# USDA Weekly Retail Chicken Feature Activity

**Fri. Oct 29, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.**

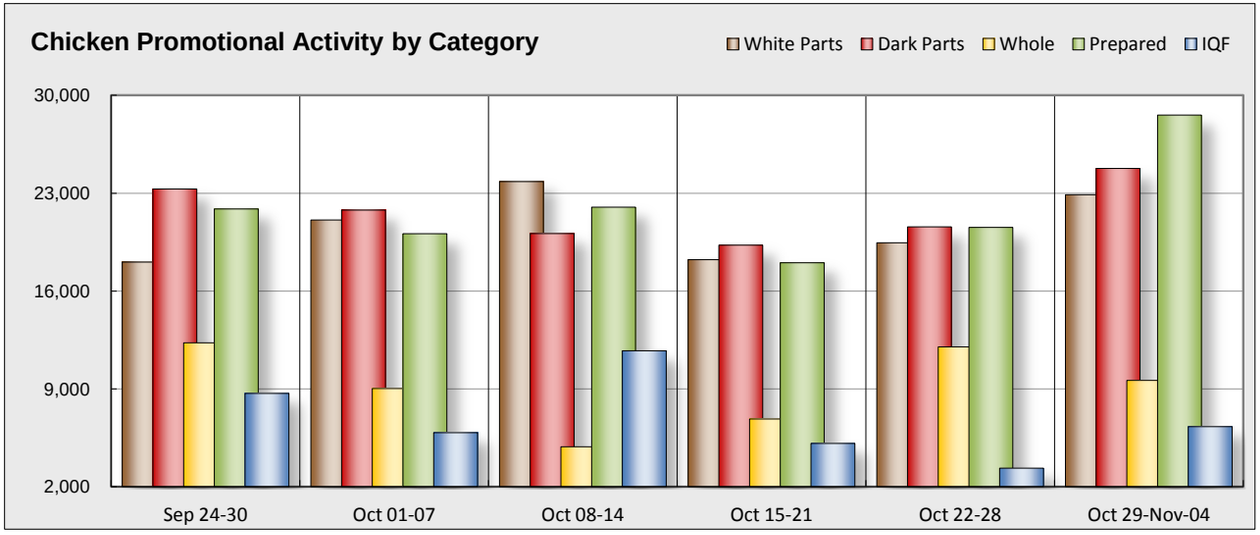
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

