USDA Weekly Retail Chicken Feature Activity

Fri. Oct 01, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

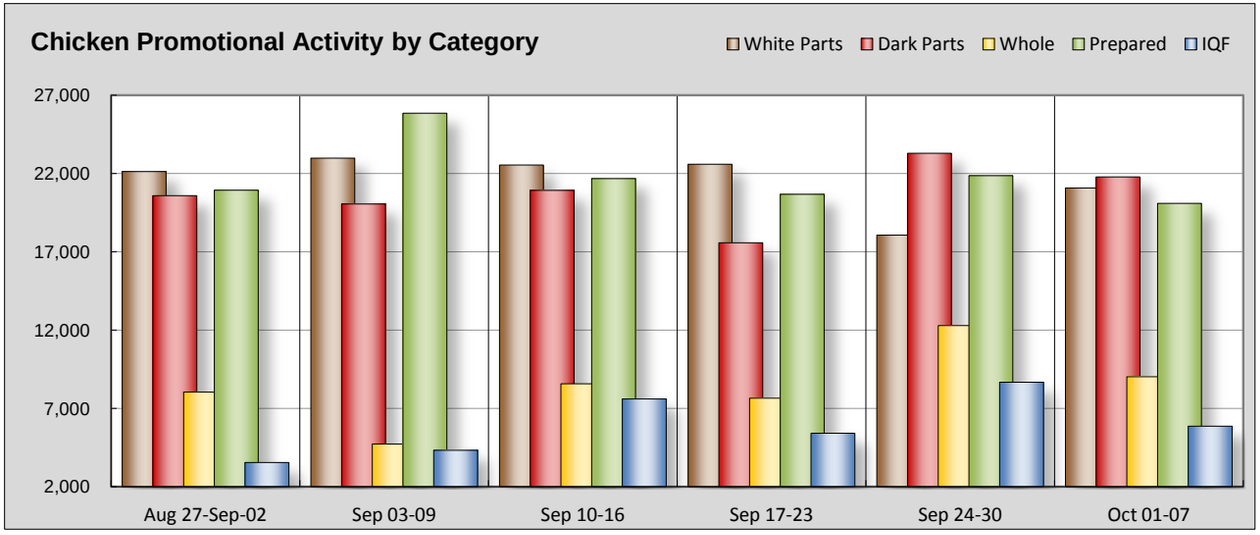
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

