USDA Weekly Retail Chicken Feature Activity

Fri. Dec 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

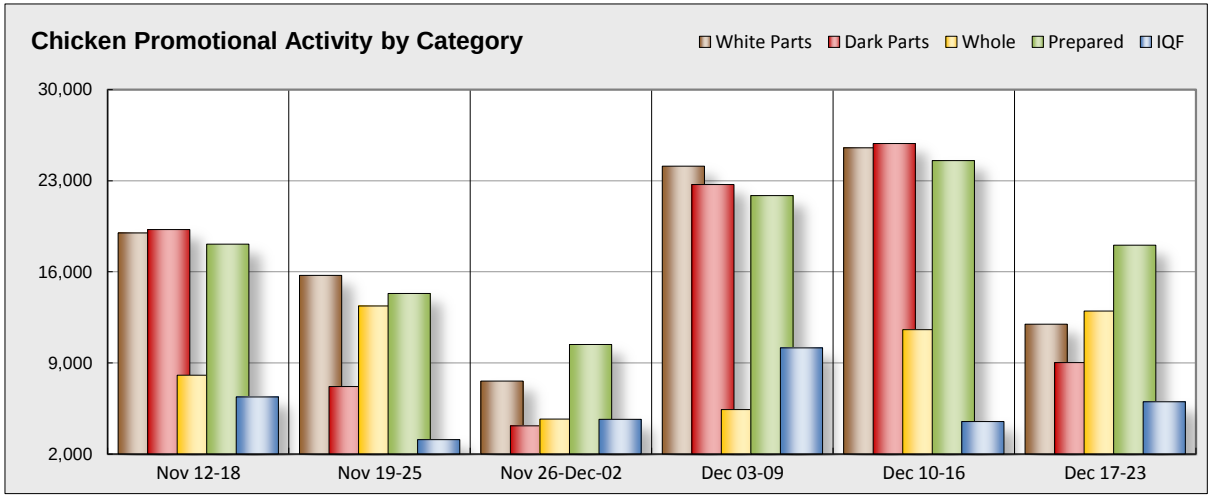
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

