



USDA Weekly Retail Chicken Feature Activity

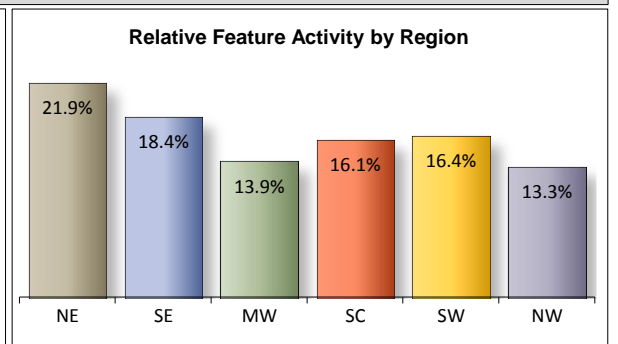
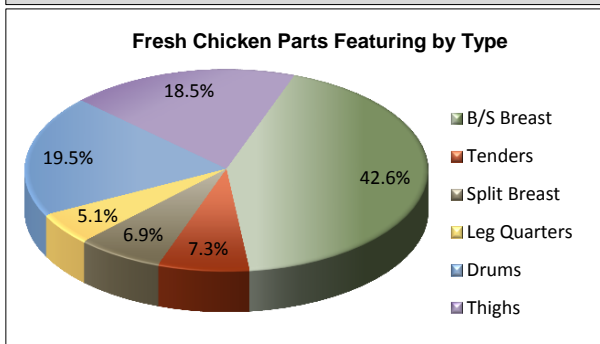
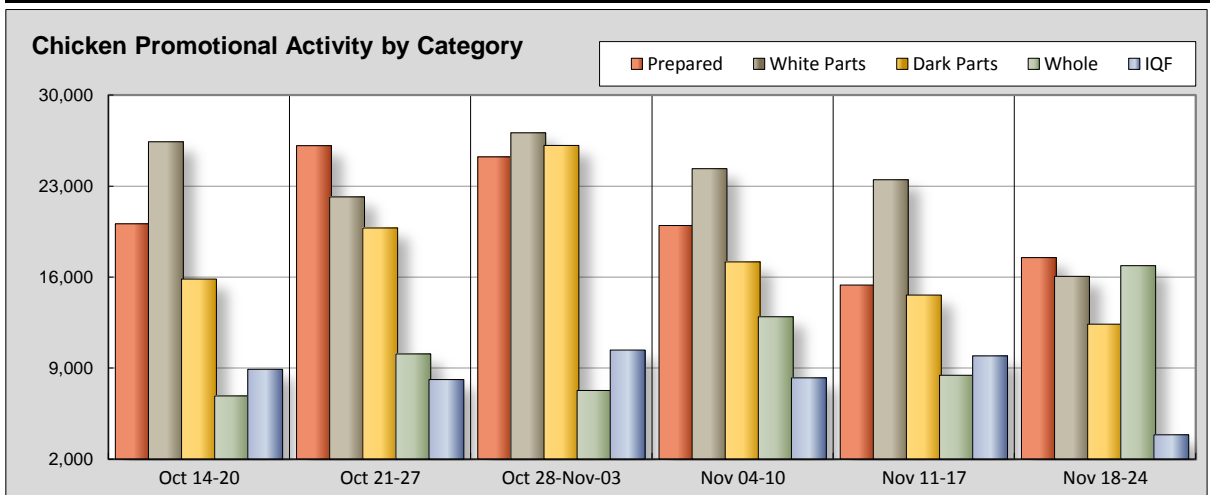
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 18, 2011

