USDA Weekly Retail Chicken Feature Activity

Fri. Dec 31, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/31 thru 01/06.

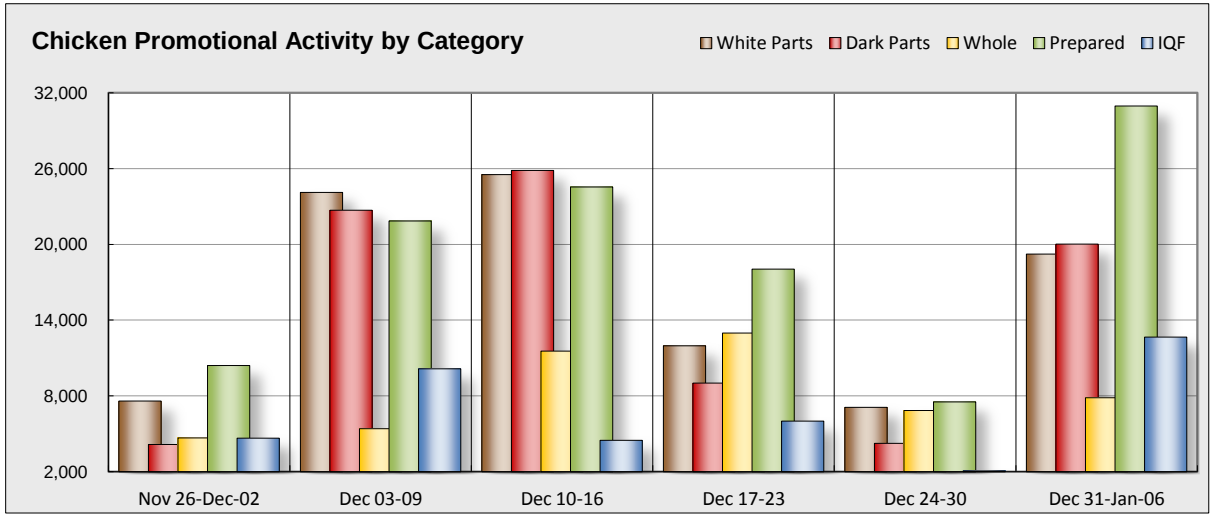
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

