



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 09/02 thru 09/08.

(prices in dollars per carton)

Fri. Sep 02, 2011

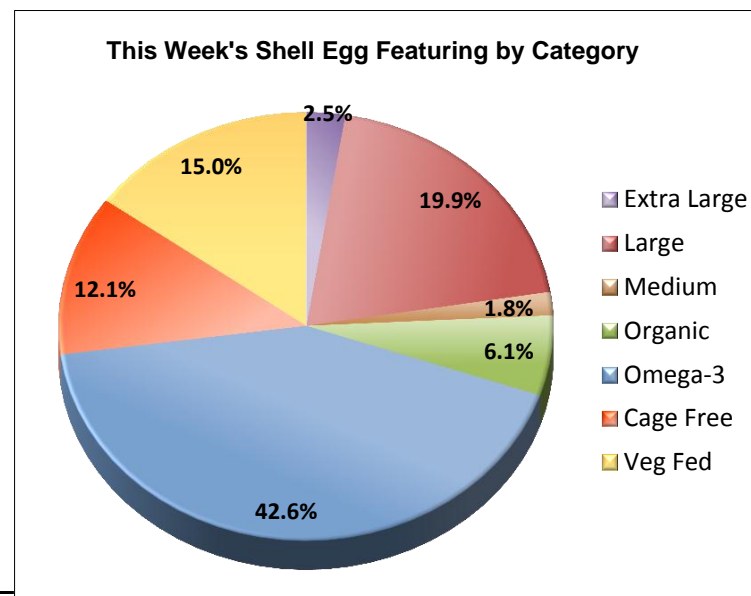
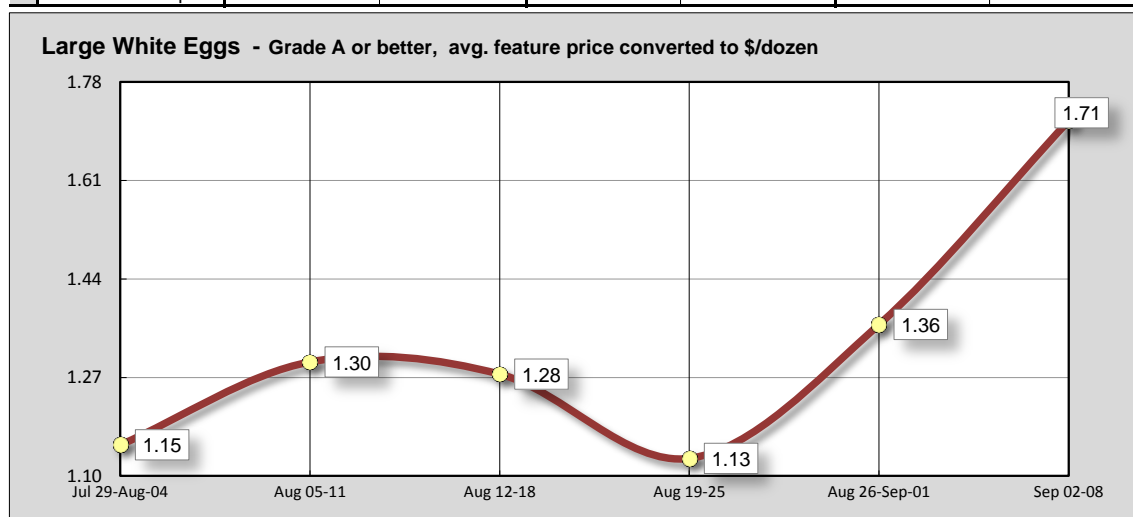
SHELL EGG NATIONAL SUMMARY													
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	19.4% of 19,500 stores				24.7% of 19,500 stores				20.8% of 19,200 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	10	1.69			170	1.32	270	1.60			90	1.50
	White 18 pack			240	2.58			130	1.98			80	1.60
REGULAR	USDA GRADE A												
	White 12 pack	120	2.25	770	1.71	110	1.81	190	1.17			1,130	0.98
	White 18 pack			10	2.50			640	1.99			60	0.99
SPECIALTY	USDA ORGANIC												
	White 12 pack			20	2.99								
	Brown 12 pack	40	3.49	250	3.90	30	3.65	550	4.07			1,100	4.20
SPECIALTY	OMEGA-3												
	White 12 pack	130	3.00	1,990	2.67	520	2.67	2,750	2.56	280	2.89	1,080	2.30
	Brown 12 pack			60	2.56	10	2.50	290	2.87			30	3.82
SPECIALTY	CAGE-FREE												
	White 12 pack	110	2.69					10	1.99			100	2.88
	Brown 12 pack	10	2.69	500	3.10	40	2.49	570	2.63			310	3.16
SPECIALTY	VEGETARIAN FED												
	White 12 pack											230	2.50
	Brown 12 pack			770	2.93			800	2.55	230	2.50	720	2.60

