USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Sep 24, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/24 thru 09/30.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	40.6% of 19,200 stores				21.4% 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
REGULAR	**USDA GRADE AA**												
	White 12 pack	40	1.06	490	1.12	10	1.29	300	1.31	140	1.44	560	1.08
	White 18 pack			1,160	1.87							280	1.38
	Brown 12 pack					20	1.18						
	USDA GRADE A												
	White 12 pack	30	1.29	1,040	0.94	90	1.44	340	1.01	60	1.27	770	0.89
	White 18 pack			260	1.92							350	1.67
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	20	4.78	940	3.71	10	2.98	250	3.70			1,080	3.40
	OMEGA-3												
	White 12 pack	180	1.98	2,100	2.06	460	3.08	1,900	2.54	220	3.11	2,610	2.66
	Brown 12 pack			160	2.47			150	2.88			70	3.36
	CAGE-FREE												
	White 12 pack			210	2.17			180	2.33			390	3.22
	Brown 12 pack			1,420	2.83			890	2.87			1,370	2.82
	VEGETARIAN FED												
	White 12 pack											940	2.00
	Brown 12 pack			530	2.64			780	2.93	200	2.99	1,570	2.30

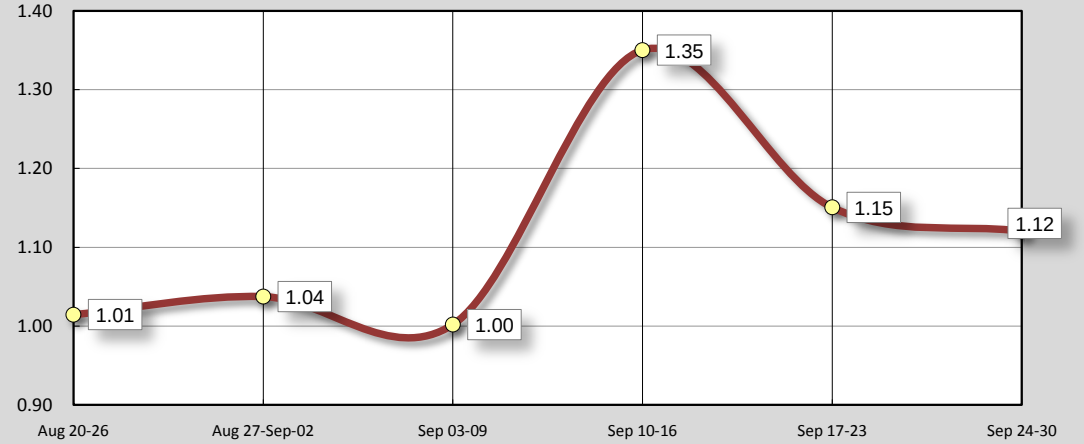
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,020	760	2,160	**Large Eggs on**
Specialty	5,560	4,620	8,450	**Sep-20-2010**
Total (includes MD)	8,680	5,470	10,800	560.2
Special Rate 4/:	7.7%	2.1%	4.1%	down 4%

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

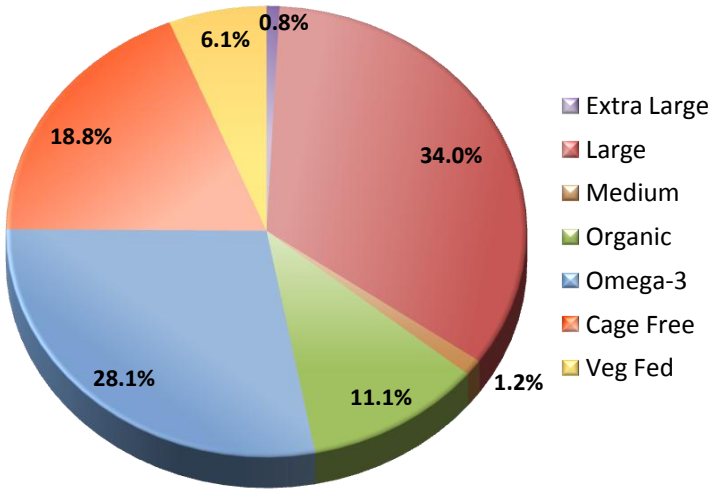
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is more active than a week ago. There is a sharp increase in outlets promoting 12 and 18 pack eggs, primarily in the South Central and West coast regions. The average ad price for regular Large white shell eggs, Grade A or better, is lower than the previous week. Stores conducting combination promotions (free eggs with bacon or free eggs with butter) and "buy 1 dozen, get 1 dozen free" caused an increase in the rate of "no price" specials. Specialty shell egg promotions are also higher in number than a week ago. Cage-free brown eggs are taking up a large share of ad space, but still lags behind Omega 3 eggs in promotions. Feature activities for egg products are not as active as last week, but still out paces regular shell eggs.

