USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Dec 10, 2010

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/10 thru 12/16.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	33.2% of 19,200 stores				25.8% of 19,200 stores				37.4% 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	80	1.58	800	1.53	60	1.44	1,570	1.17	90	1.29	410	1.16
	White 18 pack							130	2.00	10	2.50	610	2.28
	Brown 12 pack			30	2.22								
	USDA GRADE A												
	White 12 pack	50	1.15	1,230	1.37	10	1.50	530	1.10	10	1.39	490	1.17
	White 18 pack	30	1.50	360	1.90			350	2.49			300	1.75
	Brown 12 pack											120	1.68
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	10	2.79	820	3.95			500	4.81			1,160	3.58
	OMEGA-3												
	White 12 pack	280	2.50	870	2.49	510	2.72	1,670	2.48	300	2.86	1,820	2.57
	Brown 12 pack							250	2.48			60	2.82
	CAGE-FREE												
	White 12 pack	30	2.49	500	2.43			80	2.56	20	2.49	160	2.74
	Brown 12 pack			930	2.64			430	3.38	110	2.50	1,330	2.79
	VEGETARIAN FED												
	White 12 pack							100	3.50				
	Brown 12 pack			200	3.44			90	2.35			190	2.50

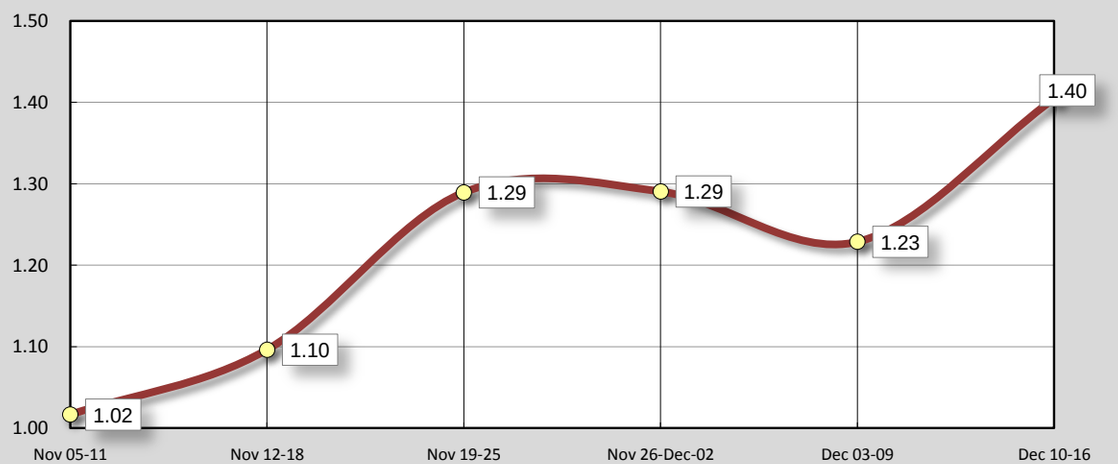
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,580	2,650	2,040	**Large Eggs on**
Specialty	3,640	3,630	5,150	**Dec-06-2010**
Total (includes MD)	6,420	6,330	7,480	559.5
Special Rate 4/:	8.8%	0.0%	7.3%	up 21%

