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 03/04 thru 03/10. (prices in dollars per carton)

Fri. Mar 04, 2011

				SHELL	_ EGG	NATIO	NAL SU	MMARY	<i>'</i>					
			THIS	WEEK			PREVIO	US WEEK	(PREVIO	US YEAR		
Feature Rate		32.	.5% of 19	9,500 sto	res	29	.6% of 19	9,500 sto	res	30	.6% of 19	9,200 sto	200 stores	
		X L	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAR	GE	
Tuona onant aa		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			670	1.24	40	1.30	850	1.03	10	1.50	350	1.29	
G	White 18 pack			1,660	2.44			200	2.60	10	2.50	330	2.35	
U	Brown 12 pack													
·	USDA GRADE A													
A	White 12 pack	140	1.32	380	0.98	240	1.25	2,050	1.14	30	1.23	1,090	1.19	
R	White 18 pack			240	1.95			920	1.98	60	2.03	170	1.91	
ĸ	Brown 12 pack			30	1.99									
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	40	3.36	480	3.82	70	3.43	200	3.68			160	3.34	
E	OMEGA-3													
C	White 12 pack	20	1.89	610	2.75			1,360	2.72	440	2.88	1,220	2.35	
٠	Brown 12 pack			20	2.50			70	3.79			260	3.07	
A	CAGE-FREE													
	White 12 pack			1,140	2.56			1,340	2.56			330	2.70	
_ _	Brown 12 pack	170	2.49	2,320	2.58			2,080	2.70	30	2.49	1,470	2.86	
I	VEGETARIAN FED													
Y	White 12 pack			230	2.79									
	Brown 12 nack	I		460	2 64			480	2 29			640	2.46	

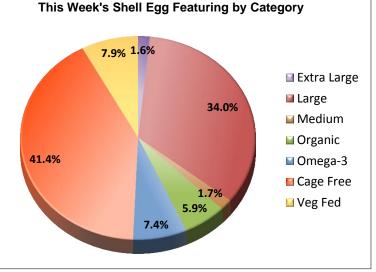
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,120	4,300	2,050	Large Eggs on
Specialty	5,490	5,600	4,550	Feb-28-2011
Total (includes MD)	8,760	10,190	6,670	519.3
Special Rate 4/:	0.5%	0.7%	5.2%	up 14%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is significantly less than a week ago, as many retailer are utilizing ad space for frozen items to bring attention to March as National Frozen Food Month. The average price of Grade A or better, Large white eggs to consumers is sharply higher than last week, mainly due to a substantial increase in Grade AA 18 pack egg promotions in the South Central and West Coast regions. Featuring of Extra Large and Medium eggs is maintaining a steady level of visibility. The number of "no price" ad specials is limited. Specialty egg promotions are slightly lower due to a drop in ads for Omega-3 eggs. All other types are maintaining a steady presence. Liquid egg promotional activity continues to decline.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

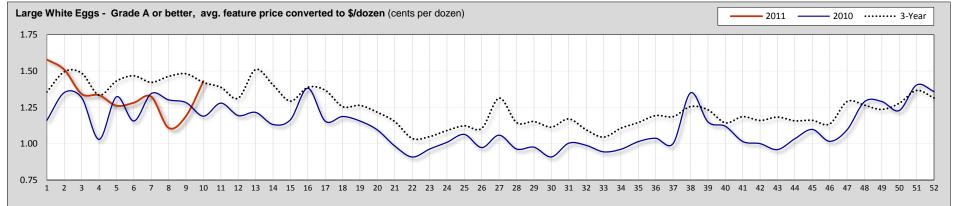
1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer 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.)

