USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Nov 25, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 11/25 thru 12/01.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 20.9% of 19,500 stores				PREVIOUS WEEK 26.7% of 19,500 stores				PREVIOUS YEAR 17.6% 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							490	1.27	120	1.25	30	1.22
	White 18 pack	10	1.79	1,210	1.56	60	2.20	500	2.29			130	3.00
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			800	1.23	20	1.25	510	1.47	10	1.79	490	1.08
	White 18 pack			130	1.49	50	2.50					340	1.99
	Brown 12 pack							40	1.99				
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	60	3.82	210	3.99	360	4.56	1,470	4.18	260	3.99	120	3.49
	OMEGA-3												
	White 12 pack	320	2.99	500	2.60	130	2.58	1,510	2.56	30	2.99	780	2.51
	Brown 12 pack	100	2.52			90	2.49	300	3.96			30	2.99
	CAGE-FREE												
	White 12 pack	40	2.79	510	2.30					60	2.50	800	2.50
	Brown 12 pack			1,120	2.23	130	2.79	870	2.10			1,330	2.65
	VEGETARIAN FED												
	White 12 pack			190	2.00								
	Brown 12 pack			10	2.99			280	3.99			30	2.99

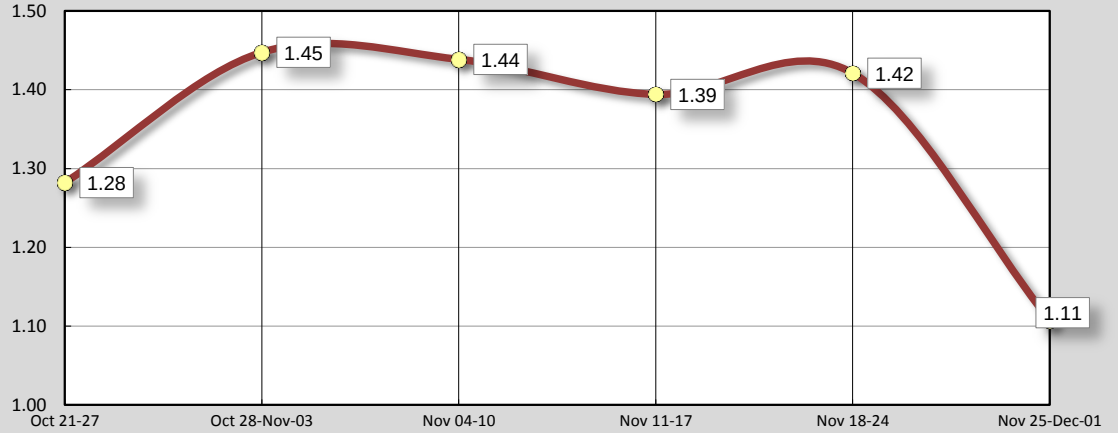
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,150	1,670	1,120	**Large Eggs on**
Specialty	3,060	5,140	3,440	**Nov-21-2011**
Total (includes MD)	5,460	6,910	4,640	425.1
Special Rate 4/:	1.0%	2.0%	0.1%	down 21.7%

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

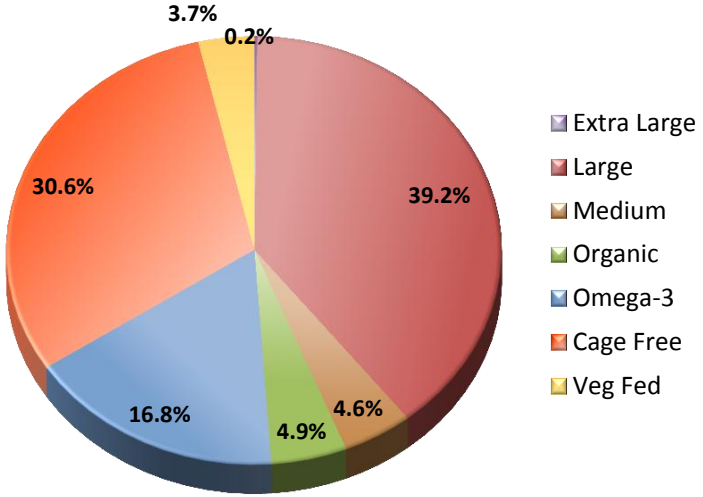
SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is more active than a week ago with a notable increase in featuring of Grade AA white eggs in the Western part of the country. The average price of Large white eggs, Grade A or better, is down sharply as retailers seek to stimulate buyer interest through lower prices. Featuring of Medium eggs enjoy good exposure in circulars, but ads for Extra Large eggs are extremely limited this cycle. The occurrence of "no price" specials is scarce. Specialty shell egg features are lower. Featuring of Omega 3 type eggs take a back seat as promotions for cage free eggs gain ground as the popular favorite in the specialty category. Liquid egg features are less common in number, howeve,r those available are found mostly in the Northeast region with the focus mainly on 16 ounce cartons. Ads for egg nog taper, which is normal given past history. We will keep a watch on this product as we move into the second phase of the holiday season.

