



**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 02/04 thru 02/10.  
 (prices in dollars per carton)

Fri. Feb 04, 2011

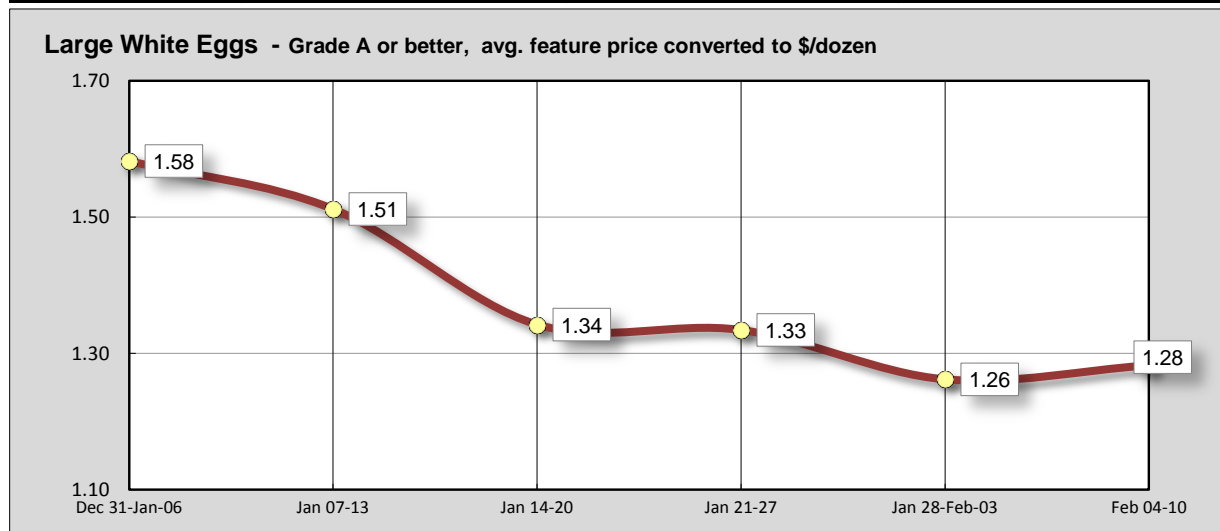
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	17.3% of 19,500 stores				23.3% of 19,500 stores				21.8% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	<b>USDA GRADE AA</b>												
	White 12 pack	10	1.49	280	1.29	130	1.66	500	1.15	10	1.50	380	1.47
	White 18 pack			70	2.49	20	1.75	1,630	2.04				
	Brown 12 pack			200	2.79								
	<b>USDA GRADE A</b>												
	White 12 pack	10	1.49	720	1.25	30	1.20	740	1.12			910	1.30
White 18 pack			290	1.89			50	1.95			50	1.89	
Brown 12 pack													
SPECIALTY	<b>USDA ORGANIC</b>												
	White 12 pack			20	3.50								
	Brown 12 pack	10	3.78	400	4.07	110	3.88	430	4.17			620	3.95
	<b>OMEGA-3</b>												
	White 12 pack	320	2.48	1,780	2.50	210	2.81	1,230	2.45	130	2.46	1,160	2.39
	Brown 12 pack							60	2.75			130	3.99
	<b>CAGE-FREE</b>												
	White 12 pack											170	2.99
	Brown 12 pack			750	2.90			160	2.61			840	3.28
	<b>VEGETARIAN FED</b>												
White 12 pack			230	2.79			230	1.99					
Brown 12 pack			30	2.99			290	2.67	10	2.00	340	2.38	

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,580	3,100	1,350	Large Eggs on Jan-31-2011
Specialty	3,540	2,720	3,400	
Total (includes MD)	5,250	6,150	4,780	447.1
Special Rate 4/:	0.1%	0.3%	1.3%	up 14%