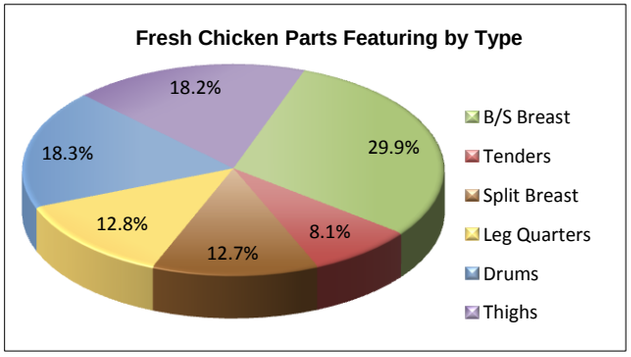
NATIONAL SUMMARY

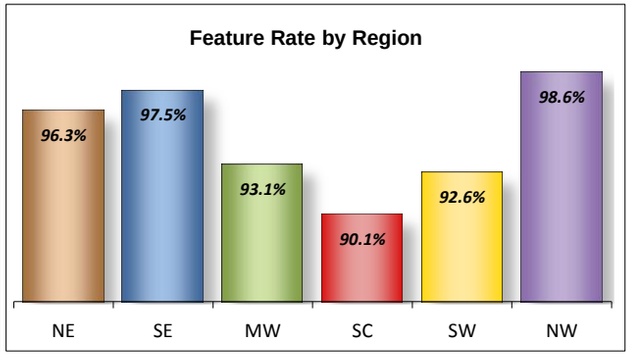
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.6% of 19,200 outlets**		**94.4% of 19,200 outlets**		**94.6% of 18,600 outlets**	
Special Rate 4/	**17.8%**		**22.0%**		**20.4%**	
Activity Index 2/	**78,240**		**84,430**		**74,830**	
WHOLE BIRD:	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,760	1.03	6,860	0.94	3,610	0.95
cut-up fryer	810	1.40	3,110	1.10	1,540	1.30
bagged roaster	2,930	1.15	1,360	1.05	2,600	1.10
Cornish (frs/frz)	1,520	2.08	960	1.94	1,310	1.87
PARTS:						
Bnls/Sknls Breast						
regular pack	6,350	2.90	4,320	2.78	6,930	2.30
value pack	2,570	2.14	2,690	2.17	1,960	2.18
thin sliced	2,760	4.02	2,730	4.03	3,200	3.70
marinated	50	3.71	210	3.39	140	4.04
Breast Tenders						
regular pack	3,110	3.50	2,360	3.37	5,310	2.80
value pack	60	2.21	160	2.37	560	2.14
Split, bn-in Breast						
regular pack	3,530	1.68	1,660	1.32	3,010	1.51
value pack	1,450	1.35	2,310	1.47	1,140	1.14
Whole Wings	1,200	2.02	1,630	2.03	3,100	1.76
Leg Quarters						
tray pack	3,010	0.91	2,300	0.91	2,550	0.90
bagged	2,030	0.57	1,110	0.53	1,710	0.53
Legs	570	1.34	820	0.98	440	1.16
Thighs						
regular pack	3,100	1.29	3,090	1.29	2,830	1.26
value pack	4,060	1.12	5,490	1.07	5,250	1.08
Drumsticks						
regular pack	2,990	1.30	2,870	1.29	2,880	1.27
value pack	4,180	1.11	5,870	1.06	5,130	1.08
Bnls/Sknls Thighs						
regular pack	1,720	2.49	900	2.35	1,450	2.37
value pack	130	1.62	850	2.06	120	2.27
9-pc Combos						
drum-thigh-breast	30	1.59			40	1.33
drum-thigh-wing	360	1.15	230	1.55	470	1.18
IQF B/S Breast	2,930	2.21	4,220	2.41	2,120	2.06
IQF Tenders	1,860	2.38	3,440	2.54	540	2.43
IQF Wings	400	1.90	580	2.14	710	1.97
IQF Party Wings	670	2.28	430	2.16	240	2.35

This Week's Chicken Feature Highlights

The national summary reveals an unchanged feature rate yet the activity index declines sharply headed into the new month. Seasonal items surge to the forefront in the whole bird category, roasters and cornish are the new leaders, pricing on all items rises. B/S breast, tenders, and line run maintain volume, pricing is unchanged to sharply higher, wings hold their position. Leg quarters, thighs, and drums stay steady on regular packs, but increase levels on bulk purchases. IQF fails to clear inventory last week, current week levels are sharply lower. The deli keeps wings and tenders in front of football snackers, otherwise offerings decline. Specialty and organics drop volume and raise prices. October has started, seasonal marketing practices have already begun, and poultry items as well as their costs to consumers are settling into a pattern that will not change for sometime 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. Oct 01, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

