



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 12/31 thru 01/06.

(prices in dollars per carton)

Fri. Dec 31, 2010

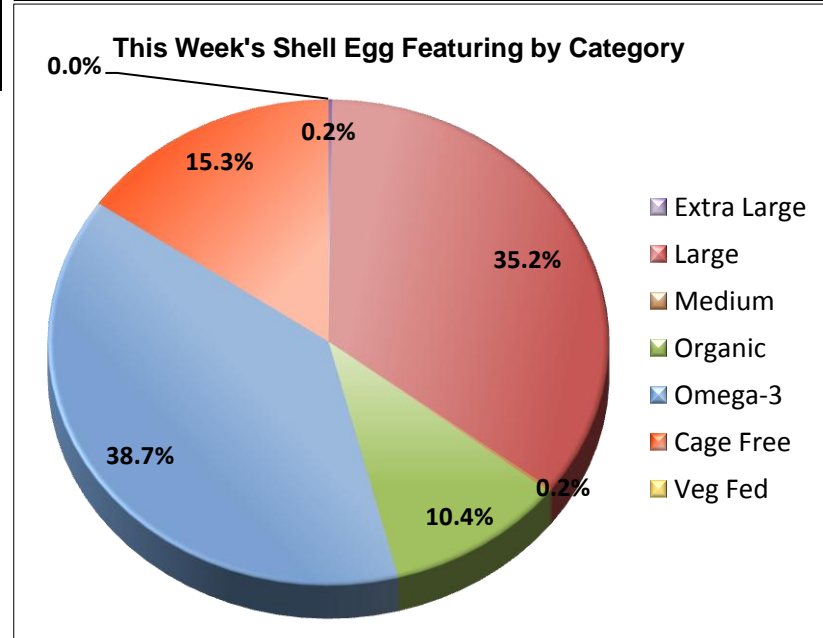
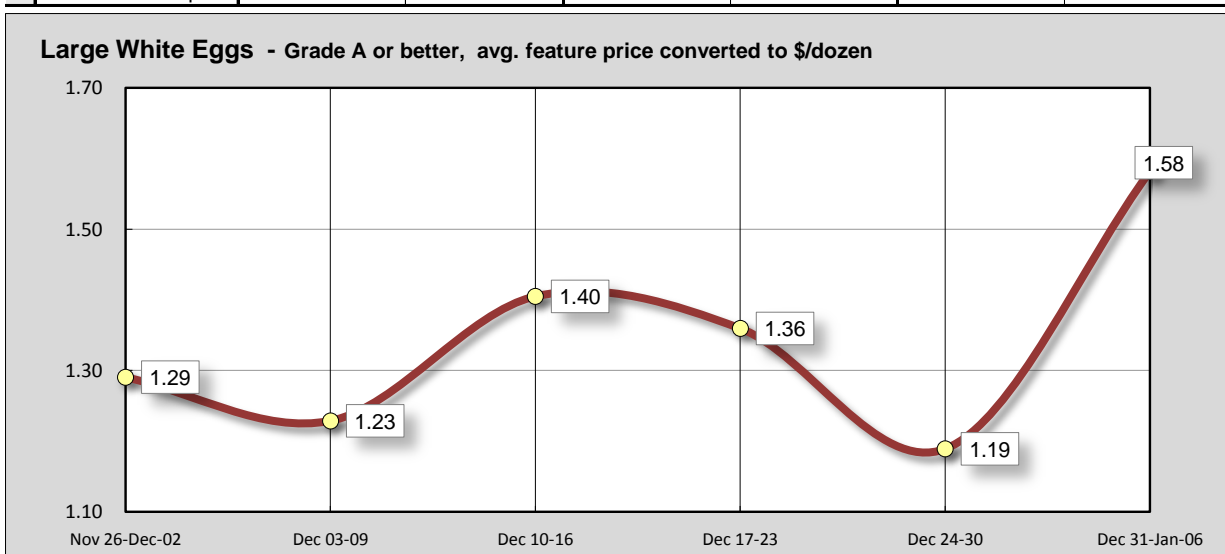
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	16.4% of 19,500 stores				23.7% of 19,200 stores				23.6% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.69	510	1.92	150	1.51	860	0.84		430	1.49	
	White 18 pack			410	2.20			230	2.65		290	2.28	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			620	1.41	90	1.22	440	0.90		760	1.23	
White 18 pack			180	2.19			660	2.45		460	1.97		
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	120	4.53	390	4.00	100	4.19	370	3.54	100	4.19	440	3.86
	OMEGA-3												
	White 12 pack	240	2.94	1,530	2.74			400	2.13		1,310	2.51	
	Brown 12 pack			120	2.64						290	2.97	
	CAGE-FREE												
	White 12 pack							390	2.33		360	2.99	
	Brown 12 pack	10	2.19	740	3.06	30	2.50	1,780	2.68		1,890	3.00	
	VEGETARIAN FED												
White 12 pack							30	2.49					
Brown 12 pack										40	2.99		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,730	2,430	1,940	Large Eggs on Dec-27-2010
Specialty	3,150	3,100	4,430	
Total (includes MD)	4,890	5,600	6,420	508.6
Special Rate 4/:	0.1%	3.9%	1.2%	up 1%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for shell eggs is down this week as the new year begins and the ad cycles move past the holiday season. Ads are sporadic throughout much of the nation with only the west coast seeing any measurable activity. The average price on ad at the retail case for regular Large white shell eggs is up sharply, few deals for budget-weary shoppers this week. Specialty shell egg types begin to increase in number late in the ad cycle led by Omega-3 varieties, ad price levels are up on all types. Organic types make a solid showing while cage-free types, last week's darling, fade from view. Liquid eggs are coming on late in the cycle, expect more from them as the new year gets underway. Egg nog is holding out in a few locations but its day is done and will soon be only a fond memory in most areas. But fear not, only 359 days until Christmas! As the year begins and shoppers receive their charge card statements in the mail, eggs will be a popular choice as both nutritious and inexpensive.