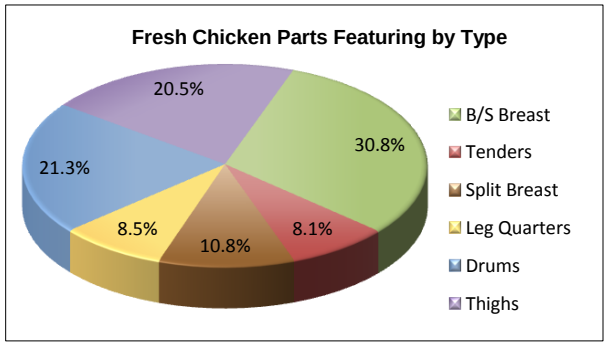
NATIONAL SUMMARY

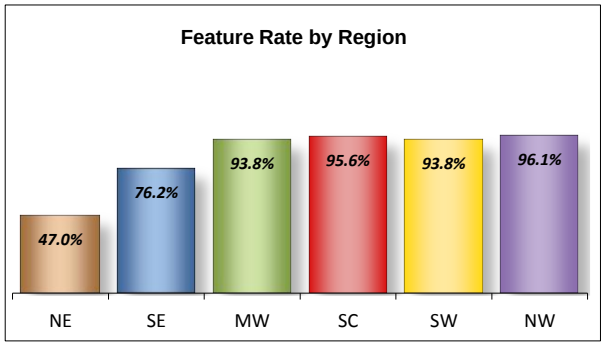
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	**80.2% of 19,500 outlets**		**36.8% of 19,200 outlets**		**86.7% of 19,200 outlets**	
Special Rate 4/	**13.1%**		**6.5%**		**15.8%**	
Activity Index 2/	**90,780**		**27,840**		**75,820**	
WHOLE BIRD:	**Stores 3/**	**Wtd Avg**	**Stores /3**	**Wtd Avg**	**Stores /3**	**Wtd Avg**
bagged fryer	3,460	1.09	1,500	1.04	2,660	0.94
cut-up fryer	1,470	1.34	560	1.22	1,060	1.28
bagged roaster	1,650	1.21	2,480	1.21	970	1.31
Cornish (frs/frz)	1,280	1.80	2,310	2.02	1,190	1.40
PARTS:						
Bnls/Sknls Breast						
regular pack	4,160	3.10	2,670	2.54	6,210	2.69
value pack	5,270	1.99	950	2.37	3,380	1.99
thin sliced	730	4.52	680	3.50	2,110	3.92
marinated	530	2.99	10	2.49	170	2.96
Breast Tenders						
regular pack	2,050	3.14	1,600	2.84	4,270	3.38
value pack	760	1.98	30	1.99	470	1.89
Split, bn-in Breast						
regular pack	1,770	1.55	350	1.35	2,340	1.32
value pack	1,970	1.01	220	1.38	2,440	1.27
Whole Wings	1,990	1.99	590	1.89	1,290	2.30
Leg Quarters						
tray pack	2,190	0.94	630	0.73	3,680	0.87
bagged	770	0.54	420	0.54	980	0.49
Legs	410	1.16	120	1.27	730	0.89
Thighs						
regular pack	2,030	1.19	70	1.03	2,240	1.26
value pack	5,080	1.14	1,150	1.05	3,930	1.02
Drumsticks						
regular pack	2,030	1.19	70	1.01	2,240	1.25
value pack	5,340	1.14	1,130	1.01	4,170	1.02
Bnls/Sknls Thighs						
regular pack	1,730	2.58	630	2.33	1,310	2.53
value pack	440	1.97	30	1.59	320	1.97
9-pc Combos						
drum-thigh-breast	60	1.28	30	1.79	610	1.70
drum-thigh-wing			10	1.19	360	1.03
IQF B/S Breast	3,390	2.50	630	2.45	2,070	1.96
IQF Tenders	3,110	2.51	510	2.49	1,050	2.42
IQF Wings	3,340	2.10	190	2.15	1,600	1.94
IQF Party Wings	2,820	2.15	740	2.09	1,670	2.16

This Week's Chicken Feature Highlights

Happy New Year! As the holiday season passes, chicken returns to store circulars in force. Prepared foods are being widely promoted as the perfect food for New Year's gatherings, whether to celebrate the holiday or to take in those college bowl games. Whole bird ads are increasing late in the cycle and prices are up for fryers, down for seasonal favorite roasters and Cornish. White parts are common in ads but the only price break for shoppers is on value packs as regular pack pricing is up. Wings are a popular item for those do-it-yourself types who want to make their own party snacks. Dark parts are plentiful in ads but prices are sharply higher over recent weeks. IQF can be found everywhere with widely varied pricing. The deli is hot this weekend as a variety of fried, baked, and sauced favorites are produced for high levels of expected demand. Specialty and organic can be found if you look hard but they will shine another day. Another year over and a new one just begun, chicken is sure to remain a consumer favorite throughout 2011.







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 31, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/31 thru 01/06.

