



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/24 thru 12/30.

(prices in dollars per carton)

Fri. Dec 24, 2010

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR							
	23.7% of 19,200 stores		41.5% of 19,200 stores				22.5% 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	150	1.51	860	0.84			370	1.45	60	1.20	570	1.37	
	White 18 pack			230	2.65			1,500	1.95			410	1.85	
	Brown 12 pack													
REGULAR USDA GRADE A	White 12 pack	90	1.22	440	0.90	160	1.38	1,090	1.26	220	1.60	890	1.19	
	White 18 pack			660	2.45			730	2.36			780	1.40	
	Brown 12 pack													
SPECIALTY	USDA ORGANIC													
	White 12 pack													
	Brown 12 pack	100	4.19	370	3.54	110	4.06	400	3.95			150	3.36	
	OMEGA-3													
	White 12 pack			400	2.13	70	2.26	1,190	2.27	10	1.77	770	2.43	
	Brown 12 pack					20	4.69	60	3.44					
	CAGE-FREE													
	White 12 pack			390	2.33			140	2.47			20	2.99	
	Brown 12 pack	30	2.50	1,780	2.68	240	2.49	820	2.84			760	2.87	
	VEGETARIAN FED													
	White 12 pack			30	2.49									
	Brown 12 pack							30	2.49			220	2.50	

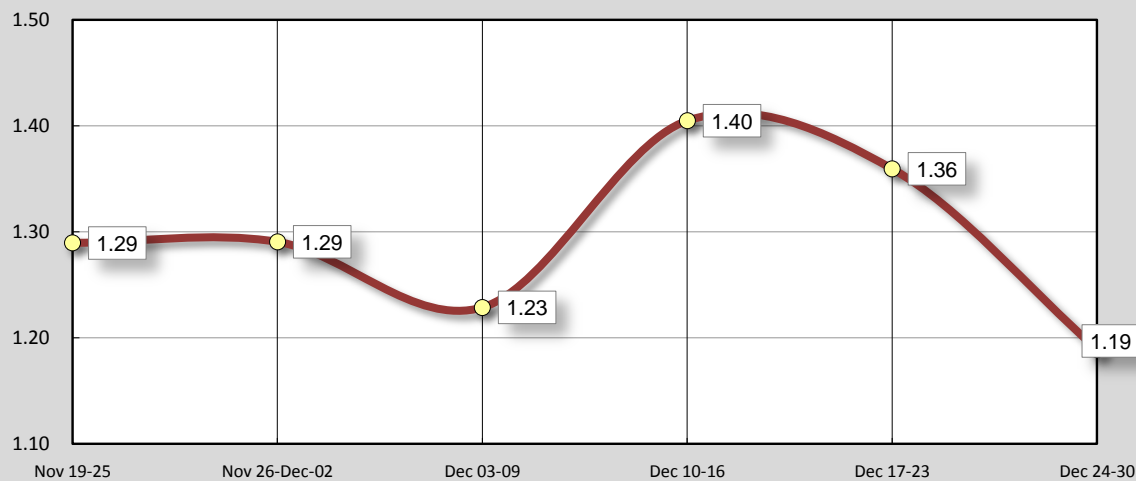
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,430	3,850	2,930	Large Eggs on Dec-20-2010
Specialty	3,100	3,080	1,930	
Total (includes MD)	5,600	6,970	4,880	502.7
Special Rate 4/:	3.9%	15.5%	2.5%	down 21%

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

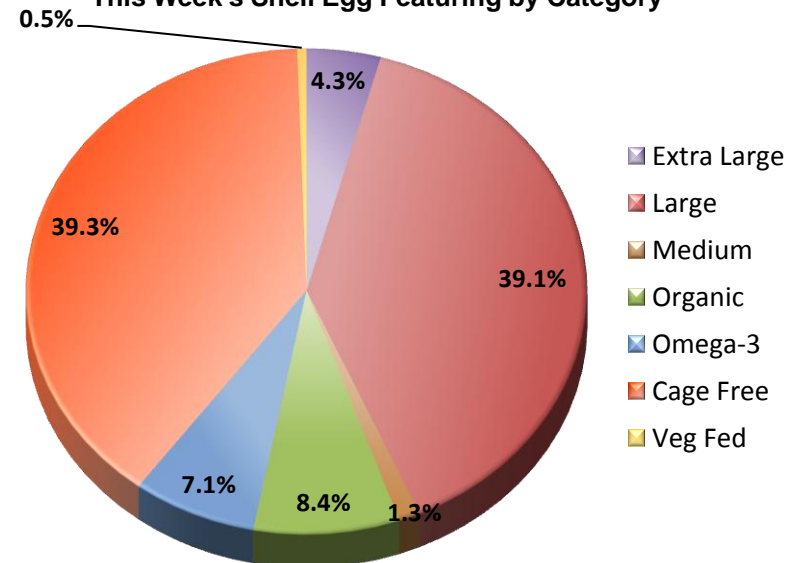
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell egg is declining as we move past the holiday baking season. Overall shell egg featuring is sporadic and less than a fourth of all stores sampled are conducting promotions. The average price of Grade A Large eggs to consumers declined sharply and is nearer to pre-Thanksgiving prices. The occurrence of "no price" specials is less than a week ago, however, savvy shoppers can still find attractive deals in some locations. Promotions of specialty shell eggs are maintaining a steady pace but average ad pricing is down across the board. Liquid egg features are lower in number with a significant drop in ads for 14-16 ounce cartons. Egg nog promotional activity is wrapping up for the season and supermarkets are coaxing last minute sales by offering more than one brand and size to consumers. The next ad cycle moves the marketplace into the new year. Eggs traditionally hold consumer favor into this period as diet conscious consumers look for nutritious foods that won't stretch the budget or waist.

