USDA Weekly Retail Chicken Feature Activity

Fri. Dec 03, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.

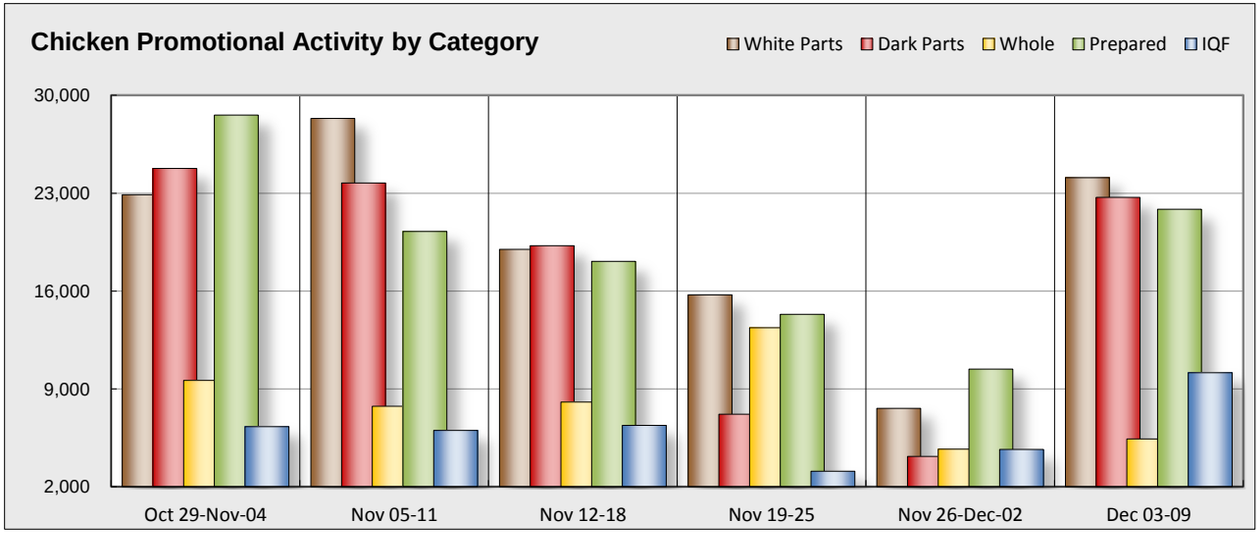
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