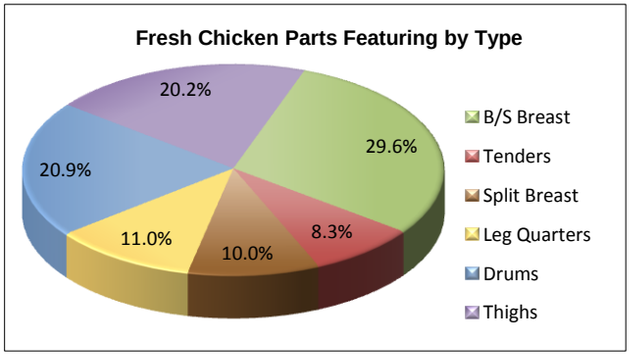
## NATIONAL SUMMARY

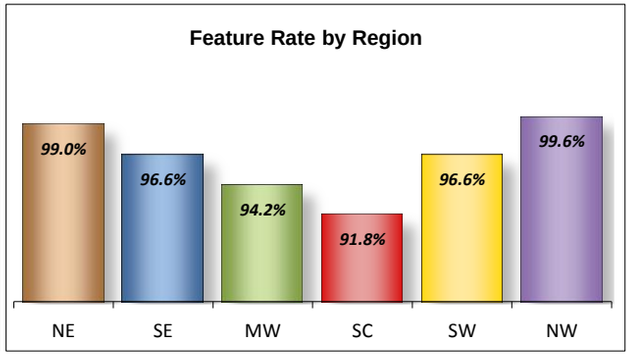
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate 1/** | **96.0% of 19,200 outlets** | | **93.8% of 19,200 outlets** | | **94.8% of 18,600 outlets** | |
| **Special Rate 4/** | **15.6%** | | **18.4%** | | **13.8%** | |
| **Activity Index 2/** | **92,450** | | **76,070** | | **78,720** | |
| **WHOLE BIRD:** | **Stores 3/** | **Wtd Avg** | **Stores /3** | **Wtd Avg** | **Stores /3** | **Wtd Avg** |
| bagged fryer | 3,910 | 0.92 | 4,670 | 0.93 | 5,740 | 0.95 |
| cut-up fryer | 1,760 | 1.32 | 1,940 | 1.25 | 2,480 | 1.14 |
| bagged roaster | 3,390 | 1.15 | 3,810 | 1.19 | 4,460 | 1.07 |
| Cornish (frs/frz) | 540 | 1.96 | 1,580 | 2.24 | 2,190 | 1.78 |
| **PARTS:** | | | | | | |
| **Bnls/Sknls Breast** | | | | | | |
| regular pack | 6,170 | 3.25 | 4,980 | 2.62 | 9,150 | 2.67 |
| value pack | 4,530 | 2.06 | 2,550 | 2.26 | 2,770 | 2.38 |
| thin sliced | 1,810 | 4.03 | 2,910 | 4.07 | 2,430 | 3.58 |
| marinated | 340 | 3.72 | 10 | 4.99 | 200 | 3.76 |
| **Breast Tenders** | | | | | | |
| regular pack | 3,500 | 3.27 | 3,910 | 3.08 | 4,160 | 2.55 |
| value pack | 100 | 1.86 | 600 | 2.84 | 500 | 2.63 |
| **Split, bn-in Breast** | | | | | | |
| regular pack | 2,150 | 1.66 | 2,490 | 1.61 | 2,230 | 1.30 |
| value pack | 2,200 | 1.18 | 1,490 | 1.25 | 2,200 | 1.42 |
| **Whole Wings** | 2,090 | 1.95 | 510 | 2.05 | 1,760 | 1.83 |
| **Leg Quarters** | | | | | | |
| tray pack | 2,870 | 0.94 | 1,940 | 0.98 | 2,810 | 0.86 |
| bagged | 1,910 | 0.55 | 290 | 0.55 | 1,120 | 0.56 |
| **Legs** | 500 | 1.31 | 350 | 1.05 | 410 | 0.99 |
| **Thighs** | | | | | | |
| regular pack | 3,210 | 1.47 | 2,160 | 1.56 | 3,090 | 1.11 |
| value pack | 5,550 | 1.09 | 5,380 | 1.03 | 3,130 | 1.05 |
| **Drumsticks** | | | | | | |
| regular pack | 3,290 | 1.48 | 2,240 | 1.56 | 3,060 | 1.11 |
| value pack | 5,800 | 1.08 | 5,670 | 1.01 | 3,200 | 1.06 |
| **Bnls/Sknls Thighs** | | | | | | |
| regular pack | 820 | 2.65 | 1,140 | 2.46 | 1,570 | 2.19 |
| value pack | 820 | 1.88 | 1,420 | 2.44 | | |
| **9-pc Combos** | | | | | | |
| drum-thigh-breast | 280 | 1.29 | 70 | 1.45 | 280 | 1.44 |
| drum-thigh-wing | 30 | 1.69 | 90 | 1.46 | 230 | 1.14 |
| **IQF B/S Breast** | 2,370 | 2.49 | 1,480 | 2.33 | 3,000 | 2.35 |
| **IQF Tenders** | 1,580 | 2.59 | 670 | 2.66 | 1,640 | 2.46 |
| **IQF Wings** | 1,680 | 2.01 | 430 | 2.03 | 510 | 2.37 |
| **IQF Party Wings** | 660 | 1.92 | 740 | 2.39 | 900 | 2.04 |

## This Week's Chicken Feature Highlights

Halloween is upon us and the level of chicken featuring is frightful! Consumers will have no need to beg as they find a dizzying assortment of chicken products from which to choose. Whole birds is the only category not seeing more featuring than last week. B/S breasts dominate the white parts sector, value packs are where the bargains are. Wings surge in ad space in anticipation of good demand over the weekend as the World Series and fall football combine. This same factor has driven prepared chicken through the roof with active featuring across the category, especially for wings. Not enough?, then head over to the frozen foods section where plenty of IQF chicken can be found at attractive pricing. Dark parts remain plentiful with regular packs showing the only give on price. Specialty chicken can also be found but be prepared to pay more than last week. Organic lovers will be happy to find a selection of items on sale this week across the country. November has ushered in the holiday season and chicken will have to fight for a share of ad space against traditional holiday favorite proteins.




