



# USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.

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

Fri. Nov 20, 2009

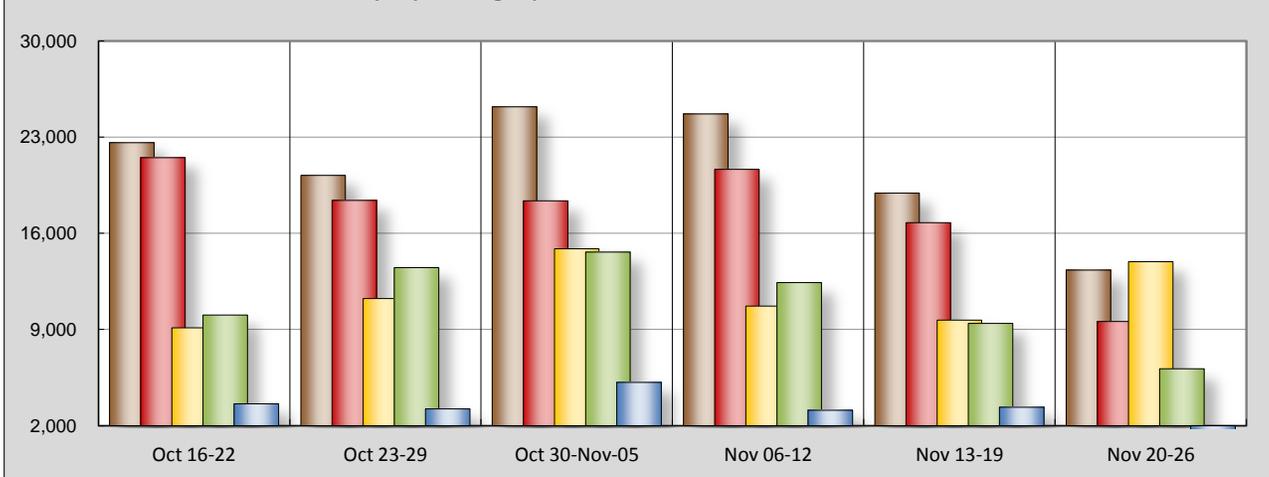
## NATIONAL SUMMARY

	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate <sup>1/</sup></b>	<b>84.7% of 18,600 outlets</b>	<b>94.3% of 18,600 outlets</b>	<b>78.9% of 18,000 outlets</b>
<b>Special Rate <sup>4/</sup></b>	<b>15.7%</b>	<b>19.1%</b>	<b>8.2%</b>
<b>Activity Index <sup>2/</sup></b>	<b>44,660</b>	<b>58,880</b>	<b>45,870</b>
<b>WHOLE BIRD:</b>	<b>Stores <sup>3/</sup> Wtd Avg</b>	<b>Stores <sup>3/</sup> Wtd Avg</b>	<b>Stores <sup>3/</sup> Wtd Avg</b>
bagged fryer	1,520 1.00	2,660 0.98	2,850 1.12
cut-up fryer	300 1.24	830 1.24	150 1.16
bagged roaster	7,670 1.20	2,650 1.18	6,320 1.29
Cornish (frs/frz)	4,440 1.82	3,540 2.04	4,300 1.90
<b>DELI</b>			
<b>Rotisserie:</b>			
< 2 lbs.	3,250 5.47	5,000 5.54	3,240 6.14
2.1-3.0 lbs.	90 6.99	180 8.18	480 7.17
<b>8-pc Fried:</b>	2,800 6.29	4,260 5.99	3,980 6.75
<b>PARTS:</b>			
<b>Bnls/Sknls Breast</b>			
regular pack	5,620 2.78	6,270 2.70	4,710 3.26
value pack	2,060 1.97	2,550 2.06	1,270 2.02
thin sliced	1,350 4.23	1,540 4.45	900 4.47
<b>Breast Tenders</b>			
regular pack	2,540 3.50	1,860 3.04	950 4.08
value pack	210 2.23	120 2.22	30 0.99
<b>Split, bn-in Breast</b>			
regular pack	730 1.69	4,160 1.34	1,280 1.85
value pack	570 1.29	1,840 1.24	260 1.30
<b>Whole Wings</b>	240 2.07	580 2.39	520 1.79
<b>Leg Quarters</b>	1,500 0.68	2,880 0.81	870 0.85
<b>Legs</b>	200 0.94		120 1.26
<b>Thighs</b>			
regular pack	1,610 1.27	2,570 1.23	510 1.47
value pack	1,920 1.04	3,310 1.04	1,770 1.31
<b>Drumsticks</b>			
regular pack	1,610 1.28	2,940 1.21	510 1.47
value pack	2,030 1.04	3,290 1.05	1,790 1.31
<b>Bnls/Sknls Thighs</b>			
regular pack	570 2.14	1,540 2.80	270 1.98
value pack	140 2.22	240 2.34	
<b>9-pc Combos</b>			
drum-thigh-breast	360 1.76	430 1.42	
drum-thigh-wing	10 0.99	300 1.41	
<b>IQF</b>			
<b>B/S Breast</b>	900 2.19	2,010 2.37	5,090 2.81
<b>Tenders</b>	200 2.39	1,090 2.80	2,350 2.54
<b>Wings</b>	220 2.33	240 2.33	1,350 2.49

