USDA Weekly Retail Chicken Feature Activity

Fri. Nov 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

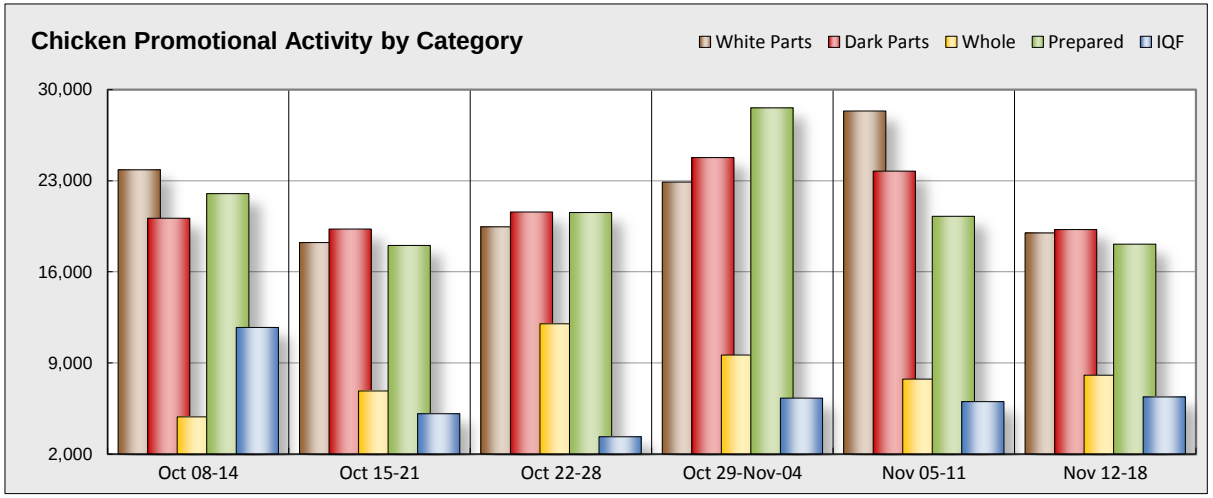
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

