# USDA Weekly Retail Chicken Feature Activity

**Fri. Jul 22, 2011**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.**

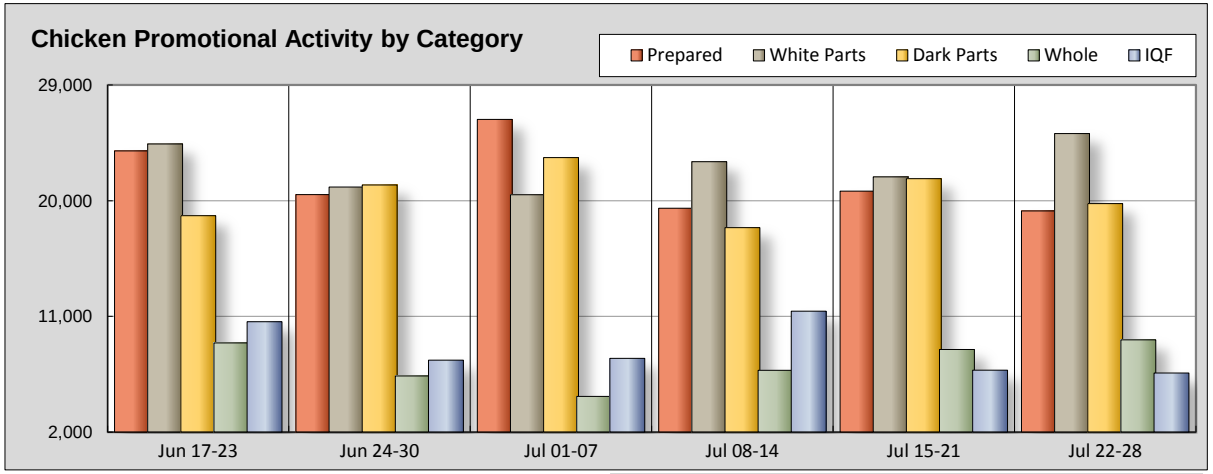
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