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

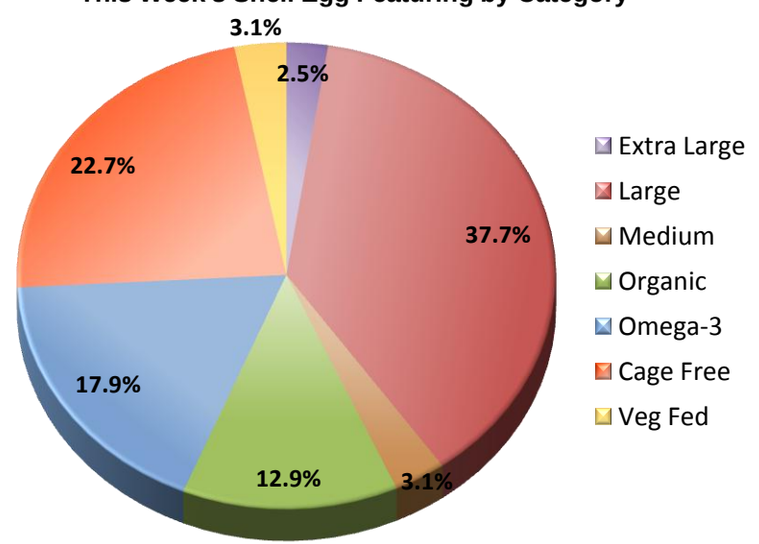
SHELL EGG and EGG PRODUCTS FEATURING

It is now less than two weeks before Christmas and the holiday baking season is underway. Retailers have begun to promote baking items heavily and shell eggs are at the top of every consumers list as the one "must have" item to make those memorable holiday treats. Promotional activity is similar to last week although a higher percentage of sampled stores are offering shell eggs. Feature prices are quite variable this week across the country but the general trend is higher with a sharp rise in the average ad price for Large white shell eggs. Markets are using "no price" promotions more liberally and consumers will find attractive deals on "buy 1, get one free" and "free eggs with additional purchases". Promotional activity for specialty shell eggs is about the same as the previous ad cycle and is spread fairly evenly between the various types. Liquid egg promotional activity continues to be very active and egg nog promotional activity is getting into the holiday spirit as retailers are offering both the 32 and 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/		41.3% of 4,000 sampled outlets						37.5% of 5,100 sampled outlets						31.2% of 3,200 sampled outlets					
Activity Index 2/		Activity Index = 1,930 (includes Medium)						Activity Index = 1,030 (includes Medium)						Activity Index = 1,300 (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	1.79	10	1.79	1.00	10	1.00										1.33	10	1.33
	White 18 pack																		
	Brown 12 pack																2.22	30	2.22
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	0.59 - 1.49	50	1.15	0.59 - 1.50	280	1.34				0.99 - 2.00	240	1.38				0.49 - 1.79	310	1.07
	White 18 pack										1.99	80	1.99				1.79 - 2.19	150	1.88
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.99	140	0.99		White 12 pack White 30 pack		0.98	20	0.98		White 12 pack White 30 pack		0.89 - 0.99	20	0.96
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 4.49	530	3.94				3.69 - 3.99	80	3.96	2.79	10	2.79	3.56 - 3.79	10	3.66
	OMEGA-3																		
	White 12 pack				1.92 - 2.99	630	2.39				1.92	40	1.92				1.99 - 3.00	200	2.93
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	2.49	30	2.49							2.29 - 2.50	210	2.43				2.50	100	2.50
	Brown 12 pack				2.99	50	2.99				2.50	360	2.50				2.50 - 3.00	460	2.71
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.59	200	3.44												

		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/		18.8% of 3,500 sampled outlets						35.5% of 2,400 sampled outlets						30.8% of 1,000 sampled outlets					
Activity Index 2/		Activity Index = 750 (includes Medium)						Activity Index = 950 (includes Medium)						Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack	1.56	60	1.56	1.25 - 2.00	200	1.43	1.50	10	1.50	0.99 - 2.00	230	1.73				0.99 - 1.69	350	1.47
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack		0.99	10	0.99		White 12 pack				
USDA GRADE A	White 12 pack				1.20 - 1.79	270	1.47				1.89	130	1.89						
	White 18 pack				1.50 - 2.49	130	1.86	1.50	30	1.50									
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.98	10	1.98		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.99	130	3.99				3.99	70	3.99
	OMEGA-3																		
	White 12 pack							2.50	280	2.50									
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	40	2.50				2.29	130	2.29				2.99	20	2.99
	Brown 12 pack				2.50	40	2.50										1.99 - 2.99	20	2.74
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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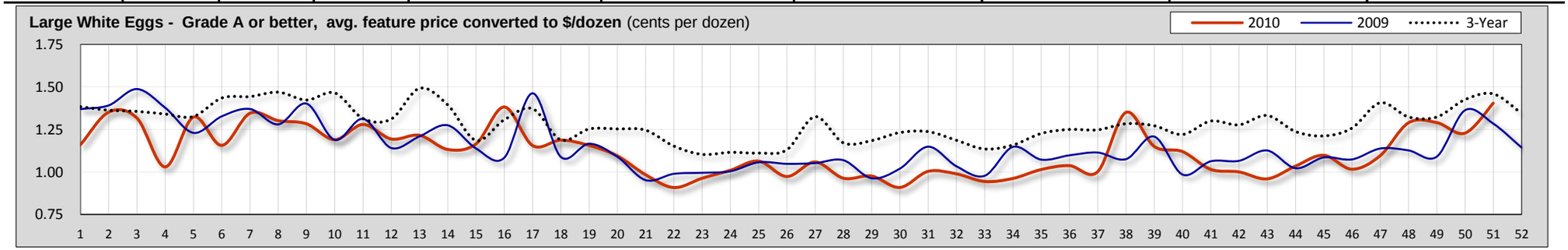
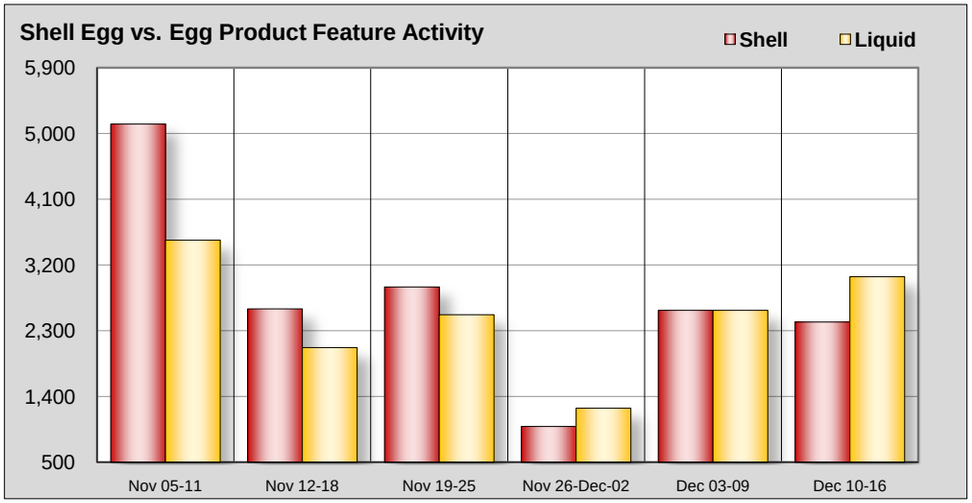
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	16.4%		13.8%		9.3%		36.6% of 4,000 sampled			4.0% of 5,100 sampled			19.8% of 3,200 sampled			4.1% of 3,500 sampled			18.0% of 2,400 sampled			26.5% of 1,000 sampled		
2/ Activity Index	3,040		2,580		1,980		Activity Index = 1,490			Activity Index = 290			Activity Index = 460			Activity Index = 150			Activity Index = 410			Activity Index = 240		
	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	1,990	2.49	1,740	2.01	1,520	2.26	2.00 - 3.00	780	2.47	1.50 - 3.00	290	2.11	1.00 - 3.00	250	1.99	1.99 - 2.99	150	2.37	3.00	280	3.00	2.99	240	2.99
32 oz. crtn	970	5.16	700	4.67	460	4.69	3.99 - 5.99	630	5.62				4.49	210	4.49				3.99	130	3.99			
3 - 4 oz. cup	80	2.68	140	2.19			2.50 - 2.99	80	2.68															
2 - 8 oz. cup																								