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 29, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.**

(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/** | **99.0% of 4,000 sampled outlets** | | | | **96.6% of 5,100 sampled outlets** | | | | **94.2% of 3,200 sampled outlets** | | | |
| **Special Rate 2/** | **18.3% of stores w/ no-price promotions** | | | | **21.6% of stores w/ no-price promotions** | | | | **18.7% of stores w/ no-price promotions** | | | |
| **Activity Index 3/** | **Activity Index = 18,030** | | | | **Activity Index = 11,880** | | | | **Activity Index = 8,960** | | | |
| **WHOLE BIRD:** | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.84 - 1.29 | | 760 | 1.06 | 0.69 - 1.19 | | 600 | 0.89 | 0.67 - 1.43 | | 250 | 0.93 |
| cut-up fryer | 0.98 - 1.59 | | 630 | 1.25 | 0.99 | | 180 | 0.99 | 1.14 - 1.19 | | 20 | 1.17 |
| bagged roaster | 0.69 - 1.29 | | 1,320 | 1.03 | 0.69 - 1.29 | | 1,740 | 1.22 | 0.88 - 1.49 | | 140 | 1.12 |
| Cornish (frs/frz) | 0.99 - 2.40 | | 320 | 1.82 | 1.38 - 2.24 | | 150 | 2.18 | 1.81 - 2.24 | | 30 | 2.02 |
| **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 | 2.39 - 3.99 | 1.68 - 4.49 | 1,130 | 3.29 | 2.30 - 4.39 | 2.79 - 3.24 | 1,970 | 2.92 | 2.80 - 4.00 | 2.29 - 4.99 | 960 | 3.66 |
| value pack | 1.99 - 2.99 | 1.48 - 2.99 | 1,410 | 2.21 | 1.88 - 2.38 | 1.49 - 1.99 | 700 | 1.93 | 1.79 - 1.99 | 1.49 - 1.99 | 820 | 1.94 |
| thin sliced | 3.49 - 4.99 | 2.99 - 4.99 | 1,080 | 4.11 | | | | | 3.99 | 2.89 | 90 | 3.87 |
| marinated | | 3.99 - 4.99 | 100 | 4.23 | | | | | | 2.99 - 3.49 | 180 | 3.40 |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 2.99 - 3.99 | 2.79 - 3.59 | 960 | 3.29 | 2.49 - 3.49 | 2.99 | 880 | 3.20 | 2.49 - 3.99 | 2.49 - 2.99 | 310 | 3.23 |
| value pack | | 1.69 - 1.99 | 40 | 1.75 | | 1.70 | 10 | 1.70 | 1.99 | 1.99 | 40 | 1.99 |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 0.99 - 1.99 | 1.39 - 1.59 | 950 | 1.53 | | 1.49 | 80 | 1.49 | 1.59 - 2.40 | 1.49 - 1.79 | 300 | 1.86 |
| value pack | 0.99 - 1.29 | 0.98 - 1.99 | 410 | 1.19 | 0.99 - 1.29 | 0.98 - 1.49 | 650 | 1.07 | 0.97 - 1.62 | 0.96 - 1.49 | 420 | 1.02 |
| **Whole Wings** | 1.49 - 2.69 | 1.99 - 2.39 | 630 | 2.07 | 1.99 - 2.69 | 1.69 - 1.99 | 530 | 1.92 | 1.48 - 2.09 | 1.48 - 2.09 | 250 | 1.97 |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.49 - 1.49 | 0.59 - 0.99 | 1,090 | 0.89 | 1.49 | 0.79 - 0.99 | 230 | 1.01 | 0.79 | 0.69 | 20 | 0.73 |
| bagged | | 0.39 - 0.60 | 170 | 0.57 | | 0.29 - 0.60 | 1,190 | 0.58 | 0.99 | 0.39 - 0.59 | 220 | 0.47 |
| **Legs** | 0.99 | 1.19 - 1.49 | 220 | 1.33 | | | | | | | | |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 1.09 - 1.89 | 1.39 - 1.49 | 850 | 1.52 | 0.99 - 1.69 | 1.19 - 1.49 | 150 | 1.45 | 0.94 - 1.69 | 0.98 - 1.19 | 300 | 1.31 |
| value pack | 0.79 - 1.29 | 0.88 - 1.59 | 1,540 | 1.15 | 0.79 - 1.19 | 0.68 - 0.99 | 950 | 1.08 | 0.89 - 1.14 | 0.88 - 1.49 | 900 | 1.03 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 1.19 - 1.89 | 1.39 - 1.49 | 920 | 1.54 | 0.99 - 1.69 | 1.19 - 1.49 | 150 | 1.45 | 0.94 - 1.69 | 0.69 - 1.19 | 310 | 1.30 |
| value pack | 0.79 - 1.39 | 0.65 - 1.59 | 1,570 | 1.15 | 0.79 - 1.19 | 0.65 - 0.99 | 960 | 1.08 | 0.89 - 1.14 | 0.49 - 1.49 | 920 | 1.03 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | | 1.99 - 2.99 | 590 | 2.60 | | 1.99 | 40 | 1.99 | 1.99 - 3.20 | | 20 | 2.41 |
| value pack | 1.49 | 1.20 - 2.29 | 450 | 1.73 | | 1.20 | 10 | 1.20 | 1.99 | 1.89 - 1.99 | 50 | 1.97 |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | 1.24 | | 230 | 1.24 | | | | | 0.99 | 1.39 | 20 | 1.25 |
| drum-thigh-wing | | 1.69 | 30 | 1.69 | | | | | | | | |
| **IQF** **B/S Breast** | | 1.99 - 2.66 | 310 | 2.39 | 2.80 - 3.20 | 1.66 - 2.80 | 300 | 2.66 | 2.40 - 2.80 | 1.59 - 2.80 | 800 | 2.52 |
| **Tenders** | | | | | 2.80 | 2.33 - 2.80 | 200 | 2.65 | 2.40 - 2.80 | 2.33 - 2.80 | 650 | 2.67 |
| **Wings** | 2.00 | 1.75 - 2.16 | 310 | 1.78 | | 1.75 - 2.33 | 190 | 1.90 | 1.50 - 2.40 | 1.62 - 2.40 | 820 | 1.88 |
| **Party Wings** | | 2.33 | 10 | 2.33 | | 1.00 - 1.66 | 20 | 1.30 | 2.00 | 1.75 | 120 | 1.78 |

