



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/13 thru 08/19.

(prices in dollars per carton)

Fri. Aug 13, 2010

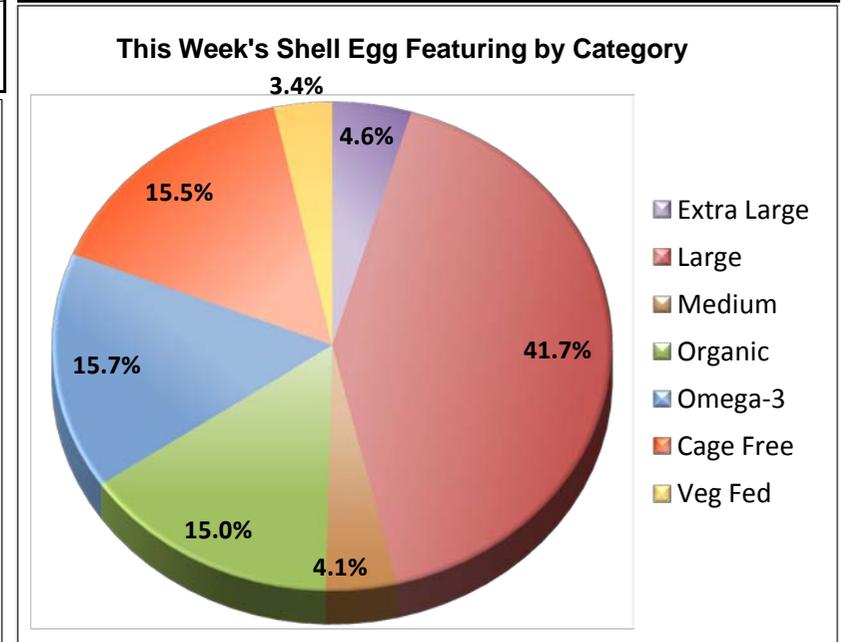
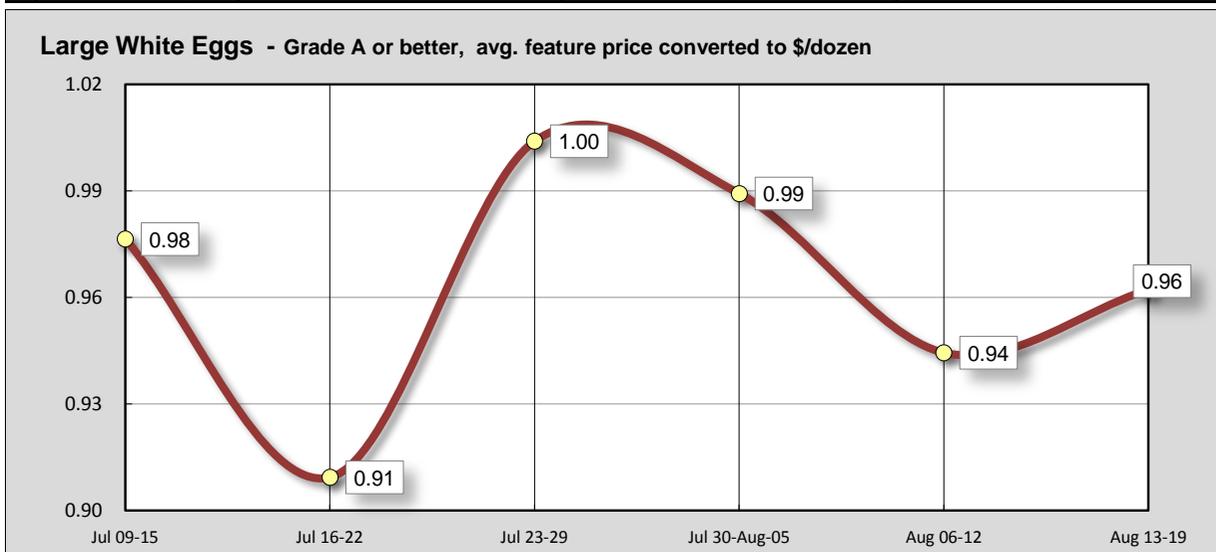
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	52.7% of 19,200 stores				29.6% of 19,200 stores				33.6% of 18,600 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	130	1.03	940	1.04	40	1.17	200	1.02	160	1.08	740	1.46
	White 18 pack			1,180	1.44	30	1.69	300	1.83	10	2.50	30	1.99
	Brown 12 pack			200	2.59								
	<b>USDA GRADE A</b>												
	White 12 pack	430	1.00	2,070	0.93	280	1.09	1,310	0.87			1,350	1.01
White 18 pack			700	1.44	10	0.97	270	1.40			780	1.63	
Brown 12 pack			10	0.97									
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack							10	3.50			150	2.69
	Brown 12 pack	10	2.89	1,830	3.66	30	4.99	820	4.32	100	4.19	870	3.86
	<b>OMEGA-3</b>												
	White 12 pack	150	2.47	1,630	2.60	140	2.46	1,360	2.21	570	2.36	1,560	2.47
	Brown 12 pack			140	4.04			60	2.89			190	3.00
	<b>CAGE-FREE</b>												
	White 12 pack			680	2.37			810	2.59	20	2.50	720	2.75
	Brown 12 pack			1,220	3.33	10	3.99	1,070	2.64			1,720	2.84
	<b>VEGETARIAN FED</b>												
White 12 pack											10	2.46	
Brown 12 pack			410	2.41			410	2.67	160	2.53	650	2.56	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,660	2,440	3,070	Large Eggs on Aug-09-2010
Specialty	6,070	4,720	6,720	
Total (includes MD)	12,230	7,410	9,950	419.2
Special Rate 4/:	3.5%	4.2%	3.6%	down 3%

