



**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 05/07 thru 05/13.

(prices in dollars per carton)

Fri. May 07, 2010

**SHELL EGG NATIONAL SUMMARY**

Feature Rate	THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR				
	50.9% of 19,200 stores				34.6% of 19,200 stores				37.0% of 18,600 stores				
	X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE		
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
<b>REGULAR</b>	<b>USDA GRADE AA</b>												
	White 12 pack	120	1.25	880	1.03	10	0.99	320	1.10	90	1.41	850	1.01
	White 18 pack	30	1.50	1,310	1.94			480	2.16			670	2.21
	Brown 12 pack												
	<b>USDA GRADE A</b>												
	White 12 pack	230	1.01	1,610	0.98	10	0.99	1,180	1.10	330	1.17	2,370	1.04
White 18 pack			890	1.61			250	1.40			390	1.38	
Brown 12 pack													
<b>SPECIALTY</b>	<b>USDA ORGANIC</b>												
	White 12 pack												
	Brown 12 pack	30	3.99	460	4.11			580	4.38			750	4.07
	<b>OMEGA-3</b>												
	White 12 pack	580	2.73	3,270	2.26	190	2.55	1,540	2.32	70	2.00	1,000	2.42
	Brown 12 pack			130	4.19			20	3.99			560	2.81
	<b>CAGE-FREE</b>												
	White 12 pack			160	2.29			70	2.99	20	2.49	120	2.50
	Brown 12 pack			920	2.95			1,520	3.03			1,150	2.82
	<b>VEGETARIAN FED</b>												
White 12 pack			220	2.99			190	2.50	10	2.50	60	2.00	
Brown 12 pack			890	2.45	150	2.49	860	2.77			440	2.48	

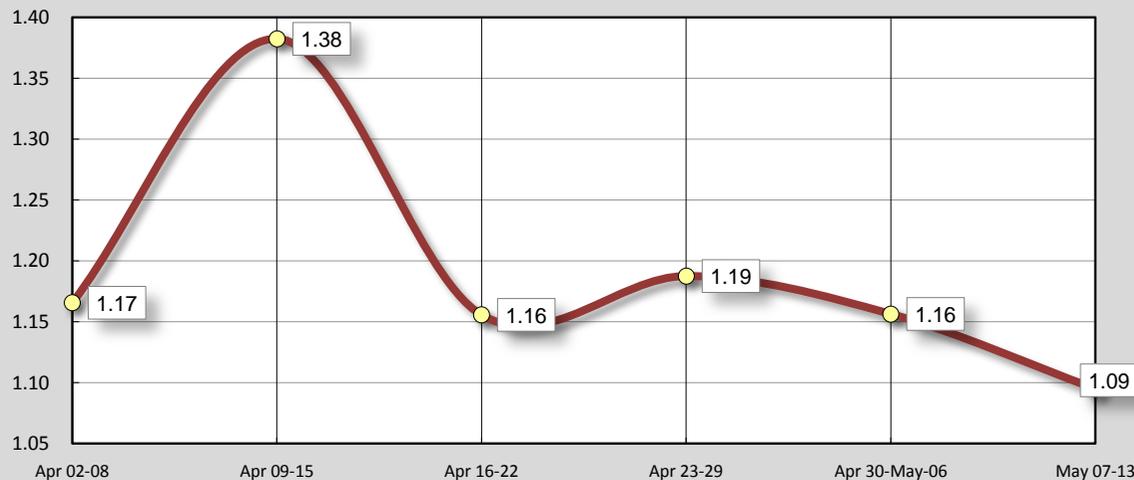
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	5,070	2,250	4,700	Large Eggs on May-03-2010
Specialty	6,660	5,120	4,180	
Total (includes MD)	11,990	7,410	8,980	540.3
Special Rate 4/:	3.8%	8.0%	6.2%	up 2%