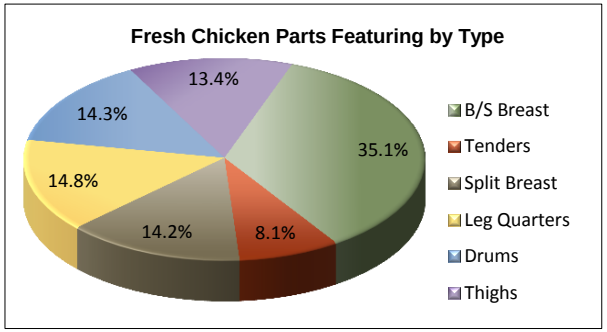
## NATIONAL SUMMARY

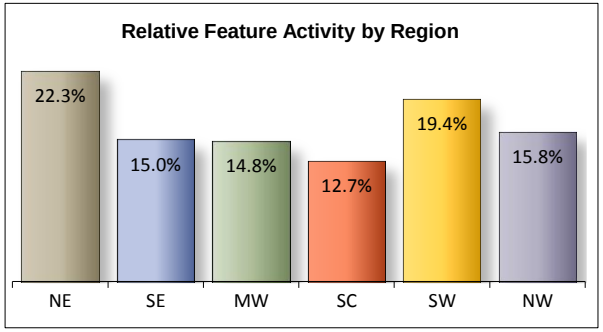
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate 1/** | **97.2% of 19,500 outlets** | | **95.5% of 19,500 outlets** | | **91.9% of 19,200 outlets** | |
| **Special Rate 4/** | **26.4%** | | **28.3%** | | **14.5%** | |
| **Activity Index 2/** | **80,600** | | **79,790** | | **78,820** | |
| **WHOLE BIRD:** | **Stores 3/** | **Wtd Avg** | **Stores /3** | **Wtd Avg** | **Stores /3** | **Wtd Avg** |
| bagged fryer | 2,940 | 1.08 | 5,110 | 1.05 | 3,500 | 0.99 |
| cut-up fryer | 1,670 | 1.36 | 2,010 | 1.21 | 1,620 | 1.38 |
| bagged roaster | 4,110 | 1.10 | 890 | 0.99 | 590 | 1.08 |
| Cornish (frs/frz) | 460 | 2.06 | 420 | 1.98 | 1,180 | 1.93 |
| **PARTS:** | | | | | | |
| **Bnls/Sknls Breast** | | | | | | |
| regular pack | 7,810 | 2.87 | 5,600 | 2.72 | 6,880 | 3.01 |
| value pack | 3,460 | 2.19 | 3,210 | 2.56 | 1,850 | 2.17 |
| thin sliced | 2,620 | 4.46 | 3,030 | 4.04 | 1,930 | 4.10 |
| marinated | 430 | 2.89 | 350 | 4.89 | 370 | 4.33 |
| **Breast Tenders** | | | | | | |
| regular pack | 2,960 | 3.80 | 2,050 | 2.97 | 3,110 | 3.28 |
| value pack | 350 | 2.07 | 440 | 2.92 | 250 | 3.17 |
| **Split, bn-in Breast** | | | | | | |
| regular pack | 3,250 | 1.62 | 3,970 | 1.78 | 2,700 | 1.64 |
| value pack | 2,540 | 1.38 | 1,750 | 1.37 | 1,910 | 1.28 |
| **Whole Wings** | 1,810 | 1.83 | 1,460 | 1.84 | 2,110 | 2.07 |
| **Leg Quarters** | | | | | | |
| tray pack | 4,760 | 0.91 | 3,950 | 0.95 | 2,520 | 0.79 |
| bagged | 1,290 | 0.66 | 680 | 0.68 | 1,350 | 0.54 |
| **Legs** | 460 | 1.00 | 270 | 1.00 | 440 | 1.08 |
| **Thighs** | | | | | | |
| regular pack | 2,330 | 1.29 | 3,220 | 1.37 | 3,960 | 1.35 |
| value pack | 3,140 | 1.28 | 4,030 | 1.11 | 4,510 | 1.07 |
| **Drumsticks** | | | | | | |
| regular pack | 2,390 | 1.29 | 3,340 | 1.35 | 2,820 | 1.32 |
| value pack | 3,430 | 1.23 | 4,020 | 1.12 | 4,590 | 1.07 |
| **Bnls/Sknls Thighs** | | | | | | |
| regular pack | 1,140 | 2.34 | 1,310 | 2.29 | 1,560 | 2.43 |
| value pack | 840 | 2.28 | 900 | 2.61 | 100 | 1.78 |
| **9-pc Combos** | | | | | | |
| drum-thigh-breast | 230 | 1.68 | 40 | 1.29 | 60 | 1.29 |
| drum-thigh-wing | 370 | 1.16 | 170 | 1.44 | 270 | 1.00 |
| **IQF** | | | | | | |
| **B/S Breast** | 2,550 | 2.50 | 3,840 | 2.23 | 3,340 | 2.59 |
| **Tenders** | 1,960 | 2.56 | 1,260 | 2.44 | 1,810 | 2.67 |
| **Wings** | 480 | 1.97 | 1,350 | 1.95 | 810 | 2.63 |
| **Party Wings** | 1,610 | 1.83 | 370 | 1.71 | 820 | 2.18 |

## This Week's Chicken Feature Highlights

An early beginning to the "week of two's" finds retailers holding their ground on volume and continuing to offer strong incentives to pick up extra chicken across the country. The category of whole birds rearranges their mix, pricing climbs. B/S Breast offer consumers a chance to hunt for bargains on small packs, bulk packs find that last weeks pricing strategy was a bust. Thin sliced has a high opinion of it's value, marinated returns and is reasonably priced. Tenders are headed for a disappointing week of movement, split breast and wings stand a good chance to attract attention. Leg quarters mount an attack at lower price levels. Drums and thighs try another approach after last weeks pricing conundrum. IQF restocks and offers higher prices. Prepared foods drops costs on whole body, fried/baked increases, and popcorn chicken makes a comeback. Specialty falls in volume, Organics increase, overall pricing increases. It seems that retailers are having a hard time figuring out what will attract consumers to the check out lanes. Price ranges are wide, deals are there but scattered, and last weeks strategy has given way to an entirely new way of thinking. Hopefully retailers will figure out what to do before the next payday arrives.




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. Jul 22, 2011**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.**