## USDA Weekly Retail Chicken Feature Activity

**Fri. Oct 29, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.**

(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/** | **91.8% of 3,500 sampled outlets** | | | | **96.6% of 2,400 sampled outlets** | | | | **99.6% of 1,000 sampled outlets** | | | |
| **Special Rate 2/** | **6.7% of stores w/ no-price promotions** | | | | **10.7% of stores w/ no-price promotions** | | | | **7.0% of stores w/ no-price promotions** | | | |
| **Activity Index 3/** | **Activity Index = 9,610** | | | | **Activity Index = 11,080** | | | | **Activity Index = 4,300** | | | |
| **WHOLE BIRD:** | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.57 - 1.19 | | 880 | 0.81 | 0.69 - 1.29 | | 1,020 | 0.92 | 0.79 - 1.39 | | 400 | 0.93 |
| cut-up fryer | 1.53 | | 10 | 1.53 | 0.99 - 1.69 | | 740 | 1.43 | 0.99 - 1.49 | | 180 | 1.46 |
| bagged roaster | 1.19 - 1.49 | | 180 | 1.40 | | | | | 1.49 | | 10 | 1.49 |
| Cornish (frs/frz) | 1.99 - 2.56 | | 40 | 2.26 | | | | | | | | |
| **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 | 2.30 - 2.99 | 1.99 - 2.99 | 790 | 2.74 | 2.79 - 4.99 | 2.49 | 1,000 | 3.74 | 2.99 - 4.99 | 2.29 - 2.99 | 320 | 3.57 |
| value pack | 1.98 | 1.59 - 2.00 | 680 | 1.91 | 1.99 | 1.77 - 1.99 | 500 | 1.97 | | 1.99 - 2.99 | 420 | 2.39 |
| thin sliced | 3.99 - 4.79 | | 230 | 4.40 | | | | | 5.49 | 2.49 - 3.49 | 410 | 3.64 |
| marinated | | 2.69 | 20 | 2.69 | | 4.99 | 10 | 4.99 | | 3.49 - 5.69 | 30 | 4.17 |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 2.29 - 4.49 | 2.49 - 2.99 | 940 | 3.15 | | | | | 5.49 | 2.49 - 3.49 | 410 | 3.64 |
| value pack | 1.98 | | 10 | 1.98 | | | | | | | | |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 1.69 | 1.99 | 30 | 1.83 | 1.48 - 1.99 | 1.99 | 510 | 1.84 | 1.49 - 1.69 | 1.49 | 280 | 1.61 |
| value pack | 0.97 - 1.59 | 0.97 - 1.79 | 350 | 1.35 | 0.76 - 1.29 | 0.99 - 1.49 | 320 | 1.43 | 0.76 - 0.98 | | 50 | 0.91 |
| **Whole Wings** | 1.88 - 2.49 | 1.48 - 1.99 | 530 | 1.81 | 1.99 - 2.49 | 1.99 | 150 | 2.04 | | | | |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.89 - 0.99 | 0.69 - 1.29 | 340 | 1.01 | 0.99 | 0.74 - 1.29 | 960 | 0.95 | 0.99 | 0.69 - 1.29 | 230 | 0.98 |
| bagged | | 0.33 - 0.59 | 270 | 0.50 | | 0.39 - 0.79 | 60 | 0.59 | | | | |
| **Legs** | | | | | | 1.29 | 280 | 1.29 | | | | |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 0.94 - 1.49 | 0.89 - 1.29 | 620 | 1.27 | 0.76 - 1.99 | 1.19 - 1.29 | 970 | 1.64 | 0.76 - 1.69 | 0.99 | 320 | 1.37 |
| value pack | 0.89 - 1.29 | 0.88 - 1.29 | 810 | 1.12 | 0.99 | 0.74 - 1.29 | 1,230 | 1.07 | 0.99 | 0.89 - 1.29 | 120 | 1.02 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 0.94 - 1.49 | 0.89 - 1.29 | 620 | 1.27 | 0.76 - 1.99 | 1.19 - 1.29 | 970 | 1.64 | 0.76 - 1.69 | 0.99 | 320 | 1.37 |
| value pack | 0.89 - 1.29 | 0.59 - 1.29 | 980 | 1.05 | 0.99 | 0.59 - 1.29 | 1,250 | 1.06 | 0.99 | 0.89 - 1.29 | 120 | 1.02 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | | | | | | | | | 2.99 | 2.98 - 2.99 | 170 | 2.99 |
| value pack | | 1.99 | 40 | 1.99 | | 1.99 | 20 | 1.99 | | 1.99 - 2.49 | 250 | 2.14 |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | 1.71 | | 30 | 1.71 | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | |
| **IQF B/S Breast** | 1.55 - 2.00 | 1.33 - 2.80 | 590 | 2.12 | 3.20 | | 250 | 3.20 | 2.40 | | 120 | 2.40 |
| **IQF Tenders** | | 2.33 - 2.80 | 360 | 2.34 | 2.80 | | 250 | 2.80 | 2.40 | | 120 | 2.40 |
| **IQF Wings** | | 1.75 - 1.99 | 40 | 1.96 | 1.98 - 2.80 | | 320 | 2.62 | | | | |
| **IQF Party Wings** | 2.40 | 2.00 | 220 | 2.26 | 1.99 | 1.50 - 2.00 | 270 | 1.72 | | 2.00 | 20 | 2.00 |

