USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Oct 09, 2009

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/09 thru 10/15.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	32.4% of 18,600 stores				27.9% of 18,600 stores							
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	**USDA GRADE AA**												
	White 12 pack			290	1.14	30	1.10	820	1.17	10	1.69	510	1.42
	White 18 pack	30	2.00	160	1.46			390	1.68			710	2.96
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	120	0.92	1,170	0.96	50	1.11	550	0.92	60	1.04	2,190	1.37
	White 18 pack			980	1.78			300	1.45			470	1.96
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			1,270	3.81			1,070	3.74			910	3.91
	OMEGA-3												
	White 12 pack	190	1.99	1,580	2.67	240	2.94	1,410	2.74	420	2.90	730	2.59
	Brown 12 pack							240	2.46				
	CAGE-FREE												
	White 12 pack							1,050	3.11			200	2.67
	Brown 12 pack			1,630	2.97			1,060	3.26			1,070	2.52
	VEGETARIAN FED												
	White 12 pack	190	2.99	130	2.46			190	2.50				
	Brown 12 pack	190	2.99	660	2.43	260	2.50	620	2.60				

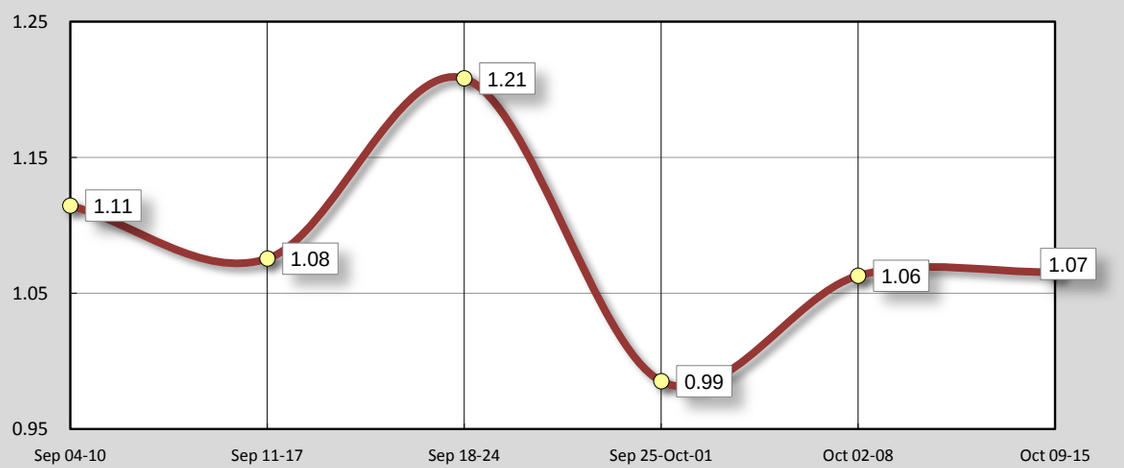
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,750	2,140	3,950	**Large Eggs on**
Specialty	5,840	6,140	3,330	**Oct-05-2009**
Total (includes MD)	8,630	8,330	7,280	543.8
Special Rate 4/:	1.6%	0.4%	6.9%	up 8%

5/: 1,000's of 30-doz cases

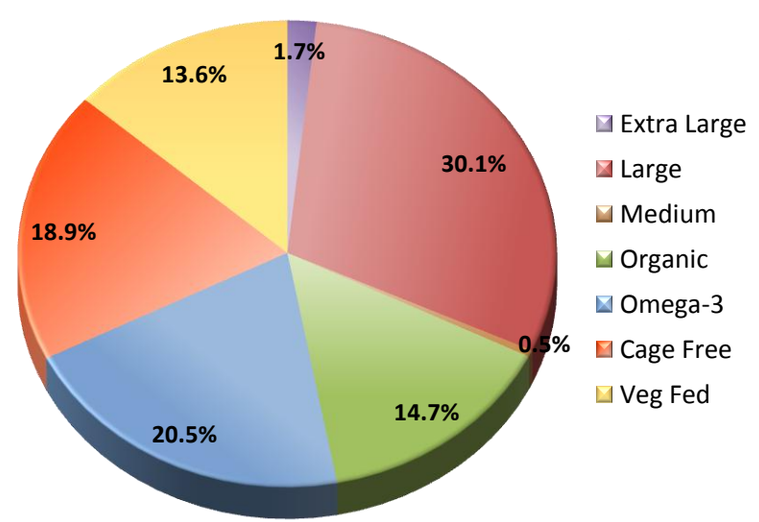
SHELL EGG and EGG PRODUCTS FEATURING

As World Egg Day is being observed across the globe, promotional activity on regular shell eggs increased slightly. The average ad price of Grade A or better, Large white eggs to consumers is one cent higher per dozen than last week. Features of Grade A white eggs in 18-packs are more prevalent and ad pricing is higher. The use of "no price" promotions by supermarkets is increasing in number late in the ad cycle driven by an increase in "buy 1, get 1 free" promotions in the Northeast. Specialty shell egg promotions are down in number from last week with cage-free brown eggs commanding the most ad space in the sector, although Omega-3 white eggs are being heavily promoted in the Northeast. USDA Organic brown egg and vegetarian-fed egg features maintain a steady pace. In the liquid egg sector, feature activity is down sharply.

