



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/09 thru 05/15.
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

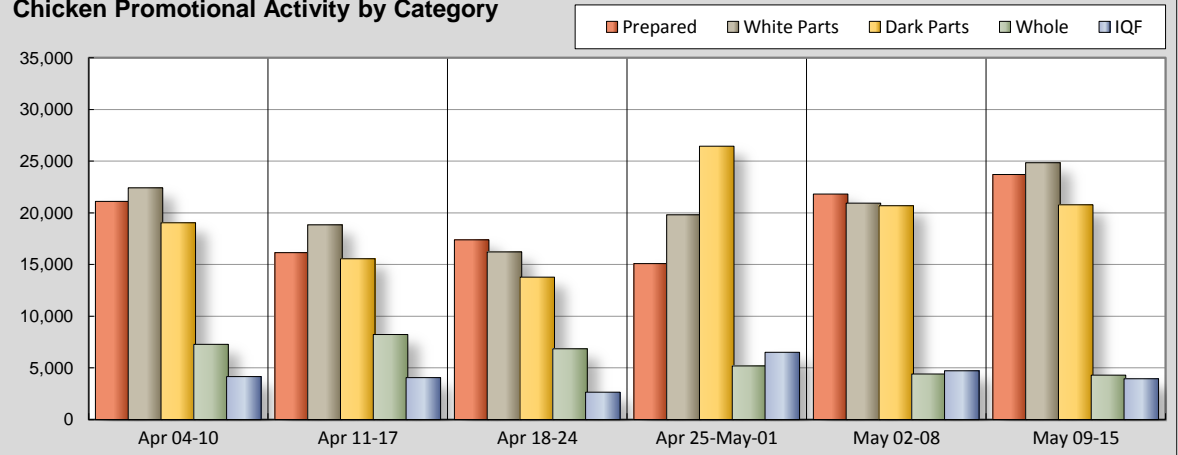
Fri. May 09, 2014

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	88.0% of 22,900 outlets		87.7% of 22,900 outlets		88.7% of 23,200 outlets	
Special Rate ^{4/}	14.7%		14.5%		15.2%	
Activity Index ^{2/}	78,190		72,690		82,130	
WHOLE BIRD:	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg	Stores ^{3/}	Wtd Avg
bagged fryer	2,330	1.29	2,860	1.23	2,130	1.31
cut-up fryer	530	1.59	400	1.70	710	2.29
bagged roaster	900	1.43	940	1.28	900	1.35
Cornish (frs/frz)	540	2.37	210	1.62	430	2.27
PARTS:						
Bnls/Sknls Breast						
regular pack	5,050	2.89	3,520	2.96	6,130	2.87
value pack	5,180	2.51	5,950	2.40	5,270	2.37
thin sliced	1,780	4.00	1,750	3.78	2,470	3.78
marinated	170	2.99	60	3.47	450	3.54
Breast Tenders						
regular pack	1,760	3.29	1,540	3.36	3,010	3.53
value pack	660	2.85	120	3.01	980	2.75
Split, bn-in Breast						
regular pack	5,230	1.79	900	2.08	2,050	1.52
value pack	2,220	1.47	4,590	1.40	2,210	1.46
Whole Wings	2,800	2.23	2,510	2.22	2,630	2.34
Leg Quarters						
tray pack	1,990	1.12	1,620	1.02	3,140	1.13
bagged	1,200	0.70	2,180	0.72	400	0.73
Legs	300	1.30	250	1.21	100	1.73
Thighs						
regular pack	2,600	1.49	1,680	1.45	2,980	1.12
value pack	3,580	1.15	2,650	1.27	4,670	1.25
Drumsticks						
regular pack	2,790	1.51	1,260	1.35	2,820	1.14
value pack	4,380	1.13	4,620	1.18	4,690	1.25
Bnls/Sknls Thighs						
regular pack	1,760	2.65	2,730	2.84	1,480	2.62
value pack	2,180	2.51	3,700	2.28	2,900	2.59
9-pc Combos						
drum-thigh-breast	260	1.00			600	1.53
drum-thigh-wing	340	1.76	110	1.52	90	1.75
IQF						
B/S Breast	1,940	2.68	2,190	2.41	6,000	2.41
Tenders	960	2.52	1,570	2.42	1,790	2.48
Wings	300	2.05	790	2.50	30	2.45
Party Wings	750	2.08	170	1.99	340	2.53

