



USDA Weekly Retail Chicken Feature Activity

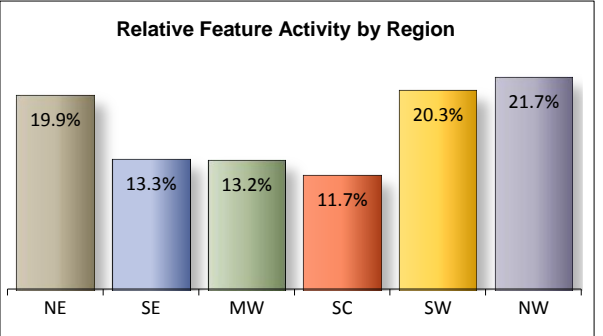
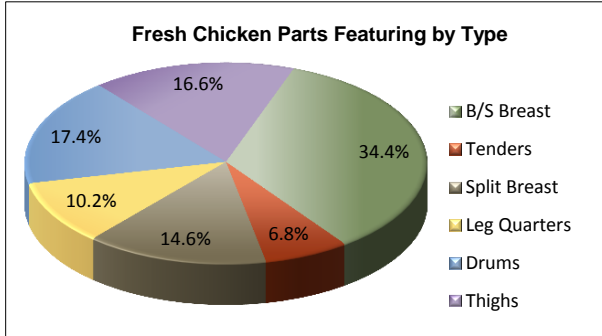
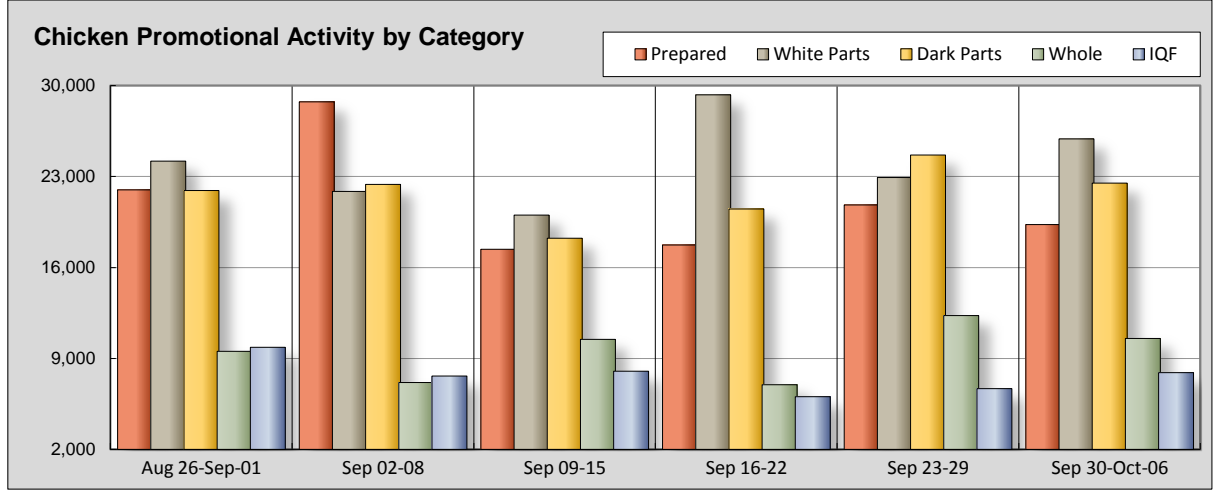
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/30 thru 10/06.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 30, 2011