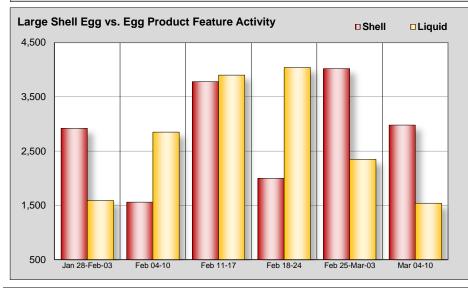
		(07			EAST U.S.	DIV(T)			EAST U.S.				EST U.S.	\A/I\		
Feature Rate ¹⁷ Activity Index " CLASS		·	20.5% of	3,900	,NH,NJ,NY,PA sampled outl 60 (includes N	ets		(AL,FL,GA,MS,N 19.6% of 5,100 Activity Index = 1,83	sampled outlets	5		(IA,IL,IN,KY,MI,M) 39.3% of 3,300 ctivity Index = 1,4	sampled outlet	s		
		EXTRA LARGE LARGE						EXTRA LARGE	LA		EXTRA LARGE LARGE					
		Price Range	Stores	Avg 3/	Price Rang	e Stores	Avg 3/	Price Range Stores Avg 3/	Price Range	Stores Avg	B/ Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack White 18 pack Brown 12 pack				2.4	9 90	2.49		1.50 2.49	20 1.5 40 2.4	0		1.19 2.49	10 80	1.19 2.49	
AA	MEDIUM		White 12					White 12 pack				White 12 pack				
USDA GRADE	White 12 pack White 18 pack Brown 12 pack	1.29	20	1.29	0.99 - 1.0 1.9		0.99) 1.99		0.99 1.99	10 0.9 160 1.9	9	70 1.51	0.59 - 1.19 1.99 1.99	200 10 30	0.92 1.99 1.99	
Α	MEDIUM		White 12 White 30	•				White 12 pack White 30 pack	0.98	20 0.9	8	White 12 pack White 30 pack				
s	DA ORGANIC White 12 pack Brown 12 pack	3.49	30	3.49	3.9	9 150	3.99				2.98	10 2.98	3.99	190	3.99	
P E C	EGA-3 White 12 pack Brown 12 pack	1.99		1.99	1.97 - 3.9		2.97		2.50	210 2.5		10 1.79	1.99 - 2.50	20	2.34	
A L	White 12 pack Brown 12 pack	2.49 - 2.50	170	2.49	2.50 - 2.9	9 310	2.73		2.50 2.50 - 3.49	480 2.5 680 2.6			2.50 1.99 - 3.49	120 650	2.50 2.51	
YVEG	ETARIAN FED White 12 pack Brown 12 pack				2.7 2.50 - 2.9) 2.79) 2.79		2.50	210 2.5	0		1.99	10	1.99	
		(A			NTRAL U.S ,MO,NM,OK,T				VEST U.S. A,NV)			NORTHWEST U.S. (ID,MT,OR,WA,WY)				
Fe	ature Rate 1/	,			sampled outl	•		•	sampled outlets	3) sampled outlet	s		
Ac	tivity Index ^{2/}	Activ	vity Index	x = 2,01	10 (includes N	ledium)		Activity Index = 1,35	60 (includes Me	dium)	A	Activity Index = 500 (includes Medium)				
USDA GRADE	White 12 pack White 18 pack Brown 12 pack				0.88 - 1.6 1.99 - 2.4) 1.16) 2.33		0.89 - 1.69 1.49 - 2.79	300 1.3 780 2.4			2.49	300	2.49	
AA	MEDIUM		White 12	2 pack				White 12 pack	1.00 - 1.29	10 1.1	3	White 12 pack				
USDA	White 12 pack White 18 pack Brown 12 pack	1.07	50	1.07	0.99 - 1.4 1.49 - 1.5		1.05 1.50	·	1.19	10 1.1	9	·	1.15	20	1.15	
Α	MEDIUM		White 12 White 30		2.5	0 120	2.50	White 12 pack White 30 pack				White 12 pack White 30 pack				
USI	OA ORGANIC			•												
S P	White 12 pack Brown 12 pack								2.50 - 3.49	140 3.4	1					
E OM	EGA-3 White 12 pack Brown 12 pack				2.5 2.5		2.50 2.50		2.50 - 3.25	30 2.7	8					
A L	GE-FREE White 12 pack Brown 12 pack				2.50 - 2.9 1.99 - 2.9	9 410	2.59		2.99 2.99	40 2.9 40 2.9			2.50 - 2.99 2.50 - 2.99	90	2.58 2.58	
Y	ETARIAN FED White 12 pack Brown 12 pack				1.99 - 2.9	a 550)		2.99	40 2.9	2		2.50 - 2.99	90	2.38	
Course	: USDA Agricultur		Comico C) o ultra	Market News	and Ana	lvoio /	202) 720 6044 . website: http	://www.ams.us	da aay/ayma	dratnavra htm				2 of 3	

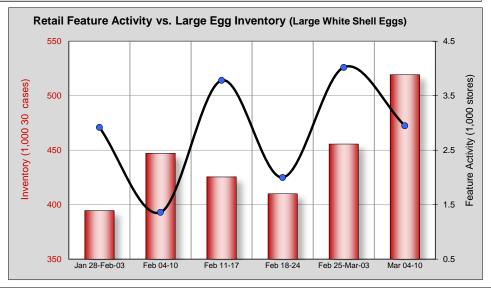
USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/04 thru 03/10.

(prices in dollars per carton)													
THIS	LAST	LAST	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORT					
WEEK	WEEK	VEAD	NONTILAST	SCOTTLAST	MIDVALOI	300111 CLIVINAL	SOUTHWEST	NOK					

EGG	THIS	LAST	LAST	NODTU	IEACT	SOUTE	JEAST	MIDW	IEST	SOUTH	ENTDAL	80	штым	IEST	NODTU	WEST
PRODUCTS	WEEK WEEK		YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
1/ Feature Rate	6.6%	5.5%	8.8%	13.5% of 3,9	00 sampled	0.9% of 5,1	00 sampled	1.3% of 3,3	00 sampled	8.5% of 3,60	00 sampled	11.0% c	of 2,500) sampled	7.0% of 1,10	0 sampled
2/ Activity Index	1,540	2,350	1,730	Activity Ind	lex = 1,110	Activity I	ndex = 50	Activity II	ndex = 40	Activity In	dex = 270	Activ	ity Inde	ex = 30	Activity In	dex = 40
	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 Ra	ange S	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	750 2.50	900 2.47	1,150 2.36	2.00 - 3.00	430 2.52	2.50	10 2.50	1.99 - 2.50	40 2.40	1.69 - 2.69	270 2.47					
32 oz. crtn	560 4.42	1,330 4.29	470 5.26	3.79 - 4.99	450 4.43	3.79	40 3.79					3.99 -	4.79	30 4.56	4.79	40 4.79
3 - 4 oz. cup	230 2.50	120 2.44	110 2.57	2.50	230 2.50											
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.