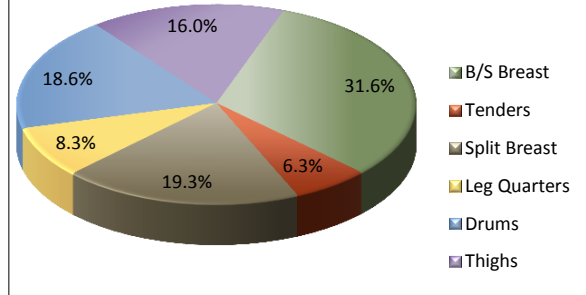
This Week's Chicken Feature Highlights

Happy Mother's Day! Promotions for retail chicken climb in volume while 'no price' incentives remain about the same as last week. Whole bird features continue at a steady pace with cut-up fryers and Cornish taking the lead. Offers for white parts move higher showing more activity than a week ago. Value pack split and b/s breasts decline in visibility. Dark parts are about the same as last week but the greatest increase is seen in the number of stores offering thighs and regular pack drums. As other items in the IQF sector move lower, party wings are readily available in circulars. For those hesitant to heat up the kitchen for Mother's Day, shoppers will find more bargains in the deli with increased rotisserie and fried chicken options. Specialty chicken maintains good volume, organics lose ground.

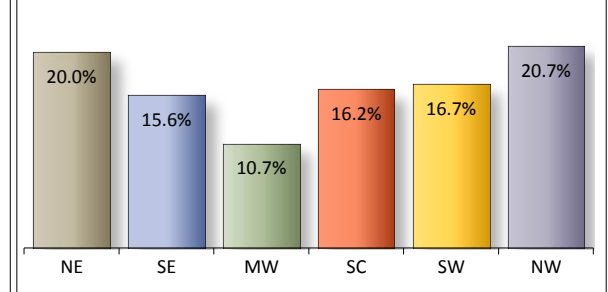
Chicken Promotional Activity by Category



Fresh Chicken Parts Featuring by Type



Relative Feature Activity by Region



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.)



