

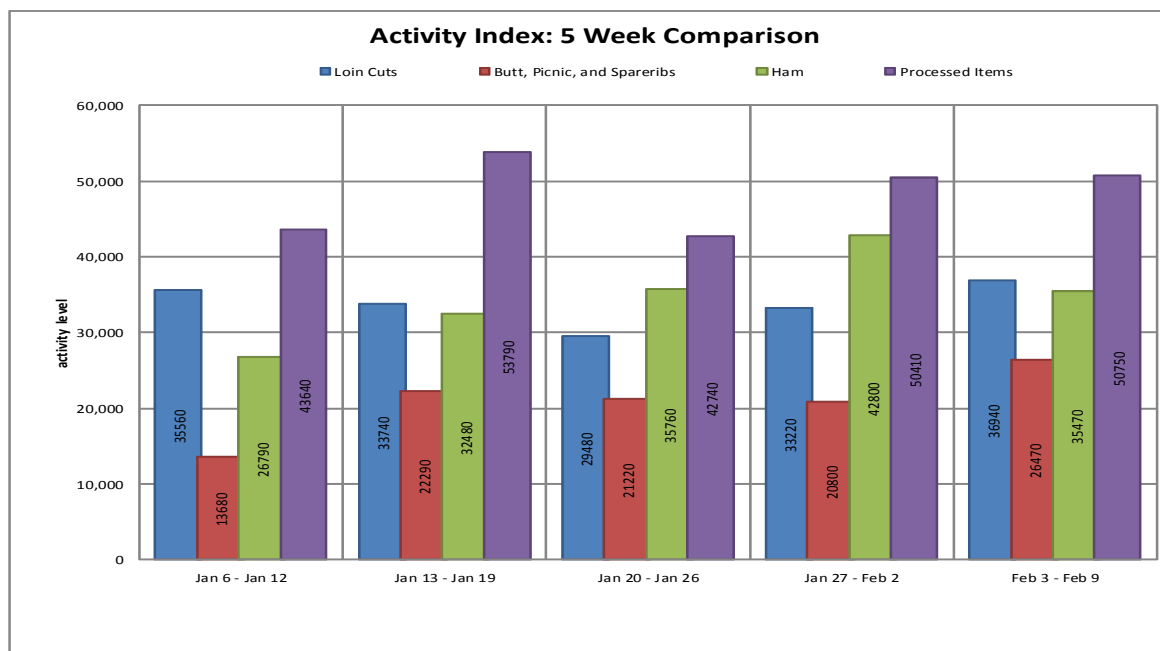


(prices in dollars per pound)

NATIONAL SUMMARY				
	THIS WEEK		LAST WEEK	
Outlets	18,600		18,600	
Feature Rate (1/)	98.0%		98.3%	
Special Rate (2/)	23.0%		12.9%	
Activity Index (3/)	161,290		150,260	
	Stores	Wtd Avg	Stores	Wtd Avg
Whole Bone-in Loins	30	1.98	430	2.03
Bone-in CC Loin	250	2.39	210	2.40
Loin Roast BNLS	3,940	2.88	3,570	2.58
Rib End Roast B/IN	240	2.07	280	1.74
Sirloin End Roast B/IN	940	1.87	510	1.93
Sirloin Roast BNLS	750	2.21	600	2.38
Rib End Chops B/IN	1,010	2.29	990	2.49
Sirloin Chops B/IN	500	2.04	1,030	2.20
CC Chops B/IN	2,780	3.06	3,370	2.95
Assorted Chops B/IN	5,000	2.38	4,790	2.08
Rib Chops BNLS	370	3.33	250	2.59
Sirloin Chops BNLS	1,170	2.76	2,520	2.95
CC Chops BNLS	5,530	3.69	4,400	3.39
Smoked Chops	120	3.45	450	4.21
Tenderloin, Fresh	2,720	4.37	5,840	4.55
Tenderloin, Marinated	1,120	6.16	1,040	5.57
Backribs	10,460	4.05	2,960	4.22
Picnic Fresh B/IN	840	1.63	2,330	1.68
Porketta	440	2.44	380	2.60
Butt Fresh B/IN	3,740	1.99	3,860	1.87
Butt Roast BNLS	540	2.49	230	2.40
Pork Steak	1,900	2.26	2,860	2.24
Country Style Rib B/IN	4,450	2.19	4,530	2.15
Country Style Ribs BNLS	1,140	2.72	1,940	2.65
Spareribs	10,020	2.25	2,870	2.50
St. Louis Style Spareribs	3,400	3.00	1,810	3.29
Ham, B/IN	490	1.71	220	1.38
Ham, Spiral	4,670	1.97	3,080	2.06
Ham, B/IN Butt	2,620	1.58	850	1.62
Ham, B/IN Shank	3,200	1.34	1,320	1.49
Ham, BNLS	1,270	3.29	2,720	3.15
Ham Steak	2,320	3.62	3,300	3.62
Sliced Bacon, 1 lb pkg	22,400	4.12	24,250	3.87
Pre-cooked Bacon	2,380	26.67	1,220	21.50
Canadian Bacon	170	7.09	580	6.73
Ground Pork	730	2.95	930	3.20
Bkfst Sausage, 1 LB Roll	5,830	3.01	6,910	2.88
Bkfst Sausage, Link/Patty	4,440	3.66	7,520	3.78
Pre-cooked Sausage	2,290	3.49	1,460	4.87
Dinner Sausage	1,950	2.89	310	4.29
Italian Sausage	10,210	3.37	6,680	3.30
Charizo	340	3.32	560	2.61
Deli Ham	11,240	5.86	17,770	5.84
PKG/SLCD Ham, 1 Lb/Less	9,660	5.13	13,550	4.93
Deli Cooked Pork Roast	470	4.59	410	4.52
Deli Cooked Spareribs	1,090	5.50	330	4.85
Deli Cooked Backribs	6,850	5.95	1,200	7.39
Pulled Pork	2,440	4.42	460	5.57
Feet	480	1.44	310	1.38
Neckbones	340	1.55	270	1.23

