



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/22 thru 04/28.

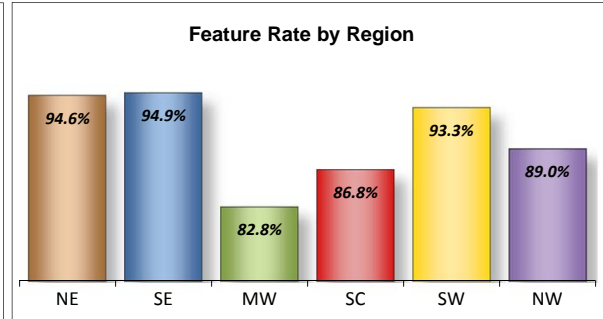
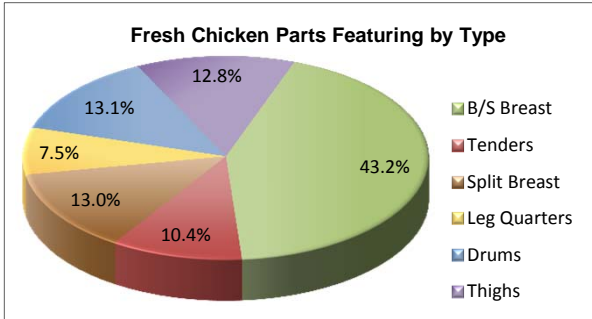
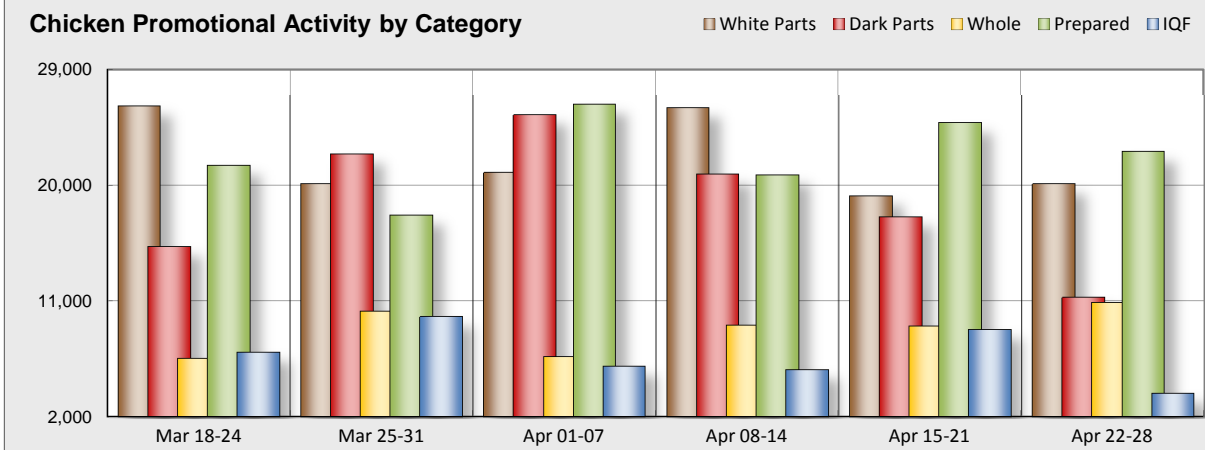
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 22, 2011