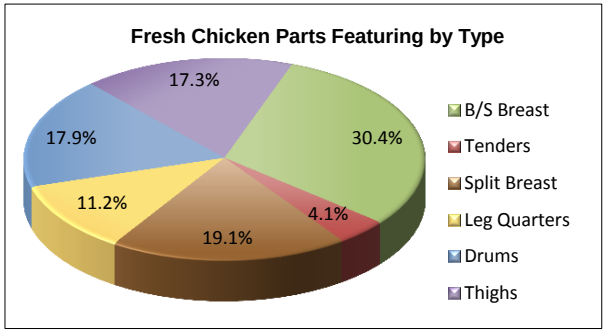
NATIONAL SUMMARY

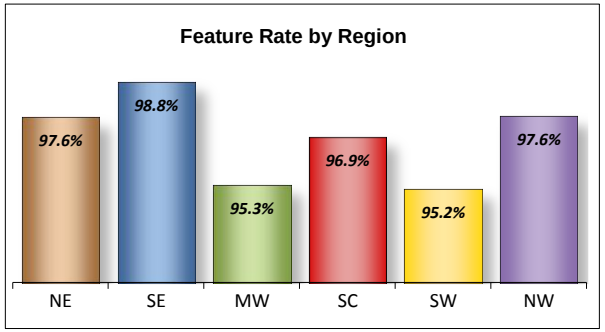
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**97.1% of 19,200 outlets**		**95.7% of 19,200 outlets**		**94.3% of 18,600 outlets**	
Special Rate [4/]	**21.3%**		**19.9%**		**19.1%**	
Activity Index [2/]	**71,520**		**86,630**		**58,880**	
WHOLE BIRD:	**Stores** [/3]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	2,470	1.01	3,550	1.06	2,660	0.98
cut-up fryer	1,410	1.39	1,110	1.37	830	1.24
bagged roaster	1,970	1.12	1,630	1.26	2,650	1.18
Cornish (frs/frz)	2,200	2.07	1,460	2.31	3,540	2.04
PARTS:						
Bnls/Sknls Breast						
regular pack	5,960	2.93	6,540	3.06	6,270	2.70
value pack	2,650	2.16	7,400	2.04	2,550	2.06
thin sliced	1,550	3.82	3,760	3.97	1,540	4.45
marinated	190	3.85	320	5.55	10	2.50
Breast Tenders						
regular pack	1,350	3.59	4,450	3.53	1,860	3.04
value pack	60	2.41	440	2.05	120	2.22
Split, bn-in Breast						
regular pack	3,290	1.59	1,990	1.56	4,160	1.34
value pack	3,200	1.30	2,470	1.11	1,840	1.24
Whole Wings	730	1.84	980	1.96	580	2.39
Leg Quarters						
tray pack	2,390	0.86	2,550	0.91	2,020	0.95
bagged	1,440	0.74	820	0.56	860	0.49
Legs	280	1.16	60	0.99		
Thighs						
regular pack	2,070	1.39	2,230	1.48	2,570	1.23
value pack	3,820	1.02	6,060	1.10	3,310	1.04
Drumsticks						
regular pack	1,880	1.41	1,930	1.49	2,940	1.21
value pack	4,200	1.00	6,250	1.11	3,290	1.05
Bnls/Sknls Thighs						
regular pack	1,970	2.72	1,850	2.93	1,540	2.80
value pack	1,190	2.00	1,980	2.04	240	2.34
9-pc Combos						
drum-thigh-breast	350	1.49	120	1.91	430	1.42
drum-thigh-wing	400	1.17	400	1.42	300	1.41
IQF **B/S Breast**	3,070	2.26	2,770	2.41	2,010	2.37
Tenders	1,960	2.34	1,610	2.45	1,090	2.80
Wings	740	1.81	930	2.17	240	2.33
Party Wings	610	2.42	710	2.28	590	2.70

This Week's Chicken Feature Highlights

Ad activity falls sharply on chicken as we creep closer to Thanksgiving day. Retailers try to keep up interest in their regular business by offering incentives to buy, some ranging as high as 16-37% across of the country. Whole bagged fryer drop prices to keep clearances up, roasters and Cornish step up their presence. B/S Breast and tenders lower price and volume, there are some really good deals here if you are willing to look. Split breast offer more volume , but prices creep higher, deals also exist here for the persistent shopper. Dark meat parts adjust pricing to help movement, B/S thighs do the same. Combos return in an attempt to help clearances. IQF parts lower pricing on their best movers, offerings increase. Prepared foods push 8pc, wings and tenders, whole rotisserie drops volume in half. Specialty chicken holds its mark , pricing across the board is lower, Organics retreat. Competition is tough across the meat case, all commodities suffer a decline in movement as the seasonal influx of holiday items approaches its crescendo.







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. Nov 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

