USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Feb 25, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/25 thru 03/03.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	29.6% of 19,500 stores				26.2% of 19,500 stores				33.9% 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	40	1.30	850	1.03			990	1.11	10	1.50	550	1.29
	White 18 pack			200	2.60			230	1.90	30	1.99	310	1.97
	Brown 12 pack											10	2.50
	USDA GRADE A												
	White 12 pack	240	1.25	2,050	1.14	110	2.19	690	1.04			1,180	1.14
	White 18 pack			920	1.98			90	1.77			190	1.56
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	70	3.43	200	3.68	10	2.99	810	3.71			160	4.27
	OMEGA-3												
	White 12 pack			1,360	2.72	250	2.95	1,560	2.09	500	2.42	1,530	2.47
	Brown 12 pack			70	3.79	70	2.99	580	2.50			80	3.57
	CAGE-FREE												
	White 12 pack			1,340	2.56			190	2.17			20	1.78
	Brown 12 pack			2,080	2.70			740	2.87	40	2.49	1,190	3.15
	VEGETARIAN FED												
	White 12 pack							120	1.67			30	2.00
	Brown 12 pack			480	2.29			280	2.79	30	2.50	580	2.58

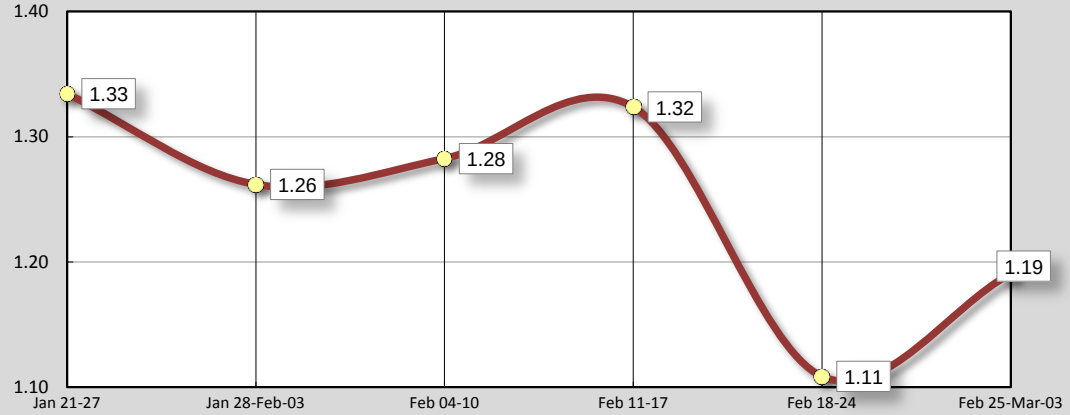
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,300	2,110	2,280	**Large Eggs on**
Specialty	5,600	4,610	4,160	**Feb-21-2011**
Total (includes MD)	10,190	6,860	6,540	455.7
Special Rate 4/:	0.7%	7.4%	6.9%	up 11%

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

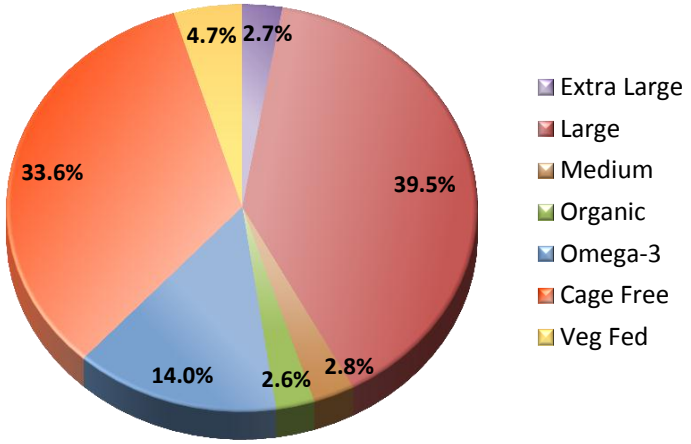
SHELL EGG and EGG PRODUCTS FEATURING

Overall featuring of shell eggs is considerably more active with the number of ads for regular shell eggs more than doubling, led by a sharp increase in retail outlets promoting Grade A Large. The average price of Grade A or better, Large white eggs offered to consumers is up this week but is the second lowest average ad price to date in 2011. Feature activity for Extra Large and Medium eggs is more visible. The use of "no price" incentives to increase sales is very limited but shoppers will still find eggs attractively priced from 59 to 99 cents per dozen. Promotional activity for specialty shell eggs is higher on all types with the exception of USDA Organic. Cage-free brown and white eggs command a sizable portion of ad space, followed by Omega-3 white eggs as the popular favorites. Promotional activity of liquid eggs dropped sharply. The Northeast is the most active region; elsewhere, liquid egg sales are limited.

