



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 03/18 thru 03/24.

(prices in dollars per carton)

Fri. Mar 18, 2011

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	27.2% of 19,500 stores		29.9% of 19,500 stores				32.7% 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
USDA GRADE AA												
White 12 pack	130	1.46	610	1.17	60	1.38	220	1.44			340	1.17
White 18 pack			60	1.82			120	1.61			530	2.18
Brown 12 pack											30	1.99
USDA GRADE A												
White 12 pack	140	1.03	1,940	1.11	80	1.19	1,260	1.21	80	1.44	1,090	1.07
White 18 pack			180	1.93	30	2.99	720	1.89			410	1.99
Brown 12 pack											60	1.33
USDA ORGANIC												
White 12 pack												
Brown 12 pack	10	2.98	170	4.28	20	3.64	430	4.70			390	4.02
OMEGA-3												
White 12 pack	100	2.36	1,580	2.11	1,220	2.00	1,840	2.28	580	3.27	2,110	2.16
Brown 12 pack			220	3.01	20	2.50	560	3.31			30	2.79
CAGE-FREE												
White 12 pack				10 2.49							220	2.91
Brown 12 pack				1,200 2.87	70	2.54	1,380	2.89			800	2.89
VEGETARIAN FED												
White 12 pack				70 2.07			260	2.05			10	1.99
Brown 12 pack	240	2.48	500	2.64			590	3.30	20	2.59	1,080	2.01

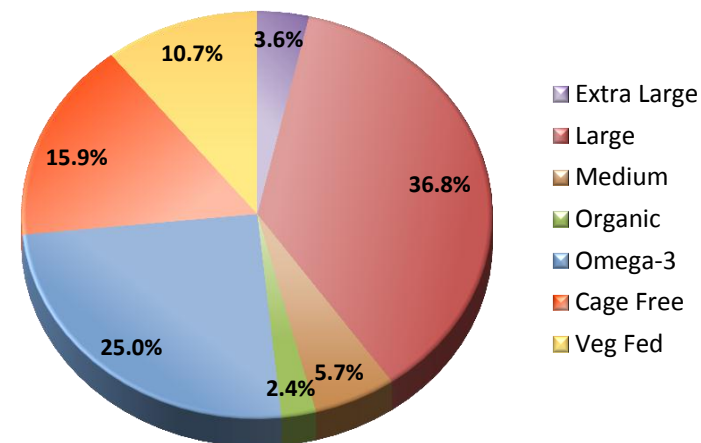
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,060	2,490	2,540	Large Eggs on Mar-14-2011
Specialty	4,100	6,390	5,240	
Total (includes MD)	7,590	9,160	7,800	488.0
Special Rate 4/:	3.6%	1.5%	1.5%	down 10%

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

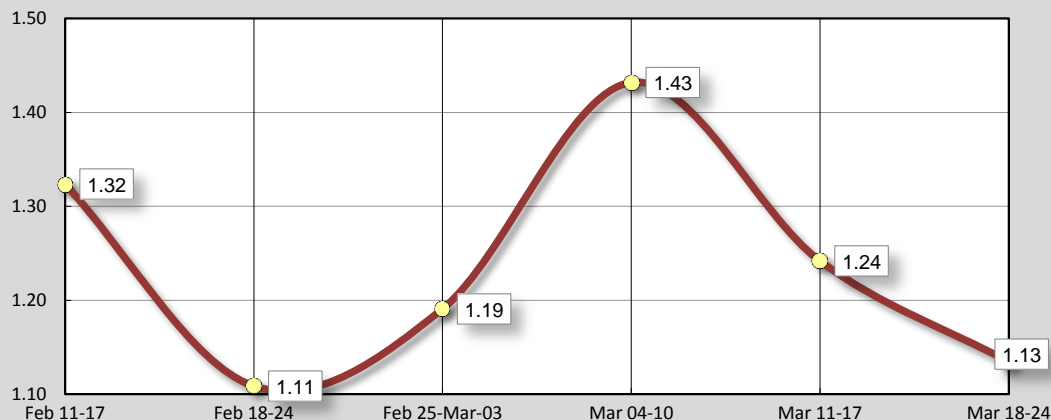
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs increases from last week despite a continued focus by many retailers on seasonal items. The average price of Grade A or better, Large white eggs continues to decline, posting the second sharp drop in as many weeks. A larger number of "no price" promotions are currently in place, with some outlets offering "Buy 1, Get 1 Free" on Omega-3 white eggs. Medium shell eggs continue to enjoy an increase in ad space. Specialty shell egg featuring is not as active this week due primarily to a sharp decline in Extra Large Omega-3 egg promotions. Retailer are featuring other specialty types at a relatively steady pace. Promotion of liquid egg products to consumers are fewer in frequency this week. The Northeast reclaims its position as most popular region for promoting liquid eggs, however, ads in the rest of the country are lackluster. As the calendar moves into the last week of March, the Easter demand period and is now only four ad cycles away.

