USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Oct 21, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 28.4% of 19,500 stores				PREVIOUS WEEK 32.0% of 19,500 stores				PREVIOUS YEAR 42.0% 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	50	2.22	560	1.37			490	1.26	10	1.39	730	1.08
	White 18 pack	40	2.25	290	2.49			1,380	2.04			1,680	1.69
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	20	1.50	1,360	1.20	30	1.29	1,170	1.33	10	0.89	1,280	0.87
	White 18 pack	30	1.99	180	1.49			290	2.13			770	1.60
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	20	3.99	260	3.87	20	3.49	640	3.68			690	4.06
	OMEGA-3												
	White 12 pack	90	2.21	1,940	2.47	190	2.12	1,670	2.27	520	2.36	1,090	2.42
	Brown 12 pack			10	2.49					120	2.89	350	2.63
	CAGE-FREE												
	White 12 pack			130	2.99			40	2.69			220	2.62
	Brown 12 pack	10	2.50	590	2.97	30	2.49	220	2.62			160	3.38
	VEGETARIAN FED												
	White 12 pack			10	1.88								
	Brown 12 pack			320	3.28			70	3.42	70	2.99	60	2.79

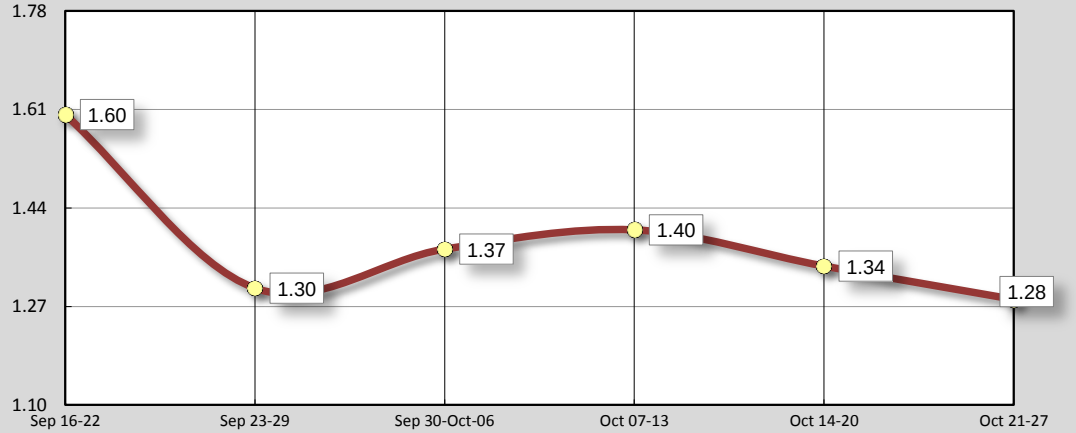
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,530	3,360	4,480	**Large Eggs on**
Specialty	3,380	2,880	3,280	**Oct-17-2011**
Total (includes MD)	6,180	6,480	8,000	505.0
Special Rate 4/:	10.4%	7.8%	9.0%	up 1.8%

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

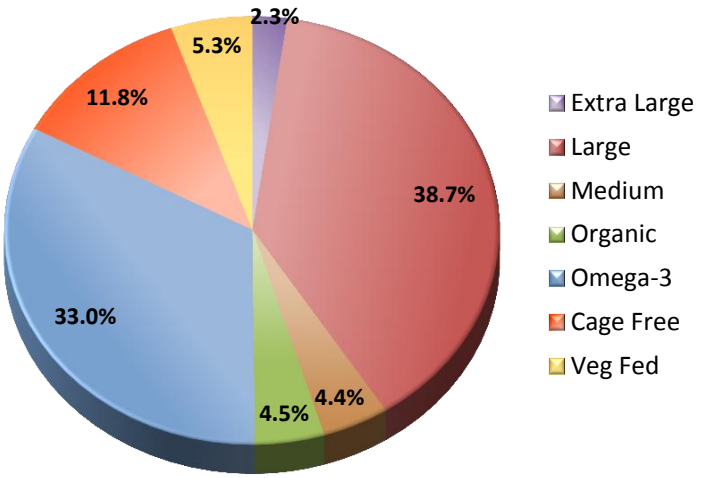
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs declines this week driven primarily by a sharp decline in promotions of 18-packs, so prevalent last week. Consumers are getting a much needed boost to their buying power as the average price of Grade A or better, Large white eggs continues to move downward and the percentage of retailers offering "no price" specials is sharply higher. Featuring of specialty shell eggs is more active than last week thanks to outlets heavily promoting Omega-3 eggs in the Northeast. However, the average sale price for most specialty eggs is significantly higher. Overall promotional activity for liquid egg products is about even with numbers reported a week ago. Egg nog season was just getting underway this time last year, however, only a few markets are offering it at this time. With the onset of the holiday season not far away, keep an eye out for the return of this seasonal favorite.