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	95.8% of 19,500 outlets	94.5% of 19,500 outlets	94.6% of 19,200 outlets
Special Rate ^{4/}	17.8%	18.4%	17.8%
Activity Index ^{2/}	86,290	88,140	78,240
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg
bagged fryer	5,300 1.14	6,370 1.05	3,760 1.03
cut-up fryer	1,460 1.53	1,140 1.44	810 1.40
bagged roaster	2,570 1.19	3,300 1.08	2,930 1.15
Cornish (frs/frz)	1,210 2.24	1,490 2.11	1,520 2.08
PARTS:			
Bnls/Sknls Breast			
regular pack	7,290 2.72	6,540 3.06	6,350 2.90
value pack	3,460 2.40	2,870 2.30	2,570 2.14
thin sliced	3,660 3.89	1,910 4.34	2,760 4.02
marinated	420 3.89	290 4.05	50 3.71
Breast Tenders			
regular pack	2,310 3.20	2,890 3.58	3,110 3.50
value pack	630 2.91	1,100 2.34	60 2.21
Split, bn-in Breast			
regular pack	3,910 1.46	2,550 1.48	3,530 1.68
value pack	2,360 1.47	2,040 1.33	1,450 1.35
Whole Wings	1,850 1.99	2,730 1.94	1,200 2.02
Leg Quarters			
tray pack	3,700 1.00	2,950 1.04	3,010 0.91
bagged	690 0.62	570 0.64	2,030 0.57
Legs	680 1.35	350 1.09	570 1.34
Thighs			
regular pack	2,550 1.49	1,650 1.54	3,100 1.29
value pack	4,590 1.10	7,100 1.12	4,060 1.12
Drumsticks			
regular pack	2,580 1.50	1,630 1.55	2,990 1.30
value pack	4,900 1.09	7,070 1.13	4,180 1.11
Bnls/Sknls Thighs			
regular pack	2,190 2.20	2,440 2.43	1,720 2.49
value pack	610 2.54	890 2.16	130 1.62
9-pc Combos			
drum-thigh-breast	20 1.39	730 1.45	30 1.59
drum-thigh-wing	140 1.69	50 1.27	360 1.15
IQF			
B/S Breast	3,900 2.43	3,100 2.46	2,930 2.21
Tenders	1,150 2.72	2,250 2.38	1,860 2.38
Wings	2,020 2.07	350 1.88	400 1.90
Party Wings	840 1.85	980 2.24	670 2.28

This Week's Chicken Feature Highlights

The first day of the new month is so close you can almost touch it, however the majority of summary figures decline slightly compared to last week. The whole body class of product swaps volume for higher pricing. B/S and split breast run offerings up, pricing usually declines. Dark meat parts make slight downward adjustments in pricing, but not enough to initiate clearances needed to keep floor stocks from backing up. Combos fade just like the coals in the grills that have been abandoned. IQF parts raise volume on B/S breast and wings, price points mirror their fresh counterparts. Prepared foods drops back to their old stalwart of the deli, 8 pc fried/ baked and tenders. Specialty chicken has been waiting for the new month and acts accordingly, organics for some unknown reason deviate from their normal practices and reduce exposure. There is a chill in the air that ushers in new marketing trends; seasonal and holiday items are already starting to show up and can only increase their presence. Chicken is about to be challenged for room in the ads, meat case, and worst of all the consumers already stretched food budget.



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

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/30 thru 10/06.

