USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jun 04, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/04 thru 06/10.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	53.5% of 19,200 stores				21.9% of 19,200 stores				52.7% 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	40	1.19	900	1.01	150	1.63	540	0.95	390	1.15	450	1.26
	White 18 pack			520	1.49			1,160	1.46			560	1.87
	Brown 12 pack			200	2.59								
	USDA GRADE A												
	White 12 pack	130	1.01	1,270	1.09	30	1.25	560	0.94	310	1.27	2,590	0.92
	White 18 pack			550	1.27			270	1.49			710	1.43
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			270	3.40			160	3.79	70	3.99	710	3.57
	OMEGA-3												
	White 12 pack	30	2.57	2,970	2.30	380	2.34	880	2.40	130	2.99	2,880	2.31
	Brown 12 pack			460	3.37			150	3.69			370	3.25
	CAGE-FREE												
	White 12 pack			180	2.90			170	2.66			120	2.68
	Brown 12 pack	230	1.69	1,040	2.97	30	2.50	200	2.84			1,930	2.88
	VEGETARIAN FED												
	White 12 pack							10	2.19			30	2.39
	Brown 12 pack			1,080	2.42	30	2.50					1,520	2.21

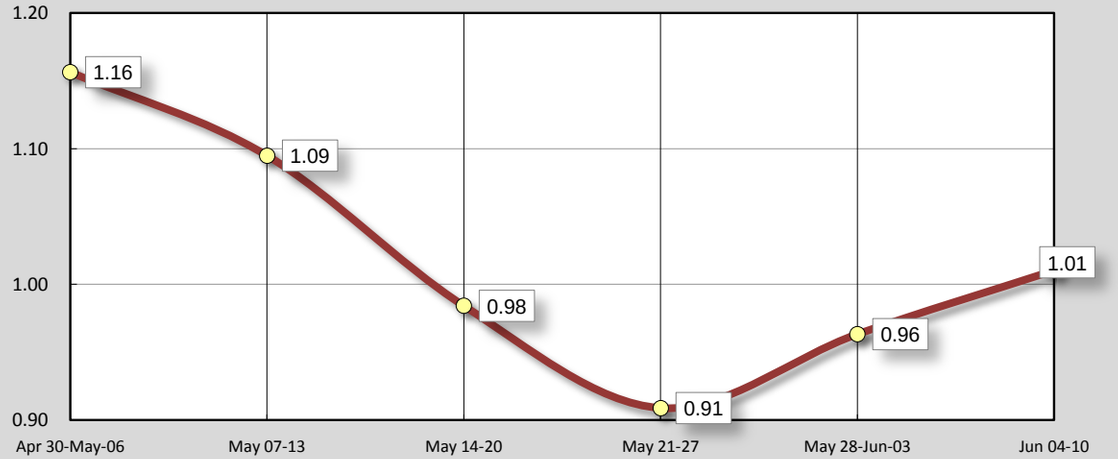
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,610	2,710	5,010	**Large Eggs on**
Specialty	6,260	2,010	7,760	**May-31-2010**
Total (includes MD)	10,240	4,760	12,870	439.8
Special Rate 4/:	13.2%	0.0%	9.7%	up 5%