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.)

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/pymarketnews.htm>

		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/}		14.9% of 3,900 sampled outlets Activity Index = 1,840 (includes Medium)						11.7% of 5,100 sampled outlets Activity Index = 600 (includes Medium)						13.6% of 3,300 sampled outlets Activity Index = 450 (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												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				1.49 - 1.69	390	1.50				1.69	10	1.69			0.99 - 1.29	30	1.12	
	White 18 pack				2.20	160	2.20												
	Brown 12 pack																		
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack			0.79	10	0.79			White 12 pack White 30 pack	
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.49 - 4.59	120	4.53	4.29 - 4.49	80	4.31				3.79	80	3.79			3.56 - 3.79	20	3.69	
	OMEGA-3																		
	White 12 pack	2.99	230	2.99	1.89 - 2.99	580	2.50				2.99	50	2.99			1.50 - 2.99	360	2.51	
Brown 12 pack				2.99	60	2.99													
CAGE-FREE																			
White 12 pack																			
Brown 12 pack	2.19	10	2.19	2.19 - 4.49	200	3.34				2.99	450	2.99			2.50	40	2.50		
VEGETARIAN FED																			
White 12 pack																			
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/}		10.8% of 3,600 sampled outlets Activity Index = 370 (includes Medium)						32.4% of 2,500 sampled outlets Activity Index = 1,010 (includes Medium)						33.5% of 1,100 sampled outlets Activity Index = 620 (includes Medium)					
USDA GRADE AA	White 12 pack				1.33 - 1.99	50	1.67	1.69	10	1.69	1.89 - 1.99	450	1.96			1.99 - 2.50	360	2.16	
	White 18 pack										2.50	50	2.50						
	Brown 12 pack																		
	MEDIUM			White 12 pack						White 12 pack									
USDA GRADE A	White 12 pack				1.19 - 1.50	190	1.27				1.79	10	1.79						
	White 18 pack				2.50	10	2.50												
	Brown 12 pack																		
	MEDIUM			White 12 pack White 30 pack						White 12 pack White 30 pack								White 12 pack White 30 pack	
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.99	200	3.99			3.99	10	3.99	
	OMEGA-3																		
	White 12 pack	1.89	10	1.89	1.89	10	1.89				2.99 - 3.49	290	3.47			2.79	240	2.79	
Brown 12 pack				2.29	50	2.29									2.29	10	2.29		
CAGE-FREE																			
White 12 pack																			
Brown 12 pack					2.99	50	2.99												
VEGETARIAN FED																			
White 12 pack																			
Brown 12 pack																			



