USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Nov 19, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/19 thru 11/25.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	33.0% of 19,200 stores				30.5% of 19,200 stores				29.7% 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	1.65	30	1.05	60	1.68	720	1.19	100	1.29	220	1.34
	White 18 pack	30	1.99	1,950	2.00	30	1.44	300	1.66			290	1.94
	Brown 12 pack											200	2.99
	USDA GRADE A												
	White 12 pack	120	2.16	690	1.21	130	0.94	1,430	1.04			600	1.01
	White 18 pack			230	1.81	50	1.50	150	1.74	30	1.29	140	1.45
	Brown 12 pack											40	1.99
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack			340	4.58			300	3.88			350	3.40
	OMEGA-3												
	White 12 pack	300	2.93	1,100	2.52	230	2.99	810	2.58	290	2.95	770	2.62
	Brown 12 pack			190	2.69			320	2.40			60	2.49
	CAGE-FREE												
	White 12 pack			430	2.50	90	2.50	430	2.52			190	2.16
	Brown 12 pack			1,130	2.85			190	2.45	40	2.49	1,330	2.71
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack			310	2.48			370	2.65			100	1.95

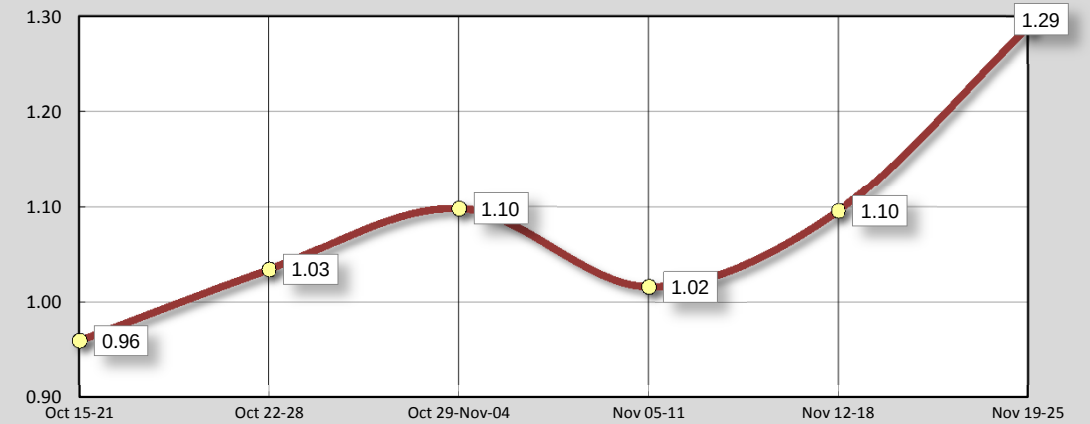
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,090	2,870	1,620	**Large Eggs on**
Specialty	3,800	2,740	3,130	**Nov-15-2010**
Total (includes MD)	7,060	5,760	4,760	563.0
Special Rate 4/:	1.3%	8.4%	2.9%	up 10%

