USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jun 11, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/11 thru 06/17.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

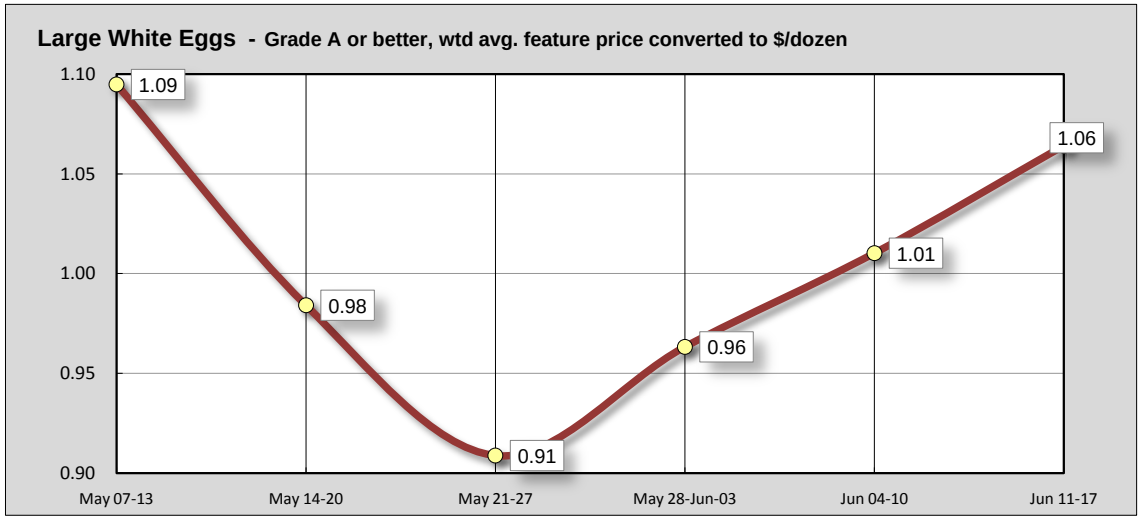
	Feature Rate	THIS WEEK 36.5% of 19,200 stores				PREVIOUS WEEK 53.5% of 19,200 stores				PREVIOUS YEAR 31.0% of 18,600 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	**USDA GRADE AA**												
	White 12 pack			730	1.20	40	1.19	900	1.01	60	1.20	850	1.12
	White 18 pack			1,290	1.49			520	1.49			260	2.27
	Brown 12 pack							200	2.59				
	USDA GRADE A												
	White 12 pack	20	0.94	1,260	1.07	130	1.01	1,270	1.09	120	0.93	1,960	0.98
	White 18 pack			280	1.49			550	1.27			220	1.50
	Brown 12 pack			10	2.50							200	1.29
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			1,650	3.75			270	3.40	70	3.99	870	4.08
	OMEGA-3												
	White 12 pack	320	2.12	2,060	2.57	30	2.57	2,970	2.30	180	2.63	1,260	2.41
	Brown 12 pack			70	2.19			460	3.37			210	2.59
	CAGE-FREE												
	White 12 pack							180	2.90			190	2.50
	Brown 12 pack			510	2.75	230	1.69	1,040	2.97	110	1.99	1,280	2.75
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			50	2.89			1,080	2.42			410	2.47

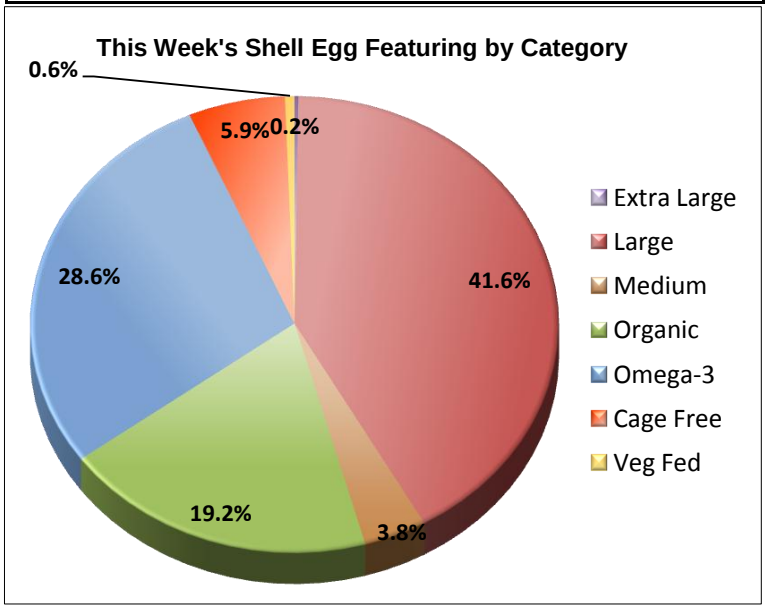
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,590	3,610	3,670	**Large Eggs on**
Specialty	4,660	6,260	4,580	**Jun-07-2010**
Total (includes MD)	8,580	10,240	8,460	458.5
Special Rate 4/:	1.2%	13.2%	2.5%	up 4%

