USDA Weekly Retail Chicken Feature Activity

Fri. Oct 22, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

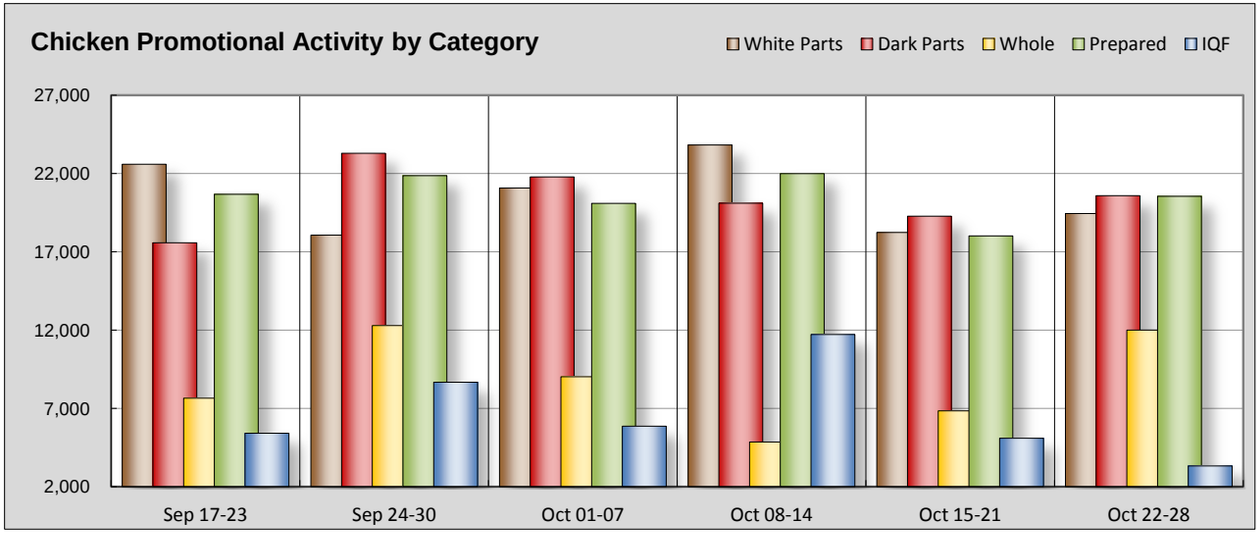
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

