USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Nov 26, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/26 thru 12/02.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	17.6% of 19,200 stores				33.0% of 19,200 stores				26.9% 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	120	1.25	30	1.22	40	1.65	30	1.05	120	0.99	70	1.12
	White 18 pack			130	3.00	30	1.99	1,950	2.00			140	1.99
	Brown 12 pack											70	2.99
	USDA GRADE A												
	White 12 pack	10	1.79	490	1.08	120	2.16	690	1.21			1,140	1.04
	White 18 pack			340	1.99			230	1.81			130	1.87
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	260	3.99	120	3.49			340	4.58			160	3.37
	OMEGA-3												
	White 12 pack	30	2.99	780	2.51	300	2.93	1,100	2.52	430	2.71	1,800	2.06
	Brown 12 pack			30	2.99			190	2.69			60	2.49
	CAGE-FREE												
	White 12 pack	60	2.50	800	2.50			430	2.50				
	Brown 12 pack			1,330	2.65			1,130	2.85	170	2.49	1,130	2.99
	VEGETARIAN FED												
	White 12 pack											30	2.50
	Brown 12 pack			30	2.99			310	2.48				

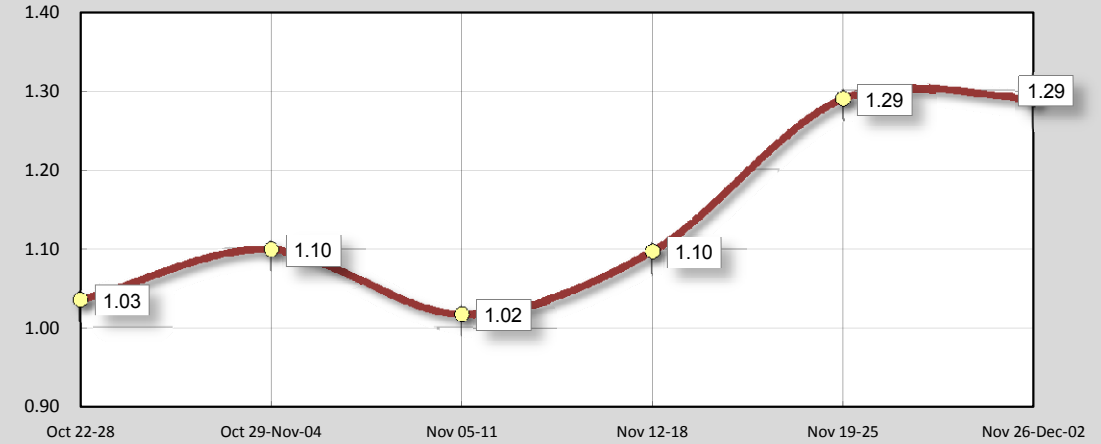
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,120	3,090	1,670	Large Eggs on
Specialty	3,440	3,800	3,780	Nov-22-2010
Total (includes MD)	4,640	7,060	5,510	487.2
Special Rate 4/:	0.1%	1.3%	1.4%	down 13%