(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/	**97.6% of 4,000 sampled outlets**				**98.8% of 5,100 sampled outlets**				**95.3% of 3,200 sampled outlets**			
Special Rate 2/	**34.7% of stores w/ no-price promotions**				**35.4% of stores w/ no-price promotions**				**15.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 13,480**				**Activity Index = 14,160**				**Activity Index = 6,710**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.89 - 1.39		430	1.30	0.67 - 1.19		330	0.89	0.79 - 1.29		240	0.85
cut-up fryer	0.99 - 1.59		470	1.13	0.99		10	0.99	0.88 - 1.23		70	0.96
bagged roaster	0.79 - 1.39		1,510	1.14	0.99 - 1.39		320	1.09	0.99 - 1.19		120	1.01
Cornish (frs/frz)	1.19 - 2.29		570	1.94	1.81 - 1.99		560	1.98	1.66 - 2.55		590	2.11
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	1.99 - 3.99	1,290	3.16	1.99 - 4.99	0.99 - 3.79	2,110	2.80	1.97 - 4.99	1.69 - 3.99	370	2.67
value pack	1.99 - 2.49	1.68 - 2.99	910	2.05	1.99	1.77 - 2.99	300	2.43	1.70 - 2.94	1.39 - 2.99	540	2.08
thin sliced	3.99	2.49 - 3.99	730	3.87	3.99		50	3.99		3.49 - 4.49	200	4.45
marinated						3.99	20	3.99		2.98 - 3.99	40	3.71
Breast Tenders												
regular pack	2.99 - 3.99	1.88 - 3.99	800	3.89	3.79 - 3.99		150	3.85	2.49 - 4.99		40	4.30
value pack	2.99		30	2.99								
Split, bn-in Breast												
regular pack	0.99 - 1.64	0.79 - 2.49	1,060	1.64	0.99 - 1.79	0.99 - 1.29	1,130	1.56	0.98 - 2.99	0.99 - 1.39	230	2.01
value pack	0.98 - 1.49	0.89 - 1.69	590	1.36	0.88 - 1.48	0.88 - 1.69	870	1.14	0.98 - 0.99	0.99 - 1.69	240	1.46
Whole Wings	1.49 - 2.69	1.89	530	1.92	2.69	1.79	60	2.53				
Leg Quarters												
tray pack	0.59	0.79 - 0.99	900	0.75		0.69 - 0.99	80	0.89	0.78	0.59 - 0.69	70	0.64
bagged	0.69	0.49 - 0.78	150	0.72	0.49 - 0.69	0.55 - 0.78	1,160	0.76	0.69	0.49 - 0.78	60	0.58
Legs		0.99 - 1.19	190	1.06								
Thighs												
regular pack	0.99 - 1.29	0.89 - 1.29	210	1.15	0.97 - 1.19	0.99 - 1.29	480	1.05	0.99 - 1.69	0.89 - 1.49	550	1.37
value pack	0.99 - 1.29	0.88 - 1.09	890	0.99	0.89 - 0.99	0.79 - 1.00	900	0.91	0.77 - 1.19	0.79 - 1.00	200	0.97
Drumsticks												
regular pack	0.99 - 1.29	0.89 - 0.99	140	1.10	0.99 - 1.19	0.99 - 1.29	400	1.07	0.99 - 1.69	0.79 - 1.49	550	1.36
value pack	0.99 - 1.29	0.88 - 1.19	920	1.00	0.89 - 0.99	0.78 - 1.00	1,200	0.89	0.77 - 1.19	0.59 - 1.00	220	0.95
Bnls/Sknls Thighs												
regular pack	1.99 - 2.49	2.99 - 3.99	310	3.24	2.49	0.98 - 2.99	1,080	2.94	1.97 - 2.49	1.89	210	2.06
value pack	1.49 - 1.99	1.99 - 2.99	480	1.95		1.79 - 2.99	260	2.12		1.79 - 2.99	190	2.30
9-pc Combos												
drum-thigh-breast	1.47	1.39 - 1.59	300	1.49					1.43		30	1.43
drum-thigh-wing									1.29	1.39	30	1.34
IQF **B/S Breast**		1.33	20	1.33	2.80	1.33 - 2.80	950	2.47	1.66 - 2.80	1.33 - 2.80	880	2.10
IQF **Tenders**		2.00 - 2.40	30	2.31	2.80	1.99 - 2.80	830	2.52	1.66 - 2.80	1.99 - 2.80	710	2.14
IQF **Wings**		1.99	20	1.99		1.50 - 2.25	350	1.70	2.00	1.75	330	1.86
IQF **Party Wings**					2.66	1.99 - 2.40	560	2.42				

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Fri. Nov 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