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/		47.8% of 4,000 sampled outlets						39.6% of 5,100 sampled outlets						34.7% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 2,980 (includes Medium)						Activity Index = 2,010 (includes Medium)						Activity Index = 570 (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				0.69 - 1.39	70	0.76												
	White 18 pack																1.99	10	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.29	30	1.29	0.49 - 0.99	220	0.85				0.49 - 1.00	80	0.77				0.49 - 1.00	290	0.83
	White 18 pack				1.99	100	1.99				1.99	50	1.99				1.18 - 1.49	20	1.37
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.69 - 0.77	40	0.71		White 12 pack White 30 pack						White 12 pack White 30 pack		0.69	10	0.69
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.39 - 5.00	690	3.71							4.78	20	4.78	3.68	10	3.68
	OMEGA-3																		
	White 12 pack	1.99	170	1.99	1.20 - 2.79	600	2.26				2.00 - 2.99	1,060	2.03				2.00	190	2.00
	Brown 12 pack				1.79 - 2.69	160	2.47												
	CAGE-FREE																		
	White 12 pack				2.99	60	2.99				2.99	30	2.99						
	Brown 12 pack				2.50 - 2.99	340	2.98				2.69 - 3.39	770	2.95				3.39	10	3.39
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.39	500	2.69				1.50	20	1.50				2.50	10	2.50

		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/		31.5% of 3,500 sampled outlets						47.0% of 2,400 sampled outlets						52.2% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,360 (includes Medium)						Activity Index = 1,100 (includes Medium)						Activity Index = 660 (includes Medium)					
USDA GRADE AA	White 12 pack				1.25	80	1.25	0.99 - 1.08	40	1.06	0.99 - 1.50	230	1.09				1.25 - 1.50	110	1.34
	White 18 pack				1.88 - 1.99	260	1.98				1.47 - 1.99	580	1.75				1.99	310	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.24 - 0.59	20	0.44		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.59 - 1.29	420	1.07				1.29	30	1.29						
	White 18 pack				1.50 - 1.99	90	1.92												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.48 - 0.69	30	0.60		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	110	3.99				3.49	130	3.49						
	OMEGA-3																		
	White 12 pack	1.79	10	1.79	1.64 - 1.99	250	1.72												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																1.50 - 2.50	120	1.55
	Brown 12 pack				1.99 - 2.99	90	2.57				1.99 - 3.49	90	3.23				1.50	120	1.50
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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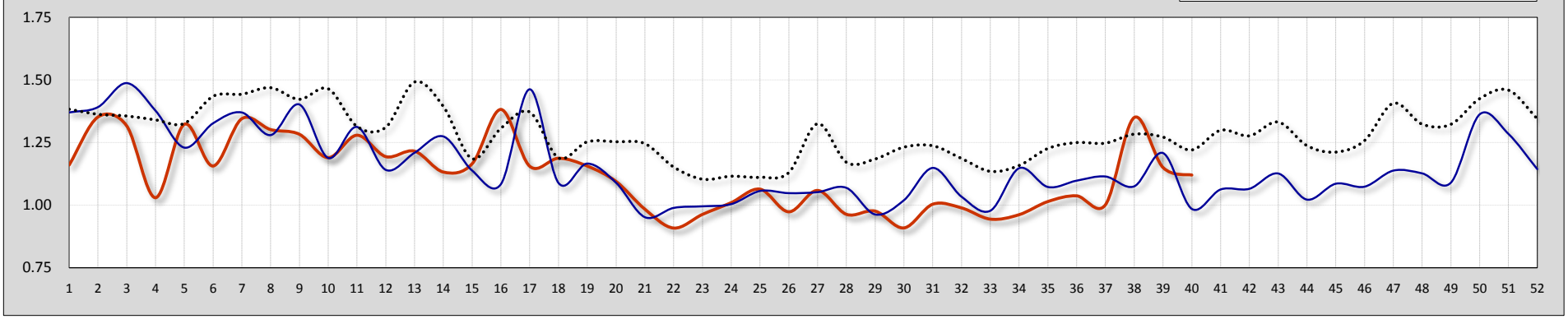
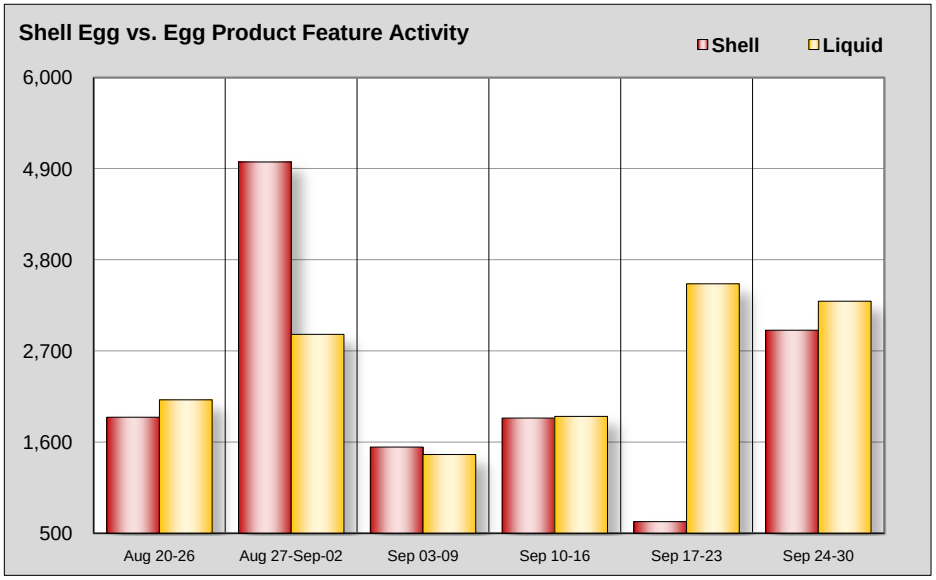
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.1%		16.0%		22.5%		24.0% of 4,000 sampled			1.5% of 5,100 sampled			2.6% of 3,200 sampled			6.1% of 3,500 sampled			8.4% of 2,400 sampled			2.7% of 1,000 sampled		
2/ Activity Index	3,300		3,510		4,600		Activity Index = 1,220			Activity Index = 1,160			Activity Index = 450			Activity Index = 310			Activity Index = 130			Activity Index = 30		
	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	2,380	2.12	2,610	2.52	3,920	2.27	1.99 - 3.49	500	2.52	1.67 - 3.49	1,160	1.84	1.79 - 2.50	250	2.05	1.69 - 2.29	310	1.97	3.49	130	3.49	2.49	30	2.49
32 oz. crtn	660	4.16	550	5.22	320	4.48	3.99 - 5.99	470	4.43				3.49	190	3.49									
3 - 4 oz. cup	260	2.47	350	2.26	360	2.51	2.50	250	2.50				1.79	10	1.79									
2 - 8 oz. cup																								