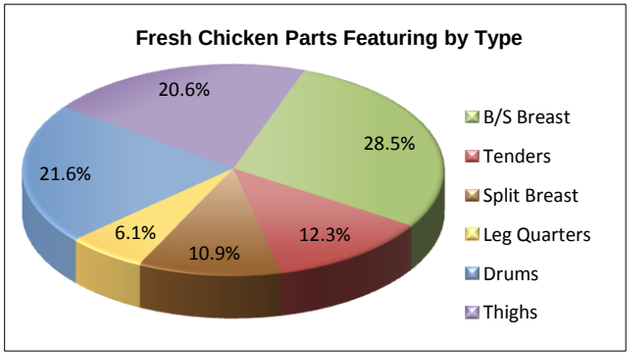
NATIONAL SUMMARY

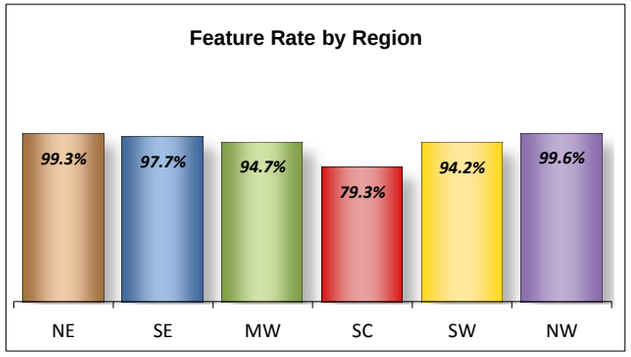
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**93.8% of 19,200 outlets**		**94.7% of 19,200 outlets**		**94.2% of 18,600 outlets**	
Special Rate 4/	**18.4%**		**12.6%**		**12.5%**	
Activity Index 2/	**76,070**		**67,890**		**66,650**	
WHOLE BIRD:	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	4,670	0.93	3,310	0.94	3,950	0.83
cut-up fryer	1,940	1.25	370	1.37	2,390	1.01
bagged roaster	3,810	1.19	2,190	1.04	3,380	1.16
Cornish (frs/frz)	1,580	2.24	970	1.86	1,530	1.89
PARTS:						
Bnls/Sknls Breast						
regular pack	4,980	2.62	4,400	2.92	7,680	2.57
value pack	2,550	2.26	2,860	2.05	1,860	2.18
thin sliced	2,910	4.07	1,580	4.01	2,700	3.81
marinated	10	4.99	620	3.68	120	4.25
Breast Tenders						
regular pack	3,910	3.08	2,220	3.35	930	2.97
value pack	600	2.84	30	2.64	110	2.46
Split, bn-in Breast						
regular pack	2,490	1.61	3,500	1.44	4,090	1.81
value pack	1,490	1.25	2,400	1.37	2,100	1.38
Whole Wings	510	2.05	630	1.96	740	2.08
Leg Quarters						
tray pack	1,940	0.98	3,230	0.93	1,820	0.85
bagged	290	0.55	420	0.57	1,280	0.54
Legs	350	1.05	350	1.13	160	0.93
Thighs						
regular pack	2,160	1.56	3,460	1.39	2,600	1.28
value pack	5,380	1.03	3,030	1.09	3,900	1.05
Drumsticks						
regular pack	2,240	1.56	3,310	1.39	2,680	1.30
value pack	5,670	1.01	3,050	1.09	3,840	1.07
Bnls/Sknls Thighs						
regular pack	1,140	2.46	1,720	2.81	2,090	2.49
value pack	1,420	2.44	710	1.80		
9-pc Combos						
drum-thigh-breast	70	1.45	90	1.66		
drum-thigh-wing	90	1.46	330	1.36	80	0.99
IQF B/S Breast	1,480	2.33	2,580	2.33	2,660	2.28
IQF Tenders	670	2.66	1,070	2.41	290	2.34
IQF Wings	430	2.03	550	2.09	270	2.21
IQF Party Wings	740	2.39	890	2.27	20	2.47

This Week's Chicken Feature Highlights

The activity index rises substantially headed into the last full week of the month. Bagged and cut-up fryers return in good volume. Seasonal offerings of bagged roasters and cornish settle in for a long run. B/S Breast in small packs remain a good deal, tenders lower pricing, split breast interest will center on bulk packs, wings do nothing to excite consumers. Dark meat parts are anchored by bulk packs of drums and thighs, regular packs are well out of normal price ranges, bagged LQ's slow down and take a break. IQF parts drop volume , pricing is mixed. Prepared foods offers a solid trifecta, rotisserie chicken, 8 pc fried, and wings. Specialty and organics hold good volume for the time of the month. The seasons are changing before our eyes, marketing practices are soon to follow as holiday items patiently await their turn in sale papers across the country.







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 22, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