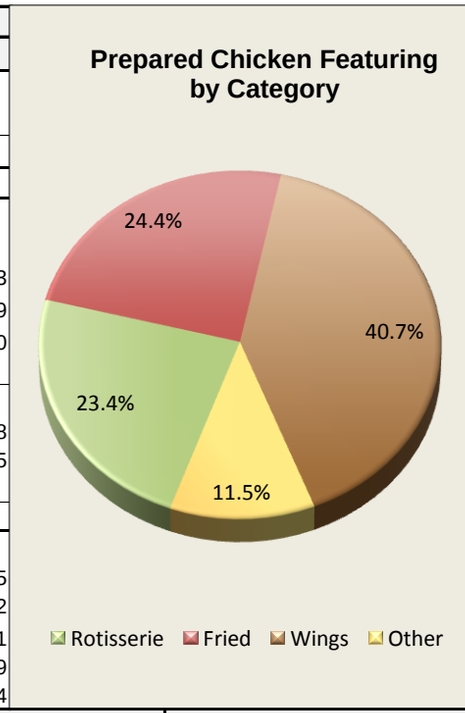
# USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

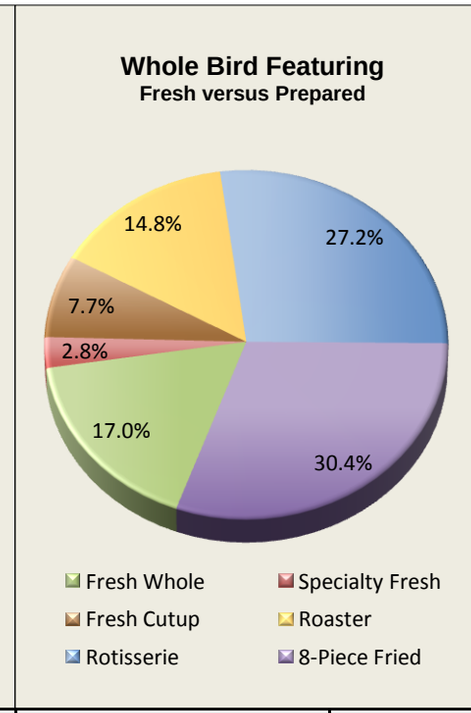
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.**