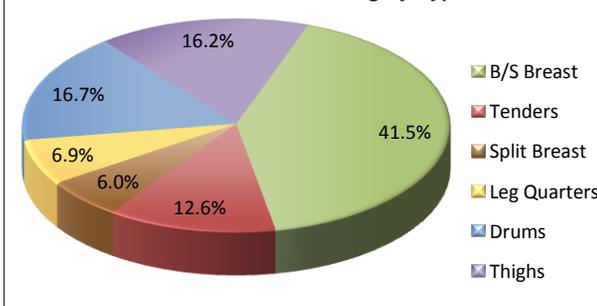
## This Week's Chicken Feature Highlights

The Thanksgiving holiday and its traditional items of consumption continue to attract shoppers away from chicken. The special rate drops, but when broken down regionally, is led by the Southeastern area with over 40% of the retailers attempting to maintain movement. Roasters and Cornish are hard to avoid, pricing is good. The deli knows their chances of a sale are reduced on this eat-at-home holiday. White meat parts all drop in their exposure except for tenders, prices rise too. Leg quarter pricing is good, the lowest its been for a while. Drums and thighs hold prices and reduce their volume sharply in the meat case. IQF parts, specialty products, and organics all pull back on volume, planning their return later in the new month. The Thanksgiving holiday will pass, leftovers will be grudgingly consumed until gone, and chicken will soon return to the place of prominence it holds in the meat case and on consumer's shopping lists.

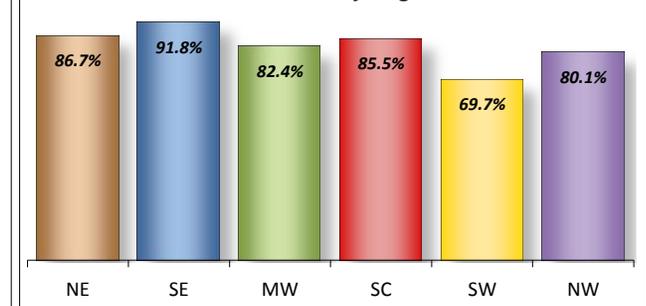
## Chicken Promotional Activity by Category