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/		24.0% of 3,900 sampled outlets Activity Index = 2,270 (includes Medium)						24.3% of 5,100 sampled outlets Activity Index = 2,160 (includes Medium)						40.3% of 3,300 sampled outlets Activity Index = 2,180 (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										0.99 - 1.18	120	1.02
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.80	660	1.32				1.19 - 1.25	280	1.24	0.97 - 1.00	120	1.00	0.59 - 1.49	800	1.02
	White 18 pack				1.79	20	1.79				1.99	720	1.99				1.50	10	1.50
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.88	40	0.88		White 12 pack		1.25	10	1.25		White 12 pack		1.00	150	1.00
			White 30 pack						White 30 pack		2.99	20	2.99		White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49 - 3.99	140	3.76							2.99	10	2.99			
	OMEGA-3																		
	White 12 pack				2.00 - 2.99	780	2.72										1.78 - 2.99	210	2.90
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50 - 2.99	140	2.75				2.50	480	2.50				2.50	250	2.50
	Brown 12 pack				2.99	160	2.99				2.50 - 3.49	590	2.64				2.50 - 3.49	510	2.52
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.00 - 2.79	320	2.44				2.00	60	2.00						

		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/		32.1% of 3,600 sampled outlets Activity Index = 2,040 (includes Medium)						24.2% of 2,500 sampled outlets Activity Index = 1,020 (includes Medium)						46.1% of 1,100 sampled outlets Activity Index = 520 (includes Medium)					
USDA GRADE AA	White 12 pack				0.88 - 1.09	460	0.97	1.20 - 1.50	40	1.30	0.80 - 1.68	210	1.17				0.99	50	0.99
	White 18 pack										2.50 - 2.79	200	2.60						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.97 - 1.33	310	1.00							1.50	120	1.50			
	White 18 pack				1.99	160	1.99				1.89	10	1.89						
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.79 - 1.00	60	0.95		White 12 pack						White 12 pack				
			White 30 pack		1.98	10	1.98		White 30 pack						White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.50	40	3.50	3.50	40	3.50	3.50	20	3.50	3.50	20	3.50						
	OMEGA-3																		
	White 12 pack										1.99	130	1.99				2.99	240	2.99
	Brown 12 pack																3.79	70	3.79
	CAGE-FREE																		
	White 12 pack				2.50 - 2.79	410	2.56				2.79	40	2.79				2.79	20	2.79
	Brown 12 pack				2.50 - 2.79	550	2.54				2.79 - 3.99	250	3.39				2.79	20	2.79
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack										2.00	100	2.00						