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/		26.3% of 3,900 sampled outlets						28.7% of 5,100 sampled outlets						39.7% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 2,370 (includes Medium)						Activity Index = 270 (includes Medium)						Activity Index = 1,700 (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				1.69	10	1.69										0.59 - 0.99	30	0.88
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack		1.32	30	1.32		White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.69	530	1.30				1.39	80	1.39				0.79 - 1.39	390	0.99
	White 18 pack				2.29	20	2.29				1.78	30	1.78				0.99 - 1.99	110	1.22
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.89 - 1.49	30	0.99		White 12 pack White 30 pack		1.50	10	1.50		White 12 pack White 30 pack		0.88 - 1.32	170	0.95
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	20	3.99	3.79 - 3.99	220	3.96										2.99 - 3.58	20	3.27
	OMEGA-3																		
	White 12 pack	2.99	20	2.99	1.88 - 2.69	1,060	2.29				1.88 - 3.00	100	2.46				1.88 - 3.79	590	2.88
	Brown 12 pack				2.49	10	2.49												
	CAGE-FREE																		
	White 12 pack				2.99	130	2.99												
	Brown 12 pack	2.50	10	2.50	2.49 - 2.99	190	2.89										2.29 - 2.49	200	2.49
	VEGETARIAN FED																		
	White 12 pack				1.88	10	1.88												
	Brown 12 pack				2.19 - 2.50	80	2.35				3.00	50	3.00				2.29 - 3.79	190	3.75