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

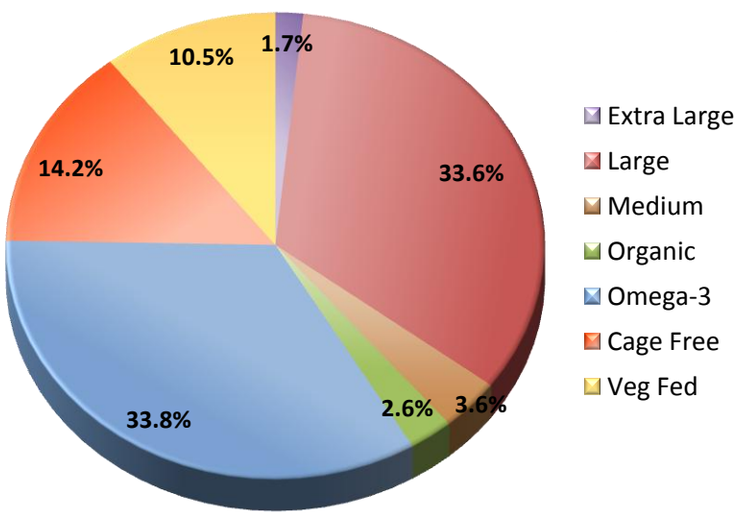
SHELL EGG and EGG PRODUCTS FEATURING

June is 'Dairy Month" and the overall promotional activity for eggs is up sharply from last week, but only slightly higher than last year, as over half of the outlets sampled are conducting features on some type of shell egg. The weighted average price of USDA Grade A or better, Large white eggs to consumers continues to trend upward and is again above one dollar. There is a substantial increase in the occurrence of no price specials as many retailers offer buy one - get one free, cents off coupons or combination promotions, such as free eggs with biscuit purchases as an incentive to shoppers. Medium egg ads are more visible than a week ago. Omega-3 white eggs are still the popular favorite, however, Vegetarian and cage-free brown eggs are also commanding a large percentage of ad space. In the egg products area, featuring is more active than in recent weeks. Many outlets, especially in the Northeast region, are heavily promoting 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/		52.9% of 4,000 sampled outlets						71.8% of 5,100 sampled outlets						39.5% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 2,710 (includes Medium)						Activity Index = 2,220 (includes Medium)						Activity Index = 1,320 (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	10	0.88
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.99 - 1.49	10	1.24	0.88 - 1.99	280	1.51				0.79 - 1.29	100	1.19	0.79 - 1.00	120	0.99	0.33 - 1.29	620	0.89
	White 18 pack				1.50	170	1.50				1.19	180	1.19				1.00 - 1.19	110	1.18
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack		0.59	10	0.59
			White 30 pack						White 30 pack		2.00	30	2.00		White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99 - 5.00	240	3.43										2.98 - 3.59	30	3.14
	OMEGA-3																		
	White 12 pack	2.00 - 2.79	30	2.57	1.69 - 2.99	980	2.28				1.79 - 2.00	1,080	1.99				1.33 - 2.00	110	1.91
	Brown 12 pack				2.79 - 4.99	40	3.99				2.49 - 3.99	210	3.81				2.99	30	2.99
	CAGE-FREE																		
	White 12 pack				2.59	40	2.59												
	Brown 12 pack	1.69	230	1.69	2.79 - 2.99	50	2.92				2.99	490	2.99				1.99 - 2.99	40	2.83
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.69 - 2.99	640	2.39				2.49 - 2.99	130	2.57				2.00 - 2.99	240	2.26

		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/		38.5% of 3,500 sampled outlets						57.6% of 2,400 sampled outlets						50.1% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,810 (includes Medium)						Activity Index = 1,440 (includes Medium)						Activity Index = 740 (includes Medium)					
USDA GRADE AA	White 12 pack				0.68 - 1.00	400	0.93	1.08 - 1.50	40	1.19	0.77 - 1.29	210	1.18				0.77 - 1.08	280	1.01
	White 18 pack				1.00	110	1.00				1.50 - 1.66	290	1.52				1.88	120	1.88
	Brown 12 pack										2.59	200	2.59						
	MEDIUM		White 12 pack						White 12 pack						White 12 pack		0.78	40	0.78
USDA GRADE A	White 12 pack				0.59 - 1.29	260	1.05				1.29	10	1.29						
	White 18 pack				0.99 - 1.50	90	1.07												
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.99 - 1.00	130	0.99		White 12 pack						White 12 pack				
			White 30 pack		2.00	10	2.00		White 30 pack		1.99	150	1.99		White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.49 - 2.99	230	2.91				2.49 - 2.99	420	2.82				2.50	150	2.50
	Brown 12 pack				2.50 - 2.99	90	2.91				3.99	10	3.99				2.50	80	2.50
	CAGE-FREE																		
	White 12 pack				2.99	80	2.99				2.99	40	2.99				2.99	20	2.99
	Brown 12 pack				2.50 - 2.99	340	2.79				2.99 - 3.99	70	3.36				2.99 - 3.79	50	3.57
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	70	2.99												

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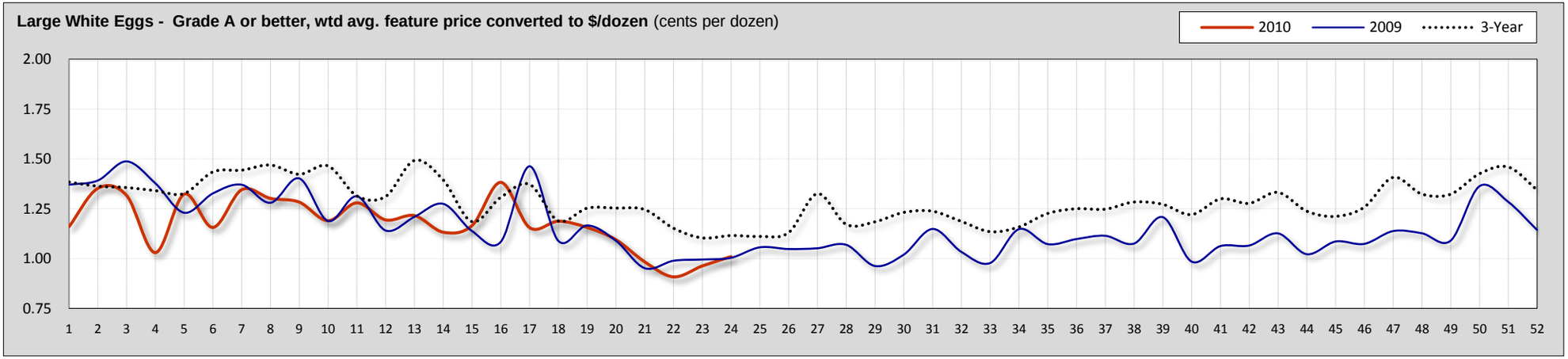
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/04 thru 06/10.