Large White Eggs - **Grade A or better, wtd avg. feature price converted to $/dozen**



This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs 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 consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		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)					
Feature Rate 1/		52.6% of 4,000 sampled outlets						27.6% of 5,100 sampled outlets						27.5% of 3,100 sampled outlets					
Activity Index 2/		Activity Index = 2,650 (includes Medium)						Activity Index = 1,780 (includes Medium)						Activity Index = 1,040 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack										0.88	60	0.88				0.88	10	0.88
	White 18 pack										1.50	30	1.50						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.68 - 1.39	80	0.78	0.87	70	0.87	0.87 - 1.39	270	1.21	1.50	10	1.50	0.69 - 1.00	410	0.87
	White 18 pack				1.99	500	1.99				1.50 - 1.99	280	1.62				1.49	160	1.49
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.89 - 0.98	20	0.93		White 12 pack White 30 pack		0.89	10	0.89		White 12 pack White 30 pack		2.98	10	2.98
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.49	330	4.07				3.79	460	3.79						
	OMEGA-3																		
	White 12 pack	1.99 - 2.50	150	2.01	1.99 - 3.99	1,010	2.72				2.29	60	2.29				1.49 - 2.99	230	2.41
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.00	560	2.87				2.79 - 3.99	540	2.98				2.50 - 3.99	210	2.60
	VEGETARIAN FED																		
	White 12 pack				2.50	120	2.50							2.99	190	2.99	1.99	10	1.99
	Brown 12 pack				2.19 - 2.99	160	2.94				2.00 - 2.29	260	2.07	2.99	190	2.99	2.50 - 2.99	190	2.52

		SOUTH CENTRAL U.S (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
Feature Rate 1/		24.1% of 3,200 sampled outlets						25.2% of 2,300 sampled outlets						35.9% of 900 sampled outlets					
Activity Index 2/		Activity Index = 970 (includes Medium)						Activity Index = 740 (includes Medium)						Activity Index = 330 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88	100	0.88				1.69	20	1.69				0.78 - 1.59	100	1.46
	White 18 pack				1.49 - 1.69	70	1.52	2.00	30	2.00	1.89	10	1.89				0.99 - 1.69	50	1.27
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.87	40	0.87	0.69 - 0.99	410	0.91												
	White 18 pack				1.49	40	1.49												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.79	50	3.79				3.39 - 3.99	270	3.78				2.99 - 3.99	160	3.42
	OMEGA-3																		
	White 12 pack	1.89	40	1.89	1.99 - 2.79	120	2.41				2.50 - 2.99	140	2.96				3.39 - 3.99	20	3.69
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.79	50	2.79				3.50	270	3.50						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.39	50	2.39												

