USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Apr 23, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/23 thru 04/29.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	24.5% of 19,200 stores				35.9% of 19,200 stores				30.0% 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	60	1.69	690	1.21	40	1.33	250	0.94			30	1.27
	White 18 pack							1,420	1.86	30	1.48	160	2.08
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	0.87	1,810	1.20	260	1.02	1,270	1.11			1,390	0.98
	White 18 pack			620	1.68			520	1.70			340	2.07
	Brown 12 pack											10	1.98
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			520	3.73			2,660	3.90	10	2.98	1,680	3.75
	OMEGA-3												
	White 12 pack			1,120	2.47	20	2.49	1,920	2.37	140	2.83	640	2.69
	Brown 12 pack			10	3.49			10	3.99			500	2.34
	CAGE-FREE												
	White 12 pack	110	2.49	200	2.74			30	2.79			600	3.33
	Brown 12 pack			460	2.84			1,850	3.00	120	2.79	2,380	3.07
	VEGETARIAN FED												
	White 12 pack					120	2.50	390	2.50			10	2.00
	Brown 12 pack			360	2.53			360	2.21	200	2.79	550	2.95

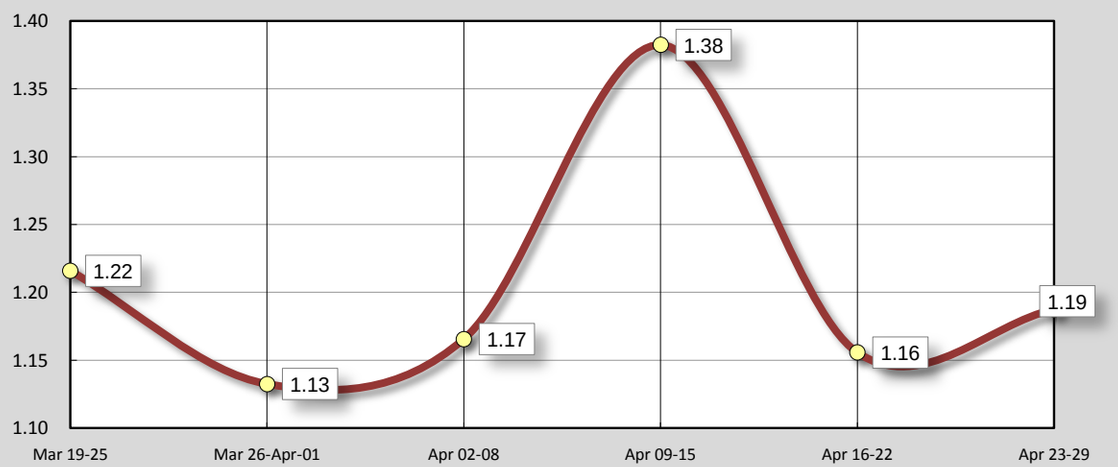
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,250	3,760	1,960	**Large Eggs on**
Specialty	2,780	7,360	6,830	**Apr-19-2010**
Total (includes MD)	6,360	11,230	8,960	487.0
Special Rate 4/:	0.9%	6.4%	0.4%	down 5%

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

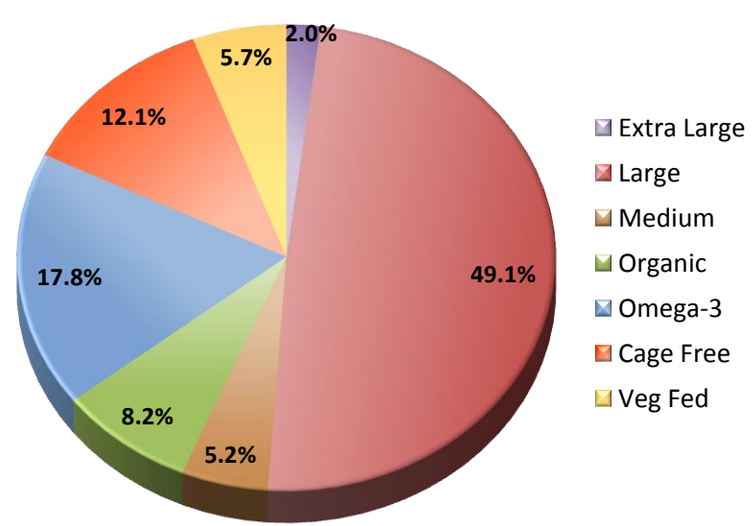
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are fewer in number this week. Grade AA Large 18 pack eggs commanded a great deal of ad space last week, however this week they are virtually nonexistent. USDA Grade A Large 12 pack egg ads increased and the weighted average price to consumers is also higher. The occurrence of "no price specials" dropped. Specialty shell egg promotions are sharply lower due primarily to a decline in featuring of USDA Organic brown and Cage-free brown eggs this cycle. Omega-3 white egg promotions are also not as visible as last week. Vegetarian fed brown egg ads remain constant. In the egg products sector, liquid egg promotions are higher in number, with most retailers largely featuring 14-16 ounce cartons.

