

PRODUCTION

Organic Poultry Slaughtered under Federal Inspection

Week Ending 10-22-11 Live weight in lbs.

	Current Week		Last Week	
	Head	Avg Wght	Head	Avg Wght
CHICKEN	348,121	5.79	357,159	5.93
TURKEY	23,248	18.29	27,354	19.85

Estimated Weekly Organic Table Egg Production

(does not reflect all organic production; estimates based on data collected from industry cooperators and other sources.)

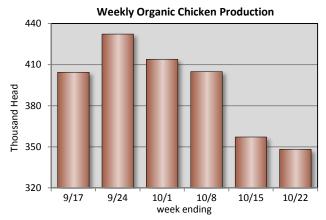
Est. Layer Flock Size:	7,300,000 hens ^{1/}	
Est. Lay Rate:	74.0%	
Weekly Egg Production:	105,039 30-dozen cases	

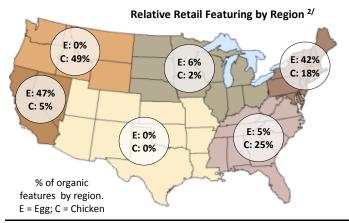
Weekly Organic Shell Egg Inventory

(stocks on hand on Oct-24-2011 to be marketed as Organic)

30-doz cases in 1,000's		% Change	Based on a
Large:	8.0	0.0%	representative sample of U.S.
Ungraded:	7.4	25.4%	inventory.
Total:	15.4	10.8%	

GRAPHS





WHOLESALE

Organic Brown Shell Eggs in Cartons

(price cents per carton delivered to first receivers)

		Price Range	Mostly	
Extra La	irge doz.	255 - 316	275 - 310	
	1/2 doz.	173 - 198	173 - 188	
Large	doz.	230 - 310	265 - 300	
	1/2 doz.	160 - 189	160 - 178	

Organic Young Chicken

(price cents per pound delivered to first receivers)

	Price Range	Mostly		
Whole Fryer	170 - 300	201 - 214		
B/S Breast	559 - 716	660 - 684		
Bone-in Breast	360 - 421	367 - 376		
Whole Legs	188 - 219	199 - 209		
Thighs	185 - 245	209 - 211		
Organic Whole Young Turkey (cents/lb.; FOB Shipper Dock) ^{3/}				
Fresh	262 - 335	301.50 (average)		
Frozen	222 - 262	240.33 (average)		

3/: Seasonal; non-basted, w/o net and timer; consumer sizes.

RETAIL

Store featuring during the week of 10/28 to 11/03

Advertised Prices for Organic Brown Eggs in Cartons (prices in dollars per dozen carton)

	Stores	Wtd Avg	Feature Rate
Extra Large:	30	3.66	7.1% of shell
Large:	330	3.73	egg features.

Advertised Prices for Organic Young Chicken

(prices \$/lb, fresh tray-pack product unless noted)

	Stores	Wtd Avg	Feature Rate
Whole Fryer	290	2.85	
Bnls/Sknls Breast	220	9.06	
Breast Tenders	200	8.99	
Split, bn-in Breast			2.2% of
Whole Wings			chicken features.
Legs			
Thighs	90	2.99	
Drumsticks	10	1.99	
Bnls/Sknls Thighs			

Graph Explanatory Notes:

2/: percentages reflect feature activity for organic poultry and eggs relative to the sample size of each region. Numbers may not add up due to rounding.

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 the National Organic Program at www.ams.usda.gov/NOPNationalOrganicProgramHome

^{1/:} adjusted to reflect latest survey results.