USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jun 17, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 06/17 thru 06/23.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 25.0% of 19,500 stores				PREVIOUS WEEK 34.2% of 19,500 stores				PREVIOUS YEAR 42.8% 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	170	1.46	430	1.68	250	2.24	460	1.36	180	1.33	570	1.02
	White 18 pack	30	2.50	270	1.89	10	1.79	530	1.69			130	1.99
	Brown 12 pack											30	1.69
	USDA GRADE A												
	White 12 pack	40	1.27	1,080	1.06	60	1.04	1,470	1.10	430	1.00	1,140	0.91
	White 18 pack			280	1.55			730	1.64			550	1.47
	Brown 12 pack							30	1.00			120	0.99
SPECIALTY	**USDA ORGANIC**												
	White 12 pack	10	1.99			20	3.99						
	Brown 12 pack	270	3.97	340	3.75	80	3.86	920	3.66			850	3.68
	OMEGA-3												
	White 12 pack	120	1.99	2,180	2.13	290	2.69	2,030	2.28	570	2.18	1,050	2.18
	Brown 12 pack			220	3.81			10	2.89			110	3.55
	CAGE-FREE												
	White 12 pack			30	2.50			740	2.54			400	2.52
	Brown 12 pack			570	3.01			1,130	2.83			2,020	2.78
	VEGETARIAN FED												
	White 12 pack							260	2.50			190	2.50
	Brown 12 pack	10	3.00	1,020	2.85	230	2.98	260	2.91			250	2.60

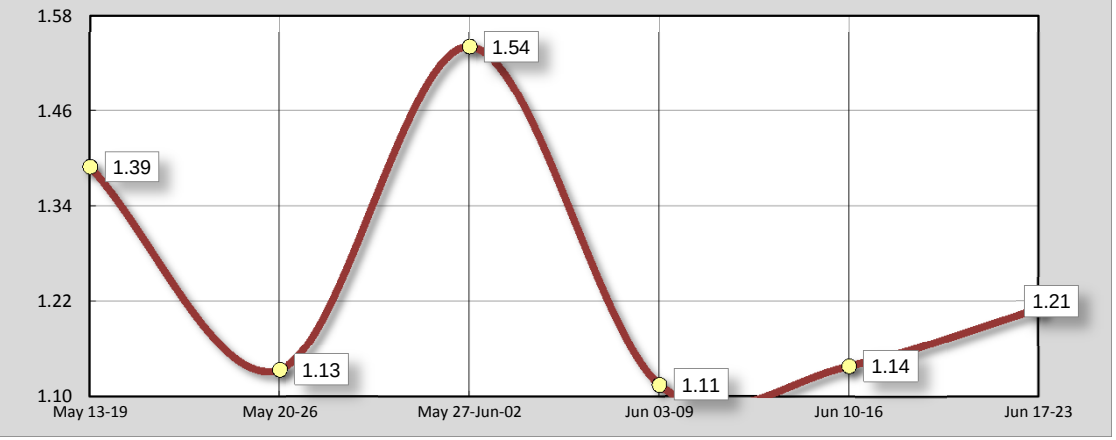
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,300	3,540	3,150	**Large Eggs on**
Specialty	4,770	5,970	5,440	**Jun-13-2011**
Total (includes MD)	7,270	9,600	8,810	391.0
Special Rate 4/:	10.0%	8.0%	16.3%	down 8.7%

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

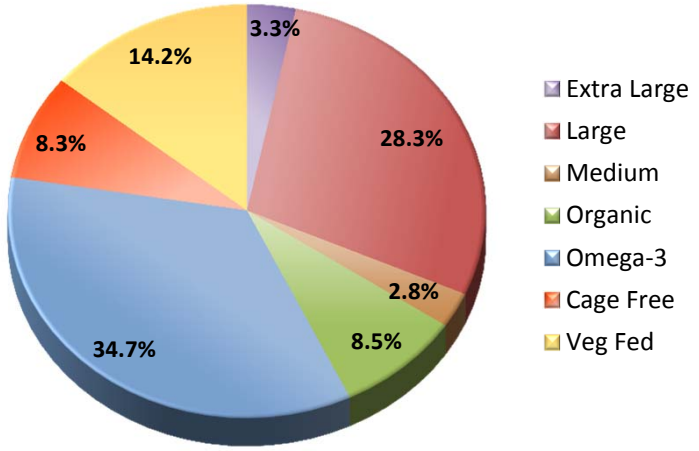
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell continues lower as we move closer to the official start of the summer season. The average ad price of Grade A or better, Large white eggs to consumers is still trending higher. Even though fewer sampled outlets are running features, a larger number of "no price" promotions are currently in place. Ads for Extra Large and Medium eggs are more visible, especially Medium which currently are long on supply down on wholesale price. Promotional activity for specialty shell eggs is down from last week's levels. Featuring of cage-free eggs declined in circulars and is replaced by a substantial increase in promotions for vegetarian-fed eggs. Omega-3 varieties are maintaining a constant level of visibility. Promotions for liquid egg products increased and are featured more than regular shell eggs. The Independence Day holiday looms on the horizon and eggs can expect to benefit from an uptick in holiday-related demand.

