USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Feb 12, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/12 thru 02/18.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	21.4% of 19,200 stores				21.8% of 19,200 stores				41.7% 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	190	1.48	230	1.16	10	1.50	380	1.47	380	2.37	890	1.29
	White 18 pack	30	2.50	50	2.55					30	2.67	350	2.42
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	10	1.49	380	1.28			910	1.30	240	1.32	2,860	1.23
	White 18 pack			220	2.10			50	1.89	10	1.44	230	1.85
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			80	3.80			620	3.95	30	4.26	530	3.79
	OMEGA-3												
	White 12 pack	50	2.60	1,670	2.13	130	2.46	1,160	2.39	440	1.64	1,440	2.34
	Brown 12 pack			170	3.88			130	3.99			440	2.51
	CAGE-FREE												
	White 12 pack			680	2.72			170	2.99			420	2.86
	Brown 12 pack			1,670	2.91			840	3.28	10	2.50	1,820	2.80
	VEGETARIAN FED												
	White 12 pack			210	2.13								
	Brown 12 pack			230	2.46	10	2.00	340	2.38				

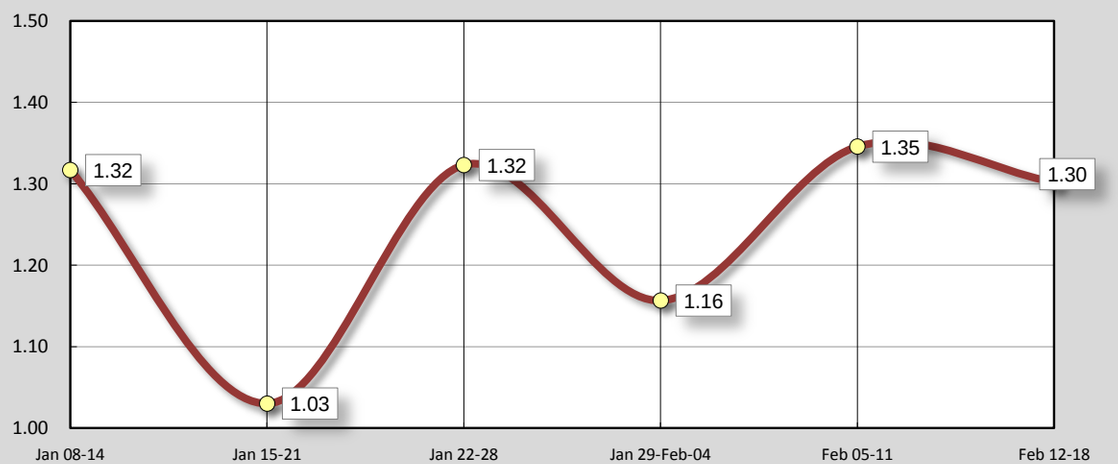
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,110	1,350	4,990	**Large Eggs on**
Specialty	4,760	3,400	5,130	**Feb-08-2010**
Total (includes MD)	6,070	4,780	10,430	470.4
Special Rate 4/:	2.7%	1.3%	6.4%	up 4%

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

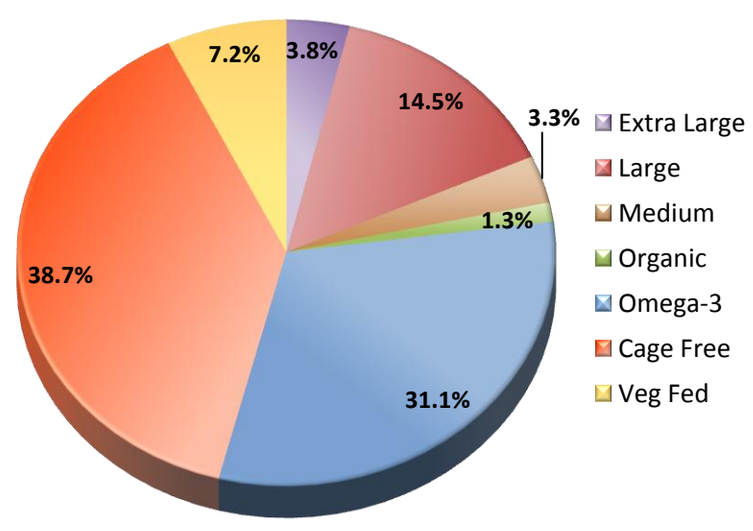
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs continues to decline as retailers focus their attention on Valentine's Day-related items and on specialty eggs. Severe winter weather impacted normal consumer shopping patterns on the East Coast this week. Delivery persons as well as consumers experienced difficulties getting to stores as many roads closed due to hazardous conditions. The weighted average price of Grade A or better, Large white eggs to consumers declined slightly. Promotions for Medium egg are more common this week and the occurrence of "no price" specials increased. Feature activity on specialty shell eggs dominated the shell egg sector this week led by active featuring of cage-free and Omega-3 white eggs. Overall featuring of egg products is up this week with average ad pricing about unchanged.

