USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Oct 15, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/15 thru 10/21.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	35.9% of 19,200 stores				44.1% of 19,200 stores				43.5% 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			980	0.94	10	0.99	480	0.93	80	1.12	1,220	1.16
	White 18 pack			240	1.56	30	2.00	1,220	1.68			400	2.17
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	200	0.99	1,930	0.96	180	1.78	1,650	0.89	110	1.00	1,300	0.99
	White 18 pack			140	1.52	30	2.50	260	1.93			450	1.74
	Brown 12 pack			150	1.00								
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			150	2.52	60	3.40	480	3.82	100	4.19	1,090	3.93
	OMEGA-3												
	White 12 pack	1,160	2.67	1,550	2.28	70	1.96	1,940	2.29	350	2.37	3,100	2.06
	Brown 12 pack			170	2.19			220	2.58	120	2.50	200	2.63
	CAGE-FREE												
	White 12 pack	10	3.29	330	2.52	40	2.59	150	2.02			290	1.88
	Brown 12 pack			870	2.68			870	2.72			570	2.63
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			200	2.80	10	2.50	1,030	2.54			750	2.57

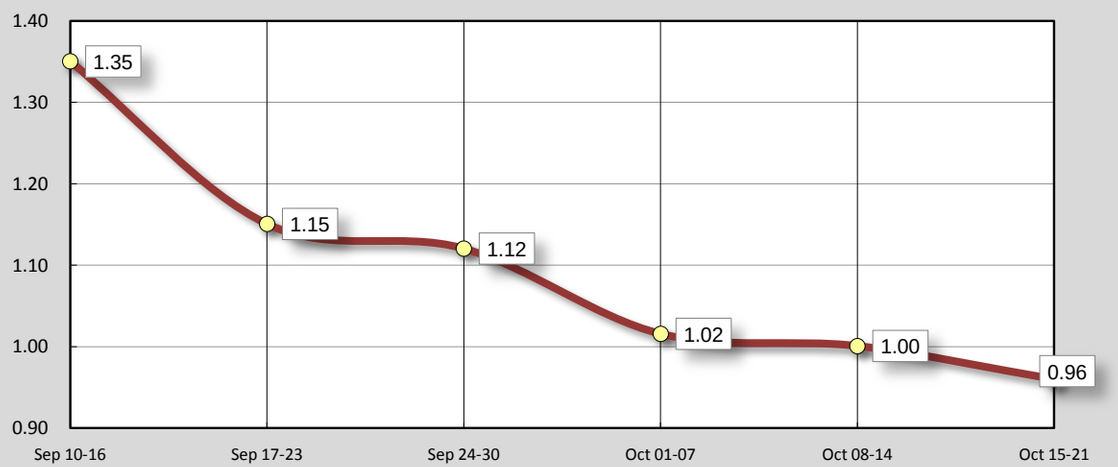
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,640	3,860	3,560	**Large Eggs on**
Specialty	4,440	4,870	6,570	**Oct-11-2010**
Total (includes MD)	8,350	9,120	10,130	392.5
Special Rate 4/:	2.7%	7.9%	1.3%	down 13%

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

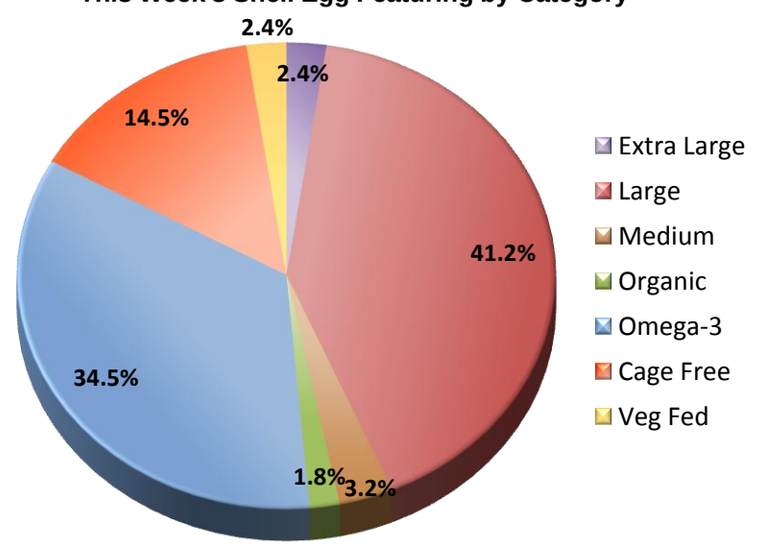
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is not as active as a week ago with only a third of sampled stores running egg advertisements this cycle. The average ad price of Grade A or better, Large white eggs to consumers dipped below the 1 dollar mark, the lowest its been in weeks. There is a significant drop in the number of "no price" ads being offered to value conscious consumers. Promotions for Medium and Extra Large eggs are visible. Overall promotional activity on specialty shell eggs is trending lower again this week. Extra Large and Large Omega-3 white eggs are dominating this sector with most activity in the Northeast region. Promotions for liquid egg products are also down this week. Notably, there is a significant increase in the number of stores advertising 1 quart cartons, however, at a higher average price to consumers. The Thanksgiving baking season is underway and eggs will figure prominently in supermarket promotions for the occasion.

