups, wings are there in force for game day snacking. Specialty and Organics drop volume, pricing is mixed. The mid-month ad cycle offers a few deals to the savvy shopper, but will those be enough to keep store traffic at desired levels? Seasonal marketing plans are already in play below the surface, the next payday falls in a new month, and competition will be strong in the cooler weeks to come.







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. Sep 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.

(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/	**96.4% of 4,000 sampled outlets**				**95.6% of 5,100 sampled outlets**				**94.9% of 3,200 sampled outlets**			
Special Rate 2/	**18.8% of stores w/ no-price promotions**				**15.1% of stores w/ no-price promotions**				**12.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,810**				**Activity Index = 11,500**				**Activity Index = 7,840**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.49		780	1.07	0.59 - 0.99		700	0.85	0.79 - 1.49		500	1.07
cut-up fryer	0.99 - 1.25		380	1.03	0.98 - 1.59		680	1.41	1.19 - 1.54		140	1.45
bagged roaster	0.79 - 1.39		1,420	1.01	0.89 - 1.29		330	1.18				
Cornish (frs/frz)	1.99 - 2.49		170	2.09					2.36		10	2.36
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	2.99 - 3.99	2.19 - 3.99	1,240	3.28	1.99 - 3.99	1.98 - 2.99	960	2.44	1.89 - 3.60	1.98 - 3.49	930	2.55
value pack	1.99 - 3.49	1.97 - 2.99	1,280	2.39	1.98 - 1.99	1.79 - 2.49	220	2.04	1.96 - 1.98	1.59 - 2.48	440	1.95
thin sliced	2.49 - 3.99	2.49 - 3.99	460	3.33						2.99 - 4.99	200	4.92
marinated		2.99 - 3.99	130	3.08		2.99	10	2.99		2.49 - 3.29	20	2.96
Breast Tenders												
regular pack	1.99 - 3.99	2.99 - 3.99	1,220	3.21	1.98 - 3.99	2.99	1,750	3.48	1.89 - 2.99	2.28 - 2.99	490	2.19
value pack	1.99		50	1.99	1.98 - 1.99		60	1.99	1.98 - 1.99		30	1.98
Split, bn-in Breast												
regular pack	1.49 - 1.99	1.29 - 1.49	990	1.57	0.98 - 1.49	1.29 - 1.38	170	1.16	0.99 - 2.20	0.98 - 1.49	520	1.48
value pack	0.86 - 1.79	0.99 - 1.99	610	1.09	0.86 - 0.99	0.98 - 1.35	1,480	0.92	0.86 - 1.49	0.99 - 1.82	250	1.05
Whole Wings	1.49	1.98 - 1.99	280	1.57		1.69 - 2.19	510	2.17	1.79 - 2.20	1.49 - 1.89	120	1.93
Leg Quarters												
tray pack	0.49 - 0.89	0.49 - 1.69	840	0.84	0.49 - 0.68	0.78 - 1.49	380	0.85	0.79	0.69 - 0.99	290	0.79
bagged		0.55 - 0.78	160	0.70	0.47	0.49 - 0.78	1,440	0.72		0.59 - 0.78	30	0.69
Legs	0.59 - 0.99	0.99	250	0.83								
Thighs												
regular pack	0.99 - 1.69	0.88 - 1.49	910	1.14	0.99 - 1.69	1.49	160	1.34	0.99 - 1.33	0.77 - 1.19	300	1.02
value pack	0.98 - 1.69	0.95 - 1.49	1,020	1.09	0.99	0.49 - 1.29	600	1.07	0.88 - 1.19	0.79 - 1.19	410	1.03
Drumsticks												
regular pack	0.99 - 1.69	0.88 - 1.49	900	1.14	0.99 - 1.69	0.99 - 1.49	220	1.24	0.99 - 1.33	0.77 - 1.19	300	1.02
value pack	0.98 - 1.69	0.88 - 1.49	1,050	1.09	0.99	0.59 - 1.29	550	1.08	0.88 - 1.19	0.48 - 1.19	520	0.98
Bnls/Sknls Thighs												
regular pack	1.49 - 2.29	2.99	370	2.03		1.49	10	1.49	1.97 - 2.08	1.59 - 1.99	420	1.98
value pack												
9-pc Combos												
drum-thigh-breast	1.59		100	1.59		1.29	220	1.29		1.39	10	1.39
drum-thigh-wing		0.98	10	0.98								
IQF **B/S Breast**		1.99 - 2.33	160	2.03	2.40 - 2.60	1.99 - 2.80	520	2.47	2.00 - 3.00	1.60 - 2.80	1,310	2.39
IQF **Tenders**					2.40 - 2.60	2.80	350	2.54	2.40 - 2.60	2.40 - 2.80	530	2.45
IQF **Wings**					2.40	1.66 - 1.75	160	1.78		1.66 - 2.00	30	1.86
IQF **Party Wings**		1.97	30	1.97	2.00 - 2.33		20	2.20	1.89 - 2.00	2.66	40	2.19

