USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Aug 12, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 08/12 thru 08/18.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 35.3% of 19,500 stores				PREVIOUS WEEK 28.0% of 19,500 stores				PREVIOUS YEAR 52.7% 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	720	1.22	10	1.49	790	1.24	130	1.03	940	1.04
	White 18 pack			1,630	2.16	50	2.49	350	2.05			1,180	1.44
	Brown 12 pack											200	2.59
	USDA GRADE A												
	White 12 pack	20	1.11	2,070	1.16			540	1.29	430	1.00	2,070	0.93
	White 18 pack			750	1.94			1,150	1.97			700	1.44
	Brown 12 pack			20	1.29							10	0.97
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	20	3.99	220	3.61	40	4.50	700	4.38	10	2.89	1,830	3.66
	OMEGA-3												
	White 12 pack	60	2.42	1,520	2.39	100	1.89	1,780	2.38	150	2.47	1,630	2.60
	Brown 12 pack			260	3.67			20	3.00			140	4.04
	CAGE-FREE												
	White 12 pack			30	2.99			820	2.42			680	2.37
	Brown 12 pack	30	2.99	390	2.95			1,150	2.76			1,220	3.33
	VEGETARIAN FED												
	White 12 pack							50	2.50				
	Brown 12 pack	30	2.24	220	3.75	230	2.99	330	2.84			410	2.41

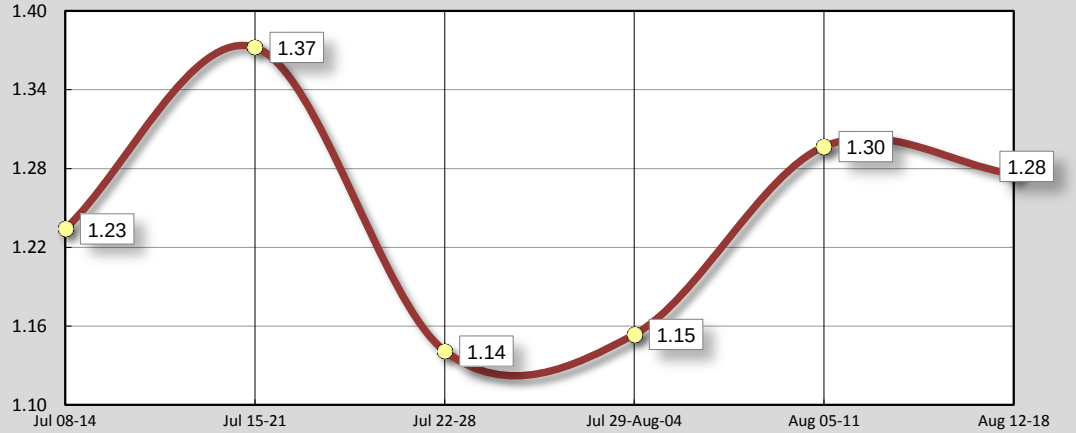
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,220	2,890	5,660	**Large Eggs on**
Specialty	2,780	5,220	6,070	**Aug-08-2011**
Total (includes MD)	8,090	8,330	12,230	395.6
Special Rate 4/:	2.4%	1.6%	3.5%	down 8.0%

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

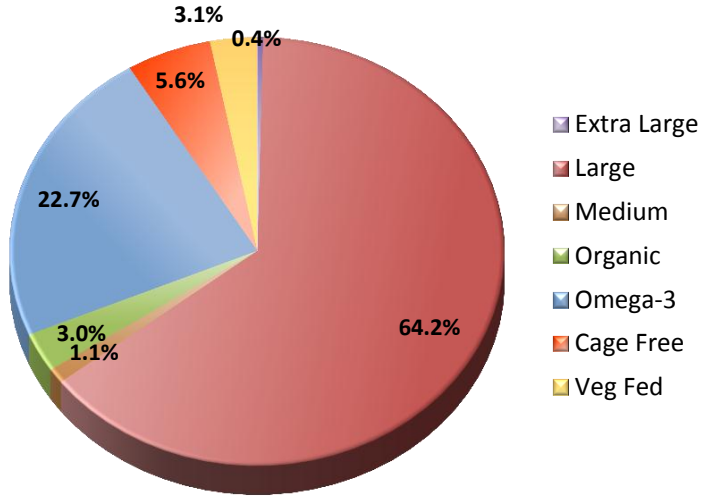
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is significantly more active than in previous weeks and comprises nearly two-thirds of all promotional activity. Much of this is tied to a sharp increase in outlets promoting Large eggs in the Midwest and Western parts of the country. Advertisements for Extra Large and Medium eggs are fairly sporadic and overshadowed by an explosion of promotions for Large eggs in Grade AA 18 pack and Grade A 12 pack cartons. The price of Large white eggs, Grade A or better, offered to consumers declined slightly. The occurrence of "no price" specials is higher as markets are offering "free eggs with additional purchases" or other price incentives with the redemption of a coupons. Feature activity for specialty shell eggs is down by nearly half from last week. Promotions for Omega-3 eggs are maintaining a steady pace and are still showing up primarily in the Northeast area. Other specialty types are not as visible this cycle. Featuring of liquid eggs continues to be very active.

