USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Fri. Dec 02, 2011

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/02 thru 12/08.

(prices in dollars per carton)

SHELL EGG NATIONAL SUMMARY

	Feature Rate	THIS WEEK 33.4% of 19,500 stores				PREVIOUS WEEK 20.9% of 19,500 stores				PREVIOUS YEAR 25.8% 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			820	1.23					60	1.44	1,570	1.17
	White 18 pack	30	2.99	1,550	2.05	10	1.79	1,210	1.56			130	2.00
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	40	1.55	990	1.23			800	1.23	10	1.50	530	1.10
	White 18 pack			820	1.84			130	1.49			350	2.49
	Brown 12 pack												
SPECIALTY	**USDA ORGANIC**												
	White 12 pack												
	Brown 12 pack	170	3.96	190	4.01	60	3.82	210	3.99			500	4.81
	OMEGA-3												
	White 12 pack	100	1.99	560	2.30	320	2.99	500	2.60	510	2.72	1,670	2.48
	Brown 12 pack	130	3.19	30	2.50	100	2.52					250	2.48
	CAGE-FREE												
	White 12 pack	100	2.99	50	2.99	40	2.79	510	2.30			80	2.56
	Brown 12 pack			120	2.59			1,120	2.23			430	3.38
	VEGETARIAN FED												
	White 12 pack							190	2.00			100	3.50
	Brown 12 pack							10	2.99			90	2.35

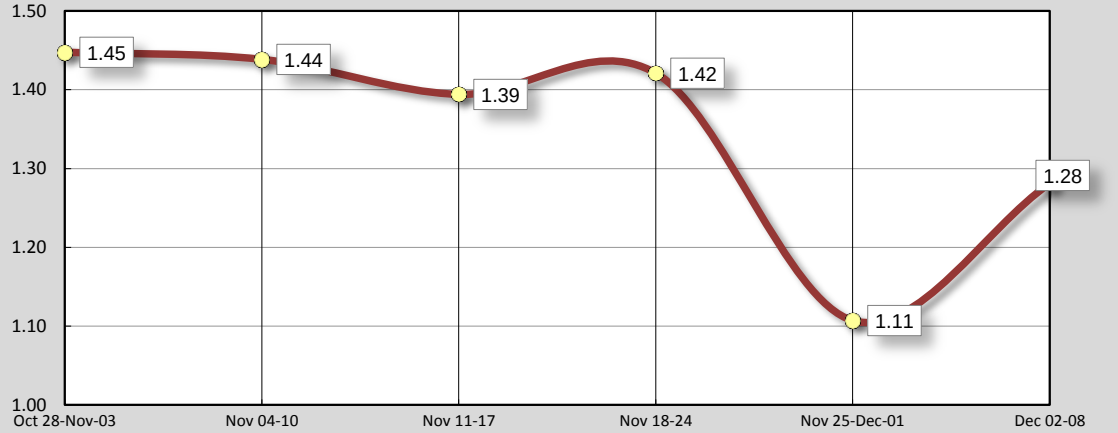
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,250	2,150	2,650	**Large Eggs on**
Specialty	1,450	3,060	3,630	**Nov-28-2011**
Total (includes MD)	6,080	5,460	6,330	405.7
Special Rate 4/:	8.0%	1.0%	0.0%	down 4.6%

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

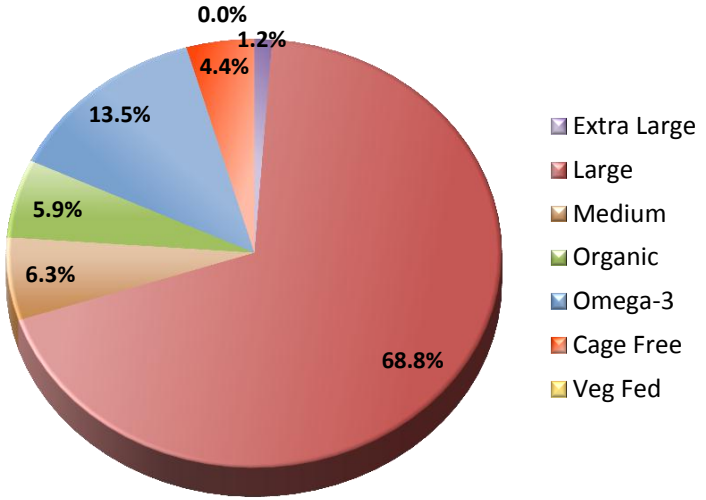
SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is almost double this week as the activity level reaches a record high for this time of year. The price of Grade A or better, Large white eggs is higher and back on the rise following a sharp decline. Medium sized eggs and 18 pack cartons sustain visibility in many circulars this week. The number of 'no price' incentives is substantially higher as retailers are eager to keep the attention of shoppers after the Thanksgiving rush. Promotions for specialty shell eggs, however, are significantly lower with a decrease in the presence of most types. Featuring of liquid shell eggs inches higher and can still be found heavily in the Northeast. Consumers searching for egg nog will notice a slight decrease in promotional activity with 32 ounce cartons being the size of choice.