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

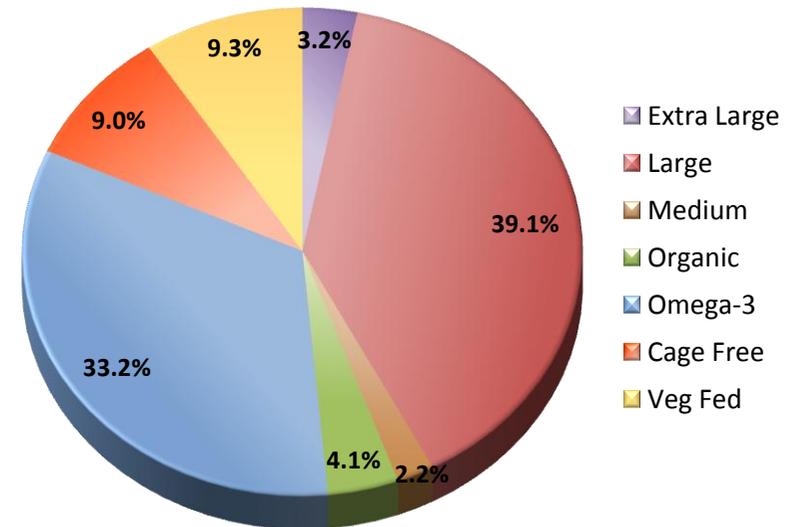
**SHELL EGG and EGG PRODUCTS FEATURING**

Regular shell egg promotional activity doubles this week with over half of sampled stores including ads in their circulars. The weighted average price of USDA Grade A or better, Large white eggs to consumers continues to decline as retailers seek a level to stimulate consumer interest. The incidence of "no price" specials decreased in number even though stores continued offering "BOGO's" as a shopping incentive. Specialty shell egg feature activity is also up this week led by a significant surge in ads for Omega-3 white eggs. Vegetarian-fed brown egg and USDA Organic brown egg ads remain constant, however, Cage free brown egg promotions declined. In the egg products sector, liquid egg promotions are lower in number and showing up less frequently than regular shell egg features.

**Large White Eggs - Grade A or better, wtd 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 <sup>1/</sup> Activity Index <sup>2/</sup>		71.1% of 4,000 sampled outlets Activity Index = 4,410 (includes Medium)						35.8% of 5,100 sampled outlets Activity Index = 1,990 (includes Medium)						55.4% of 3,200 sampled outlets Activity Index = 2,020 (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				1.29	10	1.29				0.99	30	0.99				0.88 - 1.49	90	1.44	
	White 18 pack																1.49	10	1.49	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack	0.59 - 1.25	120	1.02	0.59 - 1.19	480	0.96				0.88 - 1.39	300	1.07	1.00	110	1.00	0.69 - 1.39	590	0.92	
	White 18 pack				0.99 - 2.99	330	2.00				0.88 - 1.66	240	1.39				0.99 - 1.99	220	1.32	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack						White 12 pack	0.88 - 0.99	60	0.96			White 12 pack	0.77	140	0.77
					White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				3.99 - 5.98	110	4.77													
	<b>OMEGA-3</b>																			
	White 12 pack	2.50 - 3.49	580	2.73	1.89 - 2.99	1,270	2.31				1.99 - 2.29	1,150	2.00				1.50 - 2.99	570	2.30	
	Brown 12 pack				3.69 - 4.98	120	4.23				3.69	10	3.69							
CAGE-FREE	White 12 pack										2.29	60	2.29				2.29	100	2.29	
	Brown 12 pack				2.19 - 2.99	350	2.33				2.29	70	2.29				2.99	190	2.99	
VEGETARIAN FED	White 12 pack				2.99	220	2.99													
	Brown 12 pack				2.19 - 2.99	820	2.44				2.50	70	2.50							
		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 <sup>1/</sup> Activity Index <sup>2/</sup>		34.6% of 3,500 sampled outlets Activity Index = 970 (includes Medium)						53.5% of 2,400 sampled outlets Activity Index = 1,760 (includes Medium)						81.8% of 1,000 sampled outlets Activity Index = 840 (includes Medium)						
USDA GRADE AA	White 12 pack				0.98 - 0.99	150	0.99				0.99	470	0.99	1.25	120	1.25	0.48 - 0.99	130	0.93	
	White 18 pack				1.49 - 1.59	370	1.49	1.50	30	1.50	1.88 - 2.69	590	2.26				1.49 - 1.99	340	1.88	
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack						White 12 pack						White 12 pack			
USDA GRADE A	White 12 pack				0.68 - 1.39	230	1.06				1.39	10	1.39							
	White 18 pack				0.88 - 1.79	100	1.46													
	Brown 12 pack																			
	<b>MEDIUM</b>				White 12 pack	0.77	60	0.77			White 12 pack						White 12 pack			
					White 30 pack						White 30 pack						White 30 pack			
S P E C I A L T Y	<b>USDA ORGANIC</b>																			
	White 12 pack																			
	Brown 12 pack				3.99	20	3.99	3.99	30	3.99	3.49 - 3.99	80	3.73				3.49 - 3.99	250	3.96	
	<b>OMEGA-3</b>																			
	White 12 pack										2.99	280	2.99							
	Brown 12 pack																			
CAGE-FREE	White 12 pack																			
	Brown 12 pack				2.29	40	2.29				3.99	270	3.99							
VEGETARIAN FED	White 12 pack																			
	Brown 12 pack																			