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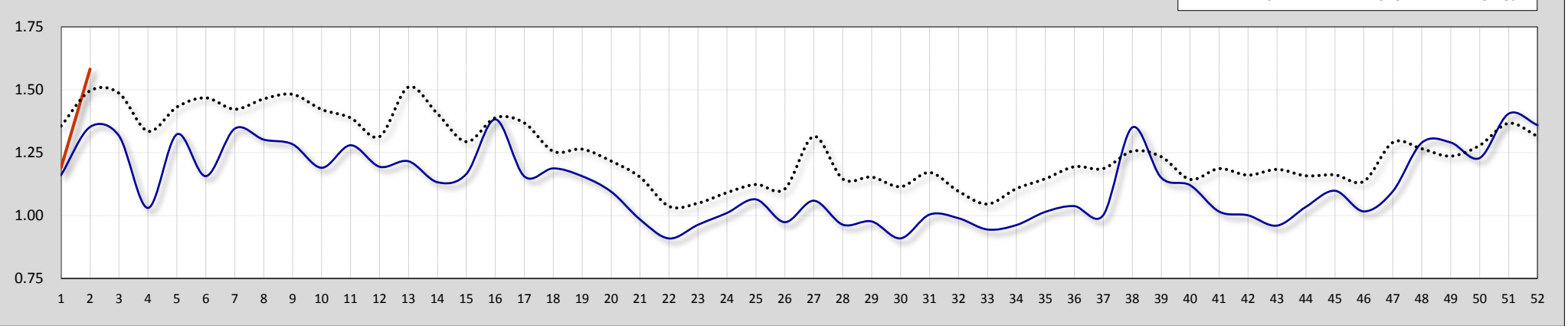
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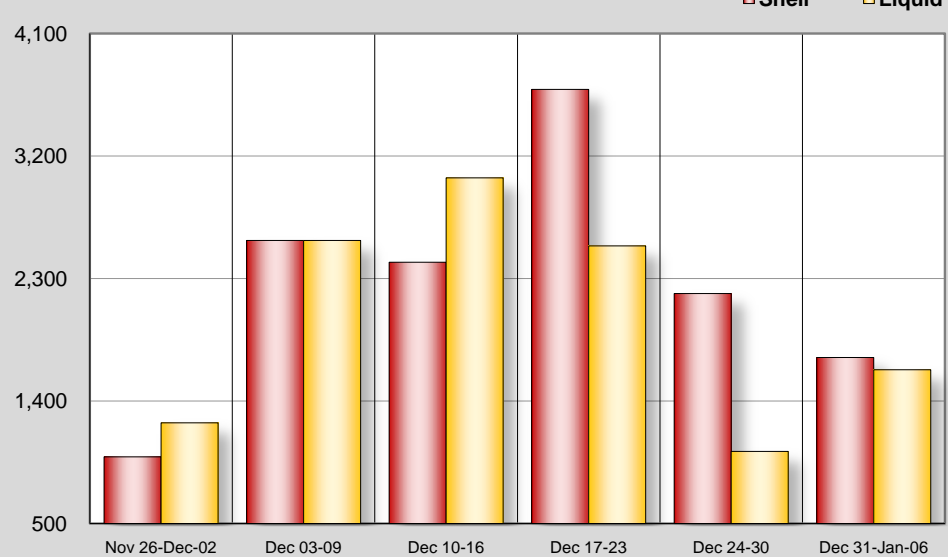
Fri. Dec 31, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.9%	5.2%	17.1%	3.8% of 3,900 sampled	0.0% of 5,100 sampled	8.4% of 3,300 sampled	0.3% of 3,600 sampled	13.0% of 2,500 sampled	0.5% of 1,100 sampled
2/ Activity Index	1,630	1,030	3,570	Activity Index = 820	Activity Index = 0	Activity Index = 470	Activity Index = 10	Activity Index = 320	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	910 2.37	580 2.44	3,060 2.31	1.99 - 2.99 620 2.37		2.00 - 2.49 270 2.34	1.99 10 1.99		2.99 10 2.99
32 oz. crtn	720 3.90	300 4.13	510 4.98	3.99 200 3.99		3.49 200 3.49		3.99 - 4.28 320 4.10	
3 - 4 oz. cup		150 2.66							
2 - 8 oz. cup									

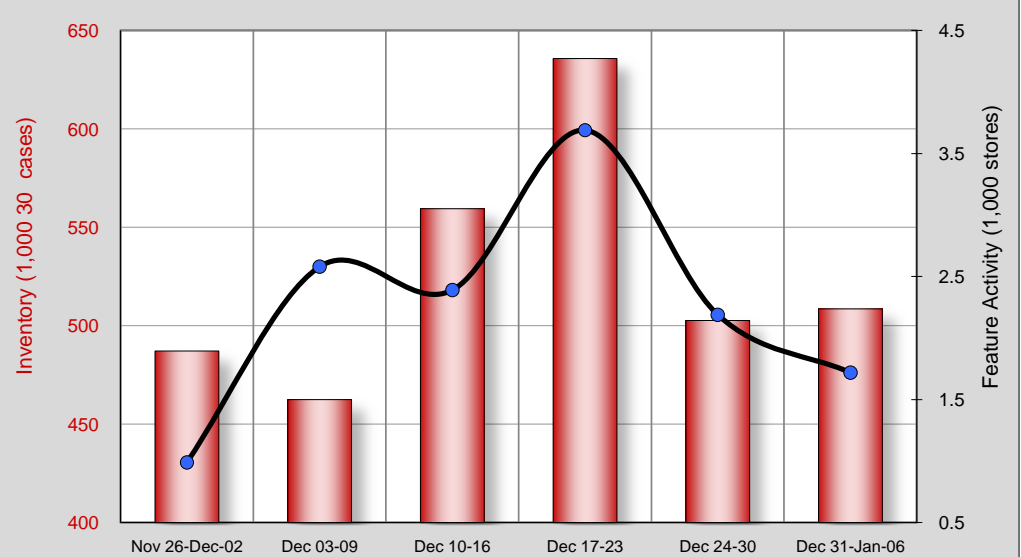
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>