

#### **USDA Weekly Retail Chicken Feature Activity**

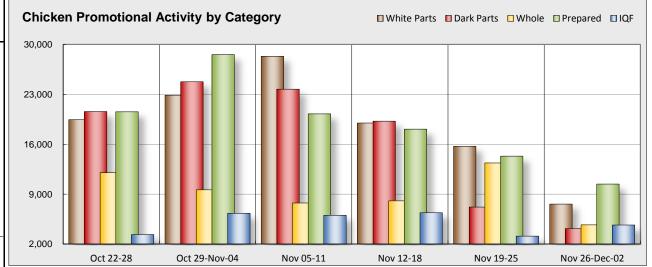
Fri. Nov 26, 2010

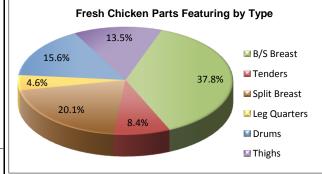
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02.

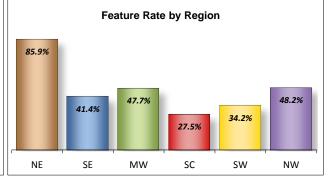
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

NATIONAL SUMMARY													
			VE A D										
		THIS V		LAST		LAST YEAR							
Feature Rate <sup>1/</sup> Special Rate <sup>4/</sup>		48.6% of		86.4% of		40.8% of 18,600							
	4/	outl		outl		outlets							
		7.9		6.3		13.8%							
	octivity Index 2/	31,6 Stores <sup>/3</sup> W		53,7		22,770 Stores /3 Wtd Avg							
VVII				Stores /3 \									
	bagged fryer		1.09	1,680	0.99	1,160	1.14						
	cut-up fryer	70	1.15	460	1.39	210	1.08						
	bagged roaster	2,070	1.13	7,040	1.20	2,700	1.29						
	Cornish (frs/frz)	1,290	2.02	4,190	2.05	1,340	1.92						
	RTS:												
Bnls/Sknls Breast regular pack													
regular pack value pack thin sliced marinated Breast Tenders		1,760	2.78	7,690	2.97	2,060	2.46						
	•	1	2.05	2,600	2.12	1,320	1.99						
		1,080	3.63	990	3.92	710	3.18						
marinated <b>Breast Tenders</b> regular pack		10	2.49	20	3.99								
Breast Tenders													
	• .	900	3.44	2,420	3.22	530	3.24						
value pack		50	1.87	270	2.64	20	1.80						
Split, bn-in Breast													
regular pack		1,890	1.66	450	1.59	1,010	1.19						
value pack		380	1.41	850	1.29	600	1.24						
Whole Wings		120	2.07	430	2.09	290	1.48						
Leg													
Leg Quarters tray pack			1.01	640	0.90	530	0.90						
		20	0.59	290	0.58	560	0.43						
bagged <b>Legs</b>		270	1.22	70	0.93								
Thig	•	70	4.07	4 440	4 ==	4 400							
Thighs regular pack		70	1.07	1,440	1.57	1,480	1.14						
	value pack	1,450	1.11	1,020	1.20	1,120	1.03						
Dru	msticks	400	4 47	4.570	4.54	4.450	4.40						
	regular pack		1.17	1,570	1.54	1,450	1.12						
Dol	value pack s/Sknls Thighs	1,640	1.09	1,300	1.08	1,070	1.05						
DIII	regular pack	30	2.22	790	2.63	340	2.93						
	value pack	60	1.79	60	1.79	340	2.33						
9-nc	c Combos	00	1.70	00	1.70								
•		140	1.59			150	1.39						
drum-thigh-breast drum-thigh-wing		40	1.69	20	1.69	100	1.00						
	B/S Breast	2,170	2.53	1,270	2.55	830	2.17						
=	Tenders	2,170	2.54	1,100	2.56	70	1.94						
Ā	Wings	190	1.50	140	2.00	, ,	1.01						
	Party Wings	250	2.35	590	2.05	20	2.28						
	Faity willgs	200	2.30	590	2.00	20	2.20						

# This Week's Chicken Feature Highlights Chicken features suffer under the strong influence of the Thanksgiving holiday. Less than half the stores in the USA offer chicken during this time of plenty. White and dark parts offer little to get excited about. Post-Holiday ads offer more choices in chicken, but they too feel the strong influence of seasonal marketing. IQF parts present a glimpse of things to come in their offerings, alas price is really no incentive to cause clearances. Prepared Foods offers little to draw attention, fried dark meat and cheaper prepared wings are about it. Specialty and organics wait for more prosperous times. Left overs will last a few more days, Black Friday shoppers will run wild and usher in the start of the next big winter event. Pass the Rolaids, turn the TV to football, and wait, chicken ads should return in force before you can begin decorating for the next big holiday.