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/		26.1% of 4,000 sampled outlets						12.8% of 5,100 sampled outlets						11.7% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 1,280 (includes Medium)						Activity Index = 900 (includes Medium)						Activity Index = 930 (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										0.99	30	0.99						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.49	10	1.49							1.25 - 1.50	90	1.29				0.88 - 1.59	180	1.28
	White 18 pack				1.50 - 2.29	60	1.69												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.00	20	1.00		White 12 pack White 30 pack		0.98 - 1.19	60	1.02		White 12 pack White 30 pack		1.00	30	1.00
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.98 - 4.58	40	4.42												
	OMEGA-3																		
	White 12 pack	2.50	10	2.50	1.49 - 2.50	890	1.85	2.50	30	2.50	2.00 - 2.29	150	2.07				2.19 - 2.79	400	2.62
	Brown 12 pack				3.99	30	3.99												
	CAGE-FREE																		
	White 12 pack										2.99	220	2.99						
	Brown 12 pack				1.99 - 3.79	220	2.55				2.50 - 2.99	320	2.93				2.19 - 2.99	320	2.67
	VEGETARIAN FED																		
	White 12 pack				1.99	150	1.99				2.50	40	2.50				2.19 - 2.99	20	2.44
	Brown 12 pack										2.29	40	2.29				2.50	190	2.50

		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/		25.7% of 3,500 sampled outlets						35.1% of 2,400 sampled outlets						30.3% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,340 (includes Medium)						Activity Index = 750 (includes Medium)						Activity Index = 430 (includes Medium)					
USDA GRADE AA	White 12 pack	1.50	40	1.50	1.25	80	1.25	1.19 - 1.50	30	1.35	1.00 - 1.50	70	1.20	1.50	120	1.50	1.00 - 1.25	50	1.07
	White 18 pack				1.88	20	1.88	2.50	30	2.50	2.99	30	2.99						
	Brown 12 pack																		
	MEDIUM		White 12 pack		1.00	60	1.00		White 12 pack		0.99	10	0.99		White 12 pack				
USDA GRADE A	White 12 pack				1.25	100	1.25				1.25	10	1.25						
	White 18 pack				2.19 - 2.50	160	2.26												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99	20	0.99		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										2.99	30	2.99				3.79	10	3.79
	OMEGA-3																		
	White 12 pack				1.66 - 2.50	190	2.33	3.00	10	3.00							2.19 - 2.99	40	2.85
	Brown 12 pack										3.99	130	3.99				2.19	10	2.19
	CAGE-FREE																		
	White 12 pack				2.50 - 2.59	330	2.56				2.99	10	2.99				2.49 - 2.99	120	2.68
	Brown 12 pack				2.50 - 2.89	340	2.57				2.99 - 3.99	390	3.65				2.49 - 2.99	80	2.55
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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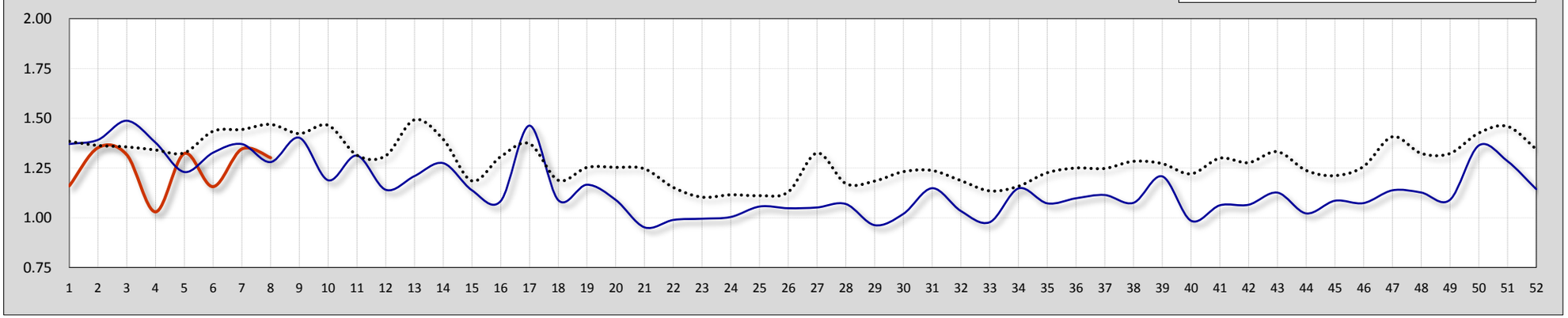
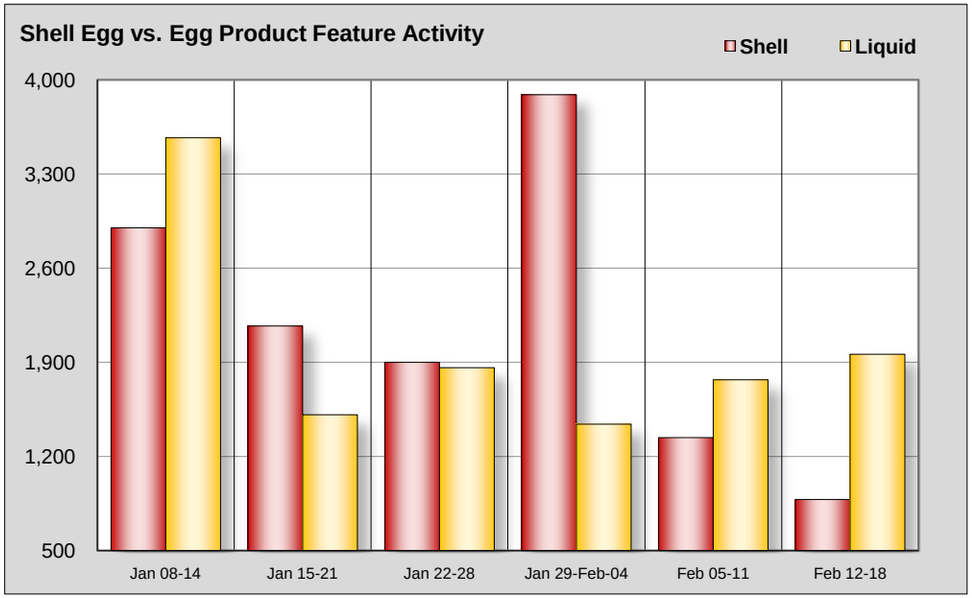
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	9.5%		10.0%		23.4%		18.0% of 4,000 sampled			9.0% of 5,100 sampled			7.8% of 3,200 sampled			10.5% of 3,500 sampled			0.9% of 2,400 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,960		1,770		4,140		Activity Index = 840			Activity Index = 480			Activity Index = 250			Activity Index = 340			Activity Index = 50			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	1,330	2.43	1,120	2.50	3,750	2.36	1.99 - 2.99	560	2.65	2.29 - 2.50	260	2.32	1.69 - 2.50	250	2.01	2.19 - 2.89	240	2.45	2.79 - 2.99	20	2.87			
32 oz. crtn	490	3.42	360	3.22	310	5.39	3.99 - 4.99	140	4.29	3.48 - 4.49	220	3.57				1.69	100	1.69	3.99	30	3.99			
3 - 4 oz. cup	140	2.54	290	2.50	80	2.74	1.99 - 2.99	140	2.54															
2 - 8 oz. cup																								