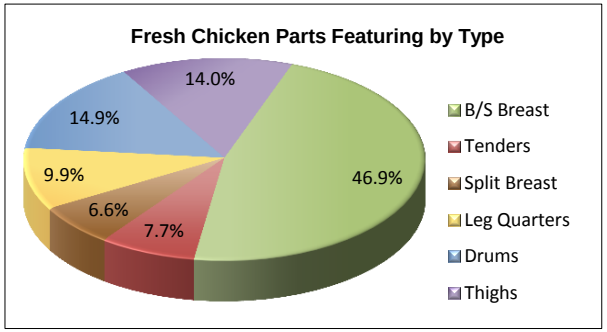
NATIONAL SUMMARY

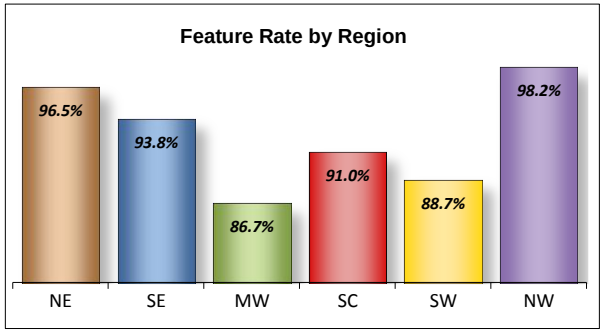
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	**92.3% of 19,200 outlets**		**97.1% of 19,200 outlets**		**87.6% of 18,600 outlets**	
Special Rate [4/]	**12.2%**		**17.8%**		**9.6%**	
Activity Index [2/]	**58,040**		**92,460**		**40,490**	
WHOLE BIRD:	**Stores** [/3]	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	2,150	1.04	4,840	1.04	2,070	0.94
cut-up fryer	580	1.53	2,380	1.39	1,010	1.26
bagged roaster	6,320	1.21	2,910	1.24	7,510	1.17
Cornish (frs/frz)	3,930	2.06	1,420	1.94	2,010	2.03
PARTS:						
Bnls/Sknls Breast						
regular pack	3,760	2.63	6,850	2.70	5,410	2.74
value pack	3,140	2.22	4,330	2.07	1,690	2.10
thin sliced	1,850	4.10	1,360	4.06	1,170	3.79
marinated	30	2.49	30	4.29		
Breast Tenders						
regular pack	1,450	3.27	4,280	3.13	1,360	3.36
value pack			520	2.24	70	1.96
Split, bn-in Breast						
regular pack	300	1.41	2,730	1.74	660	1.39
value pack	930	1.15	3,400	1.15	320	1.00
Whole Wings	510	1.86	2,020	2.06	320	1.99
Leg Quarters						
tray pack	450	0.86	2,960	0.84	600	0.83
bagged	1,400	0.58	780	0.52	1,500	0.51
Legs	350	1.22	580	1.24		
Thighs						
regular pack	1,240	1.46	3,010	1.34	660	1.35
value pack	1,390	1.09	6,500	1.04	1,820	1.03
Drumsticks						
regular pack	1,330	1.43	3,010	1.34	670	1.34
value pack	1,470	1.10	6,680	1.05	1,820	1.04
Bnls/Sknls Thighs						
regular pack	1,320	2.82	1,430	2.81	300	2.82
value pack	70	1.64	900	2.06	260	2.39
9-pc Combos						
drum-thigh-breast	10	1.39	170	1.45	280	1.29
drum-thigh-wing	10	1.19	340	1.31		
IQF **B/S Breast**	3,160	2.28	1,900	2.40	810	2.59
IQF **Tenders**	1,270	2.47	1,290	2.46	250	2.59
IQF **Wings**	960	2.41	860	2.00	440	2.11
IQF **Party Wings**	620	2.06	440	2.12	320	2.35

This Week's Chicken Feature Highlights

The amount of chicken in retail outlets falls hard after last week's substantial levels. Seasonal influences drift back onto the scene as chicken takes a back seat to holiday favorites. Cornish and roasters make an attempt to be out front in the meat case, pricing is nothing special. B/S breast in regular packs keep pricing at levels attractive to consumers, the balance of white meat parts dwindle to almost nothing. Bagged leg quarters return, nothing special here. Thighs and drums raise prices, offerings drop. IQF parts return, white meat parts lead the charge. Prepared foods puts its emphasis on finger foods, ready to pick up and go to the party. Specialty chicken drops by half, organics almost zero out. The year 2010 is rapidly coming to a close, Christmas is just a blink away, and the new year will not be far behind. Chicken will return to retail outlets shortly, meanwhile enjoy the holiday season.







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 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

