USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Jul 22, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 07/22 thru 07/28.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 29.5% of 19,500 stores				PREVIOUS WEEK 30.4% of 19,500 stores				PREVIOUS YEAR 27.9% 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	60	1.41	1,130	1.22	10	1.49	570	1.26	80	1.40	1,280	1.12
	White 18 pack	50	1.50	320	1.72	10	2.25	1,660	2.39			20	0.99
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	80	1.33	1,580	1.05	30	1.16	770	1.05			800	0.90
	White 18 pack			480	1.88			980	1.97			170	1.03
	Brown 12 pack							130	2.99				
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	20	3.99	740	4.17	30	3.59	500	4.77			80	3.98
	OMEGA-3												
	White 12 pack	340	2.76	1,920	2.22	440	2.72	870	2.28	470	2.63	1,170	2.35
	Brown 12 pack			110	3.00			320	3.58			60	1.89
	CAGE-FREE												
	White 12 pack	20	2.49	160	2.09	30	2.99	260	2.53			240	2.95
	Brown 12 pack			860	2.79	60	2.87	490	3.27			700	3.09
	VEGETARIAN FED												
	White 12 pack							90	2.50			10	2.50
	Brown 12 pack			1,140	2.13			640	3.29	20	1.99	280	2.80

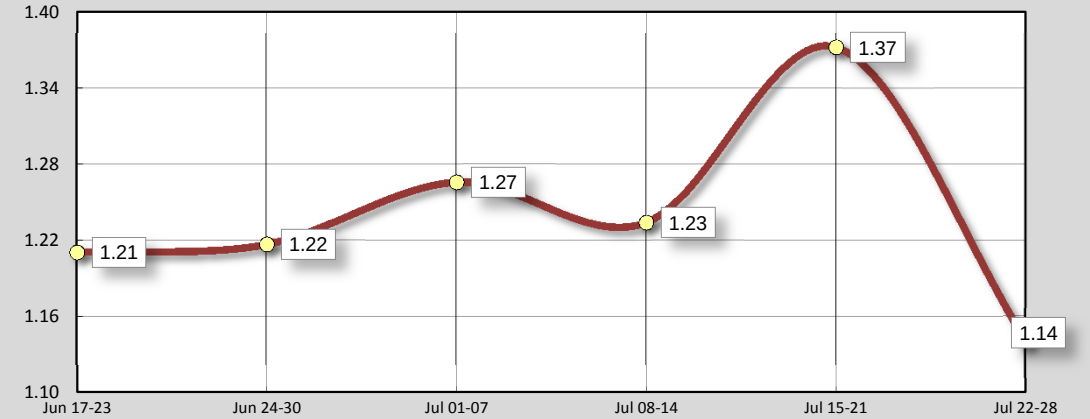
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	3,700	4,160	3,710	**Large Eggs on**
Specialty	5,310	3,730	5,590	**Jul-18-2011**
Total (includes MD)	9,310	8,030	9,480	407.0
Special Rate 4/:	1.7%	2.0%	2.5%	down 1.2%

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

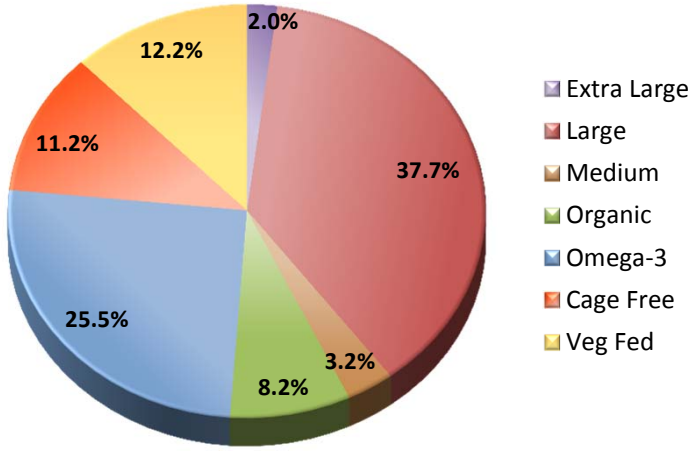
SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is lower again this week as the heat wave continues to stretch across the country. Despite the decline in activity, consumers will find eggs at a spectacular price as the average price of Grade A or better, large white eggs offered is drastically lower. The availability of 'no price' incentives to shoppers is down slightly this week. Promotions for specialty shell eggs are making strides and have not been hindered by the increased temperatures. Offerings on all specialty egg types are higher and enjoy increased ad space. Promotional activity for liquid egg products is less visible this cycle, but can still be found in many parts of the United States.