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Fri. Sep 17, 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/	**82.0% of 3,500 sampled outlets**				**94.1% of 2,400 sampled outlets**				**96.7% of 1,000 sampled outlets**			
Special Rate 2/	**15.7% of stores w/ no-price promotions**				**5.4% of stores w/ no-price promotions**				**14.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,730**				**Activity Index = 8,250**				**Activity Index = 3,550**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.67 - 1.19		450	0.93	0.79 - 1.29		660	1.11	0.79 - 0.99		280	0.91
cut-up fryer	0.99 - 1.59		120	1.28	1.49		290	1.49				
bagged roaster												
Cornish (frs/frz)	2.18 - 2.36		310	2.23	1.29 - 1.49		200	1.46	2.18		230	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	1.88 - 3.99	1.98 - 3.49	1,250	2.56	2.39 - 4.99	1.88 - 2.89	750	3.40	2.39 - 3.99	1.98 - 3.99	520	3.42
value pack	1.98 - 2.29	1.99	240	2.01	1.97	1.99 - 3.99	530	3.10	3.59	1.99 - 3.99	110	3.06
thin sliced	3.99	3.49 - 3.99	50	3.87	5.99	3.99 - 4.99	580	5.48		3.49 - 3.99	250	3.65
marinated		3.99	30	3.99						3.99 - 4.69	20	4.30
Breast Tenders												
regular pack	1.97 - 3.99	1.99 - 2.28	870	2.71	4.99		280	4.99	3.99	3.28 - 3.49	200	3.50
value pack	1.98 - 2.29		50	2.12								
Split, bn-in Breast												
regular pack	1.49 - 1.99	1.49	140	1.89	0.97 - 1.99		810	1.40		1.49	230	1.49
value pack	0.99 - 1.49	0.99 - 1.69	410	1.29		0.97 - 1.29	600	0.99		1.39	10	1.39
Whole Wings		1.49 - 2.19	180	1.94		1.99	40	1.99	1.29	1.99	30	1.68
Leg Quarters												
tray pack	0.80	0.65 - 0.89	380	0.76	0.59 - 0.99	0.89	240	0.92	0.79 - 1.69	0.89	140	1.56
bagged	0.47	0.38 - 0.69	390	0.49		0.59	30	0.59		0.58	20	0.58
Legs		0.99	10	0.99		0.78	10	0.78				
Thighs												
regular pack	0.99 - 1.49	0.65	320	1.09	0.99 - 1.99		800	1.64	1.69		120	1.69
value pack	0.88 - 0.99	0.77 - 0.99	240	0.90	0.97 - 0.99	0.99 - 1.09	370	1.00	0.97 - 1.49	1.09 - 1.43	100	1.29
Drumsticks												
regular pack	0.99 - 1.49	0.65 - 1.09	430	1.08	0.99 - 1.99	0.78	810	1.63	1.69		120	1.69
value pack	0.88 - 0.99	0.49 - 1.09	380	0.90	0.97 - 0.99	0.57 - 1.09	380	0.99	0.97 - 1.49	1.09 - 1.18	90	1.27
Bnls/Sknls Thighs												
regular pack	1.97 - 2.49	1.99 - 2.79	170	2.12		1.88	250	1.88		1.98 - 2.99	450	2.78
value pack		1.99	140	1.99		1.99	40	1.99		1.99	20	1.99
9-pc Combos												
drum-thigh-breast					1.38		10	1.38	1.29		70	1.29
drum-thigh-wing					1.29		20	1.29				
IQF **B/S Breast**	2.33 - 2.40	1.63 - 1.99	780	2.12		2.50	550	2.50		1.99 - 3.20	420	2.33
IQF **Tenders**	2.33 - 2.62	1.63	380	2.42						2.66	120	2.66
IQF **Wings**		2.00	10	2.00								
IQF **Party Wings**												