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 <u>any</u> 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 26, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02. (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

	NORTHEAST U.S	<b>.</b>		200	SOUTHEAST U.S.				MIDWEST U.S.			H. A.			
	(CT,DE,MA,MD,ME,I	NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC	C,TN,VA,WV)		Little	(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)  47.7% of 3,200 sampled outlets						
Feature Rate 1/	85.9%	of 4,000 sample			41.4%	of 5,100 sample	doutlets								
Special Rate 2/	32.0% of s	stores w/ no-price	ns	1.3% of st	tores w/ no-price	promotion	3.0% of stores w/ no-price promotions								
Activity Index 3/		ctivity Index = 10	•			activity Index = 6,	•		Activity Index = 2,930						
,	Price Range	<u> </u>	Stores V	Ntd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores Wtd Avg						
WHOLE BIRD:				ŀ/				4/	ŭ			1/			
bagged frye	er 0.99 - 1.49		940	1.08	0.88 - 1.29		220	1.13	0.79 - 1.39		90	1.01			
cut-up frye			40	1.09					1.23		30	1.23			
bagged roaste	er 0.88 - 1.29		860	1.20	0.98 - 1.19		630	1.00	0.99 - 1.89		540	1.17			
Cornish (frs/frz	z) 1.19 - 2.59		500	1.96	1.99 - 2.18		150	2.03	1.91 - 2.18		460	2.14			
PARTS:	Processor Brand	Store Brand	Stores V		Processor Brand	Store Brand	Stores		Processor Brand	Store Brand	Stores V				
Bnls/Sknls Breast															
regular pac	k 2.99 - 3.99	1.88 - 3.29	910	2.78		1.99 - 3.29	320	2.56	2.29 - 4.49	1.99 - 2.99	360	2.83			
value pad	k 1.98 - 1.99	1.88 - 2.99	1,000	2.09	1.88	1.99	280	1.91		1.79 - 1.99	20	1.89			
thin slice	d 3.99 - 4.99	1.69 - 3.99	1,030	3.66		3.29	40	3.29							
marinate	d	2.49	10	2.49											
Breast Tenders															
regular pac		1.99 - 3.99	730	3.48	3.99	2.99 - 3.29	120	3.24	3.33 - 4.49	2.29 - 2.69	50	3.36			
value pac	:k	1.99	10	1.99		1.68	10	1.68							
Split, bn-in Breast															
regular pac		1.24 - 1.70	550	1.78	0.99	1.69	1,250	1.57	1.71 - 2.40	1.39	90	2.22			
value pac		0.99 - 1.69	250 10	1.40	0.99	1.69	60	1.39	1.71		30	1.71			
Whole Wings Leg Quarters	1.99 - 2.19		10	2.11					1.71 - 2.09		100	1.98			
tray pag	k 0.69 - 0.89	0.49 - 1.29	420	1.03											
bagge		0.10 1.20	10	0.69											
Legs	0.99	1.49	270	1.22											
Thighs															
regular pac	k 0.99 - 1.49	0.99	30	1.19					0.99		40	0.99			
value pac	k 0.99 - 1.29	0.99 - 1.49	1,090	1.15		0.89 - 0.99	90	0.96	0.79	0.89 - 0.99	50	0.88			
Drumsticks															
regular pac		0.89 - 0.99	80	1.25					0.99		40	0.99			
value pad	k 0.89 - 1.29	0.88 - 2.99	1,180	1.18		0.89 - 0.99	90	0.96	0.79	0.54 - 0.99	120	0.68			
Bnls/Sknls Thighs regular page	k 2.29 - 2.49		20	2.38						1.89	10	1.89			
value pad			20	2.30						1.09	10	1.09			
9-pc Combos															
drum-thigh-breas	st 1.59		140	1.59											
drum-thigh-win		1.69	40	1.69											
B/S Breas					2.80 - 3.20	2.50	1,390	2.61	1.99 - 3.20	1.99 - 2.49	360	2.15			
D Tender	s				2.80 - 3.20	2.50	1,390	2.61	1.99 - 3.20	2.33 - 2.49	350	2.16			
willy										1.50	190	1.50			
Party Wing	s	2.33 - 2.50	180	2.49											