This week in Pork Retail.....

Retailers prepared for Super Bowl Sunday by featuring ribs all week long. Backribs and spareribs were extremely popular across the country as features numbered five-fold greater than the previous week. Deli spares and back ribs followed suit. Pulled pork was also popular as retailers looked to be advertising quick-to-fix or finger food for the weekend. In the northeast region Italian sausage was very popular as it filled a niche for an ethnic market. While advertisements were down for Deli Hams compared to the previous week, cocktail ham sandwiches were widely available on delicatessen prepared sandwich trays. Overall, the number of pork features increased slightly compared to the previous week while the number of special features nearly doubled as more restaurants move to in-house Pick 5 programs.



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 etc.). **3/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each ad 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 advertising outlets and the weighted average price weighted by the respective number of outlets.



USDA Weekly Retail Pork Feature Activity

Advertised Prices for Pork to Consumers at Major Retail Supermarket Outlets during the period of
(prices in dollars per pound)

Fri. Feb 03, 2012

Outlets	NORTHEAST U.S. (CT, DE, MA, MD, ME, NH, NJ, 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)				
	3,900					5,000					3,100				
Feature Rate (1/)	98.9%					97.6%					97.9%				
Special Rate (2/)	12.7%					44.4%					8.6%				
Activity Index (3/)	45,140					45,720					18,865				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
Whole Bone-in Loins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bone-in CC Loin	1.99	- 2.99	140	2.57		1.38	- 1.79	80	1.74		1.98	- 3.99	30	3.14	
Loin Roast BNLS	1.98	- 4.49	1,020	2.92		1.99	- 3.49	1,140	2.98		1.89	- 3.29	510	2.39	
Rib End Roast B/IN	-	-	-	-	-	1.69	- 1.99	130	1.86		-	-	-	-	-
Sirloin End Roast B/IN	2.99	- 2.99	40	2.99		1.28	- 1.79	540	1.77		1.29	- 2.99	50	2.05	
Sirloin Roast BNLS	2.49	- 2.49	10	2.49		2.49	- 2.49	10	2.49		1.78	- 2.49	80	2.28	
Rib End Chops B/IN	1.79	- 2.99	650	2.18		1.99	- 2.18	100	2.04		1.99	- 3.79	220	2.75	
Sirloin Chops B/IN	1.79	- 1.79	50	1.79		1.78	- 1.99	100	1.92		1.69	- 1.69	10	1.69	
CC Chops B/IN	1.99	- 3.99	490	2.90		2.29	- 3.99	560	3.34		1.99	- 3.99	840	2.91	
Assorted Chops B/IN	1.59	- 2.99	1,810	2.27		1.29	- 2.99	550	2.42		1.29	- 2.59	970	2.25	
Rib Chops BNLS	2.99	- 2.99	80	2.99		2.99	- 2.99	20	2.99		-	-	-	-	-
Sirloin Chops BNLS	1.99	- 2.99	150	2.31		2.49	- 2.99	100	2.56		1.99	- 2.69	30	2.13	
CC Chops BNLS	2.99	- 4.49	1,290	3.54		1.99	- 4.69	1,980	3.64		1.99	- 3.99	390	3.30	
Smoked Chops	-	-	-	-	-	2.99	- 3.99	110	3.30		3.88	- 4.99	20	4.32	
Tenderloin, Fresh	3.99	- 4.99	1,030	4.34		3.49	- 6.21	480	4.05		3.27	- 3.99	140	3.91	