(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**				**97.7% of 5,100 sampled outlets**				**94.7% of 3,200 sampled outlets**			
Special Rate 2/	**30.1% of stores w/ no-price promotions**				**37.7% of stores w/ no-price promotions**				**7.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 15,100**				**Activity Index = 13,390**				**Activity Index = 7,450**			
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	1.04	0.59 - 0.99		360	0.78	0.79 - 1.42		580	0.92
cut-up fryer	0.99 - 1.29		330	1.16	0.98 - 1.19		280	0.99	0.99 - 1.49		250	1.13
bagged roaster	0.79 - 1.59		1,810	1.15	0.79 - 1.39		1,740	1.21	0.99 - 1.49		230	1.23
Cornish (frs/frz)	1.29 - 2.69		580	2.05	1.99 - 2.55		530	2.51	2.00		120	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	1.97 - 4.49	1.69 - 3.99	1,430	2.88	1.99 - 2.99	1.88 - 2.98	430	2.17	1.87 - 4.00	1.69 - 2.79	760	2.27
value pack	1.79 - 2.99	1.68 - 2.99	1,060	2.23	1.97	1.79 - 2.68	230	1.97	1.71 - 1.97	1.48 - 2.49	220	1.88
thin sliced	3.29 - 3.99	2.49 - 3.99	650	3.80	3.99	2.99	1,130	3.96	2.49	1.99 - 2.99	110	2.55
marinated		4.99	10	4.99								
Breast Tenders												
regular pack	1.99 - 3.99	1.99 - 4.00	550	3.22	1.98 - 3.99	1.99 - 3.29	2,620	3.21	1.87 - 4.57	1.99 - 2.99	480	2.23
value pack	1.97 - 1.99	1.99 - 3.99	320	3.49	1.97	1.99	160	1.98	1.97	1.99	50	1.97
Split, bn-in Breast												
regular pack	0.99 - 1.99	1.79	490	1.33	0.99 - 1.79	0.98	810	1.47	1.59 - 1.99	0.99 - 1.49	390	1.35
value pack		0.79 - 2.99	420	1.34	1.49	0.99 - 1.89	200	1.53	1.99	0.99 - 1.99	330	1.23
Whole Wings	1.88 - 2.69	1.49 - 1.99	190	2.40	1.49 - 2.69	1.29	100	1.98	1.65 - 1.99	1.78 - 2.09	200	1.79
Leg Quarters												
tray pack	0.59 - 0.99	0.49 - 1.29	850	1.01	0.59	0.49 - 1.29	250	0.81	0.77 - 0.99	0.49 - 1.29	230	1.01
bagged		0.59	20	0.59	0.68	0.39 - 0.59	70	0.51	0.69	0.49 - 0.59	70	0.55
Legs	0.99 - 1.39	0.88 - 0.99	300	1.03		0.99	40	0.99				
Thighs												
regular pack	0.73 - 1.39	0.99 - 1.29	390	1.08	1.29	0.99 - 1.29	230	1.21	0.88 - 1.49	0.99 - 1.29	420	1.35
value pack	0.99 - 1.29	0.77 - 1.39	1,810	1.05	0.79 - 0.99	0.88 - 1.29	1,290	0.96	0.99 - 1.42	0.79 - 0.99	570	0.97
Drumsticks												
regular pack	0.99 - 1.39	0.99 - 1.29	330	1.14	1.29	0.99 - 1.29	230	1.21	0.88 - 1.49	0.99 - 1.29	540	1.33
value pack	0.99 - 1.29	0.77 - 1.39	1,730	1.05	0.79 - 0.99	0.78 - 1.29	1,470	0.94	0.99 - 1.42	0.69 - 0.99	680	0.94
Bnls/Sknls Thighs												
regular pack	1.99 - 3.99	1.68 - 3.99	390	3.27	2.00		50	2.00	1.87 - 3.20	1.89	350	1.93
value pack		2.69	90	2.69	2.98	2.69	90	2.84		2.49	10	2.49
9-pc Combos												
drum-thigh-breast	1.59		10	1.59		1.59	10	1.59		1.39	10	1.39
drum-thigh-wing		1.69	30	1.69	1.69		30	1.69	0.99		30	0.99
IQF B/S Breast		1.99 - 2.33	120	2.04	2.80	2.00 - 2.33	250	2.72	2.00	1.66 - 2.40	530	2.07
IQF Tenders					2.80	2.00	240	2.75		2.00 - 2.80	160	2.35
IQF Wings		1.99 - 2.25	170	2.09						1.99	120	1.99
IQF Party Wings		2.25	30	2.25	2.66	2.28 - 2.45	550	2.47		2.00	10	2.00

