USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Apr 02, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/02 thru 04/08.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	47.1% of 19,200 stores				50.4% of 19,200 stores				45.5% 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	80	1.46	1,670	1.11	10	2.00	1,480	1.01			610	1.10
	White 18 pack			170	2.12	10	1.88	480	2.43	30	2.00	250	2.00
	Brown 12 pack							10	2.00				
	USDA GRADE A												
	White 12 pack	290	1.51	2,400	1.07	10	1.79	810	1.06	140	1.08	1,880	1.07
	White 18 pack	10	1.88	810	2.30			410	1.74	10	1.50	1,210	1.84
	Brown 12 pack											220	1.05
SPECIALTY	**USDA ORGANIC**												
	White 12 pack			70	3.99								
	Brown 12 pack			100	3.80			880	3.75	20	2.99	1,080	3.91
	OMEGA-3												
	White 12 pack	10	1.49	790	2.32	380	2.69	1,170	2.44	150	2.59	1,810	2.67
	Brown 12 pack							170	2.50			240	3.32
	CAGE-FREE												
	White 12 pack	40	2.59	140	1.92			520	2.80			20	2.50
	Brown 12 pack	60	2.50	1,420	2.79	240	2.42	2,600	2.80			730	2.78
	VEGETARIAN FED												
	White 12 pack			40	2.09			220	1.99			70	2.41
	Brown 12 pack			730	2.71	120	2.50	730	2.85	120	2.79	340	2.90

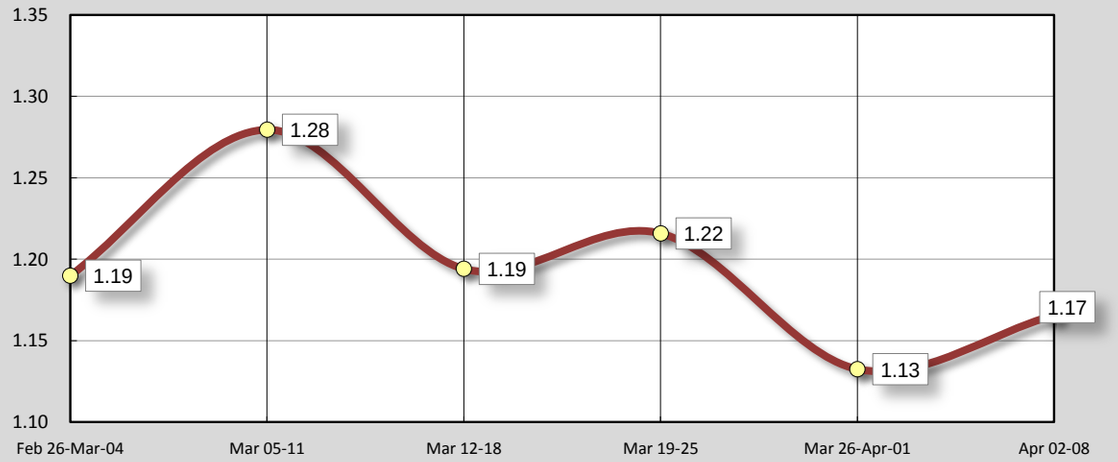
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,430	3,220	4,350	**Large Eggs on**
Specialty	3,400	7,030	4,580	**Mar-29-2010**
Total (includes MD)	9,220	10,290	9,180	550.0
Special Rate 4/:	17.6%	12.6%	16.1%	down 20%

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

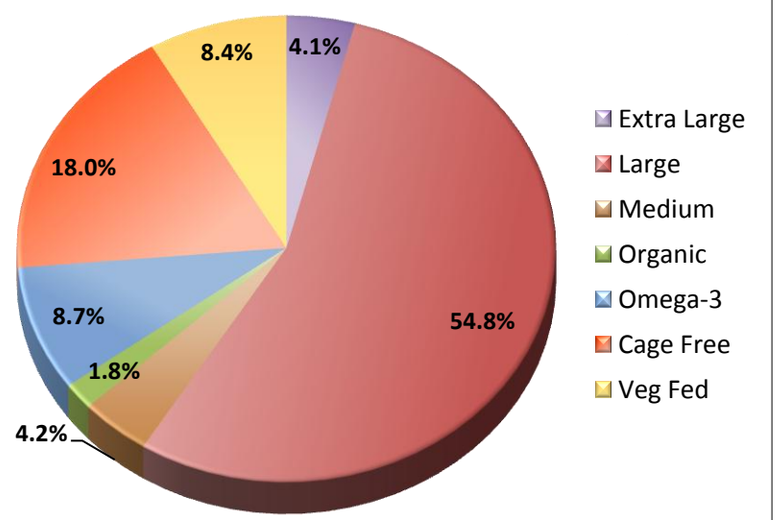
SHELL EGG and EGG PRODUCTS FEATURING

Even though the overall percentage of sample outlets featuring shell eggs declined, regular shell egg ads are higher in number as retailers heavily promote Easter holiday related items. The weighted average advertised price for Grade A or better, Large white eggs to consumers is higher, despite a substantial increase in the number of stores featuring Grade A eggs. The occurrence of no price promotions is again up sharply as many retailer are now offering "Buy 1, Get 1 Free" along with "cents off with a coupon" or "free eggs with additional purchases" as an incentive to attract shoppers into their businesses. Medium and Extra Large egg ads are showing up more this cycle. Specialty shell egg promotions declined in number this week. In the egg products sector, liquid egg promotions increased slightly.