(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/	**96.5% of 4,000 sampled outlets**				**93.8% of 5,100 sampled outlets**				**86.7% of 3,200 sampled outlets**			
Special Rate 2/	**14.1% of stores w/ no-price promotions**				**30.1% of stores w/ no-price promotions**				**7.9% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 10,000**				**Activity Index = 7,330**				**Activity Index = 7,010**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.59		460	1.21	0.78 - 1.39		90	1.08	0.79 - 1.39		470	0.97
cut-up fryer	1.49		100	1.49	0.99		10	0.99	1.18 - 1.29		120	1.20
bagged roaster	0.79 - 1.59		1,590	1.17	0.79 - 1.39		2,390	1.11	0.88 - 1.49		740	1.17
Cornish (frs/frz)	1.49 - 2.49		440	2.02	1.49 - 2.80		260	2.04	1.49 - 2.55		1,080	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	1.99 - 3.99	1.59 - 2.99	650	2.59	1.99 - 2.99	1.68 - 2.99	620	2.20	1.97 - 3.99	1.88 - 2.99	900	2.74
value pack	1.99	1.39 - 2.99	980	2.27	1.84 - 2.79	0.99 - 2.48	490	2.10	1.69 - 1.99	1.49 - 2.59	740	2.05
thin sliced	3.99 - 4.49	2.99 - 3.99	810	3.98		3.49	50	3.49	3.99		80	3.99
marinated										2.49	30	2.49
Breast Tenders												
regular pack	2.49 - 3.99	1.59 - 3.99	480	3.85	2.49 - 3.49	1.89	240	2.51	2.89 - 3.99	1.99 - 2.19	220	3.27
value pack												
Split, bn-in Breast												
regular pack	0.97 - 1.69	0.99 - 1.39	210	1.47						0.99 - 1.39	30	1.19
value pack	0.99 - 1.19	0.79 - 1.69	450	1.13	0.99	1.19 - 1.69	90	1.28	1.85	0.89 - 1.19	270	1.21
Whole Wings	2.19	0.99 - 2.59	40	1.77		1.69 - 1.99	230	1.98				
Leg Quarters												
tray pack	0.59 - 0.79	0.49	250	0.67	0.99		110	0.99		1.29	80	1.29
bagged		0.59	90	0.59		0.48 - 0.59	1,100	0.59		0.49 - 0.59	20	0.55
Legs	0.99 - 1.39	1.29	330	1.22		1.29	20	1.29				
Thighs												
regular pack	1.09 - 1.49	1.29 - 1.59	460	1.45	1.19	1.29	260	1.20	0.99 - 1.14	1.29	140	1.19
value pack	0.79 - 1.29	0.99 - 1.39	670	1.15	0.69 - 0.99	0.99 - 1.29	290	1.06	0.99 - 1.10	0.79 - 1.39	150	0.97
Drumsticks												
regular pack	1.09 - 1.59	1.29 - 1.59	460	1.47	1.19	0.69 - 1.29	290	1.15	0.99 - 1.14	0.99 - 1.29	240	1.11
value pack	0.79 - 1.39	0.99 - 1.39	690	1.16	0.99	0.69 - 1.29	280	1.08	0.99 - 1.10	0.87 - 1.39	140	0.99
Bnls/Sknls Thighs												
regular pack	1.98 - 2.99	2.49 - 2.99	240	2.75	2.69	1.18 - 2.99	170	2.61	2.49 - 2.99	1.59 - 1.89	60	2.34
value pack		1.68	40	1.68								
9-pc Combos												
drum-thigh-breast										1.39	10	1.39
drum-thigh-wing												
IQF **B/S Breast**		1.49 - 2.33	160	2.14	2.80	1.49 - 1.66	100	2.28	2.80	1.49 - 3.49	680	2.31
IQF **Tenders**					2.80	1.49 - 1.66	100	2.28	2.80	1.49 - 2.33	300	2.36
IQF **Wings**	2.50	2.00	320	2.28		1.20 - 2.66	50	2.00	2.00	2.00 - 2.66	450	2.59
IQF **Party Wings**	2.33	1.60	80	2.23	2.00	2.00	90	2.00	2.00	2.00 - 2.33	60	2.16