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/		16.9% of 3,900 sampled outlets						27.9% of 5,100 sampled outlets						40.9% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 1,910 (includes Medium)						Activity Index = 1,170 (includes Medium)						Activity Index = 1,630 (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										0.88	30	0.88
	White 18 pack																1.50	10	1.50
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.59 - 1.50	70	1.06				0.59 - 1.29	770	1.22	0.99 - 1.19	20	1.11	0.59 - 1.19	760	1.05
	White 18 pack				1.79 - 2.50	130	2.47				1.50 - 2.50	200	1.88				1.50 - 2.00	290	1.85
	Brown 12 pack																1.29	20	1.29
	MEDIUM		White 12 pack						White 12 pack		0.89 - 1.00	20	0.94		White 12 pack				
			White 30 pack						White 30 pack		1.88	20	1.88		White 30 pack		1.89	20	1.89
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	20	3.99	3.49 - 3.99	30	3.80				3.79	60	3.79				2.49 - 3.79	20	3.42
	OMEGA-3																		
	White 12 pack	2.50	50	2.50	1.69 - 3.50	1,300	2.41				2.49	80	2.49				1.77 - 2.50	70	2.08
	Brown 12 pack																3.99	190	3.99
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack	2.99	30	2.99	2.99 - 3.49	200	3.08				2.79	20	2.79				2.99	10	2.99
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack	2.00 - 2.29	30	2.24	2.00 - 2.29	30	2.24										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/		43.9% of 3,600 sampled outlets						53.4% of 2,500 sampled outlets						50.9% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 1,530 (includes Medium)						Activity Index = 1,290 (includes Medium)						Activity Index = 560 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.25	330	1.06	1.49	10	1.49	1.20 - 1.50	220	1.41				0.99 - 1.50	120	1.35
	White 18 pack				1.50 - 2.00	490	1.91				1.50 - 2.50	820	2.28				1.48 - 2.50	310	2.27
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack		1.99	10	1.99		White 12 pack		0.90	10	0.90
USDA GRADE A	White 12 pack				0.99 - 1.29	470	1.25												
	White 18 pack				1.50 - 1.88	90	1.68				1.77	40	1.77						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
			White 30 pack		0.98	10	0.98		White 30 pack						White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50	50	3.50				3.49 - 3.50	60	3.50						
	OMEGA-3																		
	White 12 pack	1.99	10	1.99	1.99 - 2.39	50	2.29										1.99 - 2.50	20	2.22
	Brown 12 pack																2.79	70	2.79
	CAGE-FREE																		
	White 12 pack																2.99	30	2.99
	Brown 12 pack				1.99	30	1.99				2.99	130	2.99						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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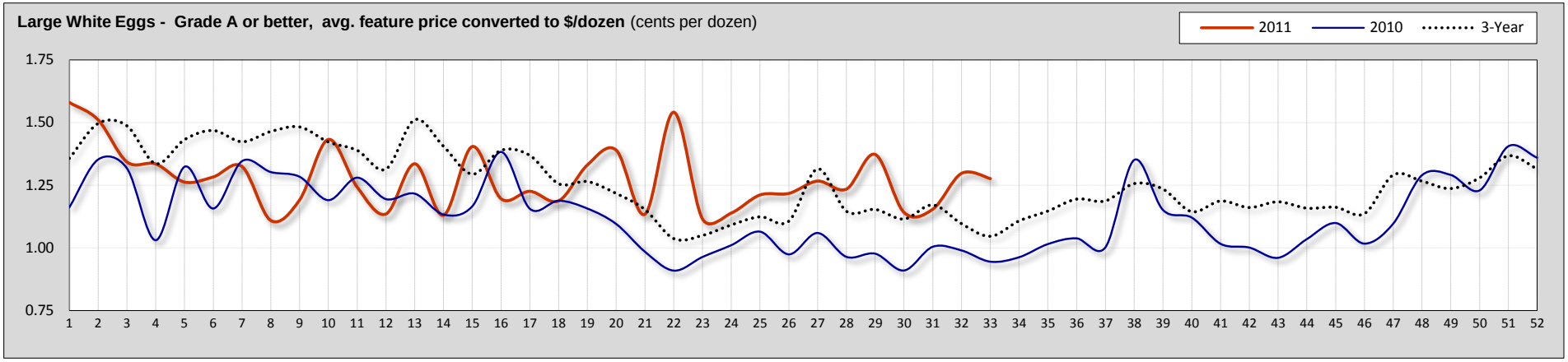
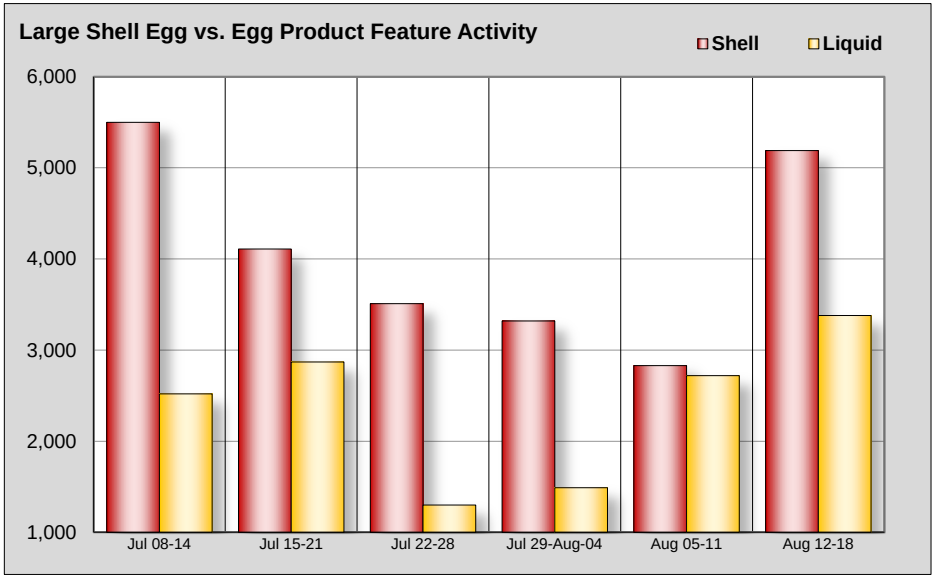
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	14.2%		7.4%		9.8%		8.3% of 3,900 sampled			28.2% of 5,100 sampled			13.0% of 3,300 sampled			6.5% of 3,600 sampled			13.0% of 2,500 sampled			0.7% of 1,100 sampled		
2/ Activity Index	3,380		2,720		2,110		Activity Index = 1,620			Activity Index = 480			Activity Index = 640			Activity Index = 230			Activity Index = 400			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	2,270	2.23	2,030	2.20	1,370	2.22	2.00 - 3.00	1,120	2.38	2.00 - 2.48	270	2.02	1.50 - 2.78	440	1.79	1.99 - 2.50	230	2.32	2.50	200	2.50	2.49	10	2.49
32 oz. crtn	980	3.30	420	4.44	740	4.92	3.79 - 4.99	390	2.01	3.79	190	3.79	4.49	200	4.49				3.99 - 4.28	200	4.18			
3 - 4 oz. cup	130	2.83	270	2.76			2.00 - 2.99	110	2.43	4.99	20	4.99												
2 - 8 oz. cup																								

