



Agricultural
Marketing
Service



USDA Poultry Market News & Analysis

Proposed National Whole Broiler/Fryer Report

August 2012



What is Being Proposed?

USDA Poultry Market News & Analysis (PMNA) is proposing to consolidate its whole body broiler/fryer reporting into a single, comprehensive report, the *USDA Weekly National Whole Broiler/Fryer* report. The proposed report will consolidate and replace information currently being provided on fifteen (15) separate market news reports.

Whole broiler marketing has changed significantly since many of the current whole broiler market news reports were first released. Attempts by PMNA to address these changes over the years has resulted in a patchwork system of reports. In 2011, PMNA began a complete review of its whole broiler reporting with the goal of creating a more contemporary, user-friendly report that better meets the information needs of the public. The proposed report is the result of these efforts.

The proposed report includes a national composite RTC broiler weighted average price summarizing current week trading in three regional markets, Eastern, Central, and Western (*see below for regional consist*). This composite represents an updated version of the current weekly broiler composite released on the first day of each week, the *NW_PY012 Weekly Composite Weighted Average Prices for RTC B/F*, commonly referred to as the “12-City Composite” in reference to the 12 major U.S. city whole broiler markets it once represented. This composite value will no longer be weighted by population factors as is currently done but by the volume, in pounds, of actual trading reported.

The proposed report will be released weekly on the last day of the trading week, normally Friday, instead of on Monday as is currently done. Prices will be reported on a Delivered to First Receiver basis and, while prices will continue to reflect a trucklot and less-than-trucklot basis, all traded volumes will be reported on a thousand pound basis to provide a more accurate weighted average composite price. The new report will include a market comment section that will summarize the week’s market.

Under this proposal, two quotations, a whole body and a wog (whole body without giblets), will be provided for each of the three regional markets. Each quotation includes the price range, majority price range, weighted average, and total volume of reported sales. The whole body quotation will include trading of all fresh and chilled whole body birds (with or without giblets, all grades, and brands). Trading of frozen and bagged product will not be included. As wog trading continues to represent the majority of all whole body trading, it is beneficial to maintain the regional wog information separately. As stated above, the wog information is also included in the regional whole body summary quotation.

City market coverage will continue to be provided for each of the three primary metropolitan markets within their respective regions, including New York (eastern), Chicago (central), and Los Angeles (western). Price quotations for New York and Los Angeles will reflect the method currently in use for the Chicago market where the “composite” quotation will be expanded to include trading of all whole body birds (defined above) and be renamed to “whole body”. Trading within the remaining city markets, previously reported separately, will be included in the whole body quotation within each region and will no longer be reported separately. This regional summary whole body quotation will no longer be limited to twelve (12) city markets but will be expanded to include current trading from all markets within each region. This will effectively increase the trading basis for each regional quotation as well as the confidence level of the reported data.

Summary of Proposed Changes:

- Single report replacing information currently reported across fifteen (15) reports.
- Report in Adobe pdf format, no longer text.
- Released weekly on the last trading day of the week, normally Friday.
- Prices reflect trucklot basis delivered to first receiver.
- Volume reported in thousand pound units.
- Coverage within three (3) regional markets including Eastern, Central, and Western U.S.
- Coverage to include all trading within region (no longer limited to specific city markets).
- Coverage of key demographic city markets within each region including New York, Chicago, and Los Angeles.
- Regional trading weighted into a composite whole broiler price based on actual volume of trading.

When Will the Change Take Effect?

The proposed changes represent a significant change in whole bird reporting. In order to provide sufficient time for users to adjust to these changes, the proposed report and the reports it will be replacing will need to be released concurrently for an established period of time determined by a consensus of user feedback.

How Will Existing Reports be Affected?

This proposal will consolidate information currently being provided in fifteen (15) separate market news reports into a single, comprehensive report covering all whole body broiler/fryer trading in the U.S. The price and trade volume data these reports contain would be included within the proposed report. The market comment information currently released daily on many of these reports would be included in the *Daily National Broiler Market at-a-Glance* report.

