



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/01 thru 07/07.

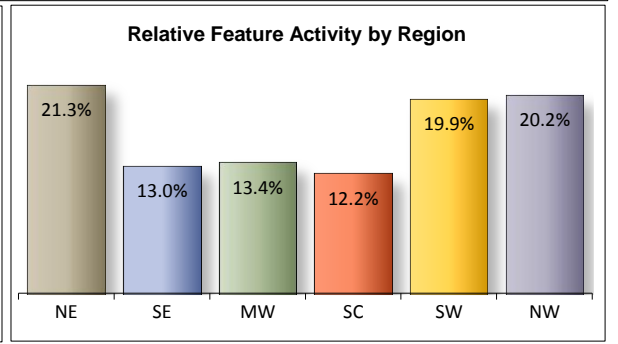
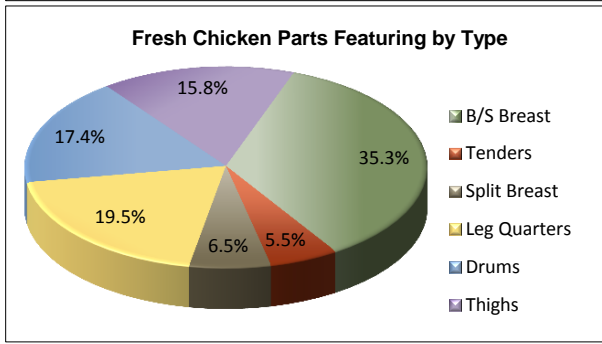
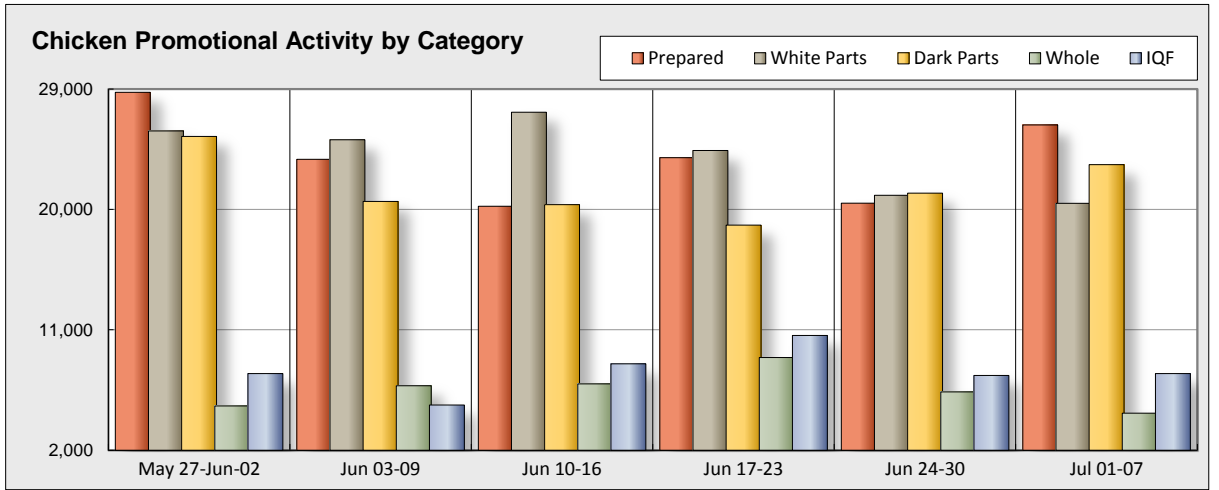
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jul 01, 2011