(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/** | **99.1% of 3,900 sampled outlets** | | | | **96.8% of 5,100 sampled outlets** | | | | **96.8% of 3,300 sampled outlets** | | | |
| **Special Rate 2/** | **24.7% of stores w/ no-price promotions** | | | | **37.8% of stores w/ no-price promotions** | | | | **21.7% of stores w/ no-price promotions** | | | |
| **Activity Index 3/** | **Activity Index = 16,160** | | | | **Activity Index = 15,160** | | | | **Activity Index = 8,790** | | | |
| **WHOLE BIRD:** | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.80 - 1.49 | | 760 | 1.15 | 0.89 - 1.19 | | 240 | 1.02 | 0.69 - 1.69 | | 560 | 1.01 |
| cut-up fryer | 1.19 - 1.69 | | 420 | 1.51 | | | | | 0.99 - 1.71 | | 180 | 1.28 |
| bagged roaster | 0.98 - 4.49 | | 1,570 | 1.27 | 0.98 - 1.49 | | 2,450 | 1.00 | 0.99 | | 90 | 0.99 |
| Cornish (frs/frz) | 1.99 - 2.49 | | 80 | 2.35 | 1.99 - 2.00 | | 260 | 1.99 | 2.18 | | 10 | 2.18 |
| **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 - 4.99 | 1.49 - 4.99 | 1,920 | 3.21 | 1.49 - 2.99 | 0.99 - 3.99 | 1,080 | 2.23 | 1.69 - 2.99 | 1.39 - 4.99 | 1,930 | 2.78 |
| value pack | 1.99 - 2.59 | 1.58 - 2.99 | 940 | 2.27 | 1.67 - 1.99 | 1.38 - 2.99 | 1,020 | 2.02 | | 1.38 - 2.99 | 190 | 2.25 |
| thin sliced | 3.29 - 4.99 | 2.98 - 5.29 | 1,250 | 4.40 | 2.99 | 2.49 - 3.99 | 190 | 3.17 | | 1.99 - 5.29 | 410 | 4.62 |
| marinated | | 3.99 - 5.99 | 10 | 5.07 | | 2.29 | 80 | 2.29 | | 2.29 - 5.49 | 290 | 3.08 |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 1.99 - 4.99 | 1.69 - 5.29 | 860 | 4.24 | 2.99 | 1.79 - 4.99 | 180 | 3.40 | 2.69 | 2.39 - 5.29 | 410 | 4.58 |
| value pack | 1.99 - 2.79 | 1.69 - 2.49 | 110 | 2.26 | 1.98 | 2.49 | 210 | 2.03 | | | | |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 1.49 - 2.59 | 0.98 - 2.29 | 930 | 1.88 | 0.99 - 1.99 | 0.98 - 1.79 | 1,510 | 1.61 | 1.19 - 1.92 | 0.98 - 1.49 | 480 | 1.18 |
| value pack | 0.99 - 1.39 | 0.99 - 1.29 | 290 | 1.02 | 1.29 - 1.49 | 0.98 - 1.45 | 850 | 1.32 | 1.33 - 1.71 | 0.88 - 1.29 | 210 | 1.15 |
| **Whole Wings** | 1.49 - 1.79 | 1.48 - 1.99 | 430 | 1.69 | 1.48 | 1.18 - 2.29 | 240 | 1.94 | 1.33 - 1.49 | 0.98 - 2.29 | 600 | 1.93 |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.69 - 0.99 | 0.49 - 1.00 | 1,950 | 0.86 | 0.99 | 0.69 - 0.99 | 1,230 | 0.99 | 0.99 - 1.00 | 0.48 - 0.89 | 270 | 0.68 |
| bagged | 0.58 - 0.69 | 0.59 | 100 | 0.59 | 0.58 - 0.69 | 0.48 - 0.79 | 580 | 0.76 | | 0.49 - 0.69 | 230 | 0.53 |
| **Legs** | 0.79 | 0.99 - 1.29 | 140 | 0.94 | | 1.09 - 1.29 | 30 | 1.23 | | | | |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 1.29 - 1.79 | 0.99 - 1.39 | 870 | 1.42 | 0.99 | 1.09 - 1.29 | 140 | 1.23 | 0.99 - 1.49 | 0.98 - 1.19 | 450 | 1.12 |
| value pack | 0.79 - 0.99 | 0.99 - 1.39 | 830 | 1.07 | 0.79 - 1.18 | 0.79 - 1.29 | 510 | 1.07 | 0.99 - 1.29 | 0.88 - 3.29 | 430 | 1.82 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 1.79 | 0.99 - 1.49 | 860 | 1.42 | 0.99 - 1.29 | 1.29 | 180 | 1.25 | 0.99 - 1.49 | 0.98 - 1.19 | 450 | 1.12 |
| value pack | 0.79 - 1.09 | 0.59 - 1.39 | 840 | 1.06 | 0.79 - 1.18 | 0.78 - 1.29 | 720 | 0.99 | 0.99 - 1.29 | 0.59 - 3.29 | 460 | 1.75 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | 1.99 - 2.99 | 2.27 | 270 | 2.87 | 1.99 | 2.27 | 220 | 2.23 | 1.99 - 2.19 | 2.39 | 30 | 2.19 |
| value pack | | 1.98 - 2.99 | 180 | 2.66 | | 1.98 - 2.99 | 60 | 2.65 | | 1.69 | 10 | 1.69 |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | 1.79 - 1.99 | | 80 | 1.92 | 1.99 | | 20 | 1.99 | | | | |
| drum-thigh-wing | | | | | | 0.99 - 1.29 | 290 | 1.20 | | | | |
| **IQF** **B/S Breast** | | 1.66 - 2.66 | 180 | 2.33 | | 1.66 - 2.80 | 960 | 2.49 | 1.66 | 1.60 - 2.80 | 310 | 2.36 |
| **IQF** **Tenders** | | 2.00 | 10 | 2.00 | | 2.20 - 2.80 | 940 | 2.50 | | 2.40 - 2.80 | 200 | 2.76 |
| **IQF** **Wings** | 1.50 | 1.66 - 1.75 | 50 | 1.65 | | 1.66 | 20 | 1.66 | 1.99 | 1.75 - 2.33 | 410 | 2.02 |
| **IQF** **Party Wings** | | 1.66 - 2.00 | 230 | 1.90 | | 1.66 - 2.00 | 950 | 1.87 | | 1.75 | 180 | 1.75 |