USDA Weekly Retail Chicken Feature Activity

Fri. Oct 22, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

(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/	**79.3% of 3,500 sampled outlets**				**94.2% of 2,400 sampled outlets**				**99.6% of 1,000 sampled outlets**			
Special Rate 2/	**4.3% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**0.6% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 6,630**				**Activity Index = 9,290**				**Activity Index = 9,660**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.69 - 1.39		1,040	0.89	0.49 - 1.29		1,440	0.91	0.78 - 0.99		260	0.98
cut-up fryer	1.19 - 1.99		230	1.38	0.99 - 1.69		700	1.35	1.39 - 1.49		150	1.47
bagged roaster	1.99		30	1.99								
Cornish (frs/frz)	2.18 - 2.55		190	2.28	2.18		130	2.18	2.18		30	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	1.87 - 2.99	1.88 - 3.49	1,030	2.57	1.99 - 3.99	1.99 - 2.79	840	2.57	2.98 - 3.99	1.99 - 2.99	490	2.96
value pack		1.49 - 2.49	290	2.08		1.47 - 3.69	670	2.61		1.99 - 2.98	80	2.19
thin sliced		2.29	10	2.29	4.99	3.99 - 4.99	700	4.59		3.99 - 4.99	310	4.49
marinated												
Breast Tenders												
regular pack	1.87 - 3.49	1.99 - 2.69	230	3.00		2.49	10	2.49	3.49	2.49	20	2.99
value pack		2.29	30	2.29						2.59 - 2.79	40	2.62
Split, bn-in Breast												
regular pack	0.99 - 1.79	1.29	130	1.44	1.99 - 2.49		550	2.26		1.69	120	1.69
value pack	1.39	0.99 - 1.39	180	1.16		0.99 - 1.49	200	1.07	1.00	0.99 - 1.00	160	0.99
Whole Wings		1.99	10	1.99					1.58		10	1.58
Leg Quarters												
tray pack	0.99	0.97	160	0.99	0.78		150	0.78	0.99	0.99 - 1.29	300	1.11
bagged	0.39	0.47 - 0.59	90	0.51		0.69	30	0.69		0.68	10	0.68
Legs										1.58	10	1.58
Thighs												
regular pack	0.99 - 1.19	1.19	120	1.11	1.29 - 1.99		840	1.98	1.58 - 1.99		160	1.96
value pack	0.59 - 1.79	0.79 - 1.18	690	1.11	0.99	0.89 - 0.99	480	0.98		0.99 - 1.29	540	1.06
Drumsticks												
regular pack	0.99 - 1.19	1.19	120	1.11	1.29 - 1.99	1.29	870	1.96	1.99		150	1.99
value pack	0.59 - 1.79	0.69 - 1.18	730	1.10	0.99	0.39 - 0.99	520	0.94		0.99 - 1.29	540	1.06
Bnls/Sknls Thighs												
regular pack	1.87 - 2.59	1.99	220	2.08		2.29	130	2.29				
value pack		1.99 - 2.49	240	2.26		1.97 - 3.69	830	2.50		1.99 - 2.49	160	2.02
9-pc Combos												
drum-thigh-breast									1.39		40	1.39
drum-thigh-wing												
IQF **B/S Breast**		1.99 - 3.18	510	2.41		3.18	40	3.18	1.99	3.18	30	2.57
IQF **Tenders**		2.40 - 3.18	200	2.70		3.18	40	3.18	1.99	3.18	30	2.57
IQF **Wings**		2.00	80	2.00		2.00	40	2.00		2.00	20	2.00
IQF **Party Wings**	2.00	2.45	70	2.34		2.00	80	2.00				

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: http://www.ams.usda.gov/pymarketnews

