USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Aug 27, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/27 thru 09/02.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	45.2% of 19,200 stores				27.8% of 19,200 stores				43.0% 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	30	1.20	1,220	1.11	30	1.99	650	1.20	30	0.99	1,060	1.23
	White 18 pack	30	2.69	1,360	1.62					30	2.00	290	1.98
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	380	1.02	2,010	0.97	150	0.98	940	0.91	130	1.03	3,680	1.01
	White 18 pack			370	1.50			310	1.42			370	2.15
	Brown 12 pack			20	1.00							220	0.99
SPECIALTY	**USDA ORGANIC**												
	White 12 pack			20	2.48								
	Brown 12 pack			660	3.86	20	3.98	420	3.46			530	3.61
	OMEGA-3												
	White 12 pack	580	2.27	2,130	2.26	70	2.99	2,900	2.08	120	2.50	1,100	2.67
	Brown 12 pack	120	2.50	120	2.50			310	2.72			170	2.65
	CAGE-FREE												
	White 12 pack			1,220	2.59			230	1.69			470	2.70
	Brown 12 pack			1,680	2.44			580	2.71	110	2.50	1,340	2.75
	VEGETARIAN FED												
	White 12 pack							20	2.29			290	2.38
	Brown 12 pack			940	2.16	20	2.50	580	2.03			340	2.72

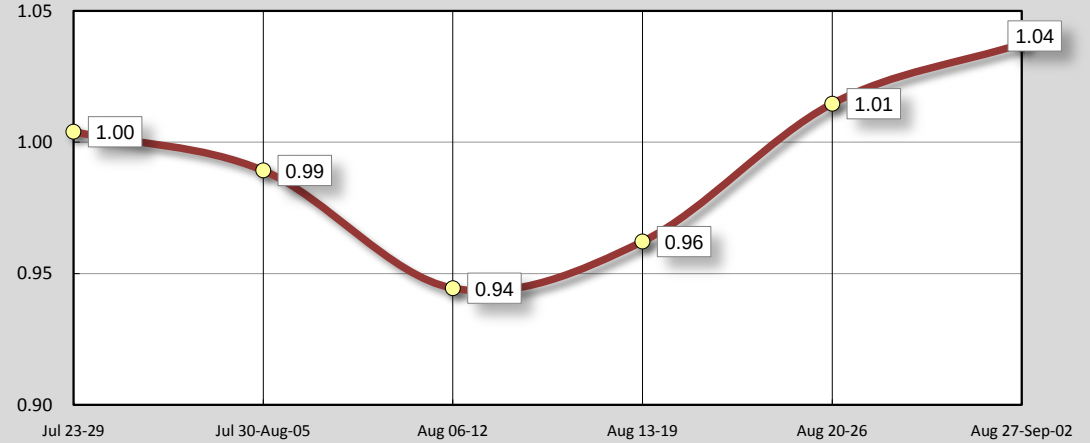
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,420	2,080	5,810	**Large Eggs on**
Specialty	7,470	5,150	4,470	**Aug-23-2010**
Total (includes MD)	13,210	7,590	10,410	353.0
Special Rate 4/:	2.7%	3.6%	1.4%	down 7 %

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

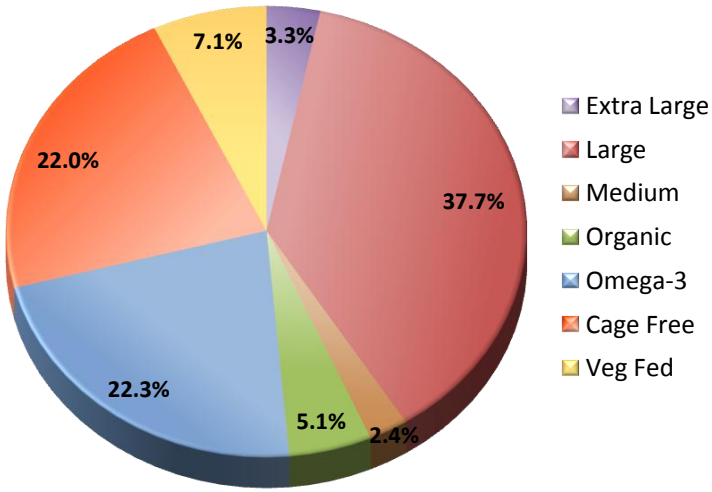
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg featuring is more active than a week ago as retailers are utilizing ad space to heavily promote eggs along with pre-Labor Day and back-to-school related items. The average ad price for regular Large white shell eggs, Grade A or better, is significantly higher than it has been in prevous weeks. Shoppers are still finding attractive bargins on eggs even though the number of "no price" specials declined. Specialty shell egg promotional activity is higher than last week. Cage Free large egg promotions increased in visiblilty this week and are found in flyers nationwide. Omega-3 shell eggs still dominate this category, but ads are primarly on the East Coast. Liquid eggs activity increased, especially for 14-16 ounce cartons.