NATIONAL SUMMARY			
	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	92.2% of 19,500 outlets	93.9% of 19,500 outlets	86.4% of 19,200 outlets
Special Rate ^{4/}	12.5%	23.7%	6.3%
Activity Index ^{2/}	66,730	72,460	53,720
WHOLE BIRD:	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg	Stores ^{3/} Wtd Avg
bagged fryer	1,160 1.03	3,360 0.99	1,680 0.99
cut-up fryer	100 1.17	260 1.26	460 1.39
bagged roaster	8,090 1.19	1,610 1.20	7,040 1.20
Cornish (frs/frz)	7,520 2.34	3,210 2.22	4,190 2.05
PARTS:			
Bnls/Sknls Breast			
regular pack	5,610 2.88	8,070 2.75	7,690 2.97
value pack	3,090 2.15	3,960 2.17	2,600 2.12
thin sliced	1,980 4.03	2,600 3.84	990 3.92
marinated	380 4.94	600 3.98	20 3.99
Breast Tenders			
regular pack	1,800 3.61	1,880 3.40	2,420 3.22
value pack	90 2.01	720 2.80	270 2.64
Split, bn-in Breast			
regular pack	790 1.74	2,450 1.44	450 1.59
value pack	1,010 1.42	1,400 1.24	850 1.29
Whole Wings	1,300 2.20	1,800 2.00	430 2.09
Leg Quarters			
tray pack	1,280 1.08	2,350 0.96	640 0.90
bagged	50 0.72	320 0.59	290 0.58
Legs	130 1.44	230 1.16	70 0.93
Thighs			
regular pack	1,410 1.17	1,760 1.32	1,440 1.57
value pack	3,400 1.06	2,960 1.22	1,020 1.20
Drumsticks			
regular pack	1,510 1.16	1,870 1.30	1,570 1.54
value pack	3,550 1.05	3,090 1.24	1,300 1.08
Bnls/Sknls Thighs			
regular pack	440 2.50	1,130 2.44	790 2.63
value pack	600 2.53	900 2.03	60 1.79
9-pc Combos			
drum-thigh-breast		190 1.70	
drum-thigh-wing	90 1.48	430 1.25	20 1.69
IQF			
B/S Breast	1,470 2.41	5,750 2.60	1,270 2.55
Tenders	1,170 2.51	1,820 2.46	1,100 2.56
Wings	510 2.09	1,200 2.40	140 2.00
Party Wings	710 2.00	1,160 2.08	590 2.05

This Week's Chicken Feature Highlights

As holiday featuring reaches its zenith the week before Thanksgiving, chicken drops in volume, but remains stalwart on traditional items including several you would not expect. Cornish and roasters set records on volume, pricing on Cornish creeps higher than past levels. B/S white meat parts offer deals in bulk, other cuts and the remainder of packs take an opportunity to jump prices. Legs and leg quarters offer little excitement. Drums and thighs lower pricing and attempt to keep movement up by offering bulk packs at reasonable levels. IQF regroups, pricing is lower. Prepared foods knows that finger foods will move best and makes the appropriate changes in their inventory. Specialty and organics drop their presence in the meat case, their day will come again in the next ad period. The time has come to heat up the kitchen, count the silverware, and set the table, our first big holiday feast is almost upon us. Chicken will make a brief appearance during the next few weeks and then be gone again. Both retailers and primary suppliers will be attempting to keep movement up during this period, hopefully the scenario they have planned will benefit all parties involved.