## Chicken Parts Featuring by Type



## Feature Rate 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.)



**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.

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

Fri. Nov 20, 2009

		<b>NORTHEAST U.S.</b> <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> 				<b>SOUTHEAST U.S.</b> <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> 				<b>MIDWEST U.S.</b> <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> 						
<b>Feature Rate 1/ Special Rate 2/ Activity Index 3/</b>		<b>86.7% of 4,000 sampled outlets</b> <b>11.3% of stores w/ no-price promotions</b> <b>Activity Index = 15,910</b>				<b>91.8% of 5,100 sampled outlets</b> <b>41.5% of stores w/ no-price promotions</b> <b>Activity Index = 9,050</b>				<b>82.4% of 3,100 sampled outlets</b> <b>7.4% of stores w/ no-price promotions</b> <b>Activity Index = 6,120</b>						
<b>WHOLE BIRD:</b>		Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg			
				4/	4/			4/	4/			4/	4/			
	bagged fryer	0.89	- 1.29	450	1.02	0.69	- 0.99	290	0.75	0.89	- 1.29	200	0.95			
	cut-up fryer	1.19	- 1.39	180	1.23	1.19	- 1.39	20	1.26	1.19		30	1.19			
	bagged roaster	0.79	- 1.79	2,460	1.18	0.98	- 1.49	2,270	1.04	0.98	- 1.69	1,010	1.14			
	Cornish (frs/frz)	1.19	- 2.39	1,230	1.71	1.19	- 2.65	550	1.83	1.29	- 2.65	820	1.88			
<b>DELI</b>	<b>Rotisserie:</b>															
	< 2 lbs.	4.99	- 6.99	each	1,070	5.73	4.98	- 5.99	each	650	5.59	4.98	- 6.99	each	990	5.29
	2.1-3.0 lbs.											6.99	each	10	6.99	
	<b>8-pc Fried:</b>	4.99	- 7.99	each	810	6.40	4.99	- 6.99	each	640	6.66	5.49	- 7.99	each	690	6.25
<b>PARTS:</b>		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg			
<b>Bnls/Sknls Breast</b>																
	regular pack	2.99	- 3.99	1,340	3.40	1.59	- 2.99	1,160	2.01	1.75	- 3.49	1,380	2.50			
	value pack	1.99		1,010	1.97	1.49	- 2.18	350	1.77	1.99	- 2.18	290	1.99			
	thin sliced	4.49		1,070	4.25											
<b>Breast Tenders</b>																
	regular pack	1.99	- 4.49	900	3.82	1.79	- 3.99	1,300	3.40	2.49	- 2.79	90	2.36			
	value pack			20	1.77	1.88	- 1.99	50	1.92	1.99		10	1.99			
<b>Split, bn-in Breast</b>																
	regular pack	1.29	- 1.99	470	1.80	1.19		10	1.19	1.19	- 1.97	210	1.45			
	value pack	1.19	- 1.39	320	1.18			110	1.79							
<b>Whole Wings</b>																
<b>Leg Quarters</b>		0.69	- 0.89	670	0.79	1.58	- 2.18	40	1.89	1.99	- 2.79	30	2.45			
<b>Legs</b>		0.89		150	0.89	0.37	- 1.18	360	0.44	0.69	- 0.79	270	0.76			
<b>Thighs</b>																
	regular pack	0.99	- 1.49	840	1.15	0.99	- 1.09	60	1.06	0.99	- 0.99	30	0.99			
	value pack	0.99		780	1.08	0.98	- 0.99	530	0.99	0.99						
<b>Drumsticks</b>																
	regular pack	0.99	- 1.49	840	1.17	0.99	- 1.09	60	1.06	0.99	- 0.99	30	0.99			
	value pack	0.99		780	1.08	0.98	- 0.99	530	0.99	0.99						
<b>Bnls/Sknls Thighs</b>																
	regular pack	2.49		40	2.49	2.49		20	2.49	2.49		10	2.49			
	value pack			120	2.29					1.79		20	1.79			
<b>Combo Packs (9 pc)</b>																
	drum-thigh-breast	1.99		360	1.76											
	drum-thigh-wing															
<b>IQF</b>	<b>B/S Breast</b>			90	2.33	1.66	- 2.33	90	1.71	1.66	- 2.40	290	2.28			
	<b>Tenders</b>									1.66	- 2.40	60	2.15			
	<b>Wings</b>			90	2.33					2.33		130	2.33			



**USDA Weekly Retail Chicken Feature Activity**

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/20 thru 11/26.