- The proposed report would include information currently released on nine (9) individual market reports. These reports would no longer be released. Information currently published on the *Daily Los Angeles* and *Daily Western Region Broiler/Fryers* reports not directly related to whole broiler/fryer markets will be moved to a more appropriate report (including information for turkeys, ducks, squabs, and rabbits).

1. Broiler/Fryer: Weekly Composite Weighted Average for RTC Broiler/Fryers NW_PY012
2. Broiler/Fryer: Weekly Eastern Region WOG (Mon) AJ_PY042
3. Broiler/Fryer: Weekly Western Region WOG (Mon) HC_PY023
4. Broiler/Fryer: Weekly Central Region WOG (Mon) NW_PY039
5. Broiler/Fryer: Daily New York Broiler/Fryers AJ_PY045
6. Broiler/Fryer: Daily Los Angeles Broiler/Fryers HC_PY004
7. Broiler/Fryer: Daily Chicago Broiler/Fryers NW_PY030
8. Broiler/Fryer: Weekly Preliminary Broiler/Fryer (Fri) NW_PY038
9. Broiler/Fryer: Weekly Final Broiler/Fryer (Mon) NW_PY034

- Whole bird price quotations for eight (8) city markets, currently released on three (3) market reports, will no longer be published separately. Once the city market information is removed from these reports, all that will remain is a daily comment. These three (3) reports will be discontinued and the daily commentary information will be included in the *Daily National Broiler Market at-a-Glance* report.
 1. Daily Midwest Region Broiler/Fryers Detroit, Ohio Cities, St. Louis
 2. Daily Northeast Region Broiler/Fryers Boston/New England, Philadelphia, Pittsburgh
 3. Daily Western Region Broiler/Fryers Denver, San Francisco

- Finally, whole bird information currently released on three (3) remaining whole body broiler/fryer reports will be incorporated into the new report, the daily commentary information they contain will be included in the *Daily National Broiler Market at-a-Glance* report, and these reports will be discontinued.
 1. Broiler/Fryer: Daily Delmarva Broiler/Fryers AJ_PY039
 2. Broiler/Fryer: Daily Southern Broiler/Fryer AJ_PY011
 3. Broiler/Fryer: Weekly Mississippi Final/Preliminary Broiler/Fryer JK_PY012

What Will the Three Regions Look Like?

In an ongoing effort to standardize reporting regions across broiler/fryer reporting, the current regional consist used for the reporting of wogs will be adjusted slightly to align the regions with other young chicken reporting. This action will provide users with the means to make direct comparisons across markets. The Central Region will be expanded with the addition of Kentucky from the Eastern Region and with Colorado and New Mexico from the Western Region. *(see map below)*

Current Regional Breakdown - 3-Region:

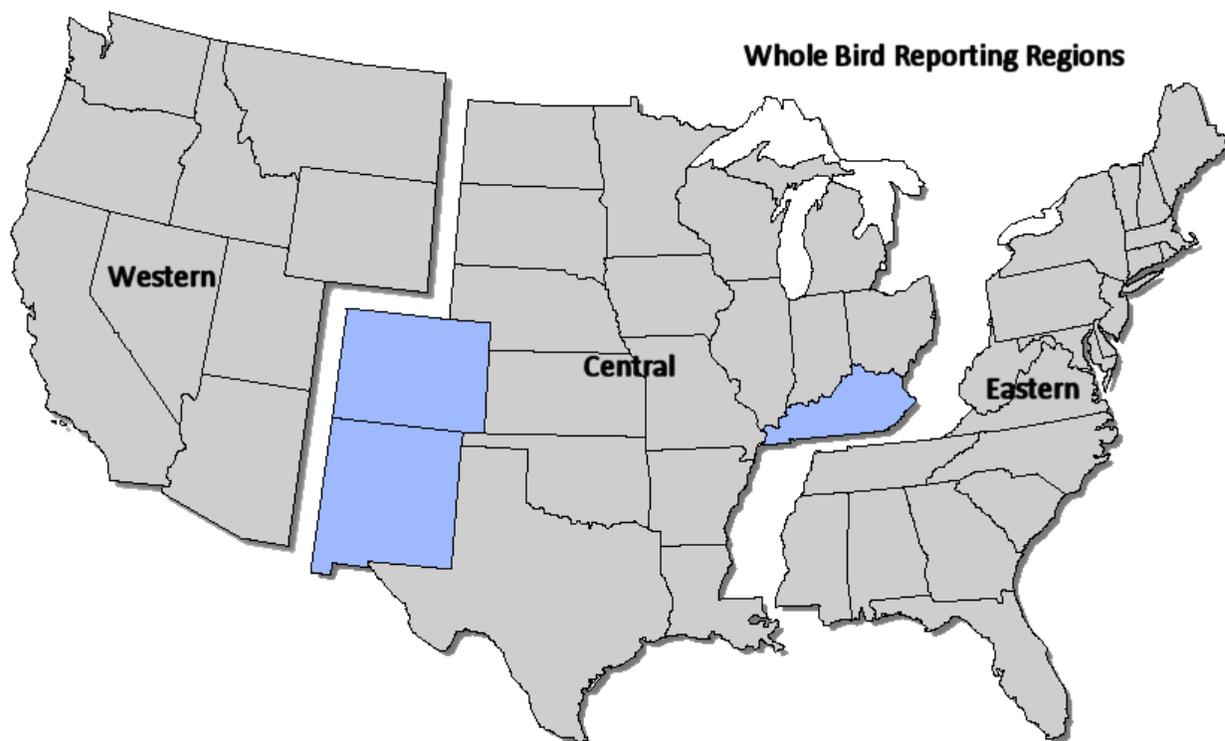
EasternAL, CT, DE, FL, GA, KY, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VT, VA, and WV.
CentralAR, IA, IL, IN, KS, LA, MI, MN, MO, NE, ND, OK, OH, SD, TX, and WI.
WesternAZ, CA, CO, ID, MT, NM, NV, OR, UT, WA and WY.

Proposed Regional Breakdown - 3-Region:

EasternAL, CT, DE, FL, GA, MA, MD, ME, MS, NC, NH, NJ, NY, PA, RI, SC, TN, VT, VA, and WV.
CentralAR, **CO**, IA, IL, IN, KS, **KY**, LA, MI, MN, MO, NE, ND, **NM**, OK, OH, SD, TX, and WI.
WesternAZ, CA, ID, MT, NV, OR, UT, WA and WY.

Proposed 3-Regional Breakdown:

(blue shaded states have been moved to new region)

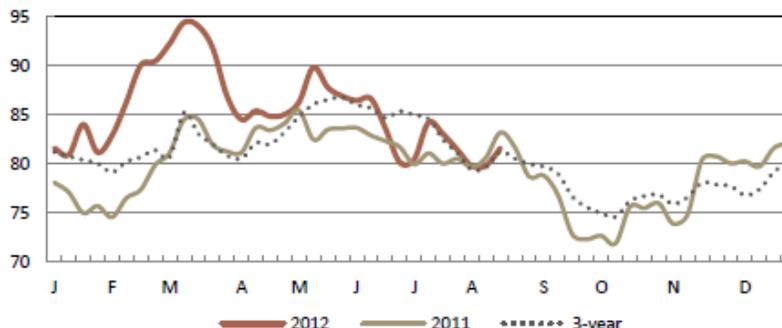


Proposed USDA Weekly National Whole Broiler/Fryer Report:



NATIONAL COMPOSITE WEIGHTED AVERAGE

	Wtd Avg	Change	1,000 lbs.
This Week:	81.64	↑ 1.77	13,391
Last Week:	79.87		14,597
Last Year:	83.22	↑ 1.58	13,080
Monthly Composite Weighted Average			
Jul	81.50		54,482



WEEK IN REVIEW

Prices are higher in all reported regions. Offerings of all sizes are light. Retail and food service demand is moderate. Fast food interest is moderate to instances good. Floor stocks are light. Market activity is moderate to active.