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 11/18 thru 11/24.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 18, 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/		96.7% of 3,900 sampled outlets 8.0% of stores w/ no-price promotions Activity Index = 12,820				95.1% of 5,100 sampled outlets 32.4% of stores w/ no-price promotions Activity Index = 14,630				88.0% of 3,300 sampled outlets 5.8% of stores w/ no-price promotions Activity Index = 6,430			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.29		150	1.04	0.78 - 1.49		290	1.31	0.89 - 1.49		120	1.10
cut-up fryer		0.99		40	0.99	0.99		10	0.99	1.29 - 1.53		40	1.38
bagged roaster		0.79 - 1.49		2,330	1.20	0.99 - 1.49		2,670	1.06	0.98 - 1.59		1,320	1.20
Cornish (frs/frz)		1.69 - 3.99		1,610	2.23	1.99 - 3.49		1,240	2.76	1.99 - 3.49		1,640	2.34
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 - 3.99	1.79 - 2.99	930	2.68	0.91 - 3.99	1.79 - 2.99	2,530	2.80	1.99 - 4.50	1.69 - 2.99	600	2.24
value pack		1.81 - 2.29	1.49 - 2.99	1,460	2.05	1.89 - 1.98	1.69 - 2.99	400	2.07	1.89	1.49 - 2.59	300	1.99
thin sliced		3.99	2.99 - 3.99	860	3.90	2.99 - 3.99		320	3.12	2.99 - 3.99	2.49 - 3.29	160	3.19
marinated			4.99	370	4.99								
Breast Tenders													
regular pack		2.49 - 3.99	2.49	500	2.93	1.89 - 3.99	2.99	340	3.10	1.99 - 4.48	0.99 - 2.99	320	2.71
value pack						1.89 - 1.98		50	1.95	1.89	2.39	20	2.18
Split, bn-in Breast													
regular pack		1.37 - 1.49	1.59 - 1.77	110	1.60		0.98 - 1.77	210	1.69	1.29 - 1.39	1.19 - 1.39	40	1.32
value pack		1.49 - 1.59	0.99 - 1.99	580	1.68	0.99	0.98 - 0.99	60	0.99	1.28	1.19 - 1.28	70	1.27
Whole Wings		1.89 - 2.99	1.79 - 2.99	400	2.33	2.99	1.69 - 1.99	290	2.11	1.69	1.69 - 2.29	220	2.20
Leg Quarters													
tray pack		0.69 - 1.29	0.58 - 0.97	240	0.99	1.19	0.99 - 1.27	730	1.19		0.88 - 0.89	160	0.89
bagged		0.89		10	0.89						0.59 - 0.69	10	0.64
Legs		0.89	1.49	130	1.44								
Thighs													
regular pack		1.49 - 1.59	1.19 - 1.49	270	1.48	1.19 - 1.49	1.19 - 1.29	560	1.22		0.98 - 1.29	30	1.16
value pack		0.99 - 1.09	0.97 - 1.39	790	1.18	0.99	0.99 - 1.27	1,600	1.03	0.99	0.99	170	0.99
Drumsticks													
regular pack		1.49 - 1.59	1.19 - 1.49	270	1.48	1.19 - 1.49	1.19 - 1.29	560	1.22		0.98 - 1.29	40	1.17
value pack		0.99 - 1.09	0.97 - 1.39	790	1.18	0.99	0.99 - 1.27	1,620	1.03	0.99	0.88 - 0.99	180	0.98
Bnls/Sknls Thighs													
regular pack		2.48 - 2.99	2.49	230	2.51					1.99 - 3.99	2.29 - 2.39	160	2.43
value pack			1.88 - 2.99	170	2.70		2.47 - 2.99	230	2.56		1.99 - 2.39	20	2.16
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing							1.49	80	1.49				
IDF	B/S Breast	1.99 - 2.20		70	2.15	1.99 - 2.79		190	2.38	2.20	1.66 - 2.00	410	2.00
	Tenders	2.00		160	2.00	2.59 - 2.79		180	2.67	2.20	2.00	280	2.14
	Wings		2.00 - 2.33	170	2.08	2.20	1.99 - 2.33	260	2.12		2.00 - 2.25	80	2.02
	Party Wings	1.63 - 2.00	1.99	180	1.99		1.59 - 2.33	210	1.84		2.33	40	2.33



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.

