



USDA Weekly Retail Chicken Feature Activity

Fri. Nov 19, 2010

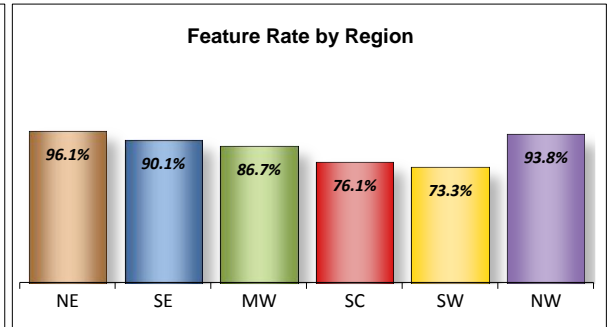
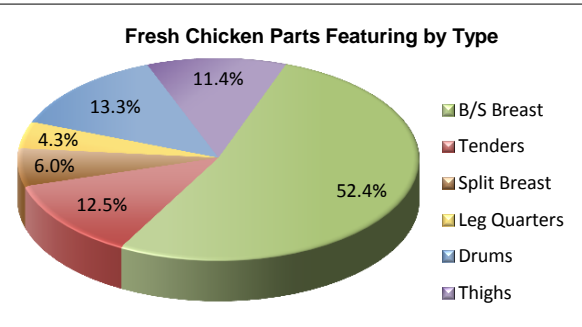
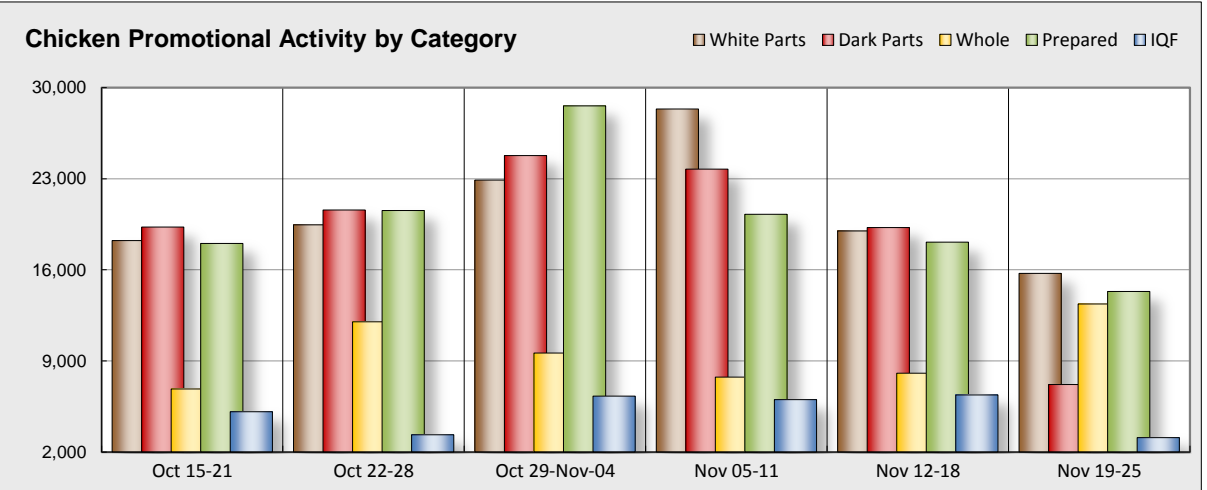
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.