(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/	**47.0% of 3,900 sampled outlets**				**76.2% of 5,100 sampled outlets**				**93.8% of 3,300 sampled outlets**			
Special Rate 2/	**6.2% of stores w/ no-price promotions**				**37.6% of stores w/ no-price promotions**				**0.3% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 14,650**				**Activity Index = 12,200**				**Activity Index = 9,650**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.89 - 1.49		1,100	1.25	0.99 - 1.29		190	1.13	0.89 - 1.79		320	1.63
cut-up fryer	1.49		570	1.49	0.99		10	0.99	1.54 - 1.79		110	1.72
bagged roaster	0.78 - 1.39		970	1.15	1.19		450	1.19	0.99 - 1.69		20	1.41
Cornish (frs/frz)	1.69 - 2.59		330	1.94					1.66 - 2.00		210	1.98
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	2.47 - 4.49	1.58 - 3.99	1,200	3.19	1.99 - 3.29	1.98 - 2.98	430	2.56	1.69 - 4.99	1.77 - 3.99	900	3.24
value pack	1.88 - 2.49	1.38 - 2.99	1,080	2.10	1.79 - 1.99	1.29 - 2.49	1,130	2.00	1.19 - 1.99	1.49 - 2.99	760	1.96
thin sliced	3.59 - 3.99	2.49 - 3.99	90	3.84					5.29	2.29 - 3.99	280	4.79
marinated		5.49	10	5.49						2.49 - 2.99	190	2.90
Breast Tenders												
regular pack	3.49	2.19 - 3.99	740	3.11	2.79	1.99 - 2.99	280	2.65	2.99 - 5.29	2.29 - 3.99	480	3.75
value pack		1.59 - 1.99	60	1.86	1.97 - 1.98	1.89 - 1.99	360	1.98	1.98 - 1.99	1.99 - 2.19	210	2.00
Split, bn-in Breast												
regular pack	1.49 - 1.99	1.49	420	1.59	1.19 - 1.50	1.49	540	1.46	1.19 - 1.99	1.39 - 1.49	360	1.49
value pack	0.99 - 1.39	0.99 - 1.00	870	0.99	1.28	0.89 - 1.29	410	0.97	0.79 - 1.49	0.88 - 1.29	200	1.03
Whole Wings	1.99	1.39 - 1.99	110	1.88	1.48 - 1.99	0.98 - 1.99	650	1.71	1.49 - 1.99	1.29 - 2.19	140	1.80
Leg Quarters												
tray pack	0.69 - 0.89	0.69 - 0.99	200	0.86	0.90	0.79 - 0.99	720	0.86	0.88	0.49 - 0.89	320	0.86
bagged	0.79	0.49 - 0.59	20	0.65	0.49	0.48 - 0.69	360	0.56		0.48 - 0.59	160	0.56
Legs	0.99 - 1.19	0.88 - 1.29	270	1.09		1.29	20	1.29				
Thighs												
regular pack	0.99 - 1.49		560	1.28	0.99 - 1.39	1.19	260	1.19	0.89 - 1.19	0.99 - 1.19	250	1.10
value pack	0.79 - 1.29	0.88 - 1.29	2,030	1.12	0.79 - 1.19	0.68 - 1.48	1,450	1.18	0.99 - 1.69	0.89 - 1.29	390	1.06
Drumsticks												
regular pack	1.09 - 1.49		560	1.30	0.99 - 1.39	1.19	260	1.19	0.89 - 1.19	0.99 - 1.19	250	1.10
value pack	0.79 - 1.29	0.79 - 1.29	1,980	1.14	0.79 - 1.29	0.68 - 1.48	1,510	1.23	0.70 - 1.69	0.39 - 1.29	440	1.02
Bnls/Sknls Thighs												
regular pack	1.99 - 2.49	2.99	220	2.91	2.49 - 2.99		110	2.85	2.49 - 2.99	1.99	110	2.22
value pack									1.99	1.69	170	1.98
9-pc Combos												
drum-thigh-breast	1.27		20	1.27								
drum-thigh-wing												
IQF **B/S Breast**	2.40	2.00	30	2.13		1.66 - 3.60	730	2.40	2.00 - 3.60	1.25 - 2.80	1,010	2.62
IQF **Tenders**		1.75 - 1.99	100	1.98		1.66 - 2.80	670	2.29	2.00 - 3.60	1.66 - 2.80	940	2.68
IQF **Wings**	2.00 - 3.40	1.99 - 2.25	1,100	2.07	2.40 - 3.32	1.75 - 2.25	680	2.22	1.75 - 2.40	1.32 - 2.33	1,060	2.01
IQF **Party Wings**		1.66	10	1.66	1.60 - 1.83	1.50 - 2.33	980	1.71	1.49 - 2.00	1.75 - 2.60	370	2.03

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Fri. Dec 31, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/31 thru 01/06.