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	90.8% of 19,500 outlets		94.8% of 19,500 outlets		94.6% of 19,200 outlets	
Special Rate ^{4/}	14.7%		24.5%		16.3%	
Activity Index ^{2/}	69,220		80,360		84,100	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	1,720	1.02	3,310	0.99	5,140	0.99
cut-up fryer	1,100	1.29	1,550	1.48	1,480	1.36
bagged roaster	6,910	1.21	3,380	1.19	1,430	1.01
Cornish (frs/frz)	1,210	2.17	870	2.05	1,060	2.18
PARTS:						
Bnls/Sknl's Breast						
regular pack	6,470	3.06	5,660	2.89	6,470	2.88
value pack	3,630	2.53	3,640	2.26	2,270	2.22
thin sliced	2,460	4.09	1,640	3.91	3,350	4.09
marinated	10	2.99	260	3.77	420	2.29
Breast Tenders						
regular pack	2,190	3.72	1,760	3.22	2,520	3.80
value pack	830	3.00	230	2.34	60	2.24
Split, bn-in Breast						
regular pack	3,230	1.47	3,310	1.62	3,030	1.49
value pack	550	1.28	2,100	1.38	1,610	1.17
Whole Wings	760	1.32	620	1.54	400	1.92
Leg Quarters						
tray pack	1,340	0.96	3,770	1.02	2,820	0.86
bagged	840	0.57	740	0.57	1,160	0.63
Legs	410	1.01	800	1.06	130	0.97
Thighs						
regular pack	2,080	1.22	1,630	1.29	3,430	1.42
value pack	1,650	1.16	3,800	1.16	3,980	1.01
Drumsticks						
regular pack	2,140	1.21	1,430	1.27	3,310	1.41
value pack	1,680	1.13	4,000	1.12	3,750	1.05
Bnls/Sknl's Thighs						
regular pack	530	2.48	1,080	2.73	1,410	2.53
value pack	620	2.64	340	2.36	10	1.67
9-pc Combos						
drum-thigh-breast	180	1.49	180	1.87	280	1.45
drum-thigh-wing	180	1.45	550	1.24	70	1.63
TD						
B/S Breast	1,590	2.28	3,930	2.15	4,000	2.26
Tenders	1,180	2.34	1,850	2.43	2,580	2.38
Wings	440	2.50	1,830	1.96	260	2.13
Party Wings	650	1.63	1,220	1.73	270	2.42

This Week's Chicken Feature Highlights

Holiday marketing practices take precedence over the the majority of retail establishments across the country. National summary indicators fall sharply, indicating the approaching zenith of Easter and Passover observances. Seasonal items such as Cornish and roasters are well-represented, bagged fryers take a break. B/S Breast and tenders increase cost and offerings, split breast offer good deals where found. Thighs and drums in small packs reduce their cost, leg quarters follow the same pattern. Wings continue in their attempt to seek pricing levels that will clear standing inventories. IQF parts look to the future, pricing offers little excitement. The deli puts emphasis on 8-pc fried, both dark and mixed; tenders step up their exposure as well. Specialty chicken offers a good selection, pricing is attractive, organics restrict their selection to wings and dark meat parts. The next few ad periods will test the marketing skills of supplier and retailer alike to attract willing customers; Celebrate the Good News for all consumers!



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.)



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Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/22 thru 04/28.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 22, 2011