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

| NATIONAL SUMMARY | | | | | | |
|-------------------------------------|-------------------------|---------|-------------------------|---------|-------------------------|---------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
| Feature Rate ^{1/} | 86.4% of 19,200 outlets | | 97.1% of 19,200 outlets | | 84.7% of 18,600 outlets | |
| Special Rate ^{4/} | 6.3% | | 21.3% | | 15.7% | |
| Activity Index ^{2/} | 53,720 | | 71,520 | | 44,660 | |
| WHOLE BIRD: | Stores ^{3/} | Wtd Avg | Stores /3 | Wtd Avg | Stores /3 | Wtd Avg |
| bagged fryer | 1,680 | 0.99 | 2,470 | 1.01 | 1,520 | 1.00 |
| cut-up fryer | 460 | 1.39 | 1,410 | 1.39 | 300 | 1.24 |
| bagged roaster | 7,040 | 1.20 | 1,970 | 1.12 | 7,670 | 1.20 |
| Cornish (frs/frz) | 4,190 | 2.05 | 2,200 | 2.07 | 4,440 | 1.82 |
| PARTS: | | | | | | |
| Bnls/Sknl's Breast | | | | | | |
| regular pack | 7,690 | 2.97 | 5,960 | 2.93 | 5,620 | 2.78 |
| value pack | 2,600 | 2.12 | 2,650 | 2.16 | 2,060 | 1.97 |
| thin sliced | 990 | 3.92 | 1,550 | 3.82 | 1,350 | 4.23 |
| marinated | 20 | 3.99 | 190 | 3.85 | 170 | 3.43 |
| Breast Tenders | | | | | | |
| regular pack | 2,420 | 3.22 | 1,350 | 3.59 | 2,540 | 3.50 |
| value pack | 270 | 2.64 | 60 | 2.41 | 210 | 2.23 |
| Split, bn-in Breast | | | | | | |
| regular pack | 450 | 1.59 | 3,290 | 1.59 | 730 | 1.69 |
| value pack | 850 | 1.29 | 3,200 | 1.30 | 570 | 1.29 |
| Whole Wings | 430 | 2.09 | 730 | 1.84 | 240 | 2.07 |
| Leg Quarters | | | | | | |
| tray pack | 640 | 0.90 | 2,390 | 0.86 | 1,020 | 0.78 |
| bagged | 290 | 0.58 | 1,440 | 0.74 | 470 | 0.46 |
| Legs | 70 | 0.93 | 280 | 1.16 | 200 | 0.94 |
| Thighs | | | | | | |
| regular pack | 1,440 | 1.57 | 2,070 | 1.39 | 1,610 | 1.27 |
| value pack | 1,020 | 1.20 | 3,820 | 1.02 | 1,920 | 1.04 |
| Drumsticks | | | | | | |
| regular pack | 1,570 | 1.54 | 1,880 | 1.41 | 1,610 | 1.28 |
| value pack | 1,300 | 1.08 | 4,200 | 1.00 | 2,030 | 1.04 |
| Bnls/Sknl's Thighs | | | | | | |
| regular pack | 790 | 2.63 | 1,970 | 2.72 | 570 | 2.14 |
| value pack | 60 | 1.79 | 1,190 | 2.00 | 140 | 2.22 |
| 9-pc Combos | | | | | | |
| drum-thigh-breast | | | 350 | 1.49 | 360 | 1.76 |
| drum-thigh-wing | 20 | 1.69 | 400 | 1.17 | 10 | 0.99 |
| IQF | | | | | | |
| B/S Breast | 1,270 | 2.55 | 3,070 | 2.26 | 900 | 2.19 |
| Tenders | 1,100 | 2.56 | 1,960 | 2.34 | 200 | 2.39 |
| Wings | 140 | 2.00 | 740 | 1.81 | 220 | 2.33 |
| Party Wings | 590 | 2.05 | 610 | 2.42 | 850 | 2.28 |

This Week's Chicken Feature Highlights

The volume of chicken featured continues to decline as Thanksgiving week finally arrives. Incentives to purchase disappear, the majority of instances involve roasters or cornish hens. The category of whole birds is taken over by traditional items. BS Breast and tenders rally back from a week earlier, however pricing is nothing special. Split breast and wings wait until the holiday passes. Dark meat parts raise pricing, the volume offered declines sharply. IQF sharply increases pricing. Prepared foods puts it emphasis on whole rotisserie followed closely by bone-in wings, pricing rises from the past week. Specialty and Organic chicken feel the pressure and react accordingly. Holiday features have taken their seasonal toll on chicken as they have done for as long as history has been written. Better days will come before the next big seasonal retail event begins its run. One down, one to go!



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.