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

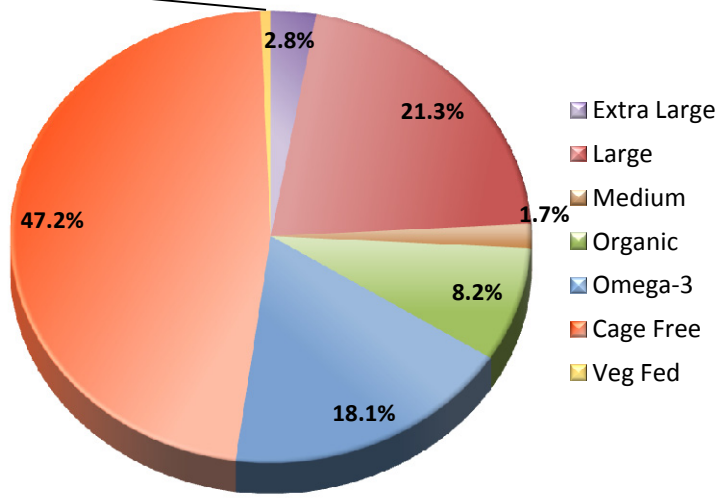
SHELL EGG and EGG PRODUCTS FEATURING

Supermarket featuring of shell eggs and egg products is down from the past week as the Thanksgiving holiday demand period passes. Shoppers in the East and Midwest are most likely to find sales on eggs this cycle. A sharp drop in promotional activity for regular shell eggs is noted but specialty types continue to enjoy ad space. The average price on ad at the retail case for regular Large white shell eggs is unchanged this week on a limited test. Featuring of cage free shell eggs is most commonly seen this week in circulars, comprising nearly half of all shell egg advertising. Omega-3 eggs can be found as well although limited primarily to the Eastern Seaboard. Retailers have backed away from egg products this week and egg nog ads have been put away for the moment awaiting the approach of the Christmas season. Black Friday has the attention of most consumers for the moment but thoughts of holiday cookies will soon have eggs back onto grocery lists everywhere as the holiday season kicks into high gear.

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/		32.2% of 4,000 sampled outlets						13.8% of 5,100 sampled outlets						26.3% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 1,770 (includes Medium)						Activity Index = 1,100 (includes Medium)						Activity Index = 1,100 (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	20	1.39
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.79	10	1.79	0.78 - 1.79	110	1.05				0.99	80	0.99				0.88 - 1.39	140	1.10
	White 18 pack				1.99	240	1.99										1.99	40	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99	10	0.99		White 12 pack White 30 pack		0.77 - 0.96	70	0.90		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.49 - 5.00	240	4.03				3.49	20	3.49									
	OMEGA-3																		
	White 12 pack	2.99	30	2.99	1.89 - 3.69	720	2.54				1.89 - 3.69	40	2.19				1.98	10	1.98
	Brown 12 pack				2.99	30	2.99												
	CAGE-FREE																		
	White 12 pack	2.50	60	2.50							2.50	400	2.50				2.50	390	2.50
	Brown 12 pack				2.50 - 2.99	290	2.81				2.50 - 3.79	490	2.72				2.50 - 3.79	500	2.53
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99	30	2.99												

		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/		5.7% of 3,500 sampled outlets						7.7% of 2,400 sampled outlets						15.4% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 220 (includes Medium)						Activity Index = 160 (includes Medium)						Activity Index = 290 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88	10	0.88							1.25	120	1.25			
	White 18 pack										3.00	130	3.00						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.59	150	1.14				0.99	10	0.99						
	White 18 pack										1.99	20	1.99				1.99	40	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																3.49	120	3.49
	OMEGA-3																		
	White 12 pack				1.99	10	1.99												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	10	2.50												
	Brown 12 pack				1.99 - 2.50	40	2.06										2.49	10	2.49
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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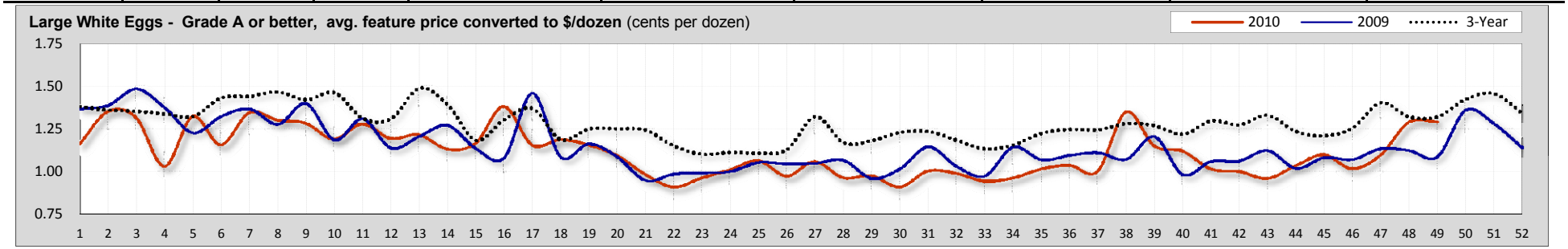
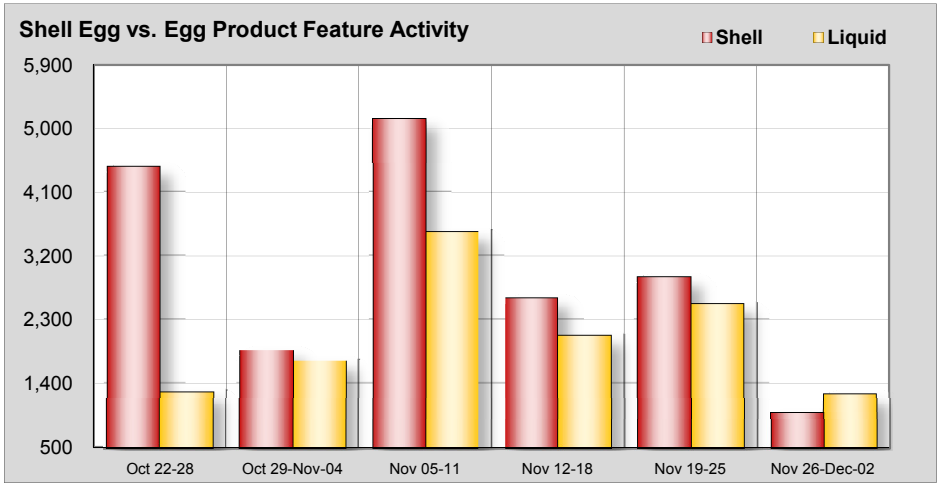
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	5.9%		13.5%		16.0%		18.2% of 4,000 sampled			1.6% of 5,100 sampled			6.8% of 3,200 sampled			2.8% of 3,500 sampled			0.0% of 2,400 sampled			0.0% of 1,000 sampled		
2/ Activity Index	1,240		2,520		2,800		Activity Index = 800			Activity Index = 80			Activity Index = 260			Activity Index = 100			Activity Index = 0			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	990	2.43	1,950	2.49	2,080	2.08	2.00 - 2.99	690	2.53	2.49	80	2.49	1.79 - 2.49	220	2.08									
32 oz. crtn	140	4.98	460	4.29	360	3.99	3.99 - 5.99	40	5.45							4.79	100	4.79						
3 - 4 oz. cup	80	2.41	110	2.90	360	2.47	2.50	70	2.50				1.79	10	1.79									
2 - 8 oz. cup	30	2.64											2.49 - 2.79	30	2.64									

