USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Apr 01, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/01 thru 04/07.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	41.1% of 19,500 stores				32.8% of 19,500 stores				47.1% 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	1.50	870	1.15	200	1.79	830	1.36	80	1.46	1,670	1.11
	White 18 pack			570	1.86			1,370	2.24			170	2.12
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	100	1.19	1,530	1.07	10	0.99	730	0.99	290	1.51	2,400	1.07
	White 18 pack			640	1.72			1,060	2.02	10	1.88	810	2.30
	Brown 12 pack			230	2.60								
SPECIALTY	**USDA ORGANIC**												
	White 12 pack											70	3.99
	Brown 12 pack	10	4.00	610	4.25	10	2.98	290	3.62			100	3.80
	OMEGA-3												
	White 12 pack	440	2.51	3,160	2.04	250	2.26	790	2.26	10	1.49	790	2.32
	Brown 12 pack	130	2.50	230	2.26	30	2.90	270	2.85				
	CAGE-FREE												
	White 12 pack			10	2.99			190	2.99	40	2.59	140	1.92
	Brown 12 pack			160	3.21			510	2.54	60	2.50	1,420	2.79
	VEGETARIAN FED												
	White 12 pack			10	2.99							40	2.09
	Brown 12 pack			100	2.71	90	2.99	200	3.30			730	2.71

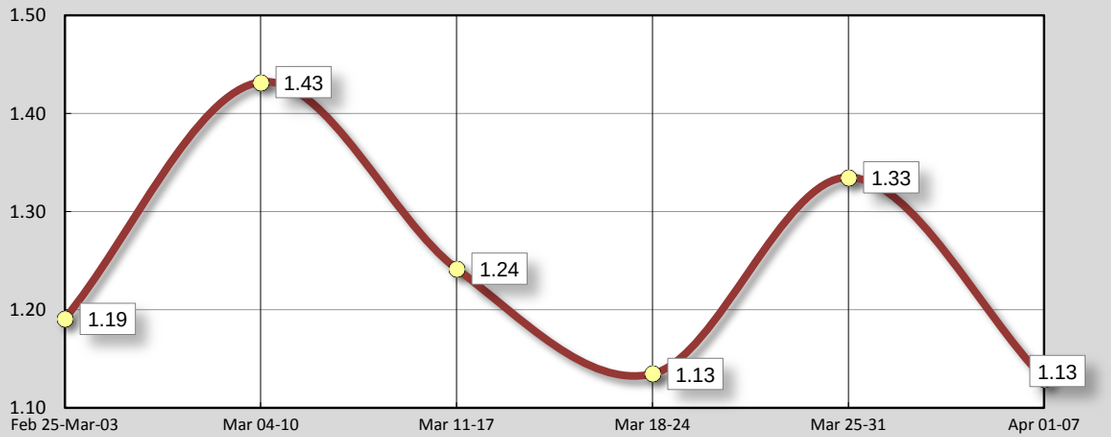
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,950	4,200	5,430	**Large Eggs on**
Specialty	4,860	2,630	3,400	**Mar-28-2011**
Total (includes MD)	9,980	6,960	9,220	481.1
Special Rate 4/:	0.8%	7.3%	17.6%	up 1%

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

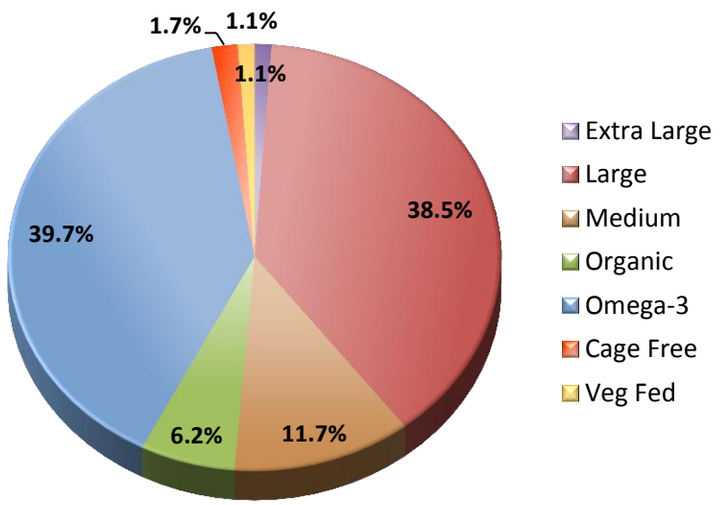
SHELL EGG and EGG PRODUCTS FEATURING

Retailers are getting into the Easter season mood and are filling their ads with eggs - candy eggs, that is. The real things are enjoying much less attention right now but should be getting their due over the next two ad cycles. The ad price continues its rollercoaster ride as the average price of Grade A or better, Large white eggs is down sharply this week, reflecting a continuous fluctuation in price as the market adjusts for the season. The percentage of "no price" ads is down significantly and value-conscious consumers will find very few incentives. Medium eggs are more visibly featured and finding a bright spot in many circulars this week. Featuring of specialty shell eggs is very active this week due predominantly to an explosion of ads for Omega-3 eggs which more than tripled in number. Promotions of liquid egg products are fewer in number and are virtually nonexistent on the West Coast.