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

Fri. May 09, 2014

		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 ^{4/} Activity Index ^{2/}		90.1% of 4,700 sampled outlets 28.5% of stores w/ no-price promotions Activity Index = 14,880				92.7% of 5,900 sampled outlets 13.4% of stores w/ no-price promotions Activity Index = 12,070				79.0% of 4,200 sampled outlets 10.9% of stores w/ no-price promotions Activity Index = 6,140				
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg				
				4/			4/			4/				
	bagged fryer	1.19 - 1.79	690	1.42	0.99 - 1.59	170	1.19	0.98 - 1.69	100	1.37				
	cut-up fryer	1.29 - 1.68	200	1.53	1.49	30	1.49	1.29 - 2.15	90	1.74				
	bagged roaster	1.19 - 1.69	840	1.44	1.19 - 1.69	60	1.32							
	Cornish (frs/frz)	1.99 - 2.69	320	2.30										
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	2.39 - 3.99	1.99 - 3.99	900	3.06	1.99 - 2.99	1.98 - 3.49	890	2.71	1.98 - 3.99	1.99 - 2.99	780	2.24	
	value pack	1.99 - 3.69	1.89 - 3.49	1,560	2.55	2.38 - 2.49	1.99 - 3.49	290	2.33	1.98 - 2.99	1.88 - 2.99	950	2.16	
	thin sliced marinated	3.71 - 3.99	3.29 - 4.99	1,230	3.63	3.99	4.99	270	4.76					
Breast Tenders														
	regular pack	3.99	3.99	210	3.99	1.98 - 2.99	2.49 - 3.99	320	2.50	3.99	2.99	350	3.05	
	value pack	2.48	2.49 - 2.99	500	2.96	2.38	2.49	90	2.48		2.49	10	2.49	
Split, bn-in Breast														
	regular pack	1.89 - 3.99	1.29 - 2.49	750	1.95	1.59 - 1.99	0.98 - 2.48	3,380	1.88	2.39 - 2.49	0.98 - 1.79	540	1.33	
	value pack		1.49 - 1.99	450	1.90	1.29 - 1.79	1.19 - 1.79	450	1.60	1.79	0.99 - 1.99	260	1.69	
Whole Wings														
		2.49 - 2.99	1.49 - 2.79	1,090	2.57	1.49 - 2.79	1.18 - 2.69	720	2.19		1.59 - 1.99	30	1.91	
Leg Quarters														
	tray pack	0.79 - 1.39	0.58 - 1.38	620	1.12		0.99	40	0.99	0.99 - 1.00	0.69 - 1.29	240	1.20	
	bagged	0.79	0.69 - 0.79	80	0.76	0.79 - 0.99	0.45 - 0.86	760	0.72	0.79	0.50 - 0.69	180	0.64	
Legs														
		0.99 - 1.29	1.09 - 1.39	230	1.18	0.98		20	0.98					
Thighs														
	regular pack	1.19 - 2.29	1.29 - 1.59	620	1.62	1.29	1.37 - 1.49	1,350	1.46	1.66	1.19 - 1.49	80	1.43	
	value pack	1.29 - 1.55		260	1.43	1.29	0.79 - 1.49	500	1.08	0.88 - 1.43	0.88 - 1.39	590	1.09	
Drumsticks														
	regular pack	1.19 - 2.29	1.19 - 1.59	710	1.59	1.29	1.37 - 1.49	1,350	1.46	1.19 - 1.66	0.99 - 1.49	100	1.35	
	value pack	1.19 - 1.55	0.69 - 1.49	1,200	1.23	1.06 - 1.29	0.79 - 1.49	590	1.11	0.88 - 1.43	0.69 - 1.19	620	0.99	
Bnls/Sknls Thighs														
	regular pack	1.99 - 2.99	1.99 - 2.99	830	2.85	2.29	1.99 - 2.99	50	2.66	1.99		10	1.99	
	value pack	1.99	1.99 - 2.99	690	2.24	2.49	1.99 - 2.99	110	2.48	1.99 - 2.49	1.19 - 1.99	110	1.97	
9-pc Combos														
	drum-thigh-breast													
	drum-thigh-wing		1.48 - 1.89	270	1.80	1.69	1.59	60	1.63		1.69	10	1.69	
IDF	B/S Breast			2.99 - 3.99	90	3.09	2.33 - 2.40	1.60 - 2.99	230	2.41	2.33 - 2.80	1.60 - 2.99	530	2.41
	Tenders						2.33 - 2.40	2.33 - 2.67	170	2.36	2.33 - 2.80	2.33	420	2.50
	Wings			0.99	60	0.99	1.60	1.98 - 2.33	60	1.97	2.79 - 2.80		70	2.80
	Party Wings		2.00	1.98 - 2.47	480	2.17		1.18 - 1.99	110	1.76	2.40	1.99 - 2.33	70	2.10