		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/		94.6% of 3,900 sampled outlets 20.5% of stores w/ no-price promotions Activity Index = 13,760				94.9% of 5,100 sampled outlets 10.7% of stores w/ no-price promotions Activity Index = 11,490				82.8% of 3,300 sampled outlets 6.9% of stores w/ no-price promotions Activity Index = 5,390			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
		4/				4/				4/			
	bagged fryer	0.98 - 1.88	240	1.15	0.79 - 0.99	430	0.94	0.79 - 1.43	310	1.10			
	cut-up fryer	1.09 - 1.49	300	1.31	1.29	10	1.29	0.99 - 1.49	180	1.15			
	bagged roaster	0.79 - 1.99	2,150	1.17	0.97 - 1.39	3,330	1.19	0.98 - 1.58	780	1.20			
	Cornish (frs/frz)	1.79 - 2.59	710	2.18	1.79 - 2.88	80	2.19	1.81 - 2.99	150	2.05			
PARTS:		Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg	Processor Brand	Store Brand	Stores	Wtd Avg
Bnls/Sknl's Breast													
	regular pack	1.99 - 4.99	1.79 - 5.49	1,430	3.41	1.97 - 2.39	1.59 - 2.99	1,210	2.24	1.99 - 4.49	1.79 - 2.99	1,040	2.58
	value pack	1.99	1.99 - 2.99	1,170	2.43	1.99	1.79 - 2.99	280	2.53	2.69	1.49 - 2.99	280	2.20
	thin sliced	3.99	2.99 - 4.29	650	3.89	3.99	2.99	230	3.81	2.99 - 3.99	2.99	200	3.94
	marinated											10	2.99
Breast Tenders													
	regular pack	2.99 - 3.49	2.49 - 4.29	570	3.47	1.97 - 2.99	2.79 - 2.99	470	2.69	1.99 - 4.49		70	2.88
	value pack		1.99	40	1.99		1.99	20	1.99				
Split, bn-in Breast													
	regular pack	1.49 - 1.99	1.89	520	1.74	0.99 - 1.79	0.89 - 1.39	1,750	1.44	0.99 - 1.99	1.29 - 1.69	390	1.44
	value pack	1.00 - 1.69	1.69	110	1.65		1.38 - 1.69	30	1.58	0.98		20	0.98
Whole Wings		1.00 - 1.99	0.99 - 1.99	320	1.52		0.78 - 1.99	80	1.48	1.93 - 1.99	0.99 - 1.99	70	1.54
Leg Quarters													
	tray pack	0.69 - 0.98	0.59 - 1.49	410	1.08	0.89	0.58 - 1.49	730	0.89	0.79	0.79	20	0.79
	bagged		0.59 - 0.69	60	0.63		0.45 - 0.99	420	0.61		0.59 - 0.69	20	0.64
Legs			0.99	40	0.99		0.99 - 1.09	50	1.05		1.08	20	1.08
Thighs													
	regular pack	0.99 - 1.69	0.99 - 1.89	1,180	1.37	0.98	1.29	210	1.01		0.99 - 1.09	200	1.00
	value pack	0.99	0.88 - 1.59	790	1.29	0.79 - 0.99	0.88 - 1.49	270	1.05	1.29	0.99 - 1.39	140	1.23
Drumsticks													
	regular pack	0.99 - 1.69	0.79 - 1.89	1,190	1.36	0.98	0.58 - 1.29	230	0.97		0.79 - 1.09	230	0.98
	value pack	0.99	0.88 - 1.59	780	1.30	0.79 - 0.99	0.99 - 1.49	250	1.07	1.29	0.79 - 1.39	120	1.24
Bnls/Sknl's Thighs													
	regular pack	2.99	1.88	140	2.88		2.59	210	2.59				
	value pack		2.49 - 2.79	110	2.55		2.49 - 2.79	80	2.64				
9-pc Combos													
	drum-thigh-breast		1.49	140	1.49								
	drum-thigh-wing		1.49	140	1.49					0.99 - 1.43		40	1.30
IDB													
	B/S Breast	1.99 - 2.33		250	2.16	2.40 - 2.88		440	2.75	2.33 - 3.60	1.66 - 2.00	380	2.34
	Tenders			120	2.33	2.40 - 2.88		440	2.75	2.40 - 3.60	1.99 - 2.00	150	2.45
	Wings	2.33 - 2.49		150	2.36	2.40 - 2.80		190	2.67	2.40		100	2.40
	Party Wings	1.60 - 2.00		50	1.69	1.80	1.57 - 1.60	50	1.66	2.00	1.57	470	1.58



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/22 thru 04/28.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 22, 2011