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

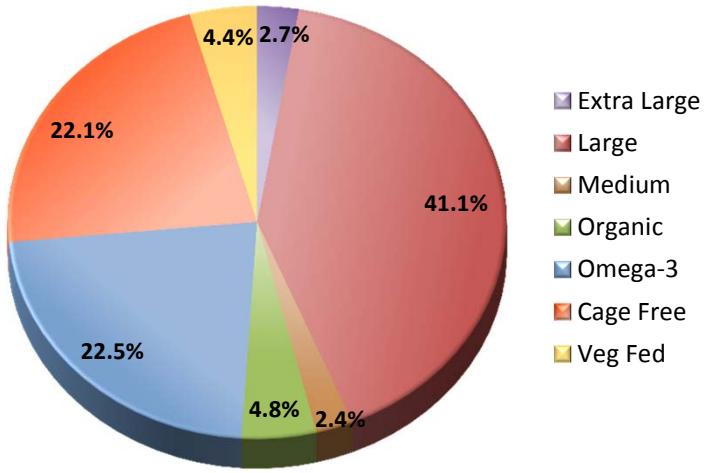
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg features are higher in number this week as many merchants utilize ad space to promote dairy products to coincide with Thanksgiving meat and baking related items. The average price of Grade A or better, Large white eggs is considerably higher than in previous weeks however the frequency of 'no price' promotions is limited and sporadic. Shell eggs are actively featured in the Central and West Coast regions where 18 pack eggs are heavily promoted. Specialty shell egg promotions are more common than a week ago. Ads for Cage Free and Omega-3 eggs are prevalent in most areas, primarily in the Northeast and South Central regions. Promotions of liquid egg products are also active this cycle. Seasonal egg nog promotions continue to increase in number as many stores are marketing 64 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/ Activity Index 2/		42.4% of 4,000 sampled outlets Activity Index = 2,470 (includes Medium)						12.2% of 5,100 sampled outlets Activity Index = 430 (includes Medium)						28.3% of 3,200 sampled outlets Activity Index = 780 (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																		
	White 18 pack				1.99	100	1.99				1.99	100	1.99				1.49 - 1.99	90	1.94
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.79	10	1.79				2.19	110	2.19	0.99	80	0.99				0.99 - 1.59	280	1.35
	White 18 pack				1.79	40	1.79										1.69 - 1.99	130	1.86
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99 - 1.25	60	1.15		White 12 pack White 30 pack		0.77	20	0.77		White 12 pack White 30 pack		1.00	30	1.00
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 5.00	260	4.78										3.58	10	3.58
	OMEGA-3																		
	White 12 pack	2.59 - 2.99	300	2.93	2.00 - 2.99	850	2.66										1.98 - 2.00	210	2.00
	Brown 12 pack				2.50 - 4.49	170	2.77												
	CAGE-FREE																		
	White 12 pack																2.50	10	2.50
	Brown 12 pack				2.79 - 3.69	500	3.10				3.79	80	3.79				2.50 - 3.79	20	3.12
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50 - 2.99	180	2.61				2.50	40	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/ Activity Index 2/		43.5% of 3,500 sampled outlets Activity Index = 1,760 (includes Medium)						45.6% of 2,400 sampled outlets Activity Index = 810 (includes Medium)						48.3% of 1,000 sampled outlets Activity Index = 810 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.19	20	0.98	1.56 - 1.80	40	1.65							1.19	10	1.19
	White 18 pack				1.49 - 1.50	480	1.49	1.99	30	1.99	1.99 - 3.00	580	2.44				1.49 - 1.99	600	1.98
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack		0.99	10	0.99		White 12 pack		1.49	20	1.49
USDA GRADE A	White 12 pack				0.98 - 1.48	290	1.15				0.99 - 1.25	30	1.14				1.08	10	1.08
	White 18 pack				1.50 - 2.50	60	1.72												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99	20	0.99		White 12 pack White 30 pack		2.29	10	2.29		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																3.99	70	3.99
	OMEGA-3																		
	White 12 pack				1.77	10	1.77				2.50	30	2.50						
	Brown 12 pack				1.99	20	1.99												
	CAGE-FREE																		
	White 12 pack				2.50	300	2.50				2.50	40	2.50				1.98 - 2.99	80	2.51
	Brown 12 pack				1.99 - 2.50	470	2.47				2.50	40	2.50				1.99 - 2.50	20	2.35
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.99 - 2.39	90	2.22												

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(prices in dollars per carton)

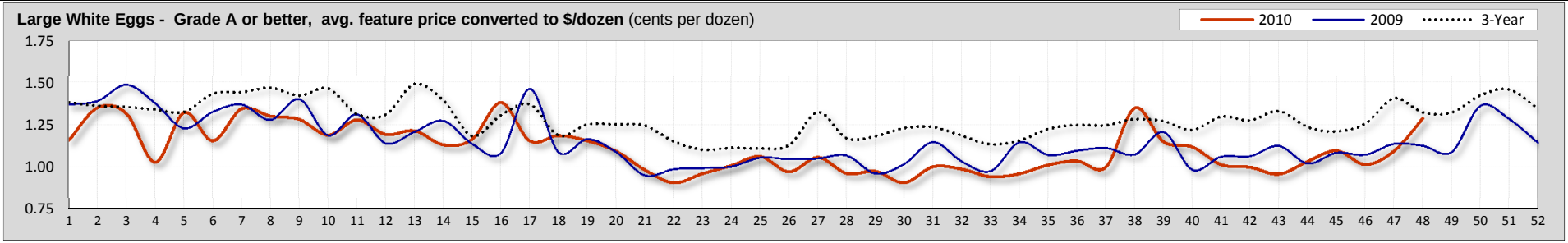
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	13.5%		9.4%		7.0%		32.6% of 4,000 sampled		10.4% of 5,100 sampled		8.7% of 3,200 sampled		8.0% of 3,500 sampled		5.6% of 2,400 sampled		7.0% of 1,000 sampled	
2/ Activity Index	2,520		2,070		1,930		Activity Index = 1,230		Activity Index = 530		Activity Index = 280		Activity Index = 250		Activity Index = 160		Activity Index = 70	
	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	1,950	2.49	1,230	2.66	1,370	2.43	1.99 - 3.00	970 2.67	1.99 - 2.49	470 2.09	2.00 - 2.50	260 2.36	2.50 - 2.99	150 2.81	2.50	30 2.50	2.49	70 2.49
32 oz. crtn	460	4.29	470	5.10	70	5.45	3.99	150 3.99	3.99 - 4.79	60 4.28	3.99 - 4.59	20 4.20	4.79	100 4.79	4.28	130 4.28		
3 - 4 oz. cup	110	2.90	370	3.69	260	2.22	2.00 - 3.00	110 2.90										
2 - 8 oz. cup					230	2.73												