This Week's Shell Egg Featuring by Category



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



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/}		13.8% of 3,900 sampled outlets Activity Index = 2,710 (includes Medium)						25.3% of 5,100 sampled outlets Activity Index = 1,370 (includes Medium)						39.6% of 3,300 sampled outlets Activity Index = 1,510 (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				1.29	10	1.29									0.95 - 0.99	20	0.98	
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.50	10	1.50	0.99 - 1.19	90	1.03				0.99 - 2.00	830	1.26	0.99 - 1.00	130	1.00	0.68 - 1.29	560	1.01
	White 18 pack				1.99	30	1.99				1.99	70	1.99				1.19	10	1.19
	Brown 12 pack																		
	MEDIUM	White 12 pack			1.19	170	1.19	White 12 pack			0.79 - 1.00	30	0.87	White 12 pack			1.00	150	1.00
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack													2.98	10	2.98	3.49 - 3.69	20	3.55
	Brown 12 pack				3.49 - 5.00	140	4.44												
	OMEGA-3																		
	White 12 pack	2.50 - 2.89	50	2.84	1.50 - 3.00	860	2.09				1.88 - 1.98	260	1.95	1.99	30	1.99	1.66 - 2.33	210	1.99
Brown 12 pack				2.49 - 3.79	40	3.24										2.29	100	2.29	
CAGE-FREE																			
White 12 pack																			
Brown 12 pack				2.49 - 2.99	670	2.93				2.49 - 3.49	180	3.15				2.29 - 3.49	170	2.62	
VEGETARIAN FED																			
White 12 pack	2.00 - 2.50	240	2.48	2.49 - 3.59	400	2.73										2.29	100	2.29	
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/}		32.0% of 3,600 sampled outlets Activity Index = 1,180 (includes Medium)						30.6% of 2,500 sampled outlets Activity Index = 540 (includes Medium)						24.1% of 1,100 sampled outlets Activity Index = 280 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	270	1.01	0.99	10	0.99	0.99 - 2.00	280	1.33	1.50	120	1.50	0.99 - 1.50	30	1.19
	White 18 pack										1.50 - 2.00	60	1.82						
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.69 - 1.00	460	0.98												
	White 18 pack				1.99	40	1.99				1.80 - 2.00	30	1.91						
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.88 - 0.99	50	0.91	White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				3.58	10	3.58												
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	1.49 - 2.00	20	1.69	1.49 - 2.04	120	1.90				2.99	130	2.99				3.99	70	3.99
Brown 12 pack				2.50	10	2.50													
CAGE-FREE																			
White 12 pack																2.49	10	2.49	
Brown 12 pack				1.50 - 2.99	160	2.58				2.99	10	2.99				2.99	10	2.99	
VEGETARIAN FED																			
White 12 pack				2.00	40	2.00				2.00	20	2.00				2.50	10	2.50	
Brown 12 pack																			



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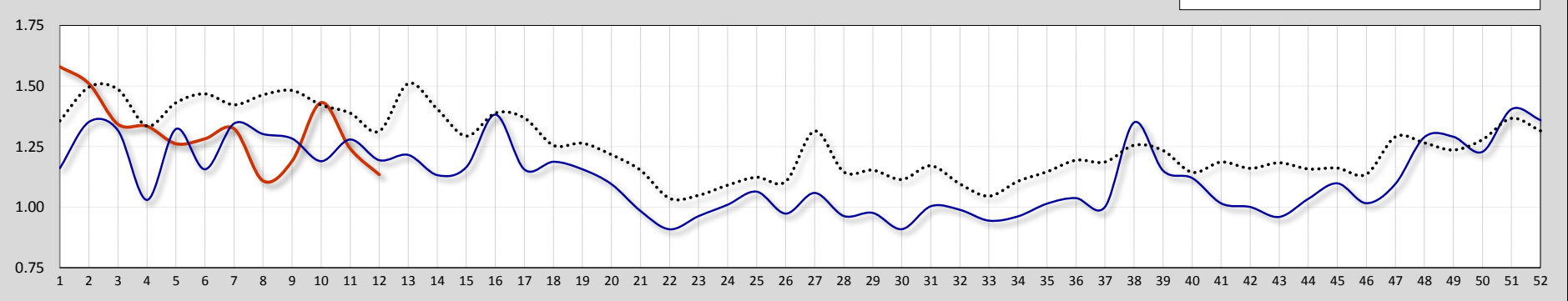
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(prices in dollars per carton)