EASTERN REGION

	THIS WEEK						LAST WEEK	
	Price Range	Majority	Wtd Avg	Change	1,000 lbs.	Wtd Avg	1,000 lbs.	
Whole Body:	63.00 - 101.75	77.00 - 101.75	82.67	↑ 1.98	5,160	80.69	5,478	
WOGS:	69.00 - 95.00	83.50 - 84.50	82.52	↑ 2.80	1,165	79.72	1,305	
NEW YORK								
Whole Body:	77.00 - 88.75	82.00 - 84.00	82.45	↑ 2.50	1,193	79.95	1,513	

CENTRAL REGION

	THIS WEEK					LAST WEEK	
	Price Range	Majority	Wtd Avg	Change	1,000 lbs.	Wtd Avg	1,000 lbs.
Whole Body:	65.00 - 108.00	71.00 - 79.00	76.25	↑ 1.97	4,729	74.28	4,781
WOGS:	65.00 - 108.00	71.00 - 77.00	75.39	↑ 2.21	3,489	73.18	3,370
CHICAGO							
Whole Body:	65.00 - 87.00	72.00 - 81.00	75.26	↑ 1.44	2,950	73.83	2,906

WESTERN REGION

	THIS WEEK					LAST WEEK	
	Price Range	Majority	Wtd Avg	Change	1,000 lbs.	Wtd Avg	1,000 lbs.
Whole Body:	73.00 - 104.50	81.00 - 93.00	87.39	↑ 2.39	3,502	85.00	4,338
WOGS:	73.00 - 93.00	78.00 - 85.00	81.94	↑ 2.80	2,550	79.14	3,071
LOS ANGELES							
Whole Body:	73.00 - 104.00	76.00 - 89.00	86.84	↑ 2.86	2,282	83.98	2,923

EXPLANATORY NOTES

Negotiated prices in trucklot and less-than-trucklot quantities of ready-to-cook whole body broiler/fryers delivered to first receivers; prices in cents per pound; volume in thousands of pounds.

Eastern Region: AL,CT,DE,FL,GA,MA,MD,ME,MS,NC,NH,NJ,NY,PA,RI,SC,TN,VT,VA,WV. Central Region: AR,CO,IA,IL,IN,KS,KY,LA,MI,MN,MO,NE,NM,OK,OH,SD,TX,WI. Western Region: AZ,CA,ID,MT,NV,OR,UT,WA,WY.

Source: USDA AMS Poultry Market News & Analysis; www.ams.usda.gov/pymhomepage

Des Moines, IA & Atlanta, GA (515) 284-4471: Email: PVMN@ams.usda.gov

Prepared: 10-Aug-12 12:30 PM Central Time

Proposed Weekly National Whole Broiler/Fryer Report - 3-Year Composite Comparison

Comparison of Composite Whole Broiler Price (Old) and Proposed National Composite Weighted Average (New)