		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/		28.7% of 3,600 sampled outlets						25.3% of 2,500 sampled outlets						7.5% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 880 (includes Medium)						Activity Index = 880 (includes Medium)						Activity Index = 80 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	260	1.10	1.49 - 2.50	50	2.22	1.79 - 1.99	200	1.86				0.99 - 1.25	60	1.13
	White 18 pack							2.25	40	2.25	1.79 - 2.78	290	2.49						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.99 - 1.39	290	1.24	1.50	20	1.50	1.25 - 1.39	50	1.28				0.99 - 1.25	20	1.16
	White 18 pack				1.78	20	1.78	1.99	30	1.99									
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.32	30	1.32		White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.50	20	3.50												
	OMEGA-3																		
	White 12 pack	1.99	70	1.99	1.99 - 2.29	190	2.16												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack										3.49 - 3.59	200	3.53						
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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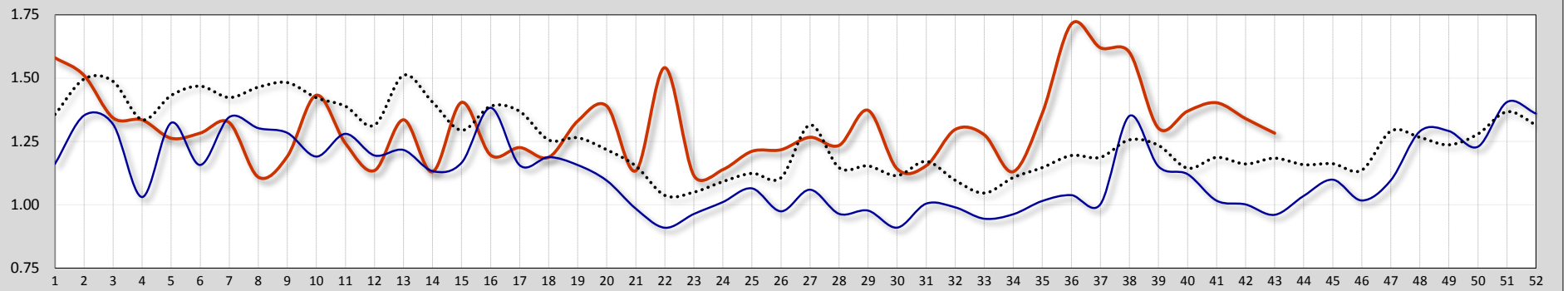
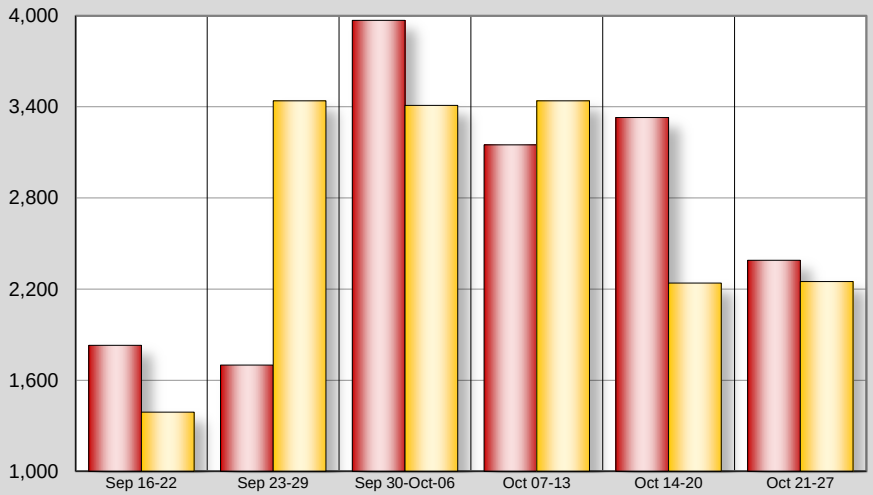
(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	6.0%		5.8%		7.9%		8.4% of 3,900 sampled			3.8% of 5,100 sampled			9.1% of 3,300 sampled			2.2% of 3,600 sampled			7.9% of 2,500 sampled			6.0% of 1,100 sampled		
2/ Activity Index	2,250		2,240		1,710		Activity Index = 1,340			Activity Index = 260			Activity Index = 300			Activity Index = 80			Activity Index = 200			Activity Index = 70		
	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	1,130	2.16	890	2.48	1,140	2.85	1.79 - 2.99	810	2.09	1.79	70	1.79	1.78 - 2.50	100	2.07	2.69 - 3.19	80	2.75				2.00 - 2.99	70	2.71
32 oz. crtn	760	4.57	1,000	4.80	410	4.85	5.99	170	5.99	3.98	190	3.98	4.49	200	4.49				3.99	200	3.99			
3 - 4 oz. cup	360	2.50	350	2.45	160	2.44	2.49 - 2.50	360	2.50															
2 - 8 oz. cup																								

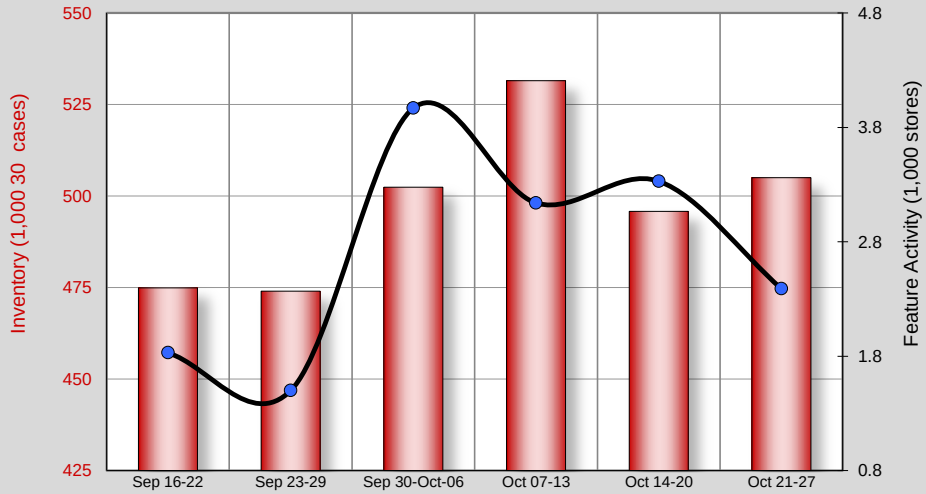
Large White Eggs - Grade A or better, avg. feature price converted to $/dozen (cents per dozen)



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