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

**SHELL EGG and EGG PRODUCTS FEATURING**

Eggs are back on the menu across the country as summer slowly gives way to the new school year. Over half of sampled stores promote shell eggs in their ads this cycle and at attractive prices sure to catch the eye of the consumer. Folks on the West Coast will find the most enticements in their stores this week. Regular shell eggs command nearly half of all egg features with specialty types coming on late in the ad cycle. The average price on ad at the retail case for regular Large white shell eggs is up slightly but remains below the dollar per dozen mark. While Large eggs dominate, Extra Large and Medium shell eggs can be found more easily this week as well. Specialty eggs share ad space about equally with Organic, cage-free, and nationally enhanced types each enjoying about 15% of promotions. Liquid egg products hold their own against their uncracked cousins in half of the country and ad pricing is higher. Eggs continue to be an attractive and affordable protein source for consumers looking for a quick, light meal solution and retailers are eager to oblige.



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 <sup>1/</sup> Activity Index <sup>2/</sup>		63.4% of 4,000 sampled outlets Activity Index = 3,650 (includes Medium)						43.2% of 5,100 sampled outlets Activity Index = 2,640 (includes Medium)						46.9% of 3,200 sampled outlets Activity Index = 2,030 (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				1.39	10	1.39										1.29 - 1.48	180	1.47
	White 18 pack																		
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack			White 12 pack			White 12 pack								
USDA GRADE A	White 12 pack				0.79 - 0.99	570	0.89	1.00	10	1.00	0.79 - 0.99	530	0.93	0.88 - 1.00	370	1.00	0.77 - 1.00	650	0.94
	White 18 pack				1.49	100	1.49	1.38 - 1.66	390	1.48				0.99 - 1.66	160	1.38			
	Brown 12 pack				0.97	10	0.97												
	<b>MEDIUM</b>				White 12 pack	0.75	40	0.75	White 12 pack	0.78	20	0.78	White 12 pack	0.59	10	0.59	White 30 pack		
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
		White 12 pack																	
		Brown 12 pack				3.69 - 4.78	260	3.93			3.50 - 3.99	1,070	3.52	2.89	10	2.89	3.00 - 3.99	200	3.95
		<b>OMEGA-3</b>																	
		White 12 pack	2.50	140	2.50	1.99 - 3.00	1,290	2.53			2.59 - 2.99	250	2.65	1.99	10	1.99	2.50	20	2.50
		Brown 12 pack				2.99 - 5.98	130	4.12											
		<b>CAGE-FREE</b>																	
		White 12 pack									1.99 - 2.29	80	2.26				1.99 - 2.99	420	2.52
	Brown 12 pack				2.99 - 3.50	910	3.20			3.29	70	3.29							
	<b>VEGETARIAN FED</b>																		
	White 12 pack				1.99 - 2.99	190	2.21			2.59	220	2.59							
	Brown 12 pack																		
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		44.9% of 3,500 sampled outlets Activity Index = 1,620 (includes Medium)						63.5% of 2,400 sampled outlets Activity Index = 1,510 (includes Medium)						77.6% of 1,000 sampled outlets Activity Index = 780 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 0.96	240	0.88	1.49	10	1.49	0.96 - 1.48	650	1.10	0.99	120	0.99	0.99	40	0.99
	White 18 pack				1.28 - 1.49	400	1.36				1.49	300	1.49	1.29 - 1.49	300	1.48			
	Brown 12 pack										2.59	200	2.59						
	<b>MEDIUM</b>				White 12 pack	0.50	220	0.50	White 12 pack	0.50	40	0.50	White 12 pack	0.50	20	0.50			
USDA GRADE A	White 12 pack	0.99	50	0.99	0.88 - 1.29	310	0.95				0.99	10	0.99						
	White 18 pack				0.99 - 1.66	30	1.38				0.99	20	0.99						
	Brown 12 pack																		
	<b>MEDIUM</b>				White 12 pack	0.68 - 0.88	60	0.74	White 12 pack					White 12 pack					
					White 30 pack	1.49 - 2.97	90	2.48	White 30 pack				White 30 pack						
S P E C I A L T Y	<b>USDA ORGANIC</b>																		
		White 12 pack																	
		Brown 12 pack				2.99	20	2.99			3.79	280	3.79						
		<b>OMEGA-3</b>																	
		White 12 pack												3.69	70	3.69			
		Brown 12 pack				2.99	10	2.99											
		<b>CAGE-FREE</b>																	
		White 12 pack				1.99 - 2.29	180	2.05											
	Brown 12 pack				3.99	10	3.99						3.79 - 3.99	230	3.86				
	<b>VEGETARIAN FED</b>																		
	White 12 pack																		
	Brown 12 pack																		