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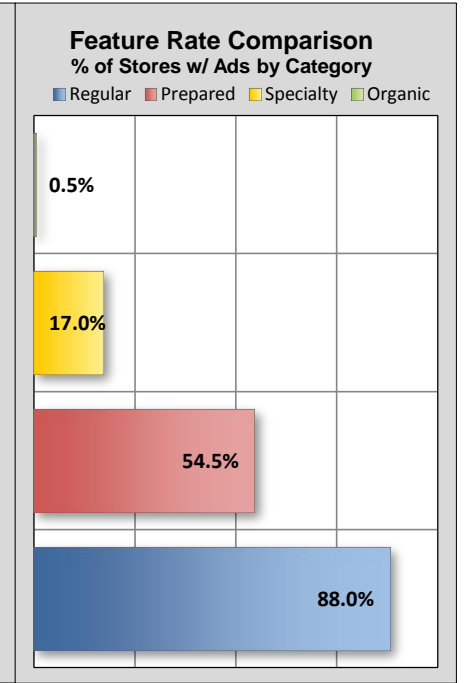
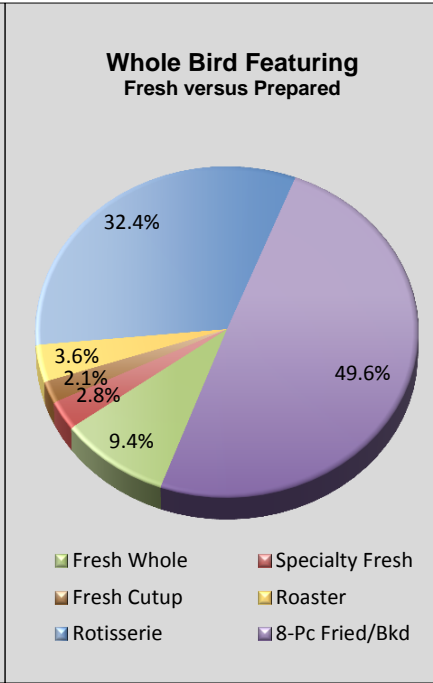
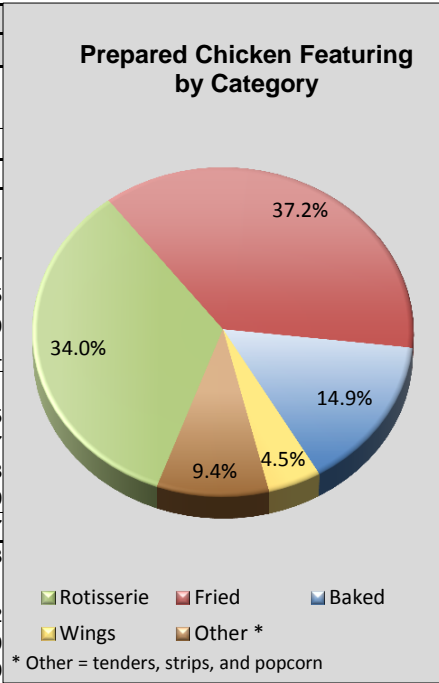
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)				NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)			
Feature Rate ^{1/} Special Rate ^{4/} Activity Index ^{2/}		88.2% of 4,200 sampled outlets 16.4% of stores w/ no-price promotions Activity Index = 10,330				88.2% of 2,800 sampled outlets 3.9% of stores w/ no-price promotions Activity Index = 7,540				86.5% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,520			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.88 - 1.49		140	1.08	0.89 - 2.39		700	1.44	0.88 - 1.29		530	1.01
cut-up fryer		1.59		90	1.59	1.59		80	1.59	1.58		40	1.58
bagged roaster													
Cornish (frs/frz)						2.12 - 2.49		220	2.48				
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		1.87 - 3.99	1.47 - 4.49	1,460	2.74	4.99	1.99 - 4.99	780	4.03	3.99	1.98 - 3.49	240	2.17
value pack		1.98	1.69 - 2.99	870	2.18		1.97 - 3.99	1,000	3.00	1.98	1.98 - 3.48	510	2.74
thin sliced		4.79		110	4.79	4.99		170	4.99				
marinated							2.99	170	2.99				
Breast Tenders													
regular pack		1.99 - 4.79	2.79 - 2.99	640	3.18	4.99	2.99	240	4.36				
value pack		2.79	1.89	60	2.55								
Split, bn-in Breast													
regular pack		1.49	1.29 - 2.19	440	1.50		0.99 - 1.59	120	1.48				
value pack		0.98 - 1.89	0.98 - 1.69	450	1.12	0.99 - 1.27	1.39 - 1.79	530	1.11		1.19 - 1.99	80	1.91
Whole Wings		2.79	0.99 - 1.99	570	1.53		1.89 - 1.99	70	1.92		1.99 - 2.49	320	2.48
Leg Quarters													
tray pack			0.89 - 1.29	500	1.03	0.99 - 1.39	0.99	190	1.02		0.99 - 1.29	400	1.22
bagged			0.39 - 0.79	130	0.61		0.59 - 0.69	40	0.68		0.59 - 0.79	10	0.71
Legs			0.99	10	0.99	2.49	1.29	40	2.24				
Thighs													
regular pack		1.49	1.19 - 1.49	290	1.28	1.69 - #####	1.49	260	1.58				
value pack		1.19 - 1.49	0.79 - 1.49	1,180	1.09	0.89 - 2.49	0.99 - 1.29	570	1.09	1.19 - 1.59	0.88 - 1.29	480	1.36
Drumsticks													
regular pack		1.49	0.88 - 1.49	310	1.21	1.19	0.79 - 1.99	320	1.85				
value pack		1.19 - 1.49	0.57 - 1.49	890	1.06	0.89 - 2.49	0.79 - 1.19	580	1.04	0.88 - 1.59	0.99 - 1.29	500	1.35
Bnls/Sknls Thighs													
regular pack		1.19 - 2.49	2.99	740	2.34		2.99 - 3.99	110	3.30	2.49		20	2.49
value pack		1.99 - 2.19	1.47 - 1.99	370	2.02		2.99	550	2.99	3.29	1.99 - 2.99	350	2.98
9-pc Combos													
drum-thigh-breast						0.99		250	0.99		1.19	10	1.19
drum-thigh-wing													
IDF	B/S Breast	1.60 - 2.80	2.33 - 2.99	510	2.69		2.99	550	2.99		1.99 - 2.99	30	2.37
	Tenders	2.40 - 2.80	2.33 - 2.67	370	2.62								
	Wings	1.60	2.00 - 2.33	110	2.20								
	Party Wings		1.99	90	1.99								