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/		38.5% of 4,000 sampled outlets						43.0% of 5,100 sampled outlets						66.8% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 2,130 (includes Medium)						Activity Index = 1,190 (includes Medium)						Activity Index = 2,900 (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				0.99 - 1.33	160	1.28
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.79	10	1.79	0.99 - 1.33	190	1.05	2.00	110	2.00	0.99 - 1.25	160	1.12	1.00 - 1.50	120	1.03	0.69 - 1.59	1,620	1.05
	White 18 pack				1.80 - 3.49	580	2.40							1.88	10	1.88	1.78	10	1.78
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.99	70	0.99		White 12 pack		0.99 - 1.66	120	1.18		White 12 pack		0.89 - 1.25	60	1.14
			White 30 pack						White 30 pack		2.98	30	2.98		White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.99	70	3.99												
	Brown 12 pack				3.88 - 3.99	50	3.94										2.99 - 3.98	40	3.82
	OMEGA-3																		
	White 12 pack				1.66 - 3.79	160	2.36				2.49	220	2.49				1.79 - 2.50	360	2.27
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	2.59	40	2.59															
	Brown 12 pack	2.50	60	2.50	2.50 - 3.49	410	3.16				2.99	470	2.99				1.99 - 2.50	330	2.28
	VEGETARIAN FED																		
	White 12 pack										2.00 - 2.50	40	2.09						
	Brown 12 pack				2.69 - 2.99	490	2.86				2.50	10	2.50				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/		49.1% of 3,500 sampled outlets						43.1% of 2,400 sampled outlets						41.8% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,310 (includes Medium)						Activity Index = 1,000 (includes Medium)						Activity Index = 690 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.50	400	1.25	1.20 - 1.80	80	1.46	0.59 - 1.50	850	1.00				0.69 - 1.50	230	1.13
	White 18 pack				2.29	30	2.29				1.99 - 3.00	20	2.59				2.00	120	2.00
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.99	20	0.99		White 12 pack		0.99	30	0.99		White 12 pack		0.98	40	0.98
USDA GRADE A	White 12 pack	1.50	50	1.50	0.79 - 1.58	420	1.12				0.99	10	0.99						
	White 18 pack				1.50 - 2.49	220	2.05												
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.99	10	0.99		White 12 pack						White 12 pack				
			White 30 pack		2.98	10	2.98		White 30 pack						White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.00	10	3.00						
	OMEGA-3																		
	White 12 pack	1.49	10	1.49	1.49 - 2.23	50	1.79												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.33 - 2.00	140	1.92
	Brown 12 pack				2.99	50	2.99										2.00 - 2.79	160	2.21
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.99	40	1.99												

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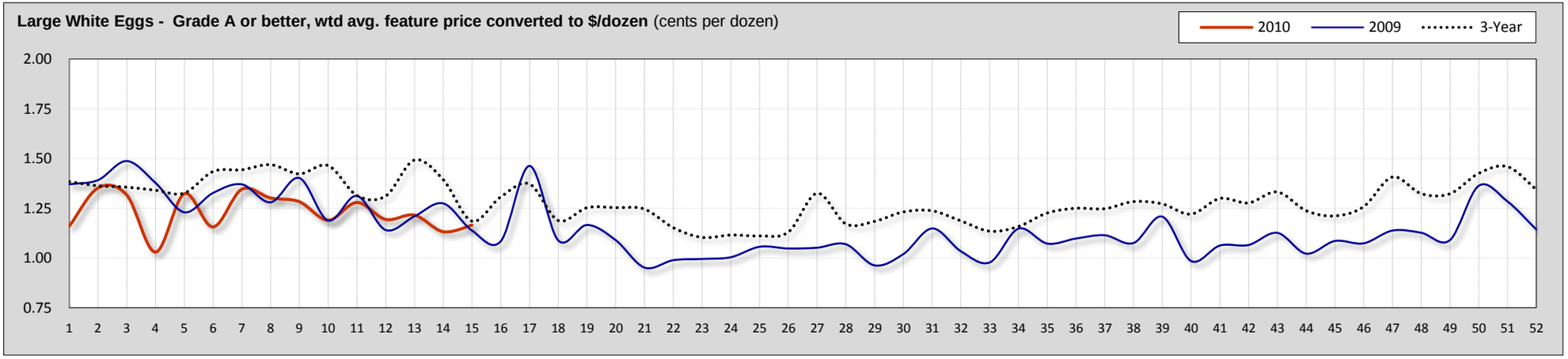
Fri. Apr 02, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/02 thru 04/08.

