



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 06/10 thru 06/16.

(prices in dollars per carton)

Fri. Jun 10, 2011

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR					
	34.2% of 19,500 stores		29.3% of 19,500 stores				36.5% 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	250	2.24	460	1.36	30	1.64	570	1.23			730	1.20
White 18 pack	10	1.79	530	1.69	10	1.61	1,100	1.85			1,290	1.49
Brown 12 pack												
USDA GRADE A												
White 12 pack	60	1.04	1,470	1.10	270	1.20	1,940	0.98	20	0.94	1,260	1.07
White 18 pack			730	1.64			590	1.81			280	1.49
Brown 12 pack			30	1.00			50	0.99			10	2.50
SPECIALTY												
USDA ORGANIC												
White 12 pack	20	3.99			90	3.87	450	3.70			1,650	3.75
Brown 12 pack	80	3.86	920	3.66								
OMEGA-3												
White 12 pack	290	2.69	2,030	2.28	450	2.30	2,300	2.25	320	2.12	2,060	2.57
Brown 12 pack			10	2.89							70	2.19
CAGE-FREE												
White 12 pack			740	2.54			190	2.30				
Brown 12 pack			1,130	2.83			620	2.68			510	2.75
VEGETARIAN FED												
White 12 pack			260	2.50			30	2.49				
Brown 12 pack	230	2.98	260	2.91	30	2.29	70	2.56			50	2.89

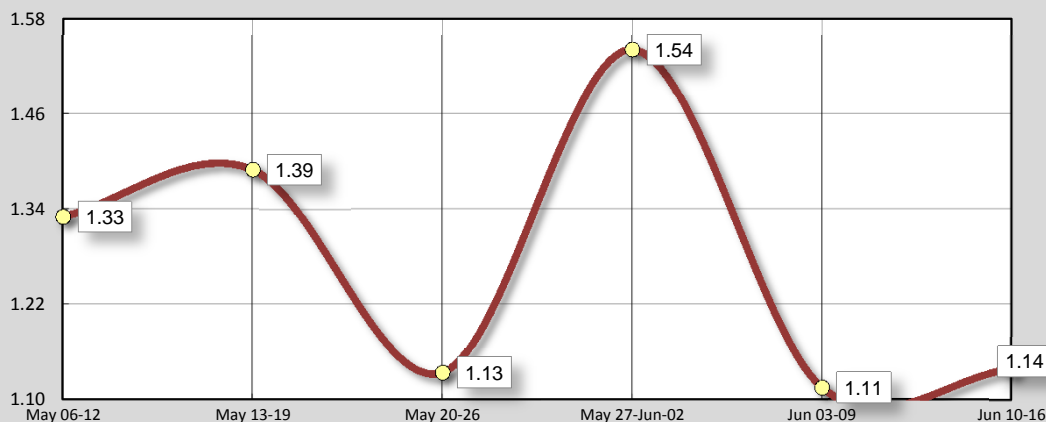
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,540	4,560	3,590	Large Eggs on Jun-06-2011 428.3
Specialty	5,970	4,230	4,660	
Total (includes MD)	9,600	9,060	8,580	
Special Rate 4/:	8.0%	2.1%	1.2%	down 9.2%

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

SHELL EGG and EGG PRODUCTS FEATURING

Overall featuring of regular shell eggs is not as active as a week ago. However, shoppers are finding attractive deals as the number of "no price" incentives offered by retailers is sharply higher and the average ad price of Grade A or better, Large white eggs to is only a few cents more than the previous week. Ads for eggs are highly visible in the Southeast area where over half of retailers sampled are advertising some type of shell egg. Promotional activity for specialty shell eggs is on the rise with Omega-3 and cage-free varieties commanding the most ad space. There is also a noticeable increase in featuring of organically-grown and vegetarian fed eggs. Promotion for liquid egg products is down. Interest in liquid eggs is lackluster across all areas. Extremely hot temperatures blanketing half of the country can be a contributing factor to a decline inventory levels for Large eggs.

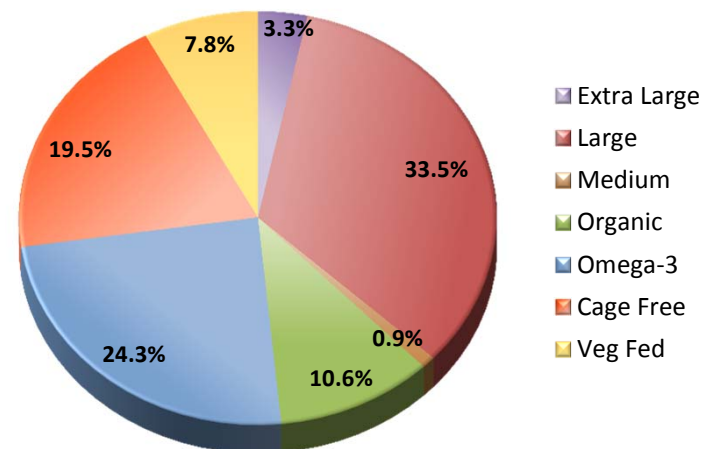
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



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.)