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

Fri. Nov 20, 2009

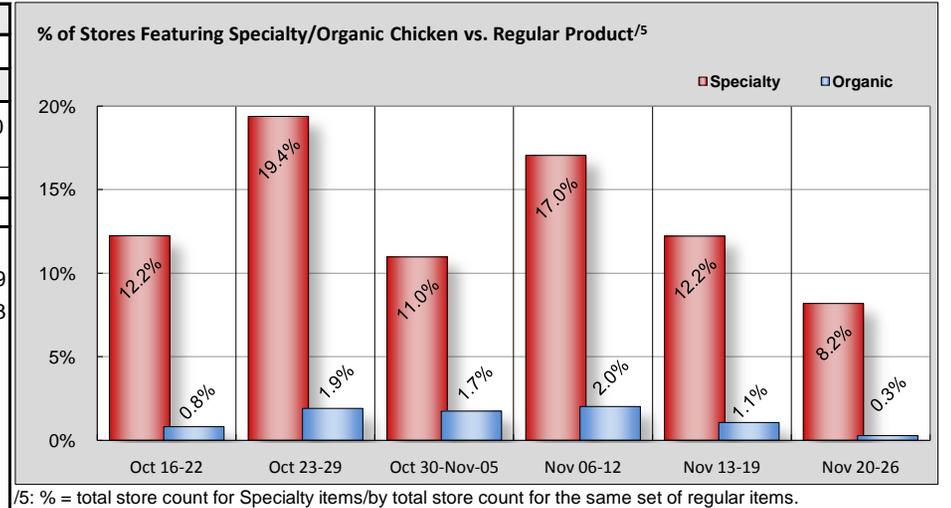
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 				SOUTHWEST U.S. (CA,NV) 				NORTHWEST U.S. (ID,MT,OR,WA,WY) 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		85.5% of 3,200 sampled outlets 4.5% of stores w/ no-price promotions Activity Index = 6,730				69.7% of 2,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,870				80.1% of 900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 1,660			
WHOLE BIRD:		Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/	Price Range		Stores	Wtd Avg 4/
bagged fryer		0.78 - 0.99		120	0.94	0.97 - 1.29		420	1.17	0.98 - 0.99		40	0.98
cut-up fryer						1.29		70	1.29				
bagged roaster		0.99 - 1.69		930	1.34	0.89 - 1.79		880	1.57	0.98 - 1.69		120	1.46
Cornish (frs/frz)		1.66 - 2.65		1,550	1.91	0.99		30	0.99	1.45 - 2.20		260	1.70
DELI	<b>Rotisserie:</b>												
	< 2 lbs.	4.99 - 6.99	each	300	5.20	4.98 - 5.00 each		210	4.98	4.99 - 6.99 each		30	5.88
	2.1-3.0 lbs.	6.99	each	80	6.99								
	<b>8-pc Fried:</b>	4.99 - 6.99	each	470	5.75					5.00 - 6.99 each		190	6.09
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
<b>Bnls/Sknls Breast</b>													
regular pack		1.99 - 3.49	1.49 - 2.99	540	2.28	4.49 - 4.99		840	3.44	3.49 - 3.99		360	3.18
value pack		1.88 - 2.18	1.99 - 2.49	290	2.20			90	1.83	1.99		30	1.99
thin sliced		4.99		120	4.99					3.49		160	3.49
<b>Breast Tenders</b>													
regular pack		2.79	1.48	90	2.69					3.49		160	3.49
value pack		1.88	2.49	130	2.43								
<b>Split, bn-in Breast</b>													
regular pack		1.97		30	1.97	0.99		10	0.99				
value pack		0.99	0.99 - 1.99	100	1.05	0.99		10	0.99	1.49		30	1.49
<b>Whole Wings</b>													
<b>Leg Quarters</b>										1.99		10	1.99
<b>Legs</b>													
<b>Thighs</b>													
regular pack			0.99 - 1.09	140	1.03	1.99		450	1.65	1.09		90	1.09
value pack		1.29	0.97 - 1.49	550	1.05			40	0.99	0.99		20	0.99
<b>Drumsticks</b>													
regular pack		0.99	1.09	140	1.03	1.99		450	1.65	1.09		90	1.09
value pack		1.15 - 1.29	0.97 - 1.49	660	1.05			40	0.99	0.99		20	0.99
<b>Bnls/Sknls Thighs</b>													
regular pack		2.49		130	2.49	1.79 - 1.97		320	1.96	2.49		50	1.95
value pack													
<b>Combo Packs (9 pc)</b>													
drum-thigh-breast													
drum-thigh-wing						0.99		10	0.99				
IQF	<b>B/S Breast</b>	1.66 - 2.49		310	2.27					1.99		120	1.99
	<b>Tenders</b>	2.49		140	2.49								
	<b>Wings</b>												