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	95.1% of 19,500 outlets		94.4% of 19,500 outlets		94.2% of 19,200 outlets	
Special Rate ^{4/}	24.4%		28.3%		21.5%	
Activity Index ^{2/}	83,580		76,970		93,870	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	2,770	1.09	3,840	0.98	3,280	1.10
cut-up fryer	1,130	1.36	1,400	1.34	2,130	1.35
bagged roaster	690	1.27	910	1.17	340	1.38
Cornish (frs/frz)	190	2.36	220	2.02	460	1.98
PARTS:						
Bnls/Sknl's Breast						
regular pack	5,000	2.62	6,300	2.89	8,050	2.34
value pack	4,740	2.10	2,620	2.46	2,920	2.17
thin sliced	2,290	3.95	2,270	4.06	1,930	3.98
marinated	1,070	3.64	700	3.26	860	4.51
Breast Tenders						
regular pack	1,760	3.34	2,600	3.34	4,630	2.74
value pack	290	2.54	450	2.41	200	2.05
Split, bn-in Breast						
regular pack	930	1.41	2,760	1.59	3,230	1.66
value pack	1,470	1.19	1,910	1.18	1,290	1.28
Whole Wings	2,920	1.67	1,460	1.57	1,540	1.87
Leg Quarters						
tray pack	4,480	0.99	3,210	0.93	3,960	0.93
bagged	2,750	0.66	880	0.61	2,540	0.55
Legs	460	1.35	1,260	1.06	790	1.22
Thighs						
regular pack	1,710	1.31	2,920	1.27	4,640	1.30
value pack	4,140	1.16	4,130	1.02	5,840	1.19
Drumsticks						
regular pack	1,720	1.31	2,900	1.27	4,390	1.29
value pack	4,710	1.17	4,160	1.02	5,900	1.20
Bnls/Sknl's Thighs						
regular pack	2,670	2.15	1,390	2.60	2,440	2.50
value pack	720	2.59	380	2.37	730	1.89
9-pc Combos						
drum-thigh-breast	520	1.14	80	1.97	150	1.55
drum-thigh-wing	380	1.40	140	1.54	310	1.41
IDF						
B/S Breast	3,510	2.47	3,240	2.33	4,180	2.19
Tenders	1,530	2.40	1,920	2.41	2,130	2.34
Wings	1,930	2.23	500	1.64	1,230	2.11
Party Wings	770	1.83	1,940	1.25	890	2.39

This Week's Chicken Feature Highlights

National summary totals climb higher, incentives drop slightly but will continue to play a large part in retailer's marketing strategy. The whole bird category pulls back on volume, prices rise on average. B/S Breast offer decent pricing on all packs, bargain shoppers will find bulk packs the best option. Tenders, split breast, and wings will generate little excitement at the levels posted. Dark meat parts all feel a price rise is necessary, wait until next week to see if it pays off. B/S thighs attempt to draw attention, pricing is as low as it's been in a while. IQF parts push breast and wings, pricing is nothing special. The deli drops whole rotisserie numbers, fried, bulk packs, wings and boneless wings are out front for the lazy cook to choose. Specialty chicken retains good offerings, pricing is generally lower, Organics continue a decline, costs to buyers rise. First on the month money, the three day Independence Day weekend, and grills lighting up everywhere this weekend; what else could you ask for?



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 07/01 thru 07/07.