USDA Weekly Retail Chicken Feature Activity

Fri. Dec 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

(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/	**91.0% of 3,500 sampled outlets**				**88.7% of 2,400 sampled outlets**				**98.2% of 1,000 sampled outlets**			
Special Rate 2/	**0.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**				**0.0% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 6,680**				**Activity Index = 5,880**				**Activity Index = 3,100**			
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		360	0.91	0.77 - 1.47		660	1.04	0.99 - 1.19		110	1.05
cut-up fryer	1.39 - 1.69		50	1.54	1.69		300	1.69				
bagged roaster	0.99 - 1.49		790	1.32	0.79 - 1.69		760	1.51	1.29 - 1.49		50	1.33
Cornish (frs/frz)	1.77 - 2.54		1,350	2.07	1.49 - 2.54		640	1.93	1.98 - 2.68		160	2.33
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	2.29 - 2.99	1.67 - 2.99	660	2.53	3.49 - 3.99	2.29	350	3.50	2.99	1.88 - 2.99	580	2.53
value pack	1.99	1.29 - 2.99	610	2.08		1.47 - 2.49	120	2.01	3.99	2.49 - 2.78	200	3.48
thin sliced		1.98 - 2.99	40	2.74	4.99	4.49	580	4.75		3.49	290	3.49
marinated												
Breast Tenders												
regular pack	2.29 - 2.49	1.49 - 2.79	220	2.52						3.49	290	3.49
value pack												
Split, bn-in Breast												
regular pack	1.49	1.19	50	1.27		1.49	10	1.49				
value pack		0.99 - 1.29	70	1.01		0.97 - 0.99	50	0.98				
Whole Wings		1.49	110	1.49		1.99	130	1.99				
Leg Quarters												
tray pack	0.63		10	0.63								
bagged		0.29 - 0.58	170	0.51		0.49	20	0.49				
Legs												
Thighs												
regular pack	0.99 - 1.19		90	1.10	1.99		280	1.99	1.33		10	1.33
value pack	1.09 - 1.19	0.99	120	1.10	0.99 - 1.29		160	1.02				
Drumsticks												
regular pack	1.14 - 1.19		50	1.17	1.99		280	1.99	1.33		10	1.33
value pack	1.09 - 1.19	0.88 - 1.09	170	1.08	0.99 - 1.29	0.89	190	0.99				
Bnls/Sknls Thighs												
regular pack	2.49	1.29 - 1.49	230	2.00	3.49	1.48 - 1.49	280	3.31	2.49	2.98 - 3.49	340	3.23
value pack		1.59	30	1.59								
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing					1.19		10	1.19				
IQF **B/S Breast**		1.49 - 2.99	780	2.39		2.00 - 2.33	550	2.28		1.49 - 3.20	890	2.17
IQF **Tenders**		1.49 - 2.99	530	2.60		2.28 - 2.33	210	2.32		2.28 - 2.66	130	2.62
IQF **Wings**		2.28	80	2.28		2.28	40	2.28		2.28	20	2.28
IQF **Party Wings**	2.25	2.28	110	2.27		1.75 - 2.28	260	1.90		2.28	20	2.28

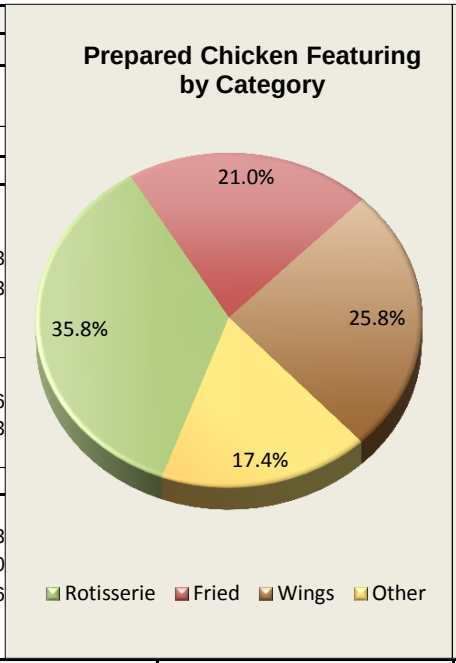
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

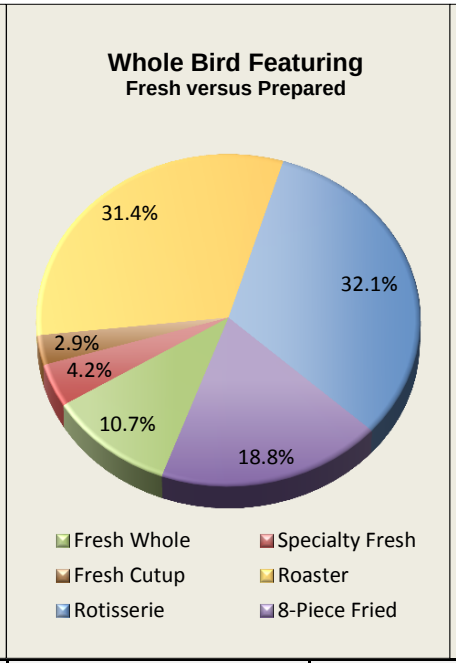
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