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/		18.3% of 3,900 sampled outlets						36.8% of 5,100 sampled outlets						31.8% of 3,300 sampled outlets					
Activity Index 2/		Activity Index = 1,350 (includes Medium)						Activity Index = 820 (includes Medium)						Activity Index = 1,020 (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																1.25	10	1.25
	White 18 pack				1.99	90	1.99				1.99	40	1.99						
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack	1.50	10	1.50	1.39 - 1.50	50	1.42				0.99 - 1.38	440	1.27				0.68 - 1.25	350	1.17
	White 18 pack				1.58 - 1.99	300	1.72				1.98	30	1.98				1.88 - 1.99	250	1.92
	Brown 12 pack																		
	MEDIUM		White 12 pack White 30 pack		1.29	60	1.29		White 12 pack White 30 pack		1.39	10	1.39		White 12 pack White 30 pack		1.00 - 1.32	270	1.02
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack	3.99 - 4.38	160	4.02	3.99 - 4.38	170	4.02							2.98	10	2.98			
	OMEGA-3																		
	White 12 pack				1.99 - 2.66	200	2.49				1.69 - 2.50	220	2.40	1.99	100	1.99	1.69 - 2.50	20	2.30
	Brown 12 pack	3.19	130	3.19	2.50	30	2.50												
	CAGE-FREE																		
	White 12 pack	2.99	100	2.99	2.99	50	2.99												
	Brown 12 pack										2.79	80	2.79				2.79	10	2.79
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

		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/		39.6% of 3,600 sampled outlets						39.7% of 2,500 sampled outlets						40.8% of 1,100 sampled outlets					
Activity Index 2/		Activity Index = 1,420 (includes Medium)						Activity Index = 1,010 (includes Medium)						Activity Index = 460 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.50	480	1.21				0.99 - 1.48	190	1.37				0.88 - 1.39	140	1.12
	White 18 pack				1.99	370	1.99	2.99	30	2.99	1.99 - 2.50	750	2.12				1.99	300	1.99
	Brown 12 pack																		
	MEDIUM		White 12 pack						White 12 pack						White 12 pack				
USDA GRADE A	White 12 pack				0.98 - 1.29	150	1.21	1.37 - 1.69	30	1.57									
	White 18 pack				1.88 - 1.99	240	1.89												
	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		2.99	#####	#######
SPECIALTY	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				4.00	20	4.00												
	OMEGA-3																		
	White 12 pack				1.69	100	1.69				2.69	10	2.69				1.99	10	1.99
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																		
	Brown 12 pack				1.99	30	1.99												
	VEGETARIAN FED																		
	White 12 pack																		
	Brown 12 pack																		

