USDA Weekly Retail Chicken Feature Activity

Fri. Oct 15, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

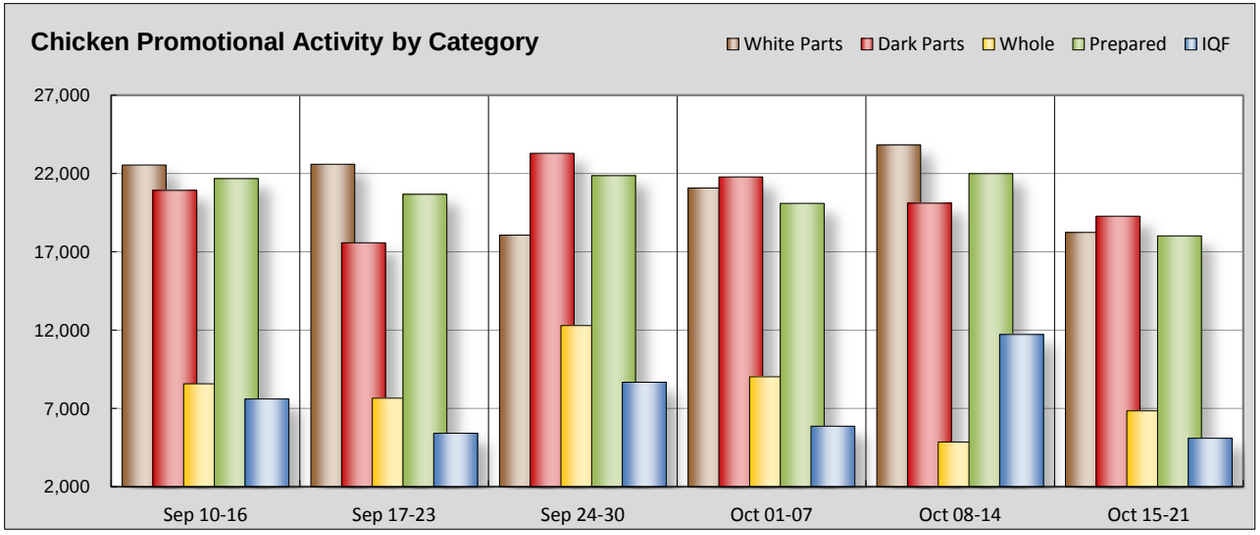
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

