



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 07/30 thru 08/05.

(prices in dollars per carton)

Fri. Jul 30, 2010

SHELL EGG NATIONAL SUMMARY

Feature Rate	THIS WEEK		PREVIOUS WEEK				PREVIOUS YEAR						
	52.1% of 19,200 stores		27.9% of 19,200 stores				27.0% 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	
REGULAR	USDA GRADE AA												
	White 12 pack	40	0.92	840	1.02	80	1.40	1,280	1.12	20	1.76	810	1.16
	White 18 pack	30	2.50	1,290	1.53			20	0.99			270	1.63
	Brown 12 pack			30	1.77							210	3.31
	USDA GRADE A												
	White 12 pack	360	0.99	2,830	0.97			800	0.90	280	1.00	1,410	1.00
White 18 pack			590	1.45			170	1.03			370	1.29	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack			10	3.50								
	Brown 12 pack			830	3.98			80	3.98			410	4.20
	OMEGA-3												
	White 12 pack	260	2.37	1,240	2.98	470	2.63	1,170	2.35	360	2.46	1,190	2.19
	Brown 12 pack	20	4.39	450	2.67			60	1.89			230	3.06
	CAGE-FREE												
	White 12 pack			120	1.99			240	2.95	120	1.99	120	1.99
	Brown 12 pack	10	2.50	320	2.53			700	3.09			590	2.92
	VEGETARIAN FED												
White 12 pack							10	2.50	200	2.79	620	2.59	
Brown 12 pack	10	2.50	920	2.59	20	1.99	280	2.80			60	2.79	

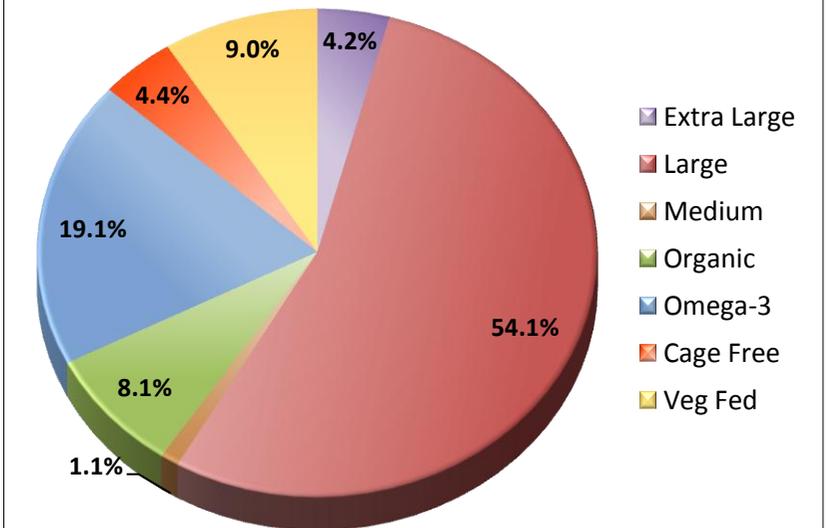
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	6,010	2,350	3,370	Large Eggs on Jul-26-2010
Specialty	4,190	3,030	3,900	
Total (includes MD)	10,310	5,630	7,320	430.1
Special Rate 4/:	7.7%	4.2%	3.1%	up 5%

