# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

**Fri. May 21, 2010**

**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/21 thru 05/27.**

(prices in dollars per carton)

## SHELL EGG NATIONAL SUMMARY

| | | THIS WEEK | | | | PREVIOUS WEEK | | | | PREVIOUS YEAR | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Feature Rate | 33.0% of 19,200 stores | | | | 27.0% of 19,200 stores | | | | 34.6% 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 | 230 | 1.27 | 660 | 0.81 | 10 | 0.99 | 260 | 0.95 | 10 | 1.29 | 610 | 1.02 |
| | White 18 pack | | | 180 | 1.99 | | | 290 | 1.85 | | | 480 | 1.96 |
| | Brown 12 pack | | | 30 | 1.69 | | | | | | | | |
| | **USDA GRADE A** | | | | | | | | | | | | |
| | White 12 pack | | | 1,520 | 0.95 | | | 1,950 | 0.96 | 240 | 1.02 | 2,770 | 0.96 |
| | White 18 pack | | | 400 | 1.09 | 40 | 1.12 | 300 | 1.36 | | | 530 | 1.28 |
| | Brown 12 pack | | | | | | | | | | | | |
| SPECIALTY | **USDA ORGANIC** | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | |
| | Brown 12 pack | | | 580 | 4.11 | 100 | 4.19 | 250 | 3.84 | | | 220 | 4.30 |
| | **OMEGA-3** | | | | | | | | | | | | |
| | White 12 pack | 270 | 1.75 | 1,370 | 2.07 | 50 | 2.99 | 1,130 | 2.31 | 30 | 2.16 | 1,250 | 2.55 |
| | Brown 12 pack | | | 20 | 4.49 | | | 380 | 3.25 | | | 130 | 3.49 |
| | **CAGE-FREE** | | | | | | | | | | | | |
| | White 12 pack | | | 490 | 2.65 | | | 100 | 2.55 | | | 330 | 2.71 |
| | Brown 12 pack | 30 | 2.50 | 1,100 | 3.40 | | | 450 | 3.64 | | | 780 | 2.83 |
| | **VEGETARIAN FED** | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | 230 | 2.99 |
| | Brown 12 pack | 10 | 2.00 | 290 | 2.59 | 140 | 2.50 | 440 | 2.50 | | | 30 | 2.50 |

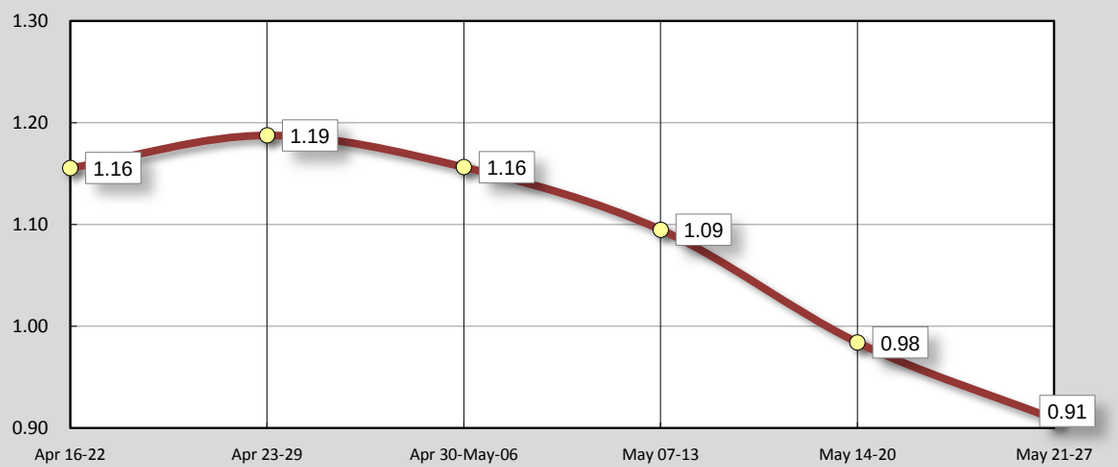
| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---|---|---|---|---|
| **Regular** | 3,020 | 2,850 | 4,640 | **Large Eggs on** |
| **Specialty** | 4,160 | 3,040 | 3,000 | **May-17-2010** |
| **Total** (includes MD) | 7,270 | 6,020 | 7,640 | 439.2 |
| **Special Rate 4/:** | 2.2% | 4.2% | 4.1% | down 6% |

