



USDA Weekly Retail Chicken Feature Activity

Fri. Nov 27, 2009

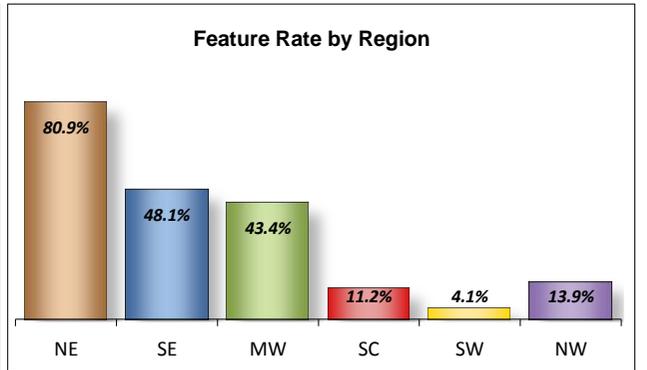
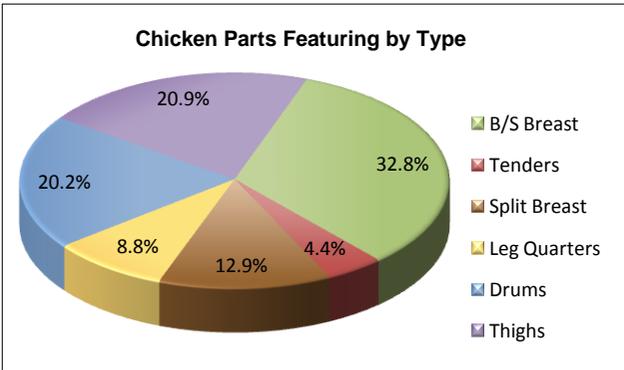
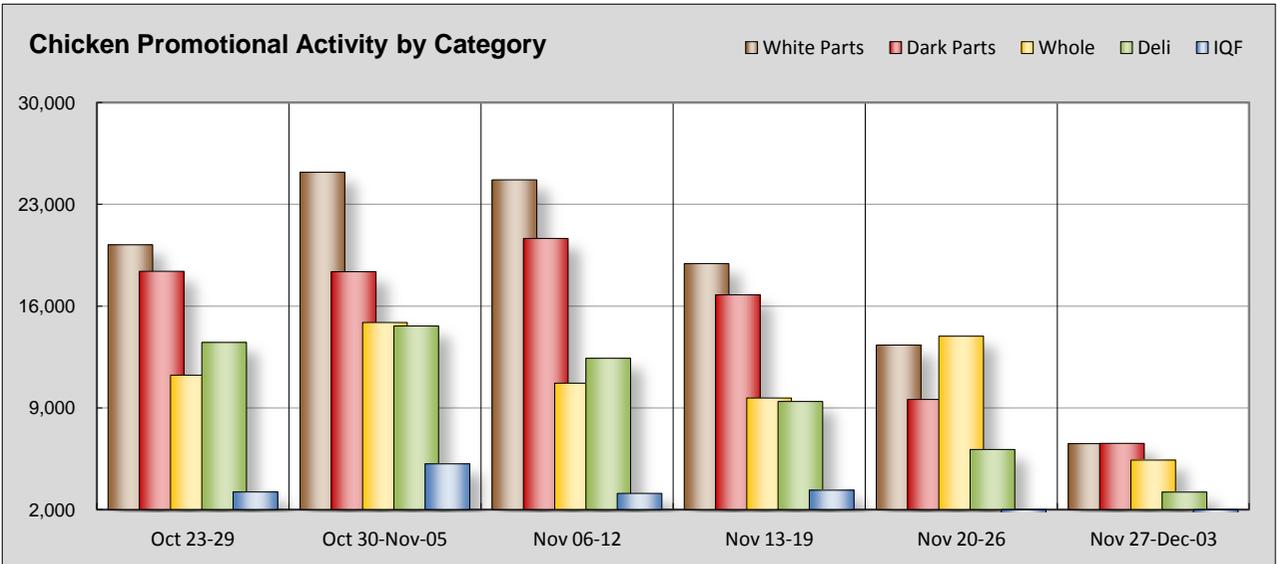
Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 11/27 thru 12/03.