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/}		14.7% of 4,000 sampled outlets Activity Index = 900 (includes Medium)						22.8% of 5,100 sampled outlets Activity Index = 1,790 (includes Medium)						22.4% of 3,200 sampled outlets Activity Index = 830 (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				1.50	10	1.50										0.97	30	0.97
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack	1.49	30	1.49	0.49 - 1.39	150	0.58				0.49	50	0.49	1.59	10	1.59	0.49 - 1.48	70	0.99
	White 18 pack							2.29 - 2.50	590	2.46							2.29	20	2.29
	Brown 12 pack																		
	MEDIUM				White 12 pack White 30 pack						White 12 pack White 30 pack			2.98	30	2.98	White 12 pack White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.19	100	4.19	2.50 - 3.99	360	3.54										3.56	10	3.56
	OMEGA-3																		
	White 12 pack				1.99 - 2.66	220	2.21				1.99	40	1.99				1.50 - 2.50	130	2.07
Brown 12 pack																			
CAGE-FREE																			
White 12 pack										2.50	120	2.50				2.50	10	2.50	
Brown 12 pack	2.50	30	2.50							2.50 - 3.79	960	2.85				2.50 - 3.79	520	2.53	
VEGETARIAN FED																			
White 12 pack																2.49	30	2.49	
Brown 12 pack																			
		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/}		27.9% of 3,500 sampled outlets Activity Index = 680 (includes Medium)						37.6% of 2,400 sampled outlets Activity Index = 940 (includes Medium)						21.1% of 1,000 sampled outlets Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack				1.28 - 1.50	190	1.49	1.56	30	1.56	0.49 - 2.00	590	0.59	1.50	120	1.50	0.88 - 1.49	40	1.16
	White 18 pack										2.50 - 3.00	200	2.68				2.50	30	2.50
	Brown 12 pack																		
	MEDIUM				White 12 pack						White 12 pack			0.99	10	0.99	White 12 pack		
USDA GRADE A	White 12 pack	0.99	50	0.99	0.88 - 2.00	140	1.30				1.19	30	1.19						
	White 18 pack				2.50	50	2.50												
	Brown 12 pack																		
	MEDIUM				White 12 pack White 30 pack			0.78	20	0.78				White 12 pack			White 12 pack		
					2.98	10	2.98				White 30 pack						White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack				1.79	10	1.79												
Brown 12 pack																			
CAGE-FREE																			
White 12 pack				2.50	80	2.50				2.50	40	2.50				1.98 - 2.50	140	2.04	
Brown 12 pack				2.50 - 2.99	130	2.70				2.50	40	2.50				1.98 - 2.50	130	2.04	
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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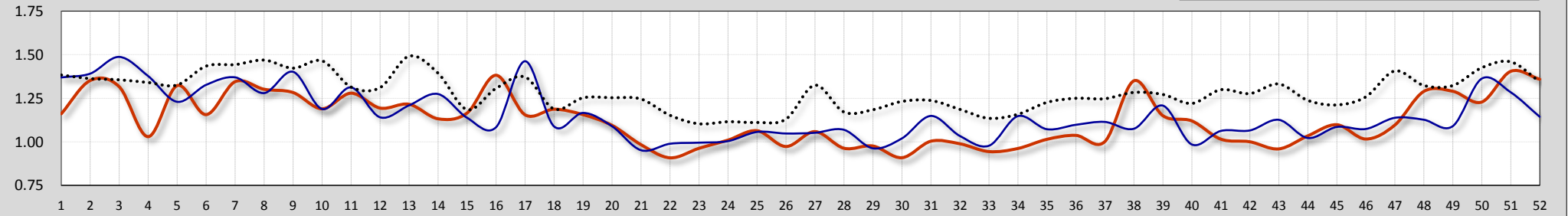
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.2%	11.2%	16.4%	11.1% of 4,000 sampled	3.9% of 5,100 sampled	4.7% of 3,200 sampled	0.0% of 3,500 sampled	8.4% of 2,400 sampled	0.6% of 1,000 sampled
2/ Activity Index	1,030	2,540	3,330	Activity Index = 590	Activity Index = 200	Activity Index = 30	Activity Index = 0	Activity Index = 200	Activity Index = 10
	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	580 2.44	1,620 2.37	2,510 2.11	2.00 - 3.00 360 2.69	2.00 200 2.00	1.88 10 1.88		3.99 200 3.99	2.99 10 2.99
32 oz. crtn	300 4.13	680 4.83	820 4.41	3.99 - 4.99 80 4.37		3.99 - 4.99 20 4.62			
3 - 4 oz. cup	150 2.66	240 2.50		2.50 - 2.99 150 2.66					
2 - 8 oz. cup									