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

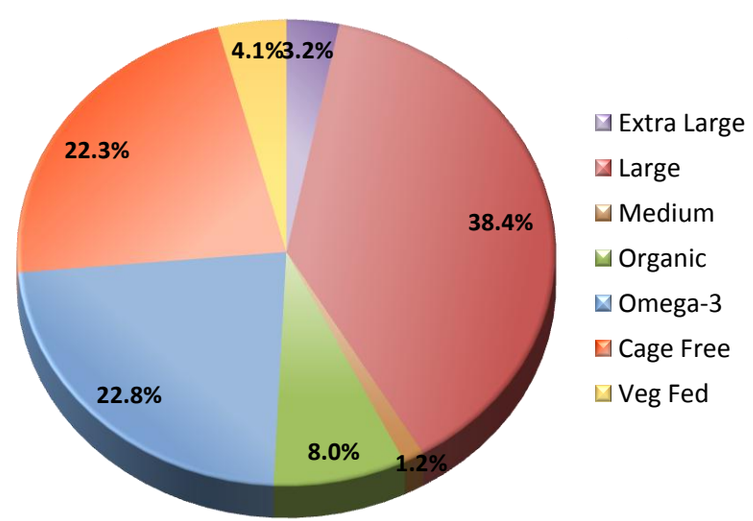
## SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg promotional activity is higher than last week even though Memorial Day items are commanding a large portion of ad space. The weighted average price of USDA Grade A or better, Large white eggs is less than a week ago. The incidence of "no price" specials decreased in number, however retailers continue offering buy one get one or a reduction in egg prices with a coupon as shopping incentives to consumers. Specialty shell egg feature activity is also higher this ad cycle. Cage-free brown egg ads are showing up more, but Omega-3 white eggs remain in the top position. In the egg products sector, liquid egg promotions increased in number with most activity focused on 14-16 ounce carton eggs.

**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/ | | 45.4% of 4,000 sampled outlets | | | | | | 23.6% of 5,100 sampled outlets | | | | | | 31.4% of 3,200 sampled outlets | | | | | |
| Activity Index 2/ | | Activity Index = 2,640 (includes Medium) | | | | | | Activity Index = 1,310 (includes Medium) | | | | | | Activity Index = 970 (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 | | | | 1.29 | 10 | 1.29 | | | | 0.88 | 20 | 0.88 | 0.89 | 10 | 0.89 | 0.79 - 0.88 | 30 | 0.83 |
| | White 18 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | 1.69 | 30 | 1.69 |
| | MEDIUM | | White 12 pack | | | | | | White 12 pack | | | | | | White 12 pack | | | | |
| USDA GRADE A | White 12 pack | | | | 0.69 - 1.59 | 510 | 0.86 | | | | 0.69 - 2.00 | 420 | 1.20 | | | | 0.48 - 1.19 | 450 | 0.84 |
| | White 18 pack | | | | 1.49 | 10 | 1.49 | | | | 1.44 | 120 | 1.44 | | | | 1.44 | 10 | 1.44 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | White 12 pack<br>White 30 pack | | 0.69 | 30 | 0.69 | | White 12 pack<br>White 30 pack | | | | | | White 12 pack<br>White 30 pack | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 2.99 - 4.49 | 330 | 4.29 | | | | | | | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | 1.66 - 2.99 | 270 | 1.75 | 1.66 - 2.50 | 650 | 1.89 | | | | 1.99 - 2.50 | 390 | 2.39 | | | | 2.00 - 2.50 | 230 | 2.04 |
| | Brown 12 pack | | | | 4.49 | 20 | 4.49 | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.49 - 2.69 | 70 | 2.58 | | | | 2.50 | 70 | 2.50 | | | | 2.50 | 210 | 2.50 |
| | Brown 12 pack | 2.50 | 30 | 2.50 | 2.50 - 3.49 | 630 | 3.27 | | | | 3.29 | 70 | 3.29 | | | | | | |
| | VEGETARIAN FED | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | 2.00 | 10 | 2.00 | 2.00 - 2.99 | 70 | 2.91 | | | | 2.49 | 220 | 2.49 | | | | | | |