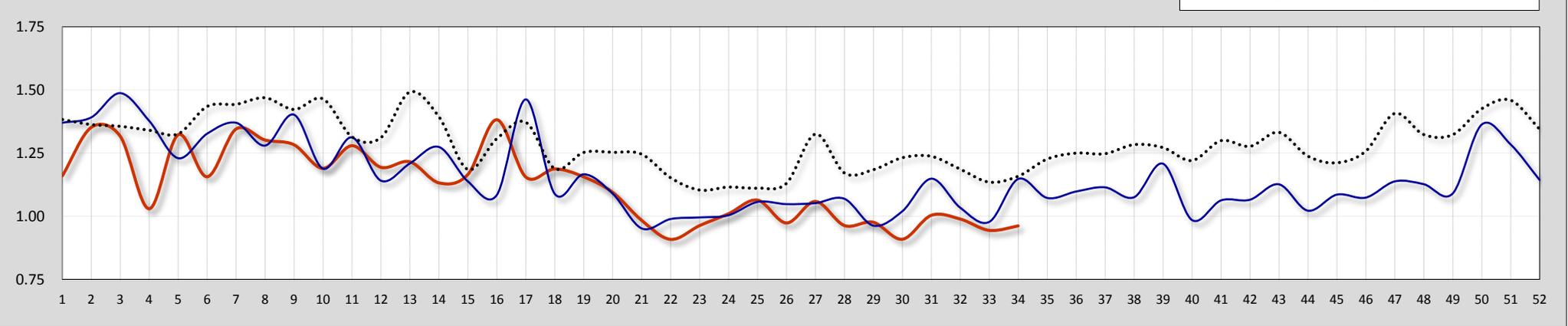


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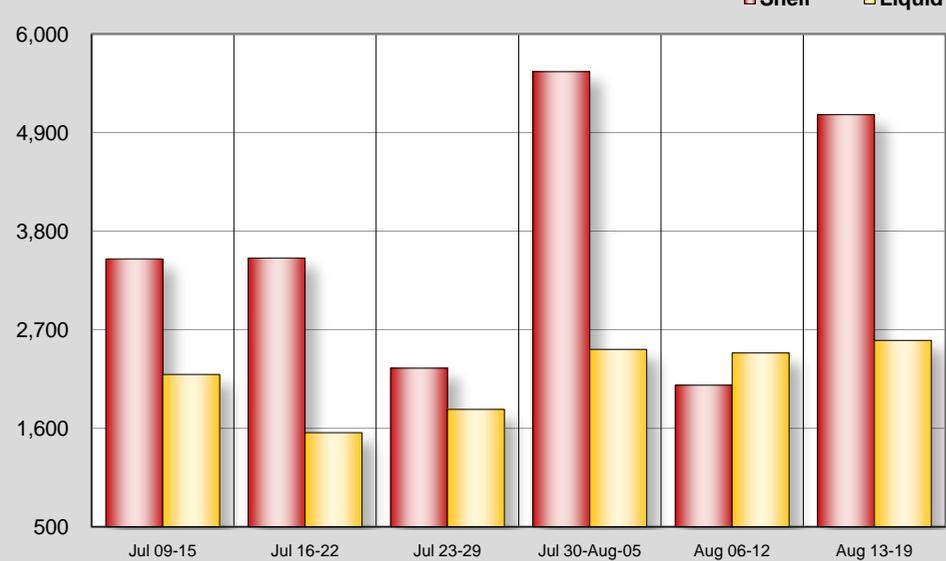
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	13.9%	12.6%	11.4%	21.1% of 4,000 sampled	22.3% of 5,100 sampled	4.9% of 3,200 sampled	0.0% of 3,500 sampled	20.9% of 2,400 sampled	3.8% of 1,000 sampled
2/ Activity Index	2,580	2,440	2,260	Activity Index = 1,590	Activity Index = 160	Activity Index = 160	Activity Index = 0	Activity Index = 630	Activity Index = 40