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

Fri. Nov 19, 2010

| | 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/ Special Rate 2/ Activity Index 3/ | 96.1% of 4,000 sampled outlets 19.9% of stores w/ no-price promotions Activity Index = 12,270 | | | | 90.1% of 5,100 sampled outlets 4.7% of stores w/ no-price promotions Activity Index = 10,430 | | | | 86.7% of 3,200 sampled outlets 3.6% of stores w/ no-price promotions Activity Index = 5,440 | | | |
| WHOLE BIRD: | Price Range | Stores | Wtd Avg | | Price Range | Stores | Wtd Avg | | Price Range | Stores | Wtd Avg | |
| | | | 4/ | | | | 4/ | | | | 4/ | |
| bagged fryer | 0.99 - 1.29 | 210 | 1.07 | | 0.88 - 1.19 | 400 | 0.98 | | 0.39 - 1.39 | 170 | 0.98 | |
| cut-up fryer | 1.19 - 1.49 | 160 | 1.44 | | 1.19 - 1.49 | 60 | 1.44 | | 1.18 | 110 | 1.18 | |
| bagged roaster | 0.29 - 1.49 | 2,430 | 1.16 | | 0.99 - 1.39 | 1,810 | 1.20 | | 0.88 - 1.49 | 1,400 | 1.18 | |
| Cornish (frs/frz) | 1.48 - 2.49 | 1,140 | 1.96 | | 1.79 - 2.38 | 710 | 2.14 | | 1.81 - 2.55 | 1,010 | 2.17 | |
| 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 | 1.59 - 3.99 | 810 | 2.96 | 1.79 - 3.99 | 1.19 - 2.99 | 3,390 | 2.87 | 1.99 - 4.00 | 1.49 - 3.99 | 700 | 2.88 |
| value pack | 1.99 | 1.49 - 2.99 | 1,170 | 1.98 | 1.77 - 1.99 | 1.69 - 2.79 | 360 | 2.02 | 2.79 | 1.49 - 2.99 | 370 | 2.59 |
| thin sliced | 3.29 - 4.99 | 1.99 - 4.99 | 790 | 4.04 | | 2.99 | 30 | 2.99 | | | | |
| marinated | | 4.99 | 10 | 4.99 | | | | | | 2.99 | 10 | 2.99 |
| Breast Tenders | | | | | | | | | | | | |
| regular pack | 3.49 - 4.49 | 2.59 - 4.29 | 410 | 3.86 | 1.99 - 3.49 | 1.99 | 1,430 | 3.15 | 2.49 - 3.99 | 1.99 - 2.99 | 250 | 2.82 |
| value pack | | 1.99 - 2.99 | 50 | 2.88 | | 2.99 | 20 | 2.99 | | | | |
| Split, bn-in Breast | | | | | | | | | | | | |
| regular pack | 1.39 - 1.79 | | 280 | 1.50 | | | | | 1.29 | 1.49 | 30 | 1.44 |
| value pack | 0.99 - 1.29 | 1.49 - 1.69 | 450 | 1.41 | 0.99 | 0.99 - 1.69 | 270 | 1.05 | 1.71 | 0.88 - 1.49 | 80 | 1.33 |
| Whole Wings | 1.99 - 2.69 | | 150 | 2.64 | 2.69 | | 50 | 2.69 | 1.48 - 1.65 | | 40 | 1.60 |
| Leg Quarters | | | | | | | | | | | | |
| tray pack | 0.59 - 0.89 | 0.49 - 1.49 | 500 | 0.87 | | 0.69 - 1.49 | 80 | 1.14 | | | | |
| bagged | | | | | | 0.49 - 0.59 | 230 | 0.59 | | | | |
| Legs | | 0.88 | 40 | 0.88 | | | | | | | | |
| Thighs | | | | | | | | | | | | |
| regular pack | 0.99 - 1.69 | 1.49 - 1.59 | 700 | 1.48 | 1.29 - 1.69 | 1.49 | 210 | 1.42 | 1.19 - 1.29 | 0.89 - 0.99 | 90 | 1.04 |
| value pack | 0.99 - 1.99 | 0.89 - 1.29 | 520 | 1.33 | 0.99 | 0.89 - 1.29 | 160 | 1.01 | | 0.79 - 0.89 | 20 | 0.85 |
| Drumsticks | | | | | | | | | | | | |
| regular pack | 0.99 - 1.69 | 1.49 - 1.59 | 830 | 1.46 | 1.29 - 1.69 | 1.49 | 210 | 1.42 | 1.19 - 1.29 | 0.89 - 0.99 | 90 | 1.04 |
| value pack | 0.99 - 1.99 | 0.89 - 1.29 | 520 | 1.33 | 0.99 | 0.89 - 1.29 | 160 | 1.01 | | 0.59 - 0.79 | 30 | 0.72 |
| Bnls/Sknls Thighs | | | | | | | | | | | | |
| regular pack | 1.98 - 2.79 | 1.99 - 3.29 | 790 | 2.63 | | | | | | | | |
| value pack | | | | | | | | | | | | |
| 9-pc Combos | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | |
| drum-thigh-wing | 1.69 | | 20 | 1.69 | | | | | | | | |
| Party Wings | | | | | | | | | | | | |
| B/S Breast | 2.40 | | 30 | 2.40 | 2.80 - 3.20 | 2.39 | 370 | 2.90 | 2.00 - 3.20 | 1.66 - 2.80 | 530 | 2.38 |
| Tenders | 2.40 | | 30 | 2.40 | 2.40 - 3.20 | | 370 | 2.91 | 2.00 - 3.20 | 2.33 - 2.80 | 500 | 2.43 |
| Wings | | | | | | | | | | | | |
| Party Wings | 2.33 | 2.00 - 2.33 | 230 | 2.06 | 2.33 | 2.00 - 2.99 | 110 | 2.52 | | 2.00 | 10 | 2.00 |