## USDA Weekly Retail Chicken Feature Activity

**Fri. Jul 22, 2011**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.**

(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/** | **95.2% of 3,600 sampled outlets** | | | | **99.2% of 2,500 sampled outlets** | | | | **95.6% of 1,100 sampled outlets** | | | |
| **Special Rate 2/** | **23.5% of stores w/ no-price promotions** | | | | **19.6% of stores w/ no-price promotions** | | | | **18.1% of stores w/ no-price promotions** | | | |
| **Activity Index 3/** | **Activity Index = 8,140** | | | | **Activity Index = 10,310** | | | | **Activity Index = 2,830** | | | |
| **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 | | 300 | 0.74 | 0.79 - 1.49 | | 850 | 1.25 | 0.79 - 0.99 | | 230 | 0.89 |
| cut-up fryer | 1.29 | | 120 | 1.29 | 0.99 - 1.49 | | 860 | 1.36 | 0.99 - 1.19 | | 90 | 1.02 |
| bagged roaster | | | | | | | | | | | | |
| Cornish (frs/frz) | 1.81 - 2.49 | | 60 | 2.09 | 0.99 | | 10 | 0.99 | 1.81 - 2.18 | | 40 | 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/Sknls Breast** | | | | | | | | | | | | |
| regular pack | 1.59 - 4.99 | 1.39 - 3.79 | 1,480 | 2.08 | 2.49 - 4.99 | 1.99 - 4.99 | 870 | 4.07 | 3.49 - 3.99 | 2.99 | 530 | 3.43 |
| value pack | 1.99 | 0.97 - 2.99 | 610 | 2.12 | | 1.39 - 3.99 | 520 | 2.33 | | 1.58 - 3.99 | 180 | 2.53 |
| thin sliced | | | | | 4.99 | 5.29 | 530 | 5.15 | | 3.99 | 240 | 3.99 |
| marinated | | 1.99 - 2.98 | 50 | 2.31 | | | | | | | | |
| **Breast Tenders** | | | | | | | | | | | | |
| regular pack | 1.59 - 4.49 | 1.49 - 3.79 | 960 | 2.41 | 4.99 | 2.99 - 5.29 | 550 | 5.08 | | | | |
| value pack | | 1.69 | 30 | 1.69 | | | | | | | | |
| **Split, bn-in Breast** | | | | | | | | | | | | |
| regular pack | 0.99 | 1.49 | 70 | 1.30 | | 1.39 | 30 | 1.39 | 1.79 | 1.69 | 230 | 1.74 |
| value pack | 0.87 - 1.49 | 0.88 - 1.49 | 310 | 1.07 | 0.99 - 2.69 | 0.79 - 1.59 | 770 | 1.72 | | 1.59 - 1.69 | 110 | 1.66 |
| **Whole Wings** | 0.83 | 0.97 - 1.99 | 210 | 1.52 | 1.99 | 1.59 - 1.99 | 290 | 1.97 | 1.59 | 1.82 - 1.99 | 40 | 1.80 |
| **Leg Quarters** | | | | | | | | | | | | |
| tray pack | 0.99 | 0.59 - 0.99 | 400 | 0.92 | 0.97 - 0.98 | 0.59 - 0.99 | 760 | 0.94 | | 0.89 - 1.29 | 150 | 1.25 |
| bagged | | 0.49 - 0.79 | 350 | 0.60 | | 0.69 | 30 | 0.69 | | | | |
| **Legs** | | | | | 1.39 | 0.99 | 290 | 1.01 | | | | |
| **Thighs** | | | | | | | | | | | | |
| regular pack | 0.83 - 1.49 | | 210 | 1.32 | 0.97 | | 260 | 0.97 | 1.79 | 1.29 | 400 | 1.43 |
| value pack | 0.88 - 1.00 | 0.79 - 1.49 | 590 | 1.11 | 2.29 | 0.89 - 0.99 | 730 | 1.47 | 1.59 | 0.98 - 1.49 | 50 | 1.31 |
| **Drumsticks** | | | | | | | | | | | | |
| regular pack | 0.83 - 1.49 | | 240 | 1.27 | 0.97 | 0.99 | 260 | 0.97 | 1.79 | 1.29 | 400 | 1.43 |
| value pack | 0.88 - 0.97 | 0.69 - 1.49 | 560 | 1.07 | 0.59 - 2.29 | 0.79 - 0.99 | 800 | 1.41 | 1.59 | 0.98 - 1.49 | 50 | 1.31 |
| **Bnls/Sknls Thighs** | | | | | | | | | | | | |
| regular pack | 2.49 | 1.49 | 450 | 2.03 | 2.49 | | 170 | 2.49 | | | | |
| value pack | | 1.69 - 2.79 | 290 | 1.99 | | 2.27 | 290 | 2.27 | | 1.99 | 10 | 1.99 |
| **9-pc Combos** | | | | | | | | | | | | |
| drum-thigh-breast | | | | | 1.48 | | 130 | 1.48 | | | | |
| drum-thigh-wing | | | | | | | | | | 0.99 | 80 | 0.99 |
| **IQF** **B/S Breast** | 2.40 - 2.74 | 1.66 - 2.80 | 360 | 2.34 | | 2.33 - 2.80 | 740 | 2.69 | | | | |
| **IQF** **Tenders** | 2.28 - 2.40 | 1.66 - 2.80 | 240 | 2.38 | | 2.33 - 2.80 | 570 | 2.66 | | | | |
| **IQF** **Wings** | | | | | | | | | | | | |
| **IQF** **Party Wings** | 1.83 | 1.52 - 2.00 | 250 | 1.70 | | | | | | | | |