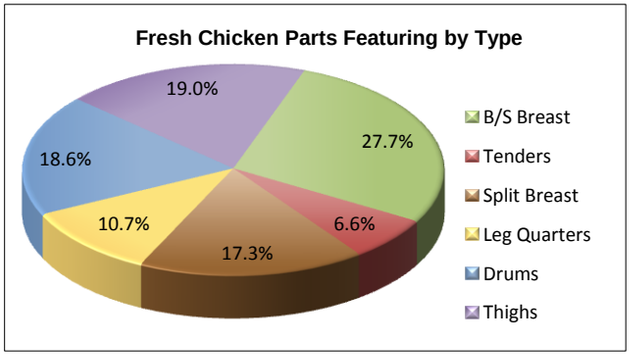
NATIONAL SUMMARY

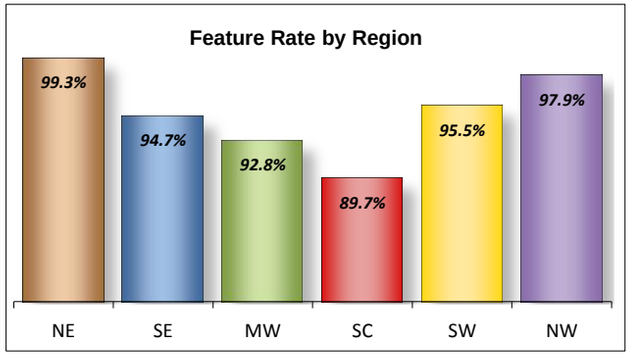
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**94.7% of 19,200 outlets**		**95.6% of 19,200 outlets**		**92.9% of 18,600 outlets**	
Special Rate 4/	**12.6%**		**26.5%**		**16.4%**	
Activity Index 2/	**67,890**		**82,920**		**67,660**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,310	0.94	1,940	1.08	3,830	0.92
cut-up fryer	370	1.37	660	1.42	1,890	1.44
bagged roaster	2,190	1.04	1,640	1.13	1,910	1.08
Cornish (frs/frz)	970	1.86	610	2.05	1,490	1.89
PARTS:						
Bnls/Sknls Breast						
regular pack	4,400	2.92	6,820	2.65	7,270	2.80
value pack	2,860	2.05	3,730	2.24	3,150	2.17
thin sliced	1,580	4.01	2,190	3.73	1,940	3.75
marinated	620	3.68	110	2.61	80	2.90
Breast Tenders						
regular pack	2,220	3.35	1,900	2.96	3,020	3.07
value pack	30	2.64	260	2.12	670	2.18
Split, bn-in Breast						
regular pack	3,500	1.44	3,560	1.68	2,080	1.64
value pack	2,400	1.37	2,070	1.31	2,260	1.25
Whole Wings	630	1.96	3,190	1.95	2,200	1.89
Leg Quarters						
tray pack	3,230	0.93	1,760	0.88	3,430	0.91
bagged	420	0.57	480	0.51	820	0.56
Legs	350	1.13	280	0.97	40	0.94
Thighs						
regular pack	3,460	1.39	2,670	1.28	4,350	1.06
value pack	3,030	1.09	4,430	1.02	3,080	1.00
Drumsticks						
regular pack	3,310	1.39	2,710	1.28	4,350	1.09
value pack	3,050	1.09	4,620	1.03	3,210	0.99
Bnls/Sknls Thighs						
regular pack	1,720	2.81	2,430	2.79	2,210	2.42
value pack	710	1.80	730	2.57	60	2.04
9-pc Combos						
drum-thigh-breast	90	1.66	220	1.66	470	1.61
drum-thigh-wing	330	1.36	190	1.59	340	1.33
IQF B/S Breast	2,580	2.33	5,960	2.38	2,090	2.32
IQF Tenders	1,070	2.41	3,440	2.41	1,100	2.36
IQF Wings	550	2.09	1,420	1.84	400	2.43
IQF Party Wings	890	2.27	900	2.09	100	2.10

This Week's Chicken Feature Highlights

The volume of chicken featured in retail outlets begins its seasonal decline, just like the autumn leaves. Incentives to purchase also decline sharply from last week's levels. If you missed the opportunity to stock up, you chances this week are slim. Whole birds either in a bag or cut-up are still reasonably priced, roasters and Cornish gain ground in the display case. White meat parts rise in price, split breast small packs and B/S bulk packs are the exception, a few areas maintain last weeks excellent pricing. Dark meat parts raise pricing, smaller packs of drums and thighs return to their place of prominence. IQF holds last weeks levels, offerings decline. Prepared foods falls slightly in offerings, pricing is mixed. Specialty chicken keeps its footprint, organics decline, pricing is jumbled. There is a rumbling sound in the distance, that noise is the advancement of seasonal items, a storm that will take hold of marketing practices 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 15, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