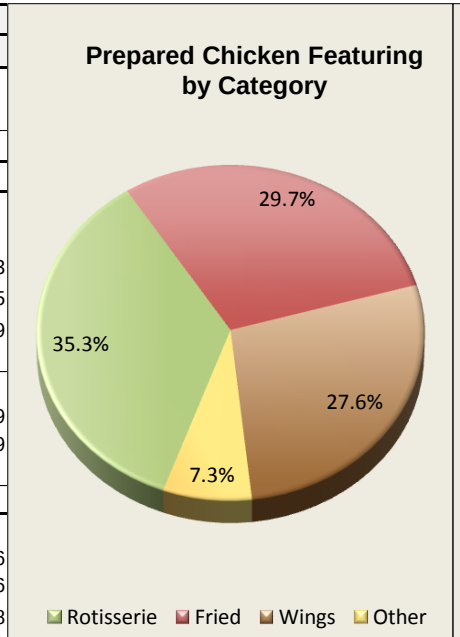
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

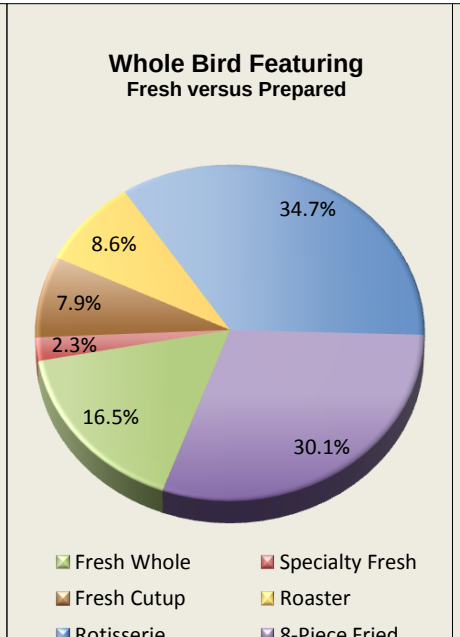
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.

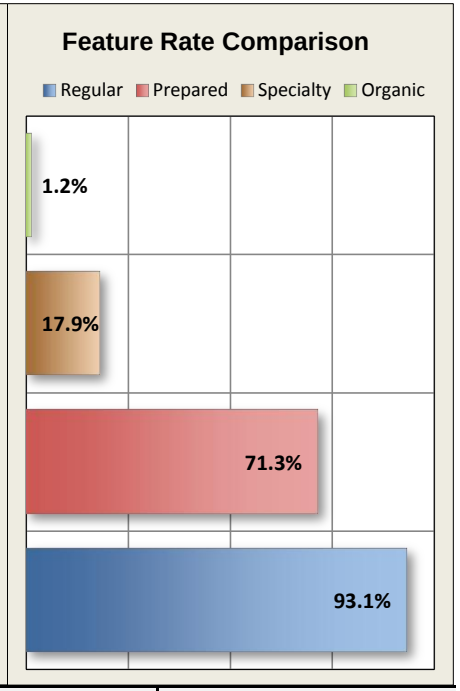
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	71.3% of 19,200 outlets		61.3% of 19,200 outlets		--	
Activity Index [3/]	**20,680**		**21,680**		**19,080**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	6,830	5.17	6,170	5.26	6,710	5.73
2.1-3.0 lbs.	270	8.04	210	7.99	760	7.45
Whole Breast	200	6.92			10	7.99
Leg Quarter	10	1.99	190	1.49		
FRIED/BAKED:						
8-Piece	4,420	5.93	4,860	6.17	5,490	6.19
8-Piece Dark	750	4.87	1,160	5.39	1,930	5.09
12-Piece	980	10.72	240	9.89		
Wings:						
bone-in	5,350	5.16	4,180	5.91	1,650	4.86
boneless	360	4.99	1,610	5.72	540	4.46
Tenders	770	4.95	2,940	5.50	1,090	5.28
Strips	350	4.17	10	2.29	180	5.40
Popcorn	390	3.89	110	2.63	720	5.16