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911

website: http://www.ams.usda.gov/pymarketnews



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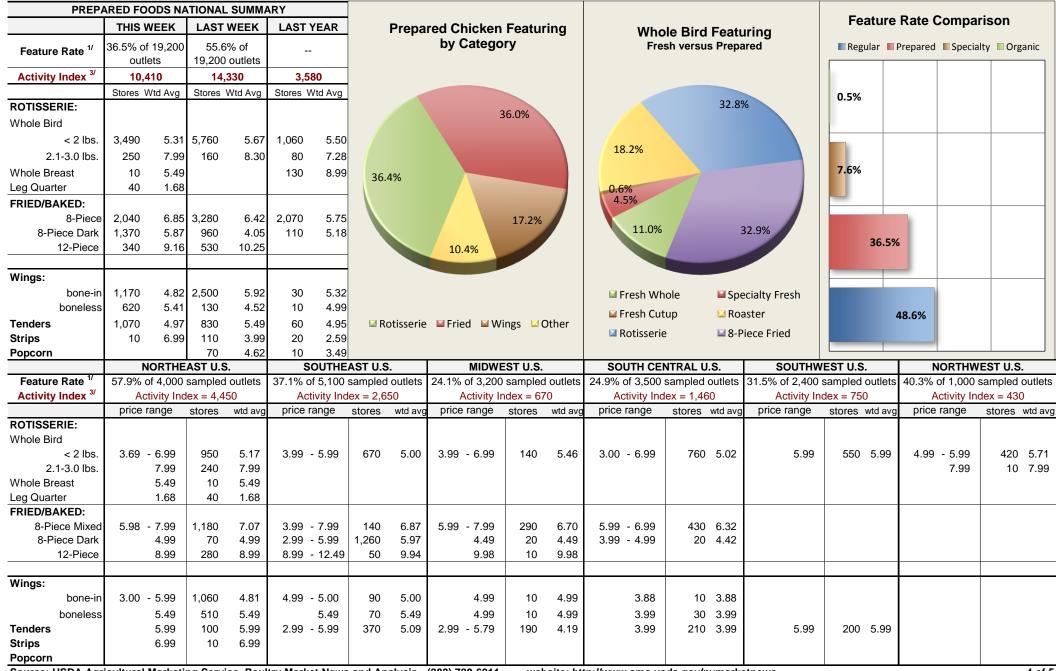
		SOUTH CENTRA	L U.S		AAA	SOUTHWEST U.S.			NORTHWEST U.S. (ID,MT,OR,WA,WY)						
		(AR,AZ,CO,KS,LA,M	O,NM,OK,TX,UT)		THE THE	(CA,NV)									
Featu	re Rate 1/	27.5%	of 3,500 sampled	doutlets		34.2%	of 2,400 sampled	outlets	48.2% of 1,000 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 470						
Spec	ial Rate 2/	2.4% of s	tores w/ no-price	promotion	s	0.0% of st	ores w/ no-price	promotio							
Activity Index 3/		,	Activity Index = 1,	020		Į.	Activity Index = 5	20							
WHOLE BI	RD:	Price Range		Stores \	Ntd Avg I/	Price Range			Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/		
	bagged fryer														
	cut-up fryer														
	bagged roaster	0.99 - 1.49		40	1.30										
	Cornish (frs/frz)	1.99 - 2.22		20	2.16	1.39 - 1.99		160	1.87						
PARTS:		Processor Brand	Store Brand	Stores \	Vtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg		
Bnls/Sknls	Breast														
	regular pack		1.99 - 2.69	70	2.82	3.99	1.99	100	3.35						
	value pack	1.79	1.19 - 1.77	50	1.65		2.49	20	2.49		2.49	40	2.49		
	thin sliced		1.98	10	1.98										
	marinated .														
Breast Ten															
	regular pack		1.89	30	1.89										
Culit hu iu	value pack		1.09	30	1.69										
Split, bn-in	regular pack														
	value pack		1.29	40	1.29										
Whole Win		2.99	1.20	10	2.99										
Leg Quarte															
•	tray pack		0.59	40	0.59					1.29		40	1.29		
	bagged		0.48	10	0.48										
Legs															
Thighs															
	regular pack														
Drumstick	value pack	1.29	0.89 - 1.09	220	0.99										
Drumstick	s regular pack														
	value pack		0.78 - 1.09	240	0.97		0.59	10	0.59						
Bnls/Sknls	•	1.20	0.70 1.00	240	0.01		0.00		0.00						
	regular pack														
	value pack						1.79	20	1.79		1.79	40	1.79		
9-pc Comb															
	um-thigh-breast														
	drum-thigh-wing														
	B/S Breast		2.00 - 2.49	120	2.34		3.00	70	3.00		2.00 - 3.19	230	2.60		
Ā	Tenders		2.00 - 2.49	120	2.34		3.00	70	3.00		2.66	120	2.66		
''	Wings						2.00	70	2.00						
	Party Wings						2.00	70	2.00			<u> </u>			



#### **USDA Weekly Retail Chicken Feature Activity - Prepared Chicken**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02.