(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/	**96.3% of 4,000 sampled outlets**				**97.5% of 5,100 sampled outlets**				**93.1% of 3,200 sampled outlets**			
Special Rate 2/	**17.9% of stores w/ no-price promotions**				**33.5% of stores w/ no-price promotions**				**19.8% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,370**				**Activity Index = 13,850**				**Activity Index = 7,950**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.89 - 1.49		460	1.11	0.74 - 1.19		820	1.07	0.79 - 1.29		870	0.98
cut-up fryer	0.99 - 1.49		90	1.23	1.05		30	1.05	0.99 - 1.49		70	1.19
bagged roaster	0.78 - 1.49		1,590	1.04	0.99 - 1.49		1,170	1.28	0.88 - 1.29		170	1.24
Cornish (frs/frz)	1.79 - 2.59		420	2.22	1.99 - 2.18		480	2.17	1.49 - 1.89		100	1.73
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	1.89 - 3.99	1,260	3.05	1.79 - 3.99	1.89 - 2.30	1,170	2.26	1.99 - 3.99	1.78 - 2.99	830	2.68
value pack	1.88 - 2.47	1.69 - 2.99	1,010	2.26	1.88 - 1.99	1.99 - 2.99	440	2.13	1.89 - 1.98	1.49 - 2.79	500	1.99
thin sliced	2.99 - 4.99	2.99 - 4.00	960	3.92	3.49	3.99	450	3.92	3.49 - 3.99	2.89 - 3.99	220	3.67
marinated										3.49 - 3.99	50	3.71
Breast Tenders												
regular pack	1.88 - 3.99	2.49 - 3.99	1,080	3.55	2.49 - 3.99	1.99	840	3.19	2.99 - 3.99	2.00 - 3.29	240	3.43
value pack	1.88	1.99	40	1.92						2.49 - 2.99	20	2.78
Split, bn-in Breast												
regular pack	1.49 - 2.99	1.79 - 1.99	550	1.84	0.99 - 1.79	1.79 - 1.89	1,660	1.79	0.99 - 2.00	0.88 - 1.79	360	1.63
value pack	1.29 - 1.99	0.99 - 1.79	430	1.38	0.99 - 1.34	1.34 - 1.38	110	1.12	0.99 - 2.25	1.29 - 1.69	240	1.72
Whole Wings	1.19	1.98 - 2.59	280	1.56		0.99 - 1.99	160	1.71	1.58 - 2.25	1.68 - 2.29	270	1.95
Leg Quarters												
tray pack	0.69 - 0.99	0.49 - 0.99	860	0.87	0.89 - 0.90	0.49 - 0.99	780	0.80	0.79 - 0.99	0.89 - 1.29	260	1.03
bagged	0.49	0.49 - 0.79	70	0.57	0.58	0.29 - 0.69	860	0.61	0.80	0.48 - 0.68	360	0.57
Legs		1.39 - 1.49	170	1.47		1.39	20	1.39	0.99		10	0.99
Thighs												
regular pack	0.99 - 1.49	1.39 - 1.49	670	1.45	1.39 - 1.49	1.19 - 1.39	1,120	1.30	0.99	0.99 - 1.49	490	1.29
value pack	0.99 - 1.49	0.98 - 1.39	1,450	1.21	0.97 - 1.29	0.79 - 1.29	620	1.04	0.88 - 1.66	0.79 - 1.29	390	0.98
Drumsticks												
regular pack	0.99 - 1.49	1.39 - 1.59	680	1.47	1.39 - 1.49	1.19 - 1.39	1,120	1.30	0.99	0.85 - 1.49	480	1.28
value pack	0.99 - 1.49	0.98 - 1.39	1,350	1.21	0.97 - 1.29	0.79 - 1.29	650	1.05	0.88 - 1.66	0.69 - 1.29	400	0.97
Bnls/Sknls Thighs												
regular pack	1.99 - 2.79	2.49 - 2.99	290	2.77	2.29	1.49 - 2.49	130	2.37	2.49 - 2.62	1.79 - 2.49	450	2.11
value pack		1.89	40	1.89		1.89	20	1.89				
9-pc Combos												
drum-thigh-breast	1.59		30	1.59								
drum-thigh-wing		1.49 - 1.59	100	1.53						1.39	10	1.39
IQF B/S Breast		1.79 - 2.33	250	1.91	2.40 - 2.80	1.79 - 2.80	280	2.53	1.80 - 2.71	1.33 - 2.80	770	2.16
IQF Tenders		1.79	100	1.79	2.80	1.79 - 2.80	260	2.63	2.00 - 2.80	2.00 - 2.80	250	2.56
IQF Wings		1.79 - 1.99	140	1.93		1.75	120	1.75	2.00	1.75 - 1.99	140	1.98
IQF Party Wings					2.66	2.28	540	2.33				

