USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Apr 29, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/29 thru 05/05.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	Feature Rate	10.8% of 19,500 stores				45.3% of 19,500 stores				34.6% 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	1.49	40	1.50	60	1.58	640	1.33	10	0.99	320	1.10
	White 18 pack	40	1.79	50	1.99	70	1.88	1,600	1.94			480	2.16
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			630	1.15	60	1.53	2,190	1.14	10	0.99	1,180	1.10
	White 18 pack			80	1.85	10	1.69	830	1.86			250	1.40
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack	20	2.99	60	3.50								
	Brown 12 pack	40	4.39	80	3.81	30	3.66	1,030	4.20			580	4.38
	OMEGA-3												
	White 12 pack	160	2.99	1,910	2.14	370	2.99	1,850	2.55	190	2.55	1,540	2.32
	Brown 12 pack							10	3.49			20	3.99
	CAGE-FREE												
	White 12 pack	40	2.79	440	2.89			250	2.31			70	2.99
	Brown 12 pack			90	2.88	130	2.79	890	2.80			1,520	3.03
	VEGETARIAN FED												
	White 12 pack							30	2.50			190	2.50
	Brown 12 pack			100	3.11			430	2.82	150	2.49	860	2.77

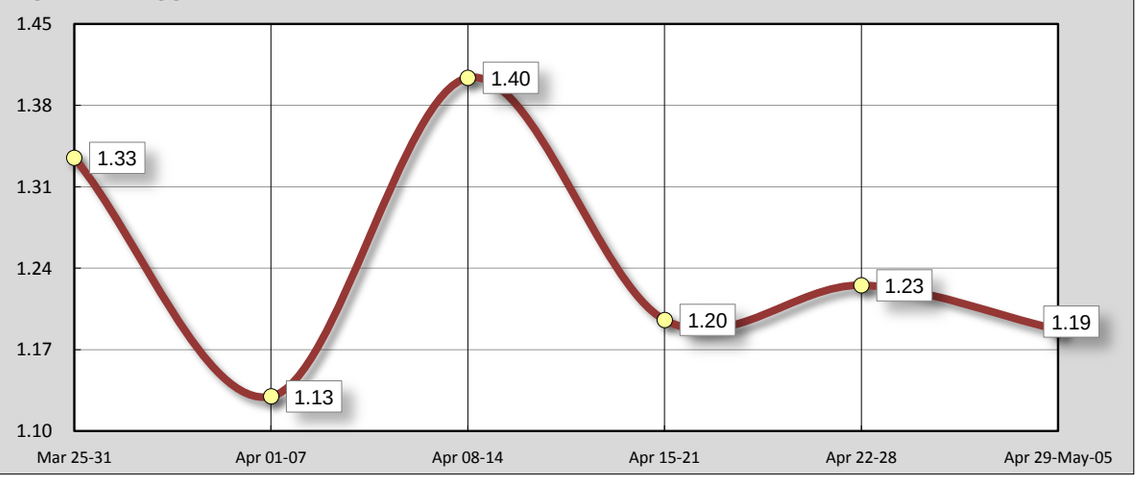
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	850	5,460	2,250	**Large Eggs on**
Specialty	2,940	5,020	5,120	**Apr-25-2011**
Total (includes MD)	3,890	10,830	7,410	385.1
Special Rate 4/:	0.1%	10.7%	8.0%	down 21%