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

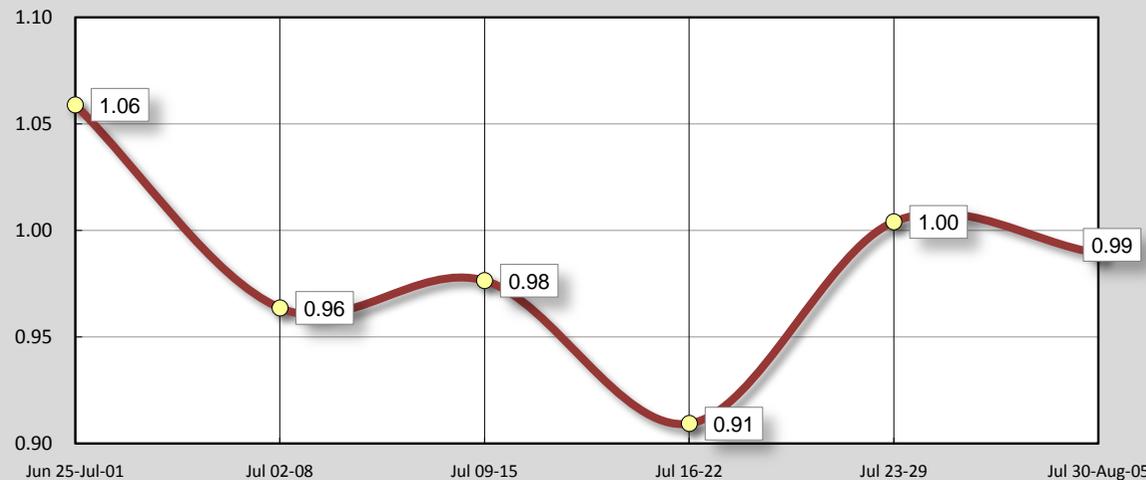
SHELL EGG and EGG PRODUCTS FEATURING

Overall shell egg featuring is considerably more active than last week with over half of sampled stores promoting eggs. Ads for regular shell eggs are higher in number, led by a sharp increase in outlets promoting Grade AA 18 pack and Grade A 12 pack eggs. Notably, over half of all shell egg promotions across all categories are for Large. The weighted average advertised price of Grade A or better, Large white eggs declined slightly. The occurrence of "no price" specials increases significantly as retailers continue to offer attractive incentives to consumers to shop in their stores. The Southeast region is the most active region this cycle. Specialty shell egg promotions are higher in number this cycle and more stores are promoting USDA Certified Organic large eggs. In the egg products sector, liquid egg promotions are higher in number with 14-16 ounce cartons still most commonly featured.

This Week's Shell Egg Featuring by Category



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



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.)

Source: USDA Agricultural Marketing Service, Poultry Market News and Analysis - (202) 720-6911 website: <http://www.ams.usda.gov/pymarketnews.htm>

		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/}		55.6% of 4,000 sampled outlets Activity Index = 3,250 (includes Medium)						73.0% of 5,100 sampled outlets Activity Index = 2,460 (includes Medium)						34.8% of 3,200 sampled outlets Activity Index = 1,330 (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				1.39	10	1.39							0.88 - 1.00	40	0.90				
	White 18 pack													1.29	10	1.29				
	Brown 12 pack													1.77	30	1.77				
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack			
USDA GRADE A	White 12 pack	0.99	10	0.99	0.49 - 1.08	310	1.02				0.49 - 1.00	2,030	0.98	0.79 - 1.00	350	0.99	0.49 - 1.00	290	0.92	
	White 18 pack				0.99 - 1.50	270	1.42				1.49 - 1.50	170	1.50	1.49 - 1.50	90	1.49	1.49 - 1.50	90	1.49	
	Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack			0.50 - 0.59 20 0.56			White 12 pack White 30 pack			1.98 30 1.98			White 12 pack White 30 pack			0.50 60 0.50			
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack					2.69 - 5.98			320 4.51											
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack		1.99 - 2.99	260	2.37	1.98 - 4.98	800	3.19				2.50	220	2.50	1.89 - 3.19	220	2.71			
Brown 12 pack		4.39	20	4.39	2.50 - 3.69	370	2.77				3.69	10	3.69							
S P E C I A L T Y	CAGE-FREE																			
	White 12 pack																			
	Brown 12 pack		2.50	10	2.50	2.29 - 3.49	160	2.99												
S P E C I A L T Y	VEGETARIAN FED																			
	White 12 pack																			
Brown 12 pack		2.50	10	2.50	2.50 - 2.99	680	2.56							1.99 - 3.19	240	2.66				
		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/}		30.5% of 3,500 sampled outlets Activity Index = 1,160 (includes Medium)						45.6% of 2,400 sampled outlets Activity Index = 1,060 (includes Medium)						77.3% of 1,000 sampled outlets Activity Index = 1,050 (includes Medium)						
USDA GRADE AA	White 12 pack				0.79 - 1.19	330	0.91	0.89 - 0.99	40	0.92	0.79 - 1.19	330	0.99				0.79 - 1.69	130	1.37	
	White 18 pack				1.29 - 1.49	360	1.42	2.50	30	2.50	1.49 - 1.99	500	1.69	1.29 - 1.50	420	1.43	1.29 - 1.50	420	1.43	
	Brown 12 pack																			
	MEDIUM	White 12 pack			White 12 pack			White 12 pack			White 12 pack			White 12 pack						
USDA GRADE A	White 12 pack				0.50 - 0.99	200	0.91													
	White 18 pack				1.39 - 1.50	60	1.41													
	Brown 12 pack																			
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack			White 12 pack White 30 pack						
S P E C I A L T Y	USDA ORGANIC																			
	White 12 pack					1.99 - 4.29			110 2.82			3.50 10 3.50			1.99 - 3.50 150 3.44			1.99 - 4.29 250 4.13		
	Brown 12 pack																			
	OMEGA-3																			
	White 12 pack					1.89			60 1.89						2.50 10 2.50					
Brown 12 pack																				
S P E C I A L T Y	CAGE-FREE																			
	White 12 pack														1.99 120 1.99					
	Brown 12 pack					2.29			40 2.29						1.99 120 1.99					
S P E C I A L T Y	VEGETARIAN FED																			
	White 12 pack																			
Brown 12 pack																				