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

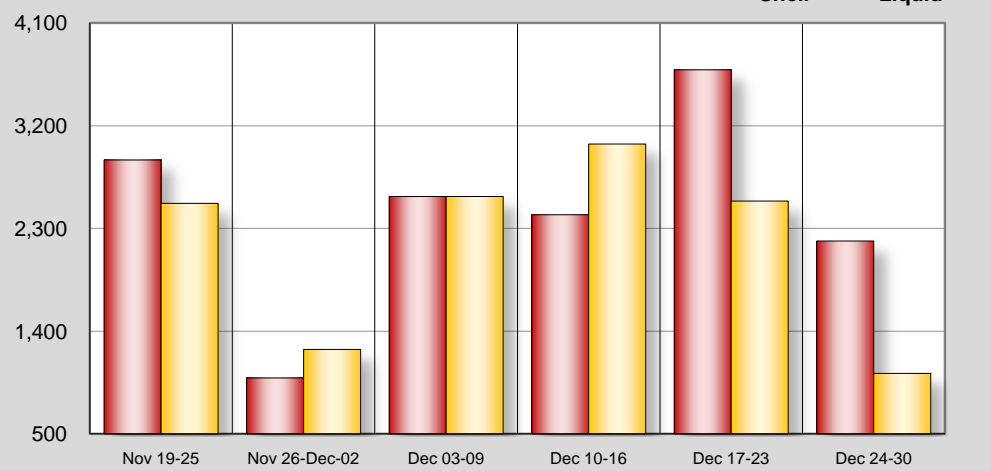
(Non-alcoholic egg nog; this section will run through January 1, 2011)

EGG NOG	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	40.5%	52.3%		38.7% of 4,000 sampled	18.1% of 5,100 sampled	39.6% of 3,200 sampled	48.6% of 3,500 sampled	70.3% of 2,400 sampled	63.2% of 1,000 sampled
2/ Activity Index	7,950	10,410		Activity Index = 1,690	Activity Index = 920	Activity Index = 1,450	Activity Index = 1,540	Activity Index = 1,540	Activity Index = 810
	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 2.29	2,760 2.21		1.99 - 2.99 600 2.67	1.99 - 2.49 170 2.06	1.39 - 2.99 550 2.05	1.19 - 2.99 500 2.10	1.50 - 2.99 340 2.64	1.50 - 1.99 250 1.96
64 ounce	5,540 3.19	7,650 3.26		2.99 - 4.99 1,090 3.92	2.98 - 3.99 750 3.02	2.49 - 4.28 900 3.18	2.99 - 3.99 1,040 3.11	2.50 - 2.99 1,200 2.91	2.50 - 3.99 560 2.79

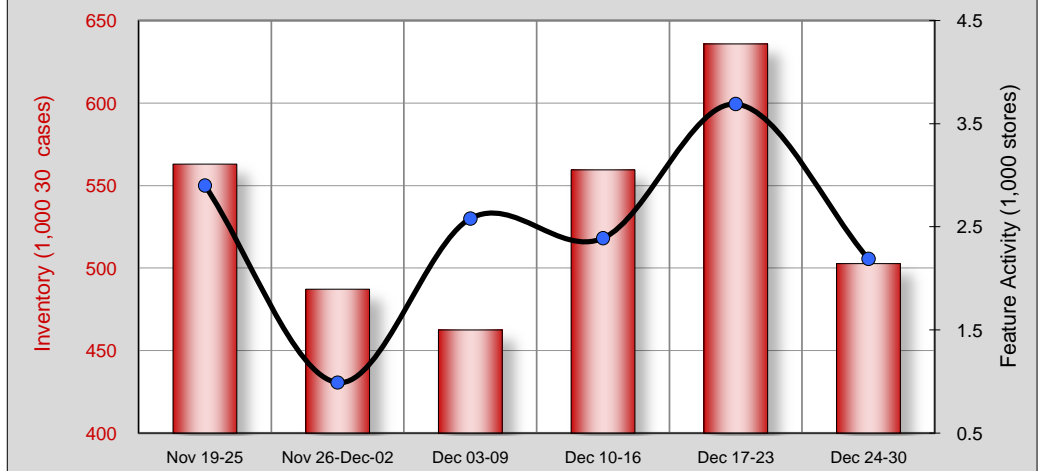
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>