2009	Old	New	Diff	2010	Old	New	Diff	2011	Old	New	Diff	2012	Old	New	Diff
01/09	82.56	83.07	-0.51	01/01	80.47	80.72	-0.25	01/02	77.26	77.39	-0.13	01/06	81.33	81.61	-0.28
01/16	81.33	82.49	-1.16	01/08	81.95	82.56	-0.61	01/07	77.25	78.12	-0.87	01/13	80.84	80.95	-0.11
01/23	81.14	83.76	-2.62	01/15	82.17	82.82	-0.65	01/14	77.00	77.11	-0.11	01/20	83.04	84.04	-1.00
01/30	81.37	83.86	-2.49	01/22	82.08	82.47	-0.39	01/21	74.26	75.02	-0.76	01/27	81.89	81.21	0.68
02/06	80.66	82.40	-1.74	01/29	79.96	80.62	-0.66	01/28	75.05	75.71	-0.66	02/03	81.99	82.90	-0.91
02/13	78.81	81.41	-2.60	02/05	79.74	80.53	-0.79	02/04	74.17	74.59	-0.42	02/10	86.31	86.32	-0.01
02/20	80.10	82.04	-1.94	02/12	82.39	82.81	-0.42	02/11	75.39	76.52	-1.13	02/17	90.28	90.09	0.19
02/27	79.18	81.78	-2.60	02/19	82.11	82.69	-0.58	02/18	76.88	77.40	-0.52	02/24	90.68	90.50	0.18
03/06	77.05	78.13	-1.08	02/26	82.09	82.57	-0.48	02/25	79.25	79.90	-0.65	03/02	92.33	92.27	0.06
03/13	75.52	77.09	-1.57	03/05	82.59	82.75	-0.16	03/04	80.67	81.16	-0.49	03/09	94.48	94.44	0.04
03/20	76.67	78.98	-2.31	03/12	84.71	84.95	-0.24	03/11	84.30	84.53	-0.23	03/16	94.31	94.08	0.23
03/27	75.80	78.90	-3.10	03/19	85.77	85.79	-0.02	03/18	84.19	84.56	-0.37	03/23	91.58	91.82	-0.24
04/03	76.30	78.76	-2.46	03/26	85.28	85.15	0.13	03/25	81.61	81.99	-0.38	03/30	86.74	86.92	-0.18
04/10	76.33	78.82	-2.49	04/02	82.42	82.56	-0.14	04/01	81.08	81.30	-0.22	04/06	84.56	84.55	0.01
04/17	77.54	80.49	-2.95	04/09	81.59	81.74	-0.15	04/08	80.69	81.19	-0.50	04/13	84.41	85.41	-1.00
04/24	77.14	80.25	-3.11	04/16	81.21	82.23	-1.02	04/15	83.37	83.71	-0.34	04/20	84.43	84.88	-0.45
05/01	80.38	83.27	-2.89	04/23	82.28	82.41	-0.13	04/22	83.42	83.46	-0.04	04/27	85.11	85.07	0.04
05/08	81.90	83.55	-1.65	04/30	82.10	82.44	-0.34	04/29	83.78	84.16	-0.38	05/04	86.87	86.33	0.54
05/15	84.51	86.31	-1.80	05/07	85.27	85.50	-0.23	05/06	84.58	85.48	-0.90	05/11	89.89	89.86	0.03
05/22	86.09	87.75	-1.66	05/14	89.44	89.46	-0.02	05/13	82.34	82.50	-0.16	05/18	87.32	87.83	-0.51
05/29	87.11	88.78	-1.67	05/21	88.52	88.42	0.10	05/20	82.66	83.51	-0.85	05/25	86.77	86.94	-0.17
06/05	86.72	88.31	-1.59	05/28	88.10	88.02	0.08	05/27	83.46	83.64	-0.18	06/01	86.15	86.49	-0.34
06/12	86.15	87.60	-1.45	06/04	86.07	86.17	-0.10	06/03	83.04	83.70	-0.66	06/08	87.14	86.66	0.48
06/19	85.12	86.69	-1.57	06/11	86.80	86.61	0.19	06/10	83.36	82.92	0.44	06/15	84.86	83.65	1.21
06/26	86.00	86.56	-0.56	06/18	85.41	85.10	0.31	06/17	81.78	82.35	-0.57	06/22	83.06	80.18	2.88
