



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 09/09 thru 09/15.

(prices in dollars per carton)

Fri. Sep 09, 2011

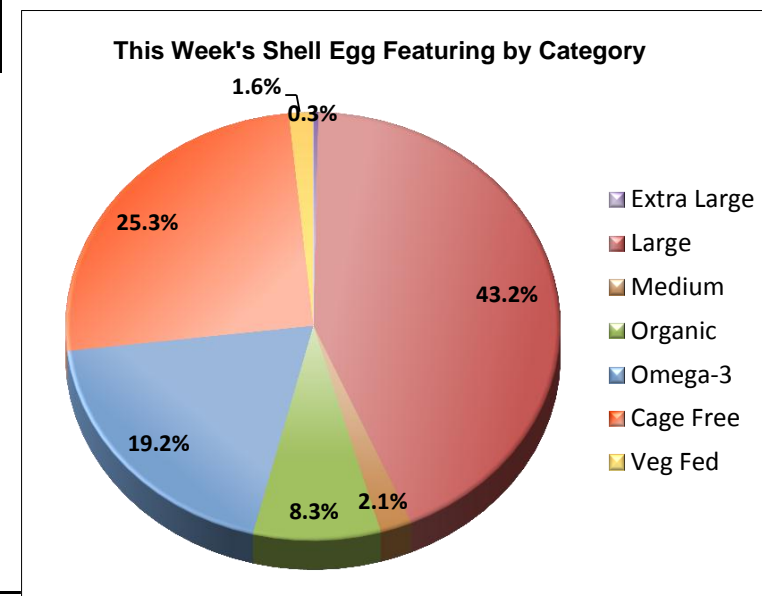
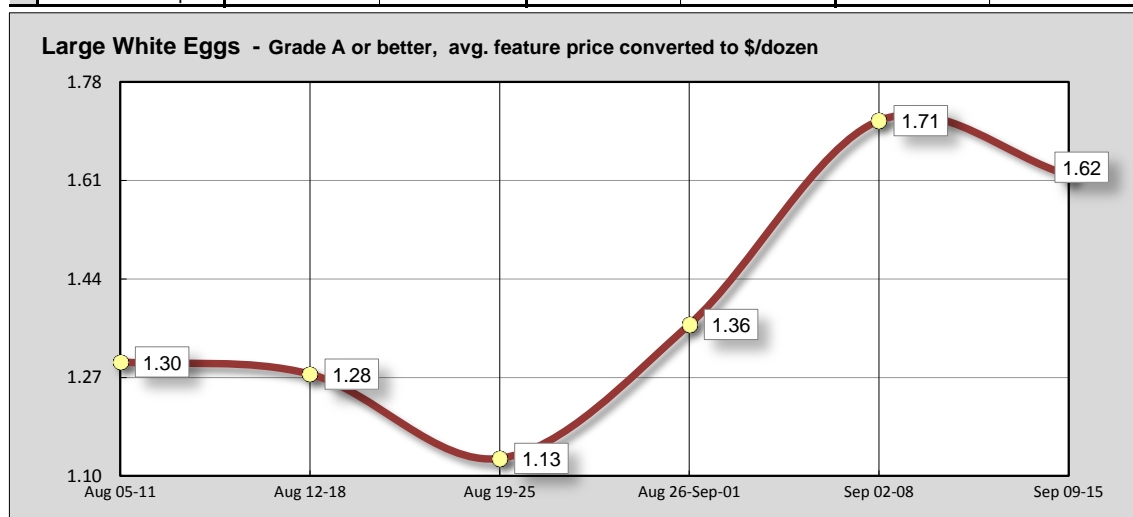
SHELL EGG NATIONAL SUMMARY												
Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
	25.1% of 19,500 stores				19.4% of 19,500 stores				32.9% of 19,200 stores			
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA											
	White 12 pack		140 1.39		10 1.69				340 1.54			
	White 18 pack		1,790 2.53				240 2.58		30 2.99		1,090 1.94	
REGULAR	USDA GRADE A											
	White 12 pack		20 1.60		290 1.43		120 2.25		770 1.71		30 1.70	
	White 18 pack		470 2.33				10 2.50				310 1.36	
SPECIALTY	USDA ORGANIC											
	White 12 pack						20 2.99					
	Brown 12 pack		40 3.49		480 3.70		40 3.49		250 3.90		320 4.10	
SPECIALTY	OMEGA-3											
	White 12 pack		10 2.79		1,130 2.25		130 3.00		1,990 2.67		370 2.58	
	Brown 12 pack		60 2.39				60 2.56				250 2.52	
SPECIALTY	CAGE-FREE											
	White 12 pack		30 2.50		420 2.09		110 2.69				20 2.06	
	Brown 12 pack		60 2.99		1,070 2.50		10 2.69		500 3.10		620 3.04	
SPECIALTY	VEGETARIAN FED											
	White 12 pack											
	Brown 12 pack		100 2.35						770 2.93		30 3.00	
										270 2.62		