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,150	1,510	1,540	Large Eggs on Aug-29-2011
Specialty	3,880	5,570	4,080	
Total (includes MD)	5,120	7,240	5,640	481.9
Special Rate 4/:	7.6%	2.2%	1.8%	up 25%

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

SHELL EGG and EGG PRODUCTS FEATURING

Features for regular shell eggs manage to hold a place in circulars, despite an overwhelming emphasis on Labor Day outdoor grilling items. Deli prepared egg-based salads and deviled egg dishes will be an appetizing addition to the poultry and meat main courses. The average price of Grade A or better, Large white eggs offered to consumers increases dramatically and is the highest documented average ad price to date this year. Incentives offered to holiday shoppers are more visible as the percent of 'no price' specials is higher. Featuring of specialty shell eggs fall short of last week's activity, particularly with promotions for Omega-3 and vegetarian-fed eggs. The appearance of liquid egg products is prevalent as stores increase featuring on a variety of carton sizes. The inventory for Large white shell eggs continues to soar above the level of demand in retail ads this week.



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/}		27.0% of 3,900 sampled outlets Activity Index = 2,810 (includes Medium)						29.5% of 5,100 sampled outlets Activity Index = 520 (includes Medium)						10.6% of 3,300 sampled outlets Activity Index = 970 (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																		
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack	1.79	10	1.79	0.88 - 1.99	410	1.94	2.29	110	2.29	0.88	20	0.88				0.79 - 1.69	110	1.37
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM				0.99 - 1.00	50	1.00										1.00	30	1.00
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	20	3.99	3.49 - 3.99	100	3.90							2.98 - 2.99	20	2.98	2.99 - 3.79	20	3.31
	OMEGA-3																		
	White 12 pack	3.00	130	3.00	1.99 - 3.29	1,340	2.57				2.50	90	2.50				1.99 - 3.79	390	3.12
	Brown 12 pack				2.50 - 2.99	60	2.56												
	CAGE-FREE																		
	White 12 pack	2.69	110	2.69										2.50 - 2.79	60	2.61			
	Brown 12 pack	2.69	10	2.69	2.50 - 3.79	230	2.70										3.79	190	3.79
	VEGETARIAN FED																		
White 12 pack				2.50 - 2.99	340	2.76				2.50	240	2.50							
Brown 12 pack																3.79	190	3.79	
		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/}		8.3% of 3,600 sampled outlets Activity Index = 340 (includes Medium)						18.8% of 2,500 sampled outlets Activity Index = 450 (includes Medium)						9.0% of 1,100 sampled outlets Activity Index = 30 (includes Medium)					
USDA GRADE AA	White 12 pack							1.69	10	1.69				2.50 - 2.79	240	2.58			
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM																		
USDA GRADE A	White 12 pack				1.08 - 1.69	210	1.54												
	White 18 pack				2.50	10	2.50										1.67	20	1.67
	Brown 12 pack																		
	MEDIUM																		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack										3.99	130	3.99						
	OMEGA-3																		
	White 12 pack				2.49 - 2.50	120	2.49				2.50	50	2.50						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack													2.49	10	2.49			
	Brown 12 pack																2.49	10	2.49
	VEGETARIAN FED																		
White 12 pack																			
Brown 12 pack																			