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/ Activity Index 2/		23.7% of 3,900 sampled outlets Activity Index = 2,860 (includes Medium)						30.2% of 5,100 sampled outlets Activity Index = 640 (includes Medium)						33.1% of 3,300 sampled outlets Activity Index = 3,080 (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 - 1.50	30	1.11										0.99	10	0.99
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.33	70	1.33	0.99 - 1.00	180	1.00				0.99 - 1.18	310	1.12	1.29	10	1.29	0.69 - 1.29	800	1.03
	White 18 pack				1.50 - 2.00	330	1.93				2.00	10	2.00				1.48	20	1.48
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		0.88 - 1.00	160	0.94		White 12 pack White 30 pack		0.69 - 0.99	130	0.88
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	20	3.99	3.00 - 5.00	620	4.24				3.79	80	3.79				3.69 - 3.79	20	3.75
	OMEGA-3																		
	White 12 pack	2.99	230	2.99	2.00 - 2.99	670	2.58				2.17	80	2.17				2.00 - 2.17	1,060	2.00
	Brown 12 pack				2.99 - 3.00	40	2.99												
	CAGE-FREE																		
	White 12 pack	2.49	20	2.49	2.49	30	2.49												
	Brown 12 pack				2.69 - 3.59	510	3.05												
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack				2.99 - 3.59	110	3.38										2.00	1,030	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/ Activity Index 2/		31.6% of 3,600 sampled outlets Activity Index = 1,220 (includes Medium)						31.6% of 2,500 sampled outlets Activity Index = 990 (includes Medium)						25.2% of 1,100 sampled outlets Activity Index = 520 (includes Medium)					
USDA GRADE AA	White 12 pack	1.49	50	1.49	0.88 - 1.50	350	1.01	0.99	10	0.99	0.99 - 1.98	680	1.35				0.99	60	0.99
	White 18 pack	1.50	10	1.50	1.67 - 2.10	280	1.73	1.50	40	1.50	1.50	20	1.50				1.67 - 1.89	20	1.74
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.88 - 0.99	160	0.96				0.39	10	0.39				1.25	120	1.25
	White 18 pack				1.79	120	1.79												
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack		2.50	10	2.50		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.69 - 3.99	20	3.86						
	OMEGA-3																		
	White 12 pack	2.29	110	2.29	2.20	110	2.20												
	Brown 12 pack																3.00	70	3.00
	CAGE-FREE																		
	White 12 pack																1.98 - 2.49	130	2.00
	Brown 12 pack				1.99	30	1.99				1.50 - 4.96	200	2.74				1.98	120	1.98
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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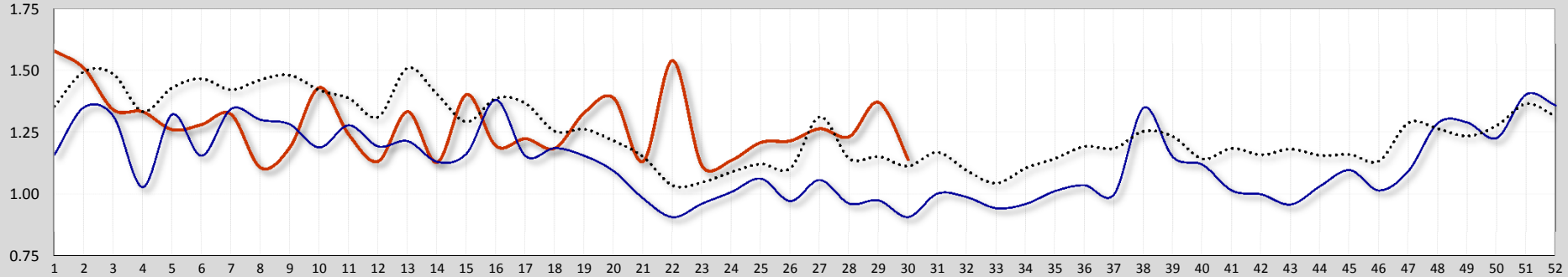
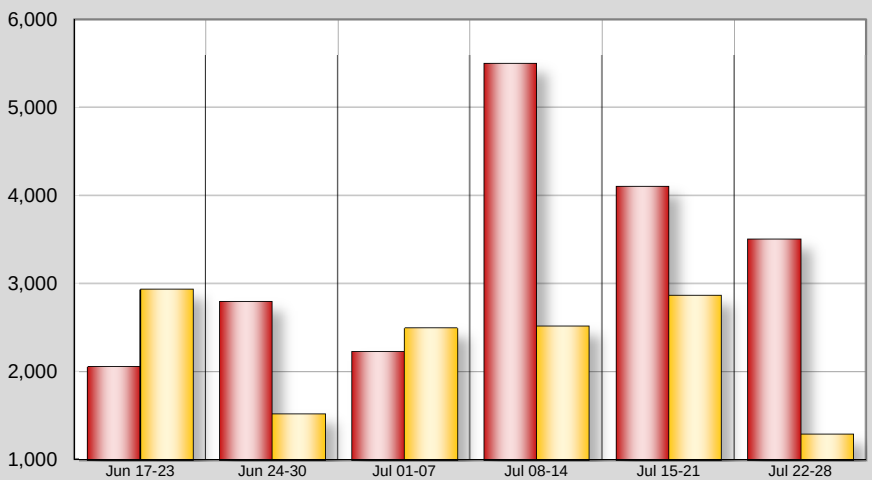
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	4.8%		9.3%		12.5%		6.2% of 3,900 sampled			7.8% of 5,100 sampled			6.7% of 3,300 sampled			2.0% of 3,600 sampled			0.3% of 2,500 sampled			0.0% of 1,100 sampled		
2/ Activity Index	1,300		2,870		2,480		Activity Index = 420			Activity Index = 400			Activity Index = 420			Activity Index = 50			Activity Index = 10			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	720	2.06	1,520	1.85	2,070	2.27	1.99 - 2.99	40	2.20	1.98 - 2.17	400	2.07	2.00 - 2.50	220	2.04	1.89	50	1.89	2.50	10	2.50			
32 oz. crtn	310	5.10	1,030	4.53	380	4.47	4.99 - 5.99	310	5.10															
3 - 4 oz. cup	270	2.13	320	2.26	30	2.99	2.50	70	2.50				2.00	200	2.00									
2 - 8 oz. cup																								