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,990 2.54	1,860 2.34	1,190 2.51	1.79 - 3.00 1,190 2.54	1.79 - 2.50 110 2.28	1.98 - 2.50 150 2.29		2.49 - 3.00 500 2.69	2.33 - 2.50 40 2.36
32 oz. crtn	590 4.85	580 4.32	580 5.32	4.29 - 5.99 400 5.20	4.29 - 4.49 50 4.37	4.29 10 4.29		3.99 130 3.99	
3 - 4 oz. cup			490 2.60						
2 - 8 oz. cup									

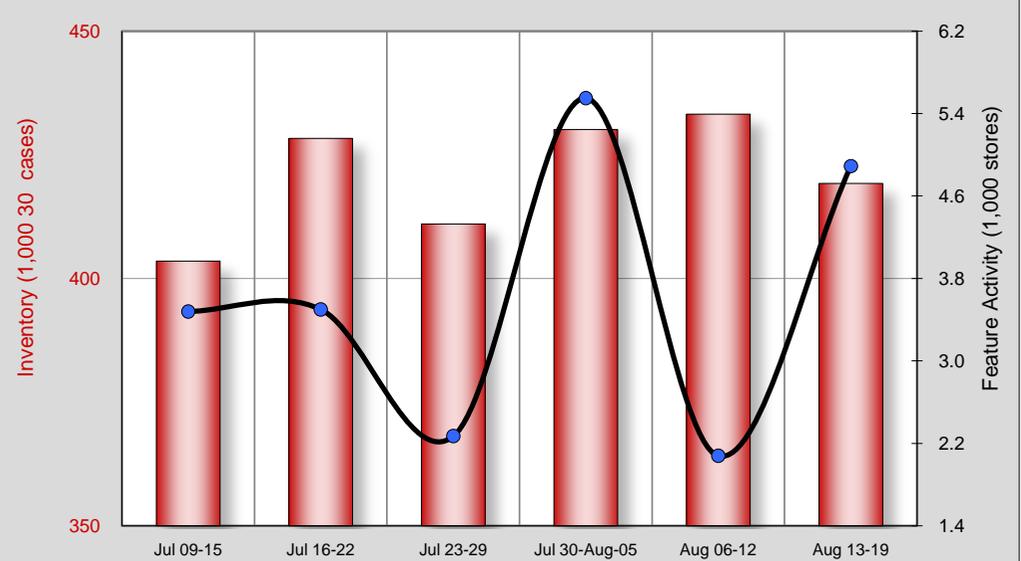
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>