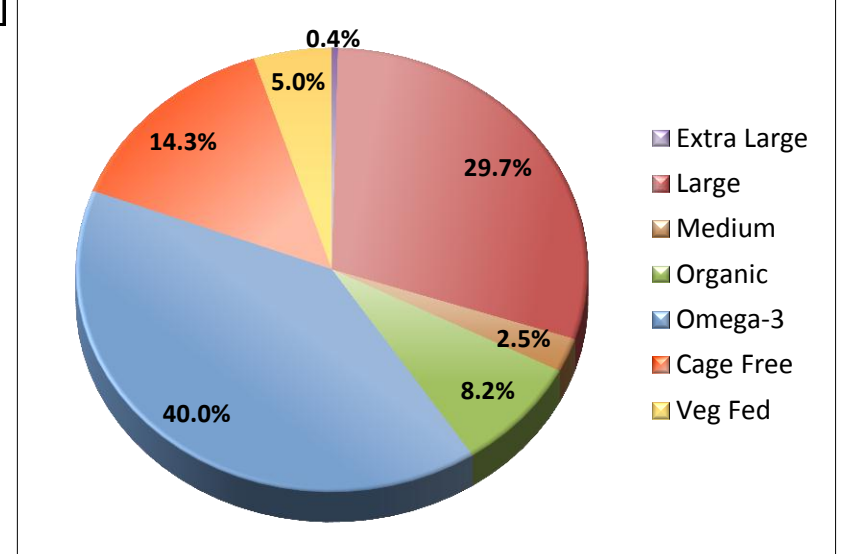
5/: 1,000's of 30-doz cases

**SHELL EGG and EGG PRODUCTS FEATURING**

It is the Super Bowl weekend and eggs are barely in the game as many supermarkets are heavily promoting chicken, meat, chips and dip. As a result, ads for regular shell eggs are fewer in number this week. Shoppers are likely to find more eggs in the deli case rather than the dairy case, as retailers offer egg-based salads, as well as deviled egg party platters as side dishes. The average price of Large white eggs to consumers, Grade A or better, is slightly higher. Many shoppers will have a hard time finding bargains on eggs as the occurrence of "no price" specials are scarce. Winter storms across the country continue to play a major part in disrupting normal marketing patterns. Promotional activity on specialty shell eggs is higher than a week ago and Omega-3 eggs continue to command the most ad space. Promotions for liquid egg products increased and are featured more than regular shell eggs.



**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 <sup>1/</sup> Activity Index <sup>4/</sup>		24.3% of 3,900 sampled outlets Activity Index = 2,690 (includes Medium)						11.8% of 5,100 sampled outlets Activity Index = 650 (includes Medium)						23.5% of 3,300 sampled outlets Activity Index = 800 (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 Brown 12 pack				1.50	10	1.50												
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack	1.49	10	1.49	0.99 - 1.80	590	1.30										0.59 - 1.00	70	0.88
	MEDIUM	White 12 pack White 30 pack			0.88	30	0.88	White 12 pack White 30 pack			2.99	20	2.99	White 12 pack White 30 pack			1.00 - 1.25	40	1.09
S P E C I A L T Y	USDA ORGANIC White 12 pack Brown 12 pack	3.78	10	3.78	2.00 - 5.00	270	4.21										3.50	20	3.50
	OMEGA-3 White 12 pack Brown 12 pack	2.00 - 3.00	320	2.48	1.99 - 2.95	960	2.30			1.98 - 2.19	150	2.06					1.78 - 2.99	380	2.49
	CAGE-FREE White 12 pack Brown 12 pack				1.99 - 2.99	230	2.86			2.68 - 3.49	480	2.91					2.99 - 3.49	40	3.13
	VEGETARIAN FED White 12 pack Brown 12 pack				2.79	230	2.79												
					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 <sup>1/</sup> Activity Index <sup>2/</sup>		8.5% of 3,600 sampled outlets Activity Index = 310 (includes Medium)						27.8% of 2,500 sampled outlets Activity Index = 750 (includes Medium)						4.4% of 1,100 sampled outlets Activity Index = 50 (includes Medium)					
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.69	170	1.26	1.49	10	1.49	1.20 - 1.69	60	1.36				1.22 - 1.29	40	1.24
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack					
USDA GRADE A	White 12 pack White 18 pack Brown 12 pack				0.99 - 1.39	60	1.21												
	MEDIUM	White 12 pack White 30 pack			1.99	40	1.99	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										3.79	130	3.79						
	OMEGA-3 White 12 pack Brown 12 pack									2.99 - 3.49	280	3.47					1.69	10	1.69
	CAGE-FREE White 12 pack Brown 12 pack																		
	VEGETARIAN FED White 12 pack Brown 12 pack																		