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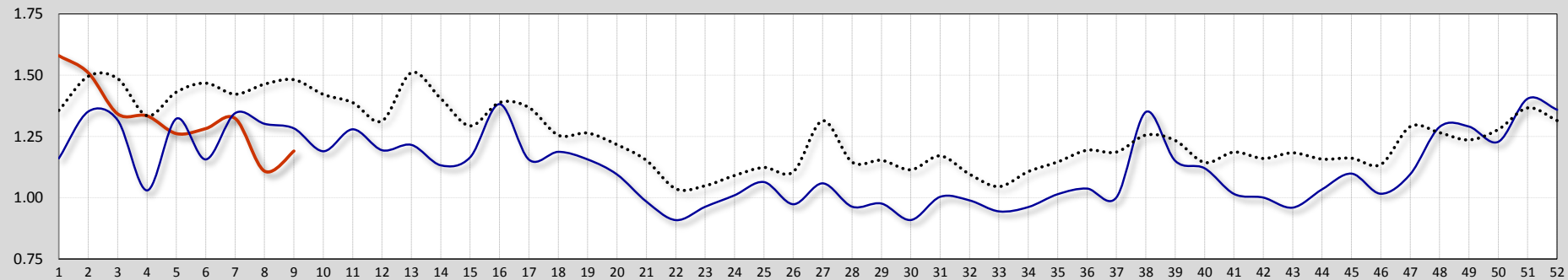
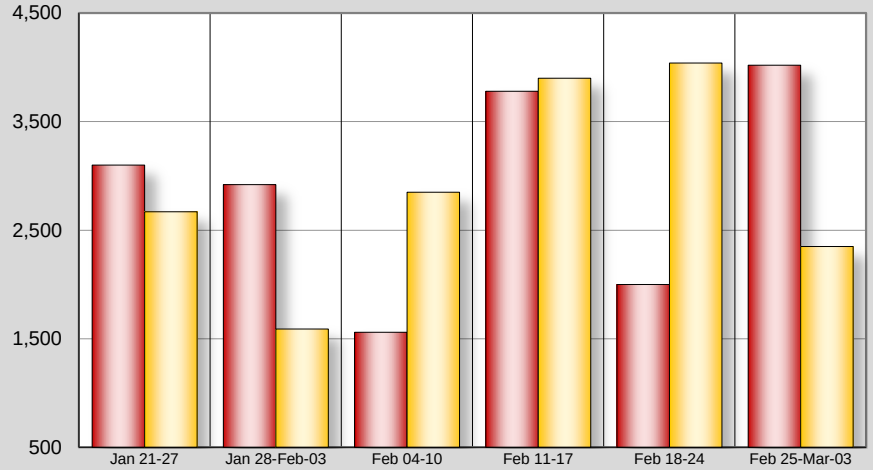
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	5.5%		13.3%		14.0%		9.0% of 3,900 sampled			0.6% of 5,100 sampled			4.3% of 3,300 sampled			5.7% of 3,600 sampled			13.2% of 2,500 sampled			0.8% of 1,100 sampled		
2/ Activity Index	2,350		4,040		2,860		Activity Index = 1,580			Activity Index = 100			Activity Index = 140			Activity Index = 100			Activity Index = 430			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	900	2.47	2,460	2.14	1,650	2.46	2.00 - 2.99	500	2.60	1.69 - 2.50	30	1.84	1.79 - 2.99	140	2.57	2.29 - 2.69	100	2.49	1.99	130	1.99			
32 oz. crtn	1,330	4.29	1,400	4.16	930	4.25	3.99 - 5.99	960	4.39	4.29	70	4.29							3.99	300	3.99			
3 - 4 oz. cup	120	2.44	180	2.74	280	2.52	1.99 - 2.99	120	2.44															
2 - 8 oz. cup																								

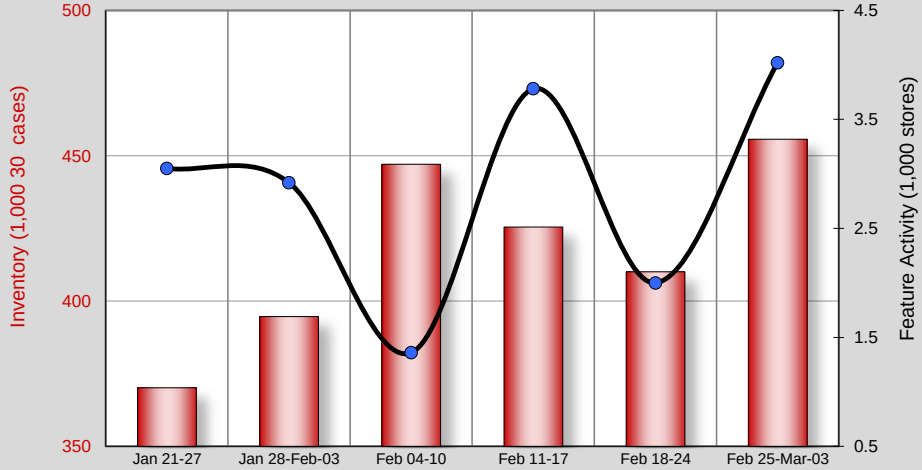
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**