USDA Weekly Retail Chicken Feature Activity - Prepared Chicken
 Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 05/09 thru 05/15.
 (prices in dollars per unit or per pound unless otherwise noted)

Fri. May 09, 2014

PREPARED FOODS NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	54.5% of 22,900 outlets		51.9% of 22,900 outlets		52.9% of 23,200 outlets	
Activity Index ^{2/}	23,710		21,820		20,730	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
ROTISSERIE:						
Whole Bird						
< 2 lbs.	2,760	5.43	2,200	6.39	4,340	5.47
2.1-3.0 lbs.	5,310	7.08	2,420	7.14	610	7.45
Whole Breast						
Leg Quarter			610	2.39	50	2.04
FRIED & BAKED:						
Fried 8-Piece Mix						
	4,050	7.18	3,850	7.23	4,830	7.05
Baked 8-Piece Mix						
	3,530	7.26	2,150	7.34	2,030	7.47
F/B 8-Piece Dark						
	740	6.35	100	4.97	220	5.48
F/B 12-Piece						
	360	11.38	430	9.46	640	10.40
Bulk Pack (\$/piece)						
	3,670	0.77	1,290	0.93	3,210	0.87
Wings:						
bone-in	870	5.75	1,660	5.29	570	4.93
boneless	190	5.06	3,400	4.05	220	4.91
Tenders						
	1,870	6.22	3,690	5.57	2,640	5.92
Strips						
	360	5.74	20	5.99	260	5.99
Popcorn						
			870	3.20		