(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/	**99.3% of 4,000 sampled outlets**				**94.7% of 5,100 sampled outlets**				**92.8% of 3,200 sampled outlets**			
Special Rate 2/	**13.8% of stores w/ no-price promotions**				**19.4% of stores w/ no-price promotions**				**2.6% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 13,500**				**Activity Index = 9,850**				**Activity Index = 7,930**			
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		990	1.02	0.78 - 0.99		720	0.89	0.68 - 1.29		400	0.96
cut-up fryer	1.39		100	1.39	0.99 - 1.19		20	1.11	1.18 - 1.84		50	1.33
bagged roaster	0.67 - 1.29		1,630	1.04	0.79 - 1.29		430	0.99	1.19 - 1.39		70	1.33
Cornish (frs/frz)	0.98 - 2.59		280	1.82					1.59		10	1.59
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	2.47 - 2.99	1.69 - 3.99	770	3.11	1.99 - 3.29	1.99 - 3.49	800	2.46	1.99 - 4.49	1.66 - 3.99	700	3.01
value pack	1.79 - 2.99	1.49 - 2.99	1,150	2.12	1.99	1.49 - 1.99	380	1.92	2.00 - 3.49	1.49 - 2.49	480	2.06
thin sliced	3.79 - 4.99	2.99 - 3.99	710	3.89	3.99	3.99	220	3.99	3.99		190	3.99
marinated		4.99	100	4.99		3.99	20	3.99		2.99 - 4.28	50	3.90
Breast Tenders												
regular pack	2.99 - 3.99	1.99 - 3.99	950	3.43	2.49 - 3.99	3.99	440	3.24	2.49 - 2.99	1.75 - 2.99	40	2.56
value pack	2.47 - 2.99		30	2.64								
Split, bn-in Breast												
regular pack	0.86 - 2.49	1.39 - 1.99	630	2.00	0.86 - 1.79	1.17 - 1.59	1,390	1.01	0.86 - 2.99	0.99 - 1.69	550	1.86
value pack	0.98 - 1.39	0.99 - 1.99	250	1.56	0.99	0.77 - 1.79	1,080	1.33	0.99 - 2.57	0.99 - 1.39	270	1.11
Whole Wings	2.19	1.99	130	2.00	1.29 - 1.99	1.39 - 1.99	230	1.92	1.69	1.89 - 1.99	190	1.97
Leg Quarters												
tray pack	0.59 - 0.99	0.49 - 0.89	950	0.78	0.89	0.79	520	0.88	0.79 - 0.99	0.59 - 0.99	370	0.89
bagged	0.69	0.49 - 0.79	30	0.71		0.49 - 0.69	170	0.53		0.59	10	0.59
Legs	0.99 - 1.39	1.29	200	1.14	0.99	1.29	60	1.10	0.99		20	0.99
Thighs												
regular pack	1.29 - 1.49	0.79 - 1.29	810	1.23	1.19 - 1.49	0.79 - 1.29	290	1.27	0.99 - 1.69	0.99 - 1.19	750	1.40
value pack	0.79 - 1.19	0.79 - 1.29	790	0.93	0.79 - 1.00	0.77 - 1.29	120	0.94	0.78 - 0.99	0.48 - 0.99	540	0.93
Drumsticks												
regular pack	1.29 - 1.49	0.79 - 1.29	810	1.23	1.29 - 1.49	0.79 - 1.29	290	1.28	0.99 - 1.69	0.99 - 1.19	720	1.39
value pack	0.99 - 1.19	0.69 - 1.29	810	0.93	0.79 - 1.00	0.79 - 1.29	120	1.01	0.78 - 0.99	0.48 - 1.29	560	0.95
Bnls/Sknls Thighs												
regular pack	2.29 - 2.39	2.99	420	2.53	2.99	2.19 - 2.99	1,170	2.98	2.99	2.19 - 2.29	110	2.35
value pack	1.99	1.58 - 1.99	40	1.71		1.99	60	1.99	1.99 - 2.00	1.59 - 1.99	210	1.86
9-pc Combos												
drum-thigh-breast	1.69		30	1.69					1.59		30	1.59
drum-thigh-wing		1.49 - 1.69	80	1.66		0.99 - 1.29	240	1.27				
IQF B/S Breast		1.66 - 2.33	260	2.24	2.80	1.99 - 2.25	320	2.19	2.66 - 3.00	1.66 - 2.96	1,090	2.51
IQF Tenders		2.33 - 2.40	130	2.33	2.80		60	2.80	2.80	2.33 - 2.66	510	2.48
IQF Wings	2.00	2.25 - 2.33	250	2.28	2.00	2.25	110	2.08				
IQF Party Wings		2.00 - 2.33	170	2.25	2.66	1.99 - 2.29	590	2.31		2.00	10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Oct 15, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