(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/	**95.6% of 3,600 sampled outlets**				**93.8% of 2,500 sampled outlets**				**96.1% of 1,100 sampled outlets**			
Special Rate 2/	**6.2% of stores w/ no-price promotions**				**0.9% of stores w/ no-price promotions**				**12.7% of stores w/ no-price promotions**			
Activity Index 3/	**Activity Index = 10,510**				**Activity Index = 7,740**				**Activity Index = 5,080**			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.59 - 0.99		410	0.66	0.77 - 1.29		970	0.99	0.79 - 1.18		470	0.87
cut-up fryer	1.19 - 1.39		160	1.32	0.99 - 1.39		450	1.01	1.49		170	1.49
bagged roaster	1.19 - 1.79		170	1.60					0.99		40	0.99
Cornish (frs/frz)	1.69 - 2.29		320	1.79	0.99 - 2.29		300	1.74	1.29		120	1.29
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	1.78 - 3.49	610	2.69		1.87 - 3.49	550	2.80	2.99 - 4.99	2.79 - 2.98	470	4.03
value pack	1.79 - 1.99	1.29 - 2.77	1,110	1.95	1.99	1.48 - 2.49	840	1.86	2.48 - 2.98	1.47 - 1.99	350	2.11
thin sliced									5.49	3.99	360	4.48
marinated		2.97 - 2.98	330	2.97								
Breast Tenders												
regular pack	1.99 - 3.99	1.99	290	2.50		1.87	130	1.87	2.99 - 4.99		130	4.75
value pack	1.97 - 1.99	1.77	100	1.90						2.49	30	2.49
Split, bn-in Breast												
regular pack	1.39 - 2.49	1.29 - 1.79	270	1.94						1.29	180	1.29
value pack		0.97 - 1.18	370	1.01	0.99 - 1.39	0.99	60	1.02	1.39 - 1.48	1.29	60	1.39
Whole Wings	1.79 - 2.59	1.29 - 2.49	410	1.89	2.99	1.58 - 1.99	650	2.39	1.89		30	1.89
Leg Quarters												
tray pack	0.79 - 0.90	0.69 - 1.19	320	0.99	0.99	1.29	320	1.11		0.79 - 1.19	310	0.99
bagged		0.35 - 0.49	210	0.48		0.39 - 0.49	20	0.46				
Legs										1.29	120	1.29
Thighs												
regular pack	0.99 - 1.29	0.99	530	1.21		1.29	130	1.29	1.39	0.99	300	1.01
value pack	0.98 - 1.29	0.67 - 1.19	390	1.06	0.99 - 1.19	1.09 - 1.49	590	1.14		0.88 - 1.49	230	1.24
Drumsticks												
regular pack	0.99 - 1.29	0.99	530	1.21		1.29	130	1.29	1.39	0.99	300	1.01
value pack	0.98 - 1.29	0.67 - 1.19	450	1.02	0.99 - 1.19	0.39 - 1.49	700	1.05		0.88 - 1.49	260	1.21
Bnls/Sknls Thighs												
regular pack	1.99 - 2.49	1.99	270	2.24		1.87 - 3.49	960	2.58	2.49 - 3.49	2.98	60	2.98
value pack		1.29 - 1.99	200	1.80		2.49	20	2.49		1.99 - 2.49	50	2.39
9-pc Combos												
drum-thigh-breast									1.28		40	1.28
drum-thigh-wing												
IQF **B/S Breast**	1.99 - 2.80	1.33 - 3.60	960	2.54	1.99	2.99 - 3.20	280	2.41	2.40	2.33 - 3.20	380	2.39
IQF **Tenders**	2.40 - 2.80	1.33 - 3.20	920	2.52		2.99 - 3.20	110	3.07	2.40	2.33 - 3.20	370	2.39
IQF **Wings**	1.99	1.99 - 2.49	260	2.07						2.33	240	2.33
IQF **Party Wings**	1.83 - 2.66	1.57 - 2.99	920	2.33	3.49	1.75 - 1.99	530	2.72	2.40		10	2.40