Fri. Jul 01, 2011

(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/ Special Rate 2/ Activity Index 3/		97.8% of 3,900 sampled outlets 37.4% of stores w/ no-price promotions Activity Index = 16,920				96.9% of 5,100 sampled outlets 43.9% of stores w/ no-price promotions Activity Index = 12,980				88.2% of 3,300 sampled outlets 10.6% of stores w/ no-price promotions Activity Index = 7,650			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.99 - 1.49		720	1.19	0.99 - 1.19		740	1.11	0.88 - 1.88		160	1.38
cut-up fryer		0.99 - 1.69		540	1.43	1.19 - 1.48		240	1.21	1.14 - 1.49		70	1.29
bagged roaster		0.99 - 1.29		470	1.26	1.29		210	1.29	1.49		10	1.49
Cornish (frs/frz)		2.39		130	2.39					2.32		40	2.32
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		1.88 - 4.99	1.79 - 4.49	1,720	3.24	1.79 - 3.49	1.58 - 2.99	470	2.34	1.77 - 4.39	1.49 - 2.99	1,150	2.25
value pack		1.69 - 3.49	1.49 - 2.99	1,320	2.00	1.98 - 2.99	1.88 - 2.49	1,240	2.17		1.49 - 1.99	360	1.84
thin sliced		2.49 - 4.99	2.29 - 4.59	1,200	3.92	2.50 - 3.49	3.99	300	3.67	2.48	2.99	110	2.53
marinated			2.29 - 6.49	550	3.18						2.99 - 3.99	320	3.43
Breast Tenders													
regular pack		2.99 - 4.99	1.98 - 3.99	330	3.82	3.49 - 3.99	3.99	570	3.95	1.77 - 2.79	1.68 - 2.99	410	2.10
value pack			1.99 - 2.69	210	2.62		2.49	20	2.49				
Split, bn-in Breast													
regular pack		0.98 - 1.49	1.29 - 1.97	350	1.36	0.88 - 1.29	1.29 - 1.97	380	1.52	0.99 - 1.69	0.79 - 1.49	140	1.22
value pack		0.98 - 1.49	1.09 - 2.99	370	1.64	0.99	0.89 - 1.09	250	0.91	0.78 - 0.99	0.79 - 1.29	120	0.98
Whole Wings		0.99 - 1.79	0.99 - 1.99	1,250	1.86	0.99 - 1.99	0.88 - 2.29	960	1.53	1.33 - 2.69	0.99 - 1.79	380	1.69
Leg Quarters													
tray pack		0.69 - 0.99	0.49 - 1.29	1,360	0.92	0.89 - 1.19	0.40 - 1.29	1,780	1.03	0.96	0.79 - 1.29	110	1.20
bagged			0.59 - 0.79	170	0.68	0.58 - 0.69	0.48 - 0.79	1,720	0.68	0.69	0.49 - 0.79	250	0.64
Legs		0.99 - 1.69	1.29 - 1.69	360	1.43		1.00 - 1.29	50	1.12		1.00	20	1.00
Thighs													
regular pack		1.29 - 1.69	0.99 - 1.39	590	1.17		0.99	10	0.99	0.99 - 1.69	1.19 - 1.29	540	1.38
value pack		0.99 - 1.49	0.88 - 1.69	1,430	1.23		0.98 - 1.29	550	1.25	0.98 - 1.49	0.69 - 1.39	360	1.23
Drumsticks													
regular pack		1.29 - 1.69	0.99 - 1.49	590	1.18		0.99	10	0.99	0.99 - 1.69	1.19 - 1.29	550	1.37
value pack		0.99 - 1.49	0.88 - 1.69	1,440	1.23	1.19	0.88 - 1.29	1,030	1.22	0.98 - 1.49	0.89 - 1.39	370	1.24
Bnls/Sknl's Thighs													
regular pack		1.97	2.49 - 3.49	390	2.86	1.97	2.99	1,090	2.00	1.77 - 2.99	2.39	460	2.04
value pack			1.98 - 2.49	150	2.30		1.98 - 2.49	250	2.28		2.49	10	2.49
9-pc Combos													
drum-thigh-breast		1.39		10	1.39		1.29	210	1.29				
drum-thigh-wing		1.49	1.49 - 1.69	290	1.50	1.58		10	1.58				
IDF	B/S Breast	2.00	1.66 - 2.50	360	2.18	3.20	1.66 - 2.40	480	2.45	1.66 - 2.80	1.66 - 2.66	690	2.31
	Tenders		1.97 - 2.50	200	2.30		2.20 - 2.80	270	2.34		1.97 - 2.80	160	2.57
	Wings	2.00	2.33 - 2.50	240	2.31	2.63	1.00 - 2.33	110	2.42	2.00	1.75 - 2.33	710	1.94
	Party Wings		1.97 - 2.00	180	2.00	1.58	1.69	30	1.66	2.00	1.33 - 1.69	150	1.64



