

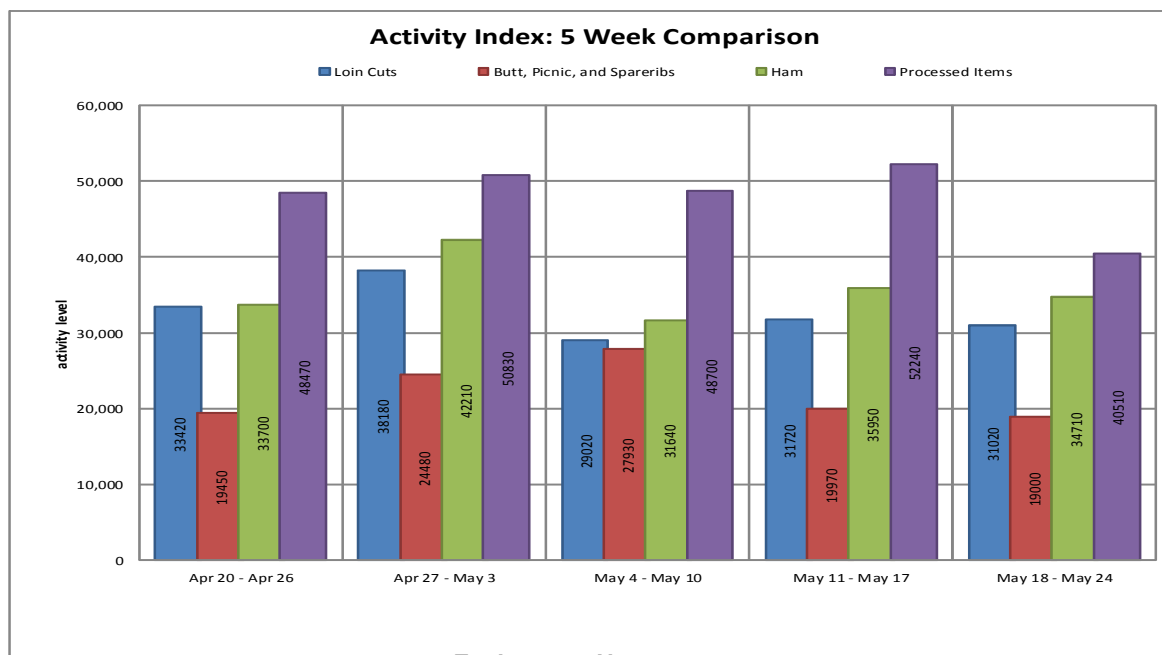


(prices in dollars per pound)

NATIONAL SUMMARY				
	THIS WEEK		LAST WEEK	
Outlets	18,500		18,500	
Feature Rate (1/)	98.5%		99.8%	
Special Rate (2/)	13.1%		33.3%	
Activity Index (3/)	128,870		144,430	
	Stores	Wtd Avg	Stores	Wtd Avg
Whole Bone-in Loins	210	1.50	150	1.58
Bone-in CC Loin	250	2.62	280	1.74
Loin Roast BNLS	2,040	2.43	4,340	2.52
Rib End Roast B/IN	140	1.69	170	1.99
Sirloin End Roast B/IN	780	2.52	320	1.75
Sirloin Roast BNLS	280	2.18	920	2.32
Rib End Chops B/IN	550	2.79	460	2.05
Sirloin Chops B/IN	630	1.82	760	1.79
CC Chops B/IN	6,340	2.93	2,100	3.15
Assorted Chops B/IN	6,430	2.39	3,220	2.27
Rib Chops BNLS			10	4.99
Sirloin Chops BNLS	2,250	2.91	1,720	2.44
CC Chops BNLS	3,990	3.73	8,000	3.47
Smoked Chops	190	3.37	370	4.03
Tenderloin, Fresh	2,650	4.43	3,320	4.43
Tenderloin, Marinated	1,210	5.90	240	4.71
Backribs	3,100	4.34	5,350	4.25
Picnic Fresh B/IN	1,090	1.41	890	1.25
Porketta	50	1.84	180	3.80
Butt Fresh B/IN	3,030	1.95	1,580	1.84
Butt Roast BNLS	280	2.37	340	2.38
Pork Steak	1,560	1.93	2,070	2.34
Country Style Rib B/IN	5,480	2.19	2,910	2.26
Country Style Ribs BNLS	2,000	2.77	1,890	3.09
Spareribs	4,270	2.57	6,930	2.41
St. Louis Style Spareribs	1,240	3.30	3,180	3.31
Ham, B/IN	540	1.84	480	1.60
Ham, Spiral	1,050	2.13	2,950	1.94
Ham, B/IN Butt	910	1.52	1,320	1.63
Ham, B/IN Shank	1,950	1.36	2,080	1.39
Ham, BNLS	1,310	3.20	2,230	3.31
Ham Steak	2,660	3.70	2,640	3.81
Sliced Bacon, 1 lb pkg	21,400	3.92	22,010	4.04
Pre-cooked Bacon	1,600	25.12	2,410	22.90
Canadian Bacon	70	6.47	220	7.70
Ground Pork	230	2.52	600	3.02
Bkfst Sausage, 1 LB Roll	5,420	2.87	7,680	3.14
Bkfst Sausage, Link/Patty	4,180	3.58	7,190	3.94
Pre-cooked Sausage	2,080	5.20	4,340	4.37
Dinner Sausage	380	3.45	480	3.24
Italian Sausage	4,970	3.29	6,930	3.43
Chorizo	180	2.76	380	2.84
Deli Ham	15,270	6.18	15,130	6.09
PKG/SLCD Ham, 1 Lb/Less	11,020	5.02	9,120	5.05
Deli Cooked Pork Roast	230	4.25	210	6.98
Deli Cooked Spareribs	510	5.50	120	8.47
Deli Cooked Backribs	1,500	6.75	660	6.13