USDA Weekly Retail Chicken Feature Activity

Fri. Oct 01, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

(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/	**90.1% of 3,500 sampled outlets**				**92.6% of 2,400 sampled outlets**				**98.6% of 1,000 sampled outlets**			
Special Rate 2/	**7.8% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**9.1% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 9,080**				**Activity Index = 9,550**				**Activity Index = 3,340**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.29		470	0.98	0.77 - 1.29		750	1.00	0.77 - 1.49		390	1.09
cut-up fryer	0.99 - 1.29		100	1.11	1.49 - 1.69		450	1.60	0.99 - 1.49		70	1.15
bagged roaster												
Cornish (frs/frz)	2.18		180	2.18	1.77 - 2.18		300	1.82	1.68 - 2.18		40	1.89
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 - 2.99	1.79 - 3.20	1,160	2.48	2.99 - 5.49	1.87 - 3.49	1,340	3.58	2.99 - 4.99	1.99 - 2.50	590	3.39
value pack	1.99	1.39 - 2.59	120	2.04	1.97	1.88 - 2.89	410	1.97	1.98 - 2.99	1.99 - 2.89	90	2.54
thin sliced	3.49 - 4.49	3.49	360	3.80	5.49	4.49	410	4.81	3.49 - 5.49	2.49	360	3.97
marinated												
Breast Tenders												
regular pack	1.77 - 3.96	2.99 - 3.49	480	3.06	5.49		130	5.49	5.49	2.49	340	3.99
value pack												
Split, bn-in Breast												
regular pack	1.29 - 1.79	0.88 - 1.59	350	1.49	1.27 - 1.49	1.28	560	1.37	1.29 - 1.49		50	1.34
value pack	1.49	0.97 - 1.88	390	1.37	0.99 - 1.29	1.59	280	1.03				
Whole Wings	1.33 - 1.99	1.33 - 1.68	180	1.57	2.99	1.79	310	2.94				
Leg Quarters												
tray pack	0.78 - 0.90	0.59 - 1.29	800	0.96	0.99	1.29	300	1.12		1.29	10	1.29
bagged		0.29 - 0.69	670	0.53		0.49 - 0.59	70	0.51				
Legs		1.29	10	1.29		1.29	280	1.29		1.29	80	1.29
Thighs												
regular pack	0.89 - 1.33	1.19	230	1.17	0.99	1.29	390	1.09		1.19 - 1.29	200	1.23
value pack	0.79 - 1.29	0.88 - 1.29	810	1.02	0.79 - 0.99	1.09 - 1.29	540	1.15		0.99 - 1.29	250	1.26
Drumsticks												
regular pack	1.19 - 1.33	1.19	200	1.22	0.99	1.29	390	1.09		1.19	120	1.19
value pack	0.79 - 1.29	0.69 - 1.29	850	1.00	0.79 - 0.99	0.49 - 1.29	600	1.11		0.99 - 1.29	330	1.27
Bnls/Sknls Thighs												
regular pack	1.99 - 2.59	1.59 - 2.99	360	2.36		1.99 - 3.49	290	3.29	3.29	1.99	200	2.09
value pack		1.29	60	1.29						1.99	10	1.99
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing					0.99		250	0.99				
IQF **B/S Breast**	2.40 - 2.80	1.66 - 2.33	760	2.38		1.66 - 3.33	730	2.03	2.40 - 2.71	2.00 - 2.40	140	2.45
IQF **Tenders**	2.40 - 2.80	1.96 - 1.99	480	2.55		1.79 - 3.33	700	2.16	2.71		70	2.71
IQF **Wings**												
IQF **Party Wings**		2.28	60	2.28		1.88	70	1.88				