## USDA Weekly Retail Chicken Feature Activity - Prepared Chicken

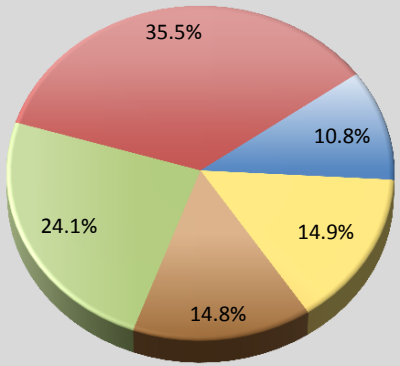
**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.**

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

**PREPARED FOODS NATIONAL SUMMARY**

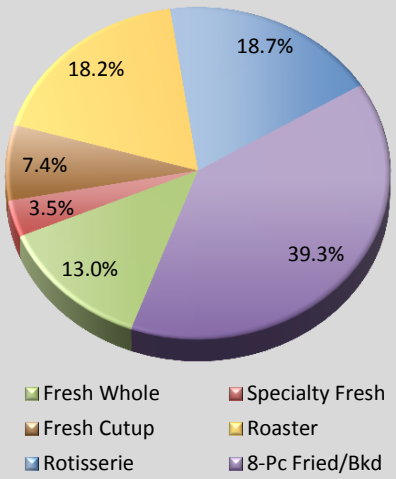
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 67.1% of 19,500 outlets | | 66.1% of 19,500 outlets | | 70.0% of 19,200 outlets | |
| **Activity Index** [3/] | **19,210** | | **20,750** | | **21,860** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| **ROTISSERIE:** | | | | | | |
| Whole Bird | | | | | | |
| < 2 lbs. | 4,200 | 5.85 | 4,100 | 6.16 | 8,550 | 5.66 |
| 2.1-3.0 lbs. | 20 | 7.49 | 160 | 7.99 | 150 | 7.99 |
| Whole Breast | 180 | 5.21 | 190 | 7.49 | 100 | 5.09 |
| Leg Quarter | 230 | 1.06 | 270 | 2.62 | | |
| **FRIED & BAKED:** | | | | | | |
| Fried 8-Piece Mix | 4,980 | 6.14 | 4,910 | 5.83 | 4,200 | 6.06 |
| Baked 8-Piece Mix | 2,070 | 6.03 | 2,480 | 5.44 | 960 | 4.83 |
| F/B 8-Piece Dark | 1,040 | 4.67 | 1,340 | 5.36 | 960 | 9.85 |
| F/B 12-Piece | 130 | 8.45 | 360 | 9.18 | | |
| Bulk Pack ($/piece) | 660 | 0.99 | 580 | 0.64 | | |
| **Wings:** bone-in | 2,800 | 6.10 | 3,790 | 5.30 | 3,490 | 5.90 |
| boneless | 60 | 4.18 | 110 | 4.92 | 1,550 | 4.43 |
| **Tenders** | 1,430 | 4.87 | 2,230 | 5.36 | 1,610 | 4.98 |
| **Strips** | 370 | 4.89 | 100 | 4.59 | 90 | 5.73 |
| **Popcorn** | 1,040 | 3.19 | 130 | 5.37 | 200 | 3.22 |