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	68.4% of 4,000 sampled outlets			89.1% of 5,100 sampled outlets			70.2% of 3,200 sampled outlets			52.7% of 3,500 sampled outlets			60.4% of 2,400 sampled outlets			86.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,570			Activity Index = 6,540			Activity Index = 4,460			Activity Index = 2,500			Activity Index = 1,500			Activity Index = 1,110		
	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	1,360	5.41	3.99 - 6.58	800	4.77	3.98 - 6.99	1,390	4.91	3.99 - 5.99	1,540	4.93	3.98 - 5.99	970	5.57	3.99 - 6.49	770	5.62
2.1-3.0 lbs.	7.99 - 9.99	260	8.04										7.99	10	7.99			
Whole Breast	5.49	10	5.49				6.99	190	6.99									
Leg Quarter							1.99	10	1.99									
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 7.99	490	6.30	4.99 - 6.49	2,540	5.81	3.99 - 6.99	890	6.04	3.99 - 6.99	350	5.82	4.99	10	4.99	4.99 - 6.99	140	6.51
8-Piece Dark	3.29 - 3.99	40	3.43	3.50 - 4.99	50	4.10	2.99 - 6.99	210	5.16	2.99 - 4.99	130	4.86	4.99	280	4.99	5.00	40	5.00
12-Piece	9.90 - 11.99	520	11.97	9.99 - 11.99	140	10.95	8.79 - 11.99	150	9.27				7.99	170	7.99			
Wings:																		
bone-in	3.99 - 6.99	1,290	4.99	3.89 - 6.99	2,500	5.68	3.88 - 6.99	1,170	4.53	3.88 - 4.99	340	4.21				4.99	50	4.99
boneless	3.99 - 6.00	150	5.68				3.99 - 4.99	200	4.51	3.99	10	3.99						
Tenders	3.99 - 7.99	150	5.05	3.99 - 5.99	260	5.29	4.99 - 7.99	110	5.44	3.98 - 4.99	120	4.22	3.99	60	3.99	3.99 - 4.99	70	4.77
Strips	3.99 - 6.99	20	5.82	3.99	180	3.99	2.49 - 4.99	130	3.97	4.99	10	4.99				5.99	10	5.99
Popcorn	2.99 - 4.99	280	4.18	2.99	70	2.99	4.99	10	4.99							2.99	30	2.99

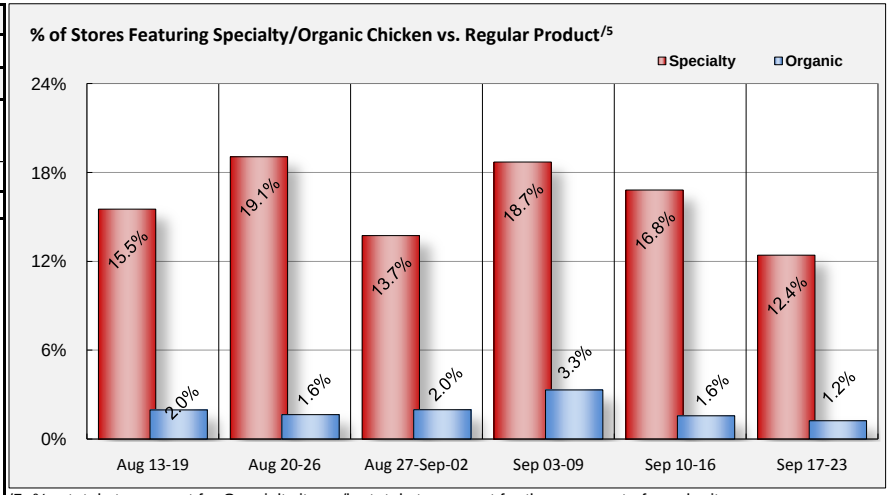
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Sep 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/17 thru 09/23.