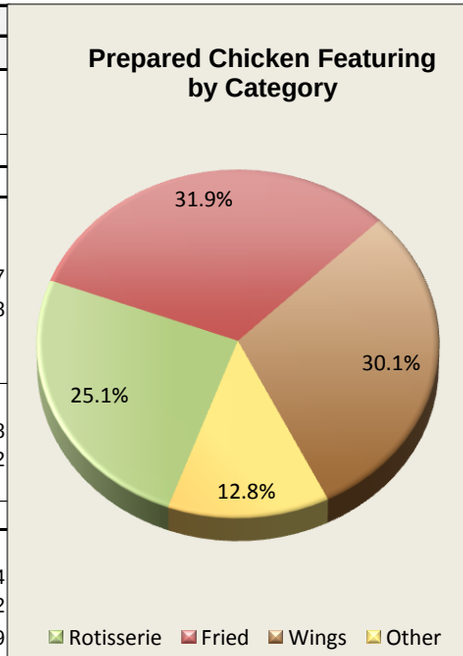
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

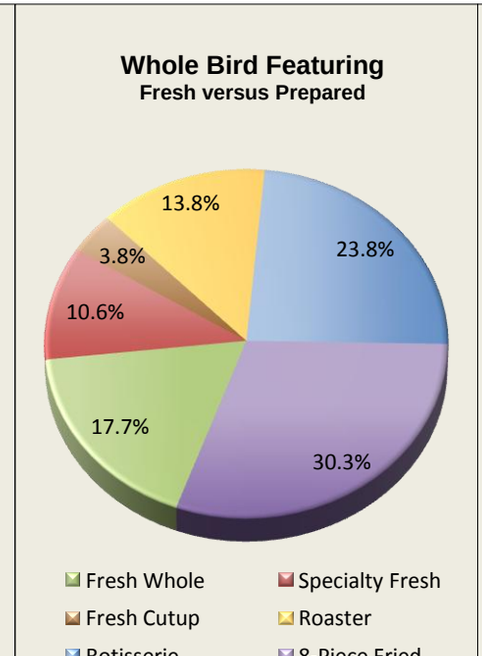
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

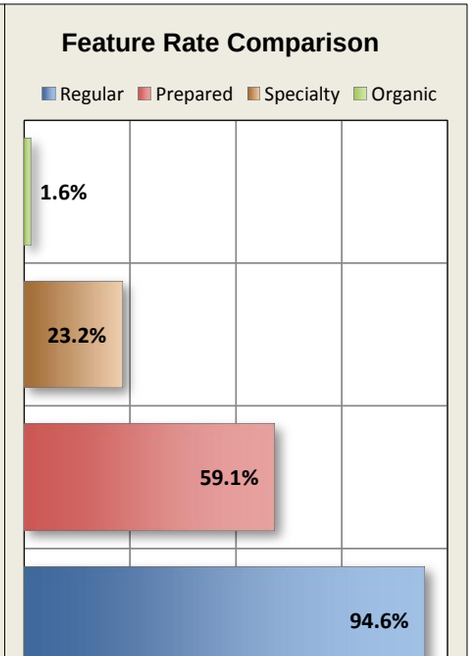
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	59.1% of 19,200 outlets		68.3% of 19,200 outlets		--	
Activity Index [3/]	**20,100**		**21,870**		**18,140**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	5,040	5.63	6,190	5.61	6,340	5.47
2.1-3.0 lbs.	10	7.99	580	7.99	800	7.58
Whole Breast			160	7.52		
Leg Quarter			280	1.65		
FRIED/BAKED:						
8-Piece	4,900	5.90	4,650	5.83	7,180	5.88
8-Piece Dark	730	5.09	280	4.81	490	5.02
12-Piece	790	11.13	650	8.84		
Wings:						
bone-in	4,530	4.44	5,710	4.98	680	5.74
boneless	1,520	3.34	2,230	3.39	670	4.52
Tenders	2,320	5.54	920	4.72	1,770	5.99
Strips	40	4.99	180	2.96	190	3.90
Popcorn	220	2.81	40	2.49	20	2.69







