



USDA Weekly Retail Chicken Feature Activity

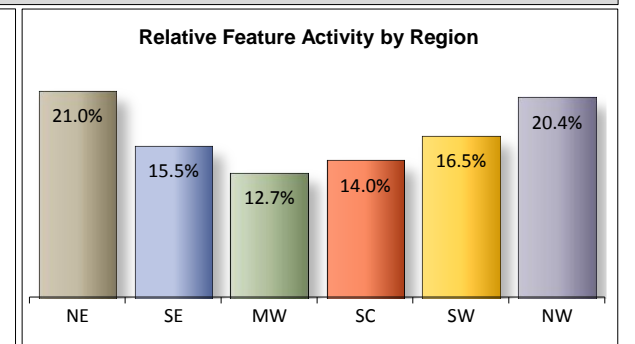
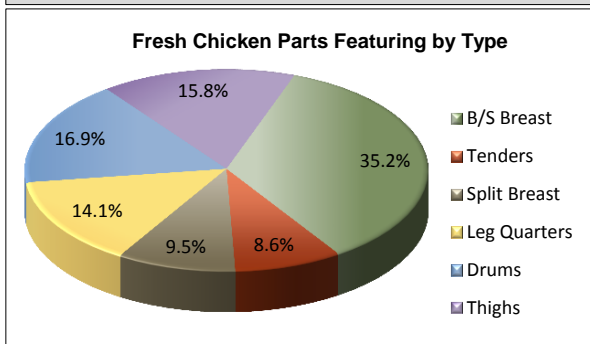
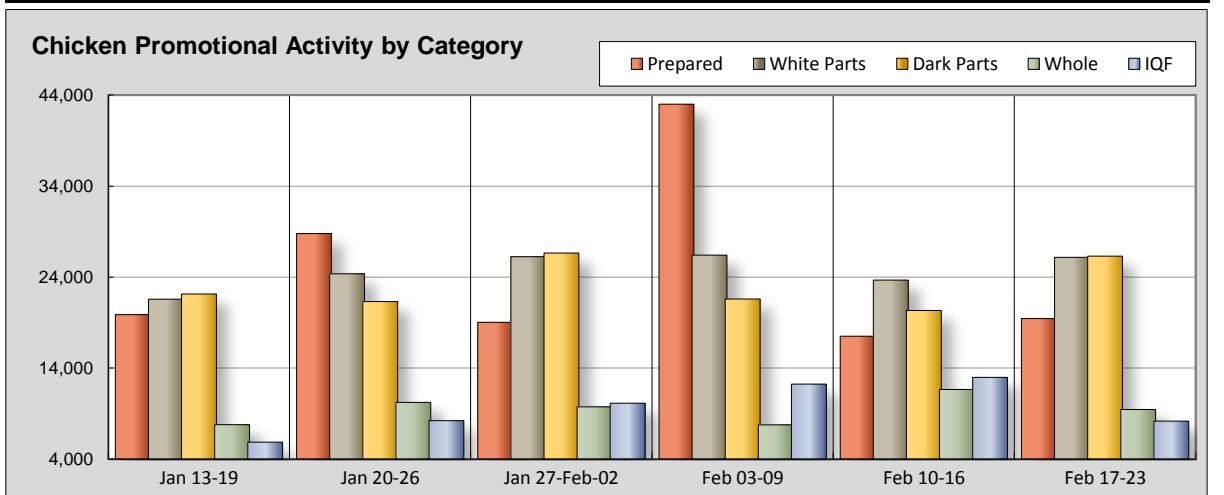
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/17 thru 02/23.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 17, 2012