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/		18.8% of 3,900 sampled outlets						17.6% of 5,100 sampled outlets						29.9% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 1,340 (includes Medium)						Activity Index = 1,450 (includes Medium)						Activity Index = 1,200 (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		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.25 - 1.79	100	1.60				1.25 - 1.49	100	1.32				0.99 - 1.49	480	1.11
	White 18 pack				1.49	90	1.49				1.49	40	1.49						
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		0.89	30	0.89		White 12 pack White 30 pack		1.00	220	1.00		White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99	50	3.99	3.49 - 3.99	180	3.91							2.98	10	2.98	4.44	30	4.44
	OMEGA-3																		
	White 12 pack	2.99	320	2.99	2.19 - 2.99	420	2.70										1.88 - 2.50	70	1.94
	Brown 12 pack	2.79	10	2.79				2.49	80	2.49				2.49	10	2.49			
	CAGE-FREE																		
	White 12 pack	2.79	40	2.79							2.00 - 2.49	410	2.30				2.29	100	2.29
	Brown 12 pack				3.00	100	3.00				2.00 - 2.49	410	2.30				1.99 - 2.99	490	2.08
	VEGETARIAN FED																		
	White 12 pack										2.00	190	2.00						
	Brown 12 pack																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/		13.4% of 3,600 sampled outlets						23.0% of 2,500 sampled outlets						37.3% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 470 (includes Medium)						Activity Index = 580 (includes Medium)						Activity Index = 420 (includes Medium)					
USDA GRADE AA	White 12 pack																		
	White 18 pack				1.49	370	1.49	1.79	10	1.79	1.49	540	1.49				1.49 - 1.99	300	1.78
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				1.29	100	1.29				1.29	20	1.29						
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack				
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
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	Brown 12 pack																		