Tenderloin, Marinated	5.99	- 6.58	690	6.17		2.98	- 6.07	70	5.85		5.99	- 5.99	5	5.99	
Backribs	3.99	- 5.29	2,190	4.64		2.88	- 5.29	3,520	4.07		2.99	- 4.49	1,280	3.72	
Picnic Fresh B/IN	0.88	- 5.99	470	1.94		0.99	- 1.89	280	1.16		1.89	- 1.89	5	1.89	
Porketta	2.49	- 2.99	300	2.50		2.49	- 2.49	5	2.49		2.49	- 3.49	40	2.83	
Butt Fresh B/IN	1.68	- 1.99	560	1.98		1.28	- 2.49	2,030	2.13		1.28	- 2.19	710	1.73	
Butt Roast BNLS	2.69	- 3.99	50	3.47		1.98	- 2.99	10	2.36		1.99	- 2.99	280	2.44	
Pork Steak	1.99	- 2.47	50	2.15		1.59	- 2.99	770	2.53		1.68	- 2.49	360	1.90	
Country Style Rib B/IN	1.68	- 3.49	1,660	2.29		0.99	- 2.99	900	2.43		1.49	- 2.49	340	1.90	
Country Style Ribs BNLS	1.99	- 3.18	260	2.72		2.69	- 3.49	210	2.94		1.99	- 2.68	10	2.31	
Spareribs	1.89	- 2.99	1,920	2.60		0.99	- 2.89	3,990	2.03		1.57	- 2.99	620	2.17	
St. Louis Style Spareribs	2.99	- 4.39	310	3.60		2.49	- 2.99	1,780	2.85		2.99	- 3.49	560	3.17	
Ham, B/IN	1.99	- 2.49	40	2.26		1.19	- 1.79	160	1.49		1.47	- 1.99	180	1.54	
Ham, Spiral	1.29	- 3.99	1,350	2.27		1.19	- 1.99	1,770	1.50		1.29	- 2.99	750	2.21	
Ham, B/IN Butt	0.99	- 1.79	800	1.56		0.99	- 1.98	1,450	1.65		0.99	- 1.89	210	1.09	
Ham, B/IN Shank	0.99	- 1.59	1,630	1.34		0.98	- 1.98	810	1.37		0.87	- 1.79	530	1.23	
Ham, BNLS	2.79	- 3.99	200	3.60		1.99	- 3.99	350	3.49		1.79	- 4.49	290	2.63	
Ham Steak	2.97	- 5.98	1,350	3.83		2.68	- 4.00	340	3.17		3.29	- 3.99	110	3.81	
Sliced Bacon, 1 lb pkg	2.50	- 6.66	6,020	4.27		2.32	- 6.65	6,980	3.77		1.99	- 6.65	3,590	4.37	
Pre-cooked Bacon	14.47	- 30.47	680	27.40		22.78	- 33.60	1,210	27.95		14.47	- 26.60	150	17.56	
Canadian Bacon	6.38	- 9.60	10	7.59		9.60	- 9.60	5	9.60		-	-	-	-	-
Ground Pork	2.49	- 3.00	10	2.76		-	-	-	-	-	1.99	- 2.50	220	2.48	
Bkfst Sausage, 1 LB Roll	1.79	- 4.44	770	3.23		1.38	- 4.80	2,940	2.95		1.59	- 4.67	1,140	3.12	
Bkfst Sausage, Link/Patty	2.99	- 5.98	1,100	4.03		1.67	- 4.78	730	3.87		2.00	- 4.67	600	3.98	
Pre-cooked Sausage	2.28	- 7.15	1,710	3.07		2.00	- 2.50	70	2.48		3.33	- 5.98	420	5.37	
Dinner Sausage	2.50	- 4.49	160	2.89		2.50	- 3.58	1,320	2.64		2.50	- 2.50	10	2.50	
Italian Sausage	1.99	- 4.29	3,120	3.12		1.88	- 3.99	2,710	3.65		1.49	- 4.20	1,140	2.98	
Chorizo	3.99	- 3.99	50	3.99		-	-	-	-	-	3.95	- 3.95	5	3.95	
Deli Ham	2.59	- 11.99	5,960	6.21		1.99	- 7.99	1,610	5.34		1.98	- 8.99	1,340	5.19	
PKG/SLCD Ham, 1 Lb/Les	3.50	- 7.52	960	5.71		2.99	- 7.09	2,680	4.99		1.98	- 7.98	490	4.87	
Deli Cooked Pork Roast	-	-	-	-	-	3.99	- 3.99	190	3.99		6.99	- 6.99	150	6.99	
Deli Cooked Spareribs	4.99	- 5.99	140	5.03		5.00	- 6.84	210	6.06		-	-	-	-	-
Deli Cooked Backribs	5.57	- 7.99	2,410	6.46		5.49	- 7.99	460	6.20		5.00	- 6.66	10	5.33	
Pulled Pork	3.49	- 6.99	940	4.32		3.33	- 5.00	230	4.32		4.44	- 4.44	10	4.44	
Feet	0.99	- 1.89	360	1.35		1.39	- 1.39	10	1.39		-	-	-	-	-
Neckbones	1.59	- 1.79	150	1.61		0.99	- 1.09	20	1.03		0.89	- 1.88	20	1.17	