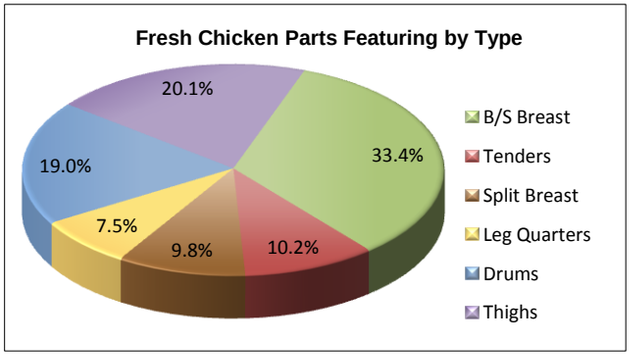
NATIONAL SUMMARY

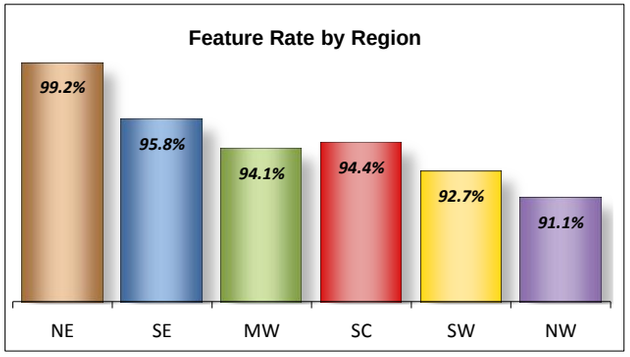
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**95.3% of 19,200 outlets**		**48.6% of 19,200 outlets**		**96.0% of 18,600 outlets**	
Special Rate 4/	**18.5%**		**7.9%**		**23.1%**	
Activity Index 2/	**84,620**		**31,690**		**82,030**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	2,530	0.96	1,250	1.09	4,480	0.93
cut-up fryer	610	1.24	70	1.15	4,150	1.28
bagged roaster	1,540	1.00	2,070	1.13	2,170	1.15
Cornish (frs/frz)	730	1.93	1,290	2.02	800	1.78
PARTS:						
Bnls/Sknls Breast						
regular pack	8,150	2.41	1,760	2.78	7,420	2.98
value pack	3,300	2.16	1,410	2.05	5,310	1.97
thin sliced	2,690	3.90	1,080	3.63	1,860	3.82
marinated	10	2.99	10	2.49	280	3.70
Breast Tenders						
regular pack	3,880	2.61	900	3.44	3,710	3.44
value pack	430	1.91	50	1.87	1,400	2.00
Split, bn-in Breast						
regular pack	2,580	1.59	1,890	1.66	2,120	1.54
value pack	1,580	1.19	380	1.41	3,980	1.03
Whole Wings	1,490	2.12	120	2.07	960	2.13
Leg Quarters						
tray pack	1,600	0.92	500	1.01	2,410	0.80
bagged	1,590	0.56	20	0.59	1,680	0.57
Legs	450	1.26	270	1.22	560	1.26
Thighs						
regular pack	3,120	1.31	70	1.07	2,650	1.36
value pack	5,400	1.11	1,450	1.11	4,350	1.01
Drumsticks						
regular pack	2,670	1.22	120	1.17	2,660	1.36
value pack	5,390	1.10	1,640	1.09	4,340	1.02
Bnls/Sknls Thighs						
regular pack	2,310	2.60	30	2.22	2,040	2.28
value pack	170	1.99	60	1.79	470	1.83
9-pc Combos						
drum-thigh-breast	340	2.17	140	1.59	480	1.43
drum-thigh-wing	60	1.69	40	1.69	390	1.18
IQF B/S Breast	4,940	2.64	2,170	2.53	5,710	2.52
IQF Tenders	3,320	2.76	2,050	2.54	3,380	2.36
IQF Wings	1,340	2.06	190	1.50	220	2.34
IQF Party Wings	550	2.01	250	2.35	640	1.89

This Week's Chicken Feature Highlights

Chicken returns in force to retail outlets, incentives to purchase climb sharply, the good times return after an extended absence from the meat case. Bagged fryers offer a good deal in most areas, Cornish and roasters lower prices to clear inventory. Regular pack B/S Breast are the deal of the week, no for the month, better yet the YEAR! Pricing levels have not been seen as low as this in a while. Tenders also will attract attention due to lower prices as will split breasts. For those of you who prefer dark meat, fear not, your wishes have been realized. Leg quarters are available in all areas in either bagged or tray pack form, pricing is attractive. Drums and thighs return in volume, average pricing leaves little to be desired although there are excellent bargains scattered around if you look. IQF backs up fresh sales,but pricing is up sharply. The Deli doubles in volume offered, remember to reward the Thanksgiving cook this week. Specialty kicks up, organics hold their place, nothing special going on here. Chicken has once again returned to prominence in retail outlets, do not hesitate to fill your baskets, pricing may not be this low for a while.







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. Dec 03, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.