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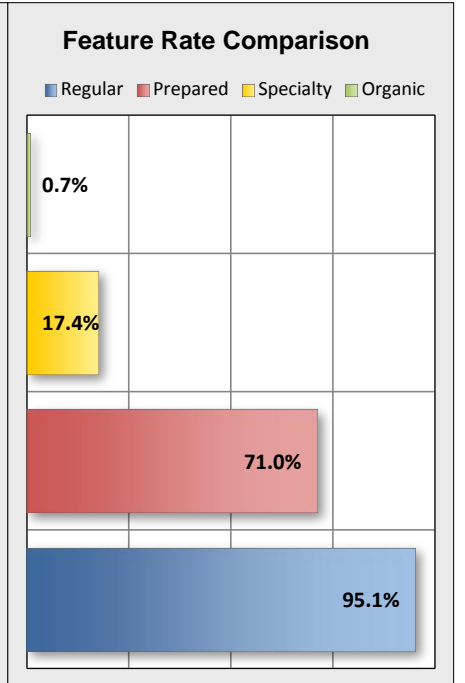
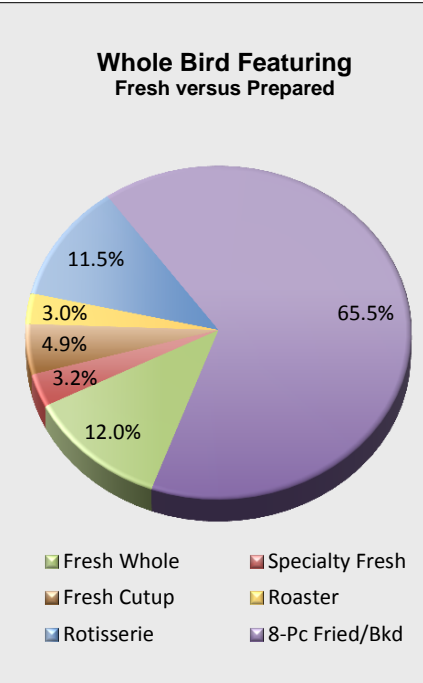
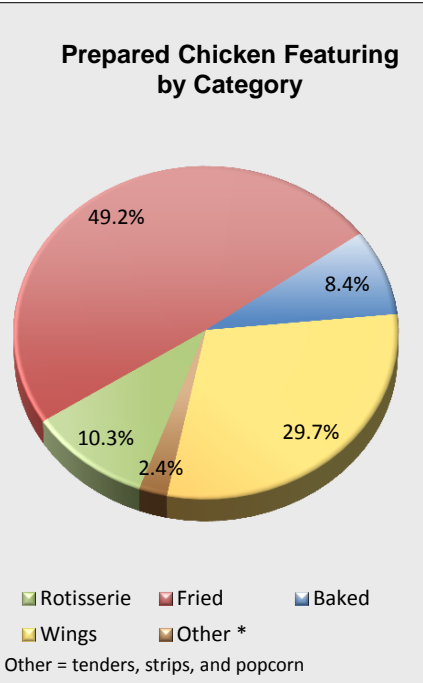
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		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		92.2% of 3,600 sampled outlets 14.7% of stores w/ no-price promotions Activity Index = 6,540				97.8% of 2,500 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 8,750				100.0% of 1,100 sampled outlets 14.5% of stores w/ no-price promotions Activity Index = 4,410			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.59 - 1.19		220	0.94	0.69 - 1.19		760	0.95	1.19		170	1.19
cut-up fryer		1.29		40	1.29	1.29 - 1.39		230	1.38	1.29		10	1.29
bagged roaster													
Cornish (frs/frz)		2.22		20	2.22								
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		2.49 - 4.00	1.49 - 2.99	550	2.01		1.79 - 2.99	310	2.04	4.99	1.69 - 2.98	800	2.65
value pack		1.19 - 2.99	1.09 - 2.48	1,070	2.07	1.99	1.77 - 2.99	700	2.37		1.98 - 1.99	50	1.99
thin sliced			1.99	30	1.99	4.49	3.99	530	4.23	5.49		120	5.49
marinated			4.99 - 5.49	60	5.22		5.49	130	5.49		2.99	10	2.99
Breast Tenders													
regular pack		2.49 - 3.99	1.67 - 2.99	310	2.46		3.99	20	3.99	5.49		120	5.49
value pack		2.49	1.99 - 2.79	60	2.28								
Split, bn-in Breast													