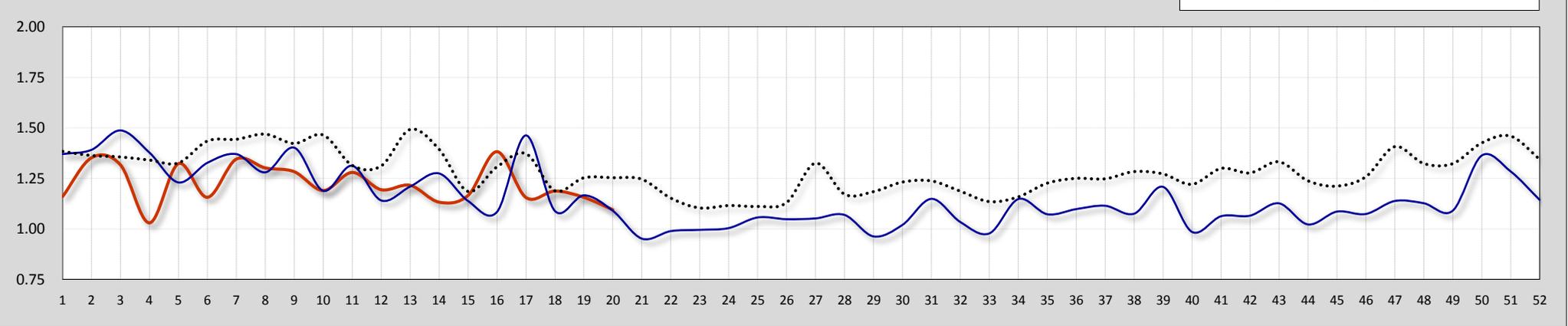


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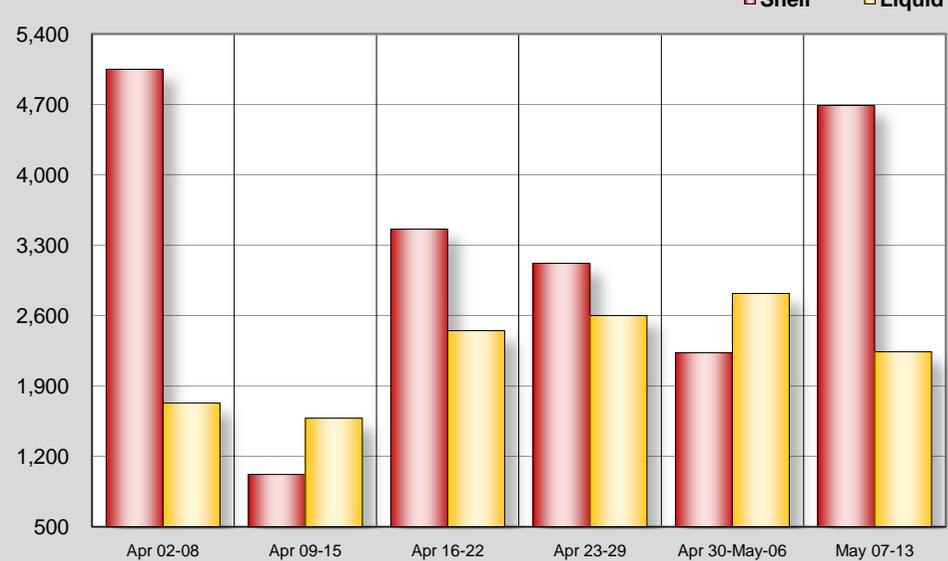
Fri. May 07, 2010