USDA Weekly Retail Pork Feature Activity

Advertised Prices for Pork to Consumers at Major Retail Supermarket Outlets during the period of
(prices in dollars per pound)

Fri. Feb 03, 2012

Outlets	SOUTH CENTRAL U.S. (AR, CO, KS, LA, MO, NM, OK, TX)					SOUTHWEST U.S. (AZ, CA, NV, UT)					NORTHWEST U.S. (ID, MT, OR, WA, WY)				
	2,600					2,900					1,100				
Feature Rate (1/)	96.4%					98.3%					100.0%				
Special Rate (2/)	45.7%					0.8%					5.1%				
Activity Index (3/)	20,030					23,950					7,735				
	Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg		Price Range		Stores	Wtd Avg	
Whole Bone-in Loins	-	-		-	-	1.98	-	1.98	30	1.98		-	-	-	-
Bone-in CC Loin	-	-		-	-	-	-	-	-	-	-	-	-	-	-
Loin Roast BNLS	2.19	-	2.99	800	2.64	2.79	-	3.99	410	3.58	2.49	-	3.99	60	2.86
Rib End Roast B/IN	1.99	-	1.99	30	1.99	-	-	-	-	-	2.49	-	2.49	70	2.49
Sirloin End Roast B/IN	0.98	-	2.99	220	1.56	2.99	-	2.99	80	2.99	1.38	-	1.58	30	1.52
Sirloin Roast BNLS	1.69	-	2.79	160	2.10	1.59	-	2.49	380	2.20	1.78	-	2.49	120	2.29
Rib End Chops B/IN	1.99	-	1.99	30	1.99	-	-	-	-	-	1.99	-	1.99	10	1.99
Sirloin Chops B/IN	1.69	-	2.99	110	2.13	1.19	-	2.99	200	2.16	1.58	-	2.29	50	1.85
CC Chops B/IN	2.28	-	3.99	220	3.02	1.98	-	3.69	530	3.09	1.98	-	3.49	150	3.26
Assorted Chops B/IN	1.58	-	2.59	590	2.41	1.67	-	2.69	780	2.63	1.67	-	2.99	310	2.74
Rib Chops BNLS	-	-	-	-	-	2.99	-	3.99	270	3.45	-	-	-	-	-
Sirloin Chops BNLS	1.99	-	2.99	150	2.34	1.88	-	3.99	530	3.04	1.99	-	2.99	220	2.84
CC Chops BNLS	2.79	-	5.79	440	3.56	2.17	-	5.99	1,050	4.21	2.49	-	3.99	370	3.60
Smoked Chops	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tenderloin, Fresh	2.99	-	5.99	260	4.44	3.99	-	4.99	530	4.53	4.69	-	4.99	280	4.81
Tenderloin, Marinated	4.99	-	6.49	190	5.57	6.98	-	6.98	170	6.98	-	-	-	-	-
Backribs	2.98	-	4.99	810	3.65	2.99	-	5.00	2,250	3.85	1.58	-	4.48	410	3.71
Picnic Fresh B/IN	0.99	-	1.89	60	1.30	-	-	-	-	-	1.78	-	1.99	30	1.85
Porketta	-	-	-	-	-	1.99	-	2.29	100	2.07	-	-	-	-	-
Butt Fresh B/IN	1.18	-	1.99	370	1.76	1.29	-	1.59	40	1.38	2.29	-	2.29	40	2.29
Butt Roast BNLS	1.99	-	1.99	60	1.99	2.49	-	2.49	130	2.49	2.49	-	2.49	20	2.49