Pulled Pork	900	5.20	2,580	4.07
Feet	240	1.25	430	1.56
Neckbones	230	1.21	530	1.33

This week in Pork Retail.....

Retail pork advertising was down by 7% compared to the similar week in 2011. Additionally there were 50% fewer specials in the current weekly survey of grocery stores compared to a similar week in 2011. There also notable differences in prices in 2011 compared to 2012. Prices for both retail bacon and spareribs were 10% in 2012 compared to 2011. Spiral ham prices in 2012 were 30% below the advertised prices in 2011. There were 3 times the number of advertisements for del- prepared back ribs in 2012 compared to 2011, while prices were 50% higher. For the current week, regional differences were not prevalent. However, there did not appear to be one pork cut featured across the country.



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. May 18, 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)				
	3,800				5,000				3,100				
Feature Rate (1/)	100.0%				98.5%				97.9%				
Special Rate (2/)	22.5%				17.5%				11.8%				
Activity Index (3/)	41,060				30,815				19,750				
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	
Whole Bone-in Loins	1.39	-	1.99	190	1.48	1.39	-	1.99	10	1.75	-	-	
Bone-in CC Loin	-	-	-	-	-	1.48	-	3.29	10	2.00	1.99	-	3.29
Loin Roast BNLS	1.97	-	3.47	550	2.18	1.68	-	3.47	500	2.68	1.68	-	2.99
Rib End Roast B/IN	0.99	-	1.99	80	1.49	1.99	-	1.99	20	1.99	-	-	
Sirloin End Roast B/IN	1.99	-	1.99	10	1.99	1.39	-	2.28	210	2.23	1.39	-	1.97
Sirloin Roast BNLS	2.49	-	2.49	50	2.49	1.89	-	2.49	30	2.23	1.89	-	2.49
Rib End Chops B/IN	1.99	-	2.99	210	2.76	1.99	-	1.99	20	1.99	1.99	-	3.99
Sirloin Chops B/IN	1.89	-	2.18	100	2.01	0.98	-	1.99	270	1.80	-	-	
CC Chops B/IN	2.48	-	3.99	1,510	2.97	1.99	-	3.99	2,710	2.92	1.49	-	3.99
Assorted Chops B/IN	1.79	-	2.99	1,620	2.48	1.39	-	2.99	1,110	2.35	1.39	-	3.77
Rib Chops BNLS	-	-	-	-	-	-	-	-	-	-	-	-	
Sirloin Chops BNLS	1.89	-	2.99	750	2.51	1.69	-	2.99	40	2.47	1.99	-	3.69
CC Chops BNLS	2.98	-	5.99	920	3.67	1.99	-	4.99	460	3.64	1.99	-	3.49