(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/	**96.9% of 3,500 sampled outlets**				**95.2% of 2,400 sampled outlets**				**97.6% of 1,000 sampled outlets**			
Special Rate 2/	**3.1% of stores w/ no-price promotions**				**0.6% of stores w/ no-price promotions**				**26.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 7,410**				**Activity Index = 8,250**				**Activity Index = 3,390**			
	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
WHOLE BIRD:												
bagged fryer	0.49 - 1.19		530	0.77	0.69 - 1.29		740	1.16	0.78 - 0.99		200	0.90
cut-up fryer	0.99 - 1.27		100	1.07	1.69		550	1.69	1.49		210	1.49
bagged roaster									0.98		20	0.98
Cornish (frs/frz)	1.92 - 2.00		190	1.98	1.59 - 2.49		290	2.45				
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 - 2.69	1.69 - 3.49	1,110	2.32	2.99 - 4.99	1.49 - 2.99	800	3.69	3.99	1.65 - 2.99	280	3.35
value pack	3.59	1.69 - 2.99	280	2.07	2.49	1.47 - 3.99	320	2.28	4.48	1.47 - 3.99	300	2.30
thin sliced	3.69 - 4.99	3.49	260	4.15	4.99		10	4.99		2.49 - 3.49	300	2.92
marinated		1.89 - 3.99	90	3.64						3.99 - 5.69	40	4.37
Breast Tenders												
regular pack	1.77 - 3.96	1.97 - 1.98	360	2.73								
value pack		1.77 - 1.99	30	1.82								
Split, bn-in Breast												
regular pack	0.99 - 2.75	0.98 - 1.29	390	1.52	1.27	0.97	310	1.26	1.69		170	1.69
value pack	1.69	0.88 - 1.99	560	1.34	1.97	0.89 - 1.49	800	1.35	1.48	1.39	140	1.40
Whole Wings		1.89	10	1.89		1.19	130	1.19				
Leg Quarters												
tray pack	0.80	0.49 - 0.88	380	0.73	0.59 - 0.99	0.99 - 1.29	960	1.04				
bagged		0.49 - 0.59	60	0.58		0.59	10	0.59				
Legs		1.39	10	1.39						1.39	80	1.39
Thighs												
regular pack	0.97 - 1.49	0.99	190	1.32	1.69 - 1.99	1.19	460	1.78	1.49 - 1.69		180	1.68
value pack	0.89 - 1.19	0.88 - 1.39	720	0.96	0.97	0.89 - 1.29	730	1.13	0.97	1.18 - 1.39	380	1.31
Drumsticks												
regular pack	0.99 - 1.49	0.99	150	1.41	1.69 - 1.99	1.19	460	1.78	1.49 - 1.69		180	1.68
value pack	0.89 - 1.19	0.49 - 1.39	750	0.94	0.97	0.89 - 1.29	730	1.13	0.97	1.18 - 1.39	380	1.31
Bnls/Sknls Thighs												
regular pack	1.77 - 1.97	1.49 - 1.99	310	1.84	2.29		10	2.29	2.29	2.98	50	2.82
value pack		0.99 - 1.39	90	1.25						1.99	170	1.99
9-pc Combos												
drum-thigh-breast		1.79	10	1.79	1.38		10	1.38				
drum-thigh-wing	0.99		10	0.99	0.99 - 1.29		360	1.16				
IQF **B/S Breast**	1.66 - 2.33	1.20 - 2.40	610	2.10		2.33 - 2.40	420	2.33	2.40	2.25	190	2.34
IQF **Tenders**		1.99 - 2.40	120	2.16		2.33	150	2.33	2.40		120	2.40
IQF **Wings**	2.00	2.25	40	2.22								
IQF **Party Wings**		2.40	50	2.40								

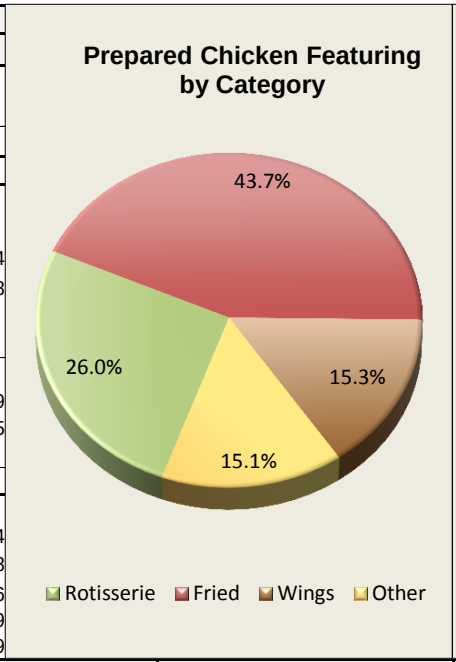
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

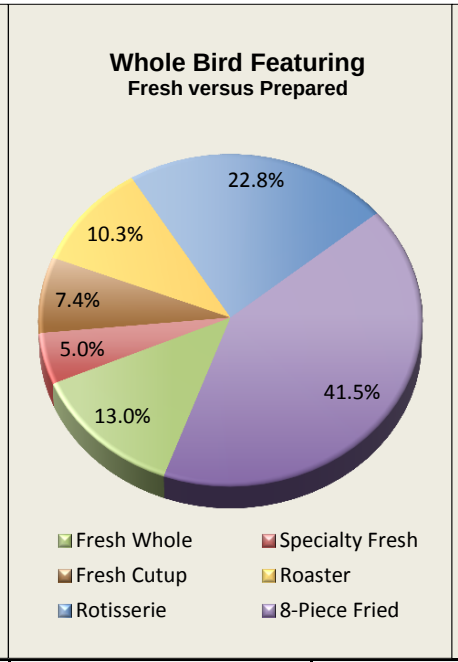
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