(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/	**89.7% of 3,500 sampled outlets**				**95.5% of 2,400 sampled outlets**				**97.9% of 1,000 sampled outlets**			
Special Rate 2/	**11.6% of stores w/ no-price promotions**				**6.8% of stores w/ no-price promotions**				**22.2% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,940**				**Activity Index = 8,480**				**Activity Index = 2,170**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 1.19		450	0.91	0.77 - 0.99		620	0.88	0.88 - 0.99		130	0.96
cut-up fryer	1.18 - 1.59		150	1.47	1.49		10	1.49	0.99 - 1.53		40	1.08
bagged roaster									0.99 - 1.19		60	1.05
Cornish (frs/frz)	2.18		90	2.18	1.49 - 2.18		340	1.57	2.18		250	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 - 2.99	1.66 - 3.49	620	2.28	4.99	1.87 - 3.99	1,130	3.43		1.75 - 3.99	380	2.91
value pack		1.59 - 2.59	190	1.86	1.97	1.88 - 2.99	580	1.99	2.99	1.98 - 2.59	80	2.48
thin sliced	3.99	2.29 - 2.99	150	3.10		2.59 - 4.99	310	4.75				
marinated		2.97 - 3.99	350	3.18						3.99	100	3.99
Breast Tenders												
regular pack	1.88 - 2.99	1.75 - 2.99	500	2.45		4.99	280	4.99		1.75	10	1.75
value pack												
Split, bn-in Breast												
regular pack	0.98 - 2.49	1.00 - 1.39	650	1.30	0.99		30	0.99	1.69	1.99	250	1.87
value pack	0.99 - 1.99	1.19 - 1.79	300	1.55		0.87 - 1.49	380	1.24	1.69 - 1.99		120	1.90
Whole Wings	1.89	1.88 - 1.99	80	1.96								
Leg Quarters												
tray pack	0.89	0.59 - 1.29	520	0.97	0.99 - 1.29	0.97 - 1.29	860	1.11	1.39		10	1.39
bagged		0.44 - 0.59	170	0.57		0.59 - 0.69	40	0.67				
Legs						1.19	70	1.19				
Thighs												
regular pack	0.99 - 1.49	0.79 - 1.29	630	1.05	1.59 - 1.99	1.19	880	1.76	1.69		100	1.69
value pack	1.00 - 1.29	0.88 - 1.29	670	1.03	0.99 - 1.99	0.89 - 1.29	730	1.44		0.99 - 1.19	180	1.14
Drumsticks												
regular pack	0.99 - 1.49	0.79 - 1.29	510	0.99	1.59 - 1.99	1.19	880	1.76	1.69		100	1.69
value pack	1.00 - 1.29	0.79 - 1.29	630	1.01	0.99 - 1.99	0.69 - 1.29	750	1.41		0.99 - 1.19	180	1.14
Bnls/Sknls Thighs												
regular pack		1.99	10	1.99		1.38	10	1.38				
value pack		1.39 - 1.59	130	1.49		1.57 - 1.88	270	1.86				
9-pc Combos												
drum-thigh-breast										1.69	30	1.69
drum-thigh-wing					1.19		10	1.19				
IQF **B/S Breast**	1.66 - 2.66	1.66 - 2.50	740	2.27		2.00	40	2.00		1.77 - 2.00	130	1.80
IQF **Tenders**	1.66	2.00 - 2.33	310	2.28		2.29	40	2.29		2.29	20	2.29
IQF **Wings**		2.00	40	2.00		1.82	150	1.82				
IQF **Party Wings**		2.29	50	2.29		2.00	70	2.00				

USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

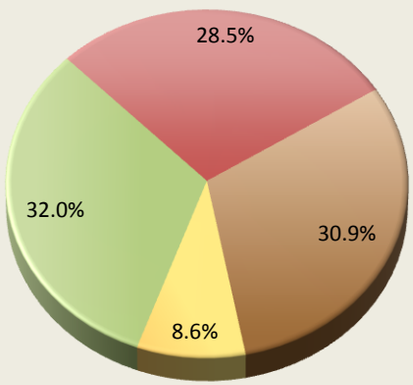
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

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

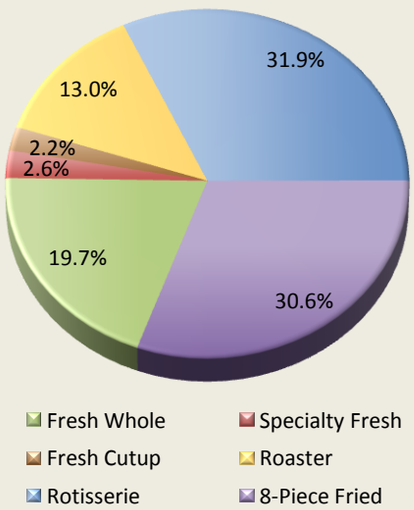
PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	61.6% of 19,200 outlets		67.2% of 19,200 outlets		--	
Activity Index [3/]	**18,020**		**22,000**		**14,850**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4,770	5.41	5,830	5.54	3,430	5.36
2.1-3.0 lbs.	590	6.90	270	7.62	650	6.97
Whole Breast	300	7.90	230	2.49	160	6.24
Leg Quarter	110	1.00	420	1.78		
FRIED/BAKED:						
8-Piece	3,980	6.21	6,380	6.28	5,970	6.17
8-Piece Dark	580	4.91	1,470	5.72	610	3.06
12-Piece	580	9.76	470	9.72		
Wings:						
bone-in	3,570	4.53	3,840	5.11	2,280	5.41
boneless	1,990	4.54	470	4.09	700	4.95
Tenders	1,390	5.90	2,180	4.87	730	4.61
Strips	80	5.62	160	5.99	60	5.77
Popcorn	80	3.98	280	4.05	260	2.42

