



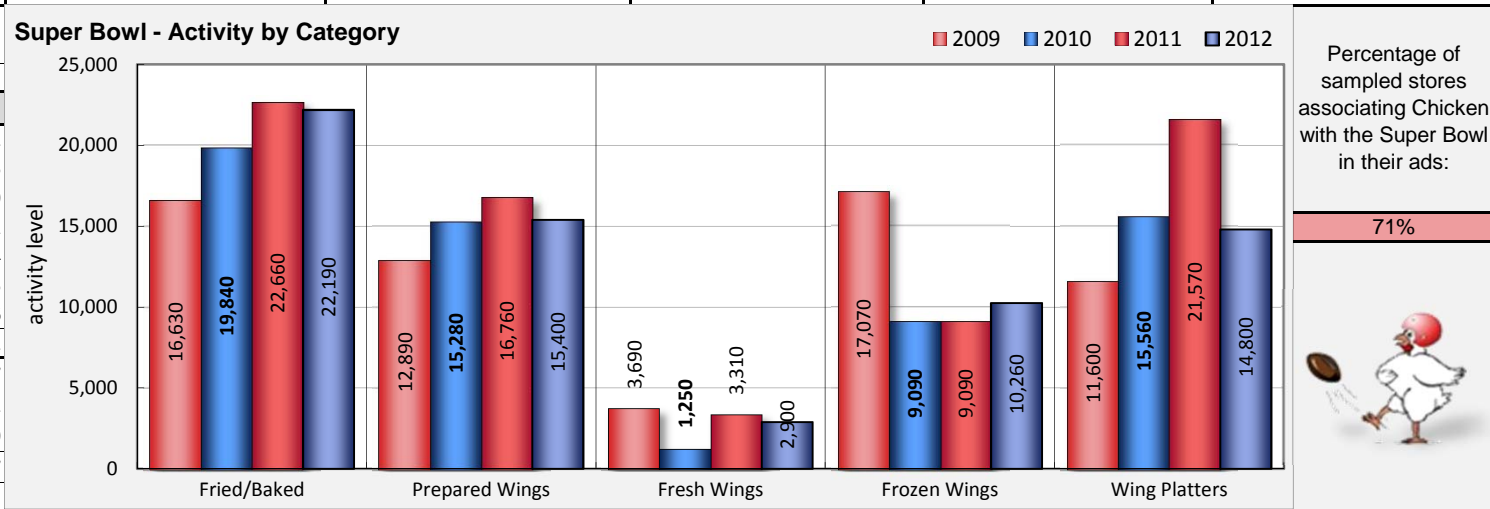
Special Report - Retail Chicken Feature Activity for the Super Bowl Demand Period

February 03, 2012

Advertised Prices to Consumers at Major Retail Supermarket Outlets Leading up to Sunday, February 05, 2012
(prices in dollars per pound unless otherwise noted)