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/		21.6% of 3,900 sampled outlets						69.3% of 5,100 sampled outlets						35.8% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 2,520 (includes Medium)						Activity Index = 3,610 (includes Medium)						Activity Index = 1,320 (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				0.99 - 1.49	100	1.02										0.99 - 1.00	30	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.19	100	1.19	0.99 - 1.00	410	0.99				0.99 - 1.39	90	1.34				0.59 - 1.39	690	1.06
	White 18 pack				1.49 - 1.80	170	1.78				1.50	30	1.50				1.49 - 1.88	180	1.71
	Brown 12 pack																1.99	30	1.99
	MEDIUM		White 12 pack						White 12 pack		0.99 - 1.59	490	1.55		White 12 pack				
			White 30 pack						White 30 pack		2.49 - 2.68	410	2.59		White 30 pack		2.49	100	2.49
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	4.00	10	4.00	3.99 - 4.98	280	4.47										2.99 - 4.49	200	4.44
	OMEGA-3																		
	White 12 pack	2.50 - 2.99	320	2.71	1.50 - 2.79	740	1.98	2.00	110	2.00	1.99 - 2.50	2,300	2.04	1.79	10	1.79	1.49 - 1.99	40	1.90
	Brown 12 pack	2.50	130	2.50	2.50	130	2.50				1.99	80	1.99				1.99	10	1.99
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				2.99	60	2.99				3.49	80	3.49				2.00 - 3.49	20	2.78
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.69 - 2.99	70	2.82				2.69	20	2.69				2.00	10	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/		34.6% of 3,600 sampled outlets						44.2% of 2,500 sampled outlets						10.9% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 1,340 (includes Medium)						Activity Index = 1,070 (includes Medium)						Activity Index = 120 (includes Medium)					
USDA GRADE AA	White 12 pack				0.79 - 1.89	380	1.15	1.50	10	1.50	0.99 - 2.39	330	1.17				1.50	30	1.50
	White 18 pack				1.59	50	1.59				1.50 - 2.50	490	1.89				1.59 - 1.99	30	1.69
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.79 - 1.39	320	1.12				1.08 - 1.39	20	1.27						
	White 18 pack				1.48 - 1.74	260	1.70												
	Brown 12 pack										2.69	200	2.69						
	MEDIUM		White 12 pack		1.59	50	1.59		White 12 pack						White 12 pack				
			White 30 pack		2.49	120	2.49		White 30 pack						White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.49	130	3.49												
	OMEGA-3																		
	White 12 pack				1.99 - 2.19	30	2.09										2.98 - 2.99	50	2.99
	Brown 12 pack																1.50	10	1.50
	CAGE-FREE																		
	White 12 pack										2.99	10	2.99						
	Brown 12 pack																		
	VEGETARIAN FED																		
	White 12 pack										2.99	10	2.99						
	Brown 12 pack																		