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

Fri. Sep 30, 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/		94.0% of 3,900 sampled outlets 23.5% of stores w/ no-price promotions Activity Index = 16,790				97.4% of 5,100 sampled outlets 32.7% of stores w/ no-price promotions Activity Index = 15,240				95.0% of 3,300 sampled outlets 11.1% of stores w/ no-price promotions Activity Index = 8,390			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.77 - 1.79		1,440	1.28	0.77 - 1.49		1,070	1.03	0.58 - 1.39		510	1.07
cut-up fryer		1.49 - 1.99		380	1.65	0.99 - 1.49		70	1.36	1.19 - 1.39		40	1.30
bagged roaster		0.77 - 1.59		1,120	1.08	0.99 - 1.59		1,290	1.26	1.29 - 1.59		20	1.46
Cornish (frs/frz)		1.99 - 2.99		470	2.44	2.49		20	2.49	1.99 - 2.18		700	2.13
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		1.88 - 3.49	1.69 - 3.99	1,290	3.46	1.98 - 2.99	1.67 - 3.99	2,250	2.65	1.78 - 3.99	1.48 - 4.29	1,280	2.69
value pack		2.99	1.79 - 2.99	1,410	2.50	1.88 - 2.50	1.79 - 2.99	570	2.35	1.98	1.29 - 2.49	410	2.14
thin sliced		3.99	2.99 - 4.99	1,170	3.79	3.29 - 3.99	3.99	590	3.91	3.29 - 4.99	1.99 - 4.29	400	4.27
marinated			3.99	380	3.99						2.69	10	2.69
Breast Tenders													
regular pack		1.88 - 3.99	1.98 - 3.99	880	3.77	2.75 - 3.29	3.19	310	2.92	1.99 - 3.99	1.97 - 4.29	400	2.88
value pack		1.98	1.99	50	1.98						1.88	20	1.88
Split, bn-in Breast													
regular pack		0.99 - 1.97	0.99 - 1.89	670	1.75	0.99 - 1.87		1,180	1.02	0.99 - 2.00	0.89 - 1.79	480	1.37
value pack			0.99 - 2.49	710	1.64	0.98	0.97 - 1.69	490	1.15	0.99 - 2.47	0.97 - 1.49	290	1.31
Whole Wings		1.19 - 2.99	1.67 - 1.99	600	2.08	1.35 - 2.99	1.19 - 1.79	350	1.96	1.59 - 2.00	1.49 - 1.99	110	1.79
Leg Quarters													
tray pack		0.69 - 0.99	0.59 - 1.29	1,480	0.92	0.79	0.59 - 1.29	590	0.97	1.29	0.68 - 0.89	190	0.90
bagged		0.89	0.58 - 0.69	70	0.68	0.59	0.45 - 0.69	330	0.64	0.59	0.59 - 0.69	80	0.63
Legs			1.69	120	1.69		0.98	20	0.98				
Thighs													
regular pack		1.39 - 1.49	0.97 - 1.69	450	1.47	1.49	1.29	80	1.39	0.99 - 1.69	0.99 - 1.29	510	1.37
value pack		0.88 - 1.39	0.88 - 1.39	1,350	1.19	0.88 - 1.29	0.98 - 1.19	1,600	1.03	0.79 - 1.00	0.89 - 1.29	390	1.10
Drumsticks													
regular pack		1.49	0.97 - 1.69	450	1.49	1.49 - 1.49	1.29	130	1.43	0.99 - 1.69	1.19	480	1.38
value pack		0.88 - 1.39	0.88 - 1.39	1,350	1.19	0.88 - 0.99	0.98 - 1.29	1,590	1.03	0.79 - 1.00	0.69 - 1.29	610	1.06
Bnls/Sknls Thighs													
regular pack		1.99 - 2.99	2.69	370	2.82	1.98	1.79 - 2.69	310	2.01	2.48	1.79 - 2.49	290	2.19
value pack			1.79 - 2.99	160	2.68		1.79 - 2.99	60	2.59		1.88 - 2.49	90	2.39
9-pc Combos													
drum-thigh-breast											1.39	20	1.39
drum-thigh-wing			1.69	140	1.69								
IDF	B/S Breast		3.20	10	3.20	2.40	1.99 - 3.20	1,070	2.67	2.40 - 3.00	1.33 - 2.80	630	2.28
	Tenders						2.40 - 2.80	410	2.54		2.00 - 2.80	120	2.69
	Wings	1.99	1.50 - 2.00	250	1.74	1.66	1.33 - 2.00	380	1.84	1.60 - 1.66		40	1.64
	Party Wings		1.33 - 2.00	20	1.73	2.33	1.75 - 2.00	480	1.95		1.40 - 1.75	270	1.73



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/30 thru 10/06.