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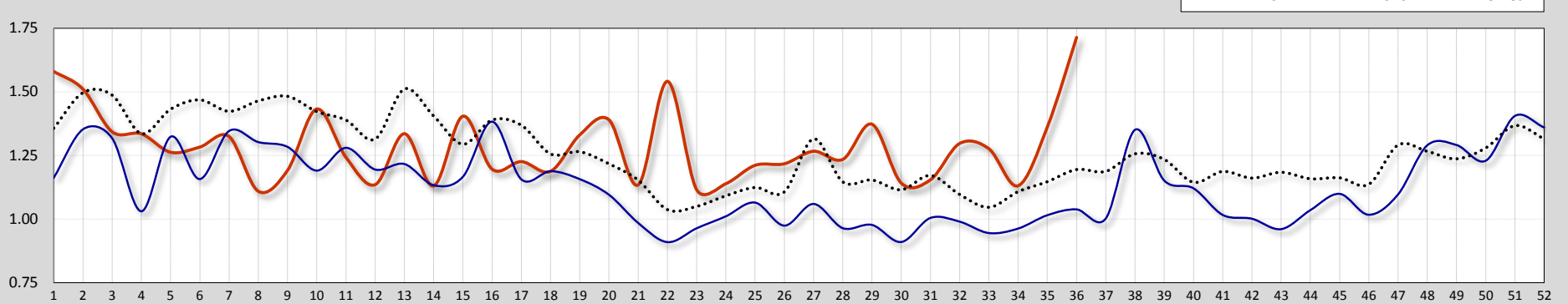
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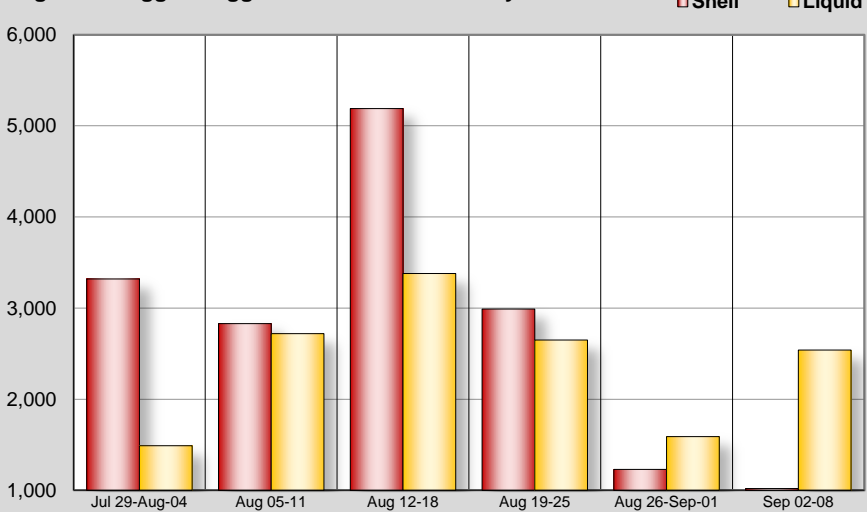
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	10.4%	5.7%	9.9%	7.9% of 3,900 sampled	24.8% of 5,100 sampled	9.4% of 3,300 sampled	3.3% of 3,600 sampled	0.0% of 2,500 sampled	1.3% of 1,100 sampled
2/ Activity Index	2,540	1,590	1,910	Activity Index = 1,010	Activity Index = 1,080	Activity Index = 310	Activity Index = 120	Activity Index = 0	Activity Index = 20
	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	1,660 1.97	1,040 3.24	1,330 2.38	2.49 - 2.99 330 2.52	1.67 - 2.49 1,080 1.71	1.99 - 2.78 110 2.26	2.50 120 2.50		2.00 20 2.00
32 oz. crtn	810 5.05	520 4.26	420 4.35	3.99 - 5.69 610 5.23		4.49 200 4.49			
3 - 4 oz. cup	70 2.50	30 2.99	160 2.46	2.50 70 2.50					
2 - 8 oz. cup									

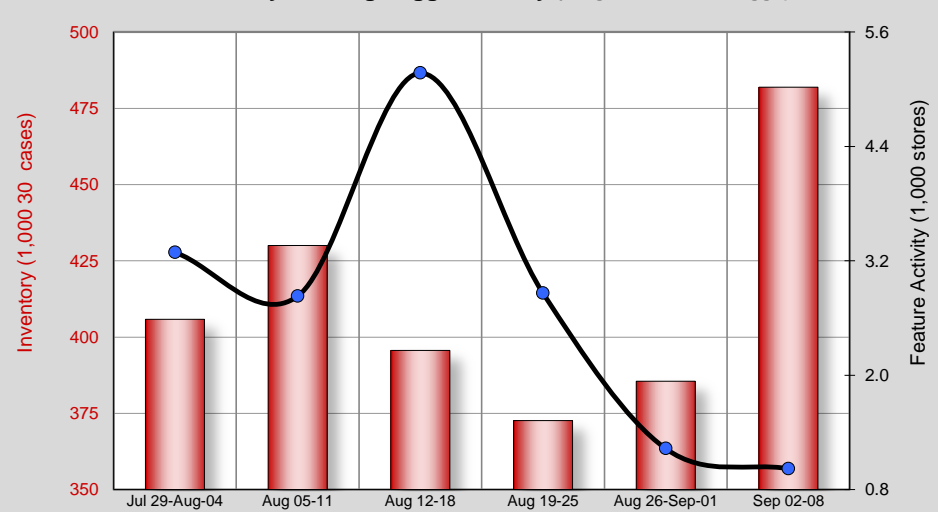
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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>