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

NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	40.8% of 18,600 outlets		84.7% of 18,600 outlets		55.6% of 18,000 outlets	
Special Rate ^{4/}	13.8%		15.7%		7.3%	
Activity Index ^{2/}	22,770		44,660		29,110	
WHOLE BIRD:	Stores ^{3/} Wtd Avg		Stores /3 Wtd Avg		Stores /3 Wtd Avg	
bagged fryer	1,160	1.14	1,520	1.00	2,210	1.05
cut-up fryer	210	1.08	300	1.24	160	1.55
bagged roaster	2,700	1.29	7,670	1.20	2,500	1.31
Cornish (frs/frz)	1,340	1.92	4,440	1.82	1,730	1.78
DELI						
Rotisserie:						
< 2 lbs.	1,060	5.50	3,250	5.47	2,050	6.32
2.1-3.0 lbs.	80	7.28	90	6.99	260	9.49
8-pc Fried:	2,070	5.75	2,800	6.29	1,540	6.49
PARTS:						
Bnls/Sknls Breast						
regular pack	2,060	2.46	5,620	2.78	4,030	3.41
value pack	1,320	1.99	2,060	1.97	2,100	2.14
thin sliced	710	3.18	1,350	4.23	930	3.82
Breast Tenders						
regular pack	530	3.24	2,540	3.50	1,910	3.78
value pack	20	1.80	210	2.23		
Split, bn-in Breast						
regular pack	1,010	1.19	730	1.69	760	1.49
value pack	600	1.24	570	1.29	220	1.35
Whole Wings	290	1.48	240	2.07	90	1.80
Leg Quarters	1,100	0.66	1,500	0.68	1,480	0.72
Legs			200	0.94	100	1.14
Thighs						
regular pack	1,480	1.14	1,610	1.27	510	1.34
value pack	1,120	1.03	1,920	1.04	1,920	1.14
Drumsticks						
regular pack	1,450	1.12	1,610	1.28	510	1.35
value pack	1,070	1.05	2,030	1.04	1,900	1.13
Bnls/Sknls Thighs						
regular pack	340	2.93	570	2.14	830	2.47
value pack			140	2.22	100	2.42
9-pc Combos						
drum-thigh-breast	150	1.39	360	1.76		
drum-thigh-wing			10	0.99		
IQF						
B/S Breast	830	2.17	900	2.19	440	2.44
Tenders	70	1.94	200	2.39	330	3.01
Wings			220	2.33	500	2.09

This Week's Chicken Feature Highlights

The volume of chicken featured in retail outlets bottoms out for the calendar year of 2009. Retail ads with post-holiday release dates find chicken once again, offering incentives to purchase ranging 25-30% in the Northeast and Southeast regions. Roasters and Cornish attempt to clear unsold inventories with good deals for consumers. The deli continues to decline in offerings, leftovers at home must be consumed. Late week ads offer fair prices on b/s breasts, tenders, splits, and wings. Dark meat parts emphasize small packs of drums and thighs. IQF parts wait for another day. Specialty and organics pick up volume, pricing is good. Retailers have a few weeks to work with normal items before the holiday impetus returns, chicken will surely be there during that period.