This Week's Shell Egg Featuring by Category



		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/}		21.6% of 3,900 sampled outlets Activity Index = 3,070 (includes Medium)						52.7% of 5,100 sampled outlets Activity Index = 2,680 (includes Medium)						23.8% of 3,300 sampled outlets Activity Index = 810 (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	20	1.50								0.97	10	0.97					
	White 18 pack														1.77	10	1.77					
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.25	20	1.25	0.99 - 1.00	320	0.99				0.88 - 1.00	750	0.99	0.79 - 0.99	40	0.94	0.68 - 1.25	300	1.07			
	White 18 pack										1.50 - 1.58	340	1.55				1.49 - 1.66	240	1.58			
	Brown 12 pack																1.00	30	1.00			
MEDIUM		White 12 pack			0.50 40 0.50			White 12 pack			0.78 - 1.19 40 0.94			White 12 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack	3.99	20	3.99																		
	Brown 12 pack	3.99	20	3.99	2.50 - 3.99	240	3.86				3.50	450	3.50	2.88	10	2.88						
	OMEGA-3																					
	White 12 pack	2.99	180	2.99	1.69 - 2.99	1,460	2.32				1.86 - 2.50	370	2.22	1.59 - 2.29	110	2.19	2.29	20	2.29			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack										2.79	220	2.79				2.29	10	2.29			
Brown 12 pack				2.50 - 3.99	230	3.56				2.79 - 3.19	300	2.90				2.29 - 3.19	30	2.66				
VEGETARIAN FED																						
White 12 pack				2.49 - 2.50	50	2.49				2.50	210	2.50										
Brown 12 pack	2.50 - 2.99	230	2.98	2.99	230	2.99																
		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/}		36.9% of 3,600 sampled outlets Activity Index = 2,270 (includes Medium)						31.1% of 2,500 sampled outlets Activity Index = 360 (includes Medium)						21.8% of 1,100 sampled outlets Activity Index = 410 (includes Medium)								
USDA GRADE AA	White 12 pack	2.29	200	2.29	0.88 - 1.98	300	1.36				1.79	10	1.79	1.50 - 2.00	170	1.88	1.49 - 2.25	50	2.03	0.78 - 2.29	130	1.38
	White 18 pack				1.49 - 2.00	330	1.60										1.50	20	1.50			
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				1.00 - 3.50	100	2.27															
	White 18 pack				1.25 - 2.00	150	1.93															
	Brown 12 pack																					
MEDIUM		White 12 pack			1.98 10 1.98			White 12 pack			White 30 pack			White 12 pack			White 30 pack					
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				3.50 - 4.00	190	3.72	4.00	40	4.00	4.00	40	4.00									
	Brown 12 pack	4.00	10	4.00																		
	OMEGA-3																					
	White 12 pack				1.99 - 2.29	160	2.02										1.99 - 2.99	20	2.34			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack				2.29 - 2.50	370	2.45				2.50	40	2.50				1.66 - 2.50	100	2.38			
Brown 12 pack				1.99 - 3.00	420	2.49				2.49 - 3.00	60	2.63				2.50	90	2.50				
VEGETARIAN FED																						
White 12 pack				2.19 - 2.50	30	2.29																
Brown 12 pack																						