### Prepared Chicken Featuring by Category

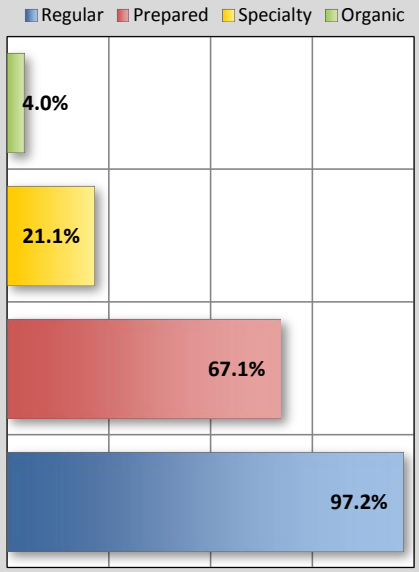



* Other = tenders, strips, and popcorn

### Whole Bird Featuring Fresh versus Prepared




### Feature Rate Comparison




| | NORTHEAST U.S. | | | SOUTHEAST U.S. | | | MIDWEST U.S. | | | SOUTH CENTRAL U.S. | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Feature Rate** [1/] | 71.8% of 3,900 sampled outlets | | | 67.5% of 5,100 sampled outlets | | | 69.2% of 3,300 sampled outlets | | | 55.6% of 3,600 sampled outlets | | | 64.3% of 2,500 sampled outlets | | | 85.2% of 1,100 sampled outlets | | |
| **Activity Index** [3/] | Activity Index = 4,020 | | | Activity Index = 4,720 | | | Activity Index = 3,440 | | | Activity Index = 2,950 | | | Activity Index = 2,500 | | | Activity Index = 1,580 | | |
| | 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. | 4.88 - 7.99 | 580 | 5.66 | 4.99 - 6.99 | 980 | 6.23 | 4.90 - 6.99 | 670 | 5.73 | 2.99 - 6.99 | 780 | 5.73 | 4.98 - 5.99 | 820 | 5.64 | 5.99 - 6.99 | 370 | 6.09 |
| 2.1-3.0 lbs. | | | | | | | | | | 7.49 | 20 | 7.49 | | | | | | |
| Whole Breast | 3.99 | 70 | 3.99 | 5.99 | 110 | 5.99 | | | | | | | | | | | | |
| Leg Quarter | | | | 1.25 | 70 | 1.25 | | | | 0.89 - 1.00 | 160 | 0.97 | | | | | | |
| **FRIED & BAKED:** | | | | | | | | | | | | | | | | | | |
| Fried 8-Piece Mix | 3.99 - 6.99 | 1,040 | 6.77 | 3.99 - 6.99 | 790 | 5.87 | 3.99 - 8.99 | 1,180 | 5.76 | 4.99 - 6.99 | 780 | 5.86 | 4.99 - 6.99 | 670 | 6.06 | 5.00 - 7.99 | 520 | 6.65 |
| Baked 8-Piece Mix | 6.99 | 140 | 6.99 | 3.99 - 5.99 | 570 | 5.84 | 5.99 | 500 | 5.99 | 4.99 - 5.99 | 470 | 5.90 | 5.99 | 300 | 5.99 | 5.99 - 6.99 | 90 | 6.82 |
| F/B 8-Piece Dark | 4.99 | 230 | 4.99 | 4.99 | 320 | 4.99 | 5.99 | 10 | 5.99 | 4.99 | 80 | 4.99 | 3.99 | 360 | 3.99 | 4.97 - 5.99 | 40 | 5.52 |
| F/B 12-Piece | 5.99 - 8.99 | 40 | 6.50 | 5.99 - 9.99 | 30 | 7.41 | 5.99 - 13.99 | 50 | 10.33 | | | | | | | 9.95 | 10 | 9.95 |
| Bulk Pack ($/piece) | 0.50 - 0.75 | 220 | 0.65 | 0.50 - 0.69 | 250 | 0.64 | 0.50 - 5.00 | 190 | 1.84 | | | | | | | | | |
| Wings: bone-in | 4.49 - 7.99 | 920 | 6.89 | 4.99 - 7.99 | 370 | 5.72 | 3.88 - 5.99 | 230 | 5.55 | 3.88 - 5.99 | 500 | 5.06 | 4.99 - 5.99 | 320 | 5.01 | 4.99 - 7.99 | 460 | 6.96 |
| boneless | 3.99 | 20 | 3.99 | | | | 3.88 - 4.99 | 30 | 4.40 | 3.88 | 10 | 3.88 | | | | | | |
| **Tenders** | 4.19 - 5.99 | 520 | 5.00 | 4.99 | 200 | 4.99 | 3.69 - 5.99 | 510 | 4.57 | 4.99 | 140 | 4.99 | 4.99 | 10 | 4.99 | 4.98 - 5.99 | 50 | 5.78 |
| **Strips** | 4.49 | 230 | 4.49 | | | | 2.79 - 5.79 | 70 | 5.25 | 4.99 | 10 | 4.99 | 5.99 | 20 | 5.99 | 5.99 | 40 | 5.99 |
| **Popcorn** | 2.79 | 10 | 2.79 | 3.19 | 1,030 | 3.19 | | | | | | | | | | | | |