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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		NORTHEAST U.S. <small>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)</small> 				SOUTHEAST U.S. <small>(AL,FL,GA,MS,NC,SC,TN,VA,WV)</small> 				MIDWEST U.S. <small>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)</small> 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		80.9% of 4,000 sampled outlets 29.7% of stores w/ no-price promotions Activity Index = 13,820				48.1% of 5,100 sampled outlets 26.3% of stores w/ no-price promotions Activity Index = 3,520				43.4% of 3,100 sampled outlets 1.6% of stores w/ no-price promotions Activity Index = 1,770			
WHOLE BIRD:		Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/	Price Range	Stores	Wtd Avg 4/			
	bagged fryer	0.69 - 1.49	1,000	1.17	0.79 - 0.99	60	0.91	1.29	10	1.29			
	cut-up fryer	0.89	100	0.89	1.05 - 1.39	30	1.12	1.29	10	1.29			
	bagged roaster	0.79 - 1.59	810	1.23	0.99 - 1.59	580	1.04	0.99 - 1.89	620	1.27			
	Cornish (frs/frz)	1.28 - 3.49	500	1.90	1.29 - 2.50	300	1.77	1.29 - 2.55	170	2.11			
DELI	Rotisserie:												
	< 2 lbs.	3.49 - 6.99 each	590	5.29	4.77 - 5.99 each	250	5.88	4.99 - 5.99 each	90	5.36			
	2.1-3.0 lbs.	6.98 - 7.99 each	80	7.28									
	8-pc Fried:	4.99 - 7.95 each	1,060	5.86	4.99 - 5.99 each	140	5.10	4.99 - 6.99 each	450	5.93			
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast													
	regular pack	1.79 - 3.99	1.99 - 3.49	1,360	2.64	1.75 - 2.50	2.50	300	2.14	1.75 - 3.59	2.49	160	2.14
	value pack	1.99 - 2.99	1.68 - 2.99	950	2.07	1.68		200	1.68	1.99		10	1.99
	thin sliced	2.99 - 3.99	2.49 - 3.99	710	3.18								
Breast Tenders													
	regular pack		2.49 - 3.99	520	3.24					3.59		10	3.59
	value pack	1.99	1.69	20	1.80								
Split, bn-in Breast													
	regular pack	0.99	0.99 - 1.99	500	1.26		0.88 - 0.99	340	0.95	1.39 - 1.97	0.88 - 0.99	70	1.31
	value pack	1.49	0.98 - 1.49	490	1.30								
Whole Wings			1.43	260	1.43		1.88 - 2.18	20	2.03				
Leg Quarters		0.89	0.39 - 1.38	670	0.80	0.49	0.39 - 0.49	320	0.42	0.59	0.39	50	0.48
Legs													
Thighs													
	regular pack	0.99 - 1.49	0.95 - 1.39	1,220	1.17	0.98		200	0.98	0.99	1.09	60	1.08
	value pack	0.79	0.89 - 1.29	720	1.04		0.99 - 1.29	290	1.06				
Drumsticks													
	regular pack	0.99 - 1.49	0.95 - 1.39	1,100	1.16	0.98		200	0.98	0.99	1.09	60	1.08
	value pack		0.89 - 1.29	670	1.06		0.99 - 1.29	290	1.06				
Bnls/Sknls Thighs			2.69 - 2.99	340	2.93								
	regular pack												
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast		1.39 - 1.49	150	1.39								
	drum-thigh-wing												
IQF	B/S Breast		1.96 - 3.00	270	2.56		1.96 - 2.33	260	2.28		1.38 - 1.96	240	1.76
	Tenders Wings										2.35 - 2.40	30	2.39



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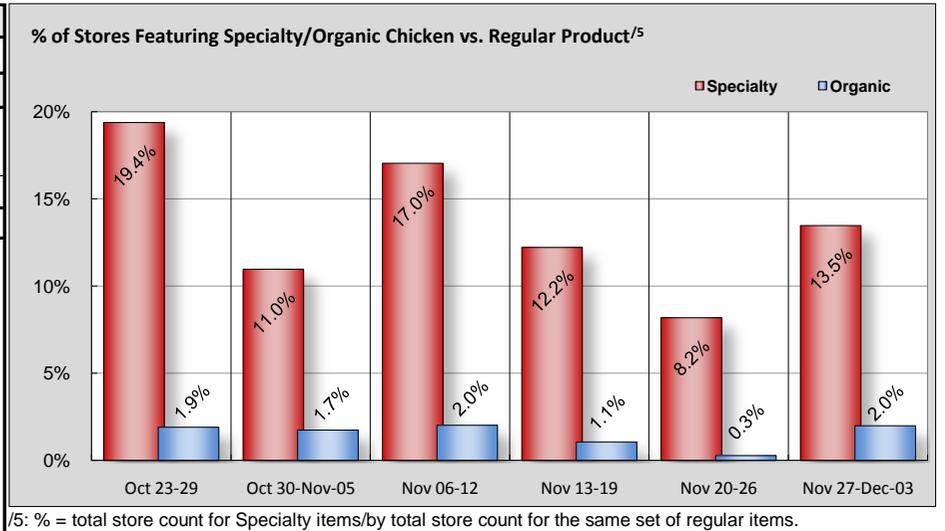
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) 				SOUTHWEST U.S. (CA,NV) 				NORTHWEST U.S. (ID,MT,OR,WA,WY) 			
Feature Rate 1/ Special Rate 2/ Activity Index 3/		11.2% of 3,200 sampled outlets 0.2% of stores w/ no-price promotions Activity Index = 2,040				4.1% of 2,300 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 510				13.9% of 900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 210			
WHOLE BIRD:		Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg	Price Range	Stores	Wtd Avg			
		4/				4/				4/			
	bagged fryer				0.99	90	0.99						
	cut-up fryer				1.29	70	1.29						
	bagged roaster	0.99 - 1.69	370	1.45	1.49 - 1.79	320	1.78						
	Cornish (frs/frz)	1.99 - 2.22	360	2.00	1.69	10	1.69						
DELI	Rotisserie:												
	< 2 lbs.	3.99 each	10	3.99				5.99 each	120	5.99			
	2.1-3.0 lbs.												
	8-pc Fried:	4.99 - 6.99 each	420	5.53									
PARTS:		Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg	Processor Label	Private Label	Stores	Wtd Avg
Bnls/Sknls Breast													
	regular pack	1.99	1.77 - 3.29	240	2.09								
	value pack		1.69 - 1.99	160	1.88								
	thin sliced												
Breast Tenders													
	regular pack												
	value pack												
Split, bn-in Breast													
	regular pack	1.97	1.39	100	1.55								
	value pack		0.97 - 0.99	110	0.98								
Whole Wings		1.79		10	1.79								
Leg Quarters		0.39	0.49 - 0.59	60	0.54								
Legs													
Thighs													
	regular pack												
	value pack		0.88 - 0.99	100	0.92	1.19		10	1.19				
Drumsticks													
	regular pack									1.09	90	1.09	
	value pack		0.88 - 0.99	100	0.92	1.19		10	1.19				
Bnls/Sknls Thighs													
	regular pack												
	value pack												
Combo Packs (9 pc)													
	drum-thigh-breast												
	drum-thigh-wing												
IQF	B/S Breast		1.59 - 1.60	60	1.60								
	Tenders		1.60	40	1.60								
	Wings												