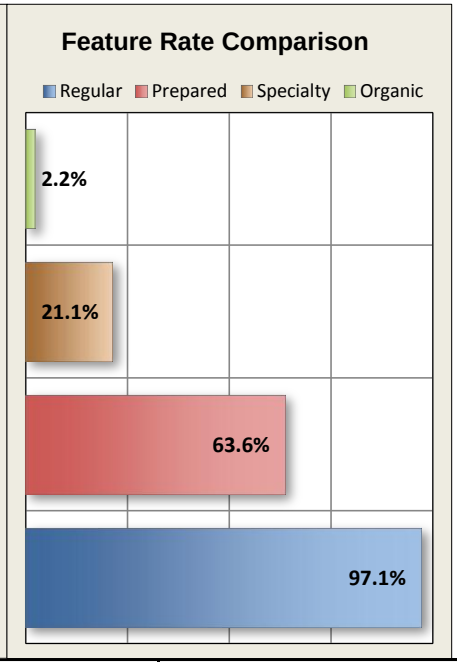
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	63.6% of 19,200 outlets		76.0% of 19,200 outlets		--	
Activity Index [3/]	**18,120**		**20,260**		**13,620**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4,310	5.66	8,830	5.56	5,000	5.54
2.1-3.0 lbs.	30	7.99	420	7.29	180	8.18
Whole Breast	280	5.63	350	4.28		
Leg Quarter	90	1.00	30	3.29		
FRIED/BAKED:						
8-Piece	6,600	6.22	3,820	5.99	4,260	5.99
8-Piece Dark	340	4.99	1,420	5.53	230	5.35
12-Piece	970	11.43	480	9.18		
Wings:						
bone-in	2,270	5.92	2,040	4.47	1,180	5.74
boneless	500	5.26	920	3.37	960	5.68
Tenders	2,120	4.72	1,690	5.33	1,670	5.26
Strips	170	4.18	260	5.05	130	6.99
Popcorn	440	2.98			10	1.99







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	67.6% of 4,000 sampled outlets			65.8% of 5,100 sampled outlets			69.7% of 3,200 sampled outlets			54.5% of 3,500 sampled outlets			61.4% of 2,400 sampled outlets			54.6% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 5,230			Activity Index = 4,500			Activity Index = 3,320			Activity Index = 2,890			Activity Index = 1,610			Activity Index = 570		
	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.	4.99 - 6.99	1,800	5.58	4.99 - 6.99	360	6.30	4.99 - 6.46	300	5.85	3.99 - 6.99	720	5.29	3.99 - 6.99	720	5.75	4.99 - 6.99	410	5.77
2.1-3.0 lbs.	9.99	10	9.99				6.99	20	6.99									
Whole Breast	5.32 - 6.49	260	5.45							7.99	20	7.99						
Leg Quarter										1.00	90	1.00						
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 6.99	650	6.57	3.99 - 6.99	2,600	6.39	4.99 - 7.99	1,400	6.08	3.99 - 6.99	1,010	5.54	4.99 - 7.99	830	6.40	5.49 - 6.99	110	6.57
8-Piece Dark	5.49	10	5.49	3.99 - 4.99	110	4.74	4.99 - 5.00	150	4.99	2.99 - 5.99	70	5.32						
12-Piece	8.99 - 11.99	670	11.36	11.99	130	11.99	9.99 - 11.99	140	11.78	8.97	30	8.97						
Wings:																		
bone-in	4.99 - 7.99	950	5.56	5.00 - 7.99	360	6.06	4.99 - 7.99	480	5.96	3.99 - 7.99	450	6.51	4.99	20	4.99	7.99	10	7.99
boneless	4.49 - 6.00	440	5.30				4.99	60	4.99									
Tenders	5.99	10	5.99	3.20 - 5.99	940	5.26	3.20 - 5.99	630	4.12	3.99 - 4.99	500	4.40	4.99	40	4.99			
Strips							2.49 - 4.99	130	3.94							4.98	40	4.98
Popcorn	2.79 - 5.79	430	2.99				2.29	10	2.29									