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	93.1% of 22,500 outlets		85.5% of 22,500 outlets		92.1% of 19,500 outlets	
Special Rate ^{4/}	20.7%		19.6%		20.9%	
Activity Index ^{2/}	89,830		86,330		83,870	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	5,790	1.12	4,300	1.15	5,410	0.99
cut-up fryer	2,230	1.41	1,900	1.52	1,940	1.25
bagged roaster	1,170	1.11	4,730	1.23	1,960	1.12
Cornish (frs/frz)	250	2.16	710	2.24	290	2.17
PARTS:						
Bnls/Sknls Breast						
regular pack	7,400	3.38	8,100	2.65	7,170	2.92
value pack	5,400	2.55	2,910	2.18	3,160	2.29
thin sliced	2,790	3.84	4,040	3.88	2,100	3.80
marinated	410	5.19	450	4.92	280	2.71
Breast Tenders						
regular pack	2,780	3.14	3,450	3.39	1,660	3.23
value pack	1,130	2.31	550	2.09	370	2.57
Split, bn-in Breast						
regular pack	3,300	1.53	1,720	1.48	2,060	1.54
value pack	1,010	1.48	1,800	1.46	1,850	1.30
Whole Wings	1,940	2.25	640	2.33	1,640	1.89
Leg Quarters						
tray pack	3,390	0.85	2,340	0.98	3,070	0.78
bagged	3,020	0.68	930	0.68	550	0.58
Legs	680	1.18	780	1.29	1,160	0.94
Thighs						
regular pack	2,520	1.46	1,910	1.12	2,000	1.08
value pack	4,680	1.08	3,970	1.20	5,640	1.02
Drumsticks						
regular pack	2,560	1.46	2,100	1.09	2,100	1.07
value pack	5,120	1.06	3,960	1.19	5,590	1.02
Bnls/Sknls Thighs						
regular pack	2,620	2.45	3,010	2.11	2,670	2.32
value pack	1,700	2.69	1,320	2.40	600	2.88
9-pc Combos						
drum-thigh-breast	280	2.99	30	1.99	50	1.53
drum-thigh-wing	70	1.50	220	1.49	500	1.06
IQF						
B/S Breast	4,780	2.70	7,070	2.31	3,610	2.47
Tenders	2,510	2.84	2,980	2.47	2,590	2.59
Wings	570	2.29	2,240	2.01	670	2.06
Party Wings	300	1.82	680	1.93	660	2.13

This Week's Chicken Feature Highlights

Chicken continues to climb in volume featured, incentives to purchase are at healthy levels, all appears to be in place to attract savvy buyers. The only unknown at this point is will this weeks strategy work with a steady to rising price trend? Bagged fryers and cut up fryers promote more volume at generally unchanged money, roasters take a rest and clean up inventories. B/S Breast try a pretty good hop on pricing, processor branded is the culprit for the most part, but price ranges for these packs are wide. Tenders move around, but not as you would expect. Split breast push upward in values, wing do the opposite. Leg quarters are looking for buyers. Drums and thighs try the same deal as B/S breast, higher pricing on processor packs, but wide price ranges here skew the sample. IQF rolls back volume and raises prices substantially. Prepared foods gains ground, but has no clear plan of attack. Specialty chicken and organics are on their normal schedule. The remainder of the month of February appears to be set up well on paydays. The only hitch will be traveling through the dreaded " week of twos". If this weeks clearances fail to meet the mark at retail outlets, the road just got steeper to make it to the new month.



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 02/17 thru 02/23.