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





# 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 11/26 thru 12/02.

Fri. Nov 26, 2010

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

	NATIONAL SUMMARY											9/ of Charge Feetuning Cassiella /Organia Chielea ur. Bernder Serden 5											
		SP	ECIALTY	CHICK		_			ORGA	VIC CHI	CKEN		% of Stores Featuring Specialty/Organic Chicken vs. Regular Product <sup>/5</sup>										nic .
	THIS V	NEEK	LAST V	VEEK	LAST	/EAR	THIS V	VEEK	LAST	WEEK	LAST	YEAR	20%								Борестану	Olyai	
Feature Rate 1/	7.6% of 19,200 outlets		, , , , , , , , , , , , , , , , , , ,		3.1% of outle	,	0.5% of outle	,	1.2% of outl	,	0.9% of 18,600 outlets								1000 N	10		10/0/0	
Activity Index 3/	2,260		3,03	3,030		1,780		)	40	400		230		000						-			
	Stores \	Vtd Avg	Stores W	/td Avg	Stores W	√td Avg	Stores V	Vtd Avg	Stores \	Vtd Avg	Stores V	Ntd Avg		10500				'V'O/0					
Whole Fryer	510	2.13	660	1.45	210	2.15	70	2.89	30	1.29								(W)			13.5%		
Bnls/Sknls Breast	990	4.52	680	4.36	330	5.10			240	8.04			10%	-					_	•			
Breast Tenders	340	4.66	360	4.24												-0/0							
Split, bn-in Breast	150	2.75	120	2.68	230	2.49					230	4.49				3°J.							
Whole Wings	10	1.99											5%	-			olo	alc		•	-10		
Leg Quarters			110	0.99	230	0.99									olo	า	1,2%	2,70/6		130/0	2,0%		5.70/0
Legs			70	1.72											رن. ا							C	2
Thighs	80	1.99	450	1.63	390	1.62							0%										
Drumsticks	10	1.99	380	1.57	390	1.61			130	1.99				Oct 2	2-28 (	Oct 29-No	v-04	Nov 05-11	Nov	/ 12-18	Nov 19-25	Nov 26-D	ec-02
B/S Thighs	170 3.38 200 3.14		3.14			10 2.99						/5: % = total store count for Specialty it			ems/by to	otal store c	ount for th	e same	set of regular items	•	,		
SPECIALTY	NORTHEAST U.S.				S	OUTHE	AST U.S.	•		MIDWE	ST U.S.		SOUTH CENTRAL U.S.			.S.	S	OUTHW	EST U.S		NORTHW	EST U.S	5.
Feature Rate 1/	24.9% of 4,000 sampled outlets			outlets	2.3% of	2.3% of 5,100 sampled outlets			7.7% of 3,200 sampled outlets			0.7% of 3,500 sampled outlets			1.3% of 2,400 sampled outlets			outlets	1 '				
Activity Index 3/	Ac	tivity Inc	dex = 1,64	0	Activity Index =			ex = 210		Activity Inc		ndex = 220		Activity Index = 70		Activity Index = 30			Activity Index = 90		)		
	price i	range	stores	wtd avg	price ra	ange	stores	wtd avg			stores	wtd avg	price	range	stores		price	range	stores	wtd avg	price range	stores	wtd avg
Whole Fryer	1.99	- 2.59	250	2.24					1.19	2.59	190	2.10		1.49	10	1.49		1.89	20	1.89	1.89	40	1.89
Bnls/Sknls Breast		- 5.99	780	4.97	1.19 -		150	2.47	1.19	- 3.99	20	2.37		4.24	20	4.24	3.99	- 4.99	10	3.99	4.99	10	4.99
Breast Tenders		- 5.59	280	4.79		3.99	40	3.99						4.24	20	4.24							
Split, bn-in Breast	1.99	- 3.49	120	2.84		1.99	20	1.99													3.29	10	3.29
Whole Wings																					1.99	10	1.99
Leg Quarters																							
Legs Thighs		1.99	70	1.99																	1.99	10	1.99
Drumsticks		1.55	70	1.99																	1.99	10	1.99
B/S Thighs		3.29	140	3.29						2.99	10	2.99		4.24	20	4.24					1.55	10	1.55
	1.5% 0		sampled o		0.0% of	5.100 s	sampled o	outlets	0.7% 0						sampled of		0.0%	of 2,400 s	ampled o	outlets	0.6% of 1,000 s	ampled	outlets
ORGANIC			1 + 70		0.0% of 5,100 sampled outlets Activity Index = 0				0.7% of 3,200 sampled outlets Activity Index = 0			Activity Index = 0					Activity Ir			Activity Index = 10			
Whole Fryer		- 3.99	70	2.89		•				•											Í		
Bnls/Sknls Breast																							
Breast Tenders																							
Split, bn-in Breast																							
Whole Wings																							
Legs																							
Thighs																							
Drumsticks																							
B/S Thighs	1				Ī				I												2.99	10	2.99

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/.