

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 08/20 thru 08/26. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY													
			THIS	NEEK			PREVIO	US WEEK	(PREVIOUS YEAR				
	Feature Rate	27	.8% of 19	,200 stor	es	52	.7% of 1	9,200 sto	res	25.1% of 18,600 stores				
		X L	ARGE	LAR	LARGE		X LARGE		LARGE		X LARGE		RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	30	1.99	650	1.20	130	1.03	940	1.04	300	1.49	80	1.15	
G	White 18 pack							1,180	1.44			230	2.51	
U	Brown 12 pack							200	2.59					
ı	USDA GRADE A													
A	White 12 pack	150	0.98	940	0.91	430	1.00	2,070	0.93	20	1.15	1,750	1.00	
R	White 18 pack			310	1.42			700	1.44			240	1.52	
	Brown 12 pack							10	0.97			30	0.88	
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	20	3.98	420	3.46	10	2.89	1,830	3.66			450	4.33	
P E	OMEGA-3													
C	White 12 pack	70	2.99	2,900	2.08	150	2.47	1,630	2.60	20	2.50	880	2.26	
ı	Brown 12 pack			310	2.72			140	4.04			210	2.27	
A	CAGE-FREE													
î	White 12 pack			230	1.69			680	2.37			80	2.49	
Т	Brown 12 pack			580	2.71			1,220	3.33			430	2.69	
Y	VEGETARIAN FED													
	White 12 pack			20	2.29									
	Brown 12 pack	20	2.50	580	2.03			410	2.41			180	2.41	

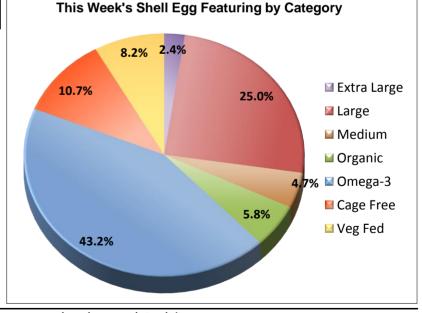
	S - Grade A or be	tter, avg. feature price	e converted to \$/doz	zen	
1.00	1.00	0.99	0.94	0.96	1.01
0.90 Jul 16-22	Jul 23-29	Jul 30-Aug-05	Aug 06-12	Aug 13-19	Aug 20-26

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,080	5,660	2,650	Large Eggs on
Specialty	5,150	6,070	2,250	Aug-16-2010
Total (includes MD)	7,590	12,230	5,080	380.2
Special Rate 4/:	3.6%	3.5%	2.1%	down 9%

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

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell eggs retreat in store ads this cycle following last week's big push with the majority of reported activity coming early in the ad cycle. Ad prices are mixed across the nation with much higher average ad pricing along the Pacific Coast and steady to slightly lower pricing across the rest of the country. The average ad price for regular Large white shell eggs is up about a nickel per dozen. Both Extra Large and Medium sizes capture a respectable portion of ad space this week with Mediums offered as a low cost alternative in many areas. Specialty shell eggs drop in activity but remain very visible. Omega-3 shell eggs, in all shapes and sizes, dominate this category with sharply lower ad pricing noted. Other types limp in with a weak showing, ad pricing is down on all counts. Liquid eggs show limited interest and primarily in the East. News of a major shell egg recall dominates the headlines and could potentially impact consumer demand. How retailers respond remains to be seen in the next few weeks as the market begins to move into the historically good demand period of Fall.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

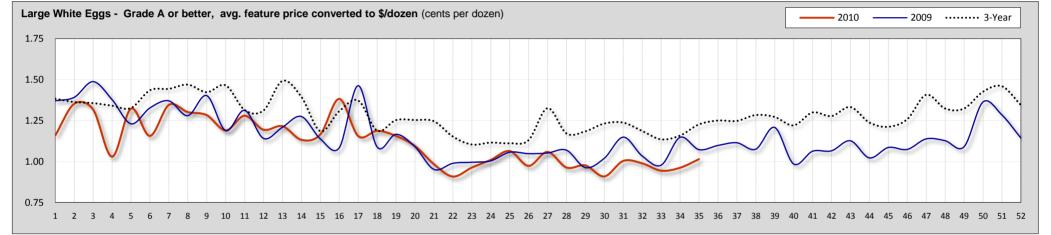
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer 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.)