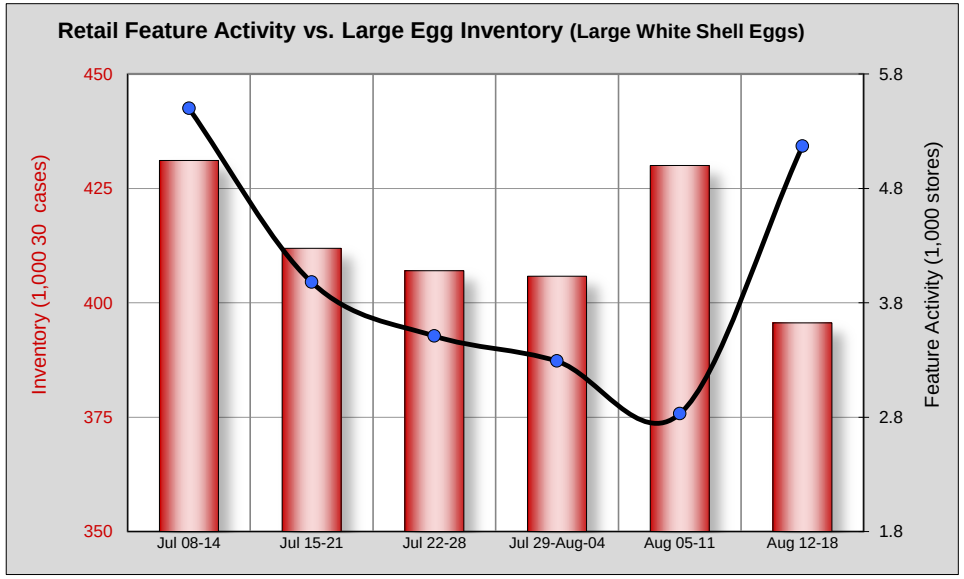
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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