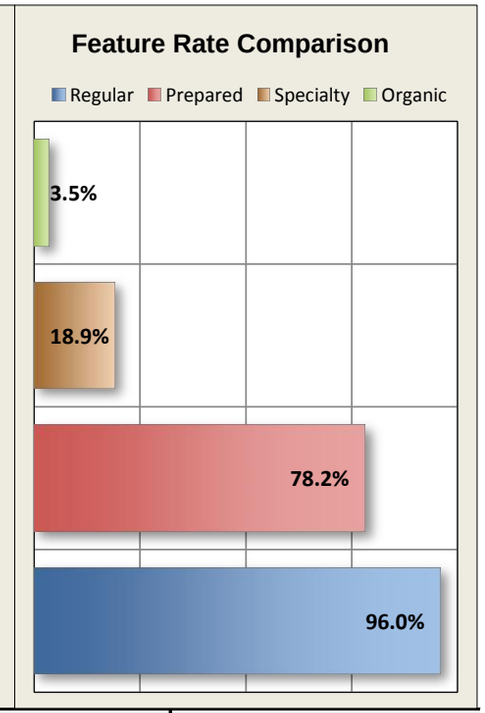
(prices in dollars per unit or per pound unless otherwise noted)

**PREPARED FOODS NATIONAL SUMMARY**

| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 78.2% of 19,200 outlets | | 68.7% of 19,200 outlets | | -- | |
| **Activity Index** [3/] | **28,590** | | **20,550** | | **20,330** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| **ROTISSERIE:** | | | | | | |
| Whole Bird | | | | | | |
| < 2 lbs. | 4,420 | 5.23 | 4,370 | 5.39 | 6,640 | 5.33 |
| 2.1-3.0 lbs. | 1,830 | 7.21 | 390 | 8.02 | 260 | 7.99 |
| Whole Breast | 350 | 7.41 | 300 | 6.69 | 320 | 7.80 |
| Leg Quarter | 80 | 1.33 | 170 | 1.00 | | |
| **FRIED/BAKED:** | | | | | | |
| 8-Piece | 5,220 | 5.96 | 6,270 | 5.74 | 7,730 | 5.98 |
| 8-Piece Dark | 260 | 4.02 | 1,160 | 4.53 | 620 | 4.85 |
| 12-Piece | 1,500 | 9.18 | 220 | 9.90 | | |
| **Wings:** | | | | | | |
| bone-in | 8,840 | 4.47 | 3,920 | 4.83 | 2,400 | 5.05 |
| boneless | 2,800 | 3.97 | 1,740 | 4.81 | 660 | 4.62 |
| **Tenders** | 2,370 | 5.79 | 1,960 | 5.56 | 1,660 | 5.51 |
| **Strips** | 170 | 4.99 | 30 | 4.99 | 20 | 6.99 |
| **Popcorn** | 750 | 6.90 | 20 | 1.99 | 20 | 2.74 |




| | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 83.2% of 4,000 sampled outlets | | | 84.2% of 5,100 sampled outlets | | | 76.1% of 3,200 sampled outlets | | | 63.0% of 3,500 sampled outlets | | | 79.2% of 2,400 sampled outlets | | | 84.6% of 1,000 sampled outlets | | |
| **Activity Index** [3/] | Activity Index = 7,850 | | | Activity Index = 7,100 | | | Activity Index = 5,060 | | | Activity Index = 4,360 | | | Activity Index = 3,130 | | | Activity Index = 1,090 | | |
| | 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 - 6.99 | 1,890 | 5.35 | 4.99 - 6.58 | 1,580 | 5.03 | 4.99 - 6.99 | 450 | 5.57 | 4.44 - 5.99 | 320 | 5.14 | 4.98 | 150 | 4.98 | 6.49 | 30 | 6.49 |
| 2.1-3.0 lbs. | 5.99 - 8.99 | 190 | 8.71 | 5.99 - 6.99 | 600 | 6.76 | 5.98 - 6.99 | 540 | 6.88 | 6.99 - 7.99 | 370 | 7.77 | 7.99 | 40 | 7.99 | 5.99 - 7.99 | 90 | 6.33 |
| Whole Breast | 6.49 - 7.99 | 160 | 7.92 | | | | 6.99 | 190 | 6.99 | | | | | | | | | |
| Leg Quarter | | | | | | | | | | 1.33 | 80 | 1.33 | | | | | | |
| **FRIED/BAKED:** | | | | | | | | | | | | | | | | | | |
| 8-Piece Mixed | 4.99 - 6.99 | 970 | 6.36 | 3.99 - 6.49 | 810 | 5.67 | 3.99 - 7.49 | 1,520 | 6.13 | 3.99 - 6.99 | 900 | 5.39 | 5.99 - 6.49 | 800 | 6.00 | 5.88 - 6.99 | 220 | 6.31 |
| 8-Piece Dark | 4.95 | 60 | 4.95 | 2.99 - 3.99 | 80 | 3.26 | 2.99 - 4.99 | 70 | 4.39 | 2.99 | 20 | 2.99 | 3.99 | 30 | 3.99 | | | |
| 12-Piece | 11.99 | 510 | 11.99 | 6.99 - 11.99 | 250 | 8.31 | 6.99 - 13.99 | 420 | 7.57 | 8.99 - 11.99 | 150 | 9.22 | 5.99 | 170 | 5.99 | | | |
| **Wings:** | | | | | | | | | | | | | | | | | | |
| bone-in | 3.99 - 5.99 | 2,380 | 5.03 | 2.49 - 6.99 | 1,770 | 4.41 | 2.49 - 5.20 | 1,390 | 4.14 | 2.49 - 4.99 | 1,510 | 3.97 | 2.77 - 5.99 | 1,380 | 4.47 | 3.33 - 4.99 | 410 | 4.38 |
| boneless | 3.20 - 5.99 | 680 | 4.54 | 3.20 - 4.99 | 150 | 3.75 | 3.20 - 6.29 | 440 | 4.66 | 3.20 - 4.99 | 670 | 3.94 | 3.20 - 6.99 | 560 | 3.25 | 3.20 | 300 | 3.20 |
| **Tenders** | 5.99 | 160 | 5.99 | 4.98 - 5.99 | 1,790 | 5.96 | 3.99 - 5.99 | 40 | 4.96 | 3.98 - 5.99 | 340 | 4.94 | | | | 4.98 | 40 | 4.98 |
| **Strips** | 4.99 | 170 | 4.99 | | | | | | | | | | | | | | | |
| **Popcorn** | 4.99 - 7.45 | 680 | 6.84 | 7.45 | 70 | 7.45 | | | | | | | | | | | | |

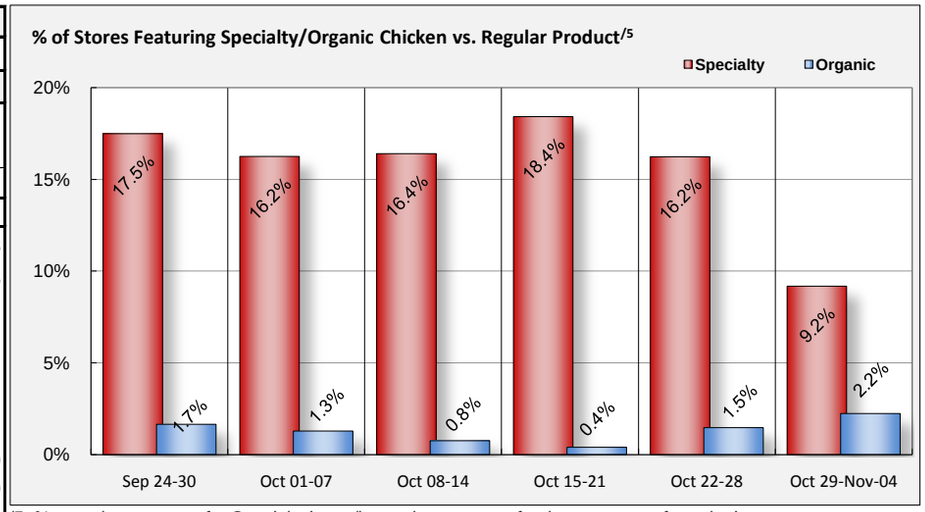
# USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

**Fri. Oct 29, 2010**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 10/29 thru 11/04.**

(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 | | 16.9% of 19,200 outlets | | 10.8% of 18,600 outlets | | 3.5% of 19,200 outlets | | 2.4% of 19,200 outlets | | 2.4% of 18,600 outlets | |
| **Activity Index** [3/] | **4,210** | | **6,320** | | **4,970** | | **930** | | **520** | | **640** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Whole Fryer | 650 | 2.14 | 990 | 1.65 | 620 | 1.73 | 410 | 2.80 | 260 | 2.84 | 240 | 2.98 |
| Bnls/Sknls Breast | 2,670 | 5.45 | 1,750 | 5.03 | 2,070 | 4.59 | 220 | 8.84 | 230 | 7.47 | 360 | 7.63 |
| Breast Tenders | 520 | 4.33 | 1,400 | 4.88 | 960 | 4.29 | | | | | | |
| Split, bn-in Breast | 150 | 3.02 | 370 | 2.45 | 40 | 2.54 | 30 | 3.99 | | | | |
| Whole Wings | | | 240 | 2.23 | 30 | 1.74 | | | | | | |
| Leg Quarters | 30 | 1.29 | 230 | 1.11 | 10 | 1.99 | -- | -- | -- | -- | -- | -- |
| Legs | 10 | 1.49 | 40 | 1.24 | | | | | | | | |
| Thighs | 70 | 2.04 | 560 | 1.67 | 570 | 1.73 | | | | | 20 | 2.99 |
| Drumsticks | 80 | 1.98 | 570 | 1.67 | 670 | 1.62 | 240 | 1.99 | 30 | 1.99 | 20 | 2.99 |
| B/S Thighs | 30 | 2.76 | 170 | 2.62 | 20 | 2.74 | 30 | 4.99 | | | 10 | 4.99 |