| | 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) | | | | 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/ Activity Index 2/ | 91.6% of 4,400 stores Activity Index = 27,130 | | | | 91.6% of 6,000 stores Activity Index = 13,910 | | | | 83.9% of 4,000 stores Activity Index = 12,350 | | | | 76.9% of 4,000 stores Activity Index = 11,220 | | | | 79.3% of 2,900 stores Activity Index = 8,790 | | | | 93.1% of 1,200 stores Activity Index = 4,050 | | | |
| Fried/Baked (f/b): 4/ | Price Range 3/ Stores Wtd Avg | | | | Price Range 3/ Store Wtd Avg | | | | Price Range 3/ Store Wtd Avg | | | | Price Range 3/ Store Wtd Avg | | | | Price Range 3/ Store Wtd Avg | | | | Price Range 3/ Store Wtd Avg | | | |
| Mixed 8-piece, fried | 4.99 - 8.99 1,230 6.43 | | | | 4.99 - 6.99 1,380 6.32 | | | | 4.99 - 7.99 1,340 6.04 | | | | 4.99 - 7.99 1,480 6.16 | | | | 4.98 - 8.99 1,440 5.91 | | | | 4.99 - 6.99 530 6.13 | | | |
| Mixed 8-piece, baked | 6.99 120 6.99 | | | | 4.99 - 5.99 590 5.91 | | | | 5.98 - 7.98 210 6.08 | | | | 4.99 - 5.49 230 5.24 | | | | 4.99 - 5.99 510 5.52 | | | | 5.99 360 5.99 | | | |
| Dark 8-piece, f/b | 4.65 - 6.99 170 5.37 | | | | 3.99 - 5.00 160 4.47 | | | | 3.85 - 5.99 50 5.21 | | | | | | | | 3.99 - 4.99 290 4.42 | | | | 6.98 40 6.98 | | | |
| Mixed 12-piece, f/b | 8.99 - 9.99 170 9.93 | | | | 6.99 - 9.99 70 8.42 | | | | 6.99 - 12.99 400 10.19 | | | | 6.99 - 9.99 40 8.27 | | | | | | | | 8.98 - 9.99 50 9.10 | | | |
| Mixed 24-piece, f/b | 16.49 - 29.00 900 20.35 | | | | 14.99 - 26.25 300 19.37 | | | | 14.99 - 27.83 210 17.80 | | | | 14.99 - 26.60 160 21.32 | | | | 14.39 - 22.49 180 21.95 | | | | | | | |
| Mixed 50-piece, f/b | 36.50 - 50.00 3,110 43.46 | | | | 29.89 - 47.50 520 40.29 | | | | 29.89 - 59.99 820 38.07 | | | | 29.89 - 49.99 900 38.24 | | | | 29.99 - 37.50 260 37.16 | | | | 39.98 130 39.98 | | | |
| Mixed 100-piece, f/b | 69.99 - 89.99 1,820 82.81 | | | | 59.79 - 89.99 470 77.76 | | | | 59.79 - 99.99 780 75.45 | | | | 59.79 - 90.00 380 75.38 | | | | 58.99 - 74.99 260 74.26 | | | | 79.96 130 79.96 | | | |
| Bulk Pack (\$/piece) | 0.69 - 1.09 5,900 0.85 | | | | 0.59 - 1.09 1,300 0.79 | | | | 0.59 - 1.12 1,930 0.77 | | | | 0.59 - 1.00 2,530 0.76 | | | | 0.59 - 1.00 1,010 0.78 | | | | 0.50 - 0.80 400 0.76 | | | |
| Wings: bone-in | 2.99 - 7.99 2,680 5.25 | | | | 2.75 - 5.99 2,000 5.04 | | | | 2.48 - 7.05 1,060 4.49 | | | | 2.99 - 5.99 830 4.03 | | | | 2.99 - 8.66 990 4.00 | | | | 2.99 - 5.98 630 4.28 | | | |
| boneless | 2.99 - 6.99 1,180 5.14 | | | | 2.99 - 5.50 890 4.50 | | | | 2.99 - 5.99 1,120 4.48 | | | | 2.99 - 5.50 1,010 4.44 | | | | 2.99 - 5.99 610 3.46 | | | | 2.99 - 5.98 680 3.99 | | | |
| Tenders | 3.99 - 8.99 1,010 5.38 | | | | 3.99 - 7.99 280 5.35 | | | | 3.98 - 6.00 50 5.01 | | | | 4.74 - 4.99 160 4.93 | | | | 4.99 190 4.99 | | | | 4.99 - 5.98 30 5.32 | | | |
| Whl Rotisserie <2 Lb | 4.99 - 6.99 670 5.87 | | | | 3.99 - 5.99 180 4.83 | | | | 3.99 - 7.99 190 5.72 | | | | 3.99 - 6.49 330 5.80 | | | | 3.99 - 5.99 340 5.05 | | | | 5.00 - 8.99 20 7.24 | | | |
| Wing Platters (per) | | | | | | | | | | | | | | | | | | | | | | | | |
| serves 8-10 | 14.99 - 40.00 2,430 28.88 | | | | 22.99 - 34.99 1,400 28.20 | | | | 15.95 - 29.99 1,030 22.32 | | | | 15.95 - 34.99 640 26.41 | | | | 16.99 - 29.99 700 19.92 | | | | 16.99 - 17.99 210 17.94 | | | |
| serves 10-15 | 25.00 - 49.99 1,450 41.82 | | | | 26.99 - 45.99 1,280 36.93 | | | | 26.99 - 49.99 310 36.45 | | | | 26.99 - 49.99 720 34.91 | | | | 34.99 - 44.99 510 38.77 | | | | 34.99 - 55.00 270 38.03 | | | |
| serves 20-25 | 44.99 - 70.00 1,540 59.78 | | | | 44.99 - 69.99 1,030 53.48 | | | | 40.00 - 69.99 460 47.09 | | | | 34.99 - 59.99 620 43.12 | | | | 44.99 - 59.99 190 50.98 | | | | 49.99 10 49.99 | | | |
| Fresh Wings: | 1.79 - 2.79 760 2.07 | | | | 1.38 - 2.49 390 2.00 | | | | 1.79 - 2.99 330 1.91 | | | | 1.66 - 2.99 410 1.97 | | | | 1.88 - 2.69 590 2.30 | | | | 1.59 - 1.99 420 1.93 | | | |
| Wings /5 | 1.49 - 2.50 1,170 2.05 | | | | 1.66 - 2.40 170 2.15 | | | | 1.33 - 2.49 950 2.24 | | | | 1.66 - 2.33 440 2.11 | | | | 1.99 40 1.99 | | | | 1.99 30 1.99 | | | |
| Party Wings /6 | 1.50 - 3.33 820 2.36 | | | | 1.25 - 2.33 1,500 1.65 | | | | 1.25 - 3.50 1,110 1.88 | | | | 1.50 - 1.99 340 1.91 | | | | 1.25 - 2.79 680 2.02 | | | | 2.19 - 2.33 110 2.28 | | | |