(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/	**99.2% of 4,000 sampled outlets**				**95.8% of 5,100 sampled outlets**				**94.1% of 3,200 sampled outlets**			
Special Rate 2/	**25.2% of stores w/ no-price promotions**				**22.3% of stores w/ no-price promotions**				**21.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 15,070**				**Activity Index = 12,550**				**Activity Index = 13,390**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.39		490	1.07	0.78 - 1.39		270	1.07	0.77 - 1.58		380	1.03
cut-up fryer	1.39		20	1.39	0.98 - 1.29		370	1.09	1.29		20	1.29
bagged roaster	0.69 - 1.49		1,390	1.00	0.98 - 1.49		150	1.07				
Cornish (frs/frz)	1.49 - 2.29		270	1.91	2.00		10	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	1.69 - 3.99	1.49 - 4.49	1,610	2.89	1.69 - 2.99	0.99 - 1.99	2,320	1.90	1.69 - 4.49	1.48 - 2.99	1,250	2.19
value pack	2.99	1.68 - 3.29	1,550	2.30	1.77 - 1.99	1.97 - 1.99	400	1.93	1.98 - 1.99	1.99 - 2.49	440	2.00
thin sliced	2.49 - 4.99	2.99 - 4.99	1,020	3.82		3.99	1,250	3.99	2.98 - 4.49		190	3.63
marinated		2.99	10	2.99								
Breast Tenders												
regular pack	1.99 - 3.49	1.99 - 4.99	710	3.77	1.88 - 2.49	1.77 - 2.99	1,830	2.04	1.88 - 4.49	1.99 - 2.99	420	2.51
value pack	1.99	1.99	150	1.99		1.99	100	1.99		1.99	10	1.99
Split, bn-in Breast												
regular pack	0.99 - 1.99	0.99 - 1.99	1,090	1.71	1.19 - 1.49	0.99 - 1.99	180	1.48	0.99 - 1.99	0.88 - 1.89	540	1.73
value pack	1.29	0.88 - 1.69	560	1.28	0.98	0.78 - 1.69	330	1.04	0.99 - 1.82	0.79 - 1.99	190	1.48
Whole Wings	1.79 - 2.39	1.99	310	1.85		1.69 - 1.99	250	1.95		1.78 - 1.99	140	1.98
Leg Quarters												
tray pack	0.69 - 0.89	0.49 - 0.99	660	0.80		0.99	70	0.99	0.69 - 0.98	0.59 - 0.79	160	0.88
bagged	0.79	0.49 - 0.59	180	0.52	0.59	0.49 - 0.59	890	0.59		0.48 - 0.59	70	0.55
Legs	0.99 - 1.39	0.99 - 1.29	150	1.20		1.29	20	1.29				
Thighs												
regular pack	0.99 - 1.39	0.99 - 1.29	970	1.21	0.99	0.99 - 1.29	410	1.04	0.69 - 1.18	1.19	320	1.16
value pack	0.99 - 1.49	0.88 - 1.39	930	1.12	0.79 - 1.19	0.99 - 1.29	470	1.03	1.14 - 1.19	0.79 - 1.29	1,550	1.15
Drumsticks												
regular pack	0.99 - 1.39	0.99 - 1.29	970	1.21	0.99	0.99 - 1.29	410	1.04	0.69 - 1.18	1.19	310	1.17
value pack	0.99 - 1.49	0.88 - 1.39	930	1.13	0.79 - 1.29	0.79 - 1.29	560	1.02	0.99 - 1.29	0.48 - 1.29	1,580	1.21
Bnls/Sknls Thighs												
regular pack	1.99 - 2.69	0.99 - 2.49	480	2.45	1.99 - 2.99	1.99	580	2.82	2.49	1.88 - 1.99	390	2.08
value pack		1.99	40	1.99		1.99	20	1.99		1.99	80	1.99
9-pc Combos												
drum-thigh-breast	1.37		20	1.37		2.48	200	2.48	1.55 - 2.80		120	1.78
drum-thigh-wing		1.69	30	1.69		1.69	30	1.69				
IQF **B/S Breast**		1.49 - 2.25	290	2.11	2.80 - 3.20	2.00 - 2.66	510	2.56	2.40 - 3.20	1.66 - 3.20	2,570	2.74
IQF **Tenders**					2.80 - 3.20	2.20 - 2.66	800	2.46	3.20	2.33 - 3.20	1,720	2.97
IQF **Wings**		2.00	100	2.00		1.75	10	1.75		1.75 - 2.40	900	2.04
IQF **Party Wings**		1.50	140	1.50		2.00 - 2.33	110	2.09		2.33	40	2.33

USDA Weekly Retail Chicken Feature Activity

Fri. Dec 03, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.