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

Fri. Sep 30, 2011

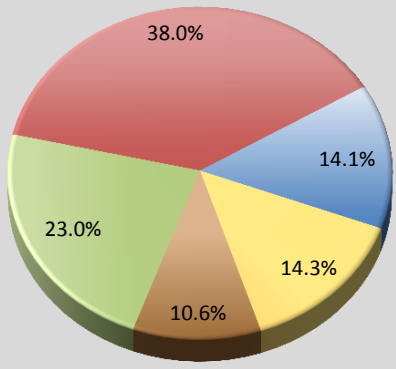
	SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)				
Feature Rate 1/ Special Rate 2/ Activity Index 3/	94.7% of 3,600 sampled outlets 7.0% of stores w/ no-price promotions Activity Index = 8,660				97.3% of 2,500 sampled outlets 3.4% of stores w/ no-price promotions Activity Index = 12,260				98.1% of 1,100 sampled outlets 14.8% of stores w/ no-price promotions Activity Index = 5,650				
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	
bagged fryer	0.68 - 1.69		820	0.94	0.98 - 1.59		980	1.29	0.79 - 1.20		480	1.04	
cut-up fryer	1.19 - 1.49		90	1.37	0.99 - 1.69		870	1.51	1.18		10	1.18	
bagged roaster	1.49		130	1.49					1.49		10	1.49	
Cornish (frs/frz)									1.54		20	1.54	
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	1.67 - 3.49	1.28 - 2.99	1,380	2.49	1.99	1.29 - 1.99	920	1.89	3.49 - 4.99	2.49	170	4.55	
value pack		1.59 - 2.99	240	2.15		1.29 - 2.69	550	2.24		1.98 - 3.49	280	2.90	
thin sliced	3.99	3.49	90	3.79		1.99 - 4.99	880	3.57	5.49	3.49 - 3.99	530	4.37	
marinated		2.98	20	2.98						2.99	10	2.99	
Breast Tenders													
regular pack	1.99 - 2.19	1.77 - 2.79	450	2.47		1.77 - 1.99	150	1.80	5.49	2.99	120	5.33	
value pack		2.49	80	2.49		2.49 - 2.99	290	2.92		2.49 - 3.49	190	3.41	
Split, bn-in Breast													
regular pack	1.00 - 1.99	0.98 - 1.49	590	1.33	1.59 - 1.99	1.49	670	1.68	1.49 - 2.99	1.77	320	2.34	
value pack	0.98 - 1.49	0.89 - 1.69	290	1.19		0.99 - 1.99	360	1.78	1.98	0.99 - 1.69	220	1.69	
Whole Wings	1.19 - 1.98	1.29 - 1.69	250	1.44	1.99	1.49 - 2.49	540	2.23					
Leg Quarters													
tray pack	0.89 - 0.99	0.59 - 0.99	500	0.87	0.99 - 1.99	0.69 - 1.27	740	1.31		0.99	200	0.99	
bagged		0.49 - 0.65	190	0.56	0.49 - 0.69		20	0.63					
Legs		1.19	20	1.19		1.29	280	1.29		1.29	240	1.29	
Thighs													
regular pack		0.98 - 1.29	190	1.03	1.99	0.99 - 1.29	910	1.64	1.99	1.29	410	1.58	
value pack	0.99 - 1.00	0.79 - 1.29	570	1.05	0.99	0.79 - 1.29	440	1.19		0.99 - 1.29	240	1.05	
Drumsticks													
regular pack		0.98 - 1.29	190	1.03	1.99	0.79 - 1.29	920	1.63	1.99	1.29	410	1.58	
value pack	0.99 - 1.00	0.79 - 1.29	650	1.04	0.99	0.69 - 1.29	460	1.15		0.99 - 1.29	240	1.05	
Bnls/Sknls Thighs													
regular pack		1.99 - 2.29	440	2.07	1.99	1.77 - 2.99	770	2.04		3.29	10	3.29	
value pack		1.77	10	1.77		2.49	250	2.49	2.99	1.99	40	2.73	
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing													
IDF	B/S Breast	1.66 - 2.59	1.66 - 2.80	910	2.18	2.40	1.66 - 2.25	590	2.21	2.80	2.25 - 4.99	690	2.72
	Tenders	2.40 - 2.59	2.00	230	2.41					2.80	3.20 - 4.99	390	3.09
	Wings		1.99 - 2.25	260	2.12		2.25 - 2.33	670	2.27		2.00 - 2.25	420	2.18
	Party Wings	1.67		70	1.67								



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/30 thru 10/06.
 (prices in dollars per unit or per pound unless otherwise noted)