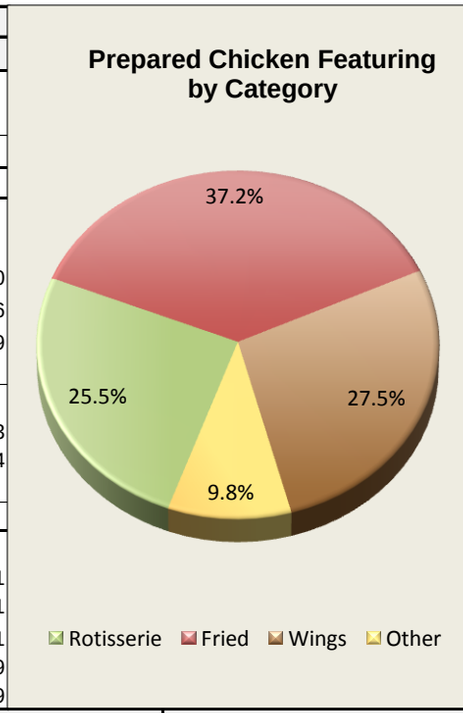
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

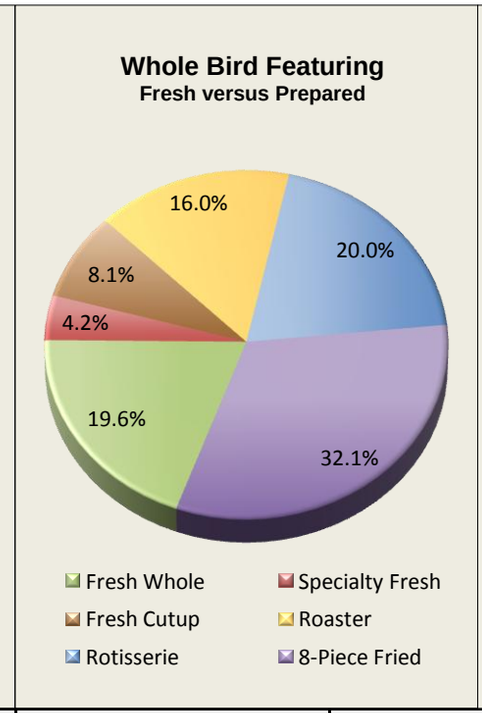
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

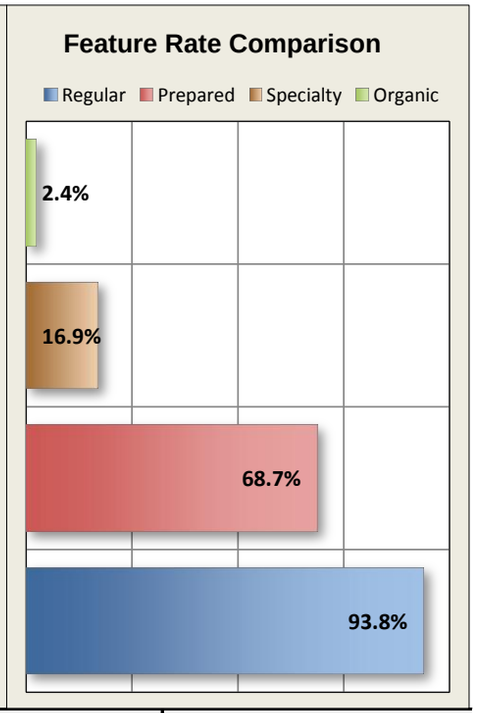
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	68.7% of 19,200 outlets		61.6% of 19,200 outlets		--	
Activity Index [3/]	**20,550**		**18,020**		**20,590**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4,370	5.39	4,770	5.41	7,880	5.60
2.1-3.0 lbs.	390	8.02	590	6.90	1,160	6.86
Whole Breast	300	6.69	300	7.90	70	5.99
Leg Quarter	170	1.00	110	1.00		
FRIED/BAKED:						
8-Piece	6,270	5.74	3,980	6.21	4,460	6.23
8-Piece Dark	1,160	4.53	580	4.91	910	5.64
12-Piece	220	9.90	580	9.76		
Wings:						
bone-in	3,920	4.83	3,570	4.53	2,600	5.91
boneless	1,740	4.81	1,990	4.54	540	4.71
Tenders	1,960	5.56	1,390	5.90	2,810	5.61
Strips	30	4.99	80	5.62	130	6.99
Popcorn	20	1.99	80	3.98	30	3.29