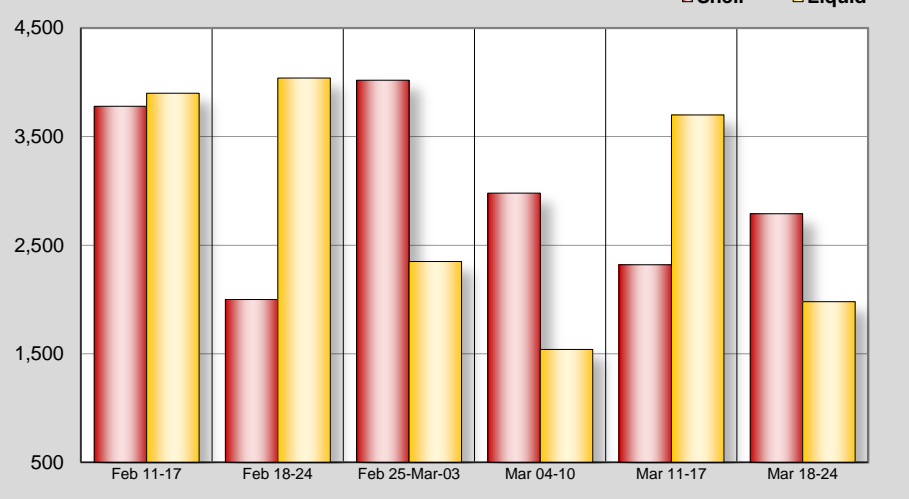
Fri. Mar 18, 2011

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	6.4%	11.6%	8.5%	7.1% of 3,900 sampled	8.5% of 5,100 sampled	1.1% of 3,300 sampled	8.5% of 3,600 sampled	7.9% of 2,500 sampled	0.0% of 1,100 sampled
2/ Activity Index	1,980	3,700	1,610	Activity Index = 1,000	Activity Index = 430	Activity Index = 40	Activity Index = 310	Activity Index = 200	Activity Index = 0
	Stores Avg ^{3/7}	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg ^{3/7}	Price Range Stores Avg ^{3/7}	Price Range Stores Avg ^{3/7}	Price Range Stores Avg ^{3/7}	Price Range Stores Avg ^{3/7}	Price Range Stores Avg ^{3/7}
14-16 oz. crtn	1,380 2.75	2,790 2.05	1,040 2.41	2.00 - 3.49 700 2.81	1.99 - 3.78 240 3.45	1.99 - 2.00 40 2.00	2.00 200 2.00	2.59 200 2.59	
32 oz. crtn	500 4.53	570 4.94	270 4.38	3.89 - 4.99 200 4.88	3.89 190 3.89		4.99 110 4.99		
3 - 4 oz. cup	100 2.99	340 2.50	200 2.48	2.99 100 2.99					
2 - 8 oz. cup			100 2.50						

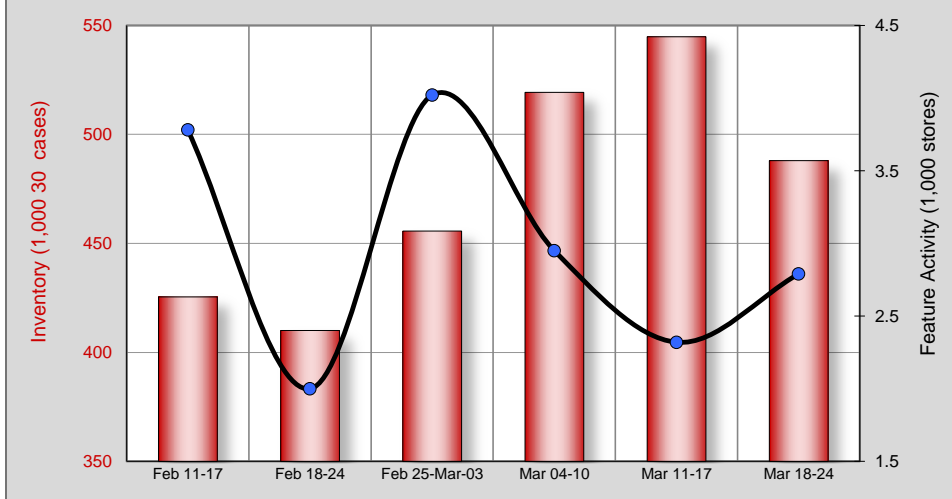
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>