/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/] | 27.1% of 4,000 sampled outlets | | | 26.5% of 5,100 sampled outlets | | | 6.0% of 3,200 sampled outlets | | | 10.2% of 3,500 sampled outlets | | | 12.9% of 2,400 sampled outlets | | | 31.9% of 1,000 sampled outlets | | |
| Activity Index [3/] | Activity Index = 1,400 | | | Activity Index = 1,520 | | | Activity Index = 130 | | | Activity Index = 500 | | | Activity Index = 540 | | | Activity Index = 120 | | |
| | 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 | 1.79 - 1.99 | 280 | 1.87 | | | | 1.58 - 2.49 | 30 | 2.00 | 1.99 - 2.99 | 90 | 2.20 | 1.79 - 2.49 | 240 | 2.47 | 1.79 | 10 | 1.79 |
| Bnls/Sknls Breast | 3.79 - 6.49 | 780 | 4.94 | 3.98 - 5.99 | 1,280 | 5.62 | 3.99 - 6.39 | 40 | 4.53 | 4.99 - 5.99 | 250 | 5.19 | 4.98 - 6.49 | 280 | 6.49 | 4.98 - 5.99 | 40 | 5.19 |
| Breast Tenders | 3.99 | 160 | 3.99 | 3.98 - 3.99 | 230 | 3.98 | 4.99 | 10 | 4.99 | 4.99 - 5.99 | 120 | 5.39 | | | | | | |
| Split, bn-in Breast | 1.99 - 2.99 | 80 | 2.63 | | | | 3.89 | 10 | 3.89 | | | | 3.39 | 20 | 3.39 | 3.39 | 40 | 3.39 |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Leg Quarters | 0.99 | 20 | 0.99 | | | | | | | | | | | | | 1.89 | 10 | 1.89 |
| Legs | | | | | | | | | | | | | | | | 1.49 | 10 | 1.49 |
| Thighs | 1.79 - 2.49 | 30 | 2.27 | | | | 1.49 - 2.39 | 20 | 1.75 | 1.98 | 20 | 1.98 | | | | | | |
| Drumsticks | 1.79 - 2.49 | 30 | 2.27 | | | | 1.49 - 2.39 | 20 | 1.75 | 1.98 | 20 | 1.98 | | | | 1.59 | 10 | 1.59 |
| B/S Thighs | 2.39 - 3.49 | 20 | 2.65 | 2.99 | 10 | 2.99 | | | | | | | | | | | | |
| **ORGANIC** | 9.5% of 4,000 sampled outlets | | | 3.9% of 5,100 sampled outlets | | | 0.0% of 3,200 sampled outlets | | | 0.2% of 3,500 sampled outlets | | | 2.9% of 2,400 sampled outlets | | | 1.4% of 1,000 sampled outlets | | |
| | Activity Index = 630 | | | Activity Index = 200 | | | Activity Index = 0 | | | Activity Index = 10 | | | Activity Index = 70 | | | Activity Index = 20 | | |
| Whole Fryer | 2.49 - 3.99 | 340 | 2.79 | 2.49 - 3.49 | 20 | 2.79 | | | | 2.99 | 10 | 2.99 | 2.49 - 2.99 | 30 | 2.99 | 2.49 | 10 | 2.49 |
| Bnls/Sknls Breast | 7.99 - 8.99 | 30 | 8.21 | 8.99 | 180 | 8.99 | | | | | | | | | | 7.99 | 10 | 7.99 |
| Breast Tenders | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | 3.99 | 30 | 3.99 | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | | | |
| Drumsticks | 1.99 | 230 | 1.99 | | | | | | | | | | 1.99 | 10 | 1.99 | | | |
| B/S Thighs | 4.99 | 30 | 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/.