**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 11/20 thru 11/26.**  
 (prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Nov 20, 2009

	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
<b>Feature Rate</b> <sup>1/</sup>	5.0% of 18,600 outlets	10.9% of 18,600 outlets	4.6% of 18,000 outlets	0.1% of 18,600 outlets	0.8% of 18,600 outlets	0.6% of 18,000 outlets
<b>Activity Index</b> <sup>3/</sup>	<b>1,830</b>	<b>4,280</b>	<b>2,200</b>	<b>50</b>	<b>320</b>	<b>310</b>
	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg	Stores Wtd Avg
Whole Fryer	570 1.75	1,690 1.63	440 1.62			
Bnls/Sknl's Breast	320 4.28	570 4.90	680 4.63	30 6.99	160 6.49	150 8.99
Breast Tenders	150 4.25	120 4.87	10 4.99		140 5.99	160 8.93
Split, bn-in Breast	190 3.26	170 2.39	270 2.86	20 6.99	20 6.99	
Whole Wings	50 1.49	90 1.79	10 2.99			
Leg Quarters		200 1.15	230 0.98	-- --	-- --	-- --
Legs	10 1.79	50 1.99				
Thighs	270 1.49	560 1.60	280 1.54			
Drumsticks	270 1.47	830 1.72	280 1.54			



	NORTHEAST U.S.		SOUTHEAST U.S.		MIDWEST U.S.		SOUTH CENTRAL U.S.		SOUTHWEST U.S.		NORTHWEST U.S.							
	SPECIALTY CHICKEN																	
Feature Rate <sup>1/</sup>	10.6% of 4,000 sampled outlets			2.0% of 5,100 sampled outlets			4.2% of 3,100 sampled outlets			0.6% of 3,200 sampled outlets			1.8% of 2,300 sampled outlets			15.8% of 900 sampled outlets		
Activity Index <sup>3/</sup>	Activity Index = 870			Activity Index = 20			Activity Index = 210			Activity Index = 370			Activity Index = 80			Activity Index = 280		
	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 - 2.59	440	1.88				0.99 - 1.29	110	1.27	1.49 - 1.99	10	1.99				1.49	10	1.49
Bnls/Sknl's Breast	3.99 - 5.49	90	4.82				3.49 - 4.99	50	4.52	1.99 - 4.99	70	3.04	3.69 - 4.99	90	4.81			
Breast Tenders	3.99 - 5.49	150	4.25															
Split, bn-in Breast	3.29	170	3.29	2.99	20	2.99												
Whole Wings																1.49	50	1.49
Leg Quarters																		
Legs																1.79	10	1.79
Thighs	2.49	10	2.49				0.99 - 1.29	80	1.19	1.49	120	1.49	1.49 - 2.99	60	1.72			
Drumsticks	2.49	10	2.49				0.99 - 1.29	80	1.19	1.49	120	1.49	1.49 - 2.49	60	1.64			

	USDA ORGANIC CHICKEN																	
Feature Rate <sup>1/</sup>	0.4% of 4,000 sampled outlets			0.0% of 5,100 sampled outlets			0.0% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			0.6% of 900 sampled outlets		
Activity Index <sup>3/</sup>	Activity Index = 50			Activity Index = 0			Activity Index = 0											
	price range	stores	wtd avg	price range	stores	wtd avg												
Whole Fryer																		
Bnls/Sknl's Breast	6.99	30	6.99															
Breast Tenders																		
Split, bn-in Breast	6.99	20	6.99															
Whole Wings																		
Legs																		
Thighs																		
Drumsticks																		

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/>.