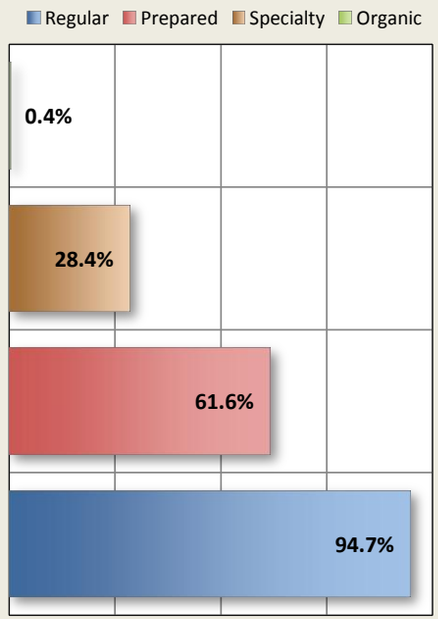
Prepared Chicken Featuring by Category



Whole Bird Featuring
Fresh versus Prepared



Feature Rate Comparison



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	65.9% of 4,000 sampled outlets			79.8% of 5,100 sampled outlets			54.9% of 3,200 sampled outlets			42.5% of 3,500 sampled outlets			43.6% of 2,400 sampled outlets			81.4% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,810			Activity Index = 6,090			Activity Index = 2,770			Activity Index = 2,190			Activity Index = 1,350			Activity Index = 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.	3.99 - 6.49	1,440	5.41	4.99 - 6.58	1,480	5.17	3.99 - 6.99	740	5.28	4.99 - 6.79	490	5.92	4.98 - 5.99	350	5.54	4.98 - 5.99	270	5.93
2.1-3.0 lbs.	5.99 - 6.99	400	6.57	6.98	110	6.98	6.99	20	6.99	8.99	50	8.99				8.99	10	8.99
Whole Breast	6.60	20	6.60										7.99	280	7.99			
Leg Quarter										1.00	110	1.00						
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 7.69	690	6.93	3.99 - 6.99	760	6.25	4.99 - 6.99	1,010	6.29	3.99 - 7.49	990	5.72	4.99 - 5.99	370	5.63	5.88 - 6.99	160	6.70
8-Piece Dark	3.99 - 4.99	240	4.96	2.99 - 4.99	50	3.82	4.99	120	4.99	2.99 - 5.98	150	5.04	5.49	10	5.49	5.49	10	5.49
12-Piece	8.99 - 11.99	270	10.32	11.99	70	11.99	8.79 - 11.99	70	9.69				7.99	170	7.99			
Wings:																		
bone-in	3.79 - 6.99	1,000	4.96	3.79 - 5.99	1,400	4.25	3.00 - 5.99	600	5.26	3.00 - 4.99	130	3.62	3.99 - 5.99	150	4.22	3.49	290	3.49
boneless	4.97 - 4.99	350	4.99	3.33 - 4.99	1,490	4.52	3.33 - 4.99	130	3.61	3.98 - 4.99	20	4.53						
Tenders	4.99 - 5.99	360	5.63	1.69 - 6.99	700	6.40	4.99 - 5.02	60	5.00	3.99 - 6.99	240	5.18				4.99	30	4.99
Strips							3.99	10	3.99	4.99	10	4.99	5.99	20	5.99	5.99	40	5.99
Popcorn	3.98 - 3.99	40	3.98	3.98	30	3.98	3.98	10	3.98									