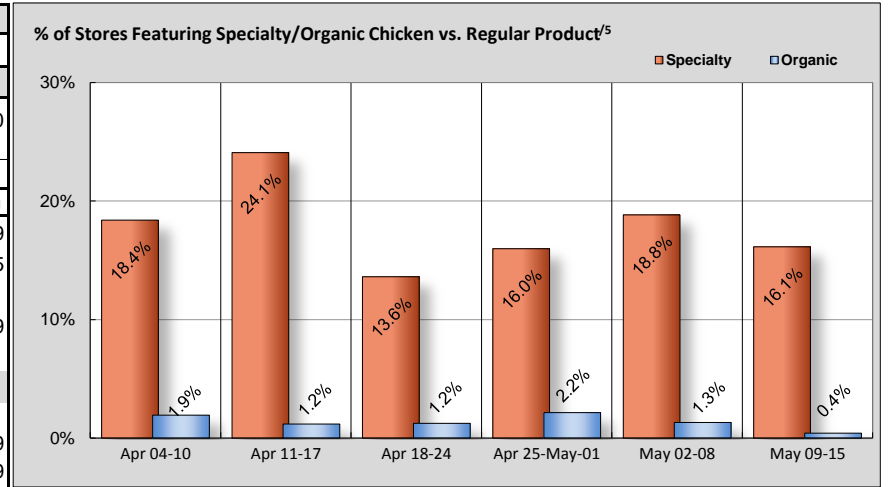
	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
Feature Rate ^{1/}	57.3% of 4,700 sampled outlets			70.6% of 5,900 sampled outlets			40.7% of 4,200 sampled outlets			41.7% of 4,200 sampled outlets			51.5% of 2,800 sampled outlets			63.3% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 4,130			Activity Index = 6,690			Activity Index = 3,240			Activity Index = 4,620			Activity Index = 3,080			Activity Index = 1,950		
	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
ROTISSERIE:																		
Whole Bird																		
< 2 lbs.	4.99 - 10.99	720	5.10	3.99 - 5.00	140	4.31	5.99	30	5.99	3.99 - 6.99	590	5.72	5.00 - 6.99	880	5.68	5.00 - 6.99	400	5.40
2.1-3.0 lbs.	5.00 - 8.99	1,280	6.19	5.00 - 8.99	2,190	6.82	5.69 - 8.99	350	6.19	5.98 - 8.99	600	7.66	6.99 - 8.99	560	8.95	8.99	330	8.99
Whole Breast																		
Leg Quarter																		
FRIED & BAKED:																		
Fried 8-Piece Mix																		
	6.99 - 7.98	490	7.20	5.99 - 7.99	950	7.23	4.98 - 8.99	950	7.02	4.99 - 7.99	1,010	7.19	5.28 - 7.99	430	7.48	6.99 - 7.99	220	7.06
Baked 8-Piece Mix																		
	5.00 - 6.99	180	5.08	5.99 - 7.99	1,240	7.19	5.99 - 7.99	730	7.36	6.99 - 7.99	740	7.75	5.28 - 7.99	430	7.48	6.99 - 7.99	210	7.06
F/B 8-Piece Dark																		
	6.99	80	6.99	6.99	40	6.99	4.98 - 5.99	130	5.04	5.99	220	5.99	6.99	270	6.99			
F/B 12-Piece																		
	9.99	10	9.99	9.99 - 12.99	160	11.17	9.99 - 11.99	90	11.48	7.99 - 12.99	100	11.76						
Bulk Pack (\$/piece)																		
	0.75 - 1.14	310	0.94	0.42 - 0.99	1,570	0.55	0.50 - 8.00	730	0.99	0.80 - 1.00	740	0.92	0.64 - 1.06	100	0.88	0.75 - 0.91	220	0.76
Wings:																		
bone-in	3.99 - 6.99	630	5.77	4.99	10	4.99	3.99 - 5.99	50	4.77	5.99	100	5.99				5.99	80	5.99
boneless	4.99	130	4.99				4.99	20	4.99	4.99 - 5.99	40	5.30						
Tenders																		
	3.49 - 6.99	290	5.52	4.99 - 6.99	180	5.53	4.99 - 6.99	160	5.20	4.99 - 6.99	480	6.29	4.99 - 6.99	280	6.95	5.99 - 6.99	480	6.75
Strips																		
	4.99	10	4.99	4.99	210	4.99				6.99	130	6.99	6.99	130	6.99	5.99	10	5.99
Popcorn																		