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

Fri. Feb 17, 2012

		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/		86.8% of 4,400 sampled outlets 33.7% of stores w/ no-price promotions Activity Index = 18,750				95.4% of 6,000 sampled outlets 16.7% of stores w/ no-price promotions Activity Index = 18,540				91.8% of 4,000 sampled outlets 14.9% of stores w/ no-price promotions Activity Index = 9,660			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.54 - 1.49		1,040	1.14	0.57 - 1.29		2,260	1.16	0.49 - 1.39		700	1.05
cut-up fryer		1.19		10	1.19	0.99 - 1.49		760	1.32	0.99 - 1.68		450	1.41
bagged roaster		0.79 - 1.29		780	1.11	0.99 - 1.29		100	1.11	0.98 - 1.39		290	1.11
Cornish (frs/frz)		2.99		30	2.99	1.58		10	1.58	2.39		40	2.39
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		2.35 - 4.99	1.39 - 4.49	2,100	3.48	1.98 - 4.99	1.59 - 3.99	2,070	3.16	1.88 - 4.99	1.29 - 4.99	930	3.91
value pack		1.99 - 3.99	1.48 - 2.99	1,560	2.62	1.98 - 4.99	1.98 - 2.99	1,430	2.49	1.79 - 1.98	1.49 - 2.99	640	2.02
thin sliced		3.25 - 4.99	2.99 - 4.99	1,730	4.09	2.98 - 4.99	3.99	280	3.41		2.19 - 4.99	110	4.50
marinated			4.99 - 5.99	350	5.49						2.98 - 4.99	60	3.43
Breast Tenders													
regular pack		2.49 - 3.99	1.99 - 4.29	1,160	3.51	1.99 - 3.99	1.99 - 3.99	560	2.85	2.29 - 3.99	1.98 - 4.99	470	2.95
value pack		2.99	2.99	50	2.99	1.98 - 1.99	2.99	560	2.02	1.98	2.39	30	2.11
Split, bn-in Breast													
regular pack		0.99 - 1.99	0.99 - 2.49	1,110	1.60	0.99	0.98 - 1.99	290	1.24	0.97 - 1.99	0.98 - 1.59	390	1.08
value pack		0.98 - 1.59	1.19 - 1.99	510	1.68	1.28	0.99 - 1.69	190	1.47	1.19	1.39	100	1.21
Whole Wings		2.49 - 2.69	1.69 - 1.99	740	2.15		1.79 - 2.89	340	2.08	1.61 - 1.99	2.29 - 2.69	290	2.08
Leg Quarters													
tray pack		0.59 - 0.99	0.69 - 1.29	980	0.90	0.66 - 0.99	0.69 - 1.29	650	0.75	1.69	0.49 - 0.99	300	0.74
bagged			0.47 - 0.79	280	0.65	0.39	0.47 - 0.79	1,610	0.73	0.69	0.59 - 0.79	400	0.60
Legs		0.79 - 1.29	1.39	190	0.98								
Thighs													
regular pack		1.19 - 1.69	0.98 - 1.29	170	1.48	0.99	1.39	210	1.15	0.97 - 1.99	0.98 - 1.39	450	1.01
value pack		0.99 - 1.49	0.99 - 1.49	1,700	1.18	0.66	0.85 - 1.29	820	0.81	0.89 - 1.14	0.49 - 1.38	440	0.97
Drumsticks													
regular pack		0.99 - 1.79	0.78 - 1.29	170	1.52	0.99	0.99 - 1.39	220	1.14	0.97 - 1.99	0.79 - 1.39	460	1.02
value pack		0.99 - 1.59	0.89 - 1.49	1,780	1.17	0.49 - 0.66	0.58 - 1.29	930	0.82	0.89 - 1.14	0.49 - 1.38	590	0.96
Bnls/Sknls Thighs													
regular pack		1.99 - 2.99	2.99 - 3.29	960	3.04	1.99 - 2.99	1.99	770	2.13	1.69 - 1.99	1.50 - 2.49	200	2.04
value pack			1.78 - 2.99	670	2.62		1.99 - 2.99	230	2.45		2.49	10	2.49
9-pc Combos													
drum-thigh-breast													
drum-thigh-wing			1.79	20	1.79						1.39	10	1.39
IDF	B/S Breast		1.99 - 4.99	170	3.68	2.20 - 2.80	2.99 - 4.99	2,520	2.93	2.00 - 3.33	1.33 - 2.66	1,490	2.47
	Tenders		2.40 - 4.99	150	3.96	2.20 - 3.00	2.00 - 4.99	1,500	2.92	2.00 - 2.80	1.95 - 2.66	660	2.58
	Wings	1.65 - 1.99		210	1.86		2.40	80	2.40	2.80		150	2.80
	Party Wings		1.97 - 2.00	130	2.00		1.40 - 2.00	150	1.61				



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 02/17 thru 02/23.