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/		55.2% of 4,000 sampled outlets						15.2% of 5,100 sampled outlets						13.5% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 3,440 (includes Medium)						Activity Index = 990 (includes Medium)						Activity Index = 410 (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	70	0.99				0.99 - 1.00	70	1.00						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.59 - 1.00	30	0.70	0.59 - 1.80	860	1.34				0.79 - 2.00	300	1.33	0.99 - 1.00	40	1.00	0.79 - 1.00	250	0.91
	White 18 pack				1.49 - 1.99	490	1.65				1.88	70	1.88						
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.69 - 0.99	210	0.77		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.98	450	3.79				2.89 - 3.79	40	3.22				3.49	20	3.49
	OMEGA-3																		
	White 12 pack				1.50 - 3.69	870	2.46				2.02 - 3.69	250	2.49						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	2.49	110	2.49	2.49	30	2.49												
	Brown 12 pack				2.00 - 3.49	220	2.94										2.39	100	2.39
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	100	2.99				1.50 - 2.49	260	2.35						

		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/		24.4% of 3,500 sampled outlets						13.6% of 2,400 sampled outlets						10.1% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,000 (includes Medium)						Activity Index = 350 (includes Medium)						Activity Index = 170 (includes Medium)					
USDA GRADE AA	White 12 pack	1.69	40	1.69	1.25 - 1.39	240	1.32	1.69	20	1.69	0.99 - 1.50	200	1.26				0.99 - 1.49	110	1.18
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.33 - 0.49	20	0.41		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.97 - 1.00	400	0.99												
	White 18 pack				1.88	40	1.88				1.50	20	1.50						
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.79 - 1.11	100	0.89		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.69	10	3.69						
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack										3.49	10	3.49						
	CAGE-FREE																		
	White 12 pack				2.99	80	2.99				2.99 - 3.00	50	2.99				1.49 - 2.99	40	2.12
	Brown 12 pack				2.99	80	2.99				2.99	40	2.99				2.99	20	2.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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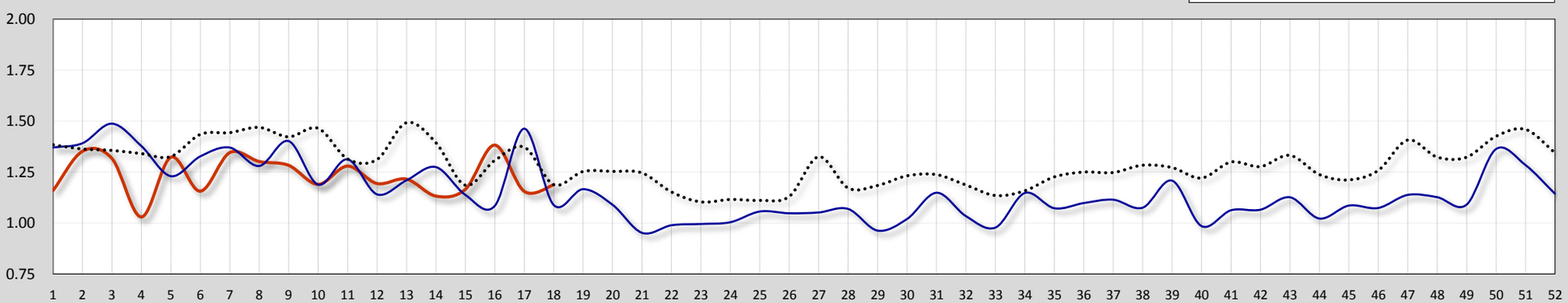
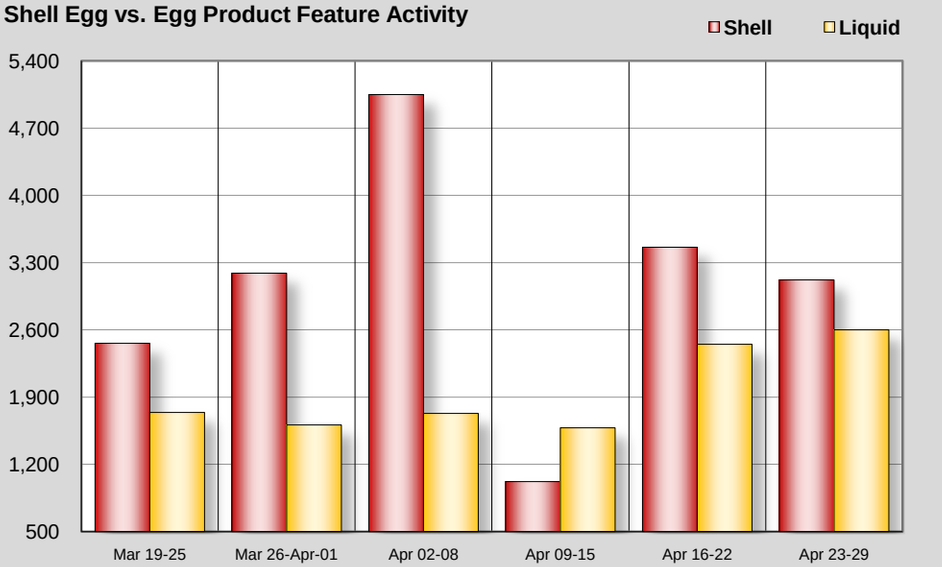
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	15.3%		10.7%		10.8%		14.6% of 4,000 sampled			22.5% of 5,100 sampled			9.8% of 3,200 sampled			10.7% of 3,500 sampled			12.0% of 2,400 sampled			22.2% of 1,000 sampled		
2/ Activity Index	2,600		2,450		2,140		Activity Index = 370			Activity Index = 1,140			Activity Index = 310			Activity Index = 260			Activity Index = 290			Activity Index = 230		
	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	2,450	2.28	1,470	2.28	1,780	2.30	1.99 - 2.99	320	2.55	1.99 - 2.50	1,140	2.03	1.99 - 2.79	310	2.63	1.99 - 2.79	160	2.17	1.99 - 2.50	290	2.48	2.50	230	2.50
32 oz. crtn	150	5.20	790	4.68	340	4.99	4.99 - 5.99	50	5.63							4.99	100	4.99						
3 - 4 oz. cup			190	2.61	10	1.99																		
2 - 8 oz. cup					10	2.50																		