(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/]	17.9% of 19,200 outlets		18.9% of 19,200 outlets		15.4% of 18,600 outlets		1.2% of 19,200 outlets		3.5% of 19,200 outlets		1.2% of 18,600 outlets	
Activity Index [3/]	**4,700**		**6,890**		**7,040**		**400**		**600**		**420**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	460	1.44	1,520	1.89	1,640	1.73	160	2.52	190	2.64	10	2.79
Bnls/Sknls Breast	1,660	5.04	2,750	4.08	2,220	5.00	10	7.99	60	8.91	120	7.18
Breast Tenders	880	4.43	500	4.33	740	4.80	50	3.52	190	7.99		
Split, bn-in Breast	580	2.64	180	2.72	310	2.88						
Whole Wings	80	2.05	60	1.99					10	3.49	10	2.49
Leg Quarters	30	1.06	180	1.04	190	1.13	--	--	--	--	--	--
Legs	20	0.99			170	1.87					230	2.99
Thighs	470	1.66	790	1.52	670	1.50			10	3.99	20	2.99
Drumsticks	470	1.63	780	1.52	1,100	1.72	140	1.99	130	1.99	30	2.82
B/S Thighs	50	3.34	130	3.47	530	2.74	40	5.74	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/]	35.4% of 4,000 sampled outlets			8.7% of 5,100 sampled outlets			16.2% of 3,200 sampled outlets			11.1% of 3,500 sampled outlets			14.1% of 2,400 sampled outlets			31.2% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 2,530			Activity Index = 480			Activity Index = 540			Activity Index = 400			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	1.19 - 1.99	180	1.33	1.99	20	1.99	0.99 - 1.69	80	1.43	1.29 - 2.79	140	1.46	1.49 - 1.69	20	1.49	1.69	20	1.69
Bnls/Sknls Breast	2.99 - 5.99	820	4.55	4.49 - 4.99	100	4.78	2.99 - 3.99	50	3.44	2.99 - 5.99	80	4.42	4.70 - 5.99	280	5.99	4.70 - 5.99	330	5.91
Breast Tenders	3.49 - 5.99	750	4.51	3.99 - 4.99	100	4.15	2.99 - 3.99	30	3.41									
Split, bn-in Breast	3.49 - 3.99	80	3.60	2.48 - 2.49	220	2.48	1.48 - 2.99	200	2.42	2.49	70	2.49				3.79	10	3.79
Whole Wings	2.49	10	2.49							1.99	60	1.99				1.99	10	1.99
Leg Quarters							0.79	20	0.79	1.59	10	1.59						
Legs	0.99	20	0.99															
Thighs	1.39 - 1.99	350	1.76	1.39	20	1.39	1.00 - 1.39	70	1.22	1.59	20	1.59				1.99	10	1.99
Drumsticks	1.39 - 1.99	320	1.73	1.39	20	1.39	1.00 - 1.39	70	1.22	1.59	20	1.59	1.59 - 1.99	30	1.59	1.99	10	1.99
B/S Thighs							1.99 - 2.99	20	2.37							3.99	30	3.99
ORGANIC	0.2% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			1.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			6.3% of 2,400 sampled outlets			5.0% of 1,000 sampled outlets		
	Activity Index = 10			Activity Index = 80			Activity Index = 30			Activity Index = 80			Activity Index = 140			Activity Index = 60		
Whole Fryer				2.40	80	2.40	2.99	30	2.99	2.40	40	2.40				2.59	10	2.59
Bnls/Sknls Breast																7.99	10	7.99
Breast Tenders										2.40	40	2.40				7.99	10	7.99
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks													1.99	130	1.99	1.99	10	1.99
B/S Thighs	6.99	10	6.99										4.99 - 5.48	10	4.99	5.48	20	5.48

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/.