	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/	86.8% of 3,600 sampled outlets 29.5% of stores w/ no-price promotions Activity Index = 5,480				93.3% of 2,500 sampled outlets 8.5% of stores w/ no-price promotions Activity Index = 8,320				89.0% of 1,100 sampled outlets 3.2% of stores w/ no-price promotions Activity Index = 2,140			
WHOLE BIRD:	Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg		Price Range	Stores	Wtd Avg	
			4/				4/				4/	
bagged fryer	0.88 - 0.99	110	0.96		0.97 - 0.99	630	0.98					
cut-up fryer	1.29 - 1.39	100	1.32		0.99 - 1.49	470	1.31		1.49	40	1.49	
bagged roaster	1.19 - 1.69	320	1.35		1.69	260	1.69		0.99 - 1.49	70	1.12	
Cornish (frs/frz)	2.00 - 2.62	260	2.20						2.50	10	2.50	
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	1.97 - 4.49	1.00 - 2.99	1,300	2.35	4.99 - 5.99	1.79 - 3.49	1,160	4.74	3.49	1.99 - 2.99	330	2.98
value pack	3.78	1.69 - 2.99	530	2.44	1.97	1.89 - 2.99	780	2.51		1.88 - 3.49	590	3.00
thin sliced marinated					5.49 - 5.99	2.49 - 2.99	770	4.63		3.49 - 3.99	610	3.78
Breast Tenders												
regular pack	1.97 - 4.49	1.99	280	2.30	5.49 - 5.99	1.99 - 3.99	800	5.06				
value pack		1.99 - 2.79	150	2.65		2.49	250	2.49		3.49 - 3.99	370	3.65
Split, bn-in Breast												
regular pack	0.99 - 1.79	1.39 - 1.99	520	1.36	1.29	1.19	50	1.26				
value pack		0.88 - 0.99	30	0.94	1.29	0.99 - 1.38	360	1.18				
Whole Wings		0.99	160	0.99		0.99	130	0.99				
Leg Quarters												
tray pack	0.89 - 0.99	0.69	130	0.93		0.99 - 1.19	50	1.05				
bagged		0.37 - 0.69	300	0.51		0.49 - 0.59	30	0.57		0.59	10	0.59
Legs		1.08	20	1.08		0.99	280	0.99				
Thighs												
regular pack	0.99	1.29 - 1.39	70	1.25		0.99 - 1.39	420	1.01				
value pack	0.99	0.69 - 1.08	280	0.94	0.99		170	0.99				
Drumsticks												
regular pack	0.99	1.29 - 1.39	70	1.25		0.99 - 1.39	420	1.01				
value pack		0.59 - 1.09	320	0.84	0.99	0.79 - 0.98	210	0.97				
Bnls/Sknls Thighs												
regular pack		1.39 - 1.99	140	1.76						2.98	40	2.98
value pack		1.99	80	1.99		1.99 - 2.99	330	2.87		1.99	20	1.99
9-pc Combos												
drum-thigh-breast									1.49		40	1.49
drum-thigh-wing												
ID												
B/S Breast	1.66 - 2.80	1.66 - 1.96	160	2.14		1.66 - 2.40	350	1.81	1.33		10	1.33
Tenders	1.66 - 2.80	1.96 - 2.40	120	2.23		1.66 - 2.40	350	1.81				
Wings												
Party Wings	2.25		30	2.25		1.57	50	1.57				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 04/22 thru 04/28.
 (prices in dollars per unit or per pound unless otherwise noted)