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/		30.3% of 3,900 sampled outlets						30.1% of 5,100 sampled outlets						27.2% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 3,160 (includes Medium)						Activity Index = 1,520 (includes Medium)						Activity Index = 1,020 (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 - 1.00	40	1.00
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack		0.79	10	0.79		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.50	10	1.50	0.97 - 1.29	580	1.13				1.00 - 1.29	240	1.04	1.19	20	1.19	0.68 - 0.99	130	0.82
	White 18 pack				1.48 - 1.59	240	1.58												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.88 - 1.00	160	0.98		White 12 pack White 30 pack		1.00	10	1.00		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack													1.99	10	1.99			
	Brown 12 pack	3.99 - 4.38	260	4.01	3.99 - 5.00	130	4.06							2.88	10	2.88	3.49	200	3.49
	OMEGA-3																		
	White 12 pack	1.89 - 2.50	120	1.99	1.33 - 3.00	800	2.06				1.50 - 1.99	1,100	1.97				1.99	20	1.99
	Brown 12 pack										2.50	20	2.50				3.99	190	3.99
	CAGE-FREE																		
	White 12 pack				2.50	20	2.50												
	Brown 12 pack				2.99 - 3.49	110	3.15				1.99	80	1.99				1.69 - 3.99	210	3.79
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	3.00	10	3.00	2.50 - 2.99	710	2.64				2.50	70	2.50				3.99	190	3.99

		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/		12.8% of 3,600 sampled outlets						25.1% of 2,500 sampled outlets						14.8% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 400 (includes Medium)						Activity Index = 980 (includes Medium)						Activity Index = 190 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	20	1.27	1.07 - 1.50	50	1.37	1.50 - 1.98	370	1.77	1.50	120	1.50			
	White 18 pack				1.69 - 2.00	80	1.80	2.50	30	2.50	2.00 - 2.25	160	2.05				0.99 - 1.47	30	1.29
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.88 - 1.19	120	0.95	1.19	10	1.19							1.69	10	1.69
	White 18 pack				1.67	10	1.67				1.19	30	1.19						
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		2.25	20	2.25		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack																4.99	10	4.99
	OMEGA-3																		
	White 12 pack				1.99 - 2.00	60	1.99				3.39	200	3.39						
	Brown 12 pack																2.99	10	2.99
	CAGE-FREE																		
	White 12 pack																2.50	10	2.50
	Brown 12 pack				2.29	40	2.29				2.49	130	2.49						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				1.99	50	1.99												