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/		52.6% of 4,000 sampled outlets						28.5% of 5,100 sampled outlets						42.8% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 2,620 (includes Medium)						Activity Index = 1,730 (includes Medium)						Activity Index = 1,740 (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										0.78 - 1.00	160	0.88
	White 18 pack				0.99	30	0.99												
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.59 - 1.50	30	0.94	0.59 - 1.00	40	0.79				0.88 - 1.00	920	0.96	1.00	110	1.00	0.77 - 1.38	710	0.97
	White 18 pack				1.48 - 1.99	130	1.52												
	Brown 12 pack				1.00	20	1.00				1.00	10	1.00				1.00	120	1.00
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.59	10	0.59		White 12 pack White 30 pack		2.25	10	2.25
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.99	50	2.99										2.29	100	2.29
	OMEGA-3																		
	White 12 pack	1.98 - 2.99	880	2.70	1.69 - 3.00	1,100	2.22	2.48 - 2.99	260	2.61	1.99 - 2.29	130	2.15	1.79	10	1.79	1.67 - 2.79	230	2.64
	Brown 12 pack				2.99	10	2.99				2.19	80	2.19						
	CAGE-FREE																		
	White 12 pack										2.30	10	2.30				2.30	120	2.30
	Brown 12 pack				2.99	150	2.99				2.30 - 3.39	310	2.73				2.29 - 3.39	140	2.38
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	170	2.99										1.69	30	1.69