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

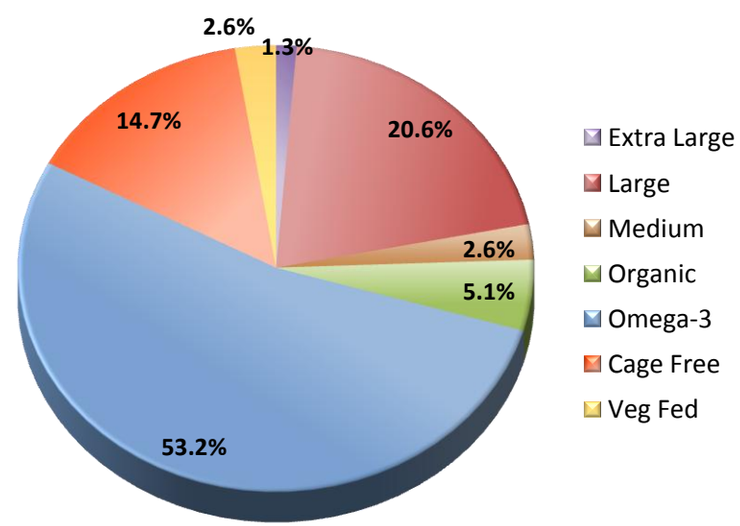
SHELL EGG and EGG PRODUCTS FEATURING

Following the Easter rush, promotional activity for regular shell eggs has fallen drastically to levels not seen since this time last year. However, unlike price increases in previous years following the Easter holiday, the price of Grade A or better, Large white eggs has declined slightly. The promotion of 'no price' specials offered to consumers is dismal this week as shoppers will find virtually no incentives from retailers. Featuring of specialty shell eggs is more active than regular shell eggs but is still down. In spite of the decrease, Omega-3 eggs are maintaining a steady pace. Ads for liquid egg products are less visible and are very hard to find on the West Coast. Overall, retail feature activity and large egg inventories are down this week as the market attempts to normalize after the busy holiday season.

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/		12.6% of 3,900 sampled outlets						23.8% of 5,100 sampled outlets						4.2% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 2,240 (includes Medium)						Activity Index = 1,220 (includes Medium)						Activity Index = 140 (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												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.00 - 1.40	590	1.15										0.99 - 1.29	40	1.11
	White 18 pack										1.78 - 2.29	40	1.91				1.78	20	1.78
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.88 - 1.28	40	1.00		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack	2.99	20	2.99															
	Brown 12 pack	3.99	20	3.99	3.99 - 4.00	30	3.99							4.78	20	4.78	2.99 - 3.98	30	3.83
	OMEGA-3																		
	White 12 pack	2.99	160	2.99	1.97 - 2.99	750	2.36				1.99 - 2.59	1,140	2.00				1.99	20	1.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack	2.79	40	2.79	2.79 - 2.99	440	2.89												
	Brown 12 pack				2.50 - 3.49	80	2.99										1.99	10	1.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.50 - 3.49	100	3.11												

		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/		2.1% of 3,600 sampled outlets						7.1% of 2,500 sampled outlets						0.0% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 90 (includes Medium)						Activity Index = 200 (includes Medium)						Activity Index = 0 (includes Medium)					
USDA GRADE AA	White 12 pack							1.49	10	1.49	1.25 - 2.00	30	1.50						
	White 18 pack							1.79	40	1.79	1.79 - 2.50	50	1.99						
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.99	10	0.99		White 12 pack		1.19	10	1.19		White 12 pack				
USDA GRADE A	White 12 pack																		
	White 18 pack				1.78	20	1.78												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		1.79	40	1.79		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack				3.50	40	3.50				3.50	20	3.50						
	Brown 12 pack				3.50	20	3.50												
	OMEGA-3																		
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack																		
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	White 12 pack																		
	Brown 12 pack																		

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: http://www.ams.usda.gov/pymarketnews.htm