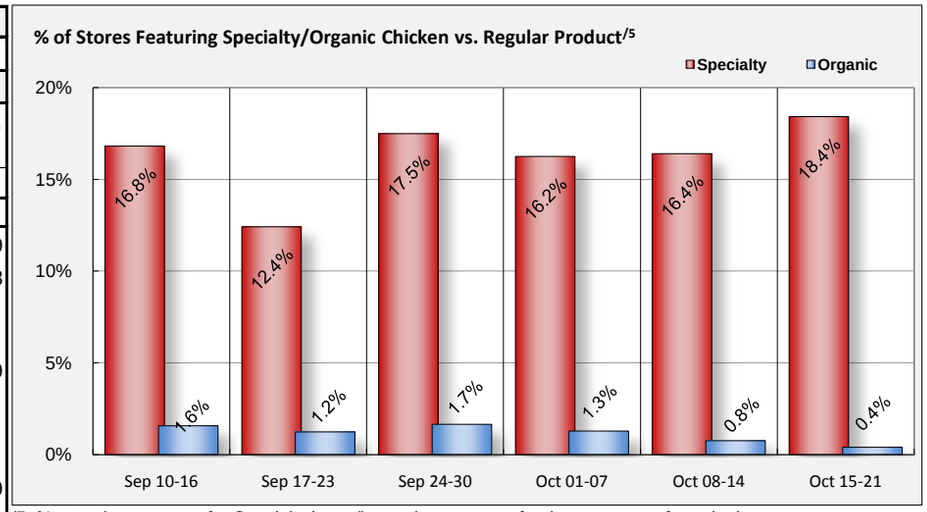
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Oct 15, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

(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/]	28.4% of 19,200 outlets		18.4% of 19,200 outlets		11.3% of 18,600 outlets		0.4% of 19,200 outlets		0.7% of 19,200 outlets		1.2% of 18,600 outlets	
Activity Index [3/]	**6,590**		**6,550**		**5,350**		**130**		**290**		**290**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	430	1.69	850	1.68	890	1.93	20	2.99	90	2.92	20	3.49
Bnls/Sknls Breast	3,050	4.71	2,330	5.32	2,220	4.89	50	6.27	160	7.99	250	7.88
Breast Tenders	190	4.69	530	4.52	310	4.40						
Split, bn-in Breast	620	2.54	280	2.74	110	2.41						
Whole Wings	10	1.99	60	1.57	290	2.16			20	2.74	10	1.99
Leg Quarters	120	1.00	240	1.22	20	1.44	--	--	--	--	--	--
Legs	60	1.46	20	0.99	320	1.01						
Thighs	450	1.65	850	1.67	530	1.62	20	3.99				
Drumsticks	460	1.65	870	1.66	660	1.70	40	3.50	20	2.99	10	1.99
B/S Thighs	1,200	3.47	520	2.28	390	2.76						



/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/]	55.9% of 4,000 sampled outlets			32.7% of 5,100 sampled outlets			5.4% of 3,200 sampled outlets			19.0% of 3,500 sampled outlets			15.8% of 2,400 sampled outlets			33.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,450			Activity Index = 1,480			Activity Index = 120			Activity Index = 750			Activity Index = 380			Activity Index = 410		
	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	1.49 - 2.29	250	1.93	1.49 - 1.59	40	1.53	0.99 - 1.29	60	1.14	1.39 - 1.79	40	1.68	0.99 - 1.49	10	0.99	0.99 - 1.49	30	1.31
Bnls/Sknls Breast	2.99 - 6.99	1,640	4.64	3.98 - 4.49	370	4.04	3.99	10	3.99	3.69 - 5.99	400	4.15	3.69 - 5.99	340	5.68	3.99 - 5.99	290	5.68
Breast Tenders	4.39 - 6.99	140	4.72							3.99 - 5.69	30	5.01				3.99	20	3.99
Split, bn-in Breast	1.69 - 3.29	490	2.59	2.99	20	2.99	1.00 - 2.49	40	1.31	2.49 - 2.69	60	2.59				3.29	10	3.29
Whole Wings																1.99	10	1.99
Leg Quarters										1.00	120	1.00						
Legs	0.99	20	0.99	1.49	20	1.49							1.69 - 1.99	20	1.89			
Thighs	1.49 - 1.99	380	1.65				1.49	10	1.49	1.59	50	1.59				1.99	10	1.99
Drumsticks	1.49 - 1.99	380	1.65							1.59	50	1.59	1.49 - 1.99	10	1.49	1.99	20	1.99
B/S Thighs	2.29 - 3.29	150	3.25	3.49	1,030	3.49										3.99	20	3.99
ORGANIC	1.0% 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			1.2% of 2,400 sampled outlets			0.6% of 1,000 sampled outlets		
	Activity Index = 90			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 30			Activity Index = 10		
Whole Fryer	2.99	20	2.99															
Bnls/Sknls Breast	9.99	10	9.99										4.79 - 6.99	30	4.79	6.99	10	6.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs	3.99	20	3.99															
Drumsticks	2.99 - 3.99	40	3.50															
B/S Thighs																		

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/.