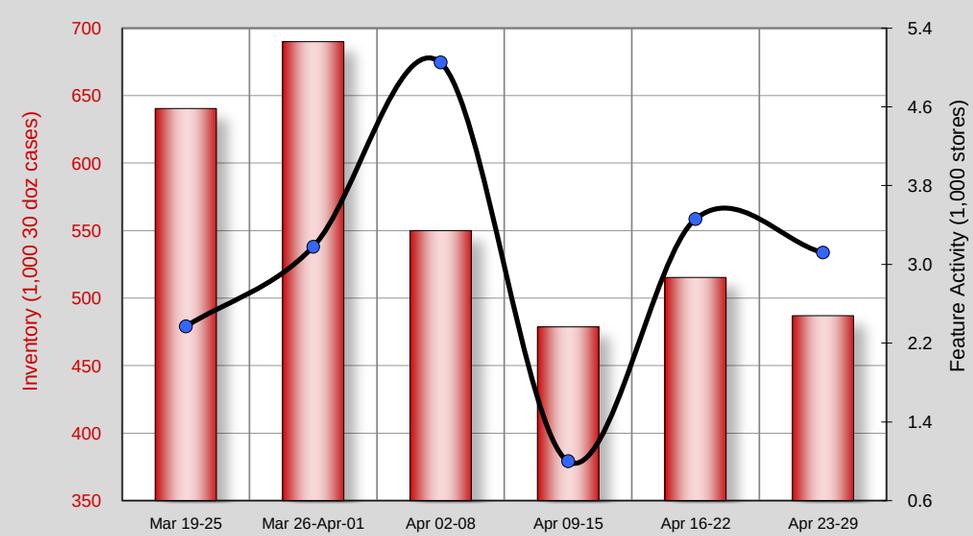
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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**