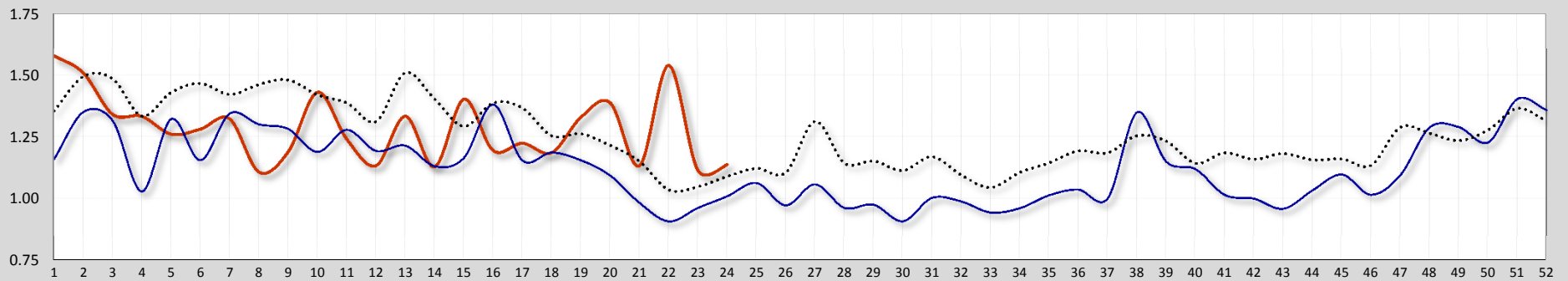


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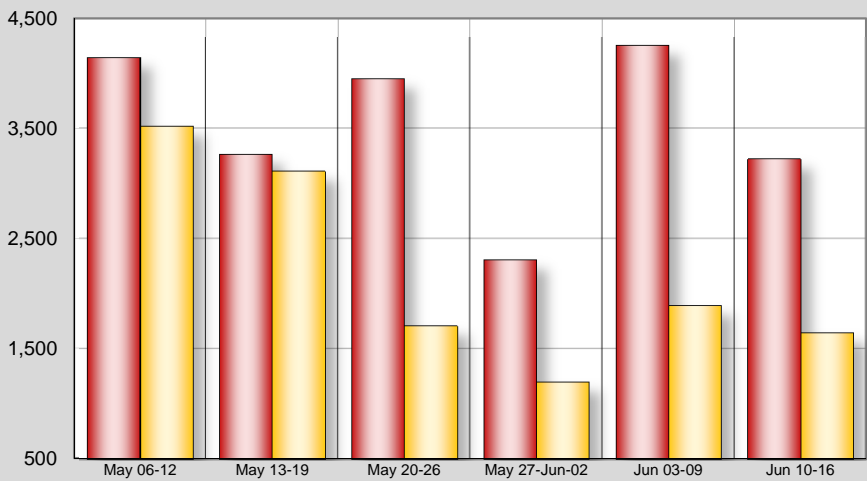
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.0%	8.3%	10.6%	3.5% of 3,900 sampled		13.3% of 5,100 sampled		8.2% of 3,300 sampled		7.3% of 3,600 sampled		8.4% of 2,500 sampled		0.5% of 1,100 sampled	
2/ Activity Index	1,650	1,890	2,050	Activity Index = 430		Activity Index = 230		Activity Index = 450		Activity Index = 320		Activity Index = 210		Activity Index = 10	
	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	770 2.43	1,700 2.39	1,550 2.64	1.99 - 2.99	260 2.66	2.00 - 2.50	40 2.08	1.99 - 2.50	340 2.43	1.69 - 2.50	110 1.78	3.49	10 3.49	3.99	10 3.99
32 oz. crtn	780 4.48	60 4.00	480 4.85	4.77 - 5.99	170 5.88	3.78	190 3.78	3.96	10 3.96	3.99 - 4.99	210 4.49	3.99	200 3.99		
3 - 4 oz. cup	100 2.49	130 2.50	20 2.49					2.49	100 2.49						
2 - 8 oz. cup															

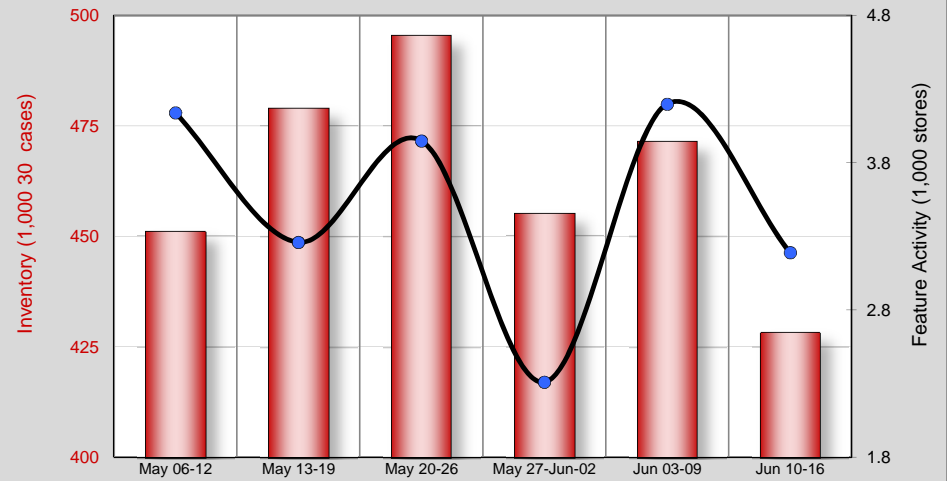
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>