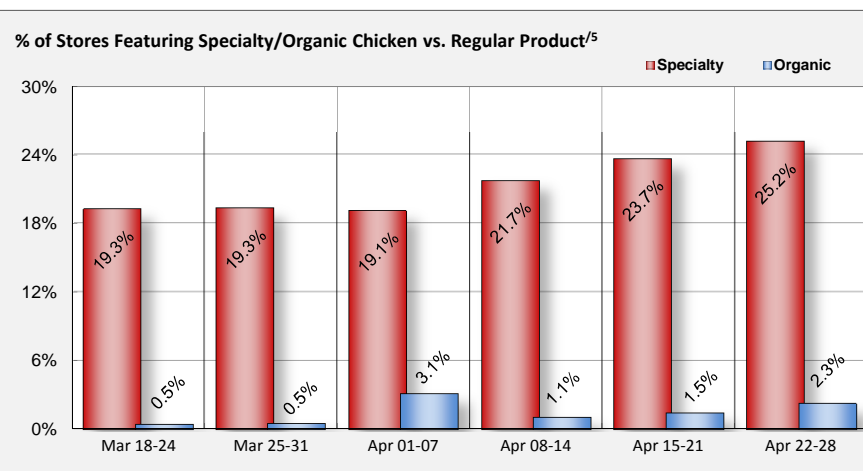
PREPARED FOODS NATIONAL SUMMARY																														
	THIS WEEK		LAST WEEK		LAST YEAR																									
Feature Rate ^{1/}	63.3% of 19,500 outlets		68.5% of 19,500 outlets		63.0% of 19,200 outlets																									
Activity Index ^{3/}	22,640		24,880		20,550																									
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg																								
ROTISSERIE:																														
Whole Bird																														
< 2 lbs.	3,510	5.79	6,360	5.61	7,410	5.69																								
2.1-3.0 lbs.	60	7.66	1,550	7.21	280	7.78																								
Whole Breast	240	8.02	210	7.99	360	4.03																								
Leg Quarter	200	1.49																												
FRIED & BAKED:																														
Fried 8-Piece Mix	6,230	6.06	3,620	6.30	4,010	6.04																								
Baked 8-Piece Mix	3,110	6.19	940	5.88																										
F/B 8-Piece Dark	680	4.97	2,050	5.51	1,250	5.31																								
F/B 12-Piece	370	8.01	710	9.54	860	10.11																								
Bulk Pack (\$/piece)	2,400	0.71	800	0.75																										
Wings: bone-in	1,020	5.44	2,810	5.78	1,510	5.68																								
boneless	400	4.81	1,870	4.10	2,100	4.45																								
Tenders	4,240	4.81	3,830	6.15	2,270	4.92																								
Strips			50	4.99	40	6.14																								
Popcorn	180	4.93	80	4.12	460	2.65																								
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Prepared Chicken Featuring by Category</p> <p>Rotisserie 42.8% Fried 17.7% Baked 13.7% Wings 6.3% Other* 19.5%</p> </div> <div style="text-align: center;"> <p>Whole Bird Featuring Fresh versus Prepared</p> <p>Fresh Whole 47.8% Specialty Fresh 25.8% Roaster 13.3% Rotisserie 6.4% 8-Pc Fried/Bkd 4.1% Fresh Cutup 2.5%</p> </div> <div style="text-align: center;"> <p>Feature Rate Comparison</p> <p>Regular 90.8% Prepared 63.3% Specialty 26.1% Organic 1.1%</p> </div> </div>																														
NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.																	
Feature Rate ^{1/}	52.4% of 3,900 sampled outlets					67.6% of 5,100 sampled outlets					53.4% of 3,300 sampled outlets					68.9% of 3,600 sampled outlets					72.6% of 2,500 sampled outlets					71.8% of 1,100 sampled outlets				
Activity Index ^{3/}	Activity Index = 2,410					Activity Index = 6,020					Activity Index = 3,920					Activity Index = 4,150					Activity Index = 4,350					Activity Index = 1,790				
	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	price range	stores	wtd avg	price range	stores	wtd avg									
ROTISSERIE:																														
Whole Bird																														
< 2 lbs.	4.99 - 6.99	1,020	5.56	4.69 - 6.99	930	6.29	3.99 - 6.99	860	5.71	4.97 - 6.99	630	5.59	4.99 - 5.99	60	5.28				5.00	10	5.00									
2.1-3.0 lbs.			6.99																7.99	40	7.99									
Whole Breast	7.99 - 8.99	240	8.02																											
Leg Quarter		10	1.49	1.49	190	1.49																								
FRIED & BAKED:																														
Fried 8-Piece Mix	4.99 - 7.99	410	6.36	3.99 - 6.99	1,620	5.96	3.99 - 7.99	940	6.02	3.99 - 8.49	1,360	5.87	3.99 - 6.99	1,160	6.14	5.88 - 6.99			740	6.42										
Baked 8-Piece Mix				3.99 - 6.99	470	5.99	5.99 - 6.99	590	6.03	5.49 - 8.49	710	6.03	5.99 - 6.99	960	6.25	5.88 - 6.99			380	6.83										
F/B 8-Piece Dark	3.99 - 4.99	130	4.92	4.99 - 6.32	150	5.29	2.99 - 5.99	90	4.42	2.99 - 5.99	300	4.99	2.99 - 5.99	300	4.99	4.99			10	4.99										
F/B 12-Piece				5.99 - 9.99	70	7.42	5.99 - 11.99	50	8.80	5.99 - 9.99	80	8.08	7.99	170	7.99															
Bulk Pack (\$/piece)				0.50 - 0.80	360	0.62	0.50 - 1.00	250	0.63	0.50 - 1.33	600	0.84	0.50 - 0.70	950	0.65	0.79			240	0.79										
Wings: bone-in	4.99 - 5.99	230	5.29	4.98 - 5.98	310	5.24	4.99 - 5.99	110	5.74	3.59 - 4.99	120	4.84	5.99	250	5.99															
boneless							3.99 - 4.99	150	4.51				4.99	250	4.99															
Tenders	3.99 - 4.99	180	4.91	3.88 - 5.99	1,920	5.31	3.88 - 4.99	870	4.01	3.88 - 4.99	650	4.33	3.88 - 4.99	250	4.75	3.88 - 5.49			370	4.95										
Strips																														
Popcorn	4.99	170	4.99				3.99	10	3.99																					