| IQF | | 2012 | | 2011 | |
|--------------------------------|--|-------------|-------|-------------|-------|
| Fried/Baked: 4/ | | | | | |
| Mixed 8-piece, fried | | 7,400 | 6.16 | 6,850 | 5.62 |
| Mixed 8-piece, baked | | 2,020 | 5.83 | 2,620 | 5.25 |
| Dark 8-piece, f/b | | 710 | 4.86 | 1,160 | 5.59 |
| Mixed 12-piece, f/b | | 730 | 9.78 | 1,280 | 9.31 |
| Mixed 24-piece, f/b | | 1,750 | 20.13 | 2,600 | 20.74 |
| Mixed 50-piece, f/b | | 5,740 | 41.22 | 4,210 | 39.45 |
| Mixed 100-piece, f/b | | 3,840 | 79.28 | 3,940 | 77.66 |
| Bulk Pack (\$/piece) | | 13,070 | 0.81 | 3,260 | 0.72 |
| Wings: bone-in | | 8,190 | 4.75 | 9,760 | 5.57 |
| boneless | | 5,490 | 4.44 | 2,860 | 4.52 |
| Tenders | | 1,720 | 5.28 | 3,810 | 5.39 |
| Whl Rotisserie <2 Lb | | 1,730 | 5.59 | 4,630 | 5.57 |
| Wing Platters (per) | | | | | |
| serves 8-10 | | 6,410 | 26.09 | 8,530 | 25.41 |
| serves 10-15 | | 4,540 | 38.41 | 7,560 | 39.52 |
| serves 20-25 | | 3,850 | 53.44 | 5,480 | 50.72 |
| Fresh Wings: | | 2,900 | 2.05 | 3,310 | 1.89 |
| Wings /5 | | 2,800 | 2.13 | 3,640 | 2.03 |
| Party Wings /6 | | 4,560 | 1.92 | 2,140 | 1.97 |



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/: for reporting purposes, some odd-count promotions converted to the closest reported category (e.g., 20 piece price converted to 16 piece price). 5/: frozen wings are IQF in bags converted to a per pound basis. 6/: frozen party wings are pre-cooked and packed IQF in bags.

Tender Platters were tracked this year as they appear to be a growing offering. However, they are not yet included in the overall report.

| Tender Platters (per) | NORTHEAST U.S. | | | | SOUTHEAST U.S. | | | | MIDWEST U.S. | | | | SOUTH CENTRAL U.S. | | | | SOUTHWEST U.S. | | | NORTHWEST U.S. | | | | | |
|------------------------------|-----------------|-------|--|-----|----------------|-------|---|-------|--------------|-------|-------|---|--------------------|-----|-------|-------|----------------|-------|-----|----------------|-------|-----|-------|--|--|
| serves 8-10 | 24.99 | - | 39.99 | 930 | 36.12 | 19.99 | - | 39.99 | 500 | 27.84 | 19.99 | - | 34.99 | 140 | 22.45 | 19.97 | - | 29.99 | 70 | 23.29 | | | | | |
| serves 10-15 | 39.99 | - | 49.99 | 540 | 46.59 | 34.95 | - | 49.99 | 470 | 37.32 | 29.99 | - | 54.99 | 310 | 34.20 | 29.97 | - | 39.99 | 100 | 34.17 | 29.99 | 130 | 29.99 | | |
| serves 20-25 | | | 64.99 | 510 | 64.99 | 44.95 | - | 69.00 | 200 | 54.30 | | | 39.99 | 90 | 39.99 | 44.97 | - | 47.97 | 60 | 45.61 | | | | | |
| Tender Platters (per) | National | | | | | | | | | | | | | | | | | | | | | | | | |
| serves 8-10 | 1,640 | 31.88 | Note: the total promotional activity for tender platters is not included in the activity index for 2012. The total activity index including tender platters is 81,500. | | | | | | | | | | | | | | | | | | | | | | |
| serves 10-15 | 1,550 | 39.11 | | | | | | | | | | | | | | | | | | | | | | | |
| serves 20-25 | 860 | 58.53 | | | | | | | | | | | | | | | | | | | | | | | |