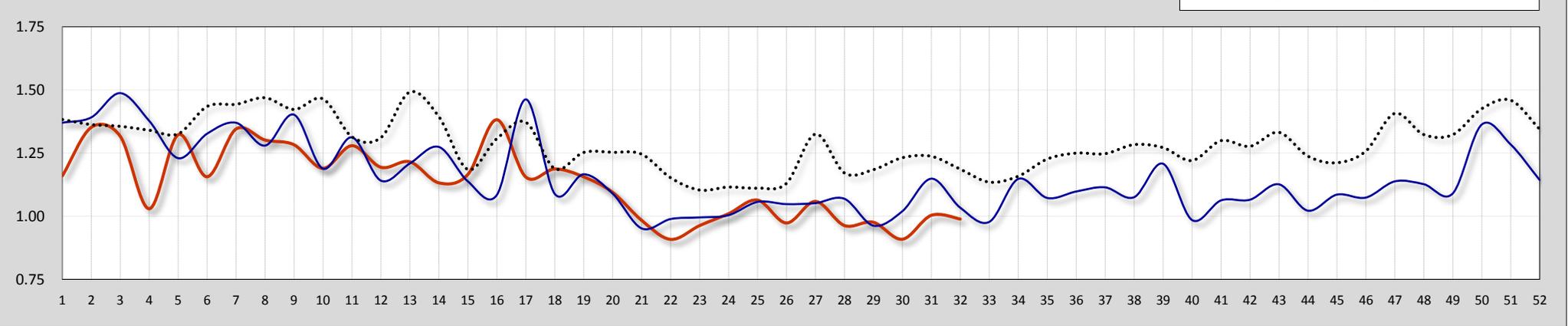


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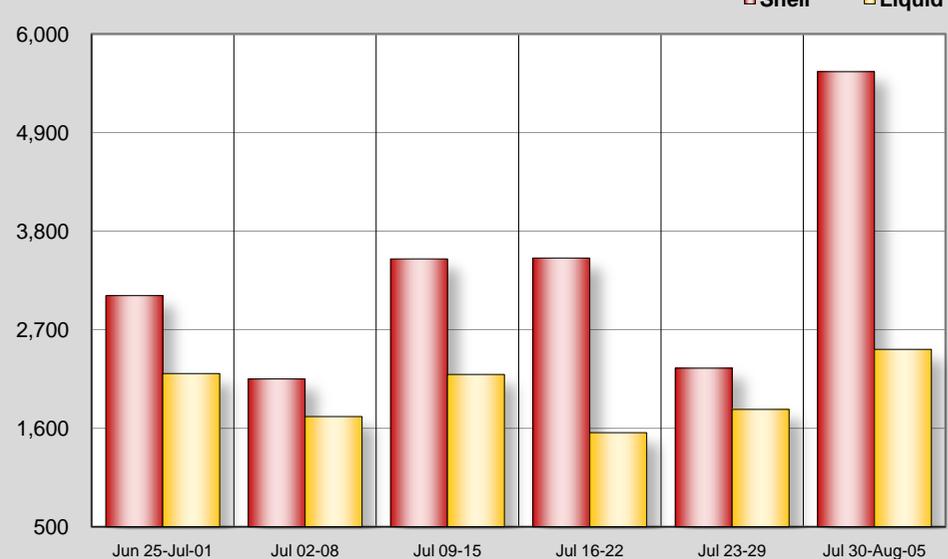
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	12.5%	9.1%	11.2%	29.2% of 4,000 sampled	6.1% of 5,100 sampled	11.3% of 3,200 sampled	0.4% of 3,500 sampled	12.5% of 2,400 sampled	22.8% of 1,000 sampled
2/ Activity Index	2,480	1,810	2,460	Activity Index = 1,340	Activity Index = 310	Activity Index = 560	Activity Index = 10	Activity Index = 20	Activity Index = 240
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}					