		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/		34.2% of 3,500 sampled outlets						23.6% of 2,400 sampled outlets						21.3% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 1,110 (includes Medium)						Activity Index = 710 (includes Medium)						Activity Index = 440 (includes Medium)					
USDA GRADE AA	White 12 pack				0.78 - 1.25	320	0.89				0.89 - 1.25	320	0.99				0.89 - 1.00	170	0.98
	White 18 pack										1.50 - 2.00	200	1.68				0.99	10	0.99
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.99	50	0.99	0.47 - 1.00	250	0.92	0.99	10	0.99	0.99	10	0.99						
	White 18 pack				1.50	10	1.50												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.59 - 0.68	250	0.60		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				2.19 - 2.49	90	2.29	2.99	10	2.99									
	Brown 12 pack				2.00 - 2.19	60	2.15				1.88	10	1.88				1.88	10	1.88
	CAGE-FREE																		
	White 12 pack							3.29	10	3.29	3.99	70	3.99				1.50 - 1.98	130	1.95
	Brown 12 pack				2.29	80	2.29				3.99	70	3.99				1.98	120	1.98
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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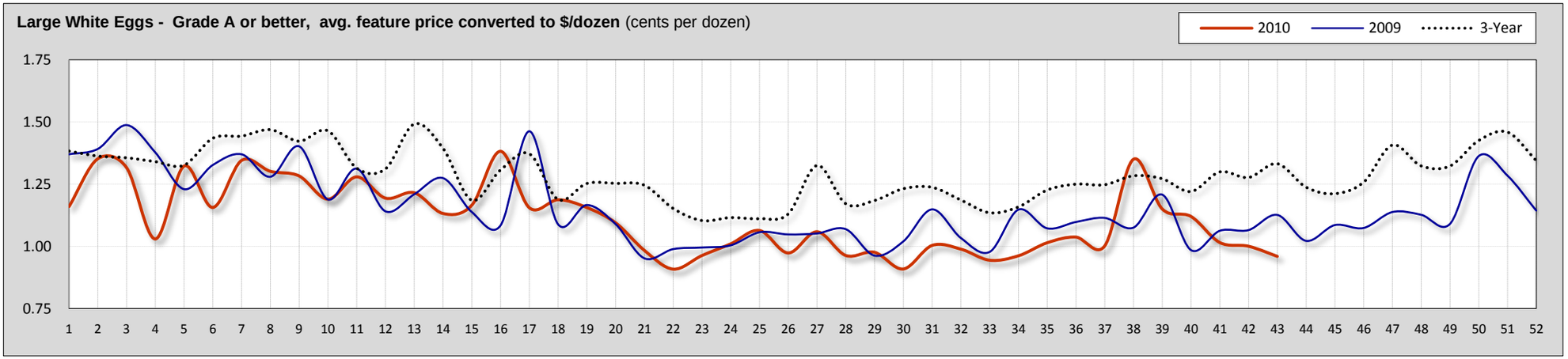
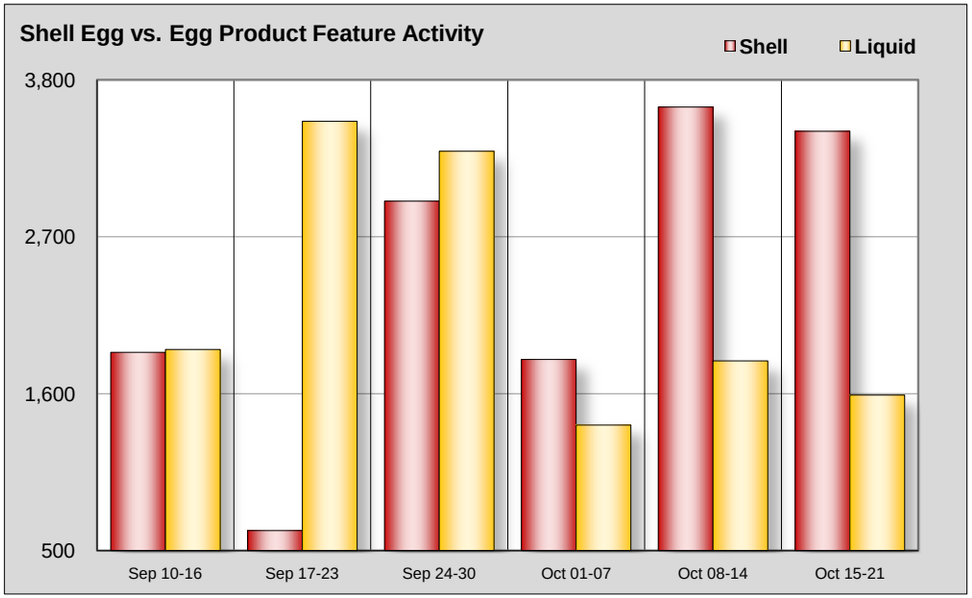
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.0%		10.9%		13.9%		13.9% of 4,000 sampled			0.4% of 5,100 sampled			16.3% of 3,200 sampled			3.4% of 3,500 sampled			13.5% of 2,400 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,590		1,830		2,880		Activity Index = 620			Activity Index = 20			Activity Index = 510			Activity Index = 120			Activity Index = 320			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	720	2.43	1,340	2.62	2,240	2.35	1.99 - 2.99	280	2.53	1.99	20	1.99	1.67 - 2.69	110	2.04	2.50	120	2.50	2.49 - 2.79	190	2.51			
32 oz. crtn	870	4.75	410	4.40	470	4.99	4.49 - 5.99	340	4.93				4.29 - 4.99	400	4.71				4.38	130	4.38			
3 - 4 oz. cup			80	2.54	150	2.61																		
2 - 8 oz. cup					20	2.50																		

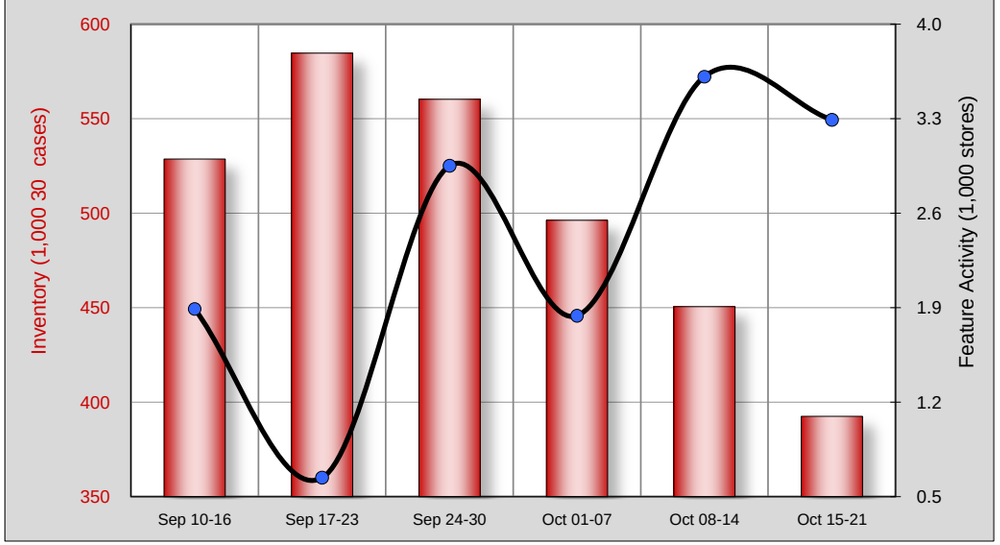
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**