07/03	85.38	86.28	-0.90	06/25	87.71	87.87	-0.16	06/24	80.74	81.74	-1.00	06/29	82.47	80.48	1.99
07/10	84.05	85.08	-1.03	07/02	88.47	88.74	-0.27	07/01	80.06	79.99	0.07	07/06	83.36	84.24	-0.88
07/17	81.00	82.03	-1.03	07/09	88.03	88.04	-0.01	07/08	79.85	81.10	-1.25	07/13	83.92	83.07	0.85
07/24	79.32	80.53	-1.21	07/16	85.38	85.48	-0.10	07/15	80.08	80.06	0.02	07/20	81.89	81.47	0.42
07/31	74.58	77.32	-2.74	07/23	82.14	82.32	-0.18	07/22	79.78	80.53	-0.75	07/27	79.87	79.82	0.05
08/07	74.98	76.67	-1.69	07/30	81.44	81.31	0.13	07/29	79.98	79.69	0.29	08/03	80.54	79.87	0.67
08/14	74.88	76.78	-1.90	08/07	81.87	81.71	0.16	08/05	80.61	80.69	-0.08	08/10	83.17	81.64	1.53
08/21	73.84	75.20	-1.36	08/14	83.64	83.74	-0.10	08/12	83.07	83.22	-0.15				
08/28	73.48	75.51	-2.03	08/21	84.73	84.78	-0.05	08/19	81.22	81.72	-0.50				
09/04	73.99	75.31	-1.32	08/28	85.62	85.80	-0.18	08/26	78.74	78.72	0.02				
09/11	73.40	75.14	-1.74	09/04	85.09	85.07	0.02	09/02	77.97	78.84	-0.87				
09/18	71.89	73.64	-1.75	09/11	85.08	85.10	-0.02	09/09	76.00	76.83	-0.83				
09/25	70.38	72.50	-2.12	09/18	83.14	83.59	-0.45	09/16	72.73	72.83	-0.10				
10/02	70.43	71.47	-1.04	09/25	81.65	81.98	-0.33	09/23	72.35	72.35	0.00				
10/09	69.91	71.49	-1.58	10/02	80.59	80.85	-0.26	09/30	72.30	72.68	-0.38				
10/16	71.22	72.32	-1.10	10/09	80.12	80.48	-0.36	10/07	72.29	71.91	0.38				
10/23	72.70	73.71	-1.01	10/16	80.03	80.73	-0.70	10/14	75.60	75.65	-0.05				
10/30	71.85	73.09	-1.24	10/23	80.69	81.01	-0.32	10/21	74.93	75.52	-0.59				
11/06	71.33	72.78	-1.45	10/30	81.56	81.51	0.05	10/28	74.55	76.01	-1.46				
11/13	72.04	73.26	-1.22	11/06	80.80	81.13	-0.33	11/04	73.84	73.92	-0.08				
11/20	71.87	72.93	-1.06	11/13	81.65	81.80	-0.15	11/11	75.07	74.83	0.24				
11/27	71.88	72.50	-0.62	11/20	80.70	80.93	-0.23	11/18	79.77	80.41	-0.64				
12/04	71.93	73.42	-1.49	11/27	80.24	80.44	-0.20	11/25	81.01	80.78	0.23				
12/11	71.48	72.08	-0.60	12/05	79.28	79.70	-0.42	12/02	79.59	80.08	-0.49				
12/18	74.69	74.95	-0.26	12/12	78.22	78.18	0.04	12/09	80.45	80.28	0.17				
12/25	78.25	78.14	0.11	12/19	77.40	77.56	-0.16	12/16	80.01	79.76	0.25				
				12/26	77.07	77.86	-0.79	12/23	80.85	81.62	-0.77				
								12/30	81.70	82.17	-0.47				

Proposed Weekly National Whole Broiler/Fryer Report - 3-Year Composite Comparison

Comparison of Composite Whole Broiler Price (Old) and Proposed National Composite Weighted Average (New)