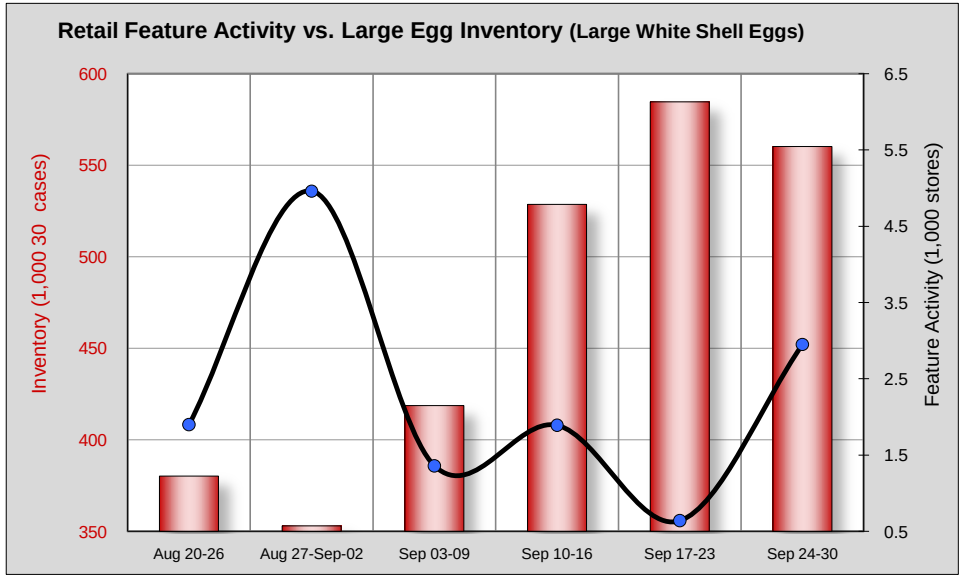
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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