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
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Fri. May 09, 2014

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	17.0% of 22,900 outlets	16.6% of 22,900 outlets	20.5% of 23,200 outlets	0.5% of 22,900 outlets	0.7% of 22,900 outlets	3.7% of 23,200 outlets
Activity Index ^{2/}	6,600	6,420	7,470	160	430	960
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	700 2.01	370 1.87	1,470 1.99	10 3.49	20 2.84	450 2.99
Bnls/Sknls Breast	2,690 4.62	1,510 4.54	1,500 4.71	50 8.45	20 7.99	110 8.55
Breast Tenders	80 5.03	570 4.57	1,450 5.02	20 7.99		
Split, bn-in Breast	570 3.21	1,360 3.38	580 2.43			40 3.99
Whole Wings	480 2.69	60 2.34	40 2.82	10 2.99		
Leg Quarters		10 1.29	20 0.99	-- --	-- --	-- --
Legs		130 2.11				
Thighs	350 2.27	540 2.31	970 1.95		240 6.51	180 2.49
Drumsticks	570 2.03	1,690 2.42	1,070 1.92	70 3.20	120 3.11	180 2.49
B/S Thighs	1,160 3.96	180 3.25	370 3.77		30 6.12	



^{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/}	22.4% of 4,700 sampled outlets			28.0% of 5,900 sampled outlets			10.6% of 4,200 sampled outlets			3.9% of 4,200 sampled outlets			12.2% of 2,800 sampled outlets			19.3% of 1,200 sampled outlets		
Activity Index ^{2/}	Activity Index = 1,590			Activity Index = 3,180			Activity Index = 580			Activity Index = 240			Activity Index = 710			Activity Index = 300		
	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	1.49 - 2.99	270	2.14	2.29	10	2.29	1.49 - 2.29	150	1.75				1.99 - 2.48	250	1.99	1.99 - 2.48	20	2.34
Bnls/Sknls Breast	2.99 - 6.99	450	4.81	2.99 - 5.49	1,660	4.94	2.99 - 5.29	100	3.90	2.99 - 4.99	80	4.04	2.49 - 6.99	320	3.23	3.33 - 5.99	80	3.97
Breast Tenders	5.99 - 6.99	20	6.68				3.69 - 4.99	30	4.52	4.99	20	4.99				3.33	10	3.33
Split, bn-in Breast	2.99 - 3.99	350	3.13				1.99 - 2.97	70	2.50	3.99	30	3.99	2.98 - 3.99	20	3.99	2.98 - 3.99	100	3.59
Whole Wings				2.69	430	2.69				2.69	50	2.69						
Leg Quarters																		
Legs																		
Thighs	1.99 - 2.29	250	2.09				1.29 - 1.69	30	1.63	2.49	10	2.49	3.29	60	3.29			
Drumsticks	1.99 - 2.29	250	2.09	1.49	10	1.49	1.29 - 1.69	160	1.51	2.49	10	2.49	0.99 - 3.29	60	3.29	0.99 - 2.99	80	1.98
B/S Thighs				3.99	1,070	3.99	3.36 - 4.99	40	3.65	3.49	40	3.49				3.33	10	3.33
ORGANIC	0.7% of 4,700 sampled outlets Activity Index = 40			0.5% of 5,900 sampled outlets Activity Index = 30			0.4% of 4,200 sampled outlets Activity Index = 20			0.0% of 4,100 sampled outlets Activity Index = 10			0.3% of 2,800 sampled outlets Activity Index = 30			1.6% of 1,200 sampled outlets Activity Index = 30		
Whole Fryer										3.49	10	3.49						
Bnls/Sknls Breast	6.49	10	6.49										8.59 - 9.98	30	8.59	9.98	10	9.98
Breast Tenders							7.99	20	7.99									
Split, bn-in Breast																		
Whole Wings																2.99	10	2.99
Legs																		
Thighs																		
Drumsticks	3.49	30	3.49	2.99	30	2.99										2.99	10	2.99
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/>.