(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/	**94.4% of 3,500 sampled outlets**				**92.7% of 2,400 sampled outlets**				**91.1% of 1,000 sampled outlets**			
Special Rate 2/	**10.9% of stores w/ no-price promotions**				**10.7% of stores w/ no-price promotions**				**8.6% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 8,350**				**Activity Index = 9,280**				**Activity Index = 4,130**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.69 - 1.19		300	0.81	0.69 - 0.99		560	0.77	0.79 - 1.39		530	1.06
cut-up fryer					1.49		200	1.49				
bagged roaster												
Cornish (frs/frz)	1.80 - 2.88		160	2.10	1.79		260	1.79	2.49		30	2.49
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 - 2.99	1.39 - 2.99	1,300	2.35		1.59 - 3.49	890	2.54	3.99 - 4.99	1.69 - 2.98	780	3.18
value pack		1.49 - 1.97	430	1.87		1.37 - 1.68	30	1.58		1.37 - 3.99	450	2.39
thin sliced									5.49	2.49	230	3.99
marinated												
Breast Tenders												
regular pack	1.88 - 2.99	1.97 - 2.99	370	2.64		1.87 - 2.99	160	1.97	5.49	2.49 - 2.69	390	3.48
value pack										1.69 - 2.48	170	1.79
Split, bn-in Breast												
regular pack	1.19 - 1.99	0.79 - 1.69	320	1.28	1.49	0.99	280	1.44		1.29	170	1.29
value pack	1.29 - 1.39	0.78 - 1.29	250	1.15	0.99	0.99	200	0.99	0.98 - 1.00		50	0.99
Whole Wings	1.88 - 1.99	1.39 - 1.79	200	1.77	2.99	1.99	590	2.49				
Leg Quarters												
tray pack	0.89	0.59 - 0.79	40	0.76		0.77 - 1.29	550	1.01		1.29	120	1.29
bagged		0.39 - 0.59	390	0.54	0.37	0.49	60	0.42				
Legs						1.29	280	1.29				
Thighs												
regular pack	0.98 - 1.29	0.99 - 1.19	670	1.10	1.69 - 2.29		530	2.00	0.99 - 1.99	1.29	220	1.49
value pack	0.89 - 1.19	0.59 - 1.29	650	1.04	0.99 - 1.29	0.77 - 1.29	1,620	1.12	0.99 - 1.00	0.98 - 1.29	180	1.21
Drumsticks												
regular pack	0.99 - 1.29	0.79 - 1.19	630	1.10	1.69		250	1.69	0.99 - 1.99		100	1.72
value pack	0.89 - 1.29	0.49 - 1.29	870	0.98	0.99 - 1.18	0.57 - 1.29	1,390	1.07	0.99 - 1.00	0.98 - 1.29	60	1.04
Bnls/Sknls Thighs												
regular pack	2.99	1.88 - 1.99	190	2.27		1.87 - 3.49	600	2.93	2.99	1.99 - 2.98	70	2.69
value pack		1.99	30	1.99								
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing												
IQF B/S Breast	1.66 - 3.20	1.66 - 3.20	590	2.39	2.33 - 2.80	2.40 - 3.00	440	2.62	3.20	2.40 - 2.50	540	2.80
IQF Tenders	2.33 - 3.20	2.19 - 3.20	500	2.50	2.80	2.40 - 3.00	280	2.79		2.40	20	2.40
IQF Wings		2.00 - 2.33	270	2.18		2.00	40	2.00		2.00	20	2.00
IQF Party Wings		2.00 - 2.33	190	2.26		2.00	70	2.00				