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	70.6% of 19,500 outlets		64.1% of 19,500 outlets		59.1% of 19,200 outlets	
Activity Index ^{3/}	19,300		20,810		20,100	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3,580	5.63	6,640	5.54	5,040	5.63
2.1-3.0 lbs.	40	8.49	2,170	7.20	10	7.99
Whole Breast	290	6.26	10	5.49		
Leg Quarter	520	1.64	430	1.53		
FRIED & BAKED:						
Fried 8-Piece Mix	6,110	5.99	2,740	6.05	4,900	5.90
Baked 8-Piece Mix	2,730	6.10	940	6.01	730	5.09
F/B 8-Piece Dark	590	4.55	1,000	5.12	790	11.13
F/B 12-Piece	90	7.39	610	10.11		
Bulk Pack (\$/piece)	540	0.68	420	0.74		
Wings: bone-in	2,370	5.42	3,630	4.65	4,530	4.44
boneless	390	4.86	480	4.95	1,520	3.34
Tenders	2,000	5.50	1,310	5.31	2,320	5.54
Strips	40	4.24	260	4.70	40	4.99
Popcorn	10	2.79	170	5.25	220	2.81
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	83.6% of 3,900 sampled outlets		77.3% of 5,100 sampled outlets		59.4% of 3,300 sampled outlets	
Activity Index ^{3/}	Activity Index = 3,670		Activity Index = 3,900		Activity Index = 3,960	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.90 - 6.99	1,400	5.78	3.99 - 5.99	680	5.25
2.1-3.0 lbs.	7.99	20	7.99			
Whole Breast				3.98 - 7.49	290	6.26
Leg Quarter	2.49	160	2.49	1.00 - 1.99	110	1.88
				1.00	80	1.00
				0.99	170	0.99
FRIED & BAKED:						
Fried 8-Piece Mix	4.99 - 8.99	850	6.93	4.99 - 6.99	1,720	5.37
Baked 8-Piece Mix	5.99	30	5.99	5.99	410	5.99
F/B 8-Piece Dark	4.99	30	4.99	4.99 - 5.99	140	5.48
F/B 12-Piece				6.99	30	6.99
Bulk Pack (\$/piece)	0.75	130	0.75	0.60 - 0.83	190	0.62
				0.60 - 1.00	130	0.75
Wings: bone-in	3.99 - 6.99	740	5.51	5.98 - 6.99	630	6.10
boneless	6.99	30	6.99	3.99 - 5.99	500	4.76
				3.99 - 4.99	140	4.19
Tenders	5.99 - 6.99	270	6.07	4.99 - 6.49	100	6.13
Strips				3.20 - 4.99	440	4.30
Popcorn	2.79	10	2.79			
				4.99 - 5.99	620	5.58
				4.99	10	4.99

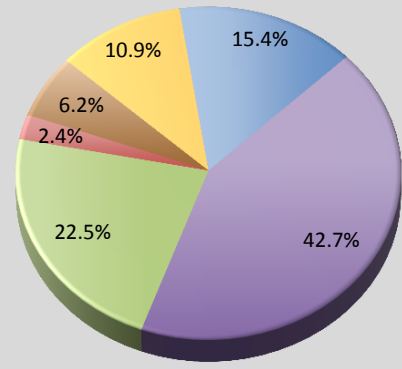
Prepared Chicken Featuring by Category



■ Rotisserie ■ Fried ■ Baked
■ Wings ■ Other*

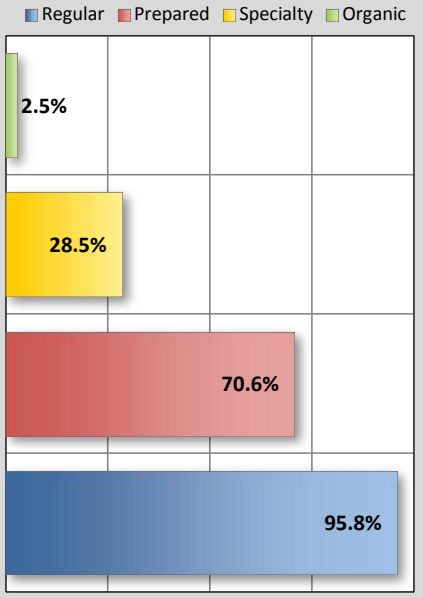
* Other = tenders, strips, and popcorn

Whole Bird Featuring Fresh versus Prepared



■ Fresh Whole ■ Specialty Fresh
■ Fresh Cutup ■ Roaster
■ Rotisserie ■ 8-Pc Fried/Bkd