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.

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

Fri. Nov 19, 2010

| | | 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/ Special Rate 2/ Activity Index 3/ | | 76.1% of 3,500 sampled outlets 1.8% of stores w/ no-price promotions Activity Index = 5,100 | | | | 73.3% of 2,400 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,870 | | | | 93.8% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,280 | | | |
| WHOLE BIRD: | | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | Price Range | Stores | Wtd Avg | | | |
| | | | | 4/ | | | 4/ | | | 4/ | | | |
| bagged fryer | | 0.69 - 0.99 | 180 | 0.89 | 0.79 - 0.99 | 450 | 0.98 | 0.99 - 1.19 | 270 | 1.02 | | | |
| cut-up fryer | | | | | 1.29 | 10 | 1.29 | 1.49 | 120 | 1.49 | | | |
| bagged roaster | | 0.99 - 1.49 | 1,040 | 1.27 | 0.79 - 1.39 | 240 | 1.24 | 1.29 - 1.49 | 120 | 1.43 | | | |
| Cornish (frs/frz) | | 1.81 - 2.40 | 1,010 | 2.06 | 1.49 | 170 | 1.49 | 1.98 - 2.59 | 150 | 2.03 | | | |
| 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 | | 2.25 - 3.49 | 1.78 - 2.99 | 880 | 2.60 | 3.99 - 4.99 | 1.97 - 2.99 | 1,490 | 3.46 | 2.99 | 2.99 | 420 | 2.99 |
| value pack | | 1.79 | 1.49 - 2.79 | 470 | 2.07 | | 1.69 - 1.99 | 60 | 1.92 | 2.28 | 1.99 - 2.49 | 170 | 2.43 |
| thin sliced | | | | | | | | | | | 3.49 | 170 | 3.49 |
| marinated | | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | | |
| regular pack | | 2.48 - 2.49 | | 160 | 2.49 | | | | | | 3.49 | 170 | 3.49 |
| value pack | | | 1.49 - 2.79 | 150 | 2.56 | | | | | | 2.49 | 50 | 2.49 |
| Split, bn-in Breast | | | | | | | | | | | | | |
| regular pack | | | | | | | 2.49 | 20 | 2.49 | 1.69 | | 120 | 1.69 |
| value pack | | | | | | | | | | 1.49 | | 50 | 1.49 |
| Whole Wings | | 1.48 | 1.69 | 140 | 1.65 | | | | | 1.49 | | 50 | 1.49 |
| Leg Quarters | | | | | | | | | | | | | |
| tray pack | | | 0.89 | 50 | 0.89 | | 0.55 | 10 | 0.55 | | | | |
| bagged | | | 0.39 - 0.58 | 50 | 0.54 | | 0.58 | 10 | 0.58 | | | | |
| Legs | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | |
| regular pack | | 1.19 | | 20 | 1.19 | 1.99 | | 300 | 1.99 | | 1.69 | 120 | 1.69 |
| value pack | | 1.19 - 1.29 | 0.99 - 1.09 | 120 | 1.12 | | 0.99 | 150 | 0.99 | 1.49 | | 50 | 1.49 |
| Drumsticks | | | | | | | | | | | | | |
| regular pack | | 1.19 | | 20 | 1.19 | 1.99 | | 300 | 1.99 | | 1.69 | 120 | 1.69 |
| value pack | | 1.19 - 1.29 | 0.49 - 1.09 | 320 | 0.81 | | 0.57 - 0.99 | 220 | 0.90 | 1.49 | | 50 | 1.49 |
| Bnls/Sknls Thighs | | | | | | | | | | | | | |
| regular pack | | | | | | | | | | | | | |
| value pack | | | | | | | 1.79 | 20 | 1.79 | | 1.79 | 40 | 1.79 |
| 9-pc Combos | | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | | |
| IDE | B/S Breast | | 2.00 - 2.80 | 1.33 - 2.49 | 270 | 2.47 | 2.40 | 70 | 2.40 | | | | |
| | Tenders | | 2.00 - 2.40 | 1.33 - 2.33 | 140 | 2.24 | 2.33 | 40 | 2.33 | | 2.33 | 20 | 2.33 |
| | Wings | | | 2.00 | 80 | 2.00 | 2.00 | 40 | 2.00 | | 2.00 | 20 | 2.00 |
| | Party Wings | | | | | | 1.75 - 2.00 | 240 | 1.82 | | | | |