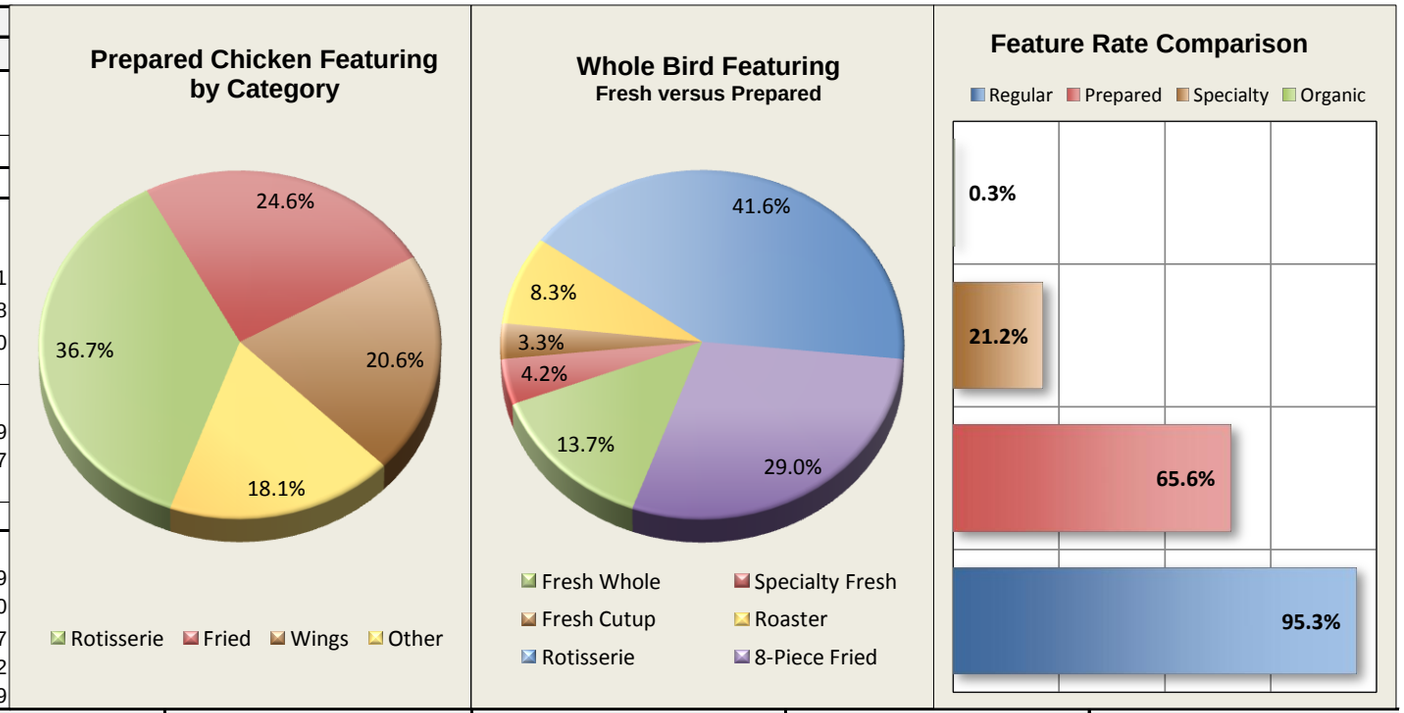
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.

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

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	65.6% of 19,200 outlets		36.5% of 19,200 outlets		--	
Activity Index [3/]	**21,850**		**10,410**		**18,200**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	6,580	5.74	3,490	5.31	6,220	5.51
2.1-3.0 lbs.	1,120	7.67	250	7.99	410	6.98
Whole Breast	270	5.99	10	5.49	80	6.00
Leg Quarter	40	1.68	40	1.68		
FRIED/BAKED:						
8-Piece	3,680	5.98	2,040	6.85	5,700	6.09
8-Piece Dark	710	4.56	1,370	5.87	100	4.97
12-Piece	980	10.47	340	9.16		
Wings:						
bone-in	3,260	5.19	1,170	4.82	3,360	4.99
boneless	1,250	5.10	620	5.41	1,030	5.80
Tenders	3,490	5.13	1,070	4.97	1,050	5.67
Strips	300	5.13	10	6.99	70	4.42
Popcorn	170	4.99			180	3.69