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

Fri. Nov 18, 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/	92.5% of 3,600 sampled outlets 5.9% of stores w/ no-price promotions Activity Index = 8,280				84.3% of 2,500 sampled outlets 1.4% of stores w/ no-price promotions Activity Index = 5,160				91.4% of 1,100 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 1,920			
WHOLE BIRD:	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer	0.79 - 1.28		350	0.87	0.78 - 1.49		250	0.89				
cut-up fryer	1.19		10	1.19								
bagged roaster	0.99 - 1.59		970	1.27	0.79 - 1.69		770	1.51	1.18 - 1.59		30	1.36
Cornish (frs/frz)	1.81 - 3.49		1,280	2.36	1.49 - 2.49		1,060	2.07	1.99 - 3.49		690	2.26
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	1.15 - 4.49	1.69 - 3.99	750	2.36	3.99 - 5.99	1.49 - 2.99	680	4.44		1.49 - 3.99	120	3.83
value pack	1.99	1.67 - 2.99	400	2.26		1.49 - 2.99	240	2.48		2.49 - 2.55	290	2.54
thin sliced	4.49 - 4.99		230	4.74	5.99	1.99	290	5.51		3.49	120	3.49
marinated		2.99	10	2.99								
Breast Tenders												
regular pack	1.69 - 4.79		260	4.34	5.99		260	5.99		3.49	120	3.49
value pack	1.99		20	1.99								
Split, bn-in Breast												
regular pack		0.89 - 1.29	120	0.94		1.39	10	1.39	1.49 - 1.59	2.69	300	2.22
value pack	0.99	0.99 - 1.29	70	1.12	0.99 - 1.29	0.99	230	1.03				
Whole Wings	1.69 - 1.99	1.78	150	1.83	1.99		70	1.99		2.49	170	2.49
Leg Quarters												
tray pack	0.79 - 1.19	0.69 - 0.88	150	0.91								
bagged		0.49	10	0.49		0.79	20	0.79				
Legs												
Thighs												
regular pack	1.19	0.79 - 1.19	540	0.96	1.29		10	1.29				
value pack	0.99	0.89 - 1.49	540	1.01	0.99 - 1.18		300	1.07				
Drumsticks												
regular pack	1.19	0.79 - 1.19	630	0.97	1.29		10	1.29				
value pack	0.99	0.65 - 1.49	630	0.99	0.99 - 1.18	0.79	330	1.05				
Bnls/Sknls Thighs												
regular pack	1.49		10	1.49						2.98	40	2.98
value pack		2.29	120	2.29		2.49	20	2.49		2.49	40	2.49
9-pc Combos												
drum-thigh-breast												
drum-thigh-wing					1.39		10	1.39				
IDF												
B/S Breast	2.33 - 2.55	1.89 - 2.47	520	2.39	2.33 - 3.20		280	3.12				
Tenders	2.40 - 3.00	1.93 - 2.47	290	2.43	3.20		260	3.20				
Wings												
Party Wings	2.88	1.59 - 2.33	220	2.12	2.88	1.25	60	1.97				