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.
 (prices in dollars per unit or per pound unless otherwise noted)

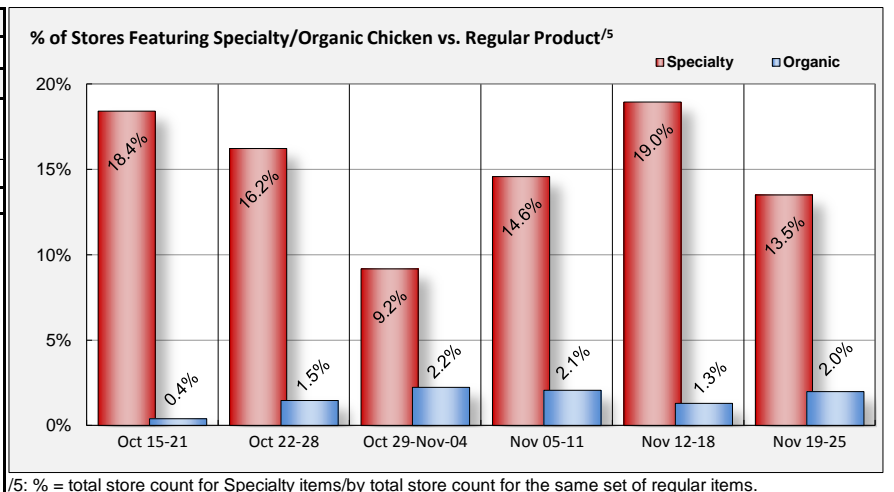
| PREPARED FOODS NATIONAL SUMMARY | | | | | | | | | | | | | | | |
|---|-------------------------|--------------------------------|-------------------------|-------------|--------------------------------|---------|--------------------------------|--------|--------------------------------|-------------|--------------------------------|---------|--------------------------------|--------|---------|
| | THIS WEEK | | LAST WEEK | | LAST YEAR | | | | | | | | | | |
| Feature Rate ^{1/} | 55.6% of 19,200 outlets | | 63.6% of 19,200 outlets | | -- | | | | | | | | | | |
| Activity Index ^{3/} | 14,330 | | 18,120 | | 9,180 | | | | | | | | | | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | | | | | | | | | |
| ROTISSERIE: | | | | | | | | | | | | | | | |
| Whole Bird | | | | | | | | | | | | | | | |
| < 2 lbs. | 5,760 | 5.67 | 4,310 | 5.66 | 3,250 | 5.47 | | | | | | | | | |
| 2.1-3.0 lbs. | 160 | 8.30 | 30 | 7.99 | 90 | 6.99 | | | | | | | | | |
| Whole Breast | | | 280 | 5.63 | 260 | 7.99 | | | | | | | | | |
| Leg Quarter | | | 90 | 1.00 | | | | | | | | | | | |
| FRIED/BAKED: | | | | | | | | | | | | | | | |
| 8-Piece | 3,280 | 6.42 | 6,600 | 6.22 | 2,800 | 6.29 | | | | | | | | | |
| 8-Piece Dark | 960 | 4.05 | 340 | 4.99 | 240 | 4.47 | | | | | | | | | |
| 12-Piece | 530 | 10.25 | 970 | 11.43 | | | | | | | | | | | |
| Wings: | | | | | | | | | | | | | | | |
| bone-in | 2,500 | 5.92 | 2,270 | 5.92 | 1,080 | 5.15 | | | | | | | | | |
| boneless | 130 | 4.52 | 500 | 5.26 | 320 | 4.64 | | | | | | | | | |
| Tenders | 830 | 5.49 | 2,120 | 4.72 | 1,130 | 6.65 | | | | | | | | | |
| Strips | 110 | 3.99 | 170 | 4.18 | | | | | | | | | | | |
| Popcorn | 70 | 4.62 | 440 | 2.98 | 10 | 2.79 | | | | | | | | | |
| 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/} | | 66.3% of 4,000 sampled outlets | | | 55.7% of 5,100 sampled outlets | | 48.3% of 3,200 sampled outlets | | 52.5% of 3,500 sampled outlets | | 44.6% of 2,400 sampled outlets | | 71.8% of 1,000 sampled outlets | | |
| Activity Index ^{3/} | | Activity Index = 3,530 | | | Activity Index = 3,490 | | Activity Index = 2,150 | | Activity Index = 2,760 | | Activity Index = 1,610 | | Activity Index = 790 | | |
