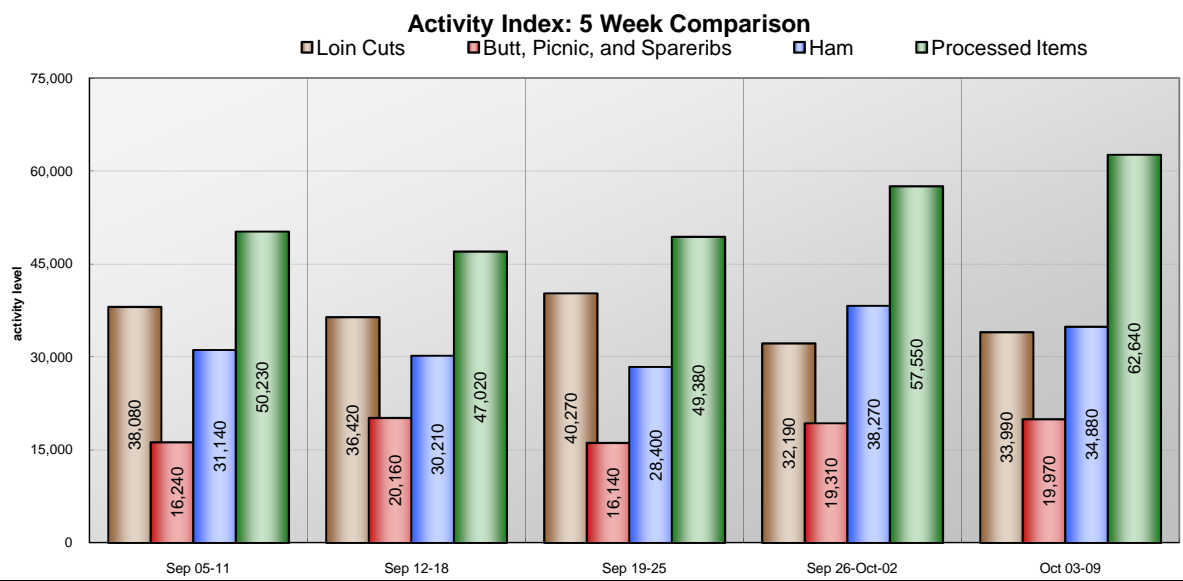




NATIONAL SUMMARY				
	THIS WEEK		LAST WEEK	
Feature Rate 1/	99.6% of 17,700 outlets		99.7% of 17,700 outlets	
Special Rate 2/	18.6%		26.5%	
Activity Index 3/	153,490		148,930	
	Stores	Wtd Avg	Stores	Wtd Avg
Whole Bone-in Loins	20	1.49	10	1.99
Bone-in CC Loin	280	1.97	550	2.59
Loin Roast BNLS	4,240	2.39	2,760	2.67
Rib End Roast B/IN	470	2.09	400	1.76
Sirloin End Roast B/IN	260	1.65	390	1.88
Sirloin Roast BNLS	450	2.40	340	2.37
Rib End Chops B/IN	1,380	2.20	960	1.79
Sirloin Chops B/IN	1,630	1.72	1,010	1.69
CC Chops B/IN	5,990	2.85	3,630	2.70
Assorted Chops B/IN	3,580	1.79	4,720	1.94
Rib Chops BNLS	90	1.92	330	2.16
Sirloin Chops BNLS	1,830	2.48	3,010	2.46
CC Chops BNLS	5,130	3.56	5,580	3.46
Smoked Chops	310	6.61	920	5.56
Tenderloin, Fresh	4,180	4.38	4,400	4.83
Tenderloin, Marinated	740	5.41	470	5.48
Backribs	3,410	4.37	2,710	4.39
Picnic Fresh B/IN	4,060	1.24	860	1.38
Porketta	250	2.41	300	2.72
Butt Fresh B/IN	2,960	1.53	3,540	1.78
Butt Roast BNLS	540	2.37	180	2.27
Pork Steak	2,400	1.76	2,240	1.97
Country Style Rib B/IN	4,390	1.75	4,500	1.90
Country Style Ribs BNLS	1,440	2.65	1,270	2.37
Spareribs	3,030	2.03	5,450	1.94
St. Louis Style Spareribs	900	3.65	970	3.72
Ham, B/IN	950	1.91	490	2.21
Ham, Spiral	2,110	2.86	1,330	2.53
Ham, B/IN Butt	500	1.48	990	1.64
Ham, B/IN Shank	1,210	1.44	990	1.44
Ham, BNLS	2,200	3.44	2,700	3.45
Ham Steak	2,970	3.90	2,540	4.05
Sliced Bacon, 1 lb pkg	23,620	3.37	20,050	3.30
Pre-cooked Bacon	2,700	19.55	4,910	20.40
Canadian Bacon	410	8.07	650	8.13
Ground Pork	910	2.78	210	2.53
Bkfst Sausage, 1 LB Roll	9,590	2.54	7,060	2.59
Bkfst Sausage, Link/Patty	8,940	3.69	8,700	2.98
Pre-cooked Sausage	5,430	3.63	8,580	3.78
Dinner Sausage	2,780	2.88	1,000	3.17
Italian Sausage	7,800	2.94	6,150	2.89
Chorizo	460	1.66	240	1.78
Deli Ham	15,020	5.95	16,410	5.73
PKG/SLCD Ham, 1 Lb/Less	9,920	4.34	12,820	4.78
Deli Cooked Pork Roast	20	6.31	260	3.80
Deli Cooked Spareribs	120	4.73	220	7.99
Deli Cooked Backribs	1,310	6.53	110	7.06
Pulled Pork	20	4.99	140	5.01
Feet	180	1.11	340	1.30
Neckbones	360	0.97	540	1.12

Pork Featuring - 10/03 thru 10/09

Prices for most pork cuts crept higher as the squeeze on the consumer's pocketbook continues. Center cut chops, both boneless and bone-in, led the way for retailers who wanted to offer pork as the feature protein for meals. Strategically placed advertisements for the rib complex continued to highlight pork as a grilling choice for early fall. Retailers increased advertising space for hams. Italian sausage was heavily featured in the Northeast.



Explanatory Notes

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 pork item during the current week, expressed as a percentage of the total sample. 2/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). 3/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised pork item (e.g., a retailer with 100 outlets featuring 3 pork items has an activity index of 300). 4/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.