Feature Rate Comparison % of Stores w/ Ads by Category

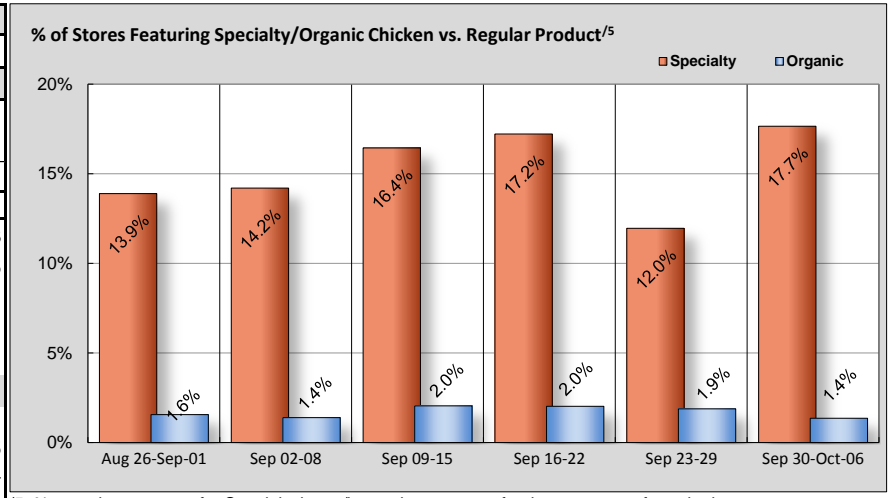




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 09/30 thru 10/06.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Sep 30, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	28.5% of 19,500 outlets	20.8% of 19,500 outlets	23.2% of 19,200 outlets	2.5% of 19,500 outlets	1.1% of 19,500 outlets	1.6% of 19,200 outlets
Activity Index ^{3/}	8,140	5,720	6,490	590	810	470
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	570 1.63	740 2.17	2,240 1.68	10 4.49	560 3.26	100 2.83
Bnls/Sknls Breast	4,100 5.03	2,090 4.46	1,860 4.40	200 6.03	50 8.29	120 6.85
Breast Tenders	850 5.01	660 4.47	460 4.82	140 5.15		
Split, bn-in Breast	160 3.09	430 2.40	40 2.62			
Whole Wings	20 2.29	90 2.52	190 2.99			
Leg Quarters	300 1.87	140 1.29	40 1.32	-- --	-- --	-- --
Legs	20 1.79	40 1.67	20 1.49			
Thighs	670 1.72	400 1.81	510 2.27		30 3.53	80 2.55
Drumsticks	850 1.75	630 1.86	690 2.19		150 2.16	100 2.54
B/S Thighs	600 3.39	500 4.03	440 3.41	240 5.66	20 4.99	70 4.99



^{5/} % = total store count for Specialty items/by total store count for the same set of regular items.

	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.			
Feature Rate ^{1/}	52.7% of 3,900 sampled outlets			28.7% of 5,100 sampled outlets			20.2% of 3,300 sampled outlets			18.1% of 3,600 sampled outlets			17.5% of 2,500 sampled outlets			23.2% of 1,100 sampled outlets			
Activity Index ^{3/}	Activity Index = 3,550			Activity Index = 1,470			Activity Index = 1,210			Activity Index = 890			Activity Index = 740			Activity Index = 280			
	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	0.99 - 2.49	390	1.78	1.49	20	1.49	0.99 - 1.99	70	1.12				0.85 - 1.99	20	1.39	0.99 - 1.99	70	1.39	
Bnls/Sknls Breast	2.99 - 6.99	1,400	5.02	2.99 - 4.99	1,450	4.78	2.49 - 6.79	390	5.38	4.49 - 5.69	430	5.28	4.79 - 6.99	300	4.99	4.79 - 6.99	130	6.33	
Breast Tenders	3.99 - 5.99	440	4.88				3.49 - 3.69	20	3.56	3.99 - 5.69	390	5.24							
Split, bn-in Breast	3.49 - 3.99	90	3.89				0.99 - 2.19	50	1.68								2.99	20	2.99
Whole Wings	1.59	10	1.59														2.99	10	2.99
Leg Quarters	1.99	230	1.99							1.39	60	1.39					1.99	10	1.99
Legs	1.79	20	1.79																
Thighs	1.69 - 2.39	340	1.88				1.25 - 1.99	330	1.57										
Drumsticks	1.19 - 2.39	350	1.89				1.25 - 1.99	330	1.57				0.99 - 2.99	130	1.99	0.99 - 2.99	40	1.31	
B/S Thighs	2.79 - 3.59	280	2.84				2.49	20	2.49	2.99	10	2.99	3.99	290	3.99				
ORGANIC	5.9% of 3,900 sampled outlets			3.8% of 5,100 sampled outlets			0.8% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			1.6% of 2,500 sampled outlets			0.0% of 1,100 sampled outlets			
	Activity Index = 110			Activity Index = 420			Activity Index = 10			Activity Index = 0			Activity Index = 40			Activity Index = 10			
Whole Fryer	4.49	10	4.49																
Bnls/Sknls Breast				5.98	190	5.98											6.99	10	6.99
Breast Tenders	4.99	90	4.99	4.99	40	4.99	7.29	10	7.29										
Split, bn-in Breast																			
Whole Wings																			
Legs																			
Thighs																			
Drumsticks																			
B/S Thighs	5.99	10	5.99	5.99	190	5.99							3.99	40	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/>.