| | 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 | | | | | | | | | | | | | | | |
| 1,250 | | | | | | | | | | | | | | | |
| 5.61 | | | | | | | | | | | | | | | |
| 3.99 - 6.99 | | | | | | | | | | | | | | | |
| 2,620 | | | | | | | | | | | | | | | |
| 6.00 | | | | | | | | | | | | | | | |
| 3.99 - 6.99 | | | | | | | | | | | | | | | |
| 1,010 | | | | | | | | | | | | | | | |
| 5.32 | | | | | | | | | | | | | | | |
| 3.00 - 6.79 | | | | | | | | | | | | | | | |
| 670 | | | | | | | | | | | | | | | |
| 5.19 | | | | | | | | | | | | | | | |
| 4.98 | | | | | | | | | | | | | | | |
| 150 | | | | | | | | | | | | | | | |
| 4.98 | | | | | | | | | | | | | | | |
| 4.99 - 6.49 | | | | | | | | | | | | | | | |
| 60 | | | | | | | | | | | | | | | |
| 6.04 | | | | | | | | | | | | | | | |
| 2.1-3.0 lbs. | | | | | | | | | | | | | | | |
| 7.99 | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | |
| 7.99 | | | | | | | | | | | | | | | |
| 7.99 | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | |
| 7.99 | | | | | | | | | | | | | | | |
| Whole Breast | | | | | | | | | | | | | | | |
| Leg Quarter | | | | | | | | | | | | | | | |
| FRIED/BAKED: | | | | | | | | | | | | | | | |
| 8-Piece Mixed | | | | | | | | | | | | | | | |
| 4.99 - 8.00 | | | | | | | | | | | | | | | |
| 890 | | | | | | | | | | | | | | | |
| 6.82 | | | | | | | | | | | | | | | |
| 4.49 - 6.99 | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | |
| 5.50 | | | | | | | | | | | | | | | |
| 5.99 - 7.99 | | | | | | | | | | | | | | | |
| 560 | | | | | | | | | | | | | | | |
| 6.54 | | | | | | | | | | | | | | | |
| 4.99 - 6.99 | | | | | | | | | | | | | | | |
| 950 | | | | | | | | | | | | | | | |
| 5.91 | | | | | | | | | | | | | | | |
| 5.99 - 6.99 | | | | | | | | | | | | | | | |
| 320 | | | | | | | | | | | | | | | |
| 6.86 | | | | | | | | | | | | | | | |
| 8-Piece Dark | | | | | | | | | | | | | | | |
| 3.99 | | | | | | | | | | | | | | | |
| 240 | | | | | | | | | | | | | | | |
| 3.99 | | | | | | | | | | | | | | | |
| 3.99 | | | | | | | | | | | | | | | |
| 460 | | | | | | | | | | | | | | | |
| 3.99 | | | | | | | | | | | | | | | |
| 5.88 - 6.99 | | | | | | | | | | | | | | | |
| 400 | | | | | | | | | | | | | | | |
| 6.57 | | | | | | | | | | | | | | | |
| 12-Piece | | | | | | | | | | | | | | | |
| 8.99 - 9.99 | | | | | | | | | | | | | | | |