regular pack		1.99	1.19	40	1.66						0.98	20	0.98
value pack		0.99 - 1.49	0.79 - 0.99	240	1.03	0.99 - 1.58	0.79 - 0.99	470	1.14		0.79	20	0.79
Whole Wings		0.99 - 1.99	1.19 - 1.39	310	1.29		1.49	20	1.49				
Leg Quarters													
tray pack		0.79 - 1.19	0.49 - 0.99	400	0.86	0.59	0.97 - 0.99	610	0.96	0.99	0.99 - 1.29	220	1.23
bagged		0.58 - 0.59	0.35 - 0.69	470	0.59		0.39 - 0.69	80	0.53		0.68 - 0.69	60	0.69
Legs			0.99 - 1.00	30	0.99								
Thighs													
regular pack		1.29 - 1.49	1.19	270	1.38					1.49	1.29	300	1.38
value pack		0.99 - 1.14	0.69 - 1.19	510	0.97	0.99	0.97 - 1.19	1,000	1.06	0.99 - 1.14	0.99 - 1.29	290	1.24
Drumsticks													
regular pack		1.29 - 1.49	1.19	270	1.38					1.49	1.29	300	1.38
value pack		0.99 - 1.19	0.79 - 1.19	560	1.02	0.99	0.97 - 1.19	1,020	1.06	0.99 - 1.14	0.99 - 1.29	290	1.24
Bnls/Sknls Thighs													
regular pack							1.99 - 2.49	300	2.03		1.69 - 2.98	430	2.08
value pack							2.99	290	2.99		2.78	20	2.78
9-pc Combos													
drum-thigh-breast						0.99	1.29	270	1.01	1.28		30	1.28
drum-thigh-wing		0.99		40	0.99					0.98		40	0.98
IDF	B/S Breast	2.33	1.33 - 2.40	550	2.24		2.40 - 2.80	1,040	2.80	2.00 - 2.40	2.66	390	2.53
	Tenders	2.33	1.33 - 2.00	30	1.96		2.33	510	2.33	2.40	2.66	360	2.57
	Wings	1.60		50	1.60		2.00 - 2.50	460	2.39	2.40	2.66	360	2.57
	Party Wings	1.25 - 2.66	1.69 - 1.80	410	1.84								