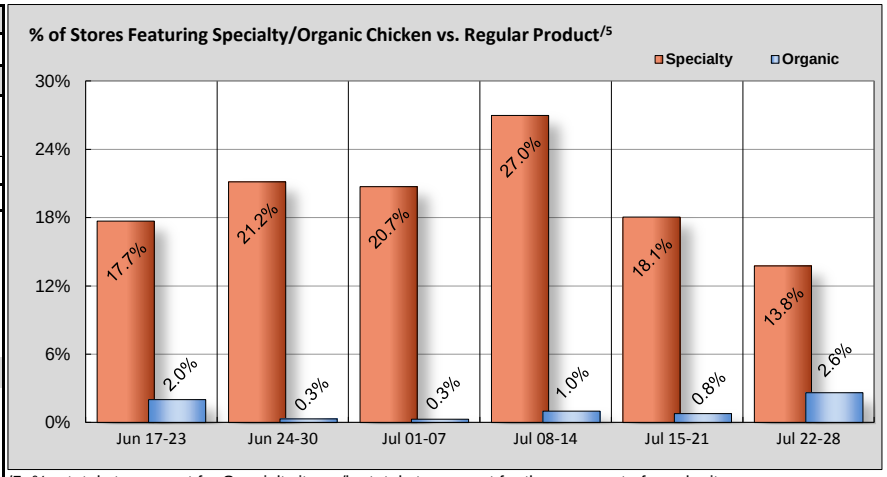
## USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken

**Fri. Jul 22, 2011**

**Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.**

(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/] | 21.1% of 19,500 outlets | | 29.9% of 19,500 outlets | | 19.8% of 19,200 outlets | | 4.0% of 19,500 outlets | | 1.5% of 19,500 outlets | | 1.3% of 19,200 outlets | |
| **Activity Index** [3/] | **5,730** | | **7,660** | | **9,260** | | **960** | | **310** | | **330** | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| Whole Fryer | 800 | 1.73 | 680 | 1.89 | 2,480 | 1.73 | | | 20 | 3.99 | 70 | 2.79 |
| Bnls/Sknls Breast | 2,170 | 5.13 | 3,740 | 5.06 | 2,990 | 4.94 | 900 | 7.61 | 240 | 7.03 | 200 | 8.01 |
| Breast Tenders | 650 | 5.52 | 570 | 4.93 | 510 | 4.43 | | | 10 | 9.99 | | |
| Split, bn-in Breast | 220 | 3.08 | 270 | 2.52 | 330 | 2.51 | | | | | 10 | 4.99 |
| Whole Wings | 10 | 1.49 | 140 | 1.71 | 230 | 2.24 | 20 | 1.99 | | | | |
| Leg Quarters | 10 | 1.19 | 100 | 0.99 | 190 | 1.14 | -- | -- | -- | -- | -- | -- |
| Legs | 60 | 1.99 | 10 | 1.99 | 20 | 1.09 | | | | | | |
| Thighs | 640 | 1.94 | 590 | 1.66 | 1,060 | 1.62 | 10 | 3.99 | | | 20 | 3.99 |
| Drumsticks | 660 | 1.94 | 800 | 1.70 | 1,210 | 1.65 | 10 | 3.99 | 40 | 2.69 | 20 | 3.99 |
| B/S Thighs | 510 | 2.62 | 760 | 3.23 | 240 | 2.86 | 20 | 4.49 | | | 10 | 6.99 |