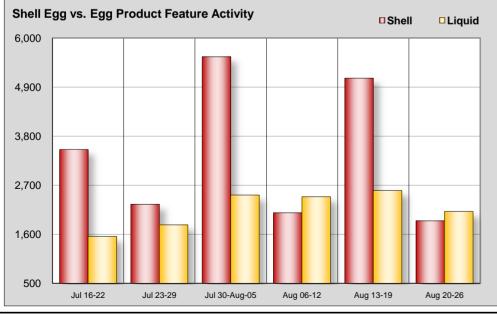
		NORTHEAST U.S.	DA DIV(T)	8		SOUTHEAST U.S.		总	MIDWEST U					
Feature Rate ^{1/} Activity Index ^{4/} CLASS			PA,RI,VT) 00 sampled outle B, 740 (includes M e			(AL,FL,GA,MS,NC,SC,TN,VA,WV) 35.3% of 5,100 Activity Index = 1,65	sampled outlets		(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) 17.0% of 3,200 sampled outlets Activity Index = 980 (includes Medium)					
		EXTRA LARGE	·	ARGE		EXTRA LARGE	LAF	•		A LARGE	LARGE			
		Price Range Stores Avg			Ava 3/	Price Range Stores Avg 3/	Price Range	Stores Avg		Stores Avg 3/	Price Range	Stores	Avg 3/	
USDA	White 12 pack						-							
GRADE	White 18 pack													
AA	Brown 12 pack													
	MEDIUM					White 12 pack				White 12 pack				
	White 12 pack		75 0.99 - 1.39		1.00		0.78 - 0.98	290 0.8		140 1.00	0.49 - 1.00	320	0.90	
USDA GRADE	White 18 pack		1.39 - 1.48	20	1.45		1.38	220 1.3	88		1.49 - 1.50	20	1.49	
A	Brown 12 pack	White 12 pa	ck 0.79	150	0.79	White 12 pack	0.68 - 0.75	70 0.7	70	White 12 pack	0.50	10	0.50	
^	MEDIUM	White 30 pa		150	0.79	White 30 pack	0.00 - 0.75	70 0.7		White 30 pack	0.50	10	0.50	
USD	A ORGANIC													
s	White 12 pack													
	Brown 12 pack		2.69 - 3.99	190	3.81				3.98	20 3.98	2.39	100	2.39	
E OWI	EGA-3	0.00 70 0	4 00 0 50	4.000	0.40		0.00	4.050 0.0			4.00	00	4.00	
	White 12 pack Brown 12 pack	2.99 70 2.	99 1.26 - 2.50 2.49 - 2.99	,			2.00 - 2.29	1,050 2.0	71		1.66 - 2.00 2.39	30 100	1.80 2.39	
CAG	BE-FREE		2.49 - 2.99	210	2.00						2.39	100	2.39	
A	White 12 pack		1.69	230	1.69									
니	Brown 12 pack		2.49 - 2.99								2.29 - 2.39	110	2.37	
VEG	ETARIAN FED		2.10 2.00											
1	White 12 pack						2.29	20 2.2	29					
	Brown 12 pack	2.50 20 2	50 1.69 - 2.99	450	1.98						1.69 - 2.39	130	2.22	
-		SOUTH CENTRAL U.S		A	AA)	SOUTHWEST U.S.		1	NORTHWES	ST U.S.			M	
		(AR,AZ,CO,KS,LA,MO,NM,OK	TX,UT)	9	L The	(CA,NV)		7	(ID,MT,OR,WA,	WY)		1		
	ature Rate 1/	· ·	00 sampled outle				sampled outlets				sampled outlets			
Ac	tivity Index 2/ White 12 pack	Activity Index = 450 (includes Medium)			0.00	Activity Index = 640 1.99 30 1.99	•	<mark>um)</mark> 420 1.2	Activity Index = 130 (includes Medium) 23 0.87 - 1.69 90					
USDA	White 18 pack		0.78 - 0.89	140	0.00	1.99 30 1.99	0.87 - 1.50	420 1.2	.3		0.67 - 1.09	90	1.53	
GRADE	Brown 12 pack													
AA	MEDIUM		ck 0.50 - 0.70	70	0.67	White 12 pack	0.69 - 0.79	20 0.7	7 4	White 12 pack				
	White 12 pack		1.00		1.00	vviite 12 pack	0.00 0.70	20 0.7	7	Willie 12 paok				
USDA	White 18 pack		0.99 - 1.77											
GRADE	Brown 12 pack													
Α	MEDIUM	White 12 pa				White 12 pack				White 12 pack				
		White 30 pa	ck 1.88	40	1.88	White 30 pack				White 30 pack				
USD	A ORGANIC													
s	White 12 pack						0.70	400 0						
D	Brown 12 pack						3.79	130 3.7	9					
E OINII	EGA-3 White 12 pack													
С	Brown 12 pack													
CAG	BE-FREE													
A 5,	White 12 pack													
- -	Brown 12 pack		2.00 - 2.29	100	2.18		2.00 - 3.79	40 3.0	06		3.79	40	3.79	
VEG	ETARIAN FED													
	White 12 pack													
	Brown 12 pack													
		II Egg and Egg Broducts E											2 of 3	

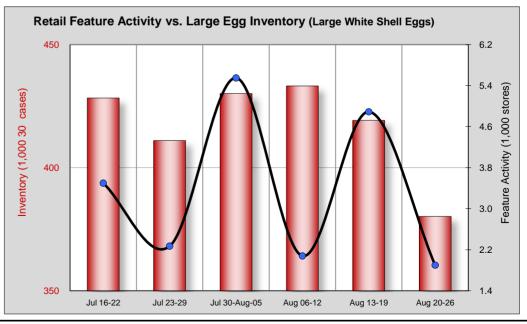
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_	Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 00/20 th
	(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	9.8%	13.9%	6.7%	25.1% of 4,000 sampled		3.2% of 5,100 sampled		8.0% of 3,200 sampled		7.3% of 3,500 sampled		8.4% of 2,400 sampled		0.0% of 1,000 sampled	
2/ Activity Index	ex 2,110 2,580 1,32		1,320	Activity Index = 1,040		Activity Index = 160		Activity Index = 450		Activity Index = 260		Activity Index = 200		Activity Index = 0	
	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	1,370 2.22	1,990 2.54	980 2.28	1.99 - 3.00	600 2.72	1.86 - 2.50	160 2.06	1.50 - 2.99	450 1.64	1.99 - 2.50	160 2.15				
32 oz. crtn	740 4.92	590 4.85	160 3.96	4.99 - 5.99	440 5.32					4.99	100 4.99	3.99	200 3.99		
3 - 4 oz. cup			180 2.38												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.