| 280 | | | | | | | | | | | | | | | |
| 9.49 | | | | | | | | | | | | | | | |
| 9.49 - 11.99 | | | | | | | | | | | | | | | |
| 70 | | | | | | | | | | | | | | | |
| 11.54 | | | | | | | | | | | | | | | |
| 8.79 - 11.99 | | | | | | | | | | | | | | | |
| 170 | | | | | | | | | | | | | | | |
| 10.98 | | | | | | | | | | | | | | | |
| 9.99 | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | |
| 9.99 | | | | | | | | | | | | | | | |
| Wings: | | | | | | | | | | | | | | | |
| bone-in | | | | | | | | | | | | | | | |
| 3.00 - 6.99 | | | | | | | | | | | | | | | |
| 670 | | | | | | | | | | | | | | | |
| 5.07 | | | | | | | | | | | | | | | |
| 4.99 - 5.00 | | | | | | | | | | | | | | | |
| 180 | | | | | | | | | | | | | | | |
| 4.99 | | | | | | | | | | | | | | | |
| 4.00 - 6.99 | | | | | | | | | | | | | | | |
| 140 | | | | | | | | | | | | | | | |
| 6.17 | | | | | | | | | | | | | | | |
| 3.29 - 6.99 | | | | | | | | | | | | | | | |
| 650 | | | | | | | | | | | | | | | |
| 5.62 | | | | | | | | | | | | | | | |
| 6.99 | | | | | | | | | | | | | | | |
| 550 | | | | | | | | | | | | | | | |
| 6.99 | | | | | | | | | | | | | | | |
| 4.99 - 6.99 | | | | | | | | | | | | | | | |
| 310 | | | | | | | | | | | | | | | |
| 6.92 | | | | | | | | | | | | | | | |
| boneless | | | | | | | | | | | | | | | |
| 4.49 | | | | | | | | | | | | | | | |
| 110 | | | | | | | | | | | | | | | |
| 4.49 | | | | | | | | | | | | | | | |
| 3.99 - 4.99 | | | | | | | | | | | | | | | |
| 20 | | | | | | | | | | | | | | | |
| 4.70 | | | | | | | | | | | | | | | |
| 4.49 | | | | | | | | | | | | | | | |
| 110 | | | | | | | | | | | | | | | |
| 3.99 | | | | | | | | | | | | | | | |
| 4.49 | | | | | | | | | | | | | | | |
| 110 | | | | | | | | | | | | | | | |
| 4.49 | | | | | | | | | | | | | | | |
| 5.99 | | | | | | | | | | | | | | | |
| 130 | | | | | | | | | | | | | | | |
| 5.99 | | | | | | | | | | | | | | | |
| Tenders | | | | | | | | | | | | | | | |
| Strips | | | | | | | | | | | | | | | |
| Popcorn | | | | | | | | | | | | | | | |
| 2.79 - 4.99 | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | |
| 4.13 | | | | | | | | | | | | | | | |
| 4.99 | | | | | | | | | | | | | | | |
| 30 | | | | | | | | | | | | | | | |
| 4.99 | | | | | | | | | | | | | | | |
| 4.99 | | | | | | | | | | | | | | | |
| 10 | | | | | | | | | | | | | | | |
| 4.99 | | | | | | | | | | | | | | | |