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

Fri. Feb 17, 2012

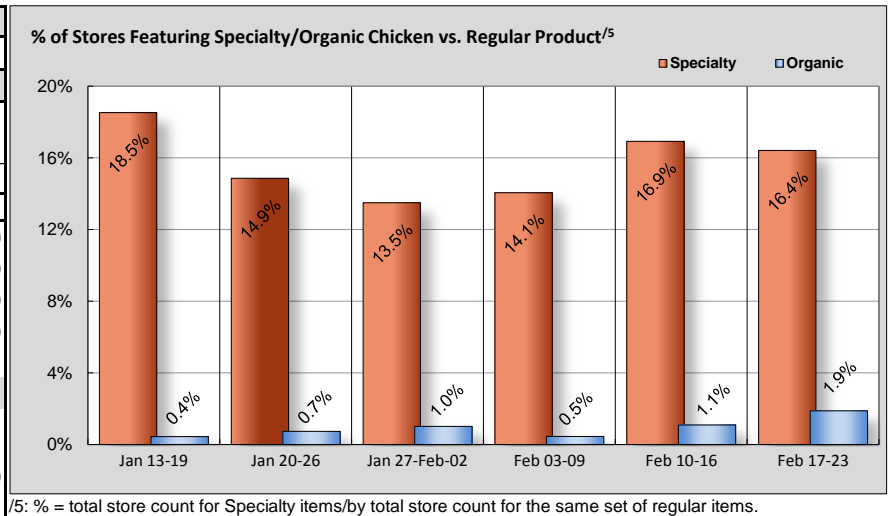
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		94.7% of 4,000 sampled outlets 6.2% of stores w/ no-price promotions Activity Index = 10,640				96.1% of 2,900 sampled outlets 27.1% of stores w/ no-price promotions Activity Index = 8,250				95.5% of 1,200 sampled outlets 44.7% of stores w/ no-price promotions Activity Index = 4,560			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.67 - 1.49		990	0.97	0.88 - 2.29		770	1.23	0.99		30	0.99
cut-up fryer		0.88 - 1.69		250	1.33	1.29 - 1.69		730	1.52	1.59		30	1.59
bagged roaster						1.99		170	1.99				
Cornish (frs/frz)													
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		1.69 - 4.99	1.69 - 2.99	1,140	3.06	4.99	1.69 - 3.99	690	3.19	1.98 - 4.99	2.99 - 3.99	470	3.98
value pack		1.77 - 2.99	1.47 - 2.99	610	2.23	1.99	1.89 - 3.79	590	2.60	2.29 - 2.79	1.98 - 3.99	570	3.35
thin sliced		4.49	1.99	130	4.15		2.00 - 3.79	310	2.19	4.99	3.49	230	4.23
marinated													
Breast Tenders													
regular pack		2.29 - 4.49	1.98 - 2.99	200	2.64		2.00	270	2.00	4.99		120	4.99
value pack		1.78 - 2.39	1.93 - 2.99	300	2.17					2.79	3.49	190	3.24
Split, bn-in Breast													
regular pack		0.99	0.88 - 1.79	660	1.01	1.99 - 2.69	0.99	600	2.26	1.59	0.99 - 1.99	250	1.87
value pack		1.29	0.89 - 1.29	190	1.13		0.97 - 0.99	20	0.98				
Whole Wings			1.79 - 1.99	60	1.81	2.69		280	2.69	2.79	2.49	230	2.64
Leg Quarters													
tray pack		0.66 - 0.99	0.59 - 1.09	880	0.85		0.79 - 0.99	400	0.89	0.99	0.89 - 0.99	180	0.98
bagged		0.59 - 0.69	0.49 - 0.79	690	0.63		0.59	20	0.59		0.79	20	0.79
Legs						2.29	1.29 - 1.99	290	1.43		0.99	200	0.99
Thighs													
regular pack		1.19 - 1.69	0.59 - 1.58	880	1.25	1.99 - 2.29	0.99	590	2.07	1.49 - 1.99	0.99	220	1.90
value pack		0.66 - 1.49	0.67 - 1.19	770	1.03	1.19 - 2.29	1.29	440	1.37	0.99 - 1.49	0.98 - 0.99	510	1.12
Drumsticks													
regular pack		1.19 - 1.69	0.59 - 1.19	890	1.25	1.99 - 2.29	0.99	590	2.07	1.49 - 1.99	0.99 - 1.59	230	1.89
value pack		0.66 - 1.49	0.59 - 1.19	800	1.00	1.19 - 2.29	0.79 - 1.29	510	1.29	0.99 - 1.49	0.98 - 0.99	510	1.12
Bnls/Sknls Thighs													
regular pack		1.69 - 2.00	1.97 - 2.49	490	2.10	2.99	1.97 - 1.99	200	2.07				
value pack			1.77 - 1.99	20	1.85	2.49 - 3.99	2.00 - 3.69	350	2.33	2.49 - 2.79	3.49	420	3.28
9-pc Combos													
drum-thigh-breast							2.99	280	2.99				
drum-thigh-wing											1.38	40	1.38
IDF	B/S Breast	1.99 - 2.33	1.79 - 2.33	540	2.02						1.59 - 2.59	60	2.28
	Tenders	2.33	1.99 - 2.33	150	2.24						2.39 - 2.59	50	2.55
	Wings						2.33	130	2.33				
	Party Wings					2.24		20	2.24				