| | | 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/ | | 35.4% of 3,500 sampled outlets | | | | | | 33.6% of 2,400 sampled outlets | | | | | | 26.7% of 1,000 sampled outlets | | | | | |
| Activity Index 2/ | | Activity Index = 1,210 (includes Medium) | | | | | | Activity Index = 840 (includes Medium) | | | | | | Activity Index = 300 (includes Medium) | | | | | |
| USDA GRADE AA | White 12 pack | | | | 0.59 - 0.99 | 450 | 0.77 | 0.89 - 1.79 | 100 | 1.34 | 0.88 - 0.97 | 40 | 0.89 | 1.25 | 120 | 1.25 | 0.49 - 0.99 | 110 | 0.86 |
| | White 18 pack | | | | | | | | | | 1.99 - 2.00 | 150 | 1.99 | | | | 1.99 | 30 | 1.99 |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | White 12 pack | | 0.59 | 60 | 0.59 | | White 12 pack | | | | | | White 12 pack | | | | |
| USDA GRADE A | White 12 pack | | | | 0.58 - 1.19 | 140 | 0.92 | | | | | | | | | | | | |
| | White 18 pack | | | | 0.88 - 0.99 | 260 | 0.90 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | MEDIUM | | White 12 pack<br>White 30 pack | | | | | | White 12 pack<br>White 30 pack | | | | | | White 12 pack<br>White 30 pack | | | | |
| SPECIALTY | USDA ORGANIC | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | 3.49 | 40 | 3.49 | | | | 3.49 - 3.99 | 210 | 3.95 | | | | | | |
| | OMEGA-3 | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 1.79 - 2.29 | 100 | 2.01 | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |
| | CAGE-FREE | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | 2.99 | 80 | 2.99 | | | | 2.99 | 40 | 2.99 | | | | 2.99 | 20 | 2.99 |
| | Brown 12 pack | | | | 2.99 | 80 | 2.99 | | | | 2.99 - 3.99 | 300 | 3.86 | | | | 2.99 | 20 | 2.99 |
| | VEGETARIAN FED | | | | | | | | | | | | | | | | | | |
| | White 12 pack | | | | | | | | | | | | | | | | | | |
| | Brown 12 pack | | | | | | | | | | | | | | | | | | |

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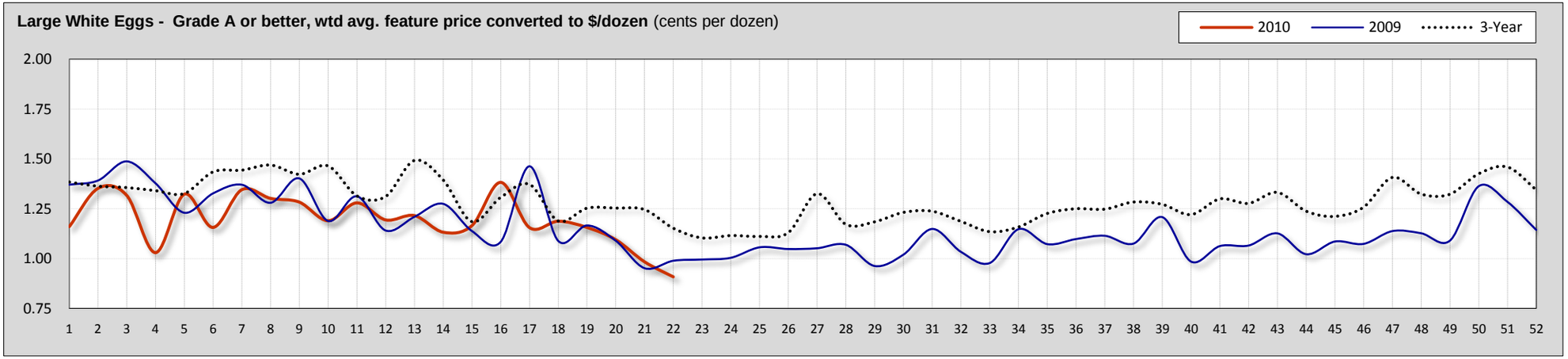
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/21 thru 05/27.**

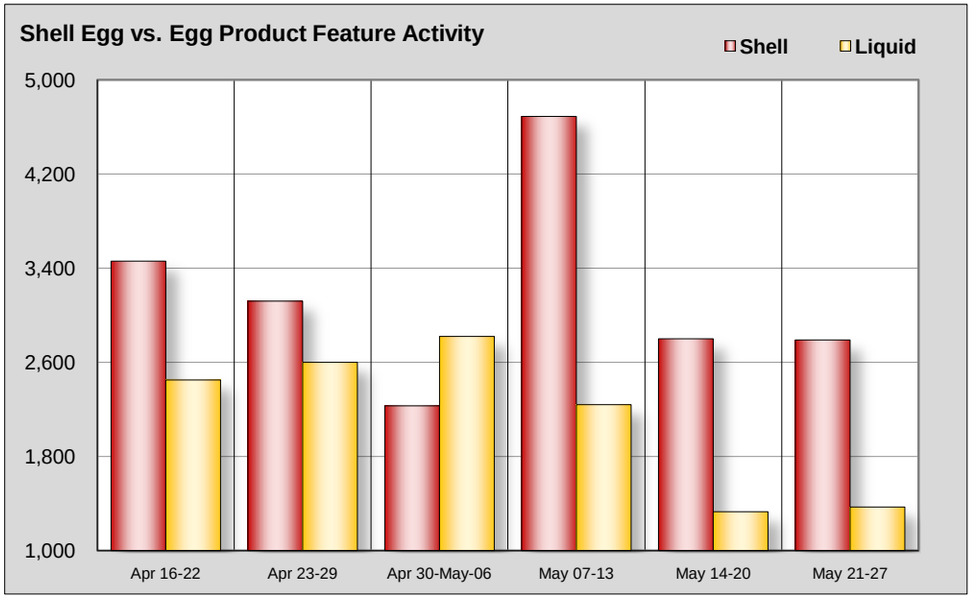
(prices in dollars per carton)