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,720	1,150	1,950	Large Eggs on Sep-05-2011
Specialty	3,400	3,880	3,710	
Total (includes MD)	6,250	5,120	5,790	517.9
Special Rate 4/:	1.5%	7.6%	8.2%	up 7.5%

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

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher than a week ago due to a substantial increase in the featuring of large white 18 pack eggs in the South Central and West Coastal regions of the country. The average price of white eggs to consumers is slightly down from last week but remains relatively high for the year. There is a significant drop in the number of "no price" ads being offered by retailers. Promotions for extra large eggs are very limited in number as high whole sale prices have blunted interest in featuring these sizes. Feature activity of specialty shell eggs is lower than a week ago. Omega-3 and cage free egg promotions are the popular favorite in this category. Sampled outlets promoting liquid egg products are fewer in frequency. Inventories are building faster than retailer's interest in promoting eggs.



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/}		25.6% of 3,900 sampled outlets Activity Index = 2,040 (includes Medium)						7.9% of 5,100 sampled outlets Activity Index = 370 (includes Medium)						20.7% of 3,300 sampled outlets Activity Index = 530 (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																1.00 - 1.19	90	1.17				
	White 18 pack																1.99	10	1.99				
	Brown 12 pack																						
	MEDIUM				White 12 pack					White 12 pack						White 12 pack							
USDA GRADE A	White 12 pack	1.69	10	1.69	1.49 - 1.50	160	1.50				1.50	40	1.50	1.50	10	1.50	0.88 - 1.49	90	1.26				
	White 18 pack				2.99	120	2.99				1.98 - 2.99	70	2.58				1.50 - 2.49	200	1.96				
	Brown 12 pack				1.59	10	1.59																
		MEDIUM				White 12 pack	0.99 - 1.00	30	0.99				White 12 pack	0.98 - 0.99	30	0.98				White 12 pack	0.49 - 1.00	40	0.90
					White 30 pack							White 30 pack							White 30 pack				
S P E C I A L T Y	USDA ORGANIC																						
	White 12 pack																2.99	20	2.99	2.99 - 3.50	10	3.27	
	Brown 12 pack	3.99	20	3.99	2.00 - 3.99	270	3.75																
	OMEGA-3																						
	White 12 pack	2.79	10	2.79	1.66 - 3.00	830	2.17				2.49 - 2.50	200	2.50							1.99 - 2.50	30	2.24	
Brown 12 pack																							
CAGE-FREE																							
White 12 pack	2.50	30	2.50																				
Brown 12 pack	2.99	60	2.99	2.49 - 3.49	430	2.93													2.50 - 2.99	20	2.85		
VEGETARIAN FED																							
White 12 pack																							
Brown 12 pack				2.19 - 2.99	60	2.42				2.00	30	2.00							2.99	10	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/}		36.4% of 3,600 sampled outlets Activity Index = 1,470 (includes Medium)						37.1% of 2,500 sampled outlets Activity Index = 1,150 (includes Medium)						51.7% of 1,100 sampled outlets Activity Index = 690 (includes Medium)									
USDA GRADE AA	White 12 pack				1.79	10	1.79				1.79	40	1.79										
	White 18 pack				1.99 - 2.49	500	2.24				1.99 - 2.99	800	2.83							1.78 - 2.49	480	2.33	
	Brown 12 pack																						
	MEDIUM				White 12 pack							White 12 pack	1.19	10	1.19				White 12 pack				
USDA GRADE A	White 12 pack																						
	White 18 pack				1.98 - 2.50	80	2.08																
	Brown 12 pack																						
	MEDIUM				White 12 pack							White 12 pack	1.00	20	1.00				White 12 pack				
					White 30 pack							White 30 pack							White 30 pack				
S P E C I A L T Y	USDA ORGANIC																						
	White 12 pack																						
	Brown 12 pack										3.49 - 3.99	200	3.67										
	OMEGA-3																						
	White 12 pack				2.49	70	2.49																
Brown 12 pack				2.39	50	2.39													2.39	10	2.39		
CAGE-FREE																							
White 12 pack				2.00	290	2.00							2.00	40	2.00				2.00 - 2.50	90	2.41		
Brown 12 pack				1.99 - 2.50	470	2.15							2.00	40	2.00				1.50 - 2.99	110	2.37		
VEGETARIAN FED																							
White 12 pack																							
Brown 12 pack																							