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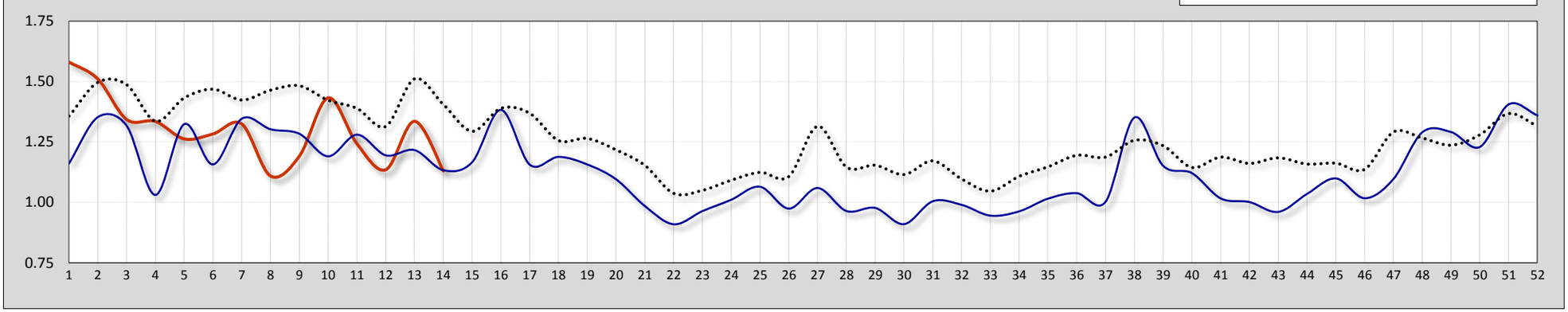
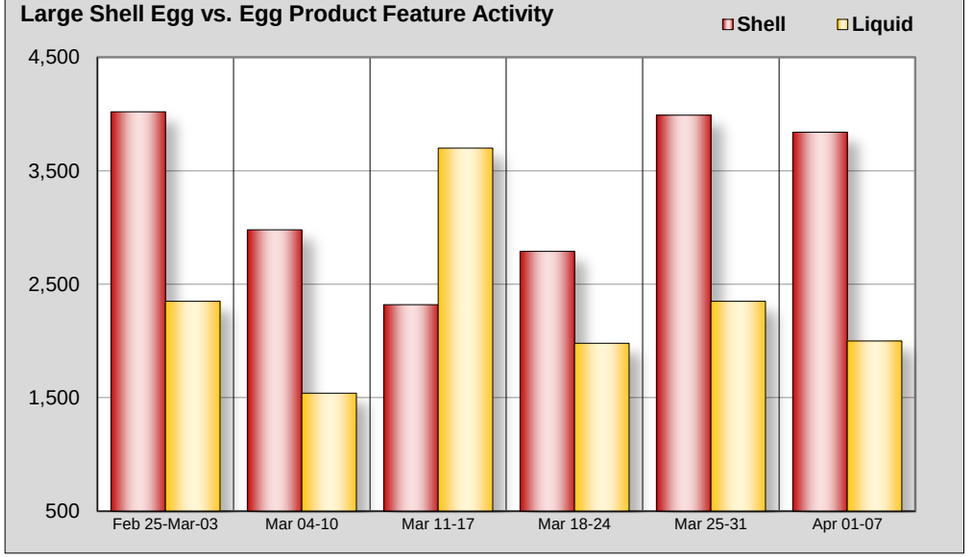
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	3.8%		11.0%		6.3%		8.2% of 3,900 sampled			0.6% of 5,100 sampled			5.2% of 3,300 sampled			6.3% of 3,600 sampled			0.0% of 2,500 sampled			0.0% of 1,100 sampled		
2/ Activity Index	2,000		2,350		1,580		Activity Index = 1,390			Activity Index = 100			Activity Index = 180			Activity Index = 330			Activity Index = 0			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	750	2.46	1,640	2.41	830	2.19	2.50 - 2.99	460	2.76	1.99 - 2.69	20	2.17	1.67 - 2.49	50	1.92	1.99 - 2.00	220	2.00						
32 oz. crtn	400	5.34	700	4.69	620	5.25	5.99	160	5.99	3.99	10	3.99	4.49 - 4.99	120	4.92	4.99	110	4.99						
3 - 4 oz. cup	850	2.42	10	2.49	130	2.61	2.29 - 2.89	770	2.43	2.29	70	2.29	2.49	10	2.49									
2 - 8 oz. cup																								

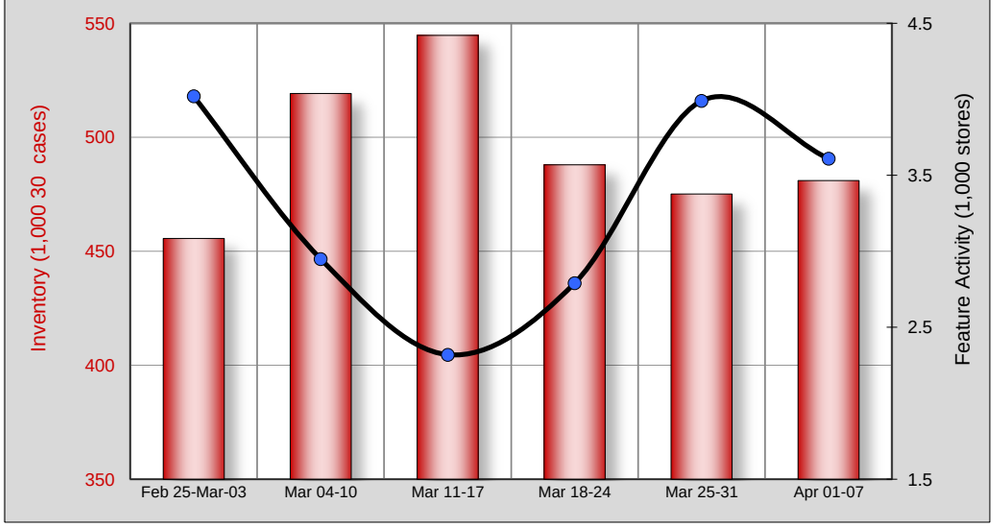
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**