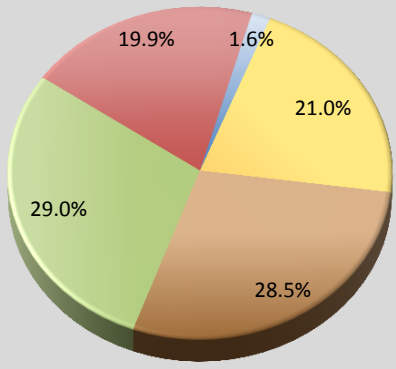


USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. Oct 07, 2011

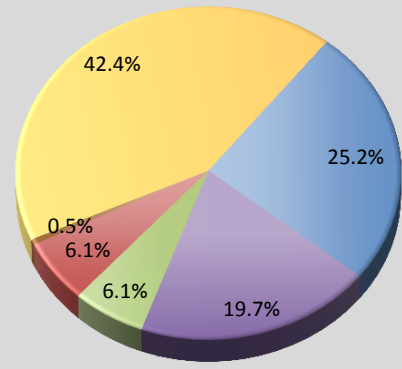
PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	62.9% of 19,500 outlets		58.5% of 19,500 outlets		55.6% of 19,200 outlets	
Activity Index ^{3/}	17,490		15,380		14,330	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3,900	5.55	5,100	5.54	5,760	5.67
2.1-3.0 lbs.	900	8.08	240	7.21	160	8.30
Whole Breast	270	6.52	250	6.73		
Leg Quarter			10	1.00		
FRIED & BAKED:						
Fried 8-Piece Mix	1,510	6.59	2,630	6.16	3,280	6.42
Baked 8-Piece Mix	280	5.99	870	5.79	960	4.05
F/B 8-Piece Dark	410	4.28	300	4.85	530	10.25
F/B 12-Piece	910	8.72	10	9.59		
Bulk Pack (\$/piece)	650	0.82	450	0.72		
Wings: bone-in	2,820	5.87	1,640	5.04	2,500	5.92
boneless	860	3.59	810	4.84	130	4.52
Tenders	4,960	4.63	1,000	4.80	830	5.49
Strips	10	2.49	280	4.06	110	3.99
Popcorn	10	2.29	1,790	4.77	70	4.62
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	76.9% of 3,900 sampled outlets		57.0% of 5,100 sampled outlets		59.8% of 3,300 sampled outlets	
Activity Index ^{3/}	Activity Index = 3,740		Activity Index = 4,240		Activity Index = 2,140	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	4.99 - 6.99	1,260	5.53	3.99 - 6.99	410	4.49
2.1-3.0 lbs.	9.99	120	9.99	5.99 - 8.99	730	7.77
Whole Breast	3.99 - 5.99	80	4.22		7.49	190
Leg Quarter						
FRIED & BAKED:						
Fried 8-Piece Mix	5.98 - 7.99	530	7.35	5.99 - 6.99	70	6.27
Baked 8-Piece Mix						
F/B 8-Piece Dark	4.99	30	4.99	4.99 - 5.99	20	5.43
F/B 12-Piece	8.99	510	8.99	0.99 - 9.99	140	5.62
Bulk Pack (\$/piece)	0.75 - 1.00	150	0.78	0.49 - 1.00	440	0.86
Wings: bone-in	4.99 - 6.99	300	6.04	4.99 - 6.99	1,360	6.56
boneless	4.99 - 5.99	170	5.82	4.99	110	4.99
Tenders	3.49 - 5.99	590	4.67	2.50 - 5.99	980	3.76
Strips						
Popcorn						

Prepared Chicken Featuring by Category



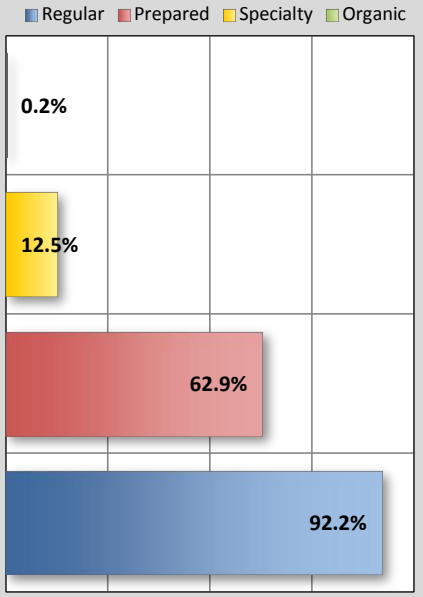
■ Rotisserie ■ Fried ■ Baked
 ■ Wings ■ Other*
 * Other = tenders, strips, and popcorn