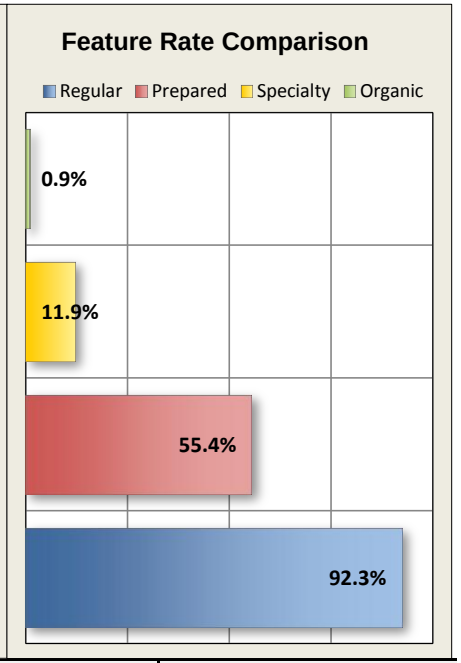
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	55.4% of 19,200 outlets		71.9% of 19,200 outlets		--	
Activity Index [3/]	**18,040**		**24,540**		**12,330**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	6,390	5.43	8,260	5.53	4,410	5.43
2.1-3.0 lbs.	70	7.11	380	6.75	290	7.23
Whole Breast			20	6.19		
Leg Quarter			100	1.60		
FRIED/BAKED:						
8-Piece	2,640	5.96	7,210	6.07	2,780	6.26
8-Piece Dark	240	5.35	980	4.64	300	4.53
12-Piece	900	11.16	520	9.54		
Wings:						
bone-in	4,000	6.07	4,090	4.45	2,560	5.43
boneless	660	4.33	1,940	3.36	270	5.10
Tenders	2,980	5.66	960	5.02	1,720	5.96
Strips	100	5.08	80	5.86		
Popcorn	60	4.99				







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	59.6% of 4,000 sampled outlets			40.0% of 5,100 sampled outlets			58.3% of 3,200 sampled outlets			53.5% of 3,500 sampled outlets			67.8% of 2,400 sampled outlets			82.6% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 4,800			Activity Index = 4,560			Activity Index = 2,780			Activity Index = 2,770			Activity Index = 1,990			Activity Index = 1,140		
	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	1,650	5.51	4.99 - 6.58	1,190	5.34	4.99 - 5.99	1,210	5.25	4.99 - 6.79	1,390	5.41	4.98 - 5.99	740	5.72	4.99 - 5.99	210	5.36
2.1-3.0 lbs.													6.99	20	6.99	6.99 - 7.99	50	7.16
Whole Breast																		
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	5.97 - 6.99	180	6.89	4.99 - 6.99	950	5.95	4.99 - 6.99	740	6.09	4.99 - 7.99	500	5.56	5.49 - 5.99	190	5.53	5.49 - 6.98	80	6.34
8-Piece Dark				3.50 - 4.99	90	4.87	4.99 - 5.99	150	5.63									
12-Piece	8.99 - 11.99	800	11.10	11.99	70	11.99	9.48 - 11.99	30	10.83									
Wings:																		
bone-in	3.97 - 7.99	1,310	6.65	3.89 - 7.99	1,530	6.28	3.29 - 7.99	280	4.75	2.99 - 7.99	350	5.59	4.99	280	4.99	4.99 - 7.99	250	5.12
boneless	3.99 - 4.29	390	4.00	4.99 - 5.98	120	5.06	3.99 - 4.99	60	4.74	3.99 - 5.99	90	4.48						
Tenders	3.99 - 5.99	460	5.10	3.99 - 5.99	570	5.84	3.99 - 4.99	240	4.34	4.49 - 6.49	420	5.31	3.99 - 6.49	760	6.11	4.99 - 6.49	530	6.19
Strips	4.99	10	4.99	5.99	20	5.99	2.29 - 5.99	40	4.96	5.99	10	5.99				3.98	20	3.98
Popcorn				4.99	20	4.99	4.99	30	4.99	4.99	10	4.99						