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	74.5% of 4,000 sampled outlets			42.1% of 5,100 sampled outlets			67.9% of 3,200 sampled outlets			48.1% of 3,500 sampled outlets			59.3% of 2,400 sampled outlets			93.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,020			Activity Index = 3,220			Activity Index = 3,420			Activity Index = 3,860			Activity Index = 2,770			Activity Index = 1,810		
	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 - 7.29	1,630	5.38	4.77 - 6.99	1,060	5.76	3.99 - 6.99	530	5.38	4.99 - 6.49	770	5.55	5.99 - 6.99	830	6.02	5.99 - 6.99	220	6.37
2.1-3.0 lbs.																7.99	10	7.99
Whole Breast																		
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	5.99 - 6.99	1,020	6.42	3.99 - 5.99	1,090	5.67	3.99 - 6.99	1,320	6.02	3.99 - 7.97	1,190	5.61	4.99 - 5.99	230	5.52	4.98 - 5.99	50	5.65
8-Piece Dark	4.95 - 5.97	80	5.23	2.99 - 3.49	50	3.22	2.99 - 6.98	80	4.56	2.99 - 6.98	210	4.92				5.49 - 5.99	310	5.61
12-Piece	11.99	530	11.99	9.49 - 11.99	80	11.57	8.79 - 9.99	60	9.25	7.99	120	7.99						
Wings:																		
bone-in	3.99 - 5.99	1,430	4.91	3.88 - 6.99	600	4.08	3.20 - 5.99	1,030	4.27	3.99 - 4.99	490	4.45	3.73 - 4.99	570	4.05	3.99 - 4.99	410	4.28
boneless	3.20 - 5.99	180	3.61	3.20	50	3.20				3.20 - 3.99	400	3.28	3.20	550	3.20	3.20 - 5.98	340	3.49
Tenders	4.99 - 6.99	150	6.01	3.99 - 5.99	290	5.87	3.20 - 5.99	180	4.73	3.99 - 5.99	680	5.24	3.99 - 6.99	590	5.78	3.99 - 5.99	430	5.65
Strips																4.99	40	4.99
Popcorn							1.79 - 3.20	220	2.81									

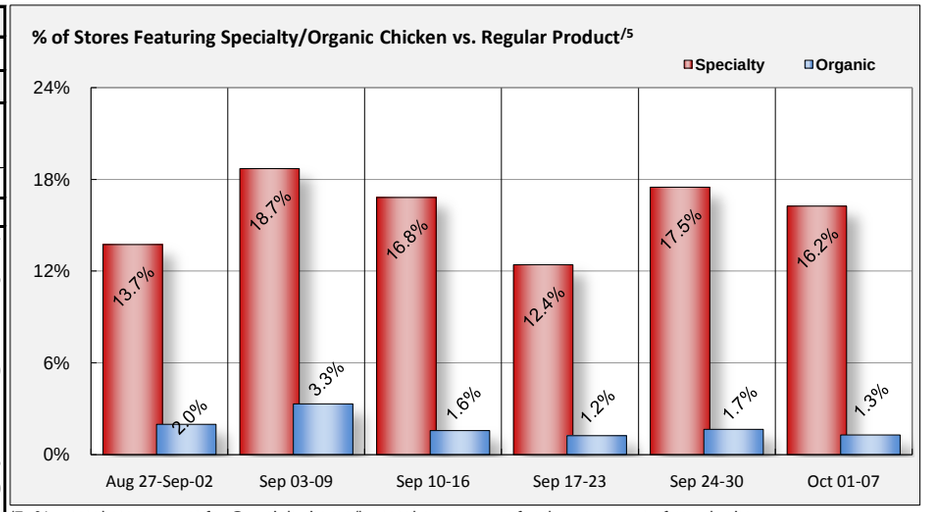
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Oct 01, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/01 thru 10/07.