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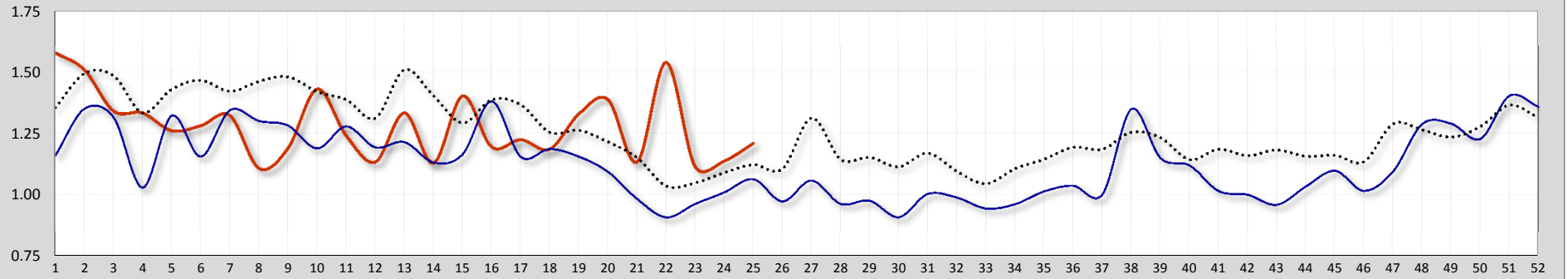
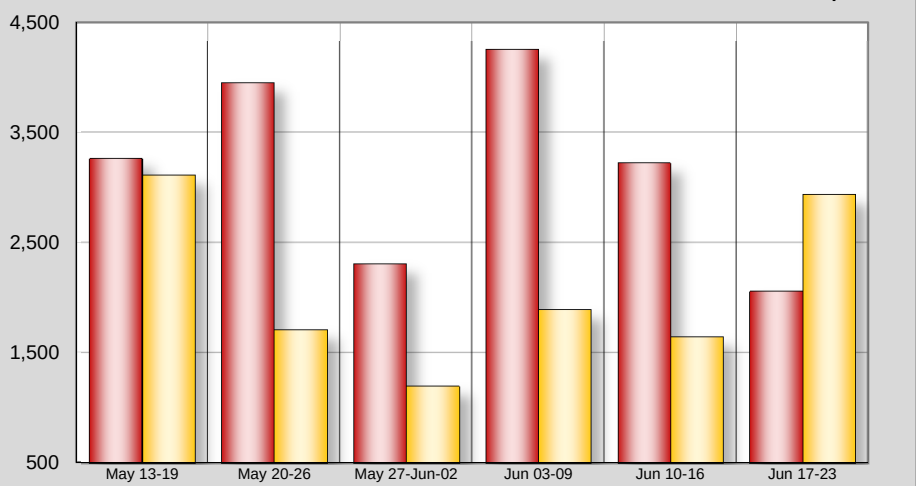
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	9.9%		8.0%		11.7%		11.3% of 3,900 sampled			6.9% of 5,100 sampled			14.7% of 3,300 sampled			6.1% of 3,600 sampled			7.9% of 2,500 sampled			22.1% of 1,100 sampled		
2/ Activity Index	2,940		1,650		2,210		Activity Index = 1,140			Activity Index = 360			Activity Index = 680			Activity Index = 320			Activity Index = 200			Activity Index = 240		
	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	1,780	2.52	770	2.43	910	2.54	1.99 - 3.79	590	2.56	1.99 - 3.79	360	3.15	1.50 - 2.77	480	2.05	1.89 - 2.00	110	1.93				2.69	240	2.69
32 oz. crtn	1,130	4.54	780	4.48	1,150	5.01	3.99 - 5.99	520	4.78				4.49	200	4.49	3.99 - 4.99	210	4.49	3.99	200	3.99			
3 - 4 oz. cup	30	2.99	100	2.49	150	2.49	2.99	30	2.99															
2 - 8 oz. cup																								

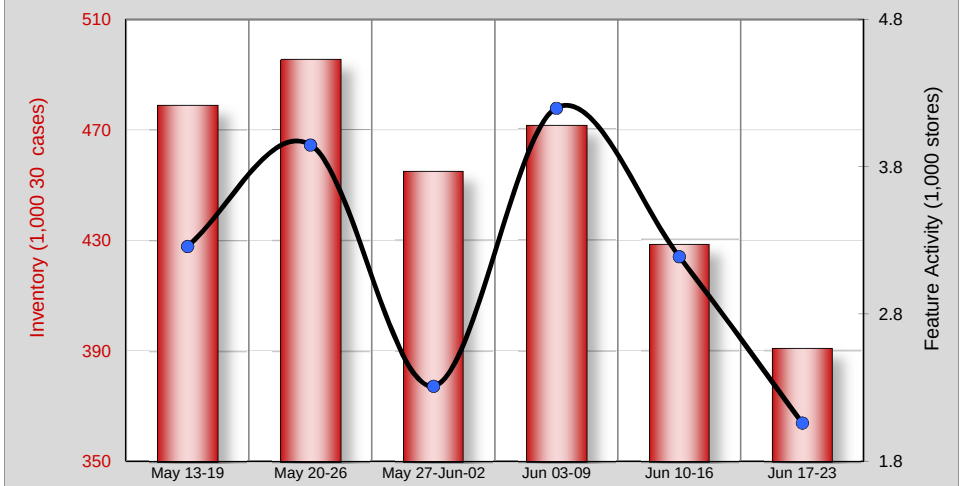
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**