Smoked Chops	4.69	-	5.99	20	5.06	2.38	-	3.99	110	3.01	2.49	-	3.99
Tenderloin, Fresh	3.99	-	4.99	530	4.87	2.99	-	5.99	1,290	4.64	3.49	-	4.99
Tenderloin, Marinated	4.99	-	6.99	970	6.20	2.98	-	6.49	30	4.98	3.98	-	5.21
Backribs	3.77	-	5.49	360	4.60	2.98	-	4.99	1,700	4.33	2.98	-	4.99
Picnic Fresh B/IN	0.88	-	1.29	300	1.06	1.19	-	1.49	240	1.37	-	-	
Porketta	-	-	-	-	-	-	-	-	-	-	-	-	
Butt Fresh B/IN	1.59	-	2.27	520	1.89	1.49	-	2.27	1,540	1.98	1.28	-	2.69
Butt Roast BNLS	2.49	-	2.49	10	2.49	-	-	-	-	-	-	-	
Pork Steak	0.99	-	2.27	100	1.46	1.49	-	2.99	550	2.32	0.98	-	2.99
Country Style Rib B/IN	1.47	-	2.99	2,030	2.09	1.19	-	2.99	1,530	2.30	1.49	-	2.79
Country Style Ribs BNLS	1.79	-	3.69	560	2.76	1.98	-	3.29	330	2.98	1.98	-	3.29
Spareribs	1.19	-	2.79	1,600	2.44	1.50	-	3.99	710	2.30	1.68	-	2.99
St. Louis Style Spareribs	2.99	-	3.99	500	3.61	2.99	-	3.99	80	3.11	2.89	-	3.99
Ham, B/IN	1.17	-	2.99	340	2.11	1.19	-	1.79	50	1.42	1.29	-	1.98
Ham, Spiral	1.99	-	2.49	600	2.31	1.79	-	1.99	80	1.97	1.99	-	1.99
Ham, B/IN Butt	1.19	-	1.89	440	1.57	1.18	-	1.79	130	1.50	1.18	-	1.49
Ham, B/IN Shank	1.19	-	1.69	1,090	1.47	0.98	-	1.79	360	1.20	0.88	-	1.49
Ham, BNLS	1.89	-	3.99	720	3.42	1.74	-	2.99	80	2.85	1.69	-	4.99
Ham Steak	1.99	-	8.00	1,620	3.74	1.99	-	3.99	420	3.19	2.69	-	5.05
Sliced Bacon, 1 lb pkg	1.99	-	5.99	4,870	3.96	1.99	-	6.24	5,010	3.97	1.99	-	5.99
Pre-cooked Bacon	19.05	-	31.37	910	27.60	19.05	-	30.40	170	21.65	18.18	-	22.86
Canadian Bacon	5.31	-	10.64	40	6.95	5.71	-	5.71	10	5.71	5.99	-	5.99
Ground Pork	-	-	-	-	-	1.79	-	2.99	120	2.90	1.99	-	3.03
Bkfst Sausage, 1 LB Roll	1.99	-	4.44	1,140	3.52	1.00	-	3.69	890	2.50	1.69	-	3.69
Bkfst Sausage, Link/Patty	2.99	-	5.99	870	4.00	1.33	-	6.39	550	3.56	2.00	-	4.39
Pre-cooked Sausage	2.48	-	5.32	1,130	4.14	4.00	-	4.97	30	4.58	2.86	-	5.00
Dinner Sausage	2.19	-	4.99	340	3.56	3.49	-	3.49	5	3.49	-	-	
Italian Sausage	1.97	-	4.50	2,710	3.27	2.99	-	4.50	700	3.25	1.99	-	4.50
Chorizo	3.99	-	3.99	70	3.99	2.54	-	2.54	30	2.54	-	-	