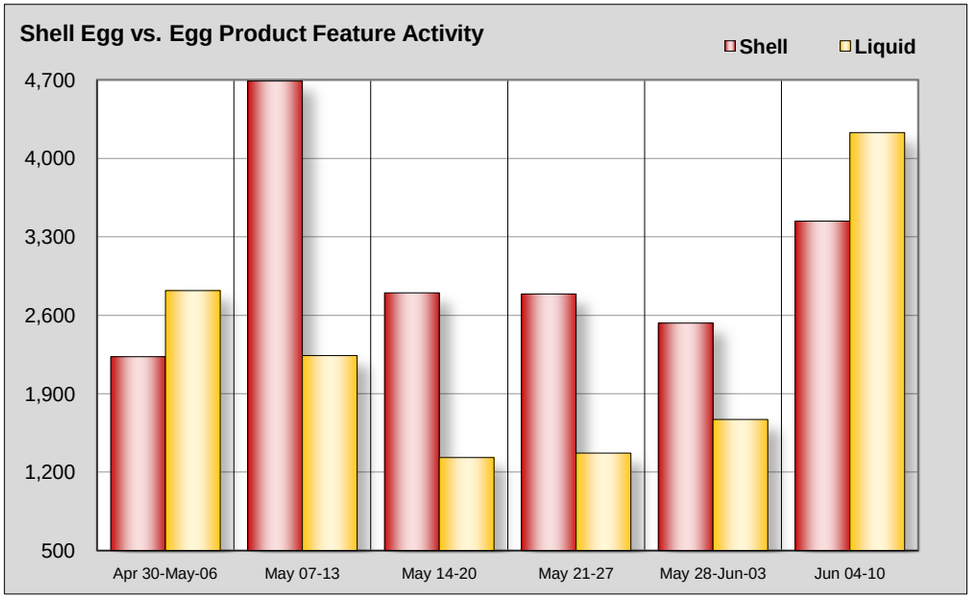
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	21.2%		8.0%		8.1%		54.3% of 4,000 sampled			19.8% of 5,100 sampled			13.2% of 3,200 sampled			8.4% of 3,500 sampled			5.5% of 2,400 sampled			4.1% of 1,000 sampled		
2/ Activity Index	4,230		1,670		1,680		Activity Index = 2,220			Activity Index = 1,110			Activity Index = 440			Activity Index = 290			Activity Index = 130			Activity Index = 40		
	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	3,110	2.22	1,270	2.48	1,430	2.42	1.99 - 3.00	1,360	2.44	1.50 - 2.50	880	2.01	1.68 - 2.50	410	2.13	1.68 - 2.29	290	2.10	1.99	130	1.99	2.50	40	2.50
32 oz. crtn	1,060	4.09	230	4.99	160	3.59	3.99 - 4.79	820	4.06	3.99 - 4.79	230	4.17	4.79	10	4.79									
3 - 4 oz. cup	50	2.79	170	2.93	90	2.48	2.99	40	2.99				1.99	10	1.99									
2 - 8 oz. cup	10	1.99											1.99	10	1.99									

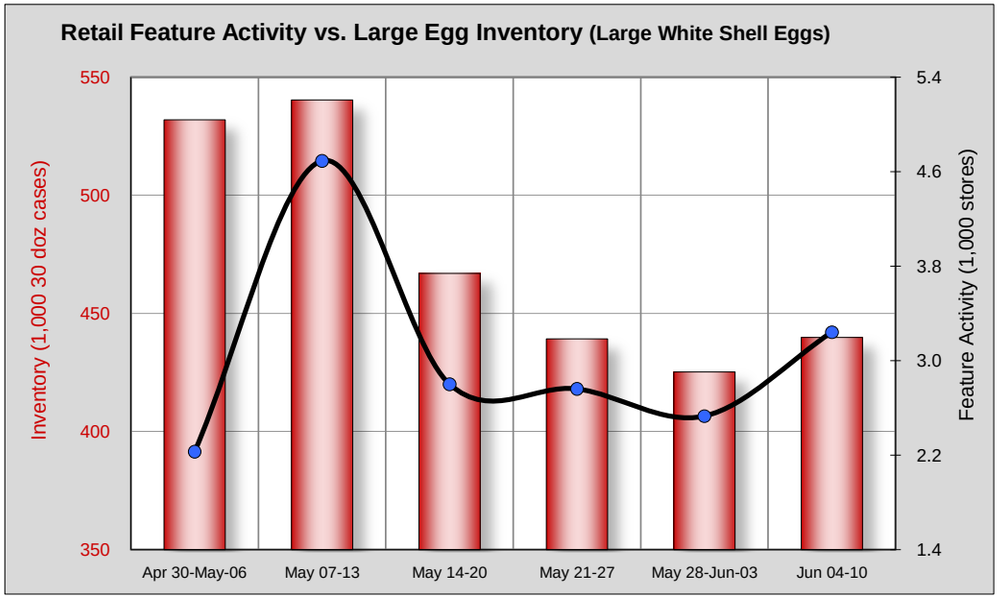
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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**