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	79.2% of 4,000 sampled outlets			58.1% of 5,100 sampled outlets			66.9% of 3,200 sampled outlets			61.0% of 3,500 sampled outlets			61.4% of 2,400 sampled outlets			72.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 6,600			Activity Index = 4,810			Activity Index = 3,590			Activity Index = 4,070			Activity Index = 1,470			Activity Index = 1,310		
	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	1,300	5.98	3.99 - 6.95	1,670	6.21	4.99 - 6.99	1,450	5.40	4.98 - 6.99	1,390	5.39	4.98 - 5.00	330	5.00	4.98 - 6.99	440	6.04
2.1-3.0 lbs.	6.99 - 8.99	810	7.86							6.99 - 8.99	300	7.14				7.99	10	7.99
Whole Breast	3.99 - 6.99	270	5.99															
Leg Quarter	1.68	40	1.68															
FRIED/BAKED:																		
8-Piece Mixed	5.97 - 6.99	440	6.90	3.99 - 6.99	1,170	5.93	4.98 - 7.99	880	6.13	3.99 - 6.99	660	5.42	4.78 - 5.99	320	5.43	5.99 - 6.99	210	6.39
8-Piece Dark	3.29 - 5.99	210	4.53	2.99 - 4.00	100	3.69	4.99 - 5.99	170	5.63	2.99 - 4.99	30	4.51	3.99	170	3.99	4.99 - 5.00	30	5.00
12-Piece	7.99 - 11.99	660	11.13	11.99	70	11.99	7.88 - 12.00	130	8.56	7.99	120	7.99						
Wings:																		
bone-in	3.88 - 7.99	1,320	6.10	3.88 - 5.99	640	4.95	3.88 - 5.97	370	5.06	3.29 - 5.99	410	4.22	4.99	200	4.99	3.29 - 6.99	320	3.50
boneless	3.00 - 5.99	1,040	5.24	3.99 - 4.99	130	4.55	3.99 - 4.99	20	4.60	3.98 - 3.99	60	3.99						
Tenders	4.99 - 7.99	160	5.51	3.99 - 6.99	1,030	5.94	3.98 - 6.99	560	5.23	2.99 - 6.99	990	4.69	4.99 - 5.99	450	5.43	1.49 - 4.99	300	2.95
Strips	2.99 - 4.99	180	4.82				2.49	10	2.49	4.99 - 5.99	110	5.88						
Popcorn	4.99	170	4.99															

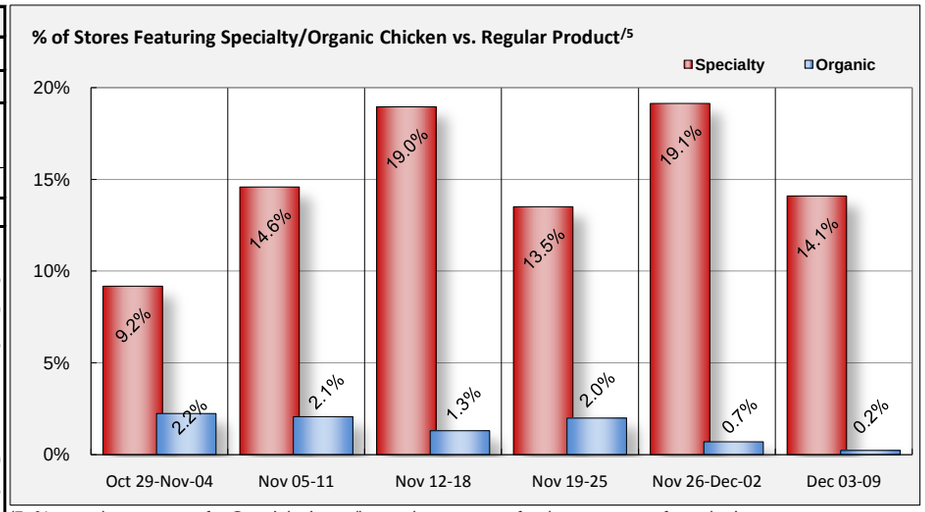
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Dec 03, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/03 thru 12/09.