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	70.1% of 4,000 sampled outlets			79.2% of 5,100 sampled outlets			65.3% of 3,200 sampled outlets			56.7% of 3,500 sampled outlets			59.6% of 2,400 sampled outlets			82.7% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 6,230			Activity Index = 4,460			Activity Index = 3,260			Activity Index = 3,170			Activity Index = 2,260			Activity Index = 1,170		
	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.	4.88 - 6.99	1,410	5.43	4.99 - 5.99	480	5.06	3.88 - 6.99	1,250	5.52	4.98 - 6.49	910	5.28	4.99 - 5.99	70	5.21	4.99 - 6.98	250	5.60
2.1-3.0 lbs.	7.99	380	7.99													8.99	10	8.99
Whole Breast	6.99	170	6.99	5.99	110	5.99				7.99	20	7.99						
Leg Quarter							1.00	40	1.00	1.00	130	1.00						
FRIED/BAKED:																		
8-Piece Mixed	3.99 - 8.00	1,410	6.85	3.99 - 7.99	2,170	5.52	3.99 - 7.99	860	5.69	3.99 - 6.99	530	5.35	4.78 - 6.49	700	4.96	4.99 - 6.98	600	5.23
8-Piece Dark	2.99 - 4.97	40	3.39	2.99 - 5.00	140	4.22	2.99 - 5.00	260	4.78	2.99 - 4.99	270	4.46	3.99 - 4.99	440	4.61	5.00	10	5.00
12-Piece	9.99	170	9.99	9.49	10	9.49	8.79 - 8.99	30	8.82	11.99	10	11.99						
Wings:																		
bone-in	3.99 - 6.49	1,420	4.89	3.99 - 6.00	1,360	4.38	3.99 - 6.99	480	5.15	4.99 - 6.99	190	6.54	4.99 - 5.99	280	5.02	3.99 - 4.99	190	4.84
boneless	3.99 - 6.99	1,000	5.38	3.99 - 6.49	100	5.86	3.99 - 4.99	40	4.38	3.00 - 4.99	530	3.83				2.99	70	2.99
Tenders	3.49 - 5.99	230	5.42	5.99	90	5.99	4.49 - 5.00	280	4.85	4.49 - 6.17	580	5.41	4.99 - 6.99	770	5.92	5.00	10	5.00
Strips																4.99	30	4.99
Popcorn							1.99	20	1.99									

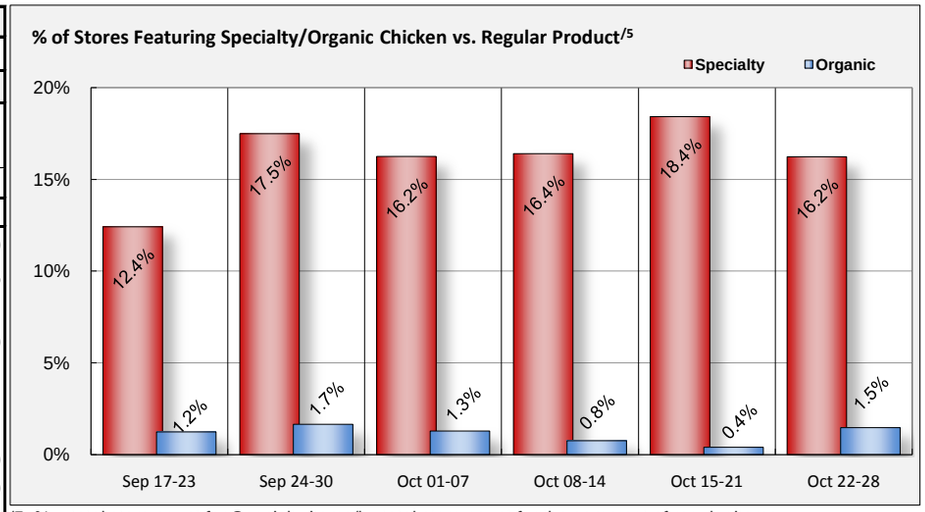
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Oct 22, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/22 thru 10/28.