	CAGE-FREE																		
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	Brown 12 pack																2.00	120	2.00
	VEGETARIAN FED																		
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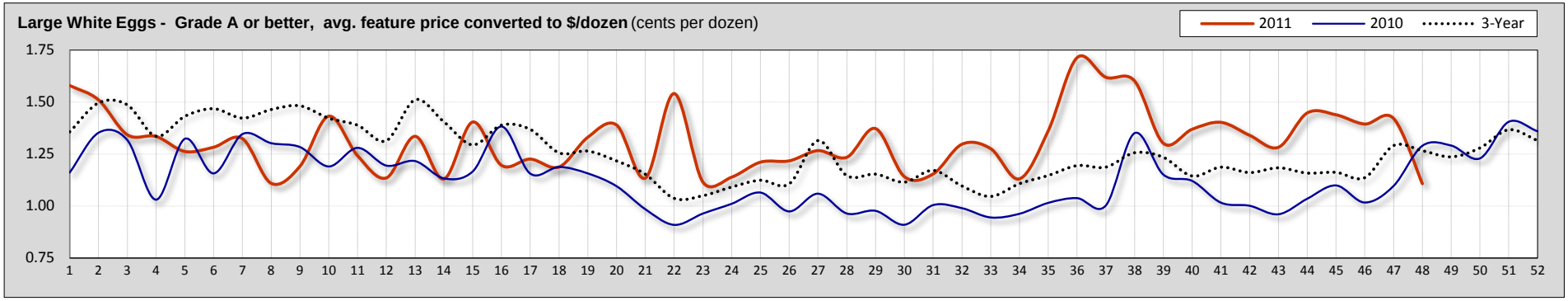
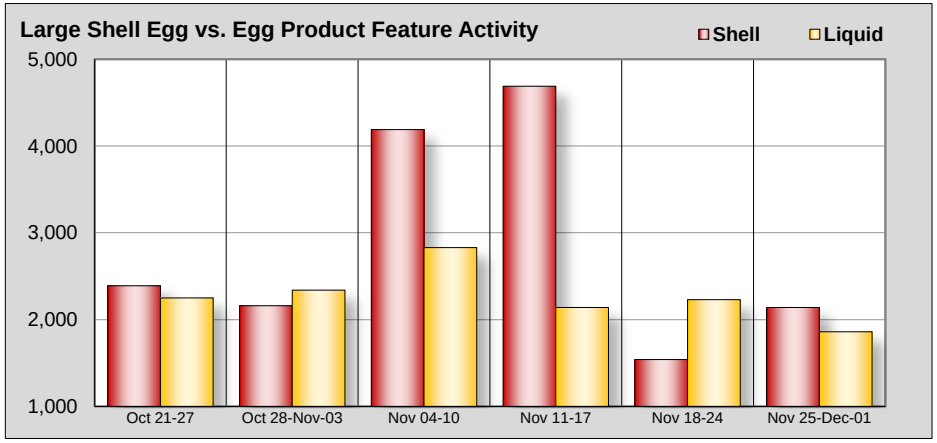
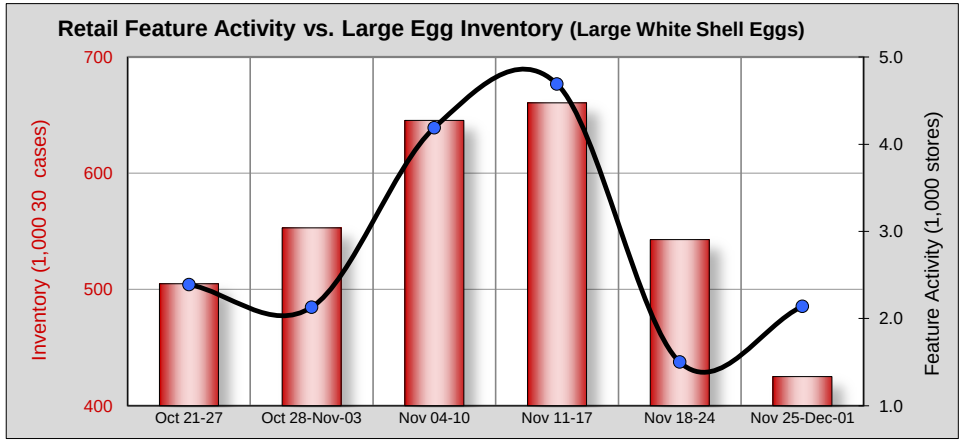
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	4.0%		5.1%		13.8%		11.0% of 3,900 sampled		4.2% of 5,100 sampled		2.9% of 3,300 sampled		0.9% of 3,600 sampled		0.0% of 2,500 sampled		0.0% of 1,100 sampled	
2/ Activity Index	1,860		2,230		2,580		Activity Index = 1,520		Activity Index = 210		Activity Index = 100		Activity Index = 30		Activity Index = 0		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	1,380	2.69	1,930	2.51	1,740	2.01	1.99 - 3.00	1,040 2.88	2.00 - 3.00	210 2.09	1.99	100 1.99	2.50	30 2.50				
32 oz. crtn	110	4.87	300	4.44	700	4.67	3.99 - 4.99	110 4.87										
3 - 4 oz. cup	370	2.99			140	2.19	2.99	370 2.99										
2 - 8 oz. cup																		

EGG NOG	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	16.8%		31.8%		10.5%		30.9% of 4,000 sampled		2.4% of 5,100 sampled		17.2% of 3,200 sampled		11.8% of 3,500 sampled		21.8% of 2,400 sampled		37.3% of 1,000 sampled	
2/ Activity Index	4,020		7,730		2,060		Activity Index = 1,900		Activity Index = 170		Activity Index = 560		Activity Index = 420		Activity Index = 550		Activity Index = 420	
	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/
32 ounce	1,030	2.61	3,560	2.48	1,310	2.07	1.99 - 3.00	410 2.77	1.66 - 1.99	20 1.87	1.88 - 3.49	420 2.41	1.99 - 2.99	50 2.34	2.50	10 2.50	2.99	120 2.99
64 ounce	2,990	3.66	4,170	3.60	750	3.59	3.49 - 4.99	1,490 4.20	2.99 - 3.79	150 3.61	3.69 - 5.49	140 4.02	2.79 - 2.99	370 2.93	2.99	540 2.99	2.79 - 2.99	300 2.91

(Non-alcoholic egg nog; this section will run through January 1, 2012)







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