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

SHELL EGG and EGG PRODUCTS FEATURING

Despite a sharp decline in the percentage of sampled outlets running egg ads, featuring of regular shell eggs is almost as active as last week. The weighted average price of USDA Grade A or better, Large white eggs to consumers is higher up again for the third week. There is a significant drop in the number of no price specials offered to shoppers. Grade A shell eggs are featured mostly in 12 packs, while promotions for their Grade AA counterparts are predominantly in 18 packs. Ads for Medium egg continue to increase in visibility. Overall featuring of specialty shell eggs is down this week with Omega-3 white and USDA Organic brown egg promotions dominating the category. In the egg products area, liquid egg promotions are more frequent in number to consumers and continue to be heavily featured in the Northeast region.





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/		49.0% of 4,000 sampled outlets						38.2% of 5,100 sampled outlets						20.7% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 2,720 (includes Medium)						Activity Index = 1,900 (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																		
	White 18 pack				1.39	10	1.39										1.29	10	1.29
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.99	150	1.94				0.75 - 0.99	630	0.98	0.89 - 0.98	20	0.94	0.69 - 1.00	190	0.94
	White 18 pack				1.49 - 1.50	230	1.50				1.49	50	1.49						
	Brown 12 pack				2.50	10	2.50												
	MEDIUM		White 12 pack White 30 pack		0.75 - 0.79	70	0.75		White 12 pack White 30 pack		0.69	120	0.69		White 12 pack White 30 pack		0.69	10	0.69
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.98 - 4.59	420	4.33				3.50	1,030	3.50				2.79	10	2.79
	OMEGA-3																		
	White 12 pack	2.50	120	2.50	1.88 - 3.99	1,370	2.64	1.50	30	1.50	1.50 - 1.89	40	1.64	1.59 - 2.00	160	1.98	1.50 - 2.79	370	2.33
	Brown 12 pack																2.19	10	2.19
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.39 - 3.49	300	2.87										2.50	190	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	40	2.99												

		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/		36.1% of 3,500 sampled outlets						29.9% of 2,400 sampled outlets						44.2% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,090 (includes Medium)						Activity Index = 1,430 (includes Medium)						Activity Index = 470 (includes Medium)					
USDA GRADE AA	White 12 pack				0.79	100	0.79				0.99 - 1.59	490	1.25				0.88 - 1.69	140	1.35
	White 18 pack				0.99 - 1.50	530	1.37				1.49 - 2.49	440	1.66				1.29 - 1.49	300	1.48
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack		0.79	10	0.79		White 12 pack				
USDA GRADE A	White 12 pack				0.77 - 0.99	290	0.89												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		2.39	120	2.39		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50	40	3.50				3.50 - 3.99	150	3.94						
	OMEGA-3																		
	White 12 pack	1.50	10	1.50	1.50 - 2.29	80	2.00				2.99	200	2.99						
	Brown 12 pack				2.19	30	2.19				2.19	10	2.19				2.19	20	2.19
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										2.99	10	2.99				3.49	10	3.49
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50	10	2.50												