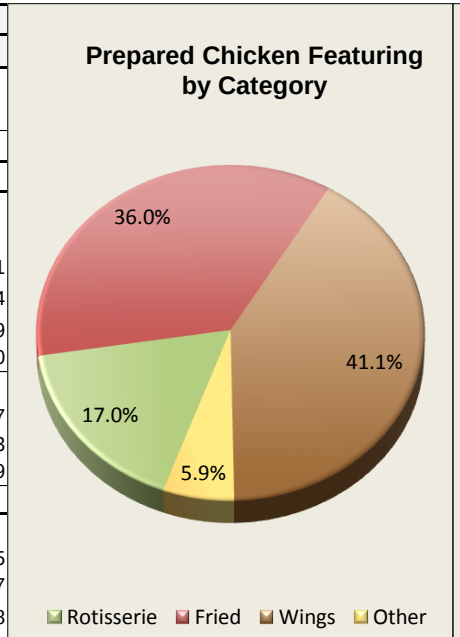
USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

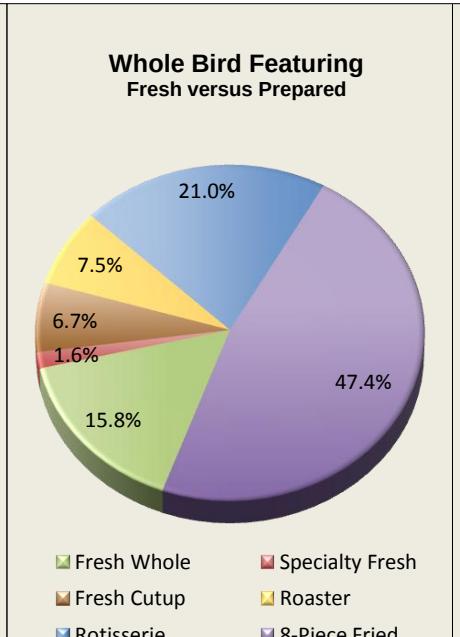
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/31 thru 01/06.

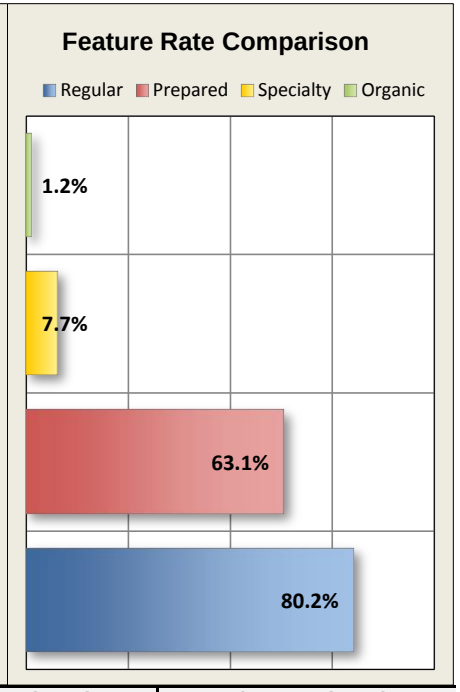
(prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate [1/]	63.1% of 19,500 outlets		23.0% of 19,200 outlets		66.5% of 19,200 outlets	
Activity Index [3/]	**30,950**		**7,530**		**20,300**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3,840	5.46	2,620	5.32	5,430	5.41
2.1-3.0 lbs.	770	5.45	260	6.99	620	7.64
Whole Breast	290	7.22			280	3.09
Leg Quarter			40	1.78	80	4.00
FRIED/BAKED:						
8-Piece	9,500	5.89	2,210	6.53	4,640	6.17
8-Piece Dark	320	4.55	100	5.90	570	5.93
12-Piece	580	8.66	40	10.55	670	9.99
Bulk Pack ($/piece)	2,100	0.70				
Wings:						
bone-in	8,330	4.41	1,150	4.66	4,450	5.05
boneless	3,530	3.79	780	5.31	2,020	4.67
Tenders	1,310	5.41	330	6.08	1,330	5.58
Strips	170	7.34			150	4.67
Popcorn	210	3.20			60	3.99