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

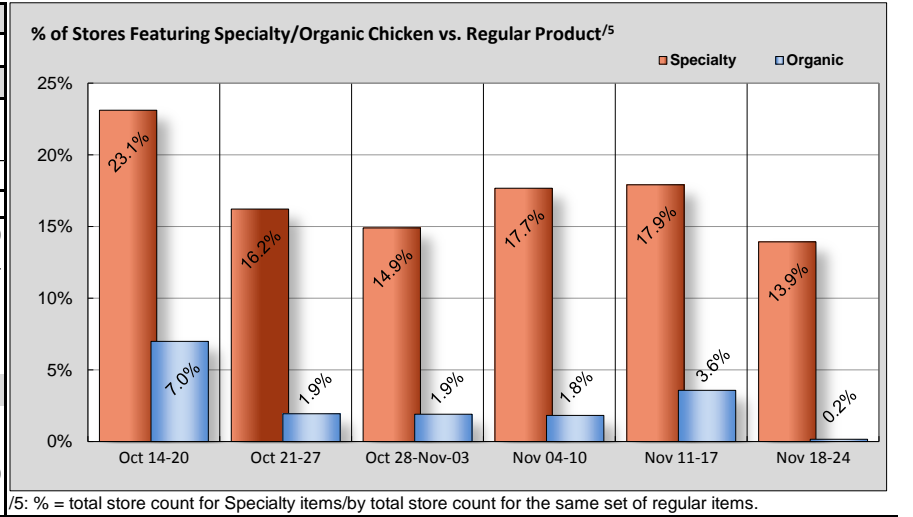




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/18 thru 11/24.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 18, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	12.5% of 19,500 outlets	18.7% of 19,500 outlets	6.6% of 19,200 outlets	0.2% of 19,500 outlets	4.0% of 19,500 outlets	1.2% of 19,200 outlets
Activity Index ^{3/}	3,640	6,430	3,030	40	1,220	400
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,160 1.77	910 1.41	660 1.45	10 2.49	10 4.29	30 1.29
Bnls/Sknls Breast	1,540 4.99	1,790 4.71	680 4.36		490 6.71	240 8.04
Breast Tenders	490 4.99	790 5.11	360 4.24	30 8.66		
Split, bn-in Breast	70 3.49	300 2.49	120 2.68			
Whole Wings	10 2.49	70 2.20				
Leg Quarters	40 1.09	10 1.19	110 0.99	-- --	-- --	-- --
Legs			70 1.72			
Thighs	70 1.54	800 1.50	450 1.63		200 2.79	
Drumsticks	130 1.77	880 1.53	380 1.57		320 2.67	130 1.99
B/S Thighs	130 3.29	880 3.03	200 3.14		200 4.99	



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
SPECIALTY	19.5% of 3,900 sampled outlets			9.0% of 5,100 sampled outlets			19.7% of 3,300 sampled outlets			11.7% of 3,600 sampled outlets			0.4% of 2,500 sampled outlets			11.5% of 1,100 sampled outlets		
Feature Rate ^{1/}	Activity Index = 1,190			Activity Index = 650			Activity Index = 920			Activity Index = 760			Activity Index = 10			Activity Index = 110		
Activity Index ^{3/}	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	1.69 - 2.49	130	2.33	1.28 - 1.99	380	1.63	0.69 - 1.99	210	1.48	1.69 - 1.99	400	1.88				1.48 - 1.88	40	1.63
Bnls/Sknls Breast	2.99 - 6.99	600	5.20	4.99	190	4.99	3.49 - 5.49	350	4.87	3.60 - 4.99	320	4.89	3.99 - 5.49	10	3.99	3.99 - 5.49	70	4.35
Breast Tenders	3.99 - 5.99	180	5.54	3.99	80	3.99	3.99 - 4.99	190	4.89	4.99	40	4.99						
Split, bn-in Breast	3.49	70	3.49															
Whole Wings							2.49	10	2.49									
Leg Quarters							1.09	40	1.09									
Legs																		
Thighs	1.99	10	1.99				1.19 - 1.69	60	1.46									
Drumsticks	1.99	70	1.99				1.19 - 1.99	60	1.51									
B/S Thighs	3.29	130	3.29															
ORGANIC	0.2% of 3,900 sampled outlets			0.0% of 5,100 sampled outlets			0.5% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			0.4% of 2,500 sampled outlets			0.0% of 1,100 sampled outlets		
	Activity Index = 10			Activity Index = 0			Activity Index = 20			Activity Index = 0			Activity Index = 10			Activity Index = 0		
Whole Fryer													2.49	10	2.49			
Bnls/Sknls Breast																		
Breast Tenders	10.99	10	10.99				7.49	20	7.49									
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		
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/>.