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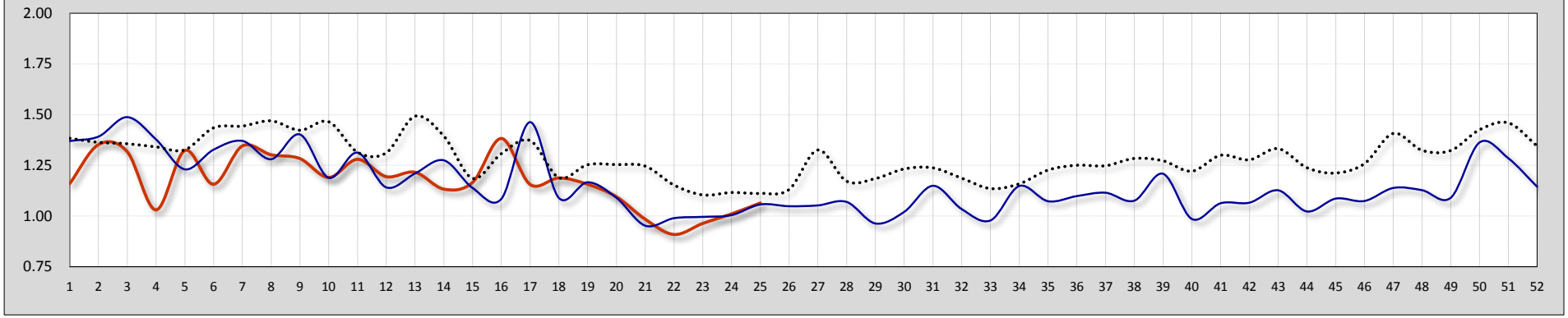
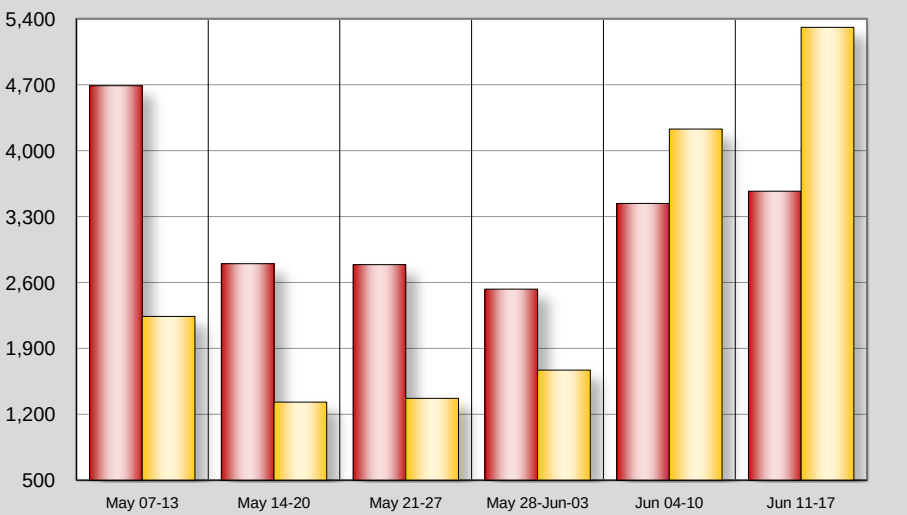
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	25.5%		21.2%		12.6%		40.2% of 4,000 sampled			16.4% of 5,100 sampled			18.9% of 3,200 sampled			14.1% of 3,500 sampled			34.6% of 2,400 sampled			51.5% of 1,000 sampled		
2/ Activity Index	5,310		4,230		2,490		Activity Index = 2,510			Activity Index = 780			Activity Index = 280			Activity Index = 370			Activity Index = 830			Activity Index = 540		
	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	4,530	2.75	3,110	2.22	1,960	2.58	1.99 - 3.79	1,930	2.66	2.00 - 2.90	580	2.13	2.00 - 2.99	280	2.14	1.29 - 3.49	370	2.61	3.00 - 3.49	830	3.33	2.50 - 3.49	540	3.25
32 oz. crtn	430	4.52	1,060	4.09	280	4.19	4.99	230	4.99	3.98	200	3.98												
3 - 4 oz. cup	350	2.63	50	2.79	250	2.50	2.50 - 2.69	350	2.63															
2 - 8 oz. cup			10	1.99																				

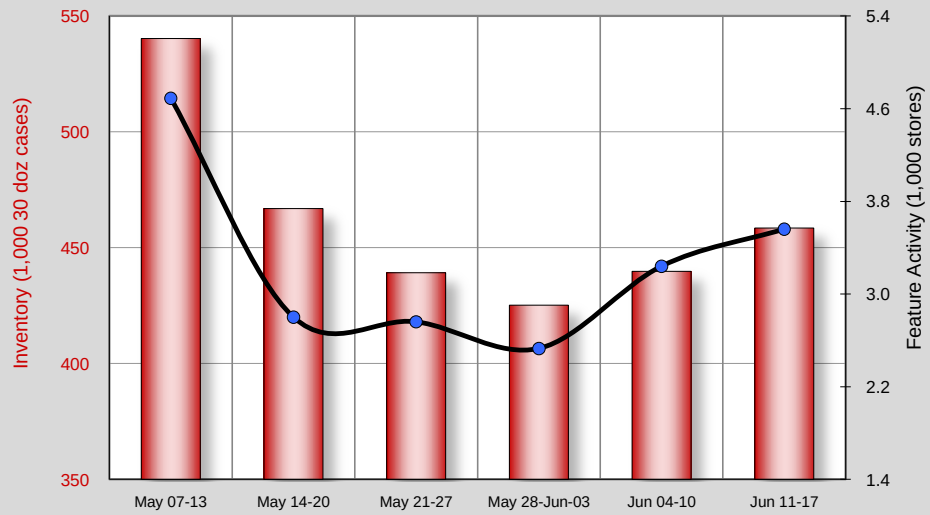
Large White Eggs - Grade A or better, wtd avg. feature price converted to $/dozen (cents per dozen)



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**