/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/] | 39.2% of 3,900 sampled outlets | | | 15.0% of 5,100 sampled outlets | | | 28.5% of 3,300 sampled outlets | | | 14.0% of 3,600 sampled outlets | | | 13.7% of 2,500 sampled outlets | | | 3.6% of 1,100 sampled outlets | | |
| Activity Index [3/] | Activity Index = 2,940 | | | Activity Index = 570 | | | Activity Index = 920 | | | Activity Index = 950 | | | Activity Index = 90 | | | Activity Index = 260 | | |
| | 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 | 1.39 - 2.29 | 370 | 1.87 | 1.39 - 1.79 | 30 | 1.51 | 1.19 - 1.79 | 90 | 1.60 | 1.79 - 1.99 | 200 | 1.82 | 0.88 - 2.99 | 20 | 1.87 | 0.88 - 2.79 | 90 | 1.12 |
| Bnls/Sknls Breast | 3.98 - 6.99 | 750 | 5.53 | 3.99 - 4.99 | 250 | 4.16 | 3.49 - 6.99 | 470 | 5.86 | 3.97 - 5.49 | 580 | 4.55 | 2.99 - 6.99 | 30 | 5.99 | 2.99 - 6.99 | 90 | 4.19 |
| Breast Tenders | 4.99 - 5.99 | 450 | 5.61 | 4.99 | 40 | 4.99 | 5.49 | 80 | 5.49 | 5.49 | 50 | 5.49 | | | | 4.99 | 30 | 4.99 |
| Split, bn-in Breast | 1.99 - 3.99 | 190 | 3.09 | | | | 1.69 - 2.49 | 20 | 2.00 | | | | | | | 4.99 | 10 | 4.99 |
| Whole Wings | | | | | | | | | | | | | | | | 1.49 | 10 | 1.49 |
| Leg Quarters | | | | | | | 1.19 | 10 | 1.19 | | | | | | | | | |
| Legs | 1.99 | 20 | 1.99 | | | | | | | | | | 1.99 | 40 | 1.99 | | | |
| Thighs | 1.69 - 2.99 | 460 | 1.97 | | | | 1.77 - 1.99 | 110 | 1.97 | 1.69 | 60 | 1.69 | | | | 1.49 | 10 | 1.49 |
| Drumsticks | 1.69 - 2.99 | 460 | 1.97 | | | | 1.77 - 1.99 | 130 | 1.98 | 1.69 | 60 | 1.69 | | | | 1.49 | 10 | 1.49 |
| B/S Thighs | 1.99 - 3.29 | 240 | 2.66 | 1.99 - 2.99 | 250 | 2.55 | 1.99 | 10 | 1.99 | | | | | | | 3.79 | 10 | 3.79 |
| **ORGANIC** | 6.2% of 3,900 sampled outlets<br>Activity Index = 270 | | | 3.7% of 5,100 sampled outlets<br>Activity Index = 190 | | | 0.3% of 3,300 sampled outlets<br>Activity Index = 30 | | | 8.9% of 3,600 sampled outlets<br>Activity Index = 320 | | | 0.0% of 2,500 sampled outlets<br>Activity Index = 140 | | | 1.4% of 1,100 sampled outlets<br>Activity Index = 10 | | |
| Whole Fryer | | | | | | | | | | | | | | | | | | |
| Bnls/Sknls Breast | 6.99 - 8.99 | 260 | 7.16 | 8.99 | 190 | 8.99 | | | | 6.99 | 320 | 6.99 | 7.99 | 130 | 7.99 | | | |
| Breast Tenders | | | | | | | | | | | | | | | | | | |
| Split, bn-in Breast | | | | | | | | | | | | | | | | | | |
| Whole Wings | | | | | | | 1.99 | 20 | 1.99 | | | | | | | | | |
| Legs | | | | | | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | | | | 3.99 | 10 | 3.99 |
| Drumsticks | 3.99 | 10 | 3.99 | | | | | | | | | | | | | | | |
| B/S Thighs | | | | | | | 4.99 | 10 | 4.99 | | | | 3.99 | 10 | 3.99 | | | |

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/.