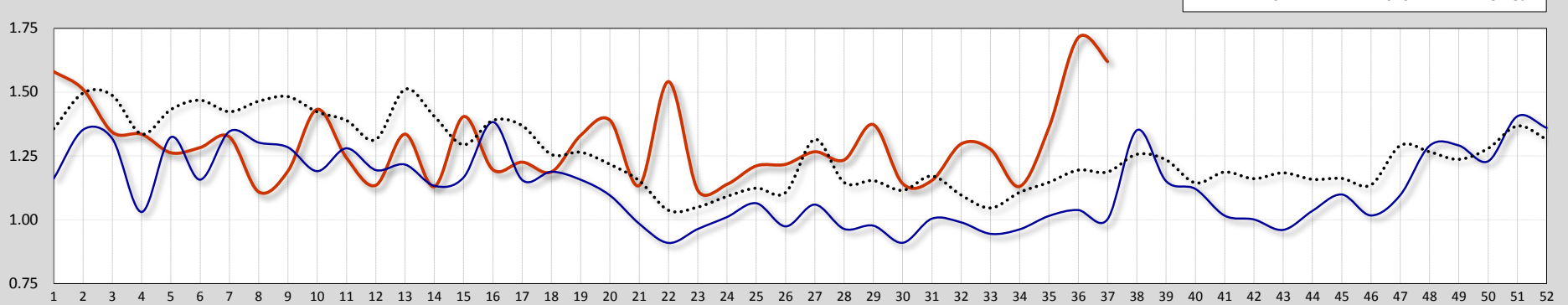


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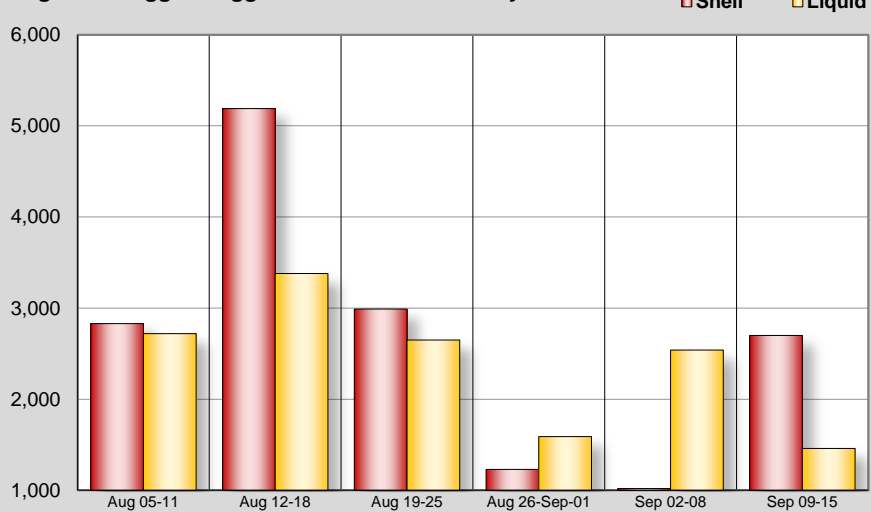
Fri. Sep 09, 2011

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST							
1/ Feature Rate	5.6%		10.4%		16.0%		10.8% of 3,900 sampled		0.7% of 5,100 sampled		3.5% of 3,300 sampled		4.4% of 3,600 sampled		13.5% of 2,500 sampled		1.7% of 1,100 sampled							
2/ Activity Index	1,460		2,540		3,510		Activity Index = 590		Activity Index = 220		Activity Index = 140		Activity Index = 160		Activity Index = 330		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/}						
14-16 oz. crtn	810	2.37	1,660	1.97	2,610	2.52	2.00 - 2.99	360	2.45	1.99 - 2.17	220	2.14	1.89 - 2.79	140	2.39	2.19 - 2.50	60	2.46	2.49	10	2.49	2.99	20	2.99
32 oz. crtn	650	4.47	810	5.05	550	5.22	4.99	230	4.99							4.79	100	4.79	3.99	320	3.99			
3 - 4 oz. cup			70	2.50	350	2.26																		
2 - 8 oz. cup																								

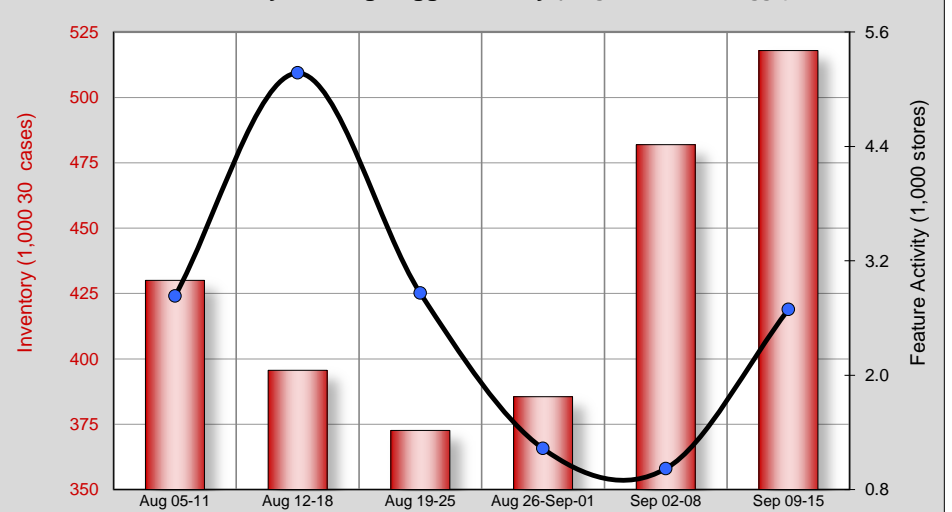
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



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.