	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate [1/]	35.5% of 3,900 sampled outlets			63.0% of 5,100 sampled outlets			78.2% of 3,300 sampled outlets			64.9% of 3,600 sampled outlets			74.3% of 2,500 sampled outlets			85.4% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 5,270			Activity Index = 6,940			Activity Index = 6,220			Activity Index = 5,930			Activity Index = 4,380			Activity Index = 2,210		
	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 - 6.49	520	5.25	3.99 - 5.99	1,030	5.21	3.50 - 6.49	660	5.09	3.00 - 6.79	730	5.30	4.99 - 6.99	600	6.44	5.99	300	5.99
2.1-3.0 lbs.	5.00 - 6.99	520	5.06	5.00 - 6.99	170	6.23	6.79	30	6.79	5.99	50	5.99						
Whole Breast	3.50 - 7.99	190	7.08	7.49	80	7.49	7.49	20	7.49									
Leg Quarter																		
FRIED/BAKED:																		
8-Piece Mixed	4.99 - 6.99	1,390	6.46	4.99 - 6.99	2,330	5.38	4.88 - 6.99	2,600	5.96	4.88 - 6.99	1,550	5.89	4.48 - 6.99	1,060	5.82	5.00 - 6.99	570	6.34
8-Piece Dark	5.99	70	5.99	3.99	50	3.99				3.99 - 5.99	10	4.91	3.99	170	3.99	5.49	20	5.49
12-Piece	9.99	20	9.99	7.98 - 9.99	70	9.10	7.99 - 10.99	190	9.28	7.99 - 9.99	130	8.20	7.99	170	7.99			
Bulk Pack ($/piece)	0.68 - 0.83	990	0.73	0.38 - 0.81	60	0.66	0.60 - 0.97	660	0.69	0.60 - 0.80	220	0.71	0.55 - 0.62	170	0.61			
Wings:																		
bone-in	3.97 - 5.99	680	4.96	3.33 - 6.99	1,400	4.38	2.98 - 5.99	1,660	4.49	2.99 - 5.99	1,980	4.21	3.29 - 5.98	1,650	4.33	2.99 - 6.98	960	4.47
boneless	3.20 - 4.99	640	3.92	3.20 - 5.00	1,310	4.13	3.20 - 6.29	230	4.27	2.98 - 5.99	510	3.69	2.80 - 3.20	540	3.01	3.20	300	3.20
Tenders	3.99 - 6.99	150	5.75	3.95 - 5.99	440	4.75	4.99	170	4.99	3.98 - 6.50	540	5.99				5.98	10	5.98
Strips	7.99	100	7.99										6.49	20	6.49	5.98 - 6.49	50	6.39
Popcorn										3.20	210	3.20						

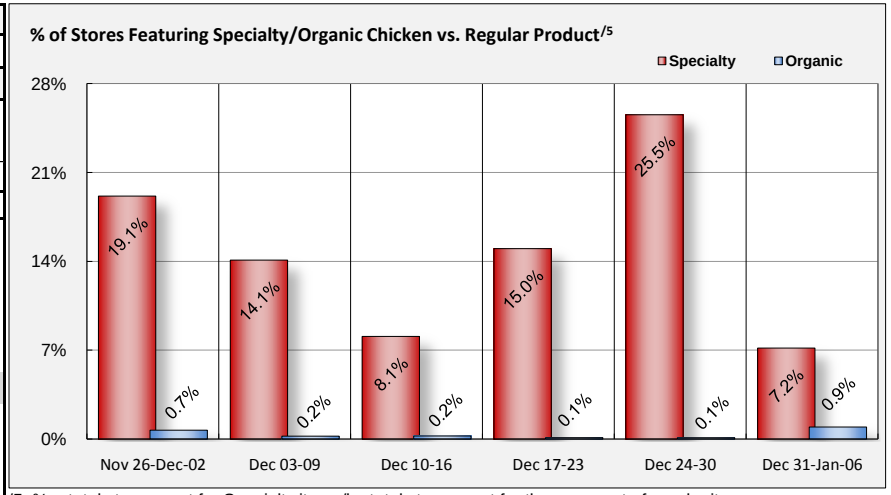
USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