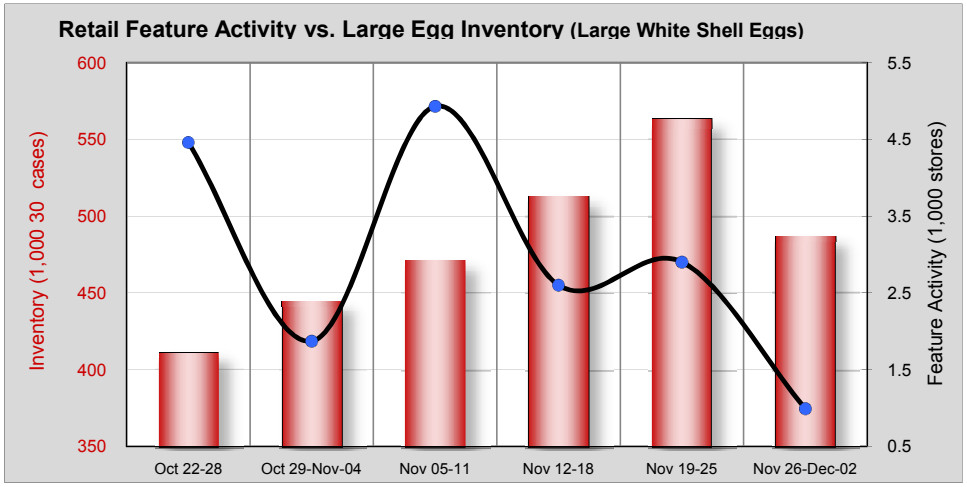
SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(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	16.0%		39.8%		20.2%		31.4% of 4,000 sampled			8.4% of 5,100 sampled			32.7% of 3,200 sampled			0.5% of 3,500 sampled			6.4% of 2,400 sampled			16.1% of 1,000 sampled		
2/ Activity Index	2,950		7,480		4,170		Activity Index = 1,300			Activity Index = 430			Activity Index = 840			Activity Index = 30			Activity Index = 150			Activity Index = 200		
	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	1,200	2.24	2,530	2.30	2,050	2.15	1.99 - 2.99	800	2.37	1.99	20	1.99	1.50 - 2.50	340	2.00	1.19 - 1.99	30	1.71				1.89	10	1.89
64 ounce	1,750	3.20	4,950	3.28	2,120	3.59	2.99 - 4.99	500	3.70	2.99	410	2.99	2.50 - 2.99	500	2.98				2.99 - 3.89	150	3.12	2.50 - 3.89	190	3.02







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