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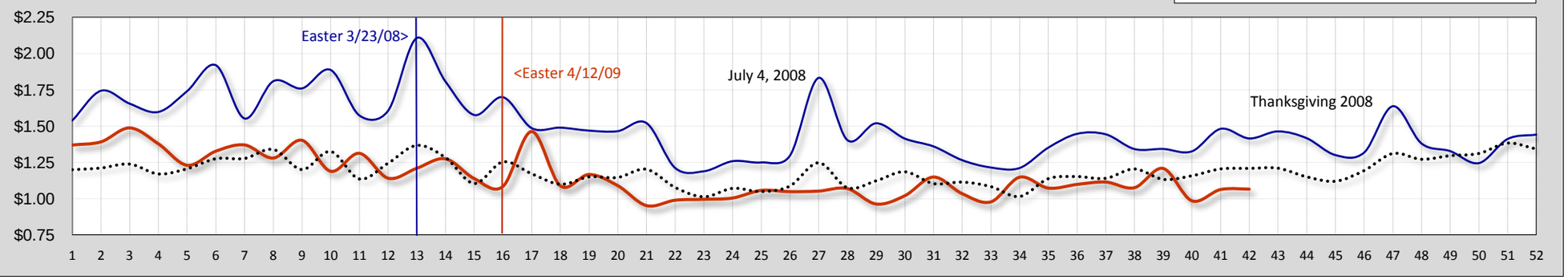
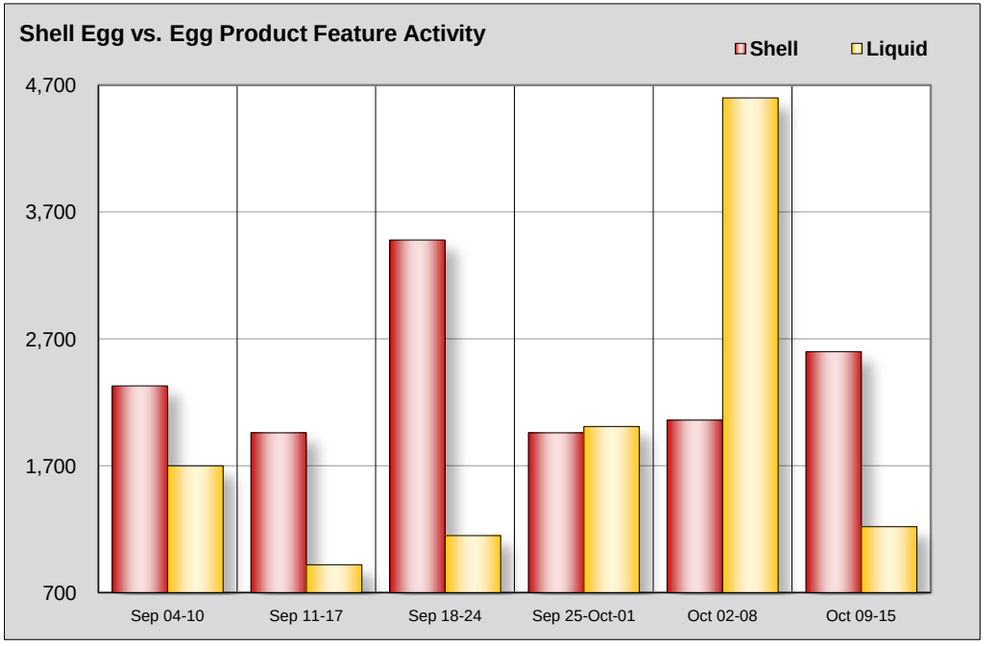
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	6.1%		22.5%		15.1%		15.3% of 4,000 sampled			2.8% of 5,100 sampled			5.1% of 3,100 sampled			6.9% of 3,200 sampled			0.0% of 2,300 sampled			0.0% of 900 sampled		
2/ Activity Index	1,220		4,600		2,920		Activity Index = 690			Activity Index = 140			Activity Index = 170			Activity Index = 220			Activity Index = 0			Activity Index = 0		
	Stores	Avg 3/	Stores	Avg 3/	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
14-16 oz. crtn	510	2.47	3,920	2.27	2,330	2.30	1.99 - 2.99	280	2.52				1.75 - 2.99	150	2.48	1.97 - 2.50	80	2.28						
32 oz. crtn	710	4.54	320	4.48	140	3.49	3.99 - 5.99	410	4.55	3.99 - 4.99	140	4.12	3.99 - 4.49	20	4.37	4.99	140	4.99						
3 - 4 oz. cup			360	2.51	430	2.10																		
2 - 8 oz. cup					20	2.41																		

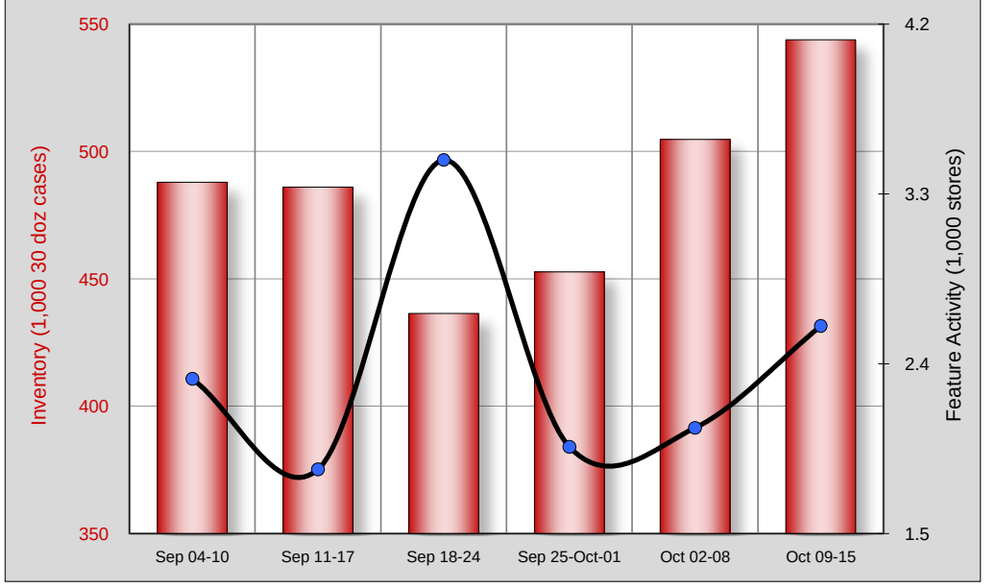
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.