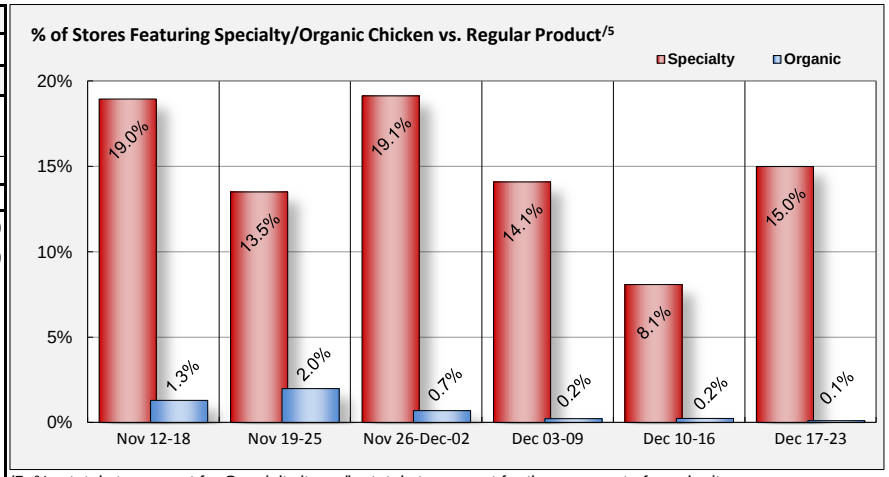
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Dec 17, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/17 thru 12/23.

(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/]	11.9% of 19,200 outlets		13.0% of 19,200 outlets		7.7% of 18,600 outlets		0.9% of 19,200 outlets		0.3% of 19,200 outlets		1.0% of 18,600 outlets	
Activity Index [3/]	**2,770**		**4,180**		**2,960**		**20**		**110**		**350**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	840	1.57	840	1.68	1,030	1.51			20	2.99	340	2.49
Bnls/Sknls Breast	670	4.52	1,490	4.50	620	5.03	20	9.99	20	7.84	10	7.99
Breast Tenders	110	5.99	420	4.59	90	4.48			10	9.99		
Split, bn-in Breast	320	3.08	250	2.58	300	2.98			10	4.99		
Whole Wings			10	2.69					10	2.79		
Leg Quarters			20	0.99			--	--	--	--	--	--
Legs	20	0.99	50	1.23					10	2.79		
Thighs	340	1.82	380	1.56	460	1.61						
Drumsticks	270	1.78	490	1.60	460	1.61			20	2.99		
B/S Thighs	200	3.54	230	2.53	160	2.83			10	4.69		



/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/]	32.0% of 4,000 sampled outlets			7.2% of 5,100 sampled outlets			4.6% of 3,200 sampled outlets			10.4% of 3,500 sampled outlets			2.9% of 2,400 sampled outlets			5.0% of 1,000 sampled outlets		
Activity Index [3/]	Activity Index = 1,860			Activity Index = 300			Activity Index = 60			Activity Index = 410			Activity Index = 70			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	1.29 - 1.79	440	1.58	1.29 - 1.39	40	1.34				1.29 - 1.99	330	1.54	1.99	30	1.99			
Bnls/Sknls Breast	2.99 - 5.99	300	4.61	4.49	220	4.49	2.75 - 3.99	50	3.24	3.99	20	3.99	3.99 - 5.99	40	5.52	3.99 - 5.99	40	4.94
Breast Tenders	5.99	110	5.99															
Split, bn-in Breast	2.99 - 3.49	300	3.10				2.49	10	2.49							2.99	10	2.99
Whole Wings																		
Leg Quarters																		
Legs	0.99	20	0.99															
Thighs	1.69 - 1.99	310	1.85							1.59	30	1.59						
Drumsticks	1.69 - 1.99	240	1.81							1.59	30	1.59						
B/S Thighs	3.49	140	3.49	3.49	40	3.49										3.99	20	3.99
ORGANIC	0.4% of 4,000 sampled outlets			1.2% of 5,100 sampled outlets			3.3% 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 = 20			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 0		
Whole Fryer																		
Bnls/Sknls Breast	9.99	20	9.99															
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
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/.