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

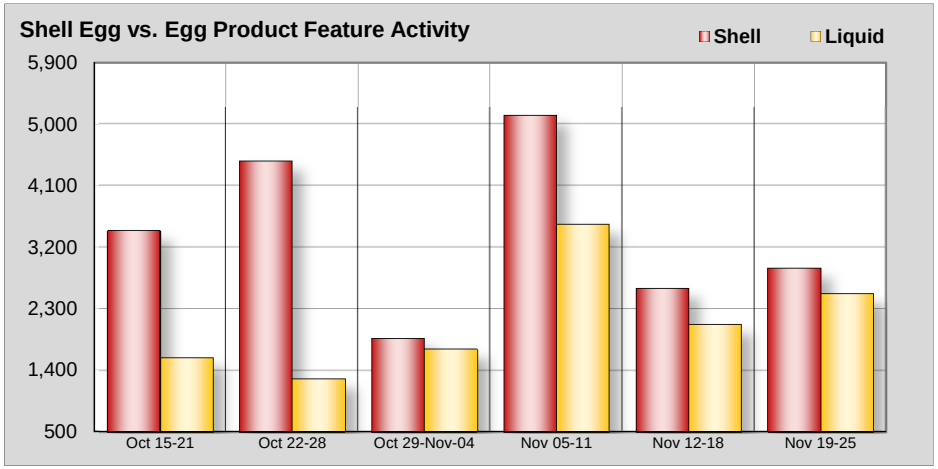
(Non-alcoholic egg nog; this section will run through January 1, 2011)

EGG NOG	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	39.8%		24.8%		19.5%		47.7% of 4,000 sampled		38.6% of 5,100 sampled		50.2% of 3,200 sampled		39.8% of 3,500 sampled		22.3% of 2,400 sampled		23.2% of 1,000 sampled	
2/ Activity Index	7,480		4,720		4,150		Activity Index = 2,050		Activity Index = 1,910		Activity Index = 1,400		Activity Index = 1,360		Activity Index = 550		Activity Index = 210	
	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/
32 ounce	2,530	2.30	2,880	2.32	1,760	2.07	1.99 - 3.00	710 2.59	1.78 - 2.49	260 1.90	1.50 - 2.88	560 1.93	1.19 - 2.99	800 2.34	1.89 - 2.98	180 2.80	1.59 - 1.89	20 1.77
64 ounce	4,950	3.28	1,840	3.35	2,390	3.28	2.99 - 4.50	1,340 3.87	2.99 - 3.99	1,650 3.06	2.89 - 3.99	840 3.14	2.99	560 2.99	2.99	370 2.99	2.50 - 3.99	190 3.06

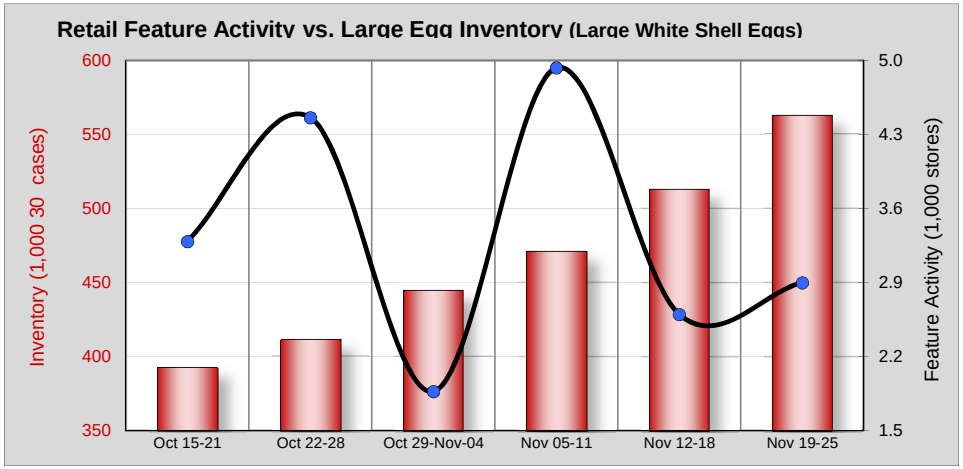
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**