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 04/22 thru 04/28.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Apr 22, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	26.1% of 19,500 outlets	31.7% of 19,500 outlets	18.8% of 19,200 outlets	1.1% of 19,500 outlets	2.5% of 19,500 outlets	3.9% of 19,200 outlets
Activity Index ^{3/}	7,220	8,540	6,440	610	470	1,480
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	670 1.62	1,490 1.83	890 1.78		40 2.52	20 3.49
Bnls/Sknls Breast	3,780 4.41	3,340 5.00	2,740 4.59		330 6.58	510 6.87
Breast Tenders	900 5.50	620 4.74	610 5.41		20 8.99	
Split, bn-in Breast	250 2.37	1,080 3.43	90 2.20		70 3.99	130 2.99
Whole Wings	20 1.64	10 2.69	30 1.99	200 2.99		
Leg Quarters	110 1.99	500 1.91	20 0.99	-- --	-- --	-- --
Legs	30 1.99	40 1.56	20 0.99			220 2.99
Thighs	460 1.56	140 1.90	990 1.57	200 2.99		290 2.87
Drumsticks	610 1.63	140 1.82	1,000 1.57	210 3.01	10 2.99	290 2.87
B/S Thighs	390 3.91	1,180 3.01	50 3.69			20 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/}	43.5% of 3,900 sampled outlets			27.6% of 5,100 sampled outlets			12.0% of 3,300 sampled outlets			23.2% of 3,600 sampled outlets			22.9% of 2,500 sampled outlets			15.5% of 1,100 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,910			Activity Index = 1,350			Activity Index = 460			Activity Index = 1,330			Activity Index = 900			Activity Index = 270		
	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 - 3.49	260	1.98	1.28 - 1.49	210	1.30	1.19 - 1.69	30	1.52	1.39 - 1.98	130	1.46				1.49	40	1.49
Bnls/Sknls Breast	2.99 - 6.99	1,260	4.46	3.49	1,030	3.49	3.33 - 5.99	180	5.39	3.99 - 5.69	680	5.18	3.49 - 6.99	440	4.64	3.59 - 6.99	190	4.90
Breast Tenders	5.49 - 6.99	480	5.82	5.99	20	5.99	4.99	10	4.99	3.99 - 5.69	350	5.12	4.99	30	4.99	4.99	10	4.99
Split, bn-in Breast	2.99 - 3.99	80	3.20				1.69	10	1.69	1.99	30	1.99	1.99	130	1.99			
Whole Wings							1.89	10	1.89							1.39	10	1.39
Leg Quarters	1.99	110	1.99															
Legs	1.99	20	1.99										1.99	10	1.99			
Thighs	1.39 - 2.99	260	1.73	1.39	40	1.39	0.99 - 1.29	80	1.03	1.59 - 1.79	70	1.62				1.39	10	1.39
Drumsticks	1.39 - 2.99	400	1.79	1.39	40	1.39	0.99 - 1.29	90	1.05	1.59 - 1.79	70	1.62				1.39	10	1.39
B/S Thighs	2.99	40	2.99	2.99	10	2.99	2.99 - 4.69	50	4.39				3.99	290	3.99			
ORGANIC	0.3% of 3,900 sampled outlets Activity Index = 30			3.7% of 5,100 sampled outlets Activity Index = 570			0.3% of 3,300 sampled outlets Activity Index = 10			0.0% of 3,600 sampled outlets Activity Index = 0			0.0% of 2,500 sampled outlets Activity Index = 0			0.0% of 1,100 sampled outlets Activity Index = 0		
Whole Fryer																		
Bnls/Sknls Breast																		
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings	2.99	10	2.99	2.99	190	2.99												
Legs																		
Thighs	2.99	10	2.99	2.99	190	2.99												
Drumsticks	2.99	10	2.99	2.99	190	2.99	3.39	10	3.39									
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/>.