USDA Weekly Retail Chicken Feature Activity - USDA Certified Organic and Specialty Chicken
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	NATIONAL SUMMARY					
	SPECIALTY CHICKEN			USDA ORGANIC CHICKEN		
	THIS WEEK	LAST WEEK	LAST YEAR	THIS WEEK	LAST WEEK	LAST YEAR
Feature Rate ^{1/}	3.1% of 18,600 outlets	5.0% of 18,600 outlets	8.4% of 18,000 outlets	0.9% of 18,600 outlets	0.1% of 18,600 outlets	0.0% of 18,000 outlets
Activity Index ^{3/}	1,780	1,830	3,230	230	50	
	Stores Wtd Avg					
Whole Fryer	210 2.15	570 1.75	680 1.74			
Bnls/Sknls Breast	330 5.10	320 4.28	1,120 4.86	30 6.99		
Breast Tenders		150 4.25	1,150 4.52			
Split, bn-in Breast	230 2.49	190 3.26	40 2.09	230 4.49	20 6.99	
Whole Wings		50 1.49				
Leg Quarters	230 0.99		60 1.38	-- --	-- --	-- --
Legs		10 1.79				
Thighs	390 1.62	270 1.49	90 1.75			
Drumsticks	390 1.61	270 1.47	90 1.75			



	NORTHEAST U.S.			SOUTHEAST U.S.			MIDWEST U.S.			SOUTH CENTRAL U.S.			SOUTHWEST U.S.			NORTHWEST U.S.		
	SPECIALTY CHICKEN																	
Feature Rate ^{1/}	11.1% of 4,000 sampled outlets			0.3% of 5,100 sampled outlets			0.3% of 3,100 sampled outlets			0.0% of 3,200 sampled outlets			0.0% of 2,300 sampled outlets			0.9% of 900 sampled outlets		
Activity Index ^{3/}	Activity Index = 1,710			Activity Index = 40			Activity Index = 0			Activity Index = 10			Activity Index = 0			Activity Index = 20		
	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	1.99 - 2.59	200	2.21							0.99	10	0.99						
Bnls/Sknls Breast	4.99 - 5.99	330	5.10															
Breast Tenders																		
Split, bn-in Breast	2.49	230	2.49															
Whole Wings																		
Leg Quarters	0.99	230	0.99															
Legs																		
Thighs	1.39 - 2.49	360	1.60	1.39	20	1.39									2.99	10	2.99	
Drumsticks	1.39 - 2.49	360	1.60	1.39	20	1.39									2.49	10	2.49	
	USDA ORGANIC CHICKEN																	
	3.5% 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			0.0% of 900 sampled outlets		
Activity Index ^{3/}	Activity Index = 230			Activity Index = 0			Activity Index = 0											
	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																		
Bnls/Sknls Breast																		
Breast Tenders																		
Split, bn-in Breast	4.49	230	4.49															
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/>.