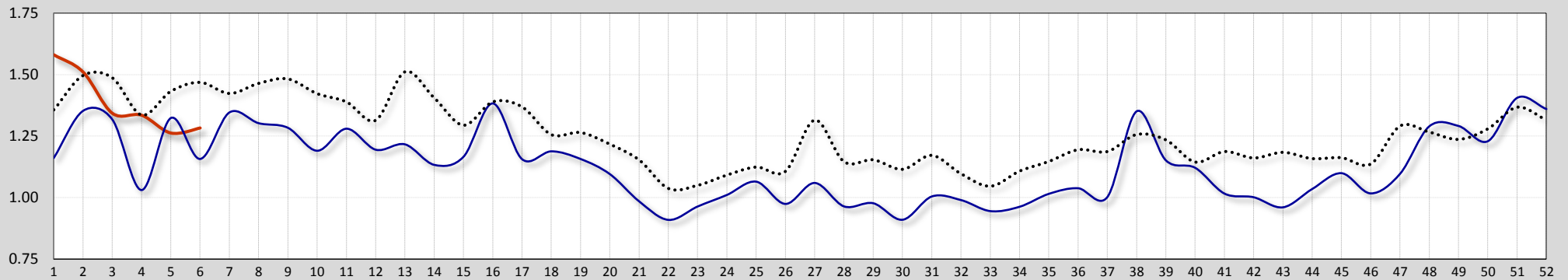


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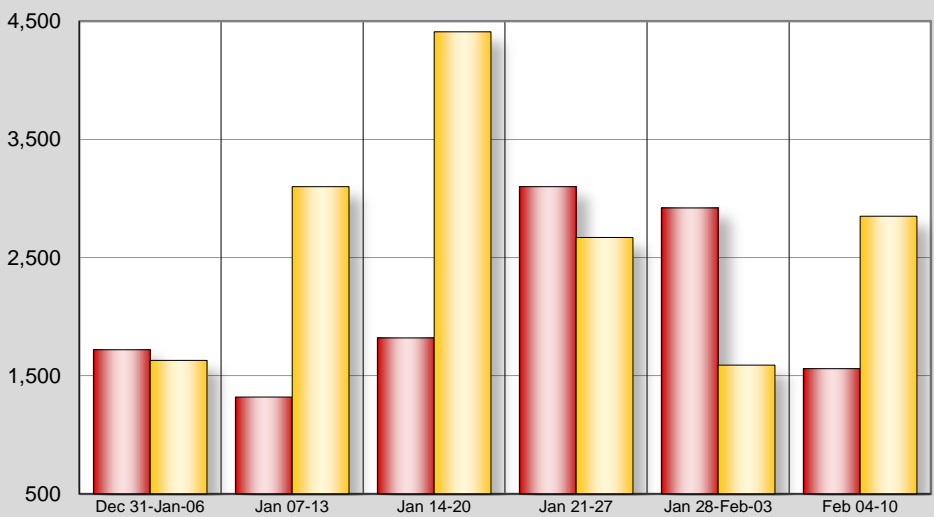
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	11.7%	7.3%	9.5%	10.6% of 3,900 sampled	22.5% of 5,100 sampled	0.4% of 3,300 sampled	5.7% of 3,600 sampled	8.7% of 2,500 sampled	25.1% of 1,100 sampled
2/ Activity Index	2,850	1,590	1,960	Activity Index = 1,200	Activity Index = 1,140	Activity Index = 10	Activity Index = 200	Activity Index = 20	Activity Index = 280
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	1,700 2.04	770 2.31	1,330 2.43	1.99 - 2.99 490 2.75	1.67 - 2.00 1,140 1.70	1.99 - 2.19 10 2.08		2.59 20 2.59	2.59 40 2.59
32 oz. crtn	790 4.84	690 3.89	490 3.42	3.99 - 5.99 350 4.94			3.99 - 4.99 200 4.47		4.99 240 4.99
3 - 4 oz. cup	360 2.81	130 2.50	140 2.54	2.50 - 2.99 360 2.81					
2 - 8 oz. cup									

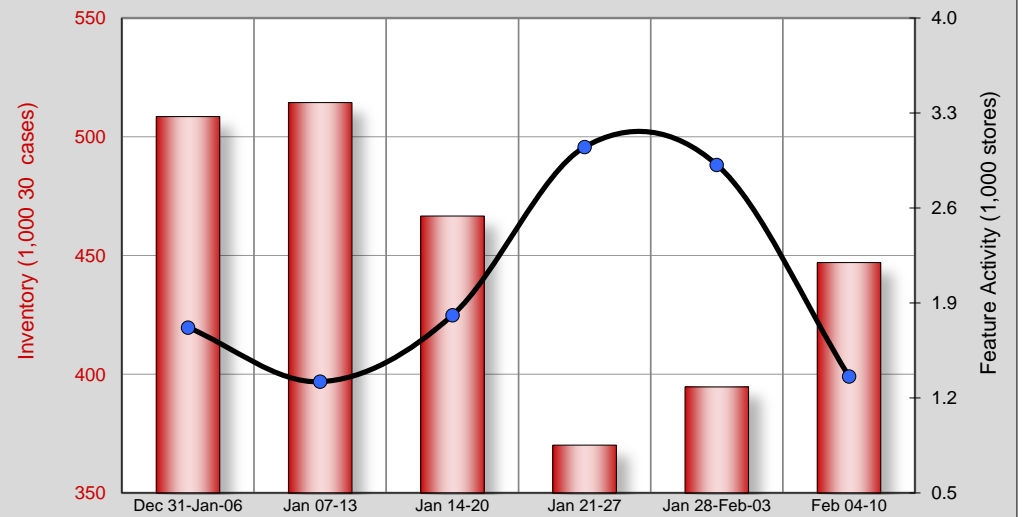
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large 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>