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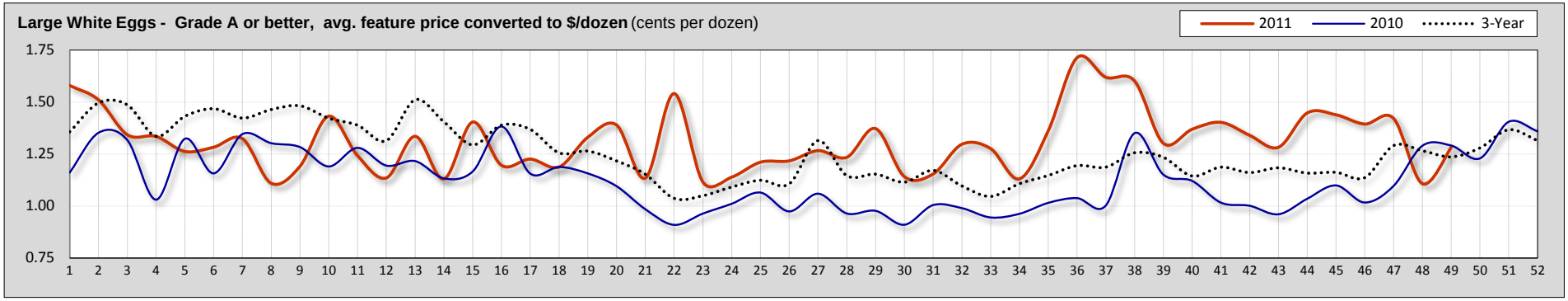
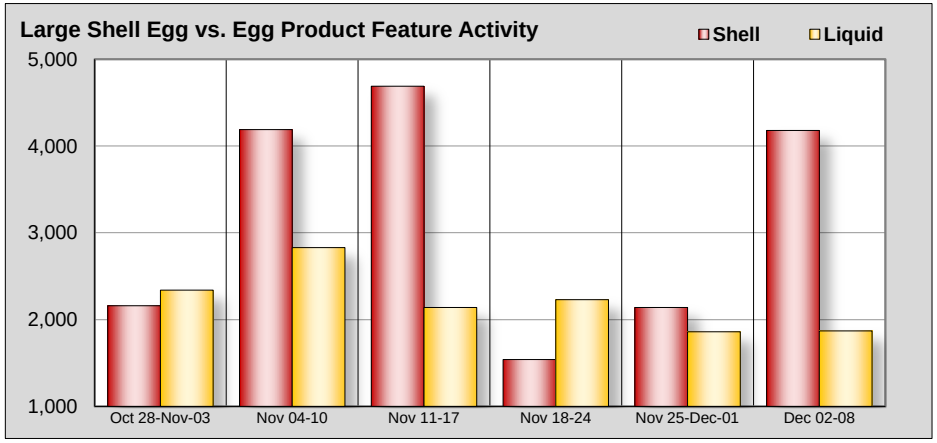
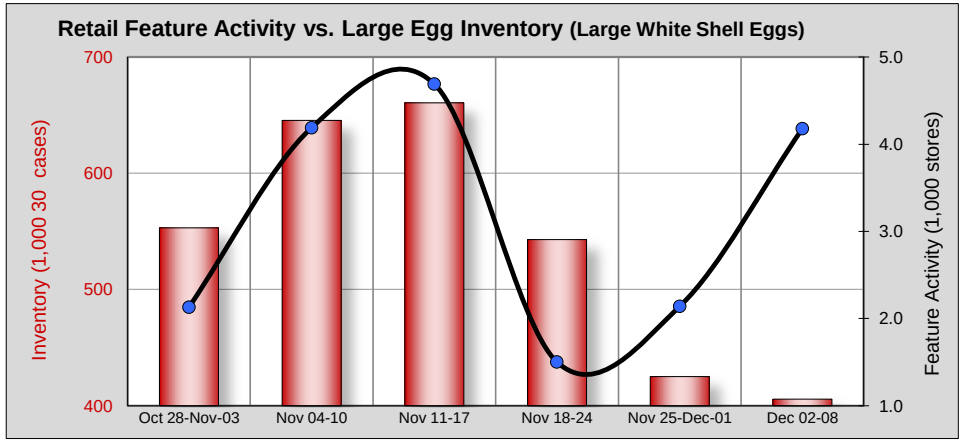
EGG PRODUCTS	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	6.0%		4.0%		16.4%		12.7% of 3,900 sampled			2.5% of 5,100 sampled			3.9% of 3,300 sampled			8.9% of 3,600 sampled			2.2% of 2,500 sampled			3.4% of 1,100 sampled		
2/ Activity Index	1,870		1,860		3,040		Activity Index = 1,310			Activity Index = 190			Activity Index = 30			Activity Index = 250			Activity Index = 50			Activity Index = 40		
	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	1,120	2.63	1,380	2.69	1,990	2.49	1.99 - 2.99	670	2.65	1.99 - 2.99	120	2.54	1.99 - 2.50	30	2.18	2.48 - 2.99	250	2.65	2.69	50	2.69			
32 oz. crtn	750	3.61	110	4.87	970	5.16	3.49 - 3.99	640	3.59	3.49 - 4.29	70	3.58										3.99	40	3.99
3 - 4 oz. cup			370	2.99	80	2.68																		
2 - 8 oz. cup																								

EGG NOG	THIS WEEK		LAST WEEK		LAST YEAR		NORTHEAST			SOUTHEAST			MIDWEST			SOUTH CENTRAL			SOUTHWEST			NORTHWEST		
1/ Feature Rate	12.1%		16.8%		27.3%		5.2% of 4,000 sampled			2.5% of 5,100 sampled			9.4% of 3,200 sampled			23.1% of 3,500 sampled			25.6% of 2,400 sampled			23.6% of 1,000 sampled		
2/ Activity Index	3,740		4,020		5,360		Activity Index = 1,340			Activity Index = 130			Activity Index = 410			Activity Index = 830			Activity Index = 770			Activity Index = 260		
	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	2,240	2.37	1,030	2.61	2,410	2.24	1.99 - 4.99	240	2.52	1.69 - 2.99	60	1.87	1.67 - 2.99	370	2.41	1.29 - 3.49	670	2.65	1.99 - 2.99	640	2.17	1.99 - 2.99	260	2.05
64 ounce	1,500	3.60	2,990	3.66	2,950	3.41	1.99 - 4.99	1,100	3.66	3.59 - 3.99	70	3.71	3.99	40	3.99	2.69 - 3.99	160	3.51	2.99	130	2.99			

(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