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	16.6%	14.3%	11.5%	20.5% of 4,000 sampled	28.2% of 5,100 sampled	12.0% of 3,200 sampled	6.9% of 3,500 sampled	11.5% of 2,400 sampled	3.8% of 1,000 sampled
2/ Activity Index	2,240	2,820	2,340	Activity Index = 1,040	Activity Index = 470	Activity Index = 330	Activity Index = 120	Activity Index = 270	Activity Index = 10
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>					
14-16 oz. crtn	1,170 2.42	2,100 2.36	2,080 2.48	1.97 - 2.99 370 2.78	1.97 - 2.50 230 2.07	1.99 - 2.19 170 2.03	2.19 120 2.19	2.50 - 3.69 270 2.56	2.99 10 2.99
32 oz. crtn	660 4.39	550 4.90	260 4.96	3.99 - 4.99 330 4.58	3.78 - 3.99 210 3.79	4.49 - 4.99 120 4.93			
3 - 4 oz. cup	410 2.73	170 2.22		2.50 - 2.99 340 2.82	2.50 30 2.50	1.99 - 2.50 40 2.14			
2 - 8 oz. cup									

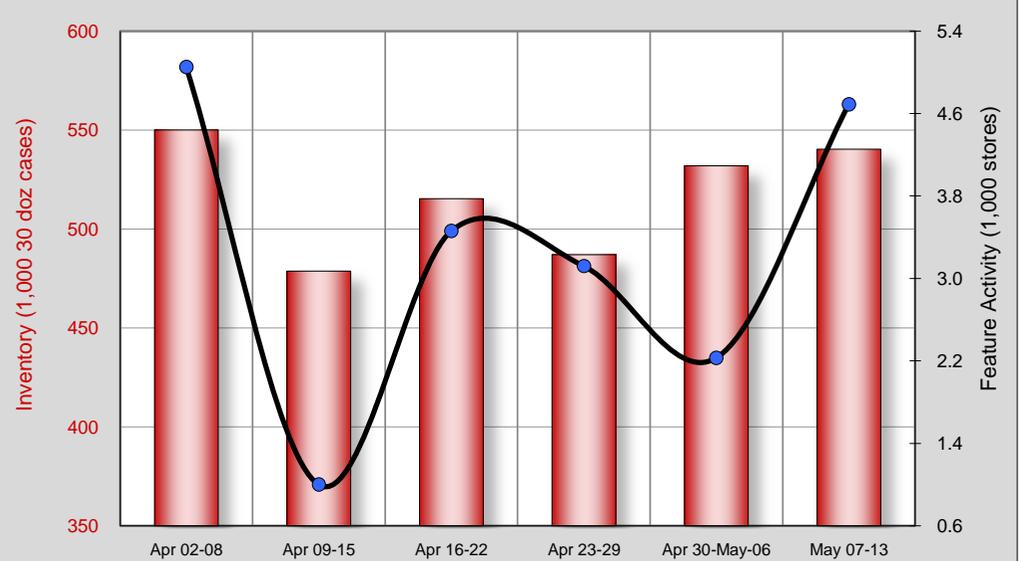
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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>