(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/]	21.2% of 19,200 outlets		7.6% of 19,200 outlets		19.2% of 18,600 outlets		0.3% of 19,200 outlets		0.5% of 19,200 outlets		1.7% of 18,600 outlets	
Activity Index [3/]	**6,000**		**2,260**		**5,670**		**90**		**80**		**840**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	780	1.75	510	2.13	650	1.86			70	2.89		
Bnls/Sknls Breast	2,770	5.19	990	4.52	3,400	5.50	40	8.99			210	7.65
Breast Tenders	890	4.65	340	4.66	400	5.19	10	9.99			180	7.99
Split, bn-in Breast	130	2.37	150	2.75	250	2.87	30	4.86			200	2.38
Whole Wings	10	1.99	10	1.99	240	2.31						
Leg Quarters					80	0.95	--	--	--	--	--	--
Legs	60	1.27										
Thighs	570	1.50	80	1.99	190	1.88					30	3.99
Drumsticks	760	1.60	10	1.99	460	1.94					220	2.53
B/S Thighs	30	3.22	170	3.38	240	2.78	10	2.99	10	2.99	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/]	48.4% of 4,000 sampled outlets			23.8% of 5,100 sampled outlets			10.4% of 3,200 sampled outlets			14.6% of 3,500 sampled outlets			2.2% of 2,400 sampled outlets			2.9% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 2,930			Activity Index = 1,410			Activity Index = 650			Activity Index = 910			Activity Index = 30			Activity Index = 70		
	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 - 2.79	470	1.81	1.69 - 1.79	150	1.69	1.49 - 1.69	80	1.61	1.69 - 2.49	50	1.94	0.99 - 1.79	10	0.99	0.99 - 1.79	20	1.26
Bnls/Sknls Breast	3.99 - 5.99	1,000	4.88	3.29 - 5.99	1,120	5.79	2.99 - 5.49	300	3.95	4.59 - 5.49	340	5.22	6.49	10	6.49			
Breast Tenders	3.99 - 5.99	610	4.41				4.99	10	4.99	4.59 - 5.49	270	5.16						
Split, bn-in Breast				2.29	20	2.29	2.29	30	2.29	2.29	70	2.29				3.29	10	3.29
Whole Wings																1.99	10	1.99
Leg Quarters																		
Legs	1.39	30	1.39				0.99	20	0.99				1.49	10	1.49			
Thighs	1.29 - 1.99	340	1.57	1.29 - 1.39	60	1.33	0.99 - 1.29	70	1.12	1.49 - 1.79	90	1.61				1.99	10	1.99
Drumsticks	1.29 - 1.99	470	1.66	1.29 - 1.39	60	1.33	0.99 - 2.16	130	1.49	1.49 - 1.79	90	1.61				1.99	10	1.99
B/S Thighs	2.99	10	2.99				1.99	10	1.99							4.69	10	4.69
ORGANIC	0.6% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.5% of 3,200 sampled outlets			0.0% of 3,500 sampled outlets			0.0% of 2,400 sampled outlets			1.7% of 1,000 sampled outlets		
	Activity Index = 50			Activity Index = 0			Activity Index = 20			Activity Index = 0			Activity Index = 0			Activity Index = 20		
Whole Fryer																		
Bnls/Sknls Breast	7.99 - 9.99	40	8.99															
Breast Tenders	9.99	10	9.99															
Split, bn-in Breast							4.79	20	4.79							4.99	10	4.99
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs																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/.