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 19, 2010

| | NATIONAL SUMMARY | | | | | |
|-------------------------------------|------------------------|-------------------------|------------------------|------------------------|------------------------|------------------------|
| | SPECIALTY CHICKEN | | | USDA ORGANIC CHICKEN | | |
| | THIS WEEK | LAST WEEK | LAST YEAR | THIS WEEK | LAST WEEK | LAST YEAR |
| Feature Rate ^{1/} | 6.6% of 19,200 outlets | 21.1% of 19,200 outlets | 5.0% of 18,600 outlets | 1.2% of 19,200 outlets | 2.2% of 19,200 outlets | 0.1% of 18,600 outlets |
| Activity Index ^{3/} | 3,030 | 6,510 | 1,830 | 400 | 420 | 50 |
| | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg | Stores Wtd Avg |
| Whole Fryer | 660 1.45 | 950 1.66 | 570 1.75 | 30 1.29 | 10 2.69 | |
| Bnls/Sknls Breast | 680 4.36 | 1,310 4.51 | 320 4.28 | 240 8.04 | 270 7.84 | 30 6.99 |
| Breast Tenders | 360 4.24 | 200 4.24 | 150 4.25 | | | |
| Split, bn-in Breast | 120 2.68 | 190 2.57 | 190 3.26 | | | 20 6.99 |
| Whole Wings | | 20 2.44 | 50 1.49 | | | |
| Leg Quarters | 110 0.99 | | | -- -- | -- -- | -- -- |
| Legs | 70 1.72 | 310 1.74 | 10 1.79 | | | |
| Thighs | 450 1.63 | 1,270 1.53 | 270 1.49 | | | |
| Drumsticks | 380 1.57 | 1,220 1.50 | 270 1.47 | 130 1.99 | 130 1.99 | |
| B/S Thighs | 200 3.14 | 1,040 3.48 | 110 2.79 | | 10 5.49 | 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/} | 21.5% of 4,000 sampled outlets | | | 1.6% of 5,100 sampled outlets | | | 5.4% of 3,200 sampled outlets | | | 3.3% of 3,500 sampled outlets | | | 0.4% of 2,400 sampled outlets | | | 3.0% of 1,000 sampled outlets | | |
| Activity Index ^{3/} | Activity Index = 2,380 | | | Activity Index = 120 | | | Activity Index = 220 | | | Activity Index = 270 | | | Activity Index = 10 | | | Activity Index = 30 | | |
| | 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 | 1.29 - 2.29 | 310 | 1.49 | 1.19 | 80 | 1.19 | 1.19 - 1.69 | 50 | 1.39 | 1.29 - 1.49 | 210 | 1.47 | | | | 1.69 | 10 | 1.69 |
| Bnls/Sknls Breast | 2.99 - 6.99 | 570 | 4.38 | | | | 3.79 - 3.99 | 60 | 3.94 | 4.50 | 20 | 4.50 | 3.99 - 4.99 | 10 | 3.99 | 4.99 | 20 | 4.99 |
| Breast Tenders | 3.29 - 6.99 | 340 | 4.23 | | | | | | | 4.50 | 20 | 4.50 | | | | | | |
| Split, bn-in Breast | 1.49 - 3.49 | 70 | 3.32 | | | | 1.79 | 50 | 1.79 | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Leg Quarters | 0.99 | 110 | 0.99 | | | | | | | | | | | | | | | |
| Legs | 0.99 - 1.99 | 70 | 1.72 | | | | | | | | | | | | | | | |
| Thighs | 1.39 - 1.99 | 420 | 1.66 | | | | 1.29 | 30 | 1.29 | | | | | | | | | |
| Drumsticks | 1.39 - 1.99 | 350 | 1.60 | | | | 1.29 | 30 | 1.29 | | | | | | | | | |
| B/S Thighs | 2.99 | 140 | 2.99 | 2.99 | 40 | 2.99 | | | | 4.50 | 20 | 4.50 | | | | | | |
| 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 | | | 0.0% of 2,400 sampled outlets | | | 0.0% of 1,000 sampled outlets | | |
| | Activity Index = 240 | | | Activity Index = 0 | | | Activity Index = 0 | | | Activity Index = 30 | | | Activity Index = 130 | | | Activity Index = 0 | | |
| Whole Fryer | | | | | | | | | | 1.29 | 30 | 1.29 | | | | | | |
| Bnls/Sknls Breast | 7.99 - 9.99 | 240 | 8.04 | | | | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | | | | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | | | |
| Drumsticks | | | | | | | | | | | | | 1.99 | 130 | 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/>.