Deli Ham	2.69	-	9.49	6,130	5.92	1.99	-	8.49	3,950	6.86	2.85	-	8.99
PKG/SLCD Ham, 1 Lb/Les	2.50	-	6.64	1,310	4.76	2.38	-	7.98	4,510	4.81	2.98	-	8.43
Deli Cooked Pork Roast	3.99	-	6.99	220	4.22	3.48	-	3.48	10	3.48	6.59	-	6.59
Deli Cooked Spareribs	5.50	-	5.50	510	5.50	-	-	-	-	-	-	-	
Deli Cooked Backribs	5.99	-	9.99	1,450	6.80	5.21	-	5.31	50	5.23	-	-	
Pulled Pork	4.66	-	5.99	810	5.26	3.28	-	5.32	70	4.44	-	-	
Feet	0.99	-	1.49	220	1.24	1.39	-	1.39	10	1.39	1.49	-	1.49
Neckbones	0.99	-	1.29	30	1.09	0.79	-	1.59	80	1.44	-	-	



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. May 18, 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/)	9.6%				1.7%				2.0%			
Activity Index (3/)	16,820				15,730				4,870			
	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg	Price Range		Stores	Wtd Avg
Whole Bone-in Loins	1.88	- 1.88	10	1.88	-	-	-	-	-	-	-	-
Bone-in CC Loin	1.97	- 1.97	30	1.97	1.97	- 1.97	80	1.97	-	-	-	-
Loin Roast BNLS	1.68	- 2.97	380	2.28	1.88	- 3.99	270	2.97	-	-	-	-
Rib End Roast B/IN	-	-	-	-	-	-	-	-	1.78	- 2.00	50	1.91
Sirloin End Roast B/IN	1.27	- 1.87	180	1.76	1.39	- 3.49	300	3.36	1.98	- 1.98	60	1.98
Sirloin Roast BNLS	1.79	- 2.49	40	2.09	2.99	- 2.99	10	2.99	-	-	-	-
Rib End Chops B/IN	2.49	- 2.99	120	2.72	-	-	-	-	3.99	- 3.99	10	3.99
Sirloin Chops B/IN	0.98	- 1.99	180	1.71	1.49	- 2.29	60	1.83	2.28	- 2.28	20	2.28
CC Chops B/IN	1.49	- 3.49	800	2.65	1.97	- 3.38	180	2.66	3.49	- 3.99	290	3.50
Assorted Chops B/IN	0.99	- 3.77	1,310	2.23	0.99	- 2.49	630	2.14	1.88	- 2.99	630	2.43
Rib Chops BNLS	-	-	-	-	-	-	-	-	-	-	-	-
Sirloin Chops BNLS	1.67	- 2.99	390	2.42	2.99	- 3.99	420	3.96	2.00	- 2.99	360	2.83
CC Chops BNLS	2.59	- 3.99	560	3.34	2.79	- 5.99	1,260	4.46	2.99	- 3.49	20	3.20
Smoked Chops	2.99	- 3.99	10	3.22	3.79	- 3.79	30	3.79	-	-	-	-
Tenderloin, Fresh	2.88	- 5.99	450	3.57	4.99	- 5.99	60	5.72	-	-	-	-
Tenderloin, Marinated	4.00	- 6.49	70	5.30	-	-	-	-	-	-	-	-
Backribs	2.98	- 5.99	250	4.21	3.99	- 4.99	400	4.29	-	-	-	-
Picnic Fresh B/IN	0.98	- 1.49	110	1.15	0.99	- 1.87	440	1.75	-	-	-	-