Pork Steak	1.49	-	2.29	370	1.94	1.99	-	2.79	200	2.44	2.29	-	2.59	160	2.36
Country Style Rib B/IN	0.90	-	2.98	510	1.87	1.49	-	2.49	700	2.03	1.98	-	2.49	340	2.19
Country Style Ribs BNLS	2.29	-	3.49	220	2.57	1.99	-	2.99	270	2.95	1.78	-	2.99	180	2.32
Spareribs	0.99	-	2.99	1,250	2.13	0.97	-	3.49	1,790	2.37	1.59	-	3.99	450	2.76
St. Louis Style Spareribs	2.49	-	4.99	430	3.04	2.79	-	3.99	300	2.93	2.99	-	2.99	30	2.99
Ham, B/IN	0.89	-	1.49	30	1.28	2.29	-	2.29	30	2.29	1.39	-	3.49	50	2.59
Ham, Spiral	1.69	-	2.69	90	1.96	1.69	-	2.49	710	2.34	1.69	-	1.69	10	1.69
Ham, B/IN Butt	1.18	-	1.89	150	1.65	-	-	-	-	-	1.89	-	1.89	5	1.89
Ham, B/IN Shank	0.87	-	1.79	230	1.48	-	-	-	-	-	1.79	-	1.79	5	1.79
Ham, BNLS	1.79	-	4.99	330	3.69	-	-	-	-	-	2.29	-	3.29	110	2.59
Ham Steak	2.99	-	3.99	500	3.22	6.00	-	6.85	20	6.43	2.99	-	2.99	5	2.99
Sliced Bacon, 1 lb pkg	2.49	-	5.32	2,570	4.00	2.99	-	7.39	2,520	4.39	2.28	-	7.99	730	4.49
Pre-cooked Bacon	18.18	-	30.40	340	24.57	-	-	-	-	-	-	-	-	-	-
Canadian Bacon	8.00	-	8.00	10	8.00	6.00	-	7.52	150	6.98	-	-	-	-	-
Ground Pork	2.49	-	2.99	80	2.70	2.99	-	3.49	430	3.24	-	-	-	-	-
Bkfst Sausage, 1 LB Roll	1.50	-	4.00	750	2.86	2.49	-	4.65	210	2.75	3.50	-	5.32	30	4.31
Bkfst Sausage, Link/Patty	1.85	-	4.00	1,040	3.49	1.66	-	5.81	720	2.93	1.98	-	4.65	250	3.54
Pre-cooked Sausage	2.00	-	5.98	70	3.25	5.82	-	5.82	10	5.82	-	-	-	-	-
Dinner Sausage	1.66	-	3.36	20	2.85	2.50	-	4.12	160	3.21	2.80	-	4.12	280	3.87
Italian Sausage	2.19	-	3.95	1,350	3.41	2.99	-	4.62	1,490	3.69	2.10	-	3.99	400	3.31
Chorizo	2.99	-	3.99	170	3.96	1.58	-	2.99	100	2.22	1.76	-	1.76	20	1.76
Deli Ham	1.37	-	9.99	1,100	6.01	1.69	-	9.99	920	4.98	3.50	-	7.99	310	6.81
PKG/SLCD Ham, 1 Lb/Les	1.59	-	8.70	3,530	5.67	1.59	-	8.00	1,740	4.12	3.69	-	6.83	260	4.29
Deli Cooked Pork Roast	2.59	-	2.59	30	2.59	2.59	-	2.59	80	2.59	2.59	-	2.59	10	2.59
Deli Cooked Spareribs	-	-	-	-	-	5.00	-	6.66	380	5.40	3.98	-	6.66	350	5.46
Deli Cooked Backribs	5.00	-	5.00	230	5.00	3.84	-	8.88	2,460	5.71	4.11	-	8.99	1,270	5.52
Pulled Pork	3.99	-	4.99	130	4.83	3.55	-	4.99	810	4.45	3.99	-	7.99	310	4.56
Feet	-	-	-	-	-	1.69	-	1.69	120	1.69	-	-	-	-	-
Neckbones	-	-	-	-	-	1.29	-	1.69	150	1.62	-	-	-	-	-