Large White Eggs - **Grade A or better, 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/		60.2% of 4,000 sampled outlets						25.1% of 5,100 sampled outlets						47.7% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 4,410 (includes Medium)						Activity Index = 2,090 (includes Medium)						Activity Index = 2,790 (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										0.99	20	0.99				0.79 - 1.00	140	0.99
	White 18 pack				1.39	170	1.39										1.49	10	1.49
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.59	10	1.59	0.79 - 0.99	160	0.86	1.00	10	1.00	0.87 - 1.00	430	0.99	1.00	360	1.00	0.78 - 1.00	1,030	0.98
	White 18 pack				1.49	300	1.49				1.49 - 1.67	50	1.51				1.67	10	1.67
	Brown 12 pack				1.00	20	1.00												
	MEDIUM		White 12 pack White 30 pack		0.69 - 0.79	80	0.78		White 12 pack White 30 pack		0.69 - 0.77	40	0.76		White 12 pack White 30 pack		0.50 - 0.77	30	0.60
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 3.99	640	3.88										3.29	20	3.29
	OMEGA-3																		
	White 12 pack	2.00 - 3.00	330	2.46	1.69 - 3.69	1,290	2.18	2.00	110	2.00	2.00 - 3.69	470	2.53	1.99 - 2.04	140	2.04	1.99 - 2.30	270	2.12
	Brown 12 pack	2.50	120	2.50	2.50	120	2.50												
	CAGE-FREE																		
	White 12 pack				2.69	150	2.69				2.50 - 3.39	560	2.63				2.50 - 3.39	120	2.58
	Brown 12 pack				1.69 - 2.99	330	2.09				2.50 - 2.99	340	2.61				2.50	470	2.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.69 - 2.99	690	1.97				2.29 - 2.50	60	2.42				2.79	190	2.79