14-16 oz. crtn	2,070 2.27	1,630 2.45	2,210 2.43	1.99 - 2.99 960 2.41	1.98 - 3.35 300 2.20	1.88 - 2.69 540 2.04	2.29 10 2.29	2.50 - 2.69 20 2.62	2.29 - 2.50 240 2.30
32 oz. crtn	380 4.47	170 5.17	110 4.74	3.97 - 4.99 350 4.51	3.99 10 3.99	3.99 20 3.99			
3 - 4 oz. cup	30 2.99	10 2.00	140 2.39	2.99 30 2.99					
2 - 8 oz. cup									

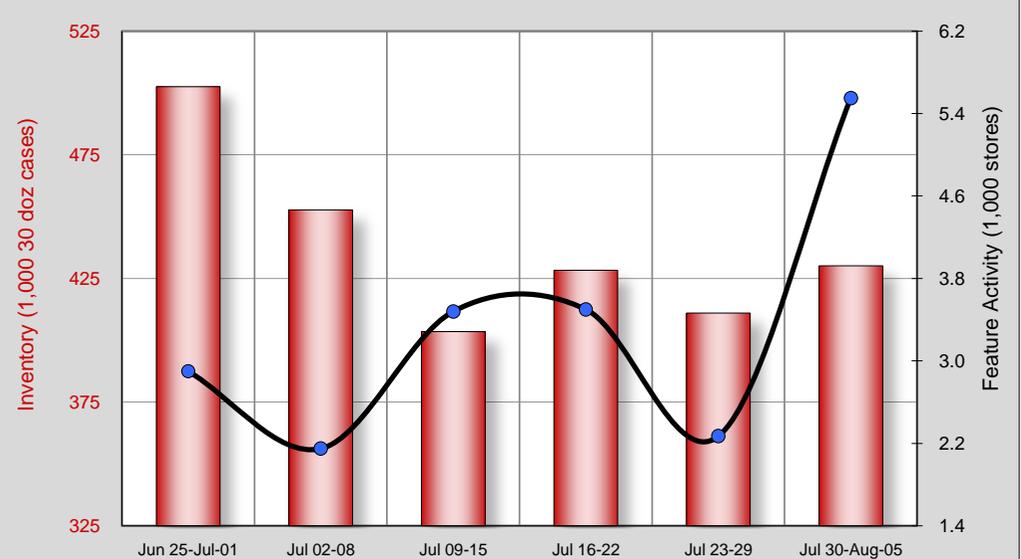
Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen (cents per dozen)



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.

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