Porketta	-	-	-	-	1.49	- 1.99	40	1.67	2.49	- 2.49	10	2.49
Butt Fresh B/IN	1.49	- 1.99	130	1.68	1.49	- 1.89	350	1.88	1.49	- 1.88	80	1.55
Butt Roast BNLS	-	-	-	-	2.39	- 2.39	170	2.39	1.99	- 2.49	110	2.32
Pork Steak	1.49	- 2.39	280	1.87	1.99	- 1.99	30	1.99	1.88	- 2.59	110	2.11
Country Style Rib B/IN	0.99	- 2.69	340	2.03	0.99	- 2.69	570	2.36	1.98	- 2.49	350	2.46
Country Style Ribs BNLS	1.89	- 3.59	230	2.67	2.49	- 2.99	200	2.83	1.89	- 2.99	300	2.96
Spareribs	1.77	- 2.79	450	2.26	0.97	- 5.99	910	3.22	1.99	- 3.98	90	2.55
St. Louis Style Spareribs	2.97	- 3.49	470	3.11	-	-	-	-	-	-	-	-
Ham, B/IN	-	-	-	-	-	-	-	-	-	-	-	-
Ham, Spiral	1.59	- 1.99	50	1.88	1.79	- 1.79	170	1.79	-	-	-	-
Ham, B/IN Butt	1.18	- 1.68	150	1.50	-	-	-	-	-	-	-	-
Ham, B/IN Shank	0.98	- 1.48	150	1.26	-	-	-	-	-	-	-	-
Ham, BNLS	2.19	- 3.99	120	2.66	1.49	- 3.99	110	3.04	-	-	-	-
Ham Steak	2.77	- 5.32	190	4.30	2.29	- 5.31	140	3.74	-	-	-	-
Sliced Bacon, 1 lb pkg	2.33	- 9.05	3,410	3.95	1.99	- 7.69	4,060	3.93	1.99	- 5.32	1,280	3.79
Pre-cooked Bacon	21.52	- 25.38	110	23.06	21.52	- 25.38	90	23.45	-	-	-	-
Canadian Bacon	-	-	-	-	-	-	-	-	-	-	-	-
Ground Pork	-	-	-	-	-	-	-	-	-	-	-	-
Bkfst Sausage, 1 LB Roll	1.18	- 3.49	1,050	2.64	2.79	- 3.49	730	3.02	2.00	- 4.68	350	3.03
Bkfst Sausage, Link/Patty	1.33	- 5.00	540	3.43	1.87	- 4.65	850	3.64	2.99	- 4.37	30	3.86
Pre-cooked Sausage	5.00	- 5.58	100	5.38	5.00	- 9.14	580	7.98	-	-	-	-
Dinner Sausage	1.98	- 3.07	30	2.29	2.99	- 2.99	20	2.99	-	-	-	-
Italian Sausage	2.99	- 3.77	180	3.38	2.99	- 6.39	390	3.44	3.99	- 3.99	70	3.99
Chorizo	-	-	-	-	1.38	- 2.49	80	1.88	-	-	-	-
Deli Ham	1.99	- 9.69	1,070	6.01	1.99	- 11.99	1,040	7.03	3.99	- 7.99	340	7.60
PKG/SLCD Ham, 1 Lb/Les	2.39	- 8.43	2,830	5.65	2.29	- 7.98	940	4.94	4.00	- 8.43	310	4.65
Deli Cooked Pork Roast	-	-	-	-	-	-	-	-	-	-	-	-
Deli Cooked Spareribs	-	-	-	-	-	-	-	-	-	-	-	-
Deli Cooked Backribs	-	-	-	-	-	-	-	-	-	-	-	-
Pulled Pork	-	-	-	-	4.17	- 6.25	30	5.21	-	-	-	-
Feet	1.29	- 1.29	10	1.29	-	-	-	-	-	-	-	-
Neckbones	0.99	- 1.19	40	1.04	0.99	- 1.29	90	1.13	-	-	-	-