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 02/17 thru 02/23.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Feb 17, 2012

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	22.7% of 22,500 outlets	17.0% of 22,500 outlets	18.4% of 19,500 outlets	1.3% of 22,500 outlets	1.2% of 22,500 outlets	1.1% of 19,500 outlets
Activity Index ^{3/}	7,830	6,520	5,240	820	400	230
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	1,260 1.65	940 1.97	1,110 1.72	80 2.47	80 2.88	10 2.99
Bnls/Sknls Breast	2,890 5.29	1,940 4.67	2,600 5.28	150 8.21	80 6.92	50 7.99
Breast Tenders	1,190 5.45	630 4.63	670 5.04			10 9.99
Split, bn-in Breast	820 2.89	360 2.90	100 2.31			30 3.99
Whole Wings	40 1.88	260 2.93	40 1.49			
Leg Quarters	60 1.49		20 1.19	-- --	-- --	-- --
Legs		20 2.49	30 1.32			
Thighs	290 1.99	1,000 1.97	140 1.64	190 2.79	60 3.13	
Drumsticks	370 1.92	1,050 1.95	410 1.81	190 2.79	100 2.59	130 1.99
B/S Thighs	910 3.40	320 2.70	120 3.06	210 4.99	80 4.49	



^{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/}	46.5% of 4,400 sampled outlets			9.4% of 6,000 sampled outlets			13.6% of 4,000 sampled outlets			8.7% of 4,000 sampled outlets			28.1% of 2,900 sampled outlets			65.3% of 1,200 sampled outlets		
Activity Index ^{3/}	Activity Index = 2,930			Activity Index = 760			Activity Index = 930			Activity Index = 610			Activity Index = 1,650			Activity Index = 950		
	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 - 1.99	420	1.61	1.29	40	1.29	0.99 - 1.98	270	1.62	0.99	30	0.99	0.89 - 1.99	30	1.70	0.89 - 1.99	470	1.76
Bnls/Sknls Breast	3.99 - 6.99	1,190	5.79	3.49 - 5.33	480	4.48	2.69 - 4.98	260	4.45	3.99 - 7.99	90	6.04	3.48 - 5.99	590	5.28	3.48 - 5.49	280	5.09
Breast Tenders	4.98 - 5.99	490	5.73							3.99 - 5.49	120	5.42	4.99 - 5.49	550	5.23	4.99	30	4.99
Split, bn-in Breast	1.99 - 3.99	240	3.22	2.48	200	2.48	1.69	20	1.69	2.79 - 3.29	160	3.16	2.79	200	2.79			
Whole Wings							1.69	10	1.69	2.19	10	2.19				1.49 - 2.29	20	1.81
Leg Quarters										1.39 - 1.59	60	1.49						
Legs																		
Thighs	1.49 - 2.49	140	2.14	1.49	20	1.49	1.29 - 1.99	70	1.68	1.29 - 3.20	50	2.17				2.29	10	2.29
Drumsticks	1.49 - 2.49	150	2.12	1.49	20	1.49	1.29 - 1.99	100	1.55	1.29	30	1.29				1.49 - 2.69	70	2.43
B/S Thighs	2.19 - 4.49	300	3.17				2.49 - 3.19	200	3.10	3.19 - 3.98	60	3.42	1.39 - 3.99	280	3.99	1.39 - 3.48	70	2.83
ORGANIC	0.0% of 4,400 sampled outlets			0.0% of 6,000 sampled outlets			0.7% of 4,000 sampled outlets			0.0% of 4,000 sampled outlets			6.4% of 2,900 sampled outlets			6.9% of 1,200 sampled outlets		
	Activity Index = 0			Activity Index = 0			Activity Index = 30			Activity Index = 0			Activity Index = 710			Activity Index = 80		
Whole Fryer							2.29	10	2.29				2.49	70	2.49			
Bnls/Sknls Breast													7.99 - 8.49	70	7.99	7.99 - 8.49	80	8.39
Breast Tenders																		
Split, bn-in Breast																		
Whole Wings																		
Legs																		
Thighs													2.79	190	2.79			
Drumsticks													2.79	190	2.79			
B/S Thighs							4.99	20	4.99				4.99	190	4.99			

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/>.