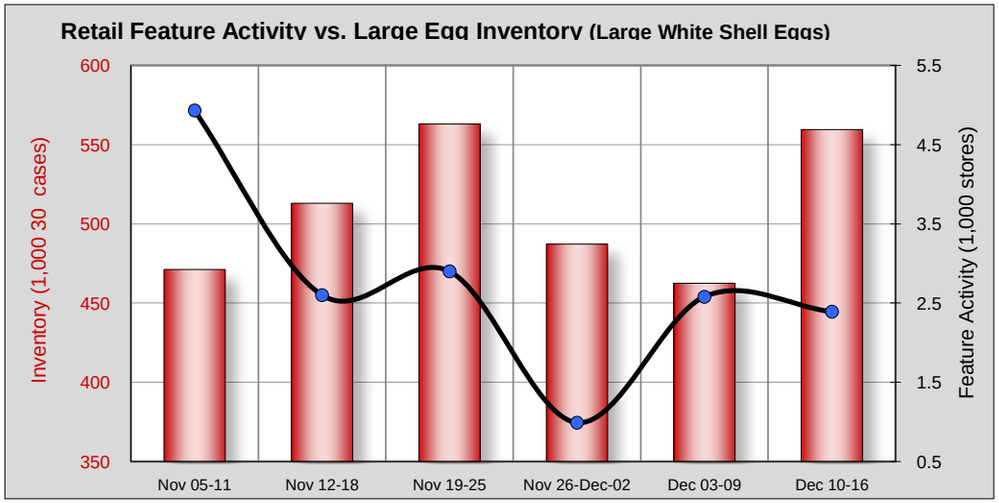
SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

(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	27.3%		10.5%		51.0%		44.8% of 4,000 sampled			9.0% of 5,100 sampled			31.3% of 3,200 sampled			22.3% of 3,500 sampled			34.8% of 2,400 sampled			37.4% of 1,000 sampled		
2/ Activity Index	5,360		2,060		11,270		Activity Index = 1,910			Activity Index = 430			Activity Index = 1,050			Activity Index = 750			Activity Index = 830			Activity Index = 390		
	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	2,410	2.24	1,310	2.07	3,860	2.23	1.99 - 2.99	930	2.44	1.62 - 2.79	340	2.19	1.67 - 2.79	560	2.03	1.69 - 2.99	440	2.34	1.50 - 2.50	140	1.55			
64 ounce	2,950	3.41	750	3.59	7,410	3.33	2.99 - 4.50	980	3.99	3.69 - 3.99	90	3.76	2.79 - 3.99	490	3.22	2.99 - 3.99	310	3.23	2.99 - 3.99	690	3.00	2.79 - 3.88	390	2.96







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