Fri. Dec 31, 2010

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/31 thru 01/06.

(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/]	7.7% of 19,500 outlets		9.5% of 19,200 outlets		15.0% of 19,200 outlets		1.2% of 19,500 outlets		0.0% of 19,200 outlets		1.2% of 18,600 outlets	
Activity Index [3/]	**2,760**		**2,830**		**4,660**		**330**		**10**		**270**	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Whole Fryer	340	1.65	300	1.52	520	1.90	70	2.79	10	3.59	50	3.99
Bnls/Sknls Breast	660	4.77	1,120	4.99	2,470	5.43	250	8.11			210	7.99
Breast Tenders	430	5.26	470	5.15	810	5.16						
Split, bn-in Breast	70	2.92	310	2.72	60	1.55						
Whole Wings	10	2.29			50	2.09						
Leg Quarters	10	0.99					--	--	--	--	--	--
Legs	20	0.99	20	0.99	10	1.59						
Thighs	550	1.59	190	1.49	330	1.90						
Drumsticks	620	1.64	190	1.49	330	1.90	10	1.99				
B/S Thighs	50	3.82	230	2.99	80	2.68					10	3.49



/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/]	18.8% of 3,900 sampled outlets			0.9% of 5,100 sampled outlets			6.3% of 3,300 sampled outlets			11.6% of 3,600 sampled outlets			1.6% of 2,500 sampled outlets			4.4% of 1,100 sampled outlets		
Activity Index [3/]	Activity Index = 1,530			Activity Index = 110			Activity Index = 310			Activity Index = 600			Activity Index = 120			Activity Index = 90		
	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	220	1.69				1.38 - 1.69	50	1.55	1.49	30	1.49				1.48 - 1.99	40	1.68
Bnls/Sknls Breast	4.99 - 6.99	270	5.12	4.49	10	4.49	3.79 - 5.49	20	4.29	3.99 - 5.99	330	4.52				3.99 - 5.49	30	4.84
Breast Tenders	4.99 - 6.99	280	5.23				5.49	10	5.49	3.99 - 5.99	140	5.29						
Split, bn-in Breast	3.49	10	3.49	2.49	20	2.49							2.99	40	2.99			
Whole Wings	2.29	10	2.29															
Leg Quarters										0.99	10	0.99						
Legs	0.99	20	0.99															
Thighs	1.29 - 1.99	360	1.56	1.29	40	1.29	1.67	90	1.67	1.67	10	1.67	1.79 - 1.99	40	1.79	1.99	10	1.99
Drumsticks	1.29 - 1.99	360	1.56	1.29	40	1.29	1.67 - 2.15	140	1.80	1.67 - 2.15	30	2.05	1.79 - 1.99	40	1.79	1.99	10	1.99
B/S Thighs										3.79 - 3.99	50	3.82						
ORGANIC	0.0% of 3,900 sampled outlets			0.4% of 5,100 sampled outlets			0.0% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			5.5% of 2,500 sampled outlets			6.9% of 1,100 sampled outlets		
	Activity Index = 20			Activity Index = 20			Activity Index = 0			Activity Index = 0			Activity Index = 140			Activity Index = 150		
Whole Fryer																2.79	70	2.79
Bnls/Sknls Breast	9.99	20	9.99	7.49	20	7.49							7.99	130	7.99	7.99	80	7.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks													1.99	10	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/.