| EGG PRODUCTS | THIS WEEK | | LAST WEEK | | LAST YEAR | | NORTHEAST | | | SOUTHEAST | | | MIDWEST | | | SOUTH CENTRAL | | | SOUTHWEST | | | NORTHWEST | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1/ Feature Rate | 6.6% | | 8.1% | | 12.7% | | 13.4% of 4,000 sampled | | | 5.5% of 5,100 sampled | | | 7.7% of 3,200 sampled | | | 1.4% of 3,500 sampled | | | 5.5% of 2,400 sampled | | | 3.3% of 1,000 sampled | | |
| 2/ Activity Index | 1,370 | | 1,330 | | 1,450 | | Activity Index = 550 | | | Activity Index = 260 | | | Activity Index = 250 | | | Activity Index = 60 | | | Activity Index = 130 | | | Activity Index = 120 | | |
| | 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 | 1,050 | 2.24 | 880 | 2.47 | 1,160 | 2.57 | 1.99 - 2.50 | 320 | 2.19 | 2.00 - 2.50 | 260 | 2.10 | 2.00 - 2.49 | 250 | 2.03 | 2.39 | 50 | 2.39 | 2.49 | 130 | 2.49 | 2.99 - 3.99 | 40 | 3.84 |
| 32 oz. crtn | 320 | 4.71 | 310 | 4.45 | 280 | 4.20 | 4.99 | 230 | 4.99 | | | | | | | 3.99 | 10 | 3.99 | | | | 3.99 | 80 | 3.99 |
| 3 - 4 oz. cup | | | 140 | 2.42 | 10 | 1.99 | | | | | | | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | | | | | | | | | | |

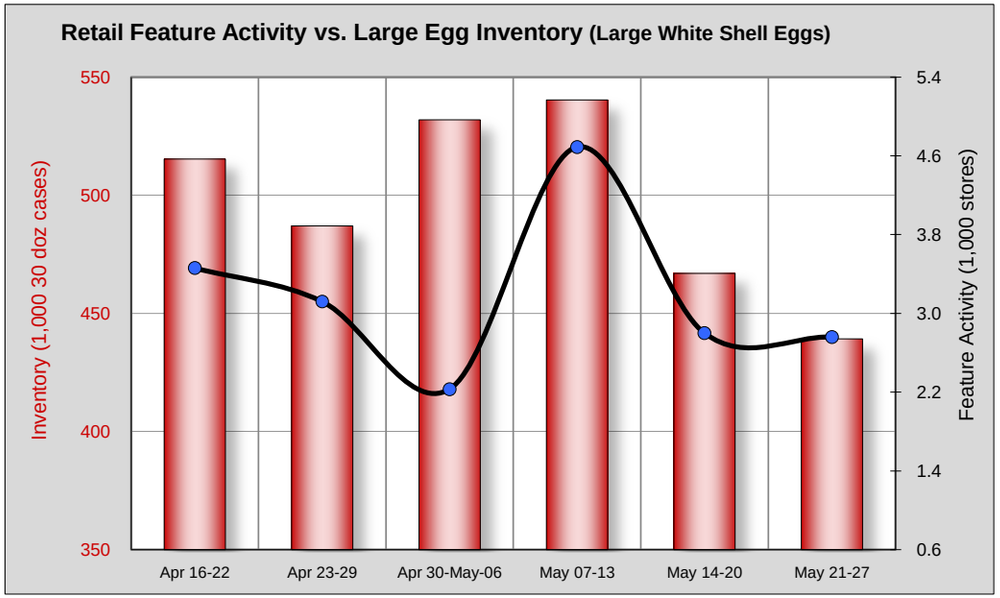
**Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen** (cents per dozen)




**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**