(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/]	23.2% of 19,200 outlets		22.7% of 19,200 outlets		18.0% of 18,600 outlets		1.6% of 19,200 outlets		1.9% of 19,200 outlets		3.9% of 18,600 outlets	
Activity Index [3/]	**6,490**		**7,420**		**8,580**		**470**		**670**		**2,100**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	2,240	1.68	1,510	1.57	1,860	1.64	100	2.83	30	3.10	440	2.67
Bnls/Sknls Breast	1,860	4.40	2,600	5.24	1,330	4.82	120	6.85	490	7.22	560	6.66
Breast Tenders	460	4.82	620	4.78	470	4.73			10	7.99		
Split, bn-in Breast	40	2.62	270	2.46	270	2.67						
Whole Wings	190	2.99	240	2.28							180	2.49
Leg Quarters	40	1.32	160	1.01	70	0.95	--	--	--	--	--	--
Legs	20	1.49	50	1.08	100	1.81						
Thighs	510	2.27	690	1.42	2,240	1.83	80	2.55			350	2.93
Drumsticks	690	2.19	1,010	1.51	2,240	1.83	100	2.54	130	1.99	570	2.20
B/S Thighs	440	3.41	270	2.90	180	2.37	70	4.99	10	4.99	80	5.44



/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/]	61.1% of 4,000 sampled outlets			8.7% of 5,100 sampled outlets			11.4% of 3,200 sampled outlets			11.9% of 3,500 sampled outlets			16.1% of 2,400 sampled outlets			38.3% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,200			Activity Index = 1,050			Activity Index = 420			Activity Index = 1,040			Activity Index = 340			Activity Index = 440		
	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 - 2.29	1,030	1.64	1.28 - 1.59	220	1.30	1.19 - 1.69	30	1.36	1.39 - 1.99	370	1.90	1.29 - 1.99	310	1.94	1.29 - 1.99	280	1.55
Bnls/Sknls Breast	2.48 - 5.99	850	4.08	3.29 - 3.99	220	3.72	3.29 - 5.99	290	5.32	1.99 - 5.49	360	4.70	2.99 - 5.99	20	4.40	4.49 - 5.99	120	4.72
Breast Tenders	2.48 - 5.99	130	4.97				4.99	10	4.99	2.99 - 5.49	310	4.77				3.99	10	3.99
Split, bn-in Breast				2.99	20	2.99	1.49	10	1.49							2.99	10	2.99
Whole Wings	2.99	10	2.99	2.99	180	2.99												
Leg Quarters							0.88 - 0.99	20	0.95				1.49 - 1.89	10	1.49	1.89	10	1.89
Legs				1.49	20	1.49												
Thighs	1.69 - 2.99	290	1.89	1.99 - 2.99	190	2.94	1.49 - 1.98	30	1.63									
Drumsticks	1.69 - 2.99	470	1.93	1.99 - 2.99	190	2.94	1.49 - 1.98	30	1.63									
B/S Thighs	2.99 - 3.99	420	3.42	2.88 - 2.99	10	2.94										3.49	10	3.49
ORGANIC	0.8% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			2.9% of 2,400 sampled outlets			2.0% of 1,000 sampled outlets		
	Activity Index = 50			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 360			Activity Index = 60		
Whole Fryer	3.99	20	3.99										2.49 - 2.99	80	2.54			
Bnls/Sknls Breast	6.99	10	6.99										5.98 - 6.99	70	6.99	5.98 - 6.98	40	6.56
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													2.49 - 2.99	70	2.49	2.99	10	2.99
Drumsticks	2.49	20	2.49										2.49 - 2.99	70	2.49	2.99	10	2.99
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/.