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/01 thru 07/07.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	71.0% of 19,500 outlets		68.0% of 19,500 outlets		66.7% of 19,200 outlets	
Activity Index ^{3/}	26,330		20,480		22,890	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	2,380	5.09	6,100	5.66	3,250	5.85
2.1-3.0 lbs.	290	6.71	350	7.74	230	6.99
Whole Breast			140	4.77	70	4.80
Leg Quarter	40	1.48			40	1.68
FRIED & BAKED:						
Fried 8-Piece Mix	6,300	5.92	4,130	6.07	9,530	5.81
Baked 8-Piece Mix	2,220	5.80	530	5.99		
F/B 8-Piece Dark	780	5.50	480	4.84	2,190	5.64
F/B 12-Piece	990	9.60	510	9.04	1,750	9.79
Bulk Pack (\$/piece)	4,880	0.67	1,650	0.71		
Wings: bone-in	5,690	6.22	2,070	5.28	2,730	5.25
boneless	2,140	4.90	510	4.90	860	5.61
Tenders	460	5.78	2,380	5.10	2,100	5.82
Strips	160	5.80	110	4.08	130	5.99
Popcorn			1,520	3.27	10	4.99



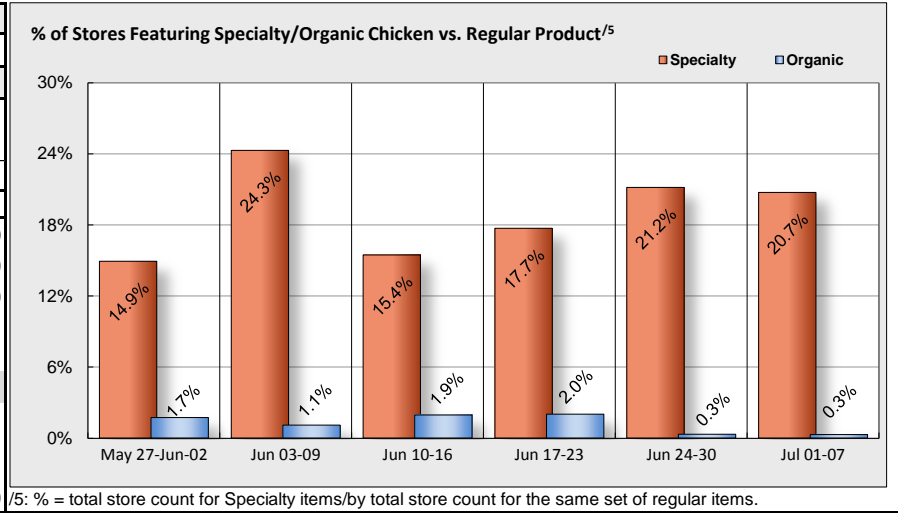
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	76.8% of 3,900 sampled outlets			66.1% of 5,100 sampled outlets			61.3% of 3,300 sampled outlets			70.2% of 3,600 sampled outlets			75.8% of 2,500 sampled outlets			93.1% of 1,100 sampled outlets		
Activity Index ^{3/}	Activity Index = 4,610			Activity Index = 5,680			Activity Index = 4,800			Activity Index = 5,370			Activity Index = 4,250			Activity Index = 1,620		
	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.	3.99 - 7.99	1,320	5.01	3.99 - 5.00	500	4.53	4.99 - 6.99	130	5.83	4.99 - 6.99	420	5.77	5.99	10	5.99			
2.1-3.0 lbs.				5.99	220	5.99				8.99	70	8.99						
Whole Breast																		
Leg Quarter	1.48	40	1.48															
FRIED & BAKED:																		
Fried 8-Piece Mix	4.99 - 7.99	1,270	6.26	3.99 - 7.99	910	5.87	1.66 - 7.99	1,480	5.67	3.99 - 8.49	1,420	5.80	3.99 - 6.99	950	5.91	4.99 - 6.99	270	6.59
Baked 8-Piece Mix	4.99 - 5.99	190	5.62	4.99 - 5.99	460	5.84	2.99 - 5.99	360	5.20	5.99 - 6.99	580	6.03	2.99 - 5.99	580	5.95	5.99 - 6.99	50	6.18
F/B 8-Piece Dark				4.99 - 5.99	200	5.03	4.99 - 6.99	30	5.87	4.99 - 7.99	140	7.54	3.99 - 5.99	370	4.99	5.00 - 5.98	40	5.20
F/B 12-Piece	6.98 - 9.99	200	9.41	5.99 - 12.99	160	9.36	5.99 - 12.99	290	9.97	7.99 - 10.99	240	9.55						
Bulk Pack (\$/piece)	0.56 - 1.00	410	0.68	0.50 - 1.12	890	0.71	0.50 - 1.19	1,400	0.73	0.50 - 0.99	1,070	0.63	0.50 - 0.79	780	0.61	0.48 - 0.80	330	0.63
Wings: bone-in	3.99 - 7.99	700	5.91	3.96 - 7.99	1,870	6.07	1.99 - 7.99	910	4.65	3.69 - 7.99	800	7.52	3.98 - 7.99	890	6.63	3.99 - 7.99	520	7.21
boneless	4.99 - 5.00	290	4.99	3.99 - 5.00	440	4.52	4.99 - 5.00	160	4.99	4.79 - 5.00	410	4.98	5.00	540	5.00	5.00	300	5.00
Tenders	4.49 - 6.99	190	6.36	4.99	10	4.99	4.99	30	4.99	4.99 - 5.99	220	5.43						
Strips				4.99	20	4.99	4.98	10	4.98									
Popcorn																		