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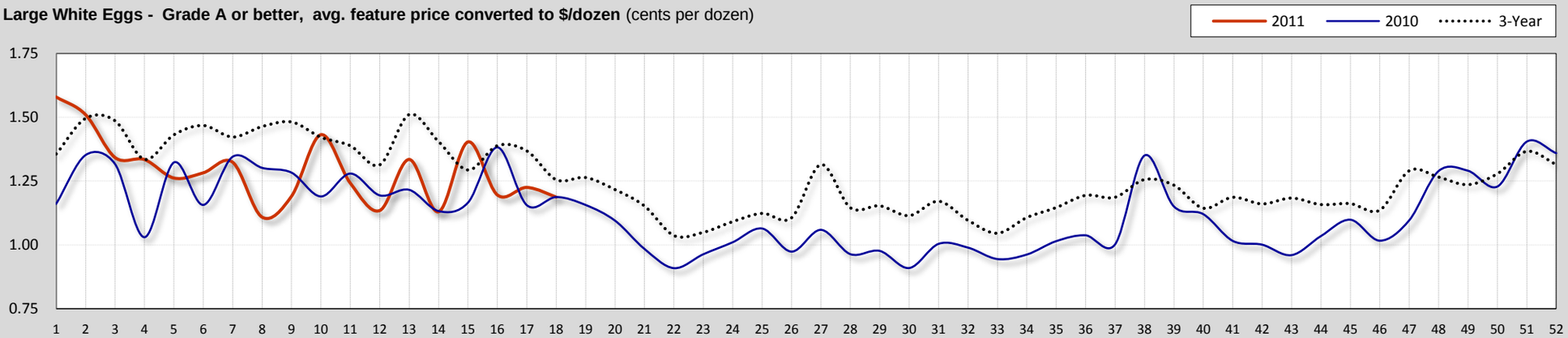
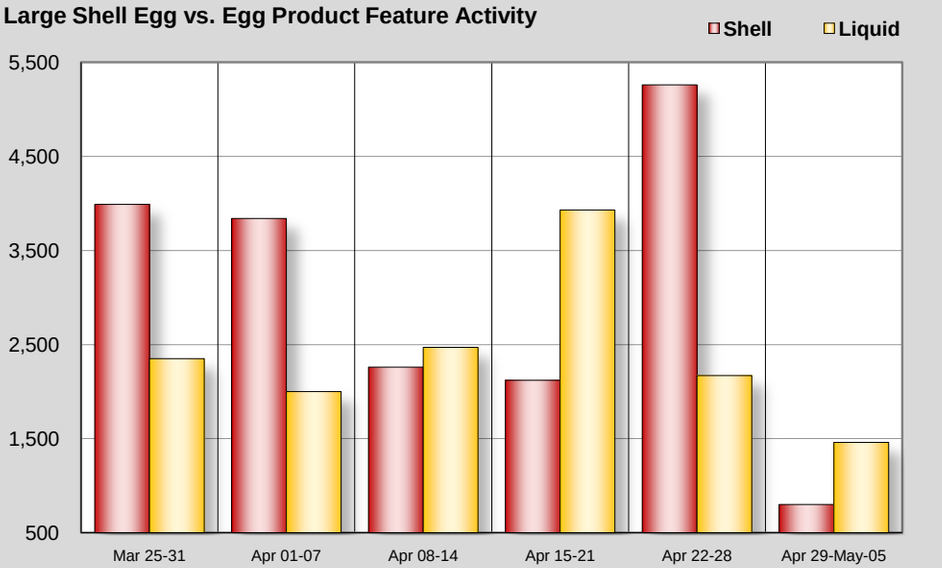
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	8.3%		5.1%		16.6%		22.7% of 3,900 sampled			1.5% of 5,100 sampled			5.0% of 3,300 sampled			7.7% of 3,600 sampled			7.9% of 2,500 sampled			0.0% of 1,100 sampled		
2/ Activity Index	1,460		2,170		2,240		Activity Index = 940			Activity Index = 80			Activity Index = 170			Activity Index = 270			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	940	2.28	1,540	2.60	1,170	2.42	1.99 - 2.99	640	2.28	2.00	60	2.00	2.19 - 2.50	170	2.44	2.00 - 2.50	70	2.21						
32 oz. crtn	220	3.73	310	3.95	660	4.39				3.50	20	3.50				3.50 - 3.99	200	3.75						
3 - 4 oz. cup	300	2.23	320	2.62	410	2.73	1.99 - 2.50	300	2.23															
2 - 8 oz. cup																								

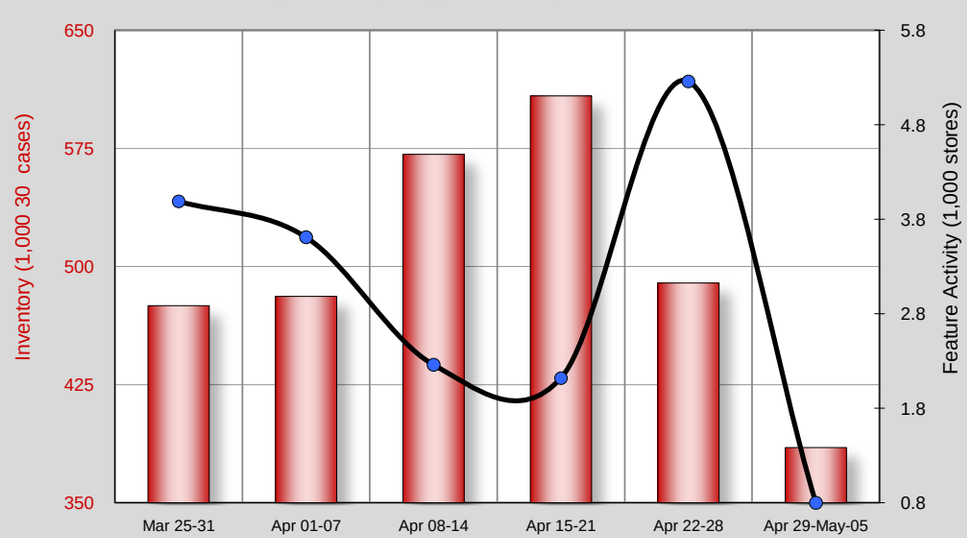
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**