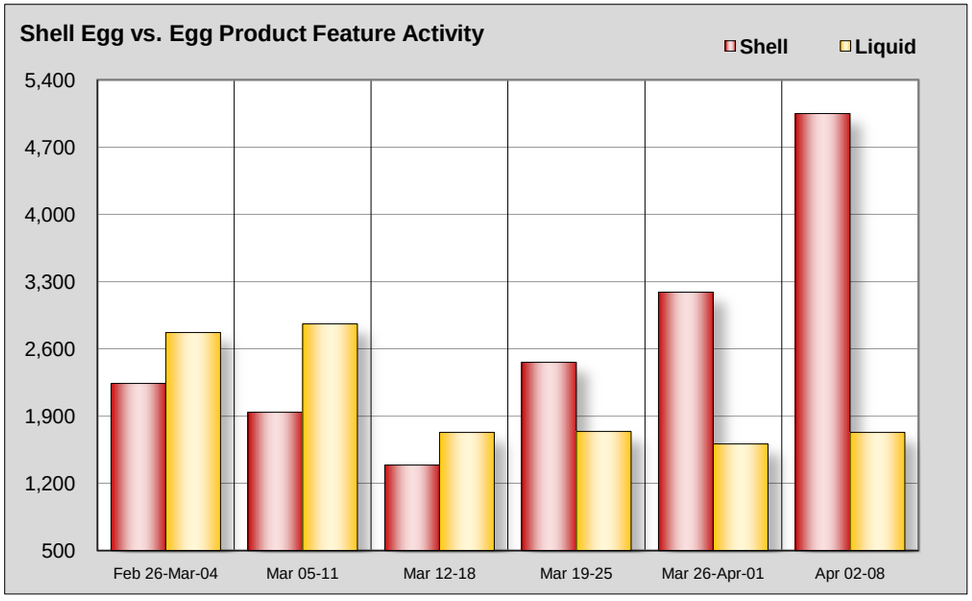
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.2%		8.5%		8.6%		28.5% of 4,000 sampled			0.4% of 5,100 sampled			11.9% of 3,200 sampled			1.2% of 3,500 sampled			0.0% of 2,400 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,730		1,610		1,790		Activity Index = 1,270			Activity Index = 20			Activity Index = 410			Activity Index = 30			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	1,210	2.42	1,040	2.41	1,430	2.52	1.99 - 2.99	780	2.54	2.99	20	2.99	1.79 - 2.50	380	2.19	1.99	30	1.99						
32 oz. crtn	390	4.42	270	4.38	340	4.28	3.69 - 4.99	390	4.42															
3 - 4 oz. cup	130	2.43	200	2.48	20	1.99	2.50	100	2.50				1.79 - 2.50	30	2.19									
2 - 8 oz. cup			100	2.50																				

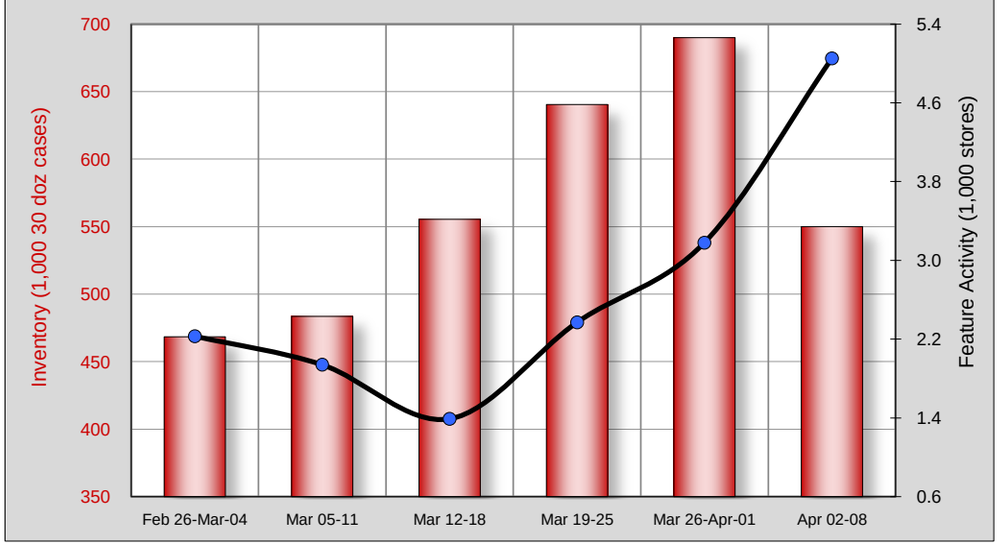
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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