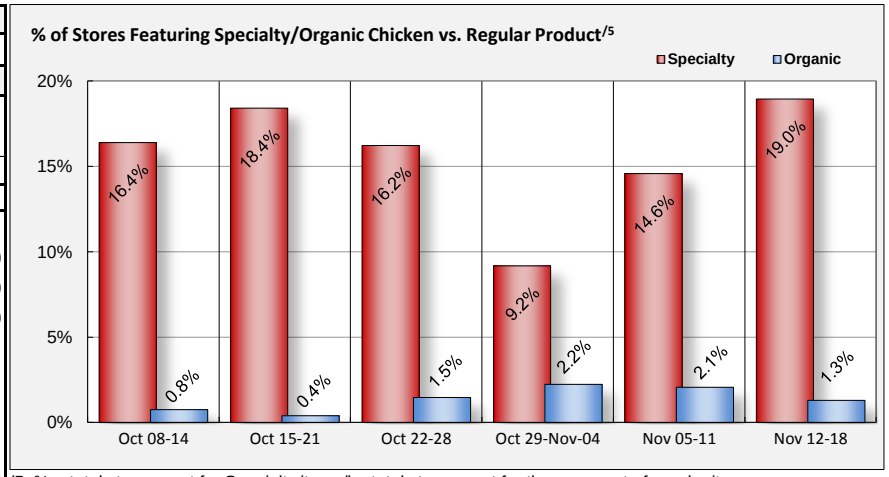
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Nov 12, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/12 thru 11/18.

(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/]	21.1% of 19,200 outlets		25.1% of 19,200 outlets		10.9% of 18,600 outlets		2.2% of 19,200 outlets		2.3% of 19,200 outlets		0.8% of 18,600 outlets	
Activity Index [3/]	**6,510**		**6,840**		**4,280**		**420**		**900**		**320**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	950	1.66	2,530	1.74	1,690	1.63	10	2.69	40	2.61		
Bnls/Sknls Breast	1,310	4.51	1,880	5.05	570	4.90	270	7.84	190	7.04	160	6.49
Breast Tenders	200	4.24	420	5.15	120	4.87					140	5.99
Split, bn-in Breast	190	2.57	280	2.96	170	2.39					20	6.99
Whole Wings	20	2.44	40	2.58	90	1.79			190	2.99		
Leg Quarters			20	1.79	200	1.15	--	--	--	--	--	--
Legs	310	1.74			50	1.99						
Thighs	1,270	1.53	400	1.93	560	1.60			230	3.00		
Drumsticks	1,220	1.50	770	1.86	830	1.72	130	1.99	240	3.08		
B/S Thighs	1,040	3.48	500	3.68	160	3.02	10	5.49	10	3.99	20	5.49



/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/]	45.1% of 4,000 sampled outlets			26.7% of 5,100 sampled outlets			13.6% of 3,200 sampled outlets			7.2% of 3,500 sampled outlets			2.7% of 2,400 sampled outlets			14.9% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 3,640			Activity Index = 1,500			Activity Index = 720			Activity Index = 470			Activity Index = 50			Activity Index = 130		
	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 - 1.99	620	1.69				1.29 - 1.69	130	1.49	1.39 - 1.99	130	1.63	1.49 - 1.99	40	1.99	1.49 - 1.69	30	1.60
Bnls/Sknls Breast	2.99 - 5.99	710	5.19	2.99 - 4.49	330	3.83	2.99 - 4.49	160	3.50	3.99	30	3.99				3.50 - 3.99	80	3.54
Breast Tenders	3.99 - 6.90	190	4.25													3.99	10	3.99
Split, bn-in Breast	1.49 - 3.49	80	3.30				1.99 - 2.49	110	2.03									
Whole Wings	2.59	10	2.59													2.29	10	2.29
Leg Quarters																		
Legs	0.99 - 1.79	310	1.74															
Thighs	1.49 - 1.99	890	1.61	1.49	70	1.49	0.89 - 1.19	160	1.07	1.49 - 1.98	150	1.56						
Drumsticks	1.49 - 1.79	830	1.58	1.49	70	1.49	0.89 - 1.19	160	1.07	1.49 - 1.98	150	1.56	0.99	10	0.99			
B/S Thighs				3.49	1,030	3.49				2.49	10	2.49						
ORGANIC	5.8% 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			5.9% of 2,400 sampled outlets			5.0% of 1,000 sampled outlets		
	Activity Index = 230			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 140			Activity Index = 50		
Whole Fryer																2.69	10	2.69
Bnls/Sknls Breast	7.99	230	7.99										6.98 - 6.99	10	6.99	6.98 - 6.99	30	6.98
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks													1.99	130	1.99			
B/S Thighs																5.49	10	5.49

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/.