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 07/01 thru 07/07.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Jul 01, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	17.4% of 19,500 outlets	25.3% of 19,500 outlets	25.6% of 19,200 outlets	0.7% of 19,500 outlets	0.3% of 19,500 outlets	0.1% of 19,200 outlets
Activity Index ^{3/}	7,690	8,570	8,650	100	120	200
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	740 1.57	590 1.59	500 1.56		50 2.56	10 2.00
Bnls/Sknls Breast	2,980 4.60	3,970 4.62	3,610 4.88	80 8.24	40 8.12	100 7.29
Breast Tenders	1,410 4.66	970 5.06	680 5.18	10 7.99	20 7.49	10 7.99
Split, bn-in Breast	370 2.84	1,190 1.96	390 2.87			
Whole Wings	60 1.68	50 2.95				
Leg Quarters	220 1.30	340 1.15	120 1.29	-- --	-- --	-- --
Legs	40 1.35	40 1.31	20 0.99			
Thighs	580 1.56	470 1.71	1,520 1.87			
Drumsticks	590 1.54	740 1.80	1,540 1.86			
B/S Thighs	700 3.55	210 3.03	270 2.49	10 4.99	10 4.99	80 4.99



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	31.3% of 3,900 sampled outlets			8.6% of 5,100 sampled outlets			9.9% of 3,300 sampled outlets			17.3% of 3,600 sampled outlets			19.7% of 2,500 sampled outlets			25.5% of 1,100 sampled outlets		
Activity Index ^{3/}	Activity Index = 3,000			Activity Index = 920			Activity Index = 560			Activity Index = 1,080			Activity Index = 1,670			Activity Index = 460		
	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	1.59 - 2.49	70	2.37	1.49	210	1.49	1.29 - 1.49	130	1.47	1.47 - 1.99	180	1.76				0.97 - 1.79	150	1.19
Bnls/Sknls Breast	3.29 - 5.99	1,570	4.69	2.99 - 4.98	440	4.40	2.99 - 4.49	30	3.70	2.99 - 5.49	370	4.96	2.99 - 4.99	460	4.26	2.99 - 4.99	110	4.49
Breast Tenders	4.29 - 5.99	750	4.54	3.99 - 4.49	150	4.21	3.99	10	3.99	4.99	180	4.99	4.99	290	4.99	4.99	30	4.99
Split, bn-in Breast	3.29 - 3.79	250	3.43				1.99	20	1.99				1.29 - 2.49	10	2.49	1.29 - 1.49	90	1.44
Whole Wings	1.99	30	1.99				1.29	10	1.29							0.99 - 1.89	20	1.41
Leg Quarters							1.00 - 1.69	70	1.23				1.29 - 1.89	130	1.29	1.39 - 1.89	20	1.58
Legs	0.99	10	0.99				1.19 - 1.59	30	1.47									
Thighs	1.39 - 2.49	150	2.03	1.39	20	1.39	0.98 - 1.59	130	1.31	0.99 - 1.79	140	1.58	1.29 - 1.49	140	1.31			
Drumsticks	1.39 - 2.49	150	2.03	1.39	20	1.39	0.98 - 1.59	110	1.25	0.99 - 1.79	140	1.58	0.99 - 1.89	160	1.32	0.99	10	0.99
B/S Thighs	2.99 - 3.69	20	3.17	2.99	80	2.99	1.99 - 2.99	20	2.68	2.99 - 4.50	70	3.49	2.99 - 4.99	480	3.61	4.99	30	4.99
ORGANIC	1.5% of 3,900 sampled outlets Activity Index = 10			0.0% of 5,100 sampled outlets Activity Index = 0			0.0% of 3,300 sampled outlets Activity Index = 0			0.0% of 3,600 sampled outlets Activity Index = 0			0.3% of 2,500 sampled outlets Activity Index = 10			6.4% of 1,100 sampled outlets Activity Index = 80		
Whole Fryer																		
Bnls/Sknls Breast	9.99	10	9.99													7.99	70	7.99
Breast Tenders																7.99	10	7.99
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
B/S Thighs													4.99	10	4.99			

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/>.