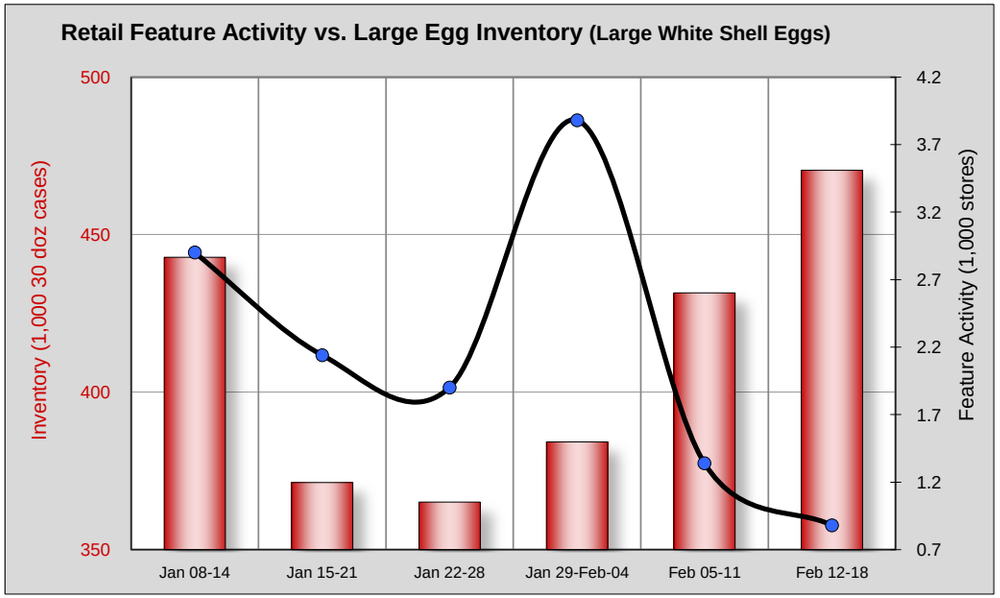
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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.

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: http://www.ams.usda.gov/pymarketnews.htm