		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/		49.6% of 3,500 sampled outlets						46.9% of 2,400 sampled outlets						58.4% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 2,090 (includes Medium)						Activity Index = 1,190 (includes Medium)						Activity Index = 640 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 0.99	350	0.92	1.20	30	1.20	0.99 - 1.50	540	1.29				0.99 - 1.50	170	1.03
	White 18 pack				1.49	360	1.49	2.69	30	2.69	1.79 - 1.99	450	1.86				1.49 - 1.99	370	1.58
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.33 - 0.58	70	0.50		White 12 pack		0.59 - 0.79	20	0.73		White 12 pack		0.59	10	0.59
USDA GRADE A	White 12 pack				0.88 - 1.49	380	0.98										0.99	10	0.99
	White 18 pack				1.67	10	1.67												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.79 - 0.88	50	0.85		White 12 pack White 30 pack		0.79	10	0.79		White 12 pack White 30 pack		2.98	10	2.98
SPECIALTY	USDA ORGANIC																		
	White 12 pack																2.48	20	2.48
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.99 - 2.50	80	2.32				2.50	20	2.50						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	320	2.50				2.50	40	2.50				1.99 - 2.50	30	2.27
	Brown 12 pack				2.50	470	2.50				1.44 - 2.50	50	2.24				2.50 - 3.49	20	2.84
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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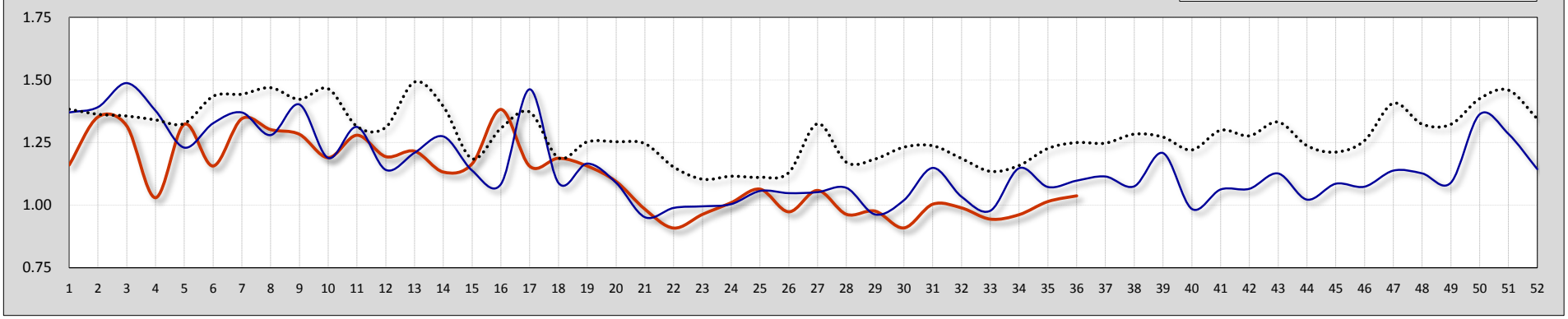
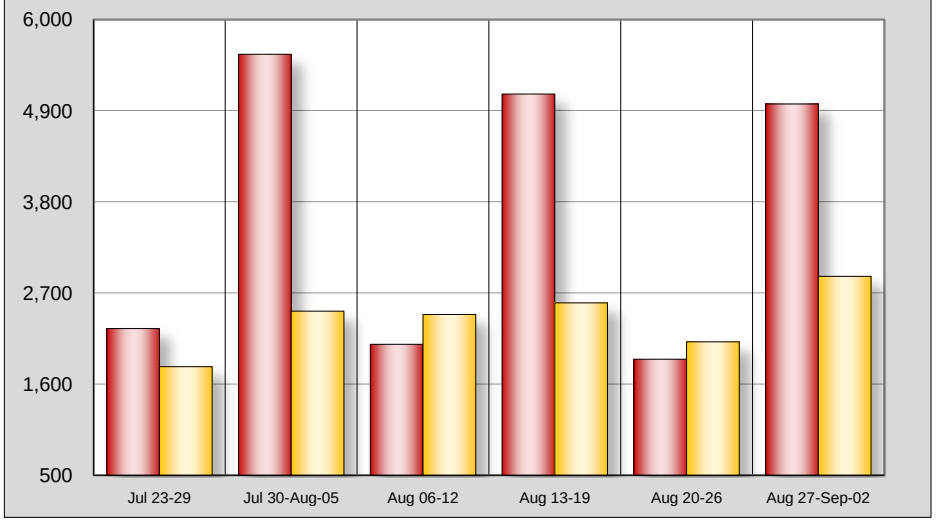
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	15.4%		9.8%		8.8%		30.1% of 4,000 sampled			9.1% of 5,100 sampled			12.0% of 3,200 sampled			5.4% of 3,500 sampled			20.1% of 2,400 sampled			22.3% of 1,000 sampled		
2/ Activity Index	2,900		2,110		1,700		Activity Index = 1,370			Activity Index = 530			Activity Index = 380			Activity Index = 90			Activity Index = 380			Activity Index = 150		
	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	2,090	2.39	1,370	2.22	1,210	2.49	1.99 - 3.00	890	2.52	2.00 - 2.99	300	2.12	1.67 - 2.49	380	2.25	2.00 - 2.49	90	2.23	2.49	280	2.49	2.49	150	2.49
32 oz. crtn	530	4.05	740	4.92	410	4.48	3.79 - 5.99	200	4.34	3.78 - 3.79	230	3.78							3.99 - 4.28	100	4.08			
3 - 4 oz. cup	280	2.39			80	2.95	2.00 - 2.50	280	2.39															
2 - 8 oz. cup																								

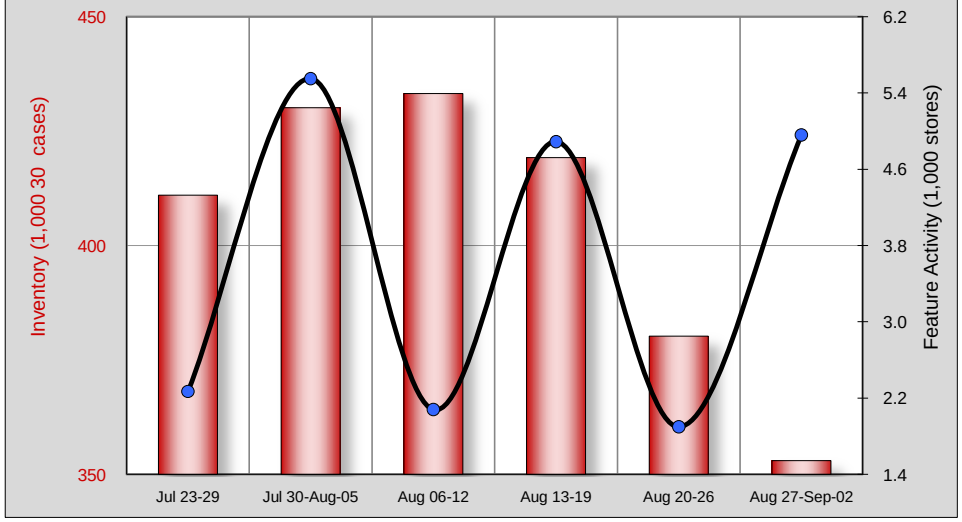
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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