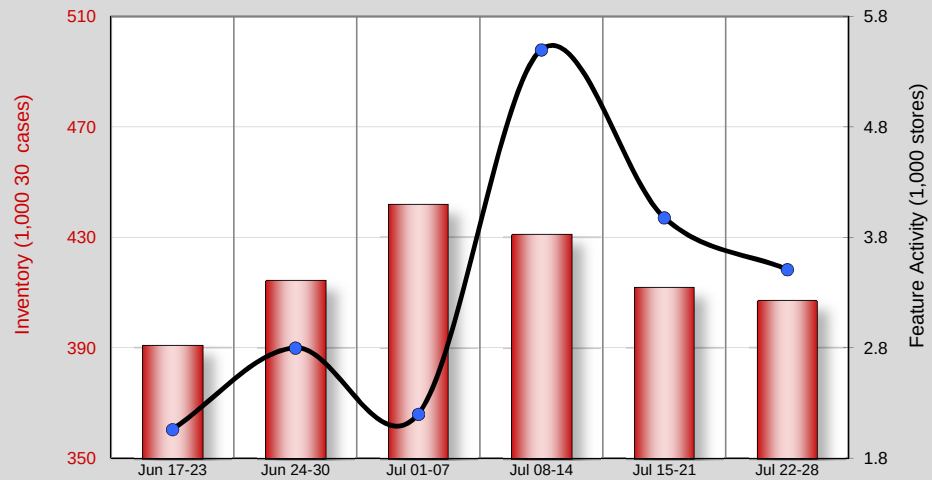
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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**