(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/]	16.9% of 19,200 outlets		28.4% of 19,200 outlets		16.6% of 18,600 outlets		2.4% of 19,200 outlets		0.4% of 19,200 outlets		1.3% of 18,600 outlets	
Activity Index [3/]	**6,320**		**6,590**		**7,320**		**520**		**130**		**640**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	990	1.65	430	1.69	1,850	1.77	260	2.84	20	2.99	150	2.29
Bnls/Sknls Breast	1,750	5.03	3,050	4.71	2,530	4.93	230	7.47	50	6.27	20	7.26
Breast Tenders	1,400	4.88	190	4.69	860	4.32						
Split, bn-in Breast	370	2.45	620	2.54	440	2.93					10	5.29
Whole Wings	240	2.23	10	1.99	90	2.06						
Leg Quarters	230	1.11	120	1.00	60	1.21	--	--	--	--	--	--
Legs	40	1.24	60	1.46	30	1.92						
Thighs	560	1.67	450	1.65	730	1.51			20	3.99	230	2.99
Drumsticks	570	1.67	460	1.65	730	1.51	30	1.99	40	3.50	230	2.99
B/S Thighs	170	2.62	1,200	3.47	280	2.62					10	4.69



/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/]	43.5% of 4,000 sampled outlets			9.5% of 5,100 sampled outlets			13.0% of 3,200 sampled outlets			12.2% of 3,500 sampled outlets			0.7% of 2,400 sampled outlets			16.7% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,040			Activity Index = 610			Activity Index = 720			Activity Index = 730			Activity Index = 10			Activity Index = 210		
	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	1.41 - 1.99	580	1.63	1.59 - 1.79	160	1.68	1.19 - 1.69	150	1.52	1.99	10	1.99				1.49 - 1.99	90	1.92
Bnls/Sknls Breast	4.39 - 5.99	1,130	5.12	2.99	80	2.99	2.99 - 5.99	310	4.87	5.49 - 5.99	160	5.89	3.99 - 4.99	10	3.99	4.99	60	4.99
Breast Tenders	3.96 - 5.99	900	4.87	3.98	200	3.98	4.79 - 5.99	140	5.06	5.49 - 5.99	160	5.89						
Split, bn-in Breast	1.99 - 2.61	280	2.50	2.99	20	2.99	1.49 - 1.79	50	1.72							2.99 - 3.29	20	3.11
Whole Wings	2.24	230	2.24													1.99	10	1.99
Leg Quarters	1.11	230	1.11															
Legs	0.99	20	0.99	1.49	20	1.49												
Thighs	1.71 - 1.99	330	1.79				1.29	30	1.29	1.39 - 1.49	190	1.49				1.99	10	1.99
Drumsticks	1.71 - 1.99	330	1.79				1.29	30	1.29	1.39 - 1.49	190	1.49				1.99	20	1.99
B/S Thighs	3.29 - 3.99	10	3.61	1.99 - 2.99	130	2.61	2.99	10	2.99	1.99	20	1.99						
ORGANIC	1.7% of 4,000 sampled outlets			3.5% of 5,100 sampled outlets			0.8% of 3,200 sampled outlets			1.1% of 3,500 sampled outlets			2.6% of 2,400 sampled outlets			8.4% of 1,000 sampled outlets		
	Activity Index = 30			Activity Index = 180			Activity Index = 50			Activity Index = 90			Activity Index = 60			Activity Index = 110		
Whole Fryer	2.99	10	2.99	2.99	180	2.99	2.49	20	2.49	2.32	10	2.32	2.32 - 2.69	30	2.32	2.69	10	2.69
Bnls/Sknls Breast	9.99	20	9.99				5.99	30	5.99	6.99	80	6.99				6.98 - 7.99	100	7.80
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks													1.99	30	1.99			
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/.