



USDA Weekly Retail Chicken Feature Activity

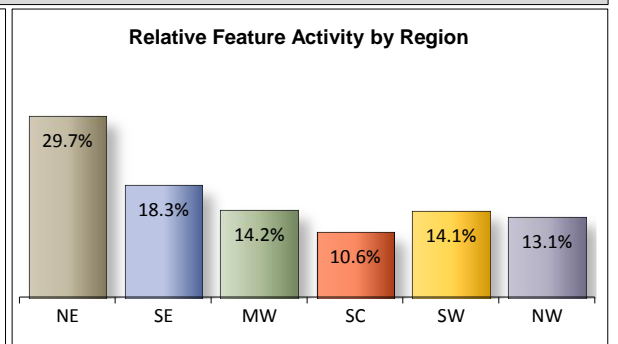
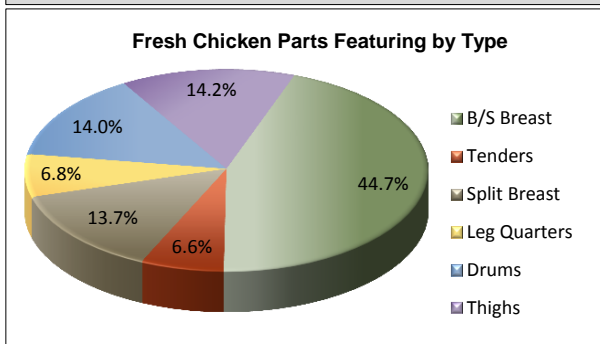
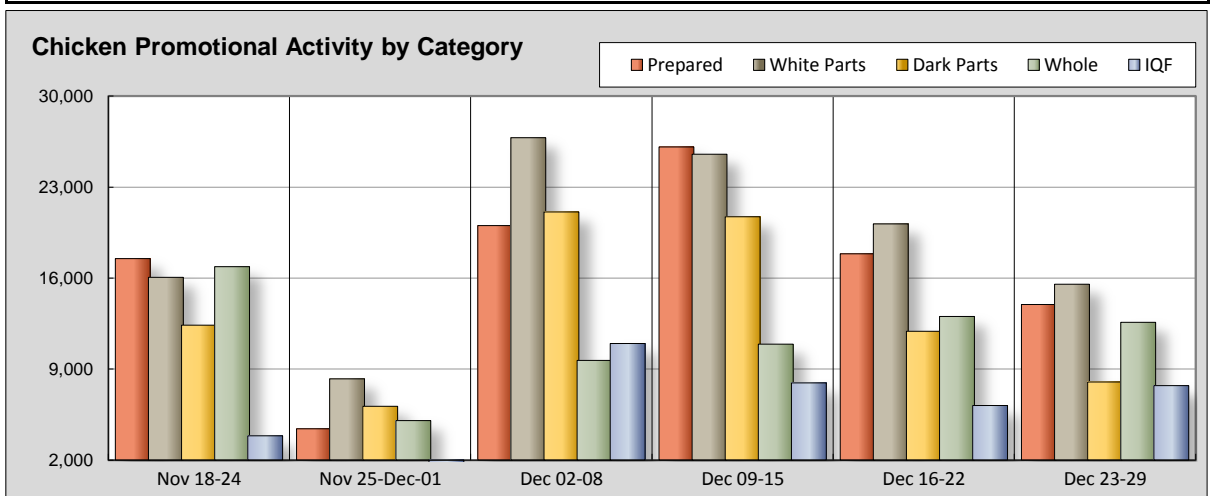
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 23, 2011

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	83.0% of 19,500 outlets		88.8% of 19,500 outlets		36.8% of 19,200 outlets	
Special Rate ^{4/}	11.9%		14.7%		6.5%	
Activity Index ^{2/}	57,960		69,240		27,840	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	1,640	1.12	2,620	1.08	1,500	1.04
cut-up fryer	390	1.49	200	1.55	560	1.22
bagged roaster	5,680	1.18	5,230	1.25	2,480	1.21
Cornish (frs/frz)	4,880	2.09	4,990	2.20	2,310	2.02
PARTS:						
Bnls/Sknls Breast						
regular pack	4,810	2.89	4,720	2.83	2,670	2.54
value pack	3,220	2.68	5,230	2.45	950	2.37
thin sliced	1,050	3.13	2,820	3.80	680	3.50
marinated	150	4.86	30	2.99	10	2.49
Breast Tenders						
regular pack	910	2.86	1,710	2.76	1,600	2.84
value pack	460	2.60	540	2.32	30	1.99
Split, bn-in Breast						
regular pack	1,550	1.50	770	1.56	350	1.35
value pack	1,280	1.01	2,430	1.18	220	1.38
Whole Wings	2,090	2.07	1,910	2.02	590	1.89
Leg Quarters						
tray pack	1,290	0.87	1,870	0.98	630	0.73
bagged	120	0.73	420	0.61	420	0.54
Legs	180	1.29			120	1.27
Thighs						
regular pack	870	1.10	400	1.48	70	1.03
value pack	2,060	1.13	3,430	1.07	1,150	1.05
Drumsticks						
regular pack	800	1.11	410	1.49	70	1.01
value pack	2,100	1.12	3,610	1.07	1,130	1.01
Bnls/Sknls Thighs						
regular pack	300	2.39	620	2.67	630	2.33
value pack	280	2.98	1,140	2.48	30	1.59
9-pc Combos						
drum-thigh-breast	10	1.43	70	1.91	30	1.79
drum-thigh-wing	160	1.62	20	1.69	10	1.19
IQF						
B/S Breast	3,460	1.99	2,620	2.31	630	2.45
Tenders	1,870	2.34	810	2.71	510	2.49
Wings	1,610	2.04	2,140	2.12	190	2.15
Party Wings	780	1.80	620	2.07	740	2.09

This Week's Chicken Feature Highlights

Chicken volume continues its decline as the ad cycle overlaps Christmas. Roasters and Cornish remain a stalwart for holiday consumption, pricing drops to facilitate clearances. White meat parts do nothing to entice consumers, wings take a slight increase in price as well as volume. Dark meat parts dwindle in offerings, small packs of drums and thighs almost disappear. IQF parts try to attract attention with a significant reduction in price. The Deli cuts back on its normal pace and concentrates on seasonal items and dinners. (See our Holiday Retail Report for more information). Specialty chicken and organics show signs of life for the upcoming period, offerings increase in both classes. Soon the new year will be upon us, leftovers will have outlived their expiration date, and the great glutinous consumption period will have passed. Chicken will come racing back into the meat case before you know it, available as it was before, in volume and at pricing sure to make you unable to resist picking up a pack.



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 12/23 thru 12/29.

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

Fri. Dec 23, 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/		94.6% of 3,900 sampled outlets 13.4% of stores w/ no-price promotions Activity Index = 14,250				91.9% of 5,100 sampled outlets 16.8% of stores w/ no-price promotions Activity Index = 12,080				80.2% of 3,300 sampled outlets 0.5% of stores w/ no-price promotions Activity Index = 6,270			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.88 - 1.79		950	1.22	0.79 - 1.49		180	1.13	0.78 - 1.29		170	0.93
cut-up fryer		1.49		230	1.49	0.99 - 1.49		70	1.32	1.39 - 1.84		70	1.59
bagged roaster		0.88 - 1.59		2,560	1.14	0.98 - 1.19		1,220	1.07	0.99 - 1.29		940	1.18
Cornish (frs/frz)		1.89 - 2.79		960	2.10	1.58 - 2.54		1,010	2.31	1.33 - 2.54		1,050	2.21
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 - 2.99	1.79 - 3.49	660	2.77	2.29 - 4.99	1.58 - 3.99	2,230	3.23	1.69 - 3.99	1.79 - 3.99	1,150	2.71
value pack		1.99 - 2.99	1.78 - 2.99	1,130	2.52	1.98 - 2.99	1.78 - 2.99	530	2.28	1.79 - 2.99	1.68 - 2.59	340	2.48
thin sliced		3.69 - 3.99	2.29 - 4.79	630	3.78		2.99	20	2.99	3.79	2.99 - 3.99	30	3.44
marinated			4.99	140	4.99								
Breast Tenders													
regular pack		2.79 - 3.99	2.99 - 3.49	660	3.09		2.99	20	2.99	1.77 - 3.99	2.29 - 2.69	110	2.45
value pack			1.99	10	1.99	1.99		30	1.99				
Split, bn-in Breast													
regular pack		1.39	1.29 - 1.79	530	1.57	0.99	0.99 - 1.77	560	1.26	1.99	1.19	300	1.97
value pack		1.29	0.99	130	1.07	0.99	0.99	1,080	0.99		0.98 - 0.99	20	0.99
Whole Wings		1.79 - 2.99	1.88 - 2.49	1,560	2.07	2.99	1.89 - 2.49	370	2.16	1.99	1.78 - 1.89	40	1.85
Leg Quarters													
tray pack		0.69 - 0.97	0.58 - 0.99	710	0.81	0.69 - 0.97	0.99	230	0.95	1.19	0.48 - 0.89	260	0.99
bagged											0.69	20	0.69
Legs													
Thighs		1.19 - 1.39	0.99	180	1.29								
regular pack		1.19 - 1.49	0.99 - 1.29	650	1.06		0.99 - 1.29	90	1.06	1.66 - 1.99	0.79 - 1.29	60	1.54
value pack		1.19 - 1.30	0.98 - 1.69	490	1.36	1.18	0.99 - 1.29	1,300	1.04	1.19	0.89 - 0.99	40	1.05
Drumsticks													
regular pack		1.19 - 1.49	0.99	510	1.07		0.99	80	0.99	1.66 - 1.99	0.79 - 1.29	110	1.43
value pack		1.19 - 1.30	0.98 - 1.69	490	1.36	1.18	0.99 - 1.27	1,290	1.04	1.19	0.89 - 0.99	40	1.05
Bnls/Sknls Thighs													
regular pack		2.19	2.29 - 2.47	50	2.28	2.19	2.29 - 2.47	230	2.42	2.19	2.29	20	2.23
value pack			2.99	120	2.99		2.90	40	2.90				
9-pc Combos													
drum-thigh-breast										1.43		10	1.43
drum-thigh-wing		1.29	1.69	150	1.66								
IDF	B/S Breast		1.69	120	1.69		1.69 - 2.79	590	2.21	2.25 - 3.33	1.66 - 2.33	490	2.22
	Tenders						2.19 - 2.79	530	2.27	2.25	2.33	380	2.29
	Wings	1.50	1.25 - 2.00	320	1.92		1.99 - 2.00	330	1.99		1.66 - 2.33	590	2.09
	Party Wings	1.75 - 2.00	1.25 - 2.00	310	1.77		1.25 - 1.56	50	1.28		1.75 - 1.99	30	1.86



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.

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

Fri. Dec 23, 2011

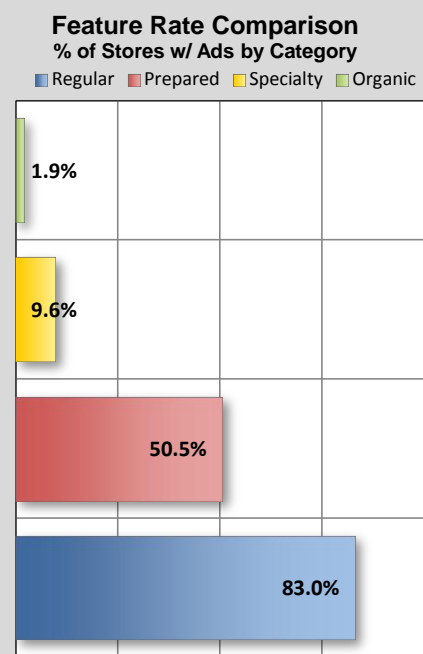
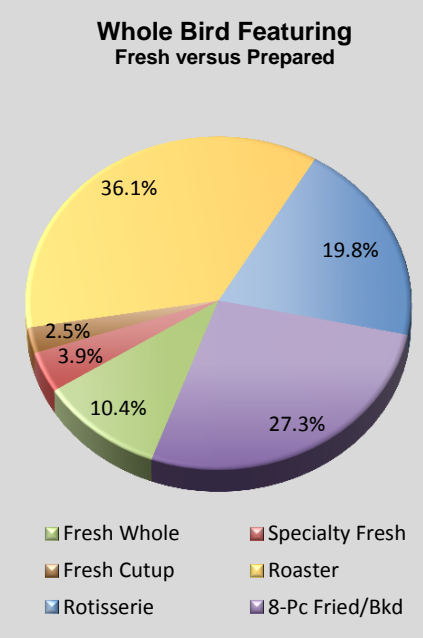
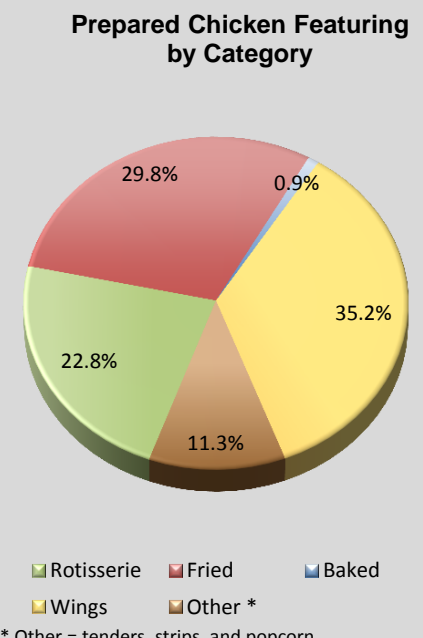
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,NV)				NORTHWEST U.S. (ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		74.9% of 3,600 sampled outlets 9.6% of stores w/ no-price promotions Activity Index = 4,720				64.7% of 2,500 sampled outlets 13.2% of stores w/ no-price promotions Activity Index = 4,690				76.8% of 1,100 sampled outlets 22.2% of stores w/ no-price promotions Activity Index = 1,990			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.79 - 1.19		90	1.12	0.77 - 0.99		230	0.84	0.88 - 1.18		20	1.08
cut-up fryer		1.69		20	1.69								
bagged roaster		0.95 - 1.59		490	1.30	1.49 - 1.69		440	1.61	1.19 - 1.59		30	1.40
Cornish (frs/frz)		1.81 - 2.69		630	2.15	0.99 - 1.99		1,000	1.70	1.78 - 2.33		230	2.03
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 - 2.29	1.49 - 2.99	630	2.18	3.99	1.37 - 1.99	130	2.95		1.69	10	1.69
value pack		1.98 - 1.99	1.17 - 2.99	310	2.88	2.49 - 3.99	1.17 - 3.99	650	2.99	3.99	2.49 - 3.49	260	3.44
thin sliced marinated			2.99	10	2.99		2.99	250	2.99			120	
Breast Tenders													
regular pack		1.99	1.99	120	1.99								
value pack		1.98	2.99	50	2.73		2.49	250	2.49		2.99	120	2.99
Split, bn-in Breast													
regular pack		1.29 - 1.39	1.19	110	1.26	0.99	1.49	50	1.13				
value pack			1.17	10	1.17		0.99 - 1.59	40	1.20				
Whole Wings		1.79 - 1.99	1.49 - 1.78	120	1.81								
Leg Quarters													
tray pack			0.69 - 0.88	50	0.73		0.79	30	0.79	0.99		10	0.99
bagged			0.49 - 0.99	70	0.73	0.79	0.69	30	0.75				
Legs Thighs													
regular pack		0.99 - 1.09		50	1.06	1.39		20	1.39				
value pack			0.99 - 1.19	80	1.09	1.18 - 1.59		150	1.22				
Drumsticks													
regular pack		0.99 - 1.09	0.69	60	0.97	1.39	0.99	40	1.14				
value pack			0.89 - 1.19	110	1.05	1.18 - 1.59	0.99	170	1.18				
Bnls/Sknls Thighs													
regular pack													
value pack										2.99		120	2.99
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing										0.99		10	0.99
IDF	B/S Breast		1.69 - 2.59	960	2.09	2.33	1.25 - 2.49	740	1.67		1.49 - 2.49	560	1.89
	Tenders		2.19 - 2.59	490	2.45	2.33	2.49	210	2.36		2.33 - 2.49	260	2.34
	Wings						1.75	130	1.75		2.33	240	2.33
	Party Wings	2.33	1.50 - 2.00	260	1.95		1.75	130	1.75				



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.
 (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/}	50.5% of 19,500 outlets		54.7% of 19,500 outlets		23.0% of 19,200 outlets	
Activity Index ^{3/}	13,960		17,860		7,530	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	2,850	5.86	5,110	5.81	2,620	5.32
2.1-3.0 lbs.	270	6.28	230	7.35	260	6.99
Whole Breast	20	7.09	30	7.48		
Leg Quarter	40	1.78			40	1.78
FRIED & BAKED:						
Fried 8-Piece Mix	2,650	6.40	2,450	6.47	2,210	6.53
Baked 8-Piece Mix	130	5.63	290	5.79	100	5.90
F/B 8-Piece Dark	70	5.16	410	5.12	40	10.55
F/B 12-Piece	190	10.65	280	10.35		
Bulk Pack (\$/piece)	1,250	0.75	1,010	0.79		
Wings: bone-in	3,850	5.61	5,620	3.98	1,150	4.66
boneless	1,060	5.23	870	4.87	780	5.31
Tenders	1,560	4.83	1,490	5.72	330	6.08
Strips	20	4.99	70	4.80		
Popcorn						
	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.	
Feature Rate ^{1/}	68.3% of 3,900 sampled outlets		56.1% of 5,100 sampled outlets		51.7% of 3,300 sampled outlets	
Activity Index ^{3/}	Activity Index = 4,150		Activity Index = 4,370		Activity Index = 1,970	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3.99 - 6.99	1,010	5.68	3.99 - 6.00	600	5.73
2.1-3.0 lbs.				5.99 - 6.99	160	6.30
Whole Breast	6.49 - 7.99	20	7.09			
Leg Quarter	1.78	40	1.78			
FRIED & BAKED:						
Fried 8-Piece Mix	4.99 - 7.99	1,370	6.71	5.00 - 6.99	700	6.08
Baked 8-Piece Mix				5.99	80	5.99
F/B 8-Piece Dark				5.99 - 6.99	40	6.80
F/B 12-Piece	10.99	130	10.99	9.99 - 11.99	30	11.16
Bulk Pack (\$/piece)	0.66 - 0.89	440	0.76	0.49 - 0.73	190	0.57
Wings: bone-in	4.29 - 6.99	270	6.12	4.99 - 6.99	2,100	6.01
boneless	2.99 - 5.99	520	5.55	2.99 - 5.99	40	4.45
Tenders	4.99 - 5.99	350	5.07	3.50 - 5.99	500	4.74
Strips				4.99	10	4.99
Popcorn				4.99	10	4.99
	SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.	
Feature Rate ^{1/}	44.8% of 3,600 sampled outlets		34.5% of 2,500 sampled outlets		12.9% of 1,100 sampled outlets	
Activity Index ^{3/}	Activity Index = 1,670		Activity Index = 1,600		Activity Index = 200	
	price range	stores	wtd avg	price range	stores	wtd avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	3.99 - 6.99	310	5.99	3.99 - 6.99	400	5.94
2.1-3.0 lbs.				8.88	10	8.88
Whole Breast						
Leg Quarter						
FRIED & BAKED:						
Fried 8-Piece Mix	4.99 - 7.99	250	6.14	5.49	170	5.49
Baked 8-Piece Mix						
F/B 8-Piece Dark				2.99	30	2.99
F/B 12-Piece						
Bulk Pack (\$/piece)	0.70 - 0.90	340	0.84	0.59	10	0.59
Wings: bone-in	4.99 - 5.00	550	4.99	3.99 - 5.00	280	4.91
boneless	4.49 - 5.00	180	4.88	5.00	260	5.00
Tenders	4.99	10	4.99	3.99 - 5.00	450	4.56
Strips	4.99	10	4.99			
Popcorn						

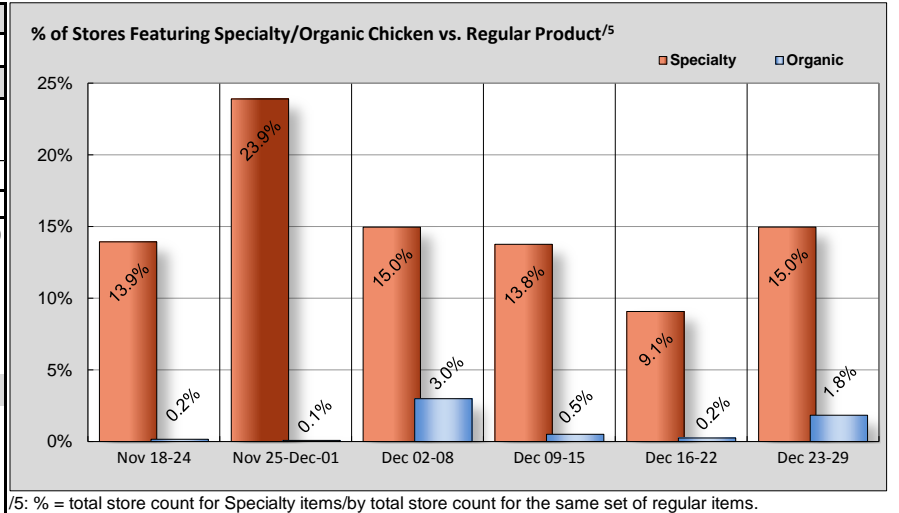




USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 23, 2011

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	9.6% of 19,500 outlets	9.1% of 19,500 outlets	9.5% of 19,200 outlets	1.9% of 19,500 outlets	0.4% of 19,500 outlets	0.0% of 19,200 outlets
Activity Index ^{3/}	3,480	2,690	2,830	400	70	10
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	620 2.06	440 1.59	300 1.52	40 2.87	10 2.99	10 3.59
Bnls/Sknls Breast	1,430 4.79	570 4.39	1,120 4.99	130 7.01	60 7.16	
Breast Tenders	630 5.34	220 5.41	470 5.15			
Split, bn-in Breast	140 2.96	280 3.05	310 2.72			
Whole Wings	10 1.98	30 1.79				
Leg Quarters		90 1.36		-- --	-- --	-- --
Legs	30 1.49	100 1.39	20 0.99	230 2.29		
Thighs	110 2.32	490 1.95	190 1.49			
Drumsticks	190 2.30	420 1.83	190 1.49			
B/S Thighs	320 3.49	50 3.04	230 2.99			



^{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.		
SPECIALTY	20.6% of 3,900 sampled outlets			6.6% of 5,100 sampled outlets			5.9% of 3,300 sampled outlets			6.7% of 3,600 sampled outlets			0.3% of 2,500 sampled outlets			25.9% of 1,100 sampled outlets		
Feature Rate ^{1/}	Activity Index = 2,120			Activity Index = 350			Activity Index = 200			Activity Index = 480			Activity Index = 0			Activity Index = 330		
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	1.29 - 2.99	160	1.94	1.29 - 2.99	270	2.48	1.29 - 1.79	80	1.47	1.49 - 1.98	80	1.64				1.48 - 1.69	30	1.53
Bnls/Sknls Breast	3.99 - 6.99	890	4.40	3.99	70	3.99	3.79 - 5.12	30	4.39	4.99 - 5.99	160	5.62				3.49 - 5.99	280	5.80
Breast Tenders	4.99 - 5.99	410	5.72				1.99	60	1.99	5.49 - 5.99	140	5.71				4.99	20	4.99
Split, bn-in Breast	1.99 - 3.49	80	3.32							2.49	60	2.49						
Whole Wings										1.98	10	1.98						
Leg Quarters																		
Legs										1.49	30	1.49						
Thighs	1.39 - 2.49	100	2.41				1.19 - 1.49	10	1.33									
Drumsticks	1.39 - 2.49	180	2.35				1.19 - 1.49	10	1.33									
B/S Thighs	3.29 - 3.69	300	3.49	3.49	10	3.49	3.49	10	3.49									
ORGANIC	6.5% of 3,900 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,300 sampled outlets			0.0% of 3,600 sampled outlets			2.0% of 2,500 sampled outlets			5.9% of 1,100 sampled outlets		
Feature Rate ^{1/}	Activity Index = 280			Activity Index = 0			Activity Index = 0			Activity Index = 0			Activity Index = 50			Activity Index = 70		
Activity Index ^{3/}	2.99 20 2.99												2.49 - 2.99 10 2.49			2.99 10 2.99		
Whole Fryer	2.99	20	2.99															
Bnls/Sknls